

INVESTIGATING BEHAVIOURAL DETERMINANTS FOR DISASTER PREPAREDNESS AMONG YOUTH IN MALAYSIA

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Abstract

Disaster preparedness refers to the efforts taken to increase knowledge and preparation for handling disasters regarding the risks, related agencies, preventive measures, and other disaster-related information. This may include plans or preparations to save lives or property or to help the response and rescue service operations. Youth is considered to be one of the most vulnerable groups of people, and those who are most affected in the event of a disaster. For that reason, this study investigates the determinants of disaster preparedness among youth in the context of a developing country, specifically Malaysia. Measures derived from the Theory of Planned Behaviour were analysed using the Partial Least Square-Structural Equation Model (PLS-SEM) examining the links between disaster preparedness and its behavioral determinants. The results show that the behavioral factors of attitude, social norms, and perceived behavioral control, can explain disaster preparedness among youth. Successful interventions should not only convince people of the value of disaster preparedness, but also equip them with the knowledge and resources necessary to carry it out. Such knowledge would be beneficial for policymakers to understand how behavioral factors are significant and necessary for integration in policy. The enforcement of policies regarding disaster preparedness should be embedded at a very young age as youth specifically are one of the most vulnerable groups of society in the event of a disaster.

Keywords: Disaster preparedness; attitude; perceived behavioral control; social norms

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