CUSTOMER PREFERENCES TOWARD INTERIOR LANDSCAPE IN URBAN AREA

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DECLARATION

I hereby declare that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any universities or institutions.

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I certify that the report of this final year project entitled "Customer Preferences towards Interior Landscape in Urban Area" by Nur Farhana Binti Othman , matric number F15A0140 has been examined and all the correction recommended by examiners have been done for the degree of Bachelor of Applied Science (Agriculture Technology) with Honours, Faculty of Agro-Based Industry, Universiti Malaysia Kelantan.

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Customer Preferences toward Interior Landscape in Urban Area

ABSTRACT

An interior landscape is one of the high demands for consumer application in Malaysia that has been exposing at the urban area such Kuala Lumpur. The development of human population is increasing day by day and most people at urban area spend their time inside the home or office in building. This study had been identifying the customer preferences towards interior landscape in the urban area. This thesis was using Theory of Planned Behaviour (TPB) model on the data derived from the customer preferences as dependent variable and with independent variables such as attitude, subjective norm and perceived behavioural control. Convenience sampling technique had been selected to conduct a qualitative analytical approach, based on empirical data gathered from 120 respondents among community that living and do business in building or office at that urban area of Kuala Lumpur such as Wangsa Maju, Setapak and Datuk Keramat. Data collected were analysed by using reliability analysis, descriptive analysis and correlation analysis as methods of analysis in order to accomplish the purpose of research study. The outcome of this study shown that customer preferences had the highest mean score followed by attitude, subjective norm and perceived behavioural control. Besides, the result shown that all independent variables were positive significant to the customer preferences as dependent variable. As for further study, recommendation to focus on increasing awareness of interior landscapes among communities in urban area. This study also can be improved by adding variable such knowledge in order to know it have a relationship with customer preferences towards interior landscaping in the urban area or not. Hence, knowledge variable could help them interest and lead to a better health lifestyle as this interior landscape has positive impact in improvise poor ventilation cycle inside places.

Keywords: Interior Landscape, Urban Area, Theory of Planned Behaviour (TPB).

Pilihan Pelanggan terhadap Landskap Dalaman di Kawasan Bandar

ABSTRAK

Landskap dalaman merupakan salah satu permintaan yang tinggi untuk aplikasi pengguna di Malaysia yang telah mendedahkan di kawasan bandar seperti Kuala Lumpur. Pembangunan populasi manusia semakin meningkat dari hari ke hari dan kebanyakan orang di kawasan bandar menghabiskan masa di dalam rumah atau pejabat dalam bangunan. Kajian ini telah mengenalpasti keutamaan pelanggan terhadap landskap dalaman di kawasan bandar. Tesis ini menggunakan model Theory of Planned Behaviour (TPB) mengenai data yang diperoleh daripada pilihan pelanggan sebagai pemboleh ubah bergantung dan dengan pembolehubah bebas seperti sikap, norma subjektif dan kawalan kelakuan yang dirasakan. Teknik sampling kemudahan telah dipilih untuk menjalankan pendekatan analisis kualitatif, berdasarkan data empirikal yang dikumpulkan dari 120 responden di kalangan masyarakat yang hidup dan melakukan perniagaan di bangunan atau pejabat di kawasan bandar Kuala Lumpur seperti Wangsa Maju, Setapak dan Datuk Keramat. Data yang dikumpul dianalisis dengan menggunakan analisis kebolehpercayaan, analisis deskriptif dan analisis korelasi sebagai kaedah analisis untuk mencapai tujuan kajian penyelidikan. Hasil daripada kajian ini menunjukkan bahawa pilihan pelanggan mempunyai skor min tertinggi diikuti oleh sikap, norma subjektif dan kawalan kelakuan yang dirasakan. Di samping itu, keputusan menunjukkan bahawa semua pembolehubah bebas adalah positif kepada keutamaan pelanggan sebagai pemboleh ubah bergantung. Bagi kajian lanjut, cadangan untuk memberi tumpuan kepada peningkatan kesedaran landskap dalaman di kalangan masyarakat di kawasan bandar. Kajian ini juga boleh diperbaiki dengan menambah pengetahuan seperti pembolehubah untuk mengetahui ia mempunyai hubungan dengan keutamaan pelanggan terhadap landskap dalaman di kawasan bandar atau tidak. Oleh itu, pemboleh ubah pengetahuan dapat menolong minat mereka dan membawa kepada gaya hidup kesihatan yang lebih baik memandangkan landskap dalaman ini mempunyai kesan positif dalam menaik taraf kitaran pengudaraan yang kurang baik di dalam tempat.

Kata kunci: Landskap dalaman, Kawasan Bandar, Theory of Planned Behaviour (TPB)

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LIST OF ABBREVIATIONS AND SYMBOLS

TPB	Theory of Planned Behaviour
SPSS 21	Statistical Package for Social Science Software 21
%	Percentage
N	Sample size
SD	Standard deviation
VOCs	Volatile Organic Compounds
NASA	National Aeronautics and Space Administration
SBS	Sick Building Syndrome
EIQ	Entrepreneurial Intention Questionnaire
SEM	Structural Equation Modelling
IPM	Integrated Pest Management
NPS	National Park Service

CHAPTER 1

INTRODUCTION

1.1 Background of Study

According to the meaning by Paul Ovesen (2013) interior landscaping is the practice of designing, arranging, and caring for living plants in enclosed environments. Meanwhile, the term 'urban horticulture' based on Bisgrove, (2010) has the contrast of an urban environment devoted to industry and commerce with the tranquillity of a garden. The landscapes have been more value and interest on the past 20th century and undergoing developing time by time. While in 21st century, the six factors which will shape urban horticulture are determine to civilisation of life. Those keys are the changes on climate, growth of population, town as centre attraction, the social sequences, and market of oil supplies and lastly is global market finance.

Plants and gardening enhance communities in many ways beyond business and economic impacts. Have such a great benefit for economic, social and improve community healthy and revitalizing urban districts. Interior landscaping today basically consists of three general areas: homes, offices, and the more intricate and expanded commercial designs. Ideas for each were unlimited and may be as simple or elaborated as space and conditions permit (Joelle, 2001). The research on impacts of social and psychological factors were indicate for urban greening acceptance in building

communities and reduce the public health hazards associated with isolation, loneliness, and lack of community ties. This is because they live at the loaded population and limited land area that is an ideal as selective respondent.

As to increase the level of customer preferences towards interior landscaping in the urban area, they must develop interest and acknowledge on landscape first before start to do interior landscape. To achieve the set goal and produce a good result of this outcome research, a survey were conducted by using Theory of Planned Behaviour (TPB) model with the collaboration of respondents who are among the community such as at Wangsa Maju, Setapak, Datuk Keramat in urban area (Kuala Lumpur). The purpose is to see their willingness towards interior landscaping at urban area in order to help the community reduced stress because always spend their time inside the office, building and home. Thus, interior landscape is one escape way to see the green or living organism that give many benefits for us and environment and can make our life better than before.

1.2 Problem Statement

According on data from Department of Statistics (2011) about the proportion of urban population in Malaysia is increase from 62.0% in 2000 to 71.0% in 2010. The population of Kuala Lumpur is now estimated at 7,563,912 from the latest revision of the World Population Prospects (United Nations, 2017). The population become more hectic and full load at the urban area because of that is the strategic point centre for job sector, education and tourism location. Many sectors at urban area spend three quarter of the day inside office, building or home.

Kuala Lumpur is consider as one of Federal Territory and as city of Malaysia. Kuala Lumpur have enlarge from 36 square miles (93 km2) to 94 square miles (243.7 km2) or (24,221.05 hectare), which is 100% urban area (Ling et al., 2010). This contributes the city on high population density of 6,890 per square kilometre. Thus, the land area require are limited and shortage due to compact size of Kuala Lumpur and urban population rise without being notified.

Furthermore, nowadays air quality cycle at urban area were mostly have pollute by harm and toxic gases (Ling et al., 2010). Higher traffic volume along the roads and urban centres as well as loss of green areas contribute to higher level of air and noise pollution as well as the rise in temperatures. It was also can trigger on health problem to human and other living and non-living organism. Thus, to overcome this problem one of the ways is by apply interior landscape for each household and company building or office in urban area of Kuala Lumpur.

Currently, interior landscape is one of the high demands on customer uses and application as services. In Ireland, currently the landscape industry was still growing and has high demand. A contractor of landscape industry is more than three over four and exceeds 76% on expected growth for Irish landscaping industry. The future for this industry has appears to become strong enough as for growing in confidence and achieve the relevance over the period of economic (Irish Food Board, 2017). Even with this high expansion rate, there is not much data available on research regarding customer's preferences toward the interior landscape in Malaysia. Hence, it is necessary that customer preferences toward the interior landscape at urban area be carefully studied in order to increase the lack of public awareness.

1.3 Research Question

i. What is the level of customer preferences towards interior landscaping in the urban area?

ii. What is level of behavioural attitudes, subjective norms and perceived behavioural control towards customer preferences on interior landscaping in the urban area?

iii. There is any relationship between the behavioural attitudes, subjective norms and perceived behavioural control with customer preferences towards interior landscaping in the urban area?

1.4 Research Objective

The objectives of this research are listed as followed:

i. To identify the level of customer preferences towards interior landscaping in the urban area.

ii. To determine the level of behavioural attitudes, subjective norms and perceived behavioural control towards customer preferences on interior landscaping in the urban area.

iii. To analyse the relationship between the behavioural attitudes, subjective norms and perceived behavioural control with customer preferences towards interior landscaping in the urban area.

1.5 Scope of Study

The preferences on customer towards the interior landscaping in the urban area was the main scope of this study. In order to identify the customer preferences, several variables were selected based on independent variables such as the attitudes, subjective norms and perceive behavioural control with customer preferences towards interior landscaping in the urban area as dependent variable. The main respondents for this study were selected conveniently among community around 120 numbers of respondent that living and do business in building or office at that urban area of Kuala Lumpur such as Wangsa Maju, Setapak, Datuk Keramat.

1.6 Significance of Study

This study is focus on the customer preferences towards interior landscaping in the urban area. The conducting of this research are important to know how the individuals, communities and government involve in the influence factors of customer preferences towards interior landscapes on the urban area and how to help urban people by creating an awareness on keep environment become less pollutant.

Children are qualified for the bad health problem causes from indoor poor ventilation on air cycle quality. Common disease that link with air is Asthma. The proportions among multiple age groups also are consider the most common chronic disease in urban- dwelling children (Claudio, 2011). Interior plants have been associated with reducing stress, increasing on pain tolerance, and improve productivity in people (Lohr, 2010). Moreover, it also such an aesthetic value and interest hobby for someone that values the living things.

Besides, can be one of the therapies treatment and trigger someone around surrounding area. Generally, this indoor circulation contribute to clean air and make we inhale fresh and healthier air for breathing activities. Thus, help to improving our well-being and create comfort lifestyle. This make our community surroundings become more pleasant, and they help and trigger the communities among urban area feel calmer.

Furthermore, interior landscape is one of the alternative ways to help our environmental issue for air pollution problem and it is beneficial to the government also solving the crisis of air environment in the urban area such Kuala Lumpur nowadays by improving the air quality of the urban ecosystem to purify the air not just outside place only but on inside place too. In addition, this interior landscape also can become one of job sectors that have high demand on customer services today and as can be a way to finding another side income of full time or part time based. Therefore, a lot of advantages can be found and require when we applied interior landscape on our surrounding areas.

