

1 **Behavioural Informatics for Improving Water Hygiene Practice based on IoT**

2 **Environment**

3

4 Abstract: The development of Internet of Things (IoT) and latest Information and Communication
5 Technologies (ICT) have changed the nature of healthcare monitoring and health behaviour intervention in
6 many applications. Water hygiene and water conservation behaviour intervention as important influence
7 factors to human health are gaining much attentions for improving sustained sanitation practice. Based on
8 face-to-face delivery, typical behaviour intervention method is costly and hardly to provide all day access to
9 personalised intervention guidance and feedbacks. In this study, we presented a behavioural information
10 system and water use behaviour model using IoT platform. Using Expanded Theory of Planned Behaviour
11 (ETPB) and adopted structure equation model, this study offers a solution for understanding the behaviour
12 intervention mechanism and methodology for developing empirical model. A case study of behaviour
13 intervention model is presented by utilising residential water conservation behaviour data collected in China.
14 Results suggested that cultural differences have significant influences on the understanding of intervention
15 drivers, promoting projects and increasing awareness, which could improve the behaviour intervention
16 efficiency and further facilitate the improvement of water hygiene practice. The performance evaluation of
17 water saving dimension is discussed as well in the paper.

18

19 Keywords: Internet of Things; Behavioural informatics, Intervention; Behaviour Modelling; Theory of
20 Planned Behaviour

21

22 **Introduction**

23 Contaminated household environment and risky hygiene practices cause a big amount of disease burden in
24 developing country. The lack of good water supply and prevalence of risky hygiene behaviour could cause
25 life years lost, infectious diseases and plague, as well as large economic losses and negative publicity to
26 governments. Overwhelming evidences suggest that predicting the behaviour change has significant positive
27 influence on addressing these concerns [1]. This paper aims to enhance water hygiene practices through

28 understanding water use behaviour in IoT enabled environment to further improve water demand and water
29 quality management, which the optimal water operation and management will directly impact on the
30 consumers' water hygiene practice and reduce the risk of causing the disease to improve the public health.
31 This paper will provide the necessary tools for improve sanitation and substantial reduction in water supply
32 needs, gain more attentions by the water utilities, food industry and academy, due to the consequence to
33 human health and influence on fresh water ecosystems [2]. When residents use less water in a specific time,
34 the more chlorine should be added to maintain the disinfection level of the clean water. Also, the demand and
35 water use behaviour in different area could affect the operations (supply amount and treatment process) of
36 different treatment works in the same water network. Thus, understanding of water use behaviour will benefit
37 water demand management, and plays key role in water network management and reducing the vulnerability
38 of freshwater supply (such as researches at Advizzo and iWidget). Moreover, the understanding of water use
39 behaviour could contribute to optimize water demand and water quality management to improve the water
40 hygiene practice for public health.

41

42 Belonging to the general healthcare practices research domain, the water hygiene and its behaviour
43 intervention issues, are challenging tasks to clinicians and decision maker who are seeking to monitor
44 behaviour and transfer medical advices in to intervention guidance [3]. Water related behaviour varies
45 differently by areas, also, many water use related behavioural interventions have not yet been empirically
46 investigated because they do not lead themselves to study under existing research paradigm [4]. Models
47 including the Theory of Planned Behaviour [5], the theory of reasoned action and Schwartz's norm activation
48 model etc., have been applied to investigate the conserving water issues during water scarcity period in many
49 developed countries, such as USA [6], UK [7], Australia [8] and Greece [9]. However, there are lack of
50 evidences that explain residential water conservation behaviour via theoretical viewpoints in different
51 background especially in a multi-purpose methodology to generate empirical model. One of the few
52 exceptions is Zhang and Brown [10] who found that household water using habits and behaviour (physical
53 behavioural pattern) as well as a household' willingness to respond to water related strategies has positive
54 influence on their water consumption amount. Chen et al. [11] studied the relationship between social-

55 psychological and residential characters of water scarcity on the one hand and drinking water choices on the
56 other. He found that personal health belief and other characters (income, education etc.) are affected domestic
57 drinking water choices in Shanghai. These studies do not, however, address on the issues of that how water
58 use behaviour change can be influenced and what the adaptability for a psychological theory is in different
59 cultural background. Therefore, there is a need to develop understanding of the residential water conservation
60 behaviour intervention mechanisms. This research thus tries to fill the gaps.

61

62 Moreover, limited by the face to face delivery method, the behaviour intervention of water hygiene is costly
63 and hardly to cover large amount users with 24 hours' access of the intervention guidance and the intervention
64 process management information [12]. Despite the IoT environment allows the provision of healthcare
65 behavioural information to every user and monitoring all the participants' actions with the capacity of
66 tracking and screening the users remotely [13, 14, 15]. Current IoT healthcare systems have not shown
67 enough capability to understand water related behaviour intervention in psychological viewpoints. Azzawi et
68 al. [16] and Prochaska [17] systematically reviewed the current healthcare information system, and concluded
69 that most healthcare related IoT systems mainly concerned physical actions/behaviours by using sensor
70 devices, RFID (Radio-Frequency Identification) [18, 19, 20] or other methods. In line with this finding, Jun
71 et al. [21, 22] and Sultan et al. [23] conducted comprehensive survey of IoT based healthcare system and
72 supported above findings in different digital platforms. Less evidences are proved that the psychological
73 behavioural intervention could be effectively monitored in IoT environment. By way of an IoT based
74 behavioural data collection and feedback, this paper, therefore is aiming to present an information system for
75 psychological behavioural data management, behavioural intervention model extrapolation and dynamic
76 behaviour modelling. Integrated with behaviour intervention models, this research can offer tailed
77 intervention information to all users and reduce the delivery cost of current behavioural intervention project.
78 It also provides methodology for how to manage health related behavioural data in IoT environment and how
79 to generate empirical and computer models based on IoT data.

80

81 The behaviour intervention model, which can test the past behaviour and self-efficacy as predictor in the

82 whole theory, is based on an expanded version of TPB, and will be different from the original TPB model in
83 the water industry application. Using the corresponding ETPB questionnaire and data collection from smart
84 meters in IoT environment, this study provides empirical evidences about the residential behavioural
85 information toward water conservation strategies during the whole intervention process. Additionally, the
86 model examines the cross-country applicability with respect to the theory application by using model
87 simulation results. This research will ideally provide a first knowledge base for public water conservation
88 strategies and policy development that aim to increase water hygiene project engagement. The structure of
89 this paper is organized as follows. Section 2 presents an overview of IoT based behavioural intervention
90 system architecture. Methodology and data are described in Section 3. Section 4 presents the case study of
91 residential water conservation behavioural intervention. Discussion and conclusion are made in Section 5.

92

93 2 Related Work

94 Extensively research has been done about behavioural intervention. Thomas et al. [24] analysed recent studies
95 published coding behaviour change models for health promotion and through his finding, most commonly
96 behavioural intervention research methods are based on psychological behavioural change theories, including
97 Theory of reasoned action/planned behaviour (TPB), TTM (The Transtheoretical Model), HBM (Health
98 Belief Model) and Social Cognitive Model (SCM) and so on. Theory of Planned Behaviours (TPB) as one
99 of the major predictive social and behaviour models was developed as an extension of the Theory of Reasoned
100 Action (TRA) model and it is a model. The TPB considers the proximal determinant of behaviour is person's
101 intention which is based on attitude (overall evaluations towards performing the behaviour), subjective norms
102 (social pressure from important referents to perform a behaviour) and perceived behavioural control (control
103 on individual believe) [25]. There is systematic and meta-analytical evidence in relation to changes in health
104 behaviour, the predictive performance of both the TRA and the TPB are in most superior to that of the Health
105 Belief Model [26].

