

## Evaluation of the Effect of Employment on Internal Factors Influencing on Environmental Protection Behavior

Maria Mohammadizadeh<sup>1\*</sup>, Abbas Haji Hossein<sup>2</sup>  
and Mahnaz Barkhordari Ahmadi<sup>3</sup>

<sup>1,2</sup>Department of Environmental Management, Bandar Abbas Branch,  
Islamic Azad University, Bandar Abbas, Iran.

<sup>3</sup>Department of Mathematics, Bandar Abbas Branch, Islamic Azad University, Bandar Abbas, Iran.

doi: <http://dx.doi.org/10.13005/bbra/1541>

(Received: 15 August 2014; accepted: 03 September 2014)

Changing the attitude and behavior of the society relate to the importance of environment is necessary for continuing the life. Among the effective factors on behavior are internal four factors, perception, attitude, motivation and learning have special position in the behavior of people as users of environment. Decision making process and the behavior of a person are affected by foreign forces. This effect is not good or bad. Some of these foreign forces include culture and sub culture, social status of family, environment, job status, education, etc. In this study, it was attempted to investigate the relationship between four internal factors of people regarding the environment protection with their job status. To do this, 200 people of the residents of Bushehr city were selected by multi-stage sampling method and standardized questionnaires were completed. The data analysis by one-way ANOVA showed that among four factors, there was a significant association between learning and motivation of people on environment al protection with their job status. But there was no significant association between two other factors, perception and attitude in protection of environment and their job status.

**Key words:** Environmental protection , Bushehr, Internal factors , Job status.

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Considerable economical and social developments in the late 20 century created critical problems in environment. Human activities directly or indirectly inflicted harmful damages on nature. The direct effects were unduly operation, destruction of habitats, environmental pollutions, climate changes and the indirect effects were the formation of human societies, population growth, wrong life and world trade <sup>1</sup>. Now the world beliefs are mostly informed about the hazards of environment and its outcomes. Today, improving

and creating a healthy environment is one of the important factors of achieving the stability in development. Stability is the ability of ecosystems to continue their life in long-term. Based on conscious activities of human being we can not ignore human element as one of the effective factors of changing environmental conditions of the world. Indeed, stability of managed ecosystems depends upon the purposeful human activities. In the review of the literature of permanent literature, it is defined that stability product is affected by various factors as economical, social, cultural, political and human factors. The lack of considering one of them makes the achieving to stability problematic<sup>2</sup>. The behavior of citizens to environment and the

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\* To whom all correspondence should be addressed.  
Mob.: 00989121143469;  
E-mail: maria.mohammadizadeh450@gmail.com

behavior of any person to a phenomenon are affected by various factors. In interdisciplinary topics, management and psychology field is one of common issues of behavior study. In management field, it is attempted that by recognizing the behavior of the consumer and the investigation of effective factors on the behavior and his purchase, a good compatible with the need of a person and compatible with his behavior style is designed and presented to the market. This attitude to behavior study can be used in environment protection. All the people are considered the consumer of environment and if we want to evaluate their behavior to the environment, we should investigate the effective factors on their behavior including positive or negative behavior.

Various models about the behavior of a person are presented by researchers. The common thing of all these models is that effective factors on the behavior of people can be divided into personal factors and external factors<sup>3</sup>. External factors include regulations, inference groups, etc. The role and effect of internal factors are more than other factors. Internal factors are mostly about images, inclinations of people. Most of the researchers considered the effective internal factors on the behavior including four elements of perception, attitude, motivation and learning<sup>4</sup>. Here internal four factors have special position in the behavior of people as users of environment. In this study, Bushehr is considered as a sample city and effective internal factors on the performance of citizens to the environment are used. The investigation of the influence and position of each of the four factors is necessary for the improvement of the condition and avoiding the environment disaster and it can lead into a more coherent planning and changing the behavior of citizens as the principles of the society in future.

Most of the researchers divided this area to four classifications of perception, attitude, motivation and learning.