CHAPTER 2

LITERATURE REVIEW

2.1 Interior Landscape

The market industry on 21st century have being reflected back with another and more expert way to deal with interior landscaping industry. Efficient way has been completely acknowledged for purchasers about condition of the part of indoor plants. It turns out to be significantly less demanding to persuade a customer to have plants when such huge numbers of studies had been done that demonstrate the beneficial outcomes of plants on individuals working in workplaces and additionally on populations either in hospitals or even in prisons. People are appear to have a positive psychological reaction to plants because of the satisfaction and happiness are come out at that surrounding place or peoples and also consider as therapeutic medium that bring calm.

Furthermore, physical and chemical give an impact on the indoor environment with the purification, humidification, and temperature control and evaporative cooling have trigger peoples to love plants. As for urban area, that common on noisy offices or on busy streets creates effectiveness by absorbing noise and reduces the stress of noise pollution (Joelle, 2001).

According to Pearson-Mims and Lohr (2000) states that, interior plants undoubtedly have been and continue to be an important component of the American office environment. This research of interior landscape area clearly requires more study. Continuous studied on interior landscape must be proven on upcoming research; this information will help not only on plant interaction between living things but also for the useable in interior landscape application. In Ireland, landscape industry still maintain growing (76%) around more than half of it (Irish Food Board, 2007). This industry becomes more relevance to be apply as Irish job sector. As a result, all aspects that link on interior plant industry including production, sales, design, and maintenance will have the potential to expand their markets growth.

2.2 Urbanisation

Demographic in urbanization in Malaysia, have emerged over the last 4 decades and also have changed the way of life. Within that period the population has change from being 75% rural to 75% urban and from being the owner of land to getting to be townhouse proprietors. This progress has brought about lost social personality with the landscape in the understanding of the landscape to provide foods, sanctuary and medications with resulting to the contrary changes in diets, ways of life, medical problems and social esteems (Hussain & Byrd, 2012). Thus, the concern about the landscape in Malaysia has never been prior because of concern in quality of life however minimal attention has been given to landscape. Initiative ways have been developing to sustain the lifestyle on a liveable environment for future development becomes crucial (Hussain & Byrd, 2012).

Urbanites in today modern society spend more than 80% of their time indoors. Because of this, the need for green space is on the rise for those who have limited opportunities to access nature. To this end, green plants are being placed in interior spaces, which increase the index of greenness of the space. Ulrich (2002) has reported that stress-related negative emotions and autonomic nervous system activation are suppress when humans access the natural environment. In fact, one study reveal that patients expose to nature after surgery recover faster. The hypothesized that come from nature and green landscaping induce a natural focus which is neither burdensome to nor consciously recognize by humans, but which relieves mental fatigue in everyday life. Indeed, a window with a view of nature can have positive benefits such as stabilizing the mind and enhancing satisfaction of life (Ulrich, 2002).

2.3 Land Limitation

Kuala Lumpur is the capital of Malaysia from one of the three Federal Territory that locate at Malaysian Peninsular. It is consider as the most develop and fastest growing region in the country. This has face the region with the most serious urbanisations and environmental problems due to uncontrolled development cause by the boom in the last two decades. One of the main contributions to the high population growth rate in Kuala Lumpur is the enlargement of Kuala Lumpur territory area. In 1974, Kuala Lumpur had enlarged from 36 square miles (93 km2) to 94 square miles (243.7 km2) or (24,221.05 hectare), which is 100% urban area (Ling et al., 2010). This gives the city proper a very high population density of 6,890 per square kilometre. Thus, the land area requires are limited and shortage due to compact size of Kuala Lumpur. The population outburst has increase the need for housing, employment opportunities, institutions as well as other urban facilities and services and thus more land needed for development.

Most of the urban growth are accommodate by outward expansion from the existing inward city centre. However the new urban areas outside the city centre are usually subjected to serious land use problems such as urban sprawl and scattered development, conflicted land use, squatters and slum housing development, inadequate network facilities, land shortage, inevitable high land prices and consequently leading to environmental quality degradation. These problems could just only be realised long after their effects have taken place. The main contributing factor to the existence of these problems is the lack of information to aid the monitoring of that situation.

The town planning control affected urban housing development in Kuala Lumpur. Initially, town planning is mainly intend to guide the development of towns and cities (Taylor, 2006). Planning strategies to guide urban development must get along sustainable path or it may lead environmental impact due to development and urban growth.

2.4 Elements of Landscape

The plants chosen on interior landscape are basically depends on the basic needed for plants as living things such as sunlight as energy, water and nutrients for growing. The location or where the plants are put and organize also makes a prior decision for interior landscapes. Furthermore, the repetition and proportion on how much types of plants required on that area must be design and analyse first to create the good pattern and add positives feel when look at it.

There is an important role in elements of landscape by providing a higher quality living environment. Besides, these elements such as different levels of colour, odour (existence of scent) and size of plants give an effects on human comfort and chosen which different in preferences towards individual.

Colour was one of the main variables that provide ultimate strength for people's responses towards both nature and landscapes (Lohr, 2010). Green is a colour that refer to good quality on plants healthy while yellow colour of plant indicate that it is under environmental stress and thus lacking food potential. So, we can notice the some responses of plant colours produce that can provide useful survival information (Lohr, 2010).

2.5 Benefits of Indoor Plant

Plants not only regulate air on the atmosphere but also help on making healthier result on others living things. Environmental Protection Agency has done the research about workplace condition. By making greenery scene in the workplace helps lower the anxiety, blood pressure and stress levels. It does so in employees and increases productivity by as much as 12%. Moreover, absenteeism syndrome also reduces for employees who work in offices with live plants. Plants create oxygen thus enhance air quality in the working environment which lower tiredness and trigger fixation. Additionally, interior plants also effectively expel contaminations from the air when breathe in and breathe out exercises happen. These contaminations incorporate clean particles, allergenic particles and pollutants including some of the more risky Volatile Organic Compounds (VOCs) that form in the workplace environment (Lohr, 2010).

Based on (Lohr, 2010), National Aeronautics and Space Administration (NASA) previous studies on using plants to clean the air in space stations. Result studies approved that plants can reduce the level of pollutant inside the interior space from pollutant on formaldehyde and carbon monoxide.

Generally, plants help improving indoor circulation system and also resist to the modern sickness development such Sick Building Syndrome (SBS). The causes of SBS are not specific enough but have been identified on poor air quality, excessive background noise and inadequate control of light and humidity. Moreover, interior plants also help to increase humidity reducing airborne dust levels and keeping air temperatures down and act as pollution absorbers by lower background noise making the environment more comfortable for occupants.

2.6 Plants and Their Effects on Human Health

Many positive feedbacks come from plants on approaching the people's life. The plants are not limited on how they act as food consumer but also provide the meaningful on our physical and economic requirements. Besides, they also contributed emphatically to our psychological well-being, enhance our physical well-being and make our communities more secure (Lohr, 2010). Through the comprehension on how we respond to particular parts of plants, at that point we may predict our reaction to plantings before they are set up. As example, urban environments can be improve by including trees of any shapes or colours. It can be on specific surrounding areas where individuals were subjected to delay pressure such as in rehabs centre, consolidating more trees with dull green coverings and spreading structures might be one of good ways.

However, underlining the spreading tree shape over different structures was impossible in every single urban space. Human prosperity can be enhance by planting trees of any shapes and any colours (Lohr, 2010). Based on the previous conducting studies on plants outdoor, it gives an impact positive on people by just looking to them.

The research also show that by planting living plants as interior landscape also give the same positive result. Research has proved that the stress lessening advantages of viewing plants. It has shown that individual impressions of a room and their psychological well-being can be essentially enhanced when plants are included. Moreover, it also proved that profitability and mental functioning are enhance and that agony recognition can be lessened (Lohr, 2010). The discoveries of patients that involved in stress were parallel with the result when they see and expose to nature surrounding (Ulrich, 2002). Thus, plants create a healthy environment for human.

2.7 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is an extension based on theory of reason action (TRA) (Ajzen & Fishbein, 1980). The TPB model seeks to predict behaviour over which persons have incomplete control by examining Perceived Behavioural Control (PBC). The TPB is one of the most influential conceptual frameworks for studying human action and becomes openly uses for a variety of research prefers (Ajzen, 2002). The specific explanation based on this theory is conduct to elaborate and predict behaviours.

The customer preferences is adapted to personalize on an individual customer opinion and requirement as dependent variable for this research study (Steven and Durham, 2010). Typically, the preferences are determined early before process of purchasing and choosing interior landscape things. The basic information and knowledge about interior landscape may be accessed as a customer approaches to enable the right chosen and to provide the customer with a personalized greeting, pre-selected information, such as types of plants, varieties of plant colours, varieties on size plants and also the concept design for interior. Furthermore, the customer-selected information will be entered into a database as associated of information research for other functions.

Based on the TPB, human behaviour can be determine by three aspects of considerations such beliefs or having an attitude on the intention to perform the consequences of the behaviour. Next is the intention of beliefs towards the subjective norms on expectations of other peoples. Lastly is intention of beliefs about presence of behaviour to conduct performance.

Generally, behavioural beliefs produce favourable or unfavourable "attitudes towards behaviour". The "subjective norms" is drive from normative beliefs in perception that have relation based on social pressure. Third kind of beliefs is control beliefs that trigger the PBC, which refer to the hard or easy solution when perform that particular behaviour. Thus, all three variables form the consideration towards behavioural intention of people and assume as immediate prior of behaviour.

This theory proposes that a person's behaviour is determine by his/her intention to perform the behaviour. Therefore, intention is the good function as predictor of behaviour. Intention can be focus on three things to determine attitude towards the specific behaviour, subjective norms and perceived behavioural control. Figure 2.1 shows the model of Theory Planned Behaviour of Ajzen (2002).

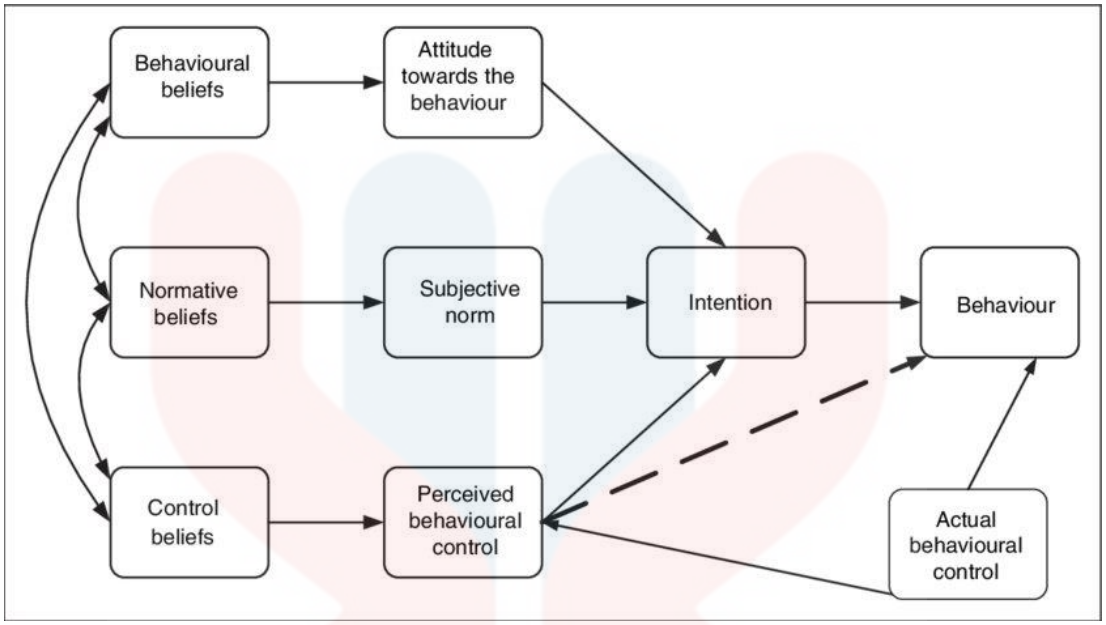

Figure 2.1: The Theory of Planned Behaviour (TPB)
(Source: Ajzen, 2002)

2.7.1 Attitude

The first variable of the TPB model is refers to the degree to which an individual has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen, 1991). In the previous study by Reigner (2008), the attitude are express as a combination of behavioural beliefs and evaluations of potential outcomes. In their study, the examples of the attitudes are such as visitor safety and health risks, resource and cultural impacts, and visitor experiences associated with exploring the pools. The incident such getting hurt on slippery rocks may happen during visit to the pools at Haleakala National Park. Therefore, the attitude of customer is express on visitor experiences and those impacts that may occurs when exploring the pools.