106

107 Despite its significance in environmental research, to date, the TPB research became more controversial
108 about its sufficiency and the need for external variables which assist the improvement of intention prediction

109 (see examples [27, 28]). Research findings above have proposed additional predictors to improve the TPB
110 prediction power in intention and behaviour [27,29]. Interestingly, on conceptual level, various divergent water
111 conservation frameworks also exist on adding external determinants (or predictors) to specific behaviour (see
112 examples [30 - 33]). Lam [33] also argued that TPB alone is not sufficient as a basis for understanding people's
113 intention to conserve water. In the safety and water use area, similar arguments about TPB theory could also
114 been found in literature. Inauen [34,35] reviewed thirteen models for predicting behavioural intervention in
115 safe water use area and concluded that TPB has limited prediction capability and there are more constructs,
116 which should be considered to improve its prediction ability. Consequently, some other constructs to TPB
117 will need to be added in order to increase the utility and predictive power for residential water conservation
118 behaviour. The behavioural model applied in this research will add two external constructs and examine the
119 modelling result through case study result. Moreover, according to Hofstede's individualism-collectivism
120 dimension, different individuals from different background may show variable behavioural relations in the
121 TPB model. With the application of IoT environment, many users from different background will participate
122 the intervention process. To increase the modelling accuracy, there is a need to put ETPB variables
123 configuration into consideration in this study. General hypothesis for ETPB framework is present in section
124 3.2 and a model configuration case is given in case study section 4.

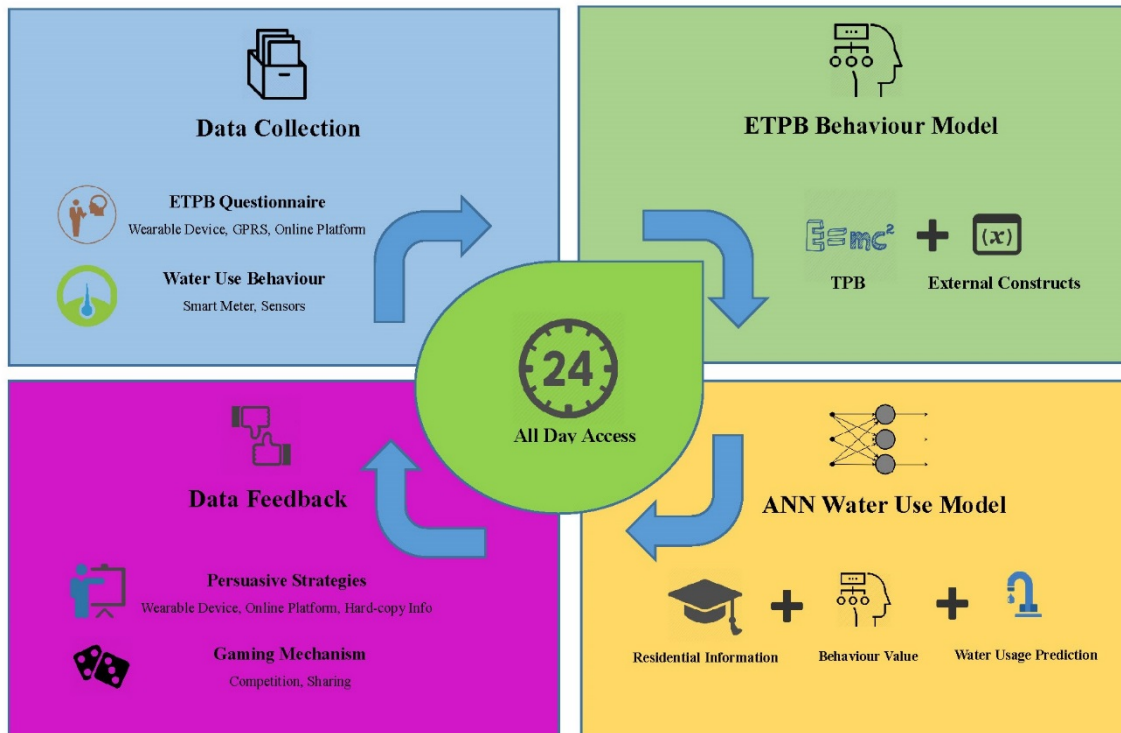
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126 3 Architecture

127 Specified by International Telecommunication Union (ITU), IoT framework is defined into five different
128 layers: perception layer, access layer, internet layer, service management layer and application layer. In this
129 study, the perception layer is consisted of water meter, GPS/sensors and mobile/internet end user platform.
130 The water meter collected water usage readings at different water end use points. GPS/sensors (via mobile
131 phone) are designed to collect and send geographic data to the server. Internet and mobile platform
132 (application) is designed to collect and feedback water use behaviour data, and provide information for all
133 the related water conservation project. The smart water meters are a native long-range solution based on
134 169MHz smart metering frequency band with a transmission range of up to 1 – 1.5 km to a concentrator.

135

136 The IoT based behavioural intervention information system contains data collection and data feedback
137 component. Data is collected via RFID, sensor, wearable device and internet platform. The data for modelling
138 use is made up by expanded Theory of Planned Behaviour questionnaire data (behavioural data) and water
139 usage data. Processed by Structure Equation Model, the system then generates empirical ETPB model with
140 variable identification result. Following by artificial neural network water consumption behavioural model,
141 the system provides all the users with the prediction of their future water usage and their water behavioural
142 intervention pattern. To increase the effectiveness of the whole intervention process, the intervention
143 guidance, in the meantime, is translated by persuasive strategies and gaming mechanism to increase the user
144 acceptance. The system will classify the behaviour via scoring result and feedback the specific behavioural
145 intervention suggestions to the user including “you can do much better than you through via these tips of
146 water conservation” for increasing the subjective norm, “you can install this device to help you save water in
147 a rush time” if the score is low for answering the “how confidence when save water in a rush time”.
148 Corresponding local water conservation policy and activities are pushed to the targeted users as well to
149 enhance their water conservation behaviour. Figure 1 presents the IoT- based behavioural information system
150 architecture.
151



152

153 Figure 1. IoT based behavioural information system

154

155 3.1 Data Collection

156 The construction for the Expanded Theory of Planned Behaviour questionnaire was generally followed the
 157 procedures in Fishbein and Ajzen’s discussion [36]. TPB 7-point Likert scales (1 = strongly disagree to 7 =
 158 strongly agree) have been applied previously in water conservation behaviour research with similar research
 159 purpose, and they have established an acceptable reliability [37, 38]. Apart from the behavioural data,
 160 residential character data such as income, education, number of residents are also included in the
 161 questionnaire to collect data supporting the ANN water use modelling. In this study, we apply wearable
 162 devices and online platform to investigate water use psychological behaviour. Users could access through
 163 mobile application or report the location/tag use information through this platform. Water use data is mainly
 164 collected from smart meters install for every household and taps need monitor.

