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THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORM AND PERCEIVED BEHAVIOURAL CONTROL TOWARDS INTENTION TO COMPLY SPEED LIMIT AMONG YOUNG DRIVERS IN KUALA MUDA

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Declaration

We hereby declare that the work contained in this research report is our own except those which have been duly identified and acknowledged. If we are found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's

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CHAPTER 1

INTRODUCTION

1.1   Introduction

This chapter provides an overview of this study which consists of eight main sections. Beginning with the background of study, this chapter identifies the issues; ascertain the research problem, research question and the objective of this research endeavor. It also highlights the significance, scope of study provides the definitions of terms and concludes with a discussion on the remaining chapters.

1.2   Background of Study

Road traffic accidents have become a major public health concern in both developed and developing countries alike as they constitute a major cause of fatalities globally (Akaateba & Amoh-Gyimah, 2013; Kaen, 2016; Paris & Broucke, 2008). According to the World Health Organization, road traffic accident has caused nearly 1.2 million dead and many more cases of disabilities in year 2000. In addition, it was estimated that without the effective implementation of efficient countermeasure, an 80% increase in road traffic accident should be expected in low-and-middle-income countries by year 2020 (Akaateba & Amoh-Gyimah, 2013). More surprisingly, road traffic injuries were the most important problem in the global burden of disease and expected to take up the third place in the ranking of disease burden by the year 2020 (Paris & Broucke, 2008).

In line to the global problem of road traffic accident, numerous organizations such as European Commission and WHO had identified various factor associated with the problem. Among those factors includes (a) driver characteristics (Akaateba & Amoh-Gyimah, 2013; Horvath, Lewis, & Watson, 2012; Paris & Broucke, 2008), (b) road layout (Akaateba & Amoh-Gyimah, 2013; Masuri, Md Isa, & Mohd Tahir, 2017;