2.7.2 Subjective Norm

Next predictor of behaviour is a subjective norm. This variable refers to a perceived social pressure to should perform or not should to perform depend on behaviour. The approval of certain behaviour on individual or specific group is assume to be important (Ajzen, 1991). According to past research study from Reigner (2008), they divide this behaviour into two referent groups such as visitor activity of management concern National Park Service official and travelling companions. Both groups are determine on how they more believe and should receive approval during their exploring to the pools. The different referents involve in the subjective norms can be family, friends, political parties and religious organizations. Therefore, subjective norm is express on the individual that effect on how their supposed to follow when exploring to the pools.

2.7.3 Perceived Behavioural Control

Third variable playing important role in predicting behaviour is perceived behavioural control. (PBC) refers to the ease or difficulty of performing the behaviour and it reflects past experience as well as anticipated impediments and obstacles (Ajzen, 2002). In a similar study that using TPB as model by Reigner (2008), the instrument use to measure self-efficacy on perceived physical calm or difficulties when exploring the pools. Self- efficacy and controllability were one's inherent ability to engage in behaviour. Controllability is evaluate on analysing the visitor agreement with statements and not refers to (NPS) official. Thus, the (PBC) express on understanding visitor behaviour and improve efficacy of visitor information in Haleakala National Park.

A set of dealing with presence and absence is such of prior requirement and opportunities among beliefs that determine intention and action. These beliefs can be based on the previous situation happens with the behaviour but also as information behaviour from reference and through other factors contributing to conduct behaviour question. According to research done by Ajzen (1991), the TPB is when there are a few barrier they must pass through and individual beliefs are more on resources and opportunities, the bigger outcome they should receive on their perceived control over the behaviour.

2.8 The Effect of Attitude, Subjective Norm and Perceived Behaviour Control toward Consumer Preferences

The Theory of Planned Behaviour (Ajzen, 1991) is most extensively used theory to anticipate the human behaviour such consumer preferences. The three variables of TPB such as attitude, subjective norms and perceived behavioural control can determine of significance effects on consumer preferences.

2.8.1 The Effect of Attitude toward Consumer Preferences

Furthermore, on another research from Marcoux and Shope (1997) about beliefs attitude have effect the adolescent use and misuse of alcohol. Moreover, the results on the consumers' intentions to purchase green food products (Xin and Angelika, 2018) display that attitude emerged as the most significant influence to determine of green food purchase intention among the core TPB variables. Thereby, a positive attitude towards green food is an effective starting point to stimulate sustainable green consumption.

Contrast by Schielke and Altobelli (2012), shows that attitude have lowest significantly compared to others in study Consumer Greenwashing. Nevertheless, in the previous study about consumer behaviour towards plastic waste (Khan et al., 2019) shows the attitude turn out to be insignificant predictors of recycling. This can be due to fact that despite the awareness, consumers are not discretionally participating in recycling activities by showing less intention behaviour towards recycling as they do not get any personal advantage by recycling.

2.8.2 The Effect of Subjective Norm toward Consumer Preferences

Next, past research about healthy eating behaviours in urban Native American youth by (Fila and Smith, 2006) said that subjective norm is dignify through responses from parents, friends, elders, community programs, or television were reminds youth to eat healthy on a daily basis or not. Thus, subjective norms can be referring as combination of normative beliefs and motivations of the attitudes of others toward one's behaviour. The compilation on both motivation and normative beliefs create the significance effect when deciding situation happen. Thus, this study shown that subjective norm can be express on who has influence customer preferences about healthy eating lifestyle.

Moreover, another example of previous study by Biswas and Roy (2015), found that subjective norm is the most significant influence of pro-environmental consumption behaviour comes from peer influence and social recognition. Based on past researches it is considered that subjective norms is an important determinant while explaining the human behaviour. Other than that, subjective norms is the significant predictor of return on recycling intention (Khan et al., 2019). The results reveal that individual are more likely to participate in recycling activities if most of the people that are important to them promotes and encourage them to do recycling.

2.8.3 The Effect of Perceived Behaviour Control toward Consumer Preferences

Besides, based on Marcoux and Shope (1997) about adolescent use and misuse of alcohol, the perceived behaviour control involve significance effect towards peer to use alcohol by getting pressure and opportunity to use alcohol as well as friends' experience with alcohol. Additionally, healthy eating behaviours in urban Native American youth based from (Fila and Smith, 2006) are talk on PBC measure from outer factors that may directly or indirectly disturb healthy eating behaviour have high influence effect towards youth preferences such by looking at advertisement from television that may influence youth.

In contrast with study from Khan et al. (2019), the perceived behavioural control is insignificant predictor of return and recycling intention. Considering the result of this study, it can be assumed that individual do not intend to participate in the recycling due to the shortage of the infrastructure, facilities and resources. As there are hardly any collection points for recyclable in Pakistan the consumers find it difficult to recycle and participate on this activities.

CHAPTER 3

METHODOLOGY

This chapter was assigned to elaborate the procedures employed in this research. The way on how this research was conducted and what the method used to collect data is briefly explained in this chapter. Research design is listed as the first part of this chapter while research framework on the second part of this chapter. Next, the third part of this chapter is instrumentation, followed by population and sampling data and the last was data preparation procedures.

3.1 Research Design

A qualitative research design was used for this study in order to gather information from the 120 respondents of urban peoples. This research aims to employ the techniques of convenient sampling in order to gather the data. The selected independent variables are behavioural attitude, subjective norm and perceived behavioural control, while the dependent variable for this research study is the customer preferences towards interior landscaping in the urban area.

3.2 Research Framework

The research framework was prepared based on figure 3.1, to identify the customer preferences towards interior landscaping in the urban area.

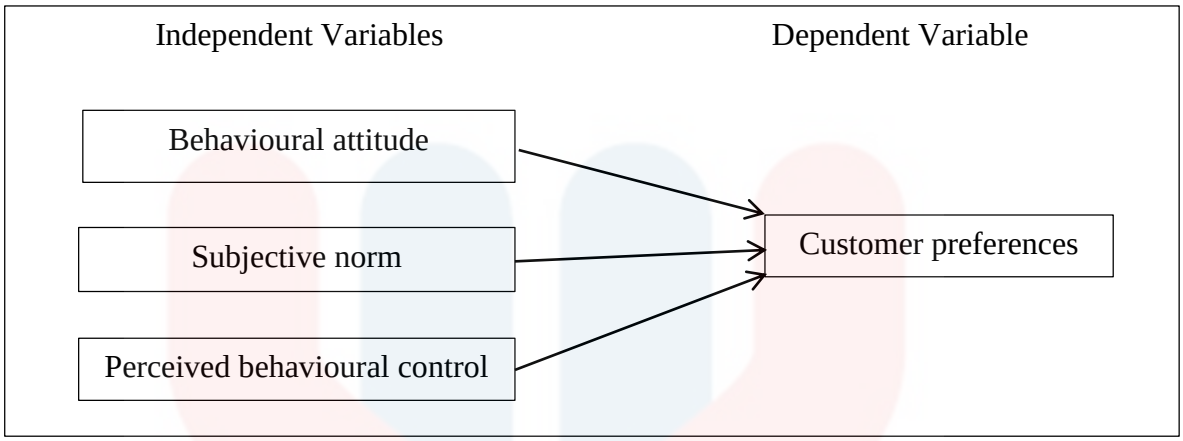

Figure 3.1: The Research Framework of Customer preferences towards interior landscape in the urban area (adapted from Ajzen, 2002)

3.3 Instrumentation

A structured questionnaire have being used as research instrument and as most prior elements in this research design. There are five sections on the questionnaires; section A for respondent profile, section B for attitude of the behaviour, section C for subjective norm, section D for perceived behavioural control and lastly section E for the customer preferences as dependent variable on this study. Besides, the instrument were used to collect or gather data and information. The questionnaire were conducted and handed randomly on selective regions of Kuala Lumpur.

3.3.1 Questionnaire Survey

The instrument of this study used was self-administered survey questionnaire which required individual decision and self-opinion. This instrument was the most suitable mechanism to conduct in collecting data to ensure relevancy and consistency of information gather due to the objective, standardized and the comparable.

3.3.2 Questionnaires Design

Questionnaires were distributed to the respondents among three main selective regions at Kuala Lumpur such as Wangsa Maju, Datuk Keramat and Setapak to answer. Only the completed questionnaires were taken to be analysed. The questionnaire was constructed by referring to the Entrepreneurial Intention Questionnaire (EIQ) developed by Linan & Chen (2009) based on TPB model. There are three aspects that influenced the customer preferences towards interior landscape at urban area were behavioural attitude, subjective norm and perceived behavioural control. Generally, the basis instrumentation was taken from the past research in their studies. Then, from it some changes were made it to suit the context of study. A set of questionnaires consisted of five sections was needed as data collected:

- Section A contained eight questions which were about demographic profile of respondent who was the customer that live or work at urban area. This section were asked all data included gender, race, religion, age, place of living, marital status, occupation and education level. Some of these questions were the ended and optional questions.
- Section B, C and D were contained about responds of the respondent in independent variables which were attitude toward the behaviour, subjective norm and perceived behavioural control. Each section contained seven questions.
- Section E was the last part that consisted seven questions. This part was about the responds of the respondent in the dependent variable which was the customer preferences towards interior landscape in urban area.

The response in the questionnaire was recorded on a 5-point Likert-type scale. The respondent chose a number from 1 to 5 using the criteria of strongly disagree, disagree, average, agree and strongly agree.

3.4 Population and Sample

The population that have been chosen was the community at urban area such Kuala Lumpur around selected regions such as Wangsa Maju, Setapak and Datuk Keramat. The total population Kuala Lumpur in 2018 population is now estimated at 7,456,000 people based on the latest revision from the World Population Prospects (United Nations, 2017). However, due to limited time and money constraints, only 120 questionnaires were distributed conveniently at several areas that were chosen. There were many respondents that was qualified as customer among household and office communities around those areas because the purpose of research study is to know customer preferences towards interior landscape. This population might have about 120 respondents among customer. Thus, this research was used convenient sampling to reach a targeted sample quickly as this sampling was focused more on particular characteristics of a population that was interested on this study.

3.4.1 Sample Size

In this research, 120 respondents among people that live in the urban area were chosen as sample size. The structural model identifies interrelationships among latent variables in the hypothesized model. According to Kline (2005), the sample in this research was determined as to measure the precision and confidence level of this result in this research studies.