165

166 Instead of using the full-questionnaire, we promoted the simplified question items and easy understanding
 167 answers. All the constructs are directly measured using just one single item (such as “how confident you feel

168 you can manage you water conservation activity for this week?” replace the original detailed measurement
169 in the questionnaire). Corresponding direct measurement are following the TPB questionnaire design method
170 (direct measure) published by Ajzen in 1991 [5]. the user will be invited to fulfil a complete detailed
171 questionnaire for every two months.

172

173 3.2 Behaviour Intervention Modelling

174 As discussed above in Section 2, we present the expanded Theory of Planned Behaviour modelling basis and
175 the model is innovative by adding two external variables to increase the prediction power and accuracy.

176 Water conservation regarding to water hygiene, should not only depend on local condition, but also be
177 influenced by historical water use background and freshwater availability in the past [39]. Additionally,
178 another factor called past behaviour, past action, pro-environmental behaviour, self-reported past behaviour
179 or habit, has been added in TPB for improving the explanation of environmental behaviour [28, 37, 40, 41].

180 Ouellette and Wood [42] argue that our actions are not determined by reasoning but by habitual and automatic
181 processes which measured by a past action was engaged. Other authors, by the contrast, have been sceptical
182 of the influence of all independent variables in TPB on intention [343, 44, 45]. In this case study, as residential
183 water conservation habit in the mostly research areas are kept, and likely to affect the influence of attitude,
184 subjective norms and PBC on intention, however, whether the affection is attenuation remains unknown. Our
185 aims, therefore, is to explore its prediction power to water conservation intention and its attenuation affection
186 on TPB variables by adding “past behaviour” in TPB.

187

188 Summarizing, this research added past behaviour and self-efficacy in TPB framework as an extension version
189 to understand how residential water conservation behaviour changes. Figure 2 depicts the proposed expanded
190 theory of planned behaviour. Figure 3 illustrates the structure equation expression of ETPB. By following
191 the general rule of TPB behavioural hypothesis, which is more positive attitude, greater PBC and subjective
192 norm will strengthen the individual’ intention to perform a behaviour, thus, construct correlations are
193 expressed as hypothesis in ETPB:

194

195 H1. As attitude towards water conservation became more positive, the residential intention to save water and
196 adopt conservation activity increases.

197

198 H2. As subjective norm towards water conservation became greater, the residential intention to save water
199 and adopt conservation activity increases.

200

201 H3. As PBC towards water conservation became greater, the residential intention to save water and adopt
202 conservation activity increases.

203

204 H4. As self-efficacy about water conservation became more positive, a residential intention to save water and
205 adopt conservation activity increase.

206

207 H5. As past behaviour towards water conservation became more positive, a residential attitude, subjective
208 norm, PBC and self-efficacy on intention towards water saving increase.

209

210 Finally, not only for the direct effects of past behaviour on water conservation intention, but also the indirect
211 effect that between TPB variables will be investigated. Thus, we hypothesized that

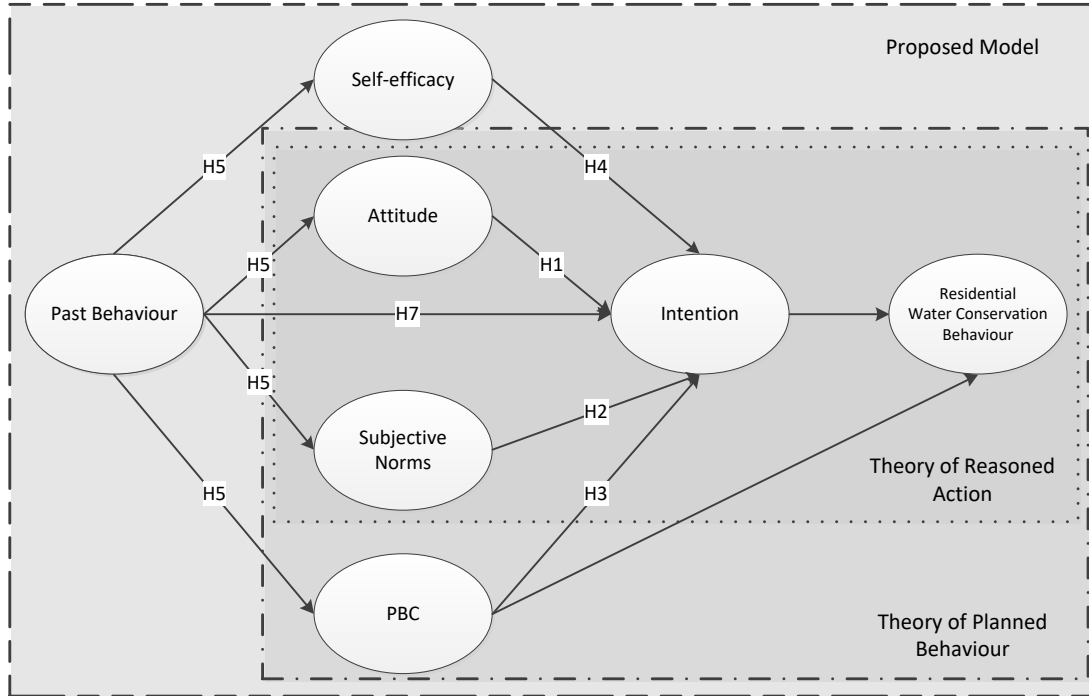
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213 H6. As the controlling of past behaviour about water conservation became greater, a result of attenuating
214 influence of attitude, subjective norms, PBC and self-efficacy on intention increase.

215

216 H7. Past behaviour indirectly influences water conservation intention through TPB variables (attitude, PBC
217 and Subjective norms).

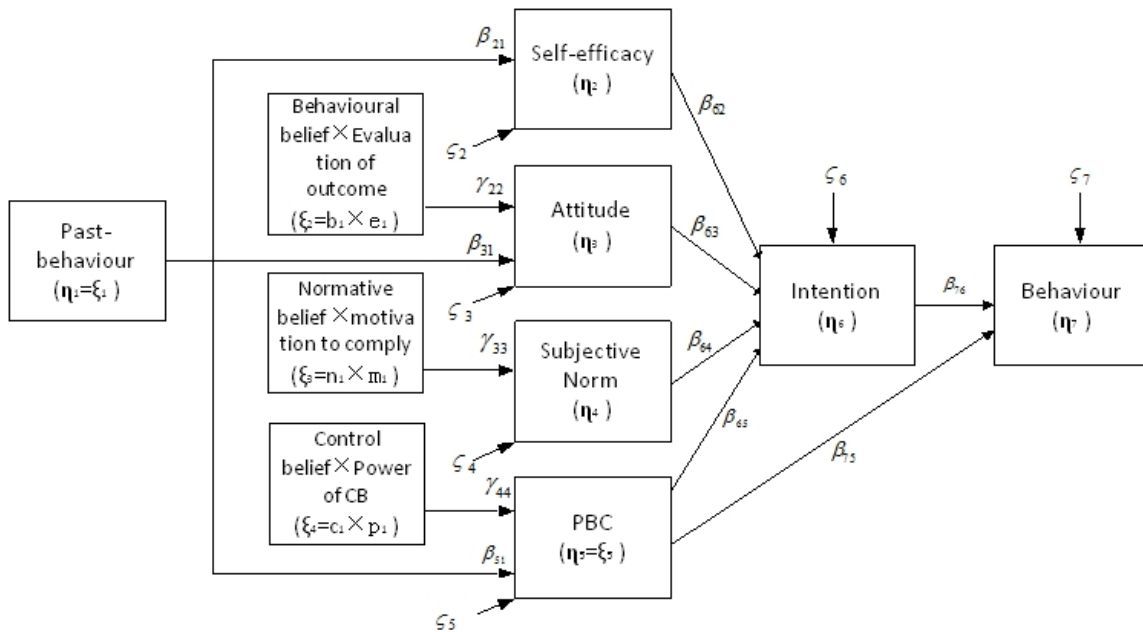
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219

