

UNIVERSITI TEKNOLOGI MARA

**ANTECEDENTS THAT STIMULATE
THE INTENTION TOWARDS 3R
PRACTICES ADOPTION
IN THE MILIEU OF PLANNED
BEHAVIOUR THEORY**

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ABSTRACT

Environment degradation due to massive size of population in the world and rapid urbanisation is very worrying. Sole reliance towards government initiatives is not enough to increase the rate of 3R (Reuse, Reduce, Recycle) practices in which this study mainly focuses on behavioural intentions of individuals to keen on environmental care activities by using Theory of Planned Behaviour constructs with additional variables. This study embraced cross-sectional design with the aim of 381 and 384 respondents who live in Sarikei and Shah Alam respectively. The findings revealed significant factors of attitude towards environmentally friendly products, subjective norm, perceived behavioural control, environmental concern and self-efficacy in both research location of Sarikei and Shah Alam. Additional constructs in this study which is self-efficacy become major determinants that ignite the intention among residents in both Sarikei and Shah Alam to adopt 3R practices. Therefore, intensive supportive system and inclusive policies should be established in order to expedite community engage actively in 3R practices.

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TABLE OF CONTENTS

	Page
EXAMINATION CERTIFICATE	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	5
1.4 Research Questions	10
1.5 Research Objective	11
1.5.1 General Objective	11
1.5.2 Specific Objective	11
1.6 Scope of Study	12
1.6.1 Level	12
1.6.2 Territory	15
1.6.3 Time	17
1.7 Significance of Study	18
1.7.1 Policy Makers	18
1.7.2 Local Authorities	19
1.7.3 Community	20
1.8 Definition of The Terms, Terminologies and Concepts	21
1.8.1 Behavioural Intention	21
1.8.2 Reuse	21
1.8.3 Reduce	22

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter generally highlights the locale of this study in which contributing factors that may lead the intention of residents to adopt 3R practices at the domestic level. Rapid urbanisation surely happens to all countries around the world whereby fulfilling human demands and needs requires huge resources to be exploited which eventually create huge responsibility from the angle of managing waste due to the continuous amount of consumptions. The attentiveness towards clean environment among the population on earth must be measured consistently in which the issue of green culture is still worsening and keep arising. In fact, conserving the cleanliness of environment must be cultivated from the household level which means waste that produced from the household must first to be managed wisely in order to mitigate harmful impacts towards the environment as well as health conditions of the population. This study creates value to increase awareness of preserving the environment through the utilisation of behavioural theory which looks forward to a higher degree of accuracy in predicting human behaviour and tendencies related to environmental care activities.

Many studies are conducted regarding environmental behaviour particularly from various perspectives which are including conditions of facilities, motivation, degree of management efficiency, policies construct and learning or individual traits. However, this study intends to incorporate relevant theories as it may differ from other studies in order to develop more possibilities of finding out solutions for better solid waste management especially at the domestic level. Behavioural factors are very necessary to be recognized in order to shape better generations of protecting well-being and create a mutual sense of responsibility in solid waste management.