Perception is a process by which we select environmental stimuli to achieve meaningful experiences and we interpret them. Perception is being informed of the events, people, objects and conditions and it requires search, gaining and data process. The main vocabularies in perception are selection, organizing and interpretation. We

experience the environment via an active process. We receive environmental stimulus via our feeling and consider various aspects of the environment and evaluate what we see based on the previous experiences<sup>5</sup>. The real perception is the recognition of the world we live in it. We behave based on our perception of the realities not based on the real fact. We receive the information and collect it and interpret it in a meaningful way. In other words, we draw an image of the real world presenting our personal belief. Thus, no person draws a similar image. In other words, we live in a special world.

Attitude is an assumptive structure because it is not observed directly and it is with behavior and oral beliefs<sup>6</sup>. According to the definition, attitude is consisting of a relatively stable method in the thought, feeling and behavior of people, groups and social issues. Any event in the environment is a stable system attitude including a cognitive element, an emotional element and act<sup>7</sup>. Emotional factors include the emotions and affection of a person to the issue, namely positive and negative evaluations. Behavior components are the inclination of a person in the subject. Cognitive factor is including the thoughts by which a person has special attitude, including the realities, knowledge and beliefs<sup>8</sup>. Some of the attitudes are defined based on the topic of the attitude by special terms. The attitude to social groups namely negative attitude is bias. Self-attitude is called self-esteem. The attitudes to abstract affairs, freedom of speech, the rights of animals, environment followers are called values<sup>5</sup>.

The term "motivation" was derived from The Latin word *move*. The motivation is the reason of the behavior. In other words, a person does no specific behavior except a motivation is a used. The motivation of a person including conscious or unconscious are aroused from his needs. Motivation is a chain process starting with the need or deficit feeling and it follows the requirement and cause reaction and stress to the aim and its product is the behavior of achieving the aim<sup>1</sup>.

Leaning explains the change in the behavior of a person arising from his experiences. The experts defined learning the stable change in the behavior or potential behavior arising from direct or indirect experience<sup>9</sup>. Other people defined learning the stable change in the behavior leading into experience. Another important point is that

learning requires the change in the behavior but it is not necessarily the improvement <sup>5</sup>. Learning theorists believed that most of the behaviors of people are learned. Learning via the actions related to the inclinations and perceptions and his feelings and the improving factors are created.

## MATERIAL AND METHODS

This study was done with the aim of evaluation of the effect of employment of the citizens on the effective internal factors on environment protection behavior from march 2010 to September 2010 by survey method. Considering the topic of the paper for data collection, the standardized questionnaire was used. The questionnaire was including 24 questions and for each internal factor, 6 separate questions were used and their completion was execution-supervision. The statistical population of the study was all the people living Bushehr located in the south west with the population of about 177993 (according to the report of management and planning organization of Bushehr province in 2009). In this study, by unlimited population sampling formula and assuming that about 50% of people had positive perception, attitude, motivation and learning. The sample size was 200 people (alpha coefficient means the first degree error as 0.50 and acceptable error for significance difference was 7%). By multi-stage sampling method and population data (the household living in Bushehr in 2009 was 43981 households and the size of the household was 4 people), 100 households with the assumption that in each household 2 people could answer were determined. For selecting the households, Bushehr was divided into four geographical zones north, south, east and west

from the map (stratified sampling). Then, on the map each geographical region was divided into 300 assumed blocks (random sampling). Then, from each block 100 households were selected of four regions (simple random sampling). Finally, by going to the houses, the questionnaires were completed and collected. If the required household for any reason (not being at the house or not answering) don't respond the questions, we can go to the neighbors. The analysis of the collected questionnaires was done by SPSS software and to describe the data, the ratios, percents, mean, standard deviation, frequency distribution tables and charts were used. To compare the average scores in both groups, ANOVA test was used.

