

# INVESTIGATING BEHAVIOURAL DETERMINANTS FOR DISASTER PREPAREDNESS AMONG YOUTH IN MALAYSIA

Nur Zaimah Ubaidillah<sup>1,\*</sup>, Farah Dipah Binti Khalid<sup>2</sup>, Rosita Hamdan<sup>3</sup>, and Audrey Liwan<sup>4</sup>

## 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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<sup>1,\*</sup> Dr Nur Zaimah Ubaidillah is a senior lecturer and head of strategy at the Faculty of Economics and Business, Universiti Malaysia Sarawak. She obtained a master's degree in Economics from Macquarie University, Australia and PhD (Transport Studies) from Institute for Transport Studies in University of Leeds, United Kingdom. Her area of specialization is in Applied Economics which includes transport, environment and tourism economics. Email: unzaimah@unimas.my

<sup>2</sup> Ms. Farah Dipah Binti Khalid is currently working as a lecturer in the Department of Business Management, Faculty of Economics and Business, University of Malaysia Sarawak (UNIMAS), Malaysia. She obtained a master's degree in Comparative Laws from the International Islamic University Malaysia, Malaysia.

<sup>3</sup> Dr. Rosita Hamdan is currently a senior lecturer at the Faculty of Economics and Business, Universiti Malaysia Sarawak. She earned a Master of Economics and PhD (Environmental Economics) from University of Malaya, Kuala Lumpur. Her PhD research was focused on the climate change and the aquaculture sector in Sarawak, Malaysia.

<sup>4</sup> Ms. Audrey Liwan is currently a senior lecturer at Faculty of Economics and Business, Universiti Malaysia Sarawak. She obtained a master's degree in Economics from the Universiti Putra Malaysia, Malaysia. She has published in the topics of gas emission, degradation trends of coastal resources in the South China Sea and Non-Renewable energy resources.