Based on the study of Kline (2005), the minimum rate of sample size was less than 100. The medium rate of sample size was within 100 to 200 sample while for the maximum rate of sample size was more than 200. The thought to require larger samples compared to a model in which the factor correlation is not of interest causes researcher focused only on obtaining adequate sample size to estimate the factor loadings. There required lots of times constraint, more money invested and more resource to cover all the regions at Kuala Lumpur due to difficulties involving hundreds and thousands of respondents in such a sample size. Thus, by enlarging the target respondents could be a way to lead accurate and precise result. Table 3.1 showed the category sample size by referring on Kline (2005).

Table 3.1: Sample Size

Sample Size (N)	Description
<100	Minimum rate of sample size
100 – 200	Medium rate of sample size
>200	Maximum rate of sample size

Source: Kline (2005)

3.4.2 Sampling Procedure

This studies was used convenience sampling method when studying a particular group where researcher was selected the sample being drawn from that part of the population that is close to hand. Convenience sampling was a type of non-probability sampling where subjects are selected because of their convenient accessibility and proximity to the researcher.

This method also was used to focus on people at selective places that would better be able to assist with the relevant study. Furthermore, the three selected regions at Kuala Lumpur such as Wangsa Maju, Datuk Keramat and Setapak were the high frequent development of household and office outlets departments other than any regions. Thus, there were the chance to be selected and chosen compared to others and being as subject criteria in this research.

3.5 Data Preparation

Before done conducting a survey, data will be needed to prepare and ensure if it were reliable and suitable proven. The reliability were done by undergone the pilot test.

3.5.1 Pilot Study

A pilot study of the survey instrument was conducted in this study before distributed the questionnaires to 120 random respondents around areas Wangsa Maju, Setapak and Datuk Keramat. It was to ensure the questionnaire was acceptability and was be easy for respondent to answer it. A sample size of 32 respondents were used to measure the general reliability of the survey questionnaire. There were 32 random peoples who live and have office at those areas and areas around Kuala Lumpur have being chosen and were asked to complete the questionnaires for pilot study. The Statistical Package for Social Science Software 21 (SPSS 21) was used in this study to analyse data by using Reliability Analysis.

Reliability Analysis was run to confirm that whether items were consistent and reliable to being measured and analysed the variables. Reliability referred to the extent where a scale produced a consistent result. Cronbach's Alpha coefficient was the most popular method for testing a scale's reliability. It could be ranged between 0.00 – 1.00, a

substantial (0.61 – 0.80) to almost perfect (0.81–1.0) range of reliability and its value differs based on the number of items of scale. The higher reliability coefficient, the more reliable the test score.

According to Craig and James (2003), it was important to be concerned with a test's reliability for two reasons. First, reliability provides a measure of the extent to which an examinee's score reflects random measurement error. The second reason to be concerned with reliability was that it was a precursor to test validity. In this study, a pilot study had been done and the result of Cronbach's Alpha of reliability analysis was stated and shown in Table 3.2.

Table 3.2: Cronbach's Alpha of reliability analysis

Variables	Cronbach's Alpha	Items
The Attitude of Customer Preferences toward Interior Landscape in Urban Area	0.709	7
The Subjective Norm of Customer Preferences toward Interior Landscape in Urban Area	0.787	7
The Perceived Behavioural Control of Customer Preferences toward Interior Landscape in Urban Area	0.801	7
The Customer Preferences toward Interior Landscape in Urban Area	0.850	7

The result above showed the Cronbach's Alpha for the variables of the attitude is 0.709 and for subjective norm is 0.787. The Cronbach's Alpha for other variables which were the perceived behavioural control of customer preferences towards interior landscape in urban area and the customer preferences towards interior landscape in urban area were 0.801 and 0.850 respectively. Therefore, all variables were considered accepted and good for this study to be conducted. Generally, Cronbach's Alpha could be interpreted as poor for below than 0.6, acceptable for more than 0.7 and good for above (Mokhtar et al., 2014). According to Sekaran (2003), Cronbach's Alpha value must be greater than 0.5 while Mohd Najid (1999), suggests a minimum value equal to 0.6. Therefore, this result concluded that this instrument has high reliability since Cronbach's Alpha value for all variables was more than 0.5 and relevant for TPB model fit for this research study.

3.6 Data Analysis

Data that were successfully collected was analysed by using (SPSS 21) to achieve the objectives in this study. SPSS 21 was employed to analyse the demographic profile of the respondents, both dependent and independent variables for all objectives including the relationship between both dependent and independent variables. The customer preferences towards interior landscaping in the urban area was chosen as dependent variable for this research study while the independent variables were such as behavioural attitude, subjective norm and perceived behavioural control were chosen.

3.6.1 Descriptive Analysis

The descriptive analysis was referred to the transformation of raw data in a form that will make it easy to understand and interpret. This includes the measurement of mean score on the data that was achieved from research. Besides, this analysis was used to obtain the descriptive statistics for the level of measurement. Thus, this test was used in this research study to see the level of dependent and independent variables.

3.6.2 Normality Analysis

Normality test was a statistical process and was used in determining whether the group data was fit as normal distribution or otherwise. For data that follows a normal probability distribution, parametric test can be applied by compared data values to a distribution which has a symmetrical shape and was evaluated through the value of parameters such as z-value while the data that not follow normal probability distribution, non- parametric test was used as a ranking of data.

SPSS 21 generates two tests for normality such as Kolmogorov-Smirnov and Shapiro-Wilks test. The Kolmogorov-Smirnov test was suitable for large samples size ($n > 50$) while Shapiro-Wilks test performs better for sample size that less than 50 samples (Marques, 2007). In order to get the normality of distribution , the significance value must be >0.05 and the Pearson correlation will be used. However, if significance value was <0.05, the Spearman correlation will be used to justify the normalities of the research study. Thus, the data of this research study can be explained in Table 3.3 through statistical technique using Kolmogorov-Smirnov Test.

Table 3.3: Kolmogorov-Smirnov Test

		Attitude	Subjective Norm	PBC	Customer Preferences
N		120	120	120	120
Normal Parameters[a,b]	Mean	3.8262	3.6690	3.3750	4.0071
	Std. Deviation	.50658	.75115	.82888	.77979
Most Extreme Differences	Absolute	.083	.104	.075	.101
	Positive	.066	.088	.058	.101
	Negative	-.083	-.104	-.075	-.090
Kolmogorov-Smirnov Z		.906	1.135	.827	1.112
Asymp. Sig. (2-tailed)		.385	.152	.501	.169

a. Test distribution is Normal.
b. Calculated from data.

3.6.3 Pearson Correlation Analysis

The aim of this analysis was to find the relationship between both variables such among each independent variables that influenced the customer preferences toward interior landscape in urban area as dependent variable. This analysis was used due to normal data distributed.

3.7 Summary

This methodology of this research was briefly will be explained in this chapter. Research design showed the demonstration of the quantitative method by using SPSS 21 to analyse the data collect according to the objectives of this study. The research framework indicated was based on dependent variable and independent variables. Next, the instrumentation that being shown were about the questionnaire survey and design used. All items in the questionnaires of independent variables will be measured using the 5-point Likert-type scale.

CHAPTER 4

RESULTS AND DISCUSSION

This chapter covered the results and discussion of study. About 120 customer who lived or worked at urban area (Kuala Lumpur) which involved three main selected locations such as Wangsa Maju, Datuk Keramat and Setapak were interviewed randomized and the questionnaires were collected for further analysis. The analysis discussed the objectives of the study based on demographic profile of respondents, attitude, subjective norm and perceived behaviour control towards customer preferences toward interior landscape in urban area.

4.1 Demographic Profile of Customer in Urban Area

Descriptive analysis was run in this study to describe the profile of customer in selected urban areas which at Kuala Lumpur. The profile comprised gender, race, religion, age, place of living, marital status, occupation and education level. Table 4.1 shows the profile of the respondents of customer in urban area.

For this research study, 43 peoples of respondents in urban area were male which have (35.8%) less compared to female 77 persons which have (64.2%). The race of urban peoples were Malay, Chinnese, Indian with 93 peoples (77.5%), 15 peoples (12.5%), 10 peoples (8.3%) respectively and 2 peoples (1.7%) for other race like Baba-Nyonya.

Next, for religions such as Islam 95 peoples (79.2%), Buddhism 15 peoples (12.5%), Hinduism 8 peoples (6.7%) and others such Christian was 2 peoples (1.7%). Age of respondents can be divided by four range groups which were <15-25 years old has 32 peoples (26.7%), 26-35 years old has 65 peoples (54.2%), 36-45 years old has 16 peoples (13.3%) and last age group 46-55> years old has 7 peoples (5.8%).

There were three main place of living which Wangsa Maju, Datuk Keramat and Setapak with have 38 respondents (31.7%), 38 respondents (31.7%), 20 respondents (16.7%) respectively. The others place of living such another regions of Kuala Lumpur areas also has 24 respondents which get (20.0%). Other regions at Kuala Lumpur such as Setiawangsa, Taman Melati and Taman Sri Rampai. Besides, the marital status which consist of single that has 69 peoples (57.5%), married that has 49 peoples (40.8%) and others status has 2 peoples (1.7%).

For occupation profile such as government sector, private sector, student, unemployed and self-employment that respectively with 23 peoples (19.2%), 54 peoples (45.0%), 20 peoples (16.7%), 8 peoples (6.7%) and 15 peoples (12.5%). Last items for this demographic profile section was educational level. This item consist of seven groups which were SPM has 12 respondents (10.0%), Certificate (Malaysian Skills Certificate System) has 4 respondents (3.3%), Diploma has 36 respondents (30.0%), Degree has the most respondents such 61 peoples (50.8%), Master has 4 respondents (3.3.%) and others level such PHD level or above has 3 respondents (2.5%).

Table 4.1: Socio demographic profile of the respondents

Variables	Frequency	Percentage (%)	Mean	Standard Deviation
Gender			1.6417	0.48152
Male	43	35.8		
Female	77	64.2		

Race			1.3417	0.70408
Malay	93	77.5		
Chinese	15	12.5		
Indian	10	8.3		
Others	2	1.7		
Religion			1.3083	0.67108
Islam	95	79.2		
Buddhism	15	12.5		
Hinduism	8	6.7		
Others	2	1.7		
Age			1.9833	0.79898
< 15 – 25 years	32	26.7		
26 – 35 years	65	54.2		
36 – 45 years	16	13.3		
46 – 55 > years	7	5.8		
Place of Living			2.2500	1.10955
Wangsa Maju	38	31.7		
Datuk Keramat	38	31.7		
Setapak	20	16.7		
Others	24	20.0		
Marital Status			1.4417	0.53130
Single	69	57.5		
Married	49	40.8		
Others	2	1.7		
Occupation			2.4833	1.23658
Government	23	19.2		
Private Sector	54	45.0		
Student	20	16.7		
Unemployed	8	6.7		
Self-employment	15	12.5		
Education Level			4.4167	1.06576
SPM	12	10.0		
Certificate	4	3.3		
Diploma	36	30.0		
Degree	61	50.8		
Master	4	3.3		
Others	3	2.5		

4.2 Level Attitude of Customer in Urban Area

Descriptive analysis also was used in this study to describe the customer's preferences at urban area attitude behaviour. It was significance to measure the attitude of the customer preferences towards interior landscape at urban area in order to accomplish the objective of this study. The analysis results of customer preferences towards interior landscape at urban area were presented in Table 4.2. The first statement of respondent acknowledging about interior landscape existence has 46.7% agree and 22.5% strongly agree while 30.8% average acknowledge it. This statement illustrates that majority of respondents at urban area acknowledge about interior landscape due to high expose from surrounding and open mind set.

