

A STUDY ON DETERMINANTS OF PRO-ENVIRONMENTAL BEHAVIOUR

By

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..... A Study on Determinants of Pro-Environmental Behaviour

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LIST OF ABBREVIATIONS

EK	Environmental knowledge
EA	Environmental attitude
EB	Environmental behaviour
HEK	High level of environmental knowledge
HEA	High level of environmental attitude / positive environmental attitude
PEB	Pro-environmental behaviour
EP	Environment related programmes
NEP	Non-environment related programmes
UMT	University of Malaysia Terengganu
BM	Bumiputra
ID	Indian
IN	Self-appraisal of importance of nature
CN	Self-appraisal of condition of nature
DG	Self-appraisal of degree of degradation
ASDN	Awareness of severely degrading nature
LF	Perception of influences on life
DA	Awareness of daily activities' impacts on nature
RP	Awareness of responsibility on nature
HC	High level of concern
CC	Degree of concern
AC	Aspect of concern
FG	Concern of future generations
LE	Concern of long-term economic sustainability

QL	Concern of quality of life
ES	Concern of sustainability of ecosystems
HT	Concern of health
SS	Sum of squares / sum of squared deviations
df	Degrees of freedom
MS	Mean square
F_{crit}	Critical value of F
ANOVA	Analysis of variance
p-value	Significance level
H_0	Null hypothesis
H_a	Alternative hypothesis
χ^2	Chi-square
α	Alpha
n	Number of subject
r	Correlation coefficient

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ABSTRACT

The purpose of this study was to identify the determinants of pro-environmental behaviour from a wide array of situational and psychological factors among students from environment related (EP) and non-environment related (NEP) programmes of University of Malaysia Terengganu (UMT). Knowing the determinants of pro-environmental behaviour (PEB) is crucial to recognize effective approaches to alter attitude and subsequently change the human lifestyle and consumption behaviour, as part of environmental protection. A conceptual framework has been proposed and subjected to empirical verification with the use of a questionnaire survey. Particular attention was given to the interactions between environmental knowledge (EK) and attitude (EA) with other variables. The results obtained provide reasonable support for the validity of the proposed framework. EK and EA were weakly related with PEB; while synergistic effects towards PEB were occurring when EK and EA was incorporated with other determinants. High level of environmental knowledge (HEK), positive environmental attitude (HEA), high level of concern (HC), Bumiputra (BM), awareness of daily activities' impacts on nature (DA) and awareness of responsibility on nature (RP) are the strongest PEB's determinants specifically for EP students. On the other hand, none of the variables examined in the study have causal effect on students' PEB of NEP with comparatively lower level of EK, EA and EB. In short, the present findings provide a better understanding of the process and antecedents of pro-environmental behaviour among EP and NEP students.