220 Figure 2. Expanded TPB model for residential water conservation behaviour based on TRA and TPB

221



222

223 Figure 3. ETPB Structure Equation expression

224

225 The ETPB model mainly uses the Structural Equation Modelling (SEM) which will make the behavioural

226 model to become a mathematical representation. According to the SEM method, this research will limit us to
 227 a special case of it called path analysis. The path analysis model choice a vector η of endogenous variables
 228 and a vector ξ of exogenous variables is expressed in [Equation \(1\)](#). [Equation \(2\)](#) is the detailed matrix
 229 expression of the past analysis equation.

$$230 \quad \eta = B\eta + \Gamma\xi + \xi \quad (1)$$

$$231 \quad \begin{bmatrix} \eta_1 \\ \eta_2 \\ \eta_3 \\ \eta_4 \\ \eta_5 \\ \eta_6 \\ \eta_7 \end{bmatrix} = \begin{bmatrix} 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0 \\ \beta_{61} & \beta_{62} & \beta_{63} & 0 & 0 & 0 & 0 \\ 0 & 0 & \beta_{73} & \beta_{74} & \beta_{75} & 0 & 0 \end{bmatrix} \cdot \begin{bmatrix} \eta_1 \\ \eta_2 \\ \eta_3 \\ \eta_4 \\ \eta_5 \\ \eta_6 \\ \eta_7 \end{bmatrix} + \begin{bmatrix} \gamma_{11} & 0 & 0 \\ 0 & \gamma_{22} & 0 \\ 0 & 0 & \gamma_{33} \\ 0 & 0 & 0 \\ 0 & 0 & 0 \\ 0 & 0 & 0 \\ 0 & 0 & 0 \end{bmatrix} \cdot \begin{bmatrix} \xi_1 \\ \xi_2 \\ \xi_3 \end{bmatrix} + \begin{bmatrix} \xi_1 \\ \xi_2 \\ \xi_3 \\ \xi_4 \\ \xi_5 \\ \xi_6 \\ \xi_7 \end{bmatrix} \quad (2)$$

232 Where B and Γ are β_{ij} and γ_{ij} 's matrices regression weights, respectively, and ξ is a vector of
 233 disturbance variables.

234

235 3.3 ANN Water Use Model

236 Feeding back the predictive amount of water use for every user could promote the intervention project, also,
 237 makes visualisation of behaviour intervention outcome. Psychological notion for behaviour in behavioural
 238 intervention theories means the outcome of the behavioural intervention. However, for water conservation
 239 project, a calculated behaviour value cannot represent all the meaning of users' behavioural intervention
 240 outcome, moreover, there is dimension difference between psychological behaviour value and physical water
 241 saving amount. Fu and Wu [46] proposed a water use modelling method to generate water consumption
 242 amount by using ETPB model. The dynamic modelling algorithm is applied in this IoT based behavioural
 243 information system. Figure 4 illustrates the ANN water use model structure. In the ANN model, the
 244 psychological data is firstly being processed in ETPB model to simulate behavioural change result. Combined
 245 with other residential variables, calculated in ANN water consumption model to predict future water use
 246 amount. All the variables definition can be found in the literature [46].

247

248 The study used multiple-layer ANN networks. This multi-layer networks consist of an input layer of value
249 consisting of House Size (HS), Number of Resident (NOR), Month (M), Education Level (EL), Income Level
250 (IL) and Behaviour Value (BV) from ETPB Questionnaire, two hidden layers of perceptron and an output lay
251 for outputting the Water Consumption Data (WCD with a unit of Ton/month). Numbers of nodes in hidden
252 layer is set as two. BV (Questionnaire Calculated Behaviour Value) is calculated according to empirical ETPB
253 model regression weight. The artificial neural network for household water consumption is expressed as
254 Equation (3).

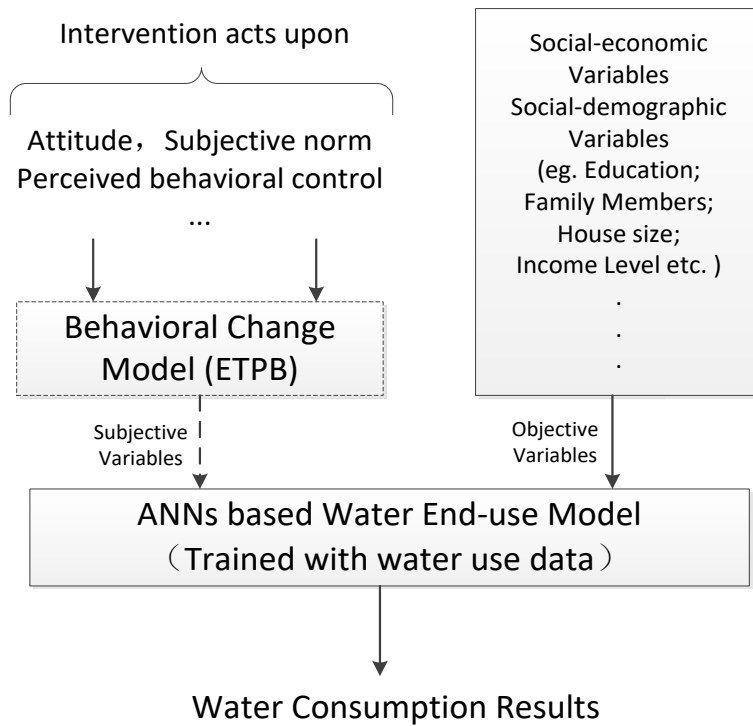
$$255 \quad \quad \quad WCD = F(W_2F(W_1R + \Psi_H I) + \Psi_0 I) \quad (3)$$

256 Where WCD is the standardized water consumption data as output vector, R is the standardized input vector
257 which consisting house size (HS), number of resident (NOR), month (M), education level (EL), income level
258 (IL) and questionnaire calculated behaviour value (BV); F(x) is the sigmoid function; W_1 is the weight
259 vector between input and hidden layer; W_2 is the weight vector between hidden and input layer; Ψ_H and
260 Ψ_0 are the threshold vectors of hidden layer and output layer; I is an unit matrix. The mean prediction error
261 (%) of water consumption model based on ANN between the original data and predication data is less than
262 0.8% presented in previous publication [46].