Next, urban peoples know what types of plant that suitable to be used as interior landscape designs get 1.7% strongly disagree, 14.2% disagree, 43.3% for average, 33.3% agree and 7.5% strongly agree with the statement. Mostly urban people can think wisely what suitable plant can be planted inside home or work place well due to high education level received. Third statement was respondent start interested on interior landscape when they notice the importance of green environment in their life that has 0.8% strongly disagree, 3.3% disagree, 34.2% for average, 45.8% agree and 15.8% strongly agree. For this statement, the green environment at urban area was limited to notice due to limited space area outside. Additionally, the green environment also can help communities people from relaxing mind and reduced stress.

Statement of respondent had really excited to involve in this interior landscaping that have their own colours and proportions has 2.5% disagree, 31.7% for average, most on agree 45.0% and 20.8% strongly agree with it. The variety of colours will make attraction to someone or even insects and animals will gave reacted to colours depends

on what colours they were attracted. Some colours will gave calm, peace or bright side to someone. Moreover, this interior landscape was a life things and added with good proportions placed. Urban peoples believe their hectic days that had spent more time inside will improve better when they applied interior landscape has 0.8% disagree, 26.7% for average, 45.8% respondents agree and 26.7% was strongly agree with this statement. This percentage value indicate that majority urban peoples was spend more time inside than outside place because do not have enough time.

Besides, respondent understand the importance or the advantages of interior landscape has 3.3% disagree, 31.7% for average and 23.3% strongly agree while the high percentage 41.7% agree with this statement. This shows that urban peoples agreed noticed with benefits and advantages from interior landscape applied. The last statement for attitude behaviour such one way to improvise indoor poor ventilation was by applied this interior landscape as healthy living style get 0.8% strongly disagree, 17.5% for average, 45.8% agree and 35.8% strongly agree with it. It proven that majority respondents knows life plants not only provide oxygen but also help to cycle the air ventilation and improvise it to bring fresh air surrounding area inside the place for a great living style.

Table 4.2: Descriptive Analysis of Attitude towards Customer Preferences

Statement	Percentage (%)					Mean	SD
	Strongly Disagree	Disagree	Average	Agree	Strongly Agree		
I'm acknowledging about interior landscape existence	0.0	0.0	30.8	46.7	22.5	3.92	0.73
I know what types of plant that suitable to be used as interior landscape designs	1.7	14.2	43.3	33.3	7.5	3.31	0.87
I start interested on interior landscape when I notice the importance of green environment in my life	0.8	3.3	34.2	45.8	15.8	3.73	0.80
I'd really excited to involve in this interior landscaping that have their own colours and proportions	0.0	2.5	31.7	45.0	20.8	3.84	0.78
I believe my hectic days that had spent more time inside will improve better when I applied interior landscape	0.0	0.8	26.7	45.8	26.7	3.98	0.76
I understand the importance or the advantages of interior landscape	0.0	3.3	31.7	41.7	23.3	3.85	0.82
One way to improvise indoor poor ventilation is by applying this interior landscape as healthy living style	0.8	0.0	17.5	45.8	35.8	4.16	0.77

Based on the result in Table 4.3, the mean score for this study were categorized into three categories which were low (1.00-2.33), moderate (2.34-3.67) and high (3.68-5.00). The mean score for attitude of customer preferences towards interior landscape at urban area was M = 3.82 and the standard deviation was 0.506. Moreover, the frequency for moderate attitude was 43 and get 35.8% while high attitude frequency was 77 from 120 total respondents and the value of percentage was 64.2%. Therefore, attitude level was shown related on this study that can be supported from Stranieri et al., (2016) who indicated that attitude influence positively on consumer intention to buy Integrated Pest Management (IPM) minimally processed pre-packed salad. The attitude from consumer knowledge on the environmental issues acted as an important role in predicting the purchase of the analysed products.

Table 4.3: Mean score of attitude of customer preferences toward interior landscape in urban area

Factors	Frequency	Percentage	Mean	SD
Attitude			3.82	0.506
Low (1.00-2.33)	0	0.0		
Moderate (2.34-3.67)	43	35.8		
High (3.68-5.00)	77	64.2		

4.3 Level Subjective Norm of Customer in Urban Area

Subjective norms could have an essential effect on the customer's preferences at urban area. Table 4.4 showed the final result for descriptive analysis of the subjective norm of customer preferences toward interior landscape in urban area. There are seven statements that respondents evaluated. For the statement of respondent family gave impetus and positive respond towards interior landscape to be applied as decoration has 0.8% strongly disagree, 9.2% disagree, 30.0% for average, most value 45.0% on agree and 15.0% strongly agree with it. The statement shows that majority of the respondents who want to apply interior landscape got support from their family.

Besides, respondent friends also give good opinion about interior landscape to be involved in my surrounding areas has 1.7% strongly disagree, 15.0% disagree, 27.5% for average, 43.3% as for agree and strongly agree 12.5% with this statement. This statement also proved that interior landscape did not being as burden to surrounding areas to apply it and get supported from friends. The third statement about there were many internet sources that provide about interior landscape generally and for landscape design has 5.8% who disagree, 21.7% for average, 42.5% agree and 30.0% strongly agree with it. Nowadays, internet was one of needed to search about something or communicate easily. Thus, even there were not any hard reading materials like newspaper or magazine that explain or story about interior landscape, we can found it easily through internet and learn from there too.

Next, the living areas or workplace environment inspired respondent to apply interior landscape that able to plant without any ground place and require small space has 0.8% strongly disagree, 12.5% disagree, 31.7% for average percentage, 34.2% agree and 20.8% strongly agree with this statement. This is due to the limited space areas that can found at Kuala Lumpur, so there were a lot of tall house and office building that did not have any ground space area that can be planted.

For the statement about urban peoples was encouraged from their neighbours to apply interior landscape in the area where they live has 2.5% strongly disagree, 23.3% disagree, 28.3% for average, 34.2% agree and 11.7% strongly agree with it. Mostly urban people knows what kind of interior landscape can we applied inside where they lived at.

There are many sources about interior landscape such from internet source that can give exposed for respondent to apply it at their surrounding areas" has 1.7% strongly disagree, 5.0% disagree, 25.0% for average, 35.8% agree, 32.5% strongly agree with this statement. This shown that many excess ways that provided them to learn in a meantime. The last statement such the standard of living areas makes urban people want to apply this interior landscape get percentage 1.7% for strongly disagree, 8.3% disagree, 30.0% for average, 34.2% agree and strongly agree was 25.8% with it. One of the effective ways to keep our surrounding air being purified by using the real life things such plants that can provide oxygen to us and it would benefit more to urban people that live in compact zone areas.

Table 4.4: Descriptive Analysis of Subjective Norm of Customer Preferences

Statement	Percentage					Mean	SD
	Strongly Disagree	Disagree	Average	Agree	Strongly Agree		
My family gave impetus and positive respond towards interior landscape to be applied as decoration	0.8	9.2	30.0	45.0	15.0	3.64	0.88
My friends give good opinion about interior landscape to be involved in my surrounding areas	1.7	15.0	27.5	43.3	12.5	3.50	0.95
There are many internet sources that provide about interior landscape generally and for landscape design	0.0	5.8	21.7	42.5	30.0	3.97	0.87
The living areas or my workplace environment inspired me to apply interior landscape that able to plant without any ground place and require small space	0.8	12.5	31.7	34.2	20.8	3.62	0.98
I was encouraged from my neighbours to apply interior landscape in the area where I live	2.5	23.3	28.3	34.2	11.7	3.29	1.03
There are many sources about interior landscape such from internet source that can give exposed for me to apply it at my surrounding areas	1.7	5.0	25.0	35.8	32.5	3.93	0.96
My standard of living areas makes me want to apply this interior landscape	1.7	8.3	30.0	34.2	25.8	3.74	0.99

According to table 4.5, there were three range categories of subjective norm such as (1.00-2.33) for low, (2.34-3.67) for moderate and high was (3.68-5.00). The frequency of low range was 5 and it percentage value was 4.2%, while for moderate range 49 out of 120 total respondents and has 40.8%, 66 for high range frequency and has 55.0%. Besides, the mean score of subjective norm variable was M = 3.67 that considered nearly too high range and 0.751 for the standard deviation. Thus, this variable also shown related on this past study that supported from Fila and Smith (2006) who indicated that subjective norm influence most predictive of healthy eating behaviours on youth. The family, advertisement on TV and after school program they attend were effected and encouraged them on should eat healthy in daily.

Table 4.5: Mean score of subjective norm of customer preferences toward interior landscape in urban area

Factors	Frequency	Percentage	Mean	SD
Subjective Norm			3.67	0.751
Low (1.00-2.33)	5	4.2		
Moderate (2.34-3.67)	49	40.8		
High (3.68-5.00)	66	55.0		

4.4 Level Perceived Behavioural Control among Customer in Urban Area

The descriptive analysis result for perceived behavioural control of the customer's preferences at urban area was shown in Table 4.6 consist of seven statements. For the first statement about how respondent start an interest towards interior landscape would be easy for them has 3.3% strongly disagree, 19.2% disagree, 32.5% for average, 35.0% agree and strongly agree was 10.0% with it. This shown that respondents of urban area give positive reaction about interior landscape application. Additionally, when they had an interest it will help them to learn without difficulty.

Next, to keep in touch in interior landscape application was easy for respondent has 3.3% strongly disagree, disagree was 18.3%, 42.5% for average, 27.5% agree and 8.3% was strongly agree with this statement. Basically, interior landscape things no need much effort to put on daily care such sunlight exposure was medium to lower and watering time and amount also less than plant that planted outside. For statement about urban peoples were able to create interior landscape design with the information sources that they found has 4.2% strongly disagree, 16.7% disagree, 38.3% for average, 29.2 agree while 11.7% strongly agree with it. Majority urban peoples able to create what design they wanted through the information sources that they learn from.

Besides, urban peoples able to start their own decoration of interior landscape because the service was easy to get it has percentage value for strongly disagree 2.5%, 17.5% disagree, 35.0% for average, 32.5% agree and 12.5% was strongly agree with this statement. This was due to the location of urban peoples stay or work were such at the city of Kuala Lumpur that was a centre location of overall development and where many places located. Thus, it become easier to search the things of interior landscape.

Respondent can create their own interior at inside or around their surrounding areas if they want it with their design decoration by put any live plant get percentage value 2.5% for strongly disagree, disagree 12.5%, 31.7% for average, 39.2% agree and strongly agree 14.2% with this. The statement of respondent have a high expectation about the positive impact if they applied interior landscape in their surrounding area has 2.5% strongly disagree, 13.3% disagree, 25.8% for average, 38.3% agree while strongly agree was 20.0% with it. It shown that most of respondents knows about returns feedback they get when applied it. The impact was not only focus on air at surrounding areas, but also for therapy treatment of respondent.

