



**UNIVERSITI PUTRA MALAYSIA**

**RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOURAL  
INTENTION TOWARDS INCANTATION (MANTRA) IN  
TRADITIONAL HEALING AMONG INDIAN COMMUNITY IN  
TAMAN SRI SERDANG, SELANGOR**

**VICKNESWARRY A/P SUBRAMANIAM**

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SELANGOR**

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TAMAN SRI SERDANG, SELANGOR**

**By**

**VICKNESWARRY A/P SUBRAMANIAM**

**This Thesis Submitted to the School of Graduate Studies,  
Universiti Putra Malaysia, in Fulfilment of the  
Requirements for the Degree of Master of Science**

**September 2013**

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## DEDICATION



AUM

*Thank you I have to say  
for helping me the other day..*

*Therefore, gratitude I have to convey  
without further delay!*

**Especially for those who gave me a lot of encouragement, support and  
inspiration...**

**Parents: MR. SUBRAMANIAM & MADAM AMUIRTHAVALLI**

**Husband: MR. SUNTHARAMURTHY**

**and all other family members and friends who gave me lots of help**

**in completing this thesis.**

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in  
fulfilment of the requirement for the degree of Master of Science

**RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOURAL  
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HEALING AMONG INDIAN COMMUNITY IN TAMAN SRI SERDANG,  
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**September 2013**

**Chairman: Assoc. Prof. Ma'rof bin Redzuan, PhD**

**Faculty: Human Ecology**

Although Indians in Malaysia are a minority population, they continue with their traditional beliefs and religious or cultural activities without any obstacle. The aim of this study was to determine the relationship between attitude and behavioural intention towards incantation among the Indian community in Taman Sri Serdang, in the state of Selangor, Malaysia. There are four objectives in this study: (1) to determine levels of knowledge, attitude, subjective norm, perceived behaviour control, and intention towards incantation; (2) to measure the difference in attitude, subjective norm, perceived behaviour control and intention in relation to gender and age towards incantation; (3) to examine relationship between knowledge, attitude, subjective norm, perceived behaviour control, and intention towards incantation and (4) to predict factors that contribute to behavioural intention of the Indian community in Taman Sri Serdang towards incantation. In this study, the Theory of Planned Behaviour (TPB) proposed and developed by Icek Ajzen (Ajzen, 1991) was used.

This theory explains the reason why people behave in a certain way in certain situations. This theory explains that people's behaviour is influenced by their intention to perform a particular action. This theory casts light on behavioural intention, which is determined by attitude, subjective norm and perceived behaviour control. For this purpose, 217 respondents from various backgrounds were identified using a simple random sampling from Taman Sri Serdang. Data were collected using a questionnaire, which, when completed and returned, were analyzed using Statistical Package for Social Science (SPSS) version 19.0. Findings indicate that the knowledge level is high while the level for attitude, subjective norm, perceived behaviour control, and intention towards incantation is moderate. Meanwhile, there is a positive association between attitude and behaviour with respect to gender and age. There is low correlation between subjective norm and intention, moderate correlation between attitude and intention, and high correlation between perceived behaviour control and intention. In conclusion, attitude towards incantation is high but behaviour is moderate towards incantation among the Indian community in Taman Sri Serdang. The factor that contributes to human behaviour is perceived behaviour control. Thus, based on the findings of the study, it is recommended that the government should encourage and approve of this kind of traditional medicine so that there will be awareness and acceptance of this practice in today's social context.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia  
sebagai memenuhi sebahagian keperluan untuk ijazah Master Sains

**HUBUNGKAIT ANTARA SIKAP DAN TINGKAH LAKU KE ARAH JAMPI  
(MANTERA) DALAM PERUBATAN TRADISIONAL DI KALANGAN  
MASYARAKAT INDIA DI TAMAN SRI SERDANG, SELANGOR**

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Walaupun kaum India di Malaysia adalah penduduk minoriti, mereka terus dengan kepercayaan tradisional dan aktiviti agama atau budaya mereka tanpa sebarang halangan. Tujuan kajian ini adalah untuk menentukan hubungan antara sikap dan niat tingkah laku ke arah mantera di kalangan masyarakat India di Taman Sri Serdang, di negeri Selangor, Malaysia. Terdapat empat objektif dalam kajian ini: (1) untuk menentukan tahap pengetahuan, sikap, norma subjektif, kawalan tingkah laku, dan niat ke arah mantera; (2) untuk mengukur perbezaan dalam sikap, norma subjektif, kawalan tingkah laku dan niat dalam berhubung jantina dan umur terhadap mantera; (3) untuk memeriksa hubungan antara pengetahuan, sikap, norma subjektif, kawalan tingkah laku, dan niat ke arah mantera dan (4) untuk meramalkan faktor-faktor yang menyumbang kepada niat tingkah laku masyarakat India di Taman Sri Serdang ke arah mantera. Dalam kajian ini, Teori Tingkahlaku Dirancang yang dicadangkan dan dibangunkan oleh Icek Ajzen (Ajzen, 1991) telah digunakan. Teori ini menjelaskan sebab seseorang berkelakuan dengan cara yang tertentu dalam keadaan tertentu. Teori



ini menjelaskan bahawa tingkah laku manusia dipengaruhi oleh niat mereka untuk melaksanakan tindakan tertentu. Bagi tujuan ini, 217 responden dari pelbagai latar belakang telah dikenal pasti menggunakan persampelan rawak mudah dari Taman Sri Serdang. Data telah dikumpulkan menggunakan soal selidik, dan data yang telah dikumpulkan telah dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 19,0. Dapatan kajian menunjukkan bahawa tahap pengetahuan adalah tinggi manakala tahap sikap, norma subjektif, kawalan tingkah laku, dan niat ke arah mantera adalah sederhana. Sementara itu, terdapat kaitan yang positif antara sikap dan tingkah laku berkenaan dengan jantina dan umur. Terdapat korelasi yang rendah antara norma subjektif dan niat, korelasi sederhana antara sikap dan niat, dan korelasi yang tinggi antara kawalan tingkah laku dan niat. Kesimpulannya, sikap terhadap mantera adalah tinggi tetapi tingkah laku adalah sederhana ke arah mantera di kalangan masyarakat India di Taman Sri Serdang. Faktor yang menyumbang kepada tingkah laku manusia dilihat kawalan tingkah laku. Oleh itu, berdasarkan dapatan kajian, ia adalah disyorkan bahawa kerajaan perlu menggalakkan dan meluluskan perubahan tradisional ini supaya akan ada kesedaran dan penerimaan amalan dalam konteks sosial hari ini.

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Finally, my special thanks to the librarians of Sultan Abdul Samad Library, University Putra Malaysia for kind assistance and help to soliciting all the needed information and materials. Thanks to all and all your kindness and consideration will treasure forever.

I certify that a Thesis Examination Committee has met on 26 September 2013 to conduct the final examination of Vickneswarry a/p Subramaniam on her thesis entitled “Relationship between Attitude and Behavioural Intention towards Incantation (Mantra) in Traditional Healing Among Indian Community in Taman Sri Serdang, Selangor”. In accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 Mac 1998. The committee recommends that the student be awarded the Master of Science.

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## DECLARATION

### Declaration by graduate student

I hereby confirm that:

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This is to confirm that:

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Signature:

Name of Chairman of Supervisory Committee: **Assoc. Prof. Dr. Ma'rof Redzuan**

Signature:

Name of Member of Supervisory Committee: **Assoc. Prof. Dr. Nurdeng Deuraseh**

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