263

264 3.4 Data Feedback

265 Interactive information technology designed for individual behaviour change is known as persuasive
266 technology [47]. The persuasive technology contains three phases for promoting the intervention information,
267 which are understanding the key issue of the system, analysing the persuasion context (intent, event, strategy)
268 and system quality design. Previous researches applied persuasive technology in healthcare domain won
269 success in the past decade [48]. By introducing the game mechanism in persuasive design step two, the IoT
270 system could feedback water use prediction result via social media and wearable device competition game
271 mechanism and sharing function. Gaming function design includes the awarding system, water conservation
272 riddle, Facebook/Twitter sharing, 3D visualisation for water saving outcomes. The game mechanism applied
273 in this IoT system has been proved efficient in many previous projects such as FitBit, Ubifit, HealthMath and
274 Nike Pulse etc.



275

276 Figure 4. ANN water use model[46]

277

278 4. Case Study and ETPB Calibration

279 To test the ETPB model and the empirical model calibration ability of the IoT system, a case study in
 280 China is conducted. The data collected from this case is applied for the test of ETPB model configuration
 281 and hypothesis testing. To exam ETPB questionnaire and guarantee the reliability of the data collection
 282 method, a pilot study is conducted in the research area. Following by a national wide survey, 3000
 283 residents from four different areas are invited to join our research. Sampling result and questionnaire
 284 content are given in Section 4.1 and 4.2. ETPB model calibration is presented in section 4.3. Section
 285 4.4 and 4.5 presented the role of self-efficacy and past behaviour.

286

287 4.1 Sampling

288 Prior to the data collection, a pilot study based on face-to-face interview, was carried out on a sample
 289 of 23 subjects to ensure the validity of the ETPB questionnaire setting. This pilot study was refined
 290 through water conservation experts and residents' reviews in order to guarantee the validity and

291 readability. SZ, a southern city of China facing critical water problem and has high population mobility,
292 was finally chosen as a representative location for conducting pilot study. SZ is a new developed mega
293 size city and most of its populations are from other provinces. SZ is also acting as the pioneer of water
294 conservation project in China and has its own water conservation association for handling all the water
295 conservation promotion. There are 84 face-to-face interviews with equal male and female quotas, carried
296 out with respondents who were voluntarily be chosen to complete questionnaire in the town centre. 13
297 questionnaires had to be removed due to the inconsistencies and incomplete data. On average,
298 respondents took 8-17 minutes to complete the questionnaire with fully understanding of the content.

299

300 The follow-up national wide data collection for this research was conducted from September 2014 to
301 July 2015. The behaviour data collection system was set with a submission decline when indicates
302 uncompleted questions, thus, missing values will not occur in the dataset. Also, in order to increase
303 honest responses, the internet survey was designed to offer an anonymous feeling with a preamble
304 advising [44]. Before the respondents start to complete questionnaire, introduction of preamble advising
305 which is mentioned the importance of this research and faithful reply, was given in the study. Two
306 criteria were set before the questionnaire being processed: the respondents should be over 18 years old
307 and know very well about daily water use activity in their property.

308

309 By concerned the precipitation and water distribution condition, evenly, 3,000 participants from four
310 different regions list of China (East coast (wet zone with abundant water resources from Yangtze and
311 Zhu rivers), Central China (multi-water zone and humid areas in the middle stream of Yangtze and
312 Xiang rivers), Northeast China (sub-humid and transition zone), Western China (semi-arid and drought
313 area), excluding Hong Kong and Taiwan) represent, somewhat, to the Chinese population with quotas
314 set for age, gender and education, being invited to fulfil questionnaire thorough the link via social media
315 and email, leading to a final sample size 417 respondents (13.9% recycle rate). 19 responses were
316 disregarded by online system because the questionnaire completion time is extremely low (5 min) and
317 be processed as untrusted. Additional, 17 extreme cases were eliminated through a test of multivariate

318 outliers' identification with a use of criterion Mahalanobis' distance $P < .001$, retaining a final sample
 319 volume of 381 cases. The sample results have shown almost equivalent numbers of male and female
 320 participants: 47.2% male respondents and 50.6% female respondents. The mean age is 37 years
 321 (standard deviation 18) with 39.7% high school education background responses.

322

323 4.2 Questionnaire

324 The construction for the Expanded Theory of Planned Behaviour questionnaire was generally followed
 325 the procedures in Ajzen's discussion [34]. TPB 7-point Likert scales (1 = strongly disagree to 7 =
 326 strongly agree) have been applied previously in water conservation behaviour research with similar
 327 research purpose, and they have established an acceptable reliability [37,38]. All the constructs that
 328 related to residential water conservation behaviour, are shown sufficient reliability. Cronbach alpha
 329 reliability coefficient of the sampling shown in Table 1 were applied with a result of good-to-excellent
 330 reliability ranging from 0.6 to 0.9.

331

332 **Table 1.** Survey questions, reliability and validity test results

Scales	Mean (s.d.)	CR	AVE
Intention ($\alpha=0.886$)	2.450(1.313)	0.7765	0.7028
I expect I will engage in everyday actions to save water around my property	2.261(1.095)		
I intend to engage in water conservation activities in the near future	2.793(1.102)		
I plan to conserve water around my property in the near future	2.367(1.461)		
Attitude ($\alpha=0.867$)	2.352(1.029)	0.7678	0.7913
I think engage in water conservation activities is beneficial	2.297(1.632)		
I think engage in water conservation activities is valuable	2.794(1.184)		
I think engage in water conservation activities is pleasant	2.435(1.093)		

I think engage in water conservation activities is good	2.103(1.615)		
I think engage in water conservation activities is intelligent	2.333(1.567)		
I think engage in water conservation activities is necessary	2.349(1.494)		
Perceived behaviour control ($\alpha=0.951$)	2.458(2.928)	0.9451	0.7423
To what extent do you feel capable of conserving water when the water price is low	4.326(1.939)		
To what extent do you feel capable of conserving water when it is inconvenient	4.164(1.834)		
To what extent do you feel capable of conserving water when you are in a rush	3.653(2.305)		
Subjective norms ($\alpha=0.915$)	4.190(1.802)	0.9861	0.9220
People who are important to me think that I should conserve water	4.354(1.681)		
People who are important to me expect that I will conserve water	3.836(1.933)		
I feel like there is social pressure to conserve water	3.964(1.238)		
The people whose opinions I value would conserve water	4.262(1.768)		
Self-efficacy ($\alpha=0.984$)	3.909(1.927)	0.9455	0.8526
For me to conserve water around my living place is easy	2.635(2.387)		
I am confident that I could save water around the house and garden if I want	2.244(2.108)		
The decision to save water around the house and garden is under my control	2.302(1.164)		
I have the time and skills needed for water conservation activities	2.713(3.152)		
Past behaviour ($\alpha=0.909$)	2.889(1.407)	0.9640	0.8173
check and fix leaking tap in the last six months	2.876(1.884)		

use minimal water in kitchen in the last six months	2.941(1.801)		
collect rainwater to use in the last six months	2.352(1.364)		
turn off taps when brushing teeth in the last six months	2.319(1.298)		
have shorter showers (4 min or less) in the last six months	2.166(1.033)		
only run washing machine if it is full in the last six months	3.136(1.641)		
Water conservation behaviour ($\alpha=0.973$)	3.721(2.359)	0.9683	0.8595
I reuse water	2.530(2.174)		
I apply numerous water conservation technology	2.237(2.091)		
I participate water conservation activities	3.983(1.882)		
I check and repair leakage	2.148(2.014)		
I follow the government water conservation policy	3.155(2.263)		

