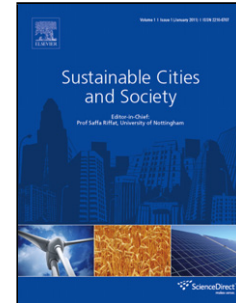


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Authors: Calvin Wan, Geoffrey Qiping Shen, Stella Choi

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**The moderating effect of subjective norm in predicting intention  
to use urban green spaces: A study of Hong Kong**

Calvin WAN<sup>a#</sup>, Geoffrey Qiping SHEN<sup>b</sup>, Stella CHOI<sup>a</sup>

<sup>a</sup> School of Professional Education and Executive Development, The Hong Kong Polytechnic University

<sup>b</sup> Department of Building and Real Estate, The Hong Kong Polytechnic University

<sup>#</sup> Corresponding Author

Postal Address: SPEED, Room S1201, 12/F, South Tower, PolyU West Kowloon Campus, 9 Hoi Ting Road, Yau Ma Tei, Kowloon, Hong Kong

Email: spcalvin@speed-polyu.edu.hk

Tel: +852 3746 0097

Fax: +852 2363 0540

### **Highlights**

- Urban green spaces (UGS) offer various benefits to urban population.
- The moderating effect of social influence on intention to use UGS was examined.
- Subjective norm negatively moderated two attitude-intention relationships.
- Promotional campaigns to encourage UGS use are suggested.

### **Abstract**

People living in urban areas are encouraged to use urban green spaces (UGS) because of the physical, psychological and social benefits offered by the green environment to city dwellers. Prior studies have investigated the physical, socio-psychological and demographic factors in explaining the use of UGS; however, the moderating effect of social influence has rarely been examined. Based on the theory of planned behaviour, a model extending the predictors of behavioural intention was proposed in this study. Data were collected by a telephone survey conducted in Hong Kong. The results reveal that attitude, subjective norm, perceived behavioural control, and usefulness positively influence people's intention of using urban green areas. It was also proved that the interaction terms of usefulness and subjective norm, and perceived quality and subjective norm, negatively influence behavioural intention. Insightful implications for studying UGS behaviour, suggestions for urban planning and promotion of using urban green spaces are discussed.

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