## RESULTS AND DISCUSSION

Of 200 completed questionnaires, 84 people were women (42%) and 116 men (58%). The mean and standard deviation of the age of people were  $32.04 \pm 8.76$ . These indices for the investigated men and women were  $33.97 \pm 7.97$  year and  $29.37 \pm 7.75$ , respectively. The investigated men for this study were employees (57 people or 49.1%) and the women were mostly homemakers (38 people or 45.2%).

Also, the literacy in men and women was high. In this study, by ANOVA analysis, the effect of each of the job groups on the average perception score was investigated and the results are shown in the following table. As it is shown, although perception score of military people is more than other jobs, these differences are not significant statistically. In other words, perception score of people hasn't significant association to their job status ( $p = 0.063$ ,  $F = 2.134$ ) (Table 1,2).

The results of tables 3, 4 and figure 1

**Table 1.** The distribution of the effect of employment on perception score

Job groups	Perception score	
	Mean	SD
Unemployed or homemaker	13.28	1.97
Normal staff (office staffs, teachers, etc)	13.4	2.06
Top staff (e.g. manager, deputy, etc)	14.4	2.19
Business	14.2	2.23
Worker	14.57	3.26
Military	11.8	3.27

showed that the learning score of people is associated with their job status and it is shown, the highest difference between the average learning score of unemployed and employee is normal ( $p=0.003$ ,  $F=3.394$ ). In other words, the results showed that learning level of military people is more than

other jobs and is less in unemployed people.

In the current study, the results of ANOVA showed that job status of people didn't have significant effect on their attitude average. This can be inferred from tables 5, 6 ( $p=0.28$ ,  $F=1.265$ ). It was observed in this study that the

**Table 2.** The results of variance analysis regarding the comparison of the effect of employment condition of perception score

Changes source	Sum of squares	Degree of freedom	Average squares	F	Significance level
Intergroups	49.4	5	9.88	2.134	0.063
Intragroups	898.1	194	4.629		
Total	947.5	199			

**Table 3.** The distribution of the effect of employment on learning score of people

Job groups	Learning zone	
	Mean	SD
Unemployed or homemaker	14.6	2.58
Normal staff (office staffs, teachers ,etc)	16.29	2.56
Top staff (e.g. manager, deputy, etc)	16	2.34
Business	15.27	2.77
Worker	14.71	3.2
Military	17.2	4.32

**Table 4.** The results of variance analysis regarding the comparison of the effect of employment on learning score

Changes source	Sum of squares	Degree of freedom	Average squares	F	Significance level
Intergroups	121.55	5	24.31	3.394	0.006
Intragroups	1389.7	194	7.164		
Total	1511.3	199			

**Table 5.** The distribution of the effect of employment on attitude score of people

Job groups	Attitude Zone	
	Mean	SD
Unemployed or homemaker	15.67	2.24
Normal staff (office staffs, teachers ,etc)	16.73	2.62
Top staff (e.g. manager, deputy, etc)	16.6	2.51
Business	16.52	2.93
Worker	16.14	3.63
Military	17.2	3.7

highest and lowest attitudes were related to unemployed and military people.

The results of tables 7,8 and Figure 2 showed that motivation score of people is associated with their employment condition and as it is shown, the highest difference between the

average motivation score in unemployed and staff was normal ( $P=0.002$ ,  $F=3.965$ ). In this study, the maximum motivation score was related to military jobs and least motivation level was related to the managers and authorities.

The results showed that there was a

**Table 6.** The results of variance analysis regarding the comparison of the effect of employment on attitude score

Changes source	Sum of squares	Degree of freedom	Average squares	F	Significance level
Intergroups	44.236	5	8.847	1.265	0.28
Intragroups	1356.4	194	6.992		
Total	1400.6	199			

**Table 7.** The distribution of the effect of employment on motivation score of people

Job groups	Motivation zone	
	Mean	SD
Unemployed or homemaker	15.88	2.98
Normal staff (office staffs, teachers ,etc)	18.08	3.54
Top staff (e.g. manager, deputy, etc)	15.6	5.18
Business	17.55	3.003
Worker	16.71	2.56
Military	19.6	3.21