333 Note. C.R.: Composite reliability; AVE: The average variance extracted.

334

335 4.3 ETPB Calibration

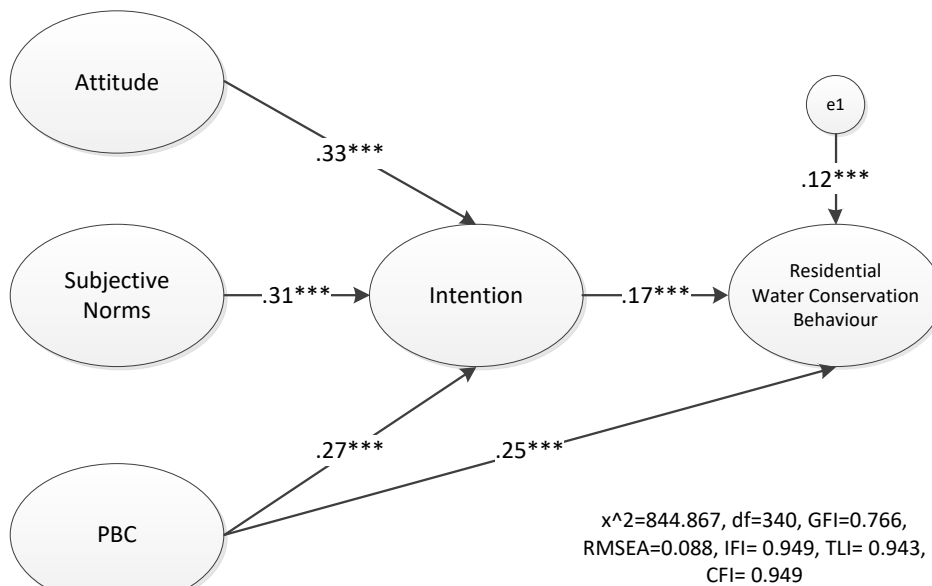
336 A Confirmatory Factor Analysis (CFA) using maximum likelihood method was conducted to test
337 construct validity for proposed latent variables. Model goodness-to-fit was assessed with various
338 measures as below: χ^2 (chi-square), Goodness of Fit Index (GFI), Root Mean Square Error of
339 Approximation (RMSEA), Comparative Fit Index (CFI), Incremental Fit Index (IFI, also known as
340 DELTA2), and Tucker-Lewis Index (TLI, also known as NNFI). The good-of-fit χ^2 is very sensitive
341 to sample size and the large chi-square value of CFA reveals a high degree of freedom.

342

343 A CFA test for the original TPB model (model 1) with attitude, PBC and subjective norms was initially
344 conducted. The first CFA shown a good fit of the structural equation modelling ($\chi^2= 837.347$, $df=335$,
345 $GFI=0.768$, $RMSEA=0.089$, $IFI= 0.950$, $TLI= 0.943$, $CFI= 0.949$). Another CFA test for TPB model
346 with external construct – self-efficacy (model 2) also exhibited good psychometric properties ($\chi^2=$
347 957.463 , $df=414$, $GFI=0.763$, $RMSEA=0.083$, $IFI= 0.951$, $TLI= 0.944$, $CFI= 0.951$), following by a
348 good CFA fit test result from the proposed expanded TPB (model 3) which contains past behaviour and

349 self-efficacy as external constructs ($\chi^2 = 1310.423$, $df=603$, $GFI=0.735$, $RMSEA=0.079$, $IFI= 0.945$,
 350 $TLI= 0.939$, $CFI= 0.945$).
 351
 352 Additionally, variable composite reliability test for proposed model indicating high internal consistency,
 353 shown all reliability values were greater than suggested threshold of 0.60. As an assessment of the
 354 validity of the measures, factor loading within all the indicators, AVE (Average Variance Extracted),
 355 and construct correlation were calculated and depicted in Table 1. The result indicated an adequate
 356 convergent validity with all factor loading values, AVE, CR were above 0.5, 0.6 and 0.7 respectively.
 357 The hypotheses 1, 2 and 3 were initially tested by original TPB structural model (model 1, see Figure
 358 2) which has a satisfactory model fit ($\chi^2 = 844.867$, $df=340$, $GFI=0.766$, $RMSEA=0.088$, $IFI= 0.949$,
 359 $TLI= 0.943$, $CFI= 0.949$) and all standardized regression coefficients were significant at 0.01 level.
 360 Based on the coefficients in the equation, the three antecedent variables (see Figure 5) explained about
 361 28% variance of intention and the four TPB variables (including intention) contributed 39% variance
 362 percentage for predicting water conservation behaviour. The regression paths from PBC ($\beta=0.273$,
 363 $t=4.319$, $p< 0.01$), subjective norms ($\beta=0.235$, $t=3.710$, $p< 0.01$) and attitude ($\beta=0.293$, $t=4.600$, $p< 0.01$)
 364 to intention were significant, therefore, H1, H2 and H3 are accepted.

365



366

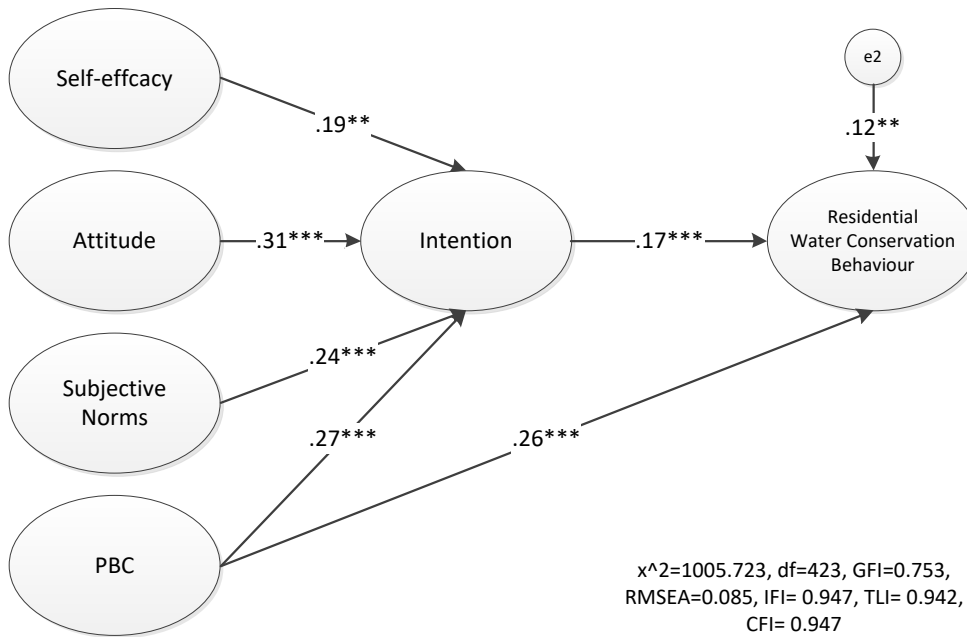
367 *** $p < 0.01$; ** $p < 0.05$; $\neg p > 0.05$.