Last item of perceived behaviour control variable was from respondent knowledge about interior landscape, it was the best way for them to involve in it has 5.0% strongly disagree, 11.7% disagree, 33.3% for average, 36.7% agree while strongly agree was 13.3% with this item. This was due to respondent must have some knowledge before they start to apply and take it in order to keep care for a long time

Table 4.6: Descriptive Analysis of Perceived Behavioural Control of Customer Preferences

Statement	Percentage					Mean	SD
	Strongly Disagree	Disagree	Average	Agree	Strongly Agree		
To start an interest towards interior landscape would be easy for me	3.3	19.2	32.5	35.0	10.0	3.29	1.00
To keep in touch in interior landscape application is easy for me	3.3	18.3	42.5	27.5	8.3	3.19	0.95
I am able to create interior landscape design with the information sources that I found	4.2	16.7	38.3	29.2	11.7	3.28	1.01
I am able to start my own decoration of interior landscape because the service that have is easy to get it	2.5	17.5	35.0	32.5	12.5	3.35	0.99
If I want, I can create my own interior inside and around my surrounding areas design decoration by put any live plant	2.5	12.5	31.7	39.2	14.2	3.50	0.97
If I applied interior landscape in my surrounding area, I would have a high expectation about the positive impact from it	2.5	13.3	25.8	38.3	20.0	3.60	1.03
Due to my knowledge about interior landscape, perhaps it is the best way for me to involve in it	5.0	11.7	33.3	36.7	13.3	3.42	1.03

Based on table 4.7 about perceived behavioural control of customer preferences toward interior landscape in urban area, the mean score was M = 3.37 and standard deviation was 0.828 for this variable. Three range categories also being apply on this factor such as (1.00-2.33) for low has 12 frequency and 10.0%, (2.34-3.67) for moderate range has 62 out of 120 with 51.7% and high range was (3.68-5.00) has 46 from 120 respondents with 38.3%. Therefore, this variable also shows significance that related for this research study. Based on research by Stranieri et al., (2016) about consumer purchase of products that refers to pre-packed salad with environmental-friendly labelled characteristics related to integrated pest management (IPM) using TPB Model. Perceived behavioural control influence clearly onto consumer intention to buy IPM minimally processed pre-packed salad due to knowledge on the environmental issues play an important role in predicting the purchase of the analysed products.

Table 4.7: Mean score of perceived behavioural control of customer preferences toward interior landscape in urban area

Factors	Frequency	Percentage	Mean	SD
Perceived Behavioural Control			3.37	0.828
Low (1.00-2.33)	12	10.0		
Moderate (2.34-3.67)	62	51.7		
High (3.68-5.00)	46	38.3		

4.5 The Level of Customer Preferences towards Interior Landscape in the Urban Area

The descriptive analysis was used in order to identify the level of customer preferences towards interior landscaping in the urban area. Table 4.8 shown the descriptive analysis of customer preferences towards interior landscaping in the urban area. For the first statement about respondent want to apply this interior landscape has 1.7% strongly disagree, 6.7% disagree, 22.5% for average, the most on agree that was 40.8% and 28.3% strongly agree with it. This shown that this statement was being approved and agreed from respondents who live or work at urban areas.

Respondent want to choose any types of suitable plant that compatible with surrounding areas as their interior landscape has 2.5% strongly disagree, 7.5% disagree, 19.2% for average, 34.2% as for agree while strongly agree was 36.7% with this statement. There were many types of interior plants that can suit and well-matched but it depends on what kind of surrounding areas that we want to match in order to become harmonized. Besides, respondent want to pick any size and colour of plants as criteria for their decoration inside place has 2.5% strongly disagree, 5.8% disagree, 18.3% for average while both agree and strongly agree get 36.7% on this statement. If the area were wider, big and not have much crowd, we can choose a big size plants to put on as the centre of that area.

Next, the interior landscapes have a high demand for application at urban areas has 0.8% strongly disagree, 5.0% disagree, 20.0% for average response, most on agree 47.5% and strongly agree was 26.7% with this statement. This was due to economic growth at urban area was high compared to rural area. Moreover, basically this job scope was a new for Malaysia

and even Malaysia people acknowledge about interior landscape they hard to apply it. Thus, it cost a high demand if we get the service from any interior landscape company.

Majority urban people agree 46.7% and strongly agree 32.5% with the statement about interior landscape will help to improve ventilation of air circulation inside their areas and can save earth from air pollution. 17.5% for average value and 3.3% as for disagree with it. This shown that urban peoples require much fresh air inside their surrounding place and support to eliminate air pollution by planting the plants.

Interior landscape have many benefits to anyone who applied it such help reduce stress and increase productivity has 1.7% for both strongly disagree and disagree with this statement, 21.7% for average, and both agree and strongly agree get 37.5%. According to Fiann (2016), green colour can triggers a response in the sympathetic nervous system to relieve tension in the blood vessels, thus lower the blood pressure, green lowers heart rate and provides an instant feeling of rest and recovery.

Last statement, this interior landscape can be another alternative way to expose green living things for areas that not have enough space and insufficient soil has the highest percentage on strongly agree 41.7% for overall seven statement on this table 4.3, 37.5% agree, 14.2% for average, 5.8% disagree while strongly disagree get 0.8% with it. Limited space at urban area was the major factor about how development in urban was build. Furthermore, most of the houses and offices were build taller to cut the space density area and to maximize the population that can live in. Therefore, this was the best way to being expose with real green things and in the same time can grows the plants.

Table 4.8: Descriptive Analysis of customer preferences toward interior landscape in urban area

Statement	Percentage					Mean	SD
	Strongly Disagree	Disagree	Average	Agree	Strongly Agree		
I want to apply this interior landscape	1.7	6.7	22.5	40.8	28.3	3.87	0.95
I want to choose any types of suitable plant that compatible with surrounding areas as my interior landscape	2.5	7.5	19.2	34.2	36.7	3.95	1.04
I want to pick any size and colour of plants as criteria for my decoration inside	2.5	5.8	18.3	36.7	36.7	3.99	1.00
Interior landscapes have high demand for application at urban areas	0.8	5.0	20.0	47.5	26.7	3.94	0.86
Help to improve ventilation of air circulation inside our areas and can save earth from air pollution	0.0	3.3	17.5	46.7	32.5	4.08	0.79
Have many benefits to us such help reduce stress and increase productivity	1.7	1.7	21.7	37.5	37.5	4.07	0.89
This interior landscape can be another alternative way to expose green living things for areas that not have enough space and insufficient soil	0.8	5.8	14.2	37.5	41.7	4.13	0.92

The mean score for this study were categorized into three categories which were low (1.00-2.33), moderate (2.34-3.67) and high (3.68-5.00). Customer preferences towards interior landscaping was recorded as the highest mean score which was M = 4.00 and the standard deviation was 0.779. This showed that customer preferences has highest significant value towards interior landscaping in the urban area.

It can be supported by Yang et al. (2018), a study of consumer's sustainable consumption purchase intention about shopping at China stated that consumers' worries, compassion, and likes could affect their decision in all stages of the purchasing process. Hence, customer preferences was a consumers' decision-making process appears to be a key indicator to apply interior landscape. Table 4.9 showed the mean score of customer preferences towards interior landscaping in the urban area.

Table 4.9: Mean score of customer preferences towards interior landscape in urban area

Factors	Frequency	Percentage	Mean	SD
Customer Preferences towards Interior Landscape in Urban Area			4.00	0.779
Low (1.00-2.33)	4	3.3		
Moderate (2.34-3.67)	28	23.3		
High (3.68-5.00)	88	73.3		

4.6 Pearson Correlation

Pearson correlation analysis was applied to compute the statistical significance of the cross-tabulation table. In this study, Pearson correlation analysis was used in order to determine the relationships between both variables such as behavioural attitudes, subjective norms and perceived behavioural control with customer preferences towards interior landscaping in the urban area.

The correlation coefficient can take a range in value between -1.0 and +1.0. To interpret the correlation coefficient, both sign (positive or negative) and its absolute value should be considered. A perfect positive correlation has a coefficient of 1.0 while a perfect negative correlation has a correlation of -1.0. There were many rules of thumb on how to interpret a correlation coefficient, but all of them are domain specific. Table 4.10 showed the rule of thumb for interpreting the size of a correlation coefficient (Hinkle et al., 2003).

Table 4.10: The rule of thumb for interpreting the size of a correlation coefficient

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (0.00 to -0.30)	Negligible correlation

Source: Hinkle *et al.* 2003

4.7 The Relationships of Customer Preferences towards Interior Landscaping in the Urban Area

One of the purpose of this research analysis was to find the relationship between both variables between each independent variables that influenced the customer preferences toward interior landscape in urban area as dependent variable. Pearson correlation analysis was used due to normal data was distributed. Table 4.11 showed the result of Pearson correlation analysis.

Table 4.11: Results of Pearson Correlation Analysis

		Attitude	Subjective norm	Perceived behavioural control
Customer Preferences towards Interior Landscaping in The Urban Area	Pearson Correlation	0.480**	0. 682**	0.638**
	Sig. (2-tailed)	0.385	0.152	0.501

**Correlation is significant at the 0.01 level (2-tailed)

4.7.1 Relationship between Attitudes with Customer Preferences towards Interior Landscaping in the Urban Area

Based on table 4.11, the result of correlation analysis for attitude behaviour and with customer preferences towards interior landscape in the urban area was significant at the level of 0.480 and the clarification of correlation analysis it was very near to moderate positive correlation. Therefore, customer's preferences with high positive attitude appeared to be a reasonable relation with the variable of customer preferences towards interior landscape in the urban area. However, among this three relationship of this research study attitude has the lowest relation on customer preferences. A previous study of Schielke and Altobelli (2012) who study about Consumer Greenwashing by using the Theory of Planned Behaviour to Explain Unethical Consumer Behaviour also showed that attitude have lowest significantly compared to others variables.

In this study, the highest mean of attitude was 4.16. This showed that most of urban people's belief that interior landscape was as alternative way to improvise the air cycle ventilation inside place as one of healthy living style. Meanwhile, the lowest mean was 3.31 which showed that majority of urban peoples did not know much about what types of plants that can be used as interior landscape to be applied at their places. Hence, interior landscape should be promoted to create good positive perceptions in minds and encouraged of customers who live and work at the urban area (Kuala Lumpur) in order to increase their attitude belief and intention of participation especially in Kuala Lumpur city, a centre of development growth unintentionally.

4.7.2 Relationship between Subjective Norm with Customer Preferences towards Interior Landscaping in the Urban Area

Next, for the correlation between subjective norm and with customer preferences towards interior landscape in the urban area was significant at the level of 0.682. Based on the table rule of thumb, the interpretation of correlation analysis for this relationship was very strong moderate positive correlation. Thus, customer's preferences with high moderate positive attitude appeared to be a greater customer preferences towards interior landscape in urban area. These findings appear to be in line with subjective norms dominate that have a significant direct effect and are high consistent with the results obtained by Stavros et al., (1999) in their research that use Theory of Planned Behaviour (TPB) to provide an insight into determine of intention within the green marketing domain through a cross-market examination.

The highest mean of subjective norm was 3.97 and the lowest mean was 3.29. This showed that urban peoples accept and notice that internet act as a biggest source that help to provide about interior landscape generally and for the design of landscape too. In the meantime, they did not get enough support and encourage from their neighbours itself to apply interior landscape in that area space. Thus, it meant that subjective norm of customer's preferences had high influence significance in relationship between the dependent variable such customer preferences or more precisely to start involve in this interior landscape one day. In addition, the environment around respondents in which they work and live, as well as family, friends, and livelihood society and government sector were effected significantly with positive feedback.

4.7.3 Relationship between Perceived Behavioural Control with Customer Preferences towards Interior Landscaping in the Urban Area

The last relationship from Theory of Planned Behaviour (TPB) was perceived behavioural control that as one of independent variables. Table 4.11 shows the outcome of perceived behavioural control and between customer preferences towards interior landscape in the urban area was at significant at the level of 0.638 and it was on moderate positive correlation. This result indicated that perceived behavioural control (PBC) has relationship with customer preferences. According to previous research reported that attitude was the strongest predictor of consumers' sustainable consumption intention (Yang et al., 2018). However, perceived behavioural control served as the second strongest predictor in this study. This illustrates the importance and significance of perceived behavioural control variable with customer preferences towards interior landscape in urban area.

