

## Level of Knowledge, Attitude, Perceived Behavior Control, Subjective Norm and Behavior of Household Solid Waste towards Zero Waste Management among Malaysian Consumer

**Authors :** M. J. Zuroni, O. Syuhaily, M. A. Afida Mastura, M. S. Roslina, A. K. Nurul Aini

**Abstract :** The impact of country development has caused an increase of solid waste. The increase in population causes of excess usage thus effecting the sustainable environment. Zero waste management involves maximizing practices of recycling and minimizing residual waste. This paper seeks to analyze the relationship between knowledge, attitude, perceived behavior control, subjective norm and behavior of household solid waste towards household solid waste management among urban households in 8 states that have been implemented and enforced regulations under the Solid Waste Management and Public Cleansing Act 2007 (Act 672) in Malaysia. A total of respondents are 605 and we used a purposive sampling for location and simple sampling for sample size. Data collected by using self-administered questionnaire and were analyzed using SPSS software. The Pearson Correlation Test is to examine the relationship between four variables. Results show that knowledge scores are high because they have an awareness of the importance of managing solid waste. For attitude, perceived behavior control, subjective norm and behavioral scores at a moderate level in solid waste management activities. The findings show that there is a significant relationship between knowledge and behavior of household solid waste ( $r = 0.136^{**}$ ,  $p = 0.001$ ), there is a significant relationship between attitude and behavior ( $r = 0.238^{**}$ ,  $p = 0.000$ ), there is a significant relationship between perceived behavior control and behavior ( $r = 0.516^{**}$ ,  $p = 0.000$ ) and there is a significant relationship between subjective norm and behavior ( $r = 0.494^{**}$ ,  $p = 0.000$ ). The conclusion is that there is a relationship between knowledge, attitude, perceived behavior control and subjective norm toward the behavior of household solid waste management. Therefore, in the findings of the study, all parties including the government should work together to enhance the knowledge, attitude, perceived behavior control and behavior of household solid waste management in other states that have not implemented and enforced regulations under the Solid Waste and Public Cleansing Management Act 2007 (Act 672).

**Keywords :** solid waste management, knowledge, attitude, perceived behavior control, subjective norm, behavior

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