368 **Figure 5.** TPB (model 1) Structural Equality Model explaining water conservation behaviour
 369 (Standardized Solution Values)

370

371 An augmented version of the TPB was tested by model 2 to determine the influence of self-efficacy as
 372 a predictor of residential water conservation behaviour. The TPB model with external construct self-
 373 efficacy (model 2, see Figure 6) has a good model fit as well ($\chi^2= 1005.723$, $df=423$, $GFI=0.753$,
 374 $RMSEA=0.085$, $IFI= 0.947$, $TLI= 0.942$, $CFI= 0.947$). All the structural standardized coefficients are
 375 significant and self-efficacy appears to have an attenuation influences on relationship of model 1 where
 376 regression paths from PBC ($\beta=0.223$, $t=2.443$, $p< 0.01$), Subjective norms ($\beta=0.212$, $t=3.157$, $p< 0.01$)
 377 and attitude ($\beta=0.264$, $t=4.129$, $p< 0.01$) to intention decreased. Self-efficacy ($\beta=0.168$, $t=2.443$, $p< 0.01$)
 378 was found to be positively and significantly associated with intention which confirmed the H4, and self-
 379 efficacy explained 12% variance of intention with the water conservation behaviour explained by all
 380 five variables was 43%.

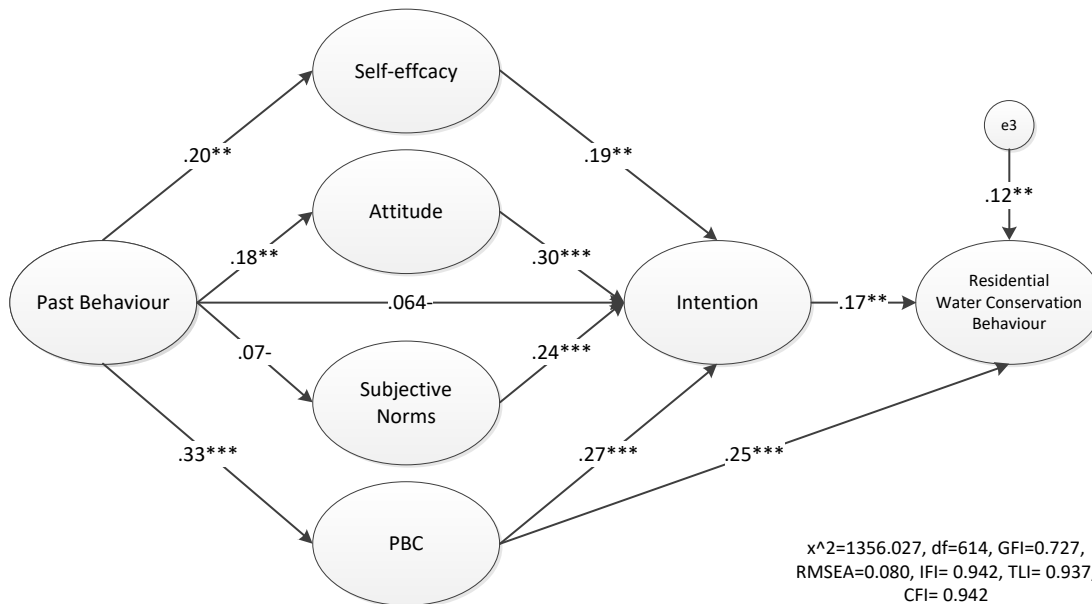
381



382

383 ***p < 0.01; **p < 0.05; \neg p > 0.05.

384 **Figure 6.** TPB with self-efficacy (model 2) Structural Equality Model explaining water conservation
 385 behaviour (Standardized Solution Values)



387

388 ***p < 0.01; **p < 0.05; -p > 0.05.

389 **Figure 7.** Proposed ETPB (model 3) Structural Equality Model explaining water conservation behaviour
 390 (Standardized Solution Values)

391

392 The proposed model (model 3, shown in Figure 7) provided a satisfactory fit ($\chi^2= 1356.027$, $df=614$,
 393 $GFI=0.727$, $RMSEA=0.080$, $IFI= 0.942$, $TLI= 0.937$, $CFI= 0.942$). The majority of the structural
 394 regression coefficients are again significant ($p<0.01$), apart from the past behaviour to subjective norms
 395 ($p>0.05$). H5 was tested. Results shown that pas behaviour has a positive influence on water
 396 conservation intention ($\beta=0.196$, $t=2.757$, $p< 0.01$), attitude ($\beta=0.179$, $t=2.502$, $p< 0.05$), PBC ($\beta=0.380$,
 397 $t=5.468$, $p< 0.01$), self-efficacy ($\beta=0.302$, $t=3.104$, $p< 0.01$) and subjective norms ($\beta=0.076$, $t=1.053$, $p>$
 398 0.05), thus, H5 was partially confirmed. In order to evaluate the H6, the 95% confidence intervals ($CI_{0.95}$)
 399 for standardized coefficients [29] was performed in model 2 and model 3. There is overlap occurred for
 400 the confidence intervals of the PBC-intention standard coefficient in model 2 ($CI_{0.95}= 0.21\geq 0.27\geq 0.39$)
 401 and model 3 ($CI_{0.95}= 0.14\geq 0.27\geq 0.32$), and no significant attenuation of model relationships is shown as
 402 a result of the past behaviour inclusion, therefore H7 is rejected. In the proposed model, all variables
 403 (past behaviour, subjective norm, PBC, intention and attitude) accounted for 49% of the variance in

404 water conservation behaviour. Based on above finding, the Chinese residential behaviour intervention
 405 ETPB model transfer weight can be calibrated and applied for the future use and the model has been
 406 proved significant for behavioural intervention investigation.

407

408 **4.4 The role of Self-efficacy and PBC**

409 In previous research, studies (such as [27]) have already pointed out that using principal components
 410 factor analysis method could identify the distinction between PBC and Self-efficacy. In this research,
 411 the principal components analysis (KMO value = 0.845, Chi-square = 929.538, df=21, p<0.001) with
 412 factor matrix rotation produced PBC and self-efficacy are shown in table 2. PBC is significantly related
 413 to the external beliefs such as water price and in the inconvenient water use circumstance. Self-efficacy
 414 is not associated with these items, but with the belief related to confidence to save water and control of
 415 water conservation decision making. The result provided evidence for discriminate validity between the
 416 two conceptualizations of control. In Figure 6, it also shown that the inclusion of self-efficacy in the
 417 original TPB model did not attenuated the relationship between PBC and intention, which indicated the
 418 variance that PBC shares with intention is not accounted for by self-efficacy. This support the findings
 419 that have made the distinction between self-efficacy and PBC in water conservation application.

420

421 **Table 2.** Distinguishing self-efficacy in TPB: rotated factor matrix for principal components analysis

Items	Factor Loading	
	PBC	Self- efficacy
To what extent do you feel capable of conserving water when the water price is low	<u>0.862</u>	0.268
To what extent do you feel capable of conserving water when it is inconvenient	<u>0.881</u>	0.216
To what extent do you feel capable of conserving water when you are in a rush	<u>0.790</u>	0.304

For me to conserve water around my living place is easy	0.372	<u>0.659</u>
I am confident that I could save water around the house and garden if I want	0.397	<u>0.861</u>
The decision to save water around the house and garden is under my control	0.194	<u>0.847</u>
I have the time and skills needed for water conservation activities	0.235	<u>0.763</u>

422

423 **4.5 The role of Past Behaviour**

424 In this study, mediation analysis is performed to fully understand the inclusion of past behaviour to the
425 original TPB model relationship. The Sobel test and bootstrapping method (with default N=1000
426 bootstrap resamples) were used to calculate the indirect effects from it. The Sobel test describes the
427 mediator potency by creating the asymptotic standard error using multivariate delta method [50].
428 Analysis process is performed by a SPSS-micro which offers an estimation of indirect effect and 95%
429 Monte Carlo confidence interval with effect size measures [51].

