

Predicting Residential Water Conservation Using the Theory of Reasoned Action

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ABSTRACT This study investigates the power of the Theory of Reasoned Action in explaining conservation of residential water use in Botswana. Data were obtained from 462 respondents. The findings made three revelations. First, they support existing theory, for the two constructs of the theory (attitudes and norms) were statistically significant predictors of water conservation. Second, the findings support previous research for attitude played a slightly larger role in explaining water conservation behaviour. Third, despite statistical significance, attitudes and norms displayed very low explanatory power. The implication for policy makers is that water conservation communication messages should aim at changing attitudes as well as norms. The findings suggest that water conservation is affected, not just by attitudes and norms, but by a host of other factors.