Highest mean of perceived behavioural control was 3.60 which mean majority of urban people have a high expectation about the benefits of positive response that can get if they applied interior landscape on their surrounding areas. On the other hand, the lowest mean was 3.19 of perceived behavioural control. It could be seen that most of urban peoples was not confident to keep in touch in interior landscape application due to their tight schedule in daily basis or because their interested towards interior landscape was low.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter was the final chapter of this thesis reviews the customer preferences towards interior landscape in the urban area such at Kuala Lumpur selected areas. This study focuses into the level of dependent and independent variables and the relationship of dependent and independent variables with the customer preferences towards interior landscape in the urban area. This chapter also covers on the summary of the results of the research questions as well as provide recommendations for further research.

5.2 Conclusion

The Theory of Planned Behaviour (TPB) was used in this study to examine the customer preferences towards interior landscape at urban area. Although the interior landscape was a new and fresh job scope in Malaysia, but most Malaysians peoples especially who live or work at urban areas were familiar in understanding and acknowledging the concept of basic interior landscape. The study was done towards 120 urban peoples who live or work at selected regions on Kuala Lumpur urban area. The questionnaires were given to them and most of them gave positive cooperation during interview session.

There were three objectives for this study. The first objective was to identify the level of customer preferences towards interior landscaping in the urban area. The second objective was to assess the level of behavioural attitudes, subjective norms and perceived behavioural control towards customer preferences on interior landscaping in the urban area. Last but not least, the third objective was to analyse the relationship between the behavioural attitudes, subjective norms and perceived behavioural control with customer preferences towards interior landscaping in the urban area. This study achieved the objectives and answered all the three research questions.

There were also three analysis that have been used in this study which were reliability analysis, descriptive analysis and Pearson correlation analysis. Reliability analysis was used to identify the validity of the questionnaires in which the items in the questionnaires were related to each other. Descriptive analysis was being apply to identify the level of dependent variables and independent variables while Pearson correlation analysis was apply to identify the relationship between dependent and independent variables. Pearson correlation was use due to the normal distributed data and this relationship affects the customer preferences towards interior landscape in the urban area.

The result obtained for the first objective in this study which was to identify the level of customer preferences towards interior landscaping in the urban area was the highest compared to other variables. Based on the results in descriptive analysis referring to the mean score of this study, the mean of customer preferences level was (M = 4.00). It was considered as a satisfied and high based on the mean score.

Besides, the result for the second objective which was to assess the level of behavioural attitudes, subjective norms and perceived behavioural control towards customer preferences on interior landscaping in the urban area was determined as

moderate. The mean score for attitude, subjective norm and perceived behavioural control was 3.82, 3.67 and 3.37 respectively in which were in moderate category.

As for the last objective, the results indicate that the behavioural attitudes, subjective norms and perceived behavioural control were significant and had a positive relationship with customer preferences towards interior landscaping in the urban area. All of those independent variables show the positive correlation which were in moderate near to high such as for subjective norm 0.682 and perceived behavioural control 0.638 and attitude 0.480 relationship for low near to moderate category. This result had answered the objective and research question number three which was to analyse the relationship between attitudes, subjective norm and perceived behavioural control with customer preferences towards interior landscape in urban area.

Furthermore, this study also shows that the educational level of the respondents was an important in socio demographic section was determined for the customers' level of acknowledgement about interior landscape as well as their perception and intention to apply it. At the same time, the limited space area in surrounding (subjective norm) plays an important role in creating awareness and concern about healthy living style.

5.3 Recommendations

Based on the findings of the study, there were some recommendations that could be used for the future study on customer preferences towards interior landscaping in the urban area. The first recommendation was the future work can focus on two category of urban peoples who have applied and who were not applied yet the interior landscape in their surrounding areas. Hence, it can help the study to gather more valuable information about the effects and impacts of interior landscape either positive or negative feedbacks for whoever have done joining or not.

Next, the future study also can be improved by added another variable such knowledge in order to know it have a relationship with customer preferences towards interior landscaping in the urban area or not. Therefore, knowledge variable could help and encourage them to start interest or by having desire with the intention to lead to a better health lifestyle as this interior landscape has many positive impacts such can improvise poor ventilation cycle inside places.

Besides, by enlarge target group of respondents' location in Kuala Lumpur urban areas. The future work should enlarge the study on customer preferences of other areas in Kuala Lumpur which can covers more urban people's areas instead of only focusing on selected location only. Different group of respondents in different location will have different relationship that influence them in participate and applied in interior landscape.

Last but not least, the government, private sector and related institutions should try to make urban peoples more aware and understand the concept of interior landscape towards advantages on application as well as helping to avoid air pollution issues at Kuala Lumpur. The information can be reach by promote and spread about interior landscape widely so people can acknowledge about it. Family, friends and urban community should support each other to apply interior landscape as for increasing their income and improving their better life.

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APPENDICES

APPENDIX A

CUSTOMER PREFERENCES TOWARD INTERIOR LANDSCAPE IN URBAN AREA

PILIHAN PELANGGAN MENGENAI LANDSKAP DALAMAN DI KAWASAN BANDAR

Dear respondents:

1) **The objectives of this research is to:**
   i. **To identify the level of customer preferences towards interior landscaping in the urban area.**
   ii. **To assess the level of behavioural attitudes, subjective norms and perceived behavioural control towards customer preferences on interior landscaping in the urban area.**
   iii. **To analyse the relationship between the behavioural attitudes, subjective norms and perceived behavioural control with customer preferences towards interior landscaping in the urban area.**
2) **The information given is considered confidential. Your name will be protected.**
3) **Please answer all questions.**
4) **Thank you for your cooperation and information given.**

Kepada responden:

1) *Kajian ini adalah untuk:*
   i. *Untuk mengenal pasti tahap keutamaan pelanggan terhadap landskap dalaman di kawasan bandar.*
   ii. *Untuk menilai tahap tingkah laku, norma subjektif dan kawalan tingkah laku yang dirasakan terhadap keutamaan pelanggan dalam landskap dalaman di kawasan bandar.*
   iii. *Untuk menganalisis hubungan antara tingkah laku, norma subjektif dan kawalan tingkah laku yang dirasakan dengan keutamaan pelanggan terhadap landskap dalaman di kawasan bandar.*
2) *Maklumat diberi adalah dianggap sulit. Nama anda akan dilindungi.*
3) *Sila jawab semua soalan.*
4) *Terima kasih di atas kerjasama dan maklumat yang berikan.*

SECTION A/ SEKSYEN A: **RESPONDENTS PROFILE/** PROFIL RESPONDENT
Please answer all questions and (√) the appropriate answer.
Sila jawab semua soalan dan (√) pada jawapan yang sesuai.

1.	Gender / *Jantina*:	( ) i. Male / Lelaki ( ) ii. Female / Perempuan
2.	Race / *Bangsa*:	( ) i. Malay / Melayu ( ) ii. Chinese / Cina ( ) iii. Indian / India ( ) iv. Others / Lain-lain , nyatakan : _____
3.	Religion / *Agama*:	( ) i. Islam / Islam ( ) ii. Buddhism/ Buddha ( ) iii. Hinduism / Hindu ( ) iv. Others / Lain-lain nyatakan: _____
4.	Age / *Umur* Please state/ *Nyatakan*:	: _____ years old / *tahun*
5.	Place of Living / *Tempat tinggal*:	( ) i. Wangsa Maju ( ) ii. Datuk Keramat ( ) iii. Setapak ( ) iv. Others / *Lain-lain* please state/ *nyatakan* _____
6.	Marital Status/ *Taraf Perkahwinan*:	( ) i. Single / *Bujang* ( ) ii. Married / *Berkahwin* ( ) iii. Others / *Lain-lain* please state/ *nyatakan* _____
7.	Occupation / Pekerjaan:	( ) i. Government / *Kerajaan* ( ) ii. Private Sector / *Swasta* ( ) iii. Student / *Pelajar* ( ) iv. Unemployed / *Tidak Bekerja* ( ) v. Self-employed / *Bekerja sendiri*
8.	Education Level/ Tahap Pendidikan:	( ) i. PMR ( ) ii. SPM ( ) iii. Certificate/ *Sijil* ( ) iv. Diploma / *Diploma* ( ) v. Degree/ *Ijazah* ( ) vi. Master/ *Sarjana* vii. Others / *Lain-lain* , *nyatakan* _____

For the questions on **PART B, C, D and E** please read each item and **give your answer by circling the answer option that is appropriate** to the scale of 1 (strongly disagree) to 5 scale (strongly agree).

*Untuk soalan-soalan **BAHAGIAN B, C, D DAN E**, sila baca setiap item dan **beri jawapan anda dengan membulatkan pada pilihan jawapan yang bersesuaian** dengan mengikut skala 1 (sangat tidak bersetuju) hungga skala 5 (sangat setuju).*

Strongly disagree / Sangat tidak setuju	Disagree / Tidak setuju	Average / Sederhana	Agree / Setuju	Strongly agree / Sangat setuju
1	2	3	4	5

SECTION B/ *SEKSYEN B*: **ATTITUDE TOWARD THE BEHAVIOR/** *SIKAP TERHADAP TINGKAH LAKU*

Each statement below represents the attitudes customer preferences on interior landscaping in the urban area.
Setiap pernyataan di bawah mewakili sikap terhadap pilihan pelanggan mengenai landskap dalaman.

In my opinion/ *Saya berpendapat* :						
1.	**I'm acknowledging about interior landscape existence.** *Saya mengetahui tentang kewujudan landskap dalaman.*	1	2	3	4	5
2.	**I know what types of plant that suitable to be used as interior landscape designs.** *Saya mengetahui jenis-jenis tumbuhan yang sesuai untuk digunakan sebagai reka bentuk landskap dalaman.*	1	2	3	4	5
3.	**I start interested on interior landscape when I notice the importance of green environment in my life.** *Saya mula berminat dalam landskap dalaman apabila saya mengetahui kepentingan persekitaran hijau dalam hidup saya.*	1	2	3	4	5
4.	**I'd really excited to involve in this interior landscaping that have their own colours and proportions.** *Saya sangat teruja untuk mendapatkan khidmat landskap dalaman yang mempunyai warna dan bahagian tersendiri.*	1	2	3	4	5
5.	**I believe my hectic days that had spent more time inside will improve better when I applied interior landscape.** *Saya percaya hari-hari sibuk saya akan berubah kearah lebih baik apabila saya menggunakan landskap dalaman.*	1	2	3	4	5

6.	**I understand the importance or the advantages of interior landscape.** *Saya memahami kepentingan atau kelebihan landskap dalaman.*	1	2	3	4	5
7.	**One way to improvise indoor poor ventilation is by applying this interior landscape as healthy living style.** *Salah satu cara untuk menambah baik pengudaraan dalaman yang teruk adalah dengan mendapatkan khidmat landskap dalaman ini sebagai cara kehidupan yang sihat.*	1	2	3	4	5

SECTION C/ SEKSYEN C: **SUBJECTIVE NORM/** NORMA SUBJEKTIF

Each statement below represents the subjective norm of customer preferences on interior landscaping in the urban area.

Setiap pernyataan di bawah mewakili norma subjektif terhadap pilihan pelanggan mengenai landskap dalaman.

