

UNIVERSITI TEKNOLOGI MARA

THE FACTORS THAT ASSOCIATED
WITH LITTERING BEHAVIOUR IN
PENAMPANG DISTRICT COUNCIL
KOTA KINABALU, SABAH

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ABSTRACT

The research paper is entitled “The factors that associated with littering behaviour in Penampang District Council. This main aim of this study is to investigate the factors that related with people to litter. The sub objectives are: (i) to identify whether personal factors associated with littering behaviour among the people in Penampang District; to identify whether social norms associated with littering behaviour of the people in Penampang District Council; and to identify whether the infrastructure related with littering behaviour among the people in Penampang. The sample size for this research is 220 respondents. Total number of returned questionnaires was 211 (overall response rate of 91%). Returned questionnaires have been screened for missing values as well as to check whether participants answered questions thoroughly and carefully. Overall nine questions were excluded from the final analysis due to many missing values and rating contradictory questions in the same way. Finally questionnaires have been included to be used for this study. Due to time constraints cross-sectional strategy is employed for this research. A self-administered questionnaire was developed with six sections: the first section is reporting of respondents’ profile. In the next section A, personal factors followed by section B social norms, then section C infrastructure, section D enforcement and finally section E littering behaviour. The result showed that the correlation between personal factors and littering behaviour is moderate and positive. It is similar to social norms and littering behaviour which can be considered as moderate and positive correlation. Correlation between infrastructure, enforcement and littering behaviour can be considered as strong and positive. The overall findings the correlations are significant.

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