PREDICTING HOMEOWNERS' INTENTION TOWARDS THE ADOPTION OF EDIBLE LANDSCAPE BY USING THEORY OF PLANNED BEHAVIOR MODEL

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DECLARATION

This Final Year Project is a partial fulfilment of the requirements for a Degree of Bachelor of Science in Agrotechnology (Hons.) Horticulture Technology in the Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

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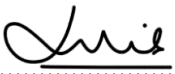
Candidate's signature :  .....

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ABSTRACT

PREDICTING HOMEOWNERS' INTENTION TOWARDS THE ADOPTION OF EDIBLE LANDSCAPE BY USING THEORY OF PLANNED BEHAVIOR MODEL

As known worldwide, the landscaping area for the homeowners usually located in the front yard of the residential property. Some homeowners mixed with the edible plant while some only used the ornamental plant. Leaving the front yards unorganized has caused an unappealing view for the homeowners and passing strangers. Today, edible landscaping became trending among the homeowners, especially in urban or suburban areas. There have been numerous studies on the benefits of edible landscaping such as provides safe and readily available crop, reduce the environmental problem through greening the open spaces, increase biodiversity and also can be an additional source of income but none of them ever mention about the factors that influence people to adopt it particularly in Rawang. This study examines the effect of attitude, subjective norms, and perceived behavioral control towards the adoption of an edible landscape. A survey method questionnaire by using a judgmental or purposive sampling technique was used to collect data from the homeowners in Rawang. This study involved 100 homeowners as respondents. Data collected were then analyzed using SPSS software to find the frequency analysis, descriptive analysis, reliability analysis, correlation analysis, and regression analysis. The findings of this study show that perceived behavioral control has the strongest influence on intention where the beta value obtained was 0.533. In contrast, the attitude has a weak influence on intention towards the adoption of an edible landscape. The findings of this study provide a clear interpretation of the factors influencing homeowners' intention towards the adoption of an edible landscape which can be used by the National Landscape Department and Department of Agriculture to promote this behavior in order to increase the participation of homeowners to get involved in the edible landscaping.

Keywords: Edible Landscape, Theory of Planned Behavior, Attitude, Subjective Norm, Perceived Behavioral Control.

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