In my opinion/ *Saya berpendapat* :						
1.	**My family gave impetus and positive respond towards interior landscape to be applied as decoration.** Ahli keluarga saya memberi dorongan dan respon positif terhadap landskap dalaman untuk digunakan sebagai dekorasi.	1	2	3	4	5
2.	**My friends give good opinion about interior landscape to be involved in my surrounding areas.** *Rakan-rakan saya memberi pandangan baik tentang penglibatan lanskap dalaman di sekeliling kawasan saya.*	1	2	3	4	5
3.	**There are many internet sources that provide about interior landscape generally and for landscape design.** *Terdapat banyak sumber-sumber internet yang mendedahkan tentang landskap dalamnan secara umum dan reka bentuk landskap.*	1	2	3	4	5
4.	**The living areas or my workplace environment inspired me to apply interior landscape that able to plant without any ground place and require small space.** *Persekitaran kawasan kediaman atau tempat kerja saya memberi inspirasi untuk saya megaplikasi landskap dalaman yang boleh ditanam tanpa tanah di bumi dan memerlukan sedikit kawasan.*	1	2	3	4	5
5.	**I was encouraged from my neighbours to apply interior landscape in the area where I live.** *Saya telah digalakkan dari jiran-jiran saya untuk menggunakan landskap dalaman di kawasan tempat tinggal saya.*	1	2	3	4	5

6.	**There are many sources about interior landscape such from internet source that can give exposed for me to apply it at my surrounding areas.** *Terdapat banyak sumber-sumber mengenai landskap dalaman seperti daripada sumber internet yang boleh mendedahkan kepada saya untuk mengaplikasikannya di kawasan sekeliling saya.*	1	2	3	4	5
7.	**My standard of living areas makes me want to apply this interior landscape.** *Keadaan kawasan tempat tinggal saya menyebabkan saya ingin menggunakan landskap dalaman ini.*	1	2	3	4	5

SECTION D/ SEKSYEN D: **PERCEIVED BEHAVIORAL CONTROL/** TANGGAPAN KAWALAN TINGKAH LAKU

Each statement below represents perceived behavioural control of customer preferences on interior landscaping in the urban area.

Setiap pernyataan di bawah mewakili tanggapan kawalan tingkah laku terhadap pilihan pelanggan mengenai landskap dalaman.

In my opinion/ *Saya berpendapat* :						
1.	**To start an interest towards interior landscape would be easy for me**. *Untuk memulakan minat terhadap landskap dalman adalah mudah bagi saya.*	1	2	3	4	5
2.	**To keep in touch in interior landscape application is easy for me.** *Adalah mudah bagi saya untuk memastikan pengendalian landskap dalaman berjalan dengan terurus.*	1	2	3	4	5
3.	**I am able to create interior landscape design with the information sources that I found.** *Saya mampu untuk membuat reka bentuk landskap dalaman dengan menggunakan sumber maklumat yang saya temui.*	1	2	3	4	5
4.	**I am able to start my own decoration of interior landscape because the service that have is easy to get it.** *Saya mampu memulakan dekorasi landskap dalaman sendiri kerana perkhidmatan yang disediakan mudah didapati.*	1	2	3	4	5
5.	**If I want, I can create my own interior design decoration by put any live plant inside and around my surrounding areas.** *Jika saya mahu, saya boleh membuat dekorasi sendiri landskap dalaman dengan meletakkan apa-apa tumbuhan hidup di dalam dan sekeliling kawasan saya.*	1	2	3	4	5

6.	**If I applied interior landscape in my surrounding area, I would have a high expectation about the positive impact from it.** *Jika saya mengaplikasikan landskap dalaman di sekeliling kawasan saya, saya akan mendapat jangkaan yang tinggi mengenai impak positif daripadanya.*	1	2	3	4	5
7.	**Due to my knowledge about interior landscape, perhaps it is the best way for me to involve in it.** *Disebabkan saya mempunyai pengetahuan terhadap landskap dalaman, mungkin ini adalah jalan terbaik untuk saya turut serta.*	1	2	3	4	5

SECTION E/ BAHAGIAN E: **CUSTOMER PREFERENCES TOWARD INTERIOR LANDSCAPE IN URBAN AREA/** PILIHAN PELANGGAN MENGENAI LANDSKAP DALAMAN DI KAWASAN BANDAR.

Each statement below represents customer preferences toward interior landscape in urban area.
Setiap pernyataan di bawah mewakili pilihan pelanggan mengenai landskap dalaman di kawasan bandar.

In my opinion/ Saya berpendapat :						
1.	**I want to apply this interior landscape.** *Saya mahu mengaplikasikan dan mendapatkan khidmat landskap dalaman ini.*	1	2	3	4	5
2.	**I want to choose any types of suitable plant that compatible with surrounding areas as my interior landscape.** *Saya sendiri ingin memilih apa jenis-jenis dekorasi yang sesuai dengan kawasan sekeliling sebagai landskap dalaman saya.*	1	2	3	4	5
3.	**I want to pick any size and colour of plants as criteria for my decoration inside.** *Saya sendiri ingin memilih saiz dan warna tumbuhan sebagai kriteria untuk dekorasi dalaman saya.*	1	2	3	4	5
4.	**Interior landscapes have high demand for application at urban areas.** *Landskap dalaman mempunyai permintaan yang tinggi untuk diaplikasikan di kawasan-kawasan bandar.*	1	2	3	4	5
5.	**Help to improve ventilation of air circulation inside our areas and can save earth from air pollution.** *Membantu untuk memperbaiki pengudaraan pengedaran udara di dalam kawasan serta dapat menyelamatkan bumi dari pencemaran udara.*	1	2	3	4	5
6.	**Have many benefits to us such help reduce stress and increase productivity.** *Landskap dalaman mempunyai banyak kelebihan seperti menolong menurunkan stress dan meningkatkan daya pengeluaran.*	1	2	3	4	5

7.	**This interior landscape can be another alternative way to expose green living things for areas that not have enough space and insufficient soil.** *Landskap dalaman boleh dijadikan sebagai kaedah alternatif untuk mendedahkan hidupan hijau bagi kawasan yang tidak mempunyai ruang dan tanah yng mencukupi*.	1	2	3	4	5

End of Questionnaire

THANK YOU

APPENDIX B

B.1: Reliability Analysis for Attitude

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.709	.713	7

B.2: Reliability Analysis for Subjective Norm

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.787	.789	7

B.3: Reliability Analysis for Perceived Behavioural Control

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.793	7

B.4: Reliability Analysis for Customer Preferences towards Interior Landscape in Urban Area

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.857	7

B.5: Mean Score of Attitude, Subjective Norm, Perceived Behavioural Control and Customer Preferences towards Interior Landscape in Urban Area

Statistics

		Attitude	Norm	PBC	Customer
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		3.8262	3.6690	3.3750	4.0071
Std. Deviation		.50658	.75115	.82888	.77979
Percentiles	25	2.0000	2.0000	2.0000	2.0000
	50	3.0000	3.0000	2.0000	3.0000
	75	3.0000	3.0000	3.0000	3.0000

B.6: Normality Test for Attitude

Tests of Normality

		I'm acknowledging about interior landscape existence	I know what types of plant that suitable to be used as interior landscape designs	I start interested on interior landscape when I notice the importance of green environment in my life	I'd really excited to involve in this interior landscaping that have their own colours and proportions	I believe my hectic days that had spent more time inside will improve better when I applied interior landscape	I understand the importance or the advantages of interior landscape	One way to improvise indoor poor ventilation is by applying this interior landscape as healthy living style
N		120	120	120	120	120	120	120
Normal Parameters[a,b]	Mean	3.9167	3.3083	3.7250	3.8417	3.9833	3.8500	4.1583
	Std. Deviation	.72857	.86768	.79876	.77780	.75574	.81633	.76692
Most Extreme Differences	Absolute	.237	.231	.251	.239	.234	.223	.235
	Positive	.229	.231	.207	.211	.225	.201	.223
	Negative	-.237	-.203	-.251	-.239	-.234	-.223	-.235
Kolmogorov-Smirnov Z		2.598	2.525	2.753	2.618	2.561	2.442	2.573
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

B.7: Normality Test for Subjective Norm

Tests of Normality

		My family gave impetus and positive respond towards interior landscape to be applied as decoration	My friends give good opinion about interior landscape to be involved in my surrounding areas	There are many internet sources that provide about interior landscape generally and for landscape design	The living areas or my workplace environment inspired me to apply interior landscape that able to plant without any ground place and require small space	I was encouraged from my neighbours to apply interior landscape in the area where I live	There are many sources about interior landscape such from internet source that can give exposed for me to apply it at my surrounding areas	My standard of living areas makes me want to apply this interior landscape
N		120	120	120	120	120	120	120
Normal Parameters[a,b]	Mean	3.6417	3.5000	3.9667	3.6167	3.2917	3.9250	3.7417
	Std. Deviation	.87731	.95266	.86901	.98034	1.03222	.96286	.99153
Most Extreme Differences	Absolute	.259	.258	.240	.202	.212	.214	.203
	Positive	.191	.175	.185	.185	.153	.148	.173
	Negative	-.259	-.258	-.240	-.202	-.212	-.214	-.203
Kolmogorov-Smirnov Z		2.832	2.832	2.632	2.214	2.323	2.348	2.221
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

B.8: Normality Test for Perceived Behavioural Control

Tests of Normality

		To start an interest towards interior landscape would be easy for me	To keep in touch in interior landscape application is easy for me	I am able to create interior landscape design with the information sources that I found	I am able to start my own decoration of interior landscape because the service that have is easy to get it	If I want, I can create my own interior design decoration by put any live plant inside and around my surrounding areas	If I applied interior landscape in my surrounding area, I would have a high expectation about the positive impact from it	Due to my knowledge about interior landscape, perhaps it is the best way for me to involve in it
N		120	120	120	120	120	120	120
Normal Parameters[a,b]	Mean	3.2917	3.1917	3.2750	3.3500	3.5000	3.6000	3.4167
	Std. Deviation	.99912	.94643	1.01222	.99283	.97014	1.03225	1.02558
Most Extreme Differences	Absolute	.211	.222	.199	.194	.230	.234	.215
	Positive	.165	.222	.199	.188	.164	.149	.158
	Negative	-.211	-.203	-.185	-.194	-.230	-.234	-.215
Kolmogorov-Smirnov Z		2.309	2.431	2.177	2.122	2.522	2.565	2.358
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

B.9: Normality Test for Factor Participation towards Agro Entrepreneurship among RISDA Rubber Smallholder in Kelantan

Tests of Normality

		I want to apply this interior landscape	I want to choose any types of suitable plant that compatible with surrounding areas as my interior landscape	I want to pick any size and colour of plants as criteria for my decoration inside	Interior landscapes have high demand for application at urban areas	Help to improve ventilation of air circulation inside our areas and can save earth from air pollution	Have many benefits to us such help reduce stress and increase productivity	This interior landscape can be another alternative way to expose green living things for areas that not have enough space and insufficient soil
N		120	120	120	120	120	120	120
Normal Parameters[a,b]	Mean	3.8750	3.9500	3.9917	3.9417	4.0833	4.0750	4.1333
	Std. Deviation	.95761	1.04399	1.00833	.86283	.79477	.89970	.92521
Most Extreme Differences	Absolute	.244	.227	.237	.269	.250	.223	.242
	Positive	.165	.157	.159	.206	.217	.158	.174
	Negative	-.244	-.227	-.237	-.269	-.250	-.223	-.242
Kolmogorov-Smirnov Z		2.668	2.491	2.592	2.943	2.738	2.443	2.653
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

B.10: Pearson Correlation Analysis

Correlations

		Attitude	Norm	PBC	Customer
Attitude	Pearson Correlation	1	.647**	.556**	.480**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
Norm	Pearson Correlation	.647**	1	.694**	.682**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
PBC	Pearson Correlation	.556**	.694**	1	.638**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Customer	Pearson Correlation	.480**	.682**	.638**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

**. Correlation is significant at the 0.01 level (2-tailed).