430

431 The finding in Table 3 revealed that past behaviour cannot significantly affect water conservation
432 intention through Subjective norms. All the other indirect influencing relationship from past behaviour
433 to intention were significant, thus, H7 was partially confirmed. The bootstrap results also reveal that all
434 the significant indirect effects are trusted between zero for the predicted confidence intervals except
435 from relationship of “Past Behaviour → Subjective Norms → Water Conservation Intention”. These
436 findings indicated that residential past water conservation behaviour does not have significant mediating
437 role in the relationship between Subjective norms and water conservation intention.

438

439 **Table 3.** Indirect effects

Independent variable	Mediator	Dependent variable	Effect size	se	Mediation confidence interval	
					Lower	Upper

Past Behaviour	Attitude	WCI	0.0554**	0.0303	0.0147	0.1404
Past Behaviour	PBC	WCI	0.0857***	0.0446	0.0194	0.1996
Past Behaviour	Subjective Norms	WCI	0.0230-	0.0238	-0.0260	0.0680
Past Behaviour	Self-efficacy	WCI	0.0620**	0.0253	0.0209	0.1253

440 ***p < 0.01; **p < 0.05; -p > 0.05.

441

442 5. Discussion and conclusion

443 Little research has focused on residential water conservation decision-making process in IoT
444 environment. This research proposed a behavioural information system for understanding the water
445 conservation behaviour and lead to enhance water demand and water quality management, these will
446 facilitate water hygiene practise to improve public health and prevent disease due to risky water hygiene
447 practice. By incorporating two constructs in TPB: frequency of past water conservation behaviour and
448 self-efficacy as significant predictors of residential water conservation behaviour, the proposed system
449 explained 49% of the variance in the extended TPB model. Our findings are comparable to previous
450 studies of water conservation behaviour in the USA [6], UK [7], Australia [8] and Greece [9]
451 demonstrating the universality of the TPB to predict residential water conservation behaviour.

452

453 The IoT system has been proved to offer easy access to healthcare related behaviour. From our project,
454 the system increased the delivery speed and offered all day access to the intervention guidance. This
455 system somehow can improve the effect of the behaviour intervention project delivery. Moreover,
456 through our communication with our users, there are a lot of users willing to try IoT technologies and
457 agreed the 24/7 easy access method. Different from individualistic cultures (e.g. UK or US), people in
458 our research area emphasize shared values and are relative loyal to the collective “we”, has its
459 uniqueness cultural background, according to Hofstede’s individualism-collectivism dimension. High
460 power distance, which refers to the high extent of individuals’ acceptance that government of
461 organization is distributed equally, as another label for Chinese culture also makes Chinese residents
462 perceive lower internal control locus with a belief that certain behaviour is more influenced through

463 their own decision and evaluation. Louise et al. [49] argued that the effect of subjective norm on
464 intention would be stronger in countries high in collectivism and power distance. Our findings support
465 this argument, having a larger correlation (standard solution value 0.31 in model 1) for the relation
466 subjective norms (SN) to intention. In the TPB theoretical application perspective, these findings about
467 Chinese culture differences have important practical implications for water conservation project
468 managers in understanding drivers of residential water conservation behaviour and when starting
469 marketing promotions across nation. The impact of subjective norm on conservation intention is greater
470 in China, thus, promotion messages should likely be more effective in persuading residents to participate
471 the water conservation activities compared to individualistic and low power distance countries.

472

473 Attitude was the strongest predictor of residential water conservation intention in this study, having a
474 larger coefficient than all other constructs in both TPB and ETPB models. This result is consistent with
475 previous finding [53] in Bulgaria which attitude is the most effective TPB component on water
476 conservation intention followed by PBC and subjective norm. Absolute scores of TPB questionnaire
477 items measuring attitude and PBC were relatively low, while those for subjective norms and self-
478 efficacy tended to be high. Overall, residents have received a positive social pressure to perform water
479 conservation behaviour, attempts should be made to increase attitude and PBC among users. The low
480 attitude score indicated that even Chinese government has intensively promoted its water conservation
481 project, residents do not have enough awareness to its importance. Providing residential educational and
482 positive persuasive information through TV, WeChat, Weibo or other media channels are likely to
483 increase the acceptance of water conservation projects. Regarding to PBC, Blanke et al. [54] argued that
484 policy supporting institutions should provide in some case financial assistance and coordination to help
485 resident conquer external barriers. The ratio of investment in water conservancy project to capital
486 construction investment for China was less than 2% during 2005-2009. Raising more investments from
487 third parties or NGOs and proportion of government water conservation investment could, therefore,
488 help to current Chinese water conservation projects. All the behaviour intervention modelling result will
489 be written as guidance and published on behavioural intervention platform by using data feedback

490 method in this study.

491

492 As shown in Table 3, this study indicated that among the four mediator variables in proposed ETPB
493 model, only subjective norms cannot significantly mediate the impact of past behaviour on water
494 conservation intention. This finding implied that past behaviour shapes attitude, self-efficacy and PBC
495 towards a behaviour, and these will enhance residential water conservation decision. Accordingly, water
496 conservation project managers should consider the residential water conservation background areas
497 before starting to promote and install water conservation technologies. It is suggested that water
498 conservation technologies should fit past residential water conservation background (behaviour). For
499 example, if the residents in an area have a long-term habit to take short shower, the corresponding
500 technologies in enhanced shorter shower time will be more easily to gain success in the case. And the
501 development of more effective water conservation strategies is essential to improve their residential
502 experiences while participate a project.

503

504 The present study in this paper contributes to examine the past behaviour influence on residential water
505 conservation intention, attitude, PBC, subjective norms and self-efficacy, which are little addressed. The
506 Control of past water conservation behaviour did not attenuate the influence of TPB relationship and
507 self-efficacy which is consistent with Hagger's findings [29, 39], but in contrary to the previous studies
508 (see examples [40, 43]). The lack of social cognitive attenuation influence by past behaviour suggests
509 that past water conservation behavioural engagement does not has the similar cognitive-reducing
510 influences on residential water conservation intentions that reported in literature. One of the possible
511 reason may be that most residents do not have organized past behavioural patterns in study care.

512

513 Moreover, apart from research findings, several limitations of this study should be pointed out. Firstly,
514 due to the complexity of the behavioural information format, this information system based on IoT
515 environment did not address the translation method for other behavioural information such as image
516 and video. Further research, therefore, will investigate more detailed solutions for translating

517 behavioural information from other channels. Secondly, this system only shown capability to study
518 individual's behavioural intervention process, however, for a community and city level, the modelling
519 method in the system cannot work very effectively due to the theory basis we applied in this research.
520 We will apply a community based behavioural intervention model in the system to simulate large
521 population's behaviour in the future research. Adding the populated information in the consumption
522 modelling process could ideally offer a solution for this limitation. Thirdly, some other analysis and
523 machine learning technologies such as cluster analysis and decision tree are also suggested for digging
524 more information of behaviour, should be considered to apply in the further research.

525

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531

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