**Table 8.** The results of variance analysis regarding the comparison of the effect of employment on motivation score

Changes source	Sum of squares	Degree of freedom	Average squares	F	Significance level
Intergroups	214.648	5	42.93	3.965	0.002
Intragroups	2100.307	194	10.826		
Total	2314.955	199			

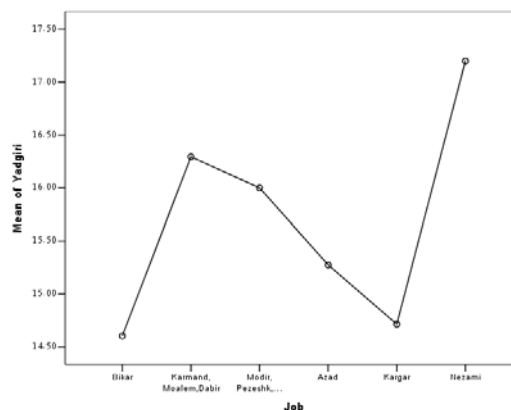
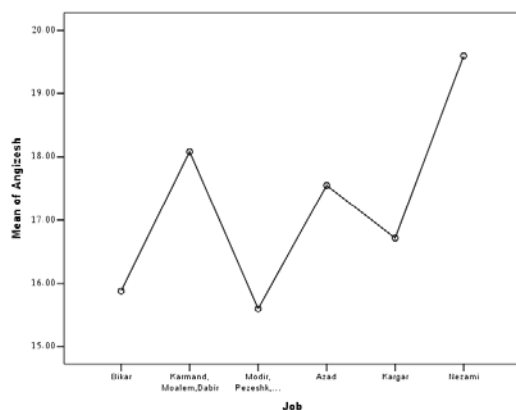
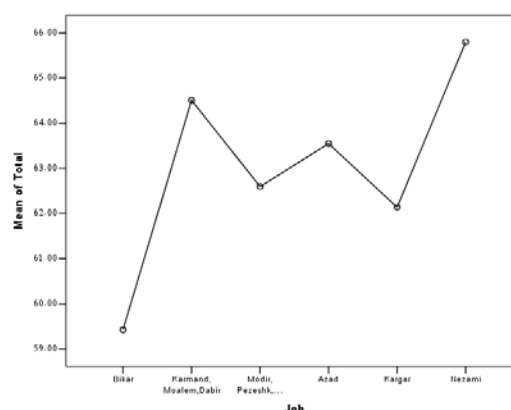
**Table 9.** The distribution of the effect of employment on total score of four zones

Job groups	Total	
	Mean	SD
Unemployed or homemaker	59.43	7.19
Normal staff (office staffs, teachers ,etc)	64.51	7.97
Top staff (e.g. manager, deputy, etc)	62.6	7.13
Business	63.55	7.7
Worker	62.14	8.97
Military	65.8	11.8

**Table 10.** The results of variance analysis regarding the comparison of the effect of employment on total score of four zones

Changes source	Sum of squares	Degree of freedom	Average squares	F	Significance level
Intergroups	975.767	5	195.153	3.198	0.008
Intragroups	11840.2	194	61.032		
Total	12816	199			

statistically significant relationship between job groups of people and motivation and learning factors in environment protection. But there was no significant association between two other factors, perception and attitude and it showed that the job of people had significant effect in their motivation and learning to protect the environment. The six job groups in this study had the highest motivation and environmental learning was for military group. Also, the comparison of the total score of four zones of job groups showed that the militants had the highest score and unemployed people had the lowest score. Considering the nature of military job and the position of discipline and taking educational courses to increase their

**Fig. 1.** The comparison of the average learning score of people based on their job**Fig. 2.** The chart of comparing the average motivation score of people based on their job**Fig. 3.** The comparison of the average total score of four zones based on their job

physical and motivation in them, the mentioned items were proved. It can be said that the attitude is the sum of beliefs in a relative stability in the mind of people that cannot be changed easily and as our attitude forms our perception of various events; the job status of the people cannot have serious effect on two internal factors, perception and attitude in environment protection.

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