A STUDY OF LANDSCAPING ADOPTION AND ADOPTION DETERMINANTS: THE MALAYSIAN - NIGERIAN ORGANISATIONS' PERSPECTIVES

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LABUAN SCHOOL OF INTERNATIONAL BUSINESS AND FINANCE
UNIVERISITI MALAYSIA SABAH
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DECLARATION

The materials used in this thesis are original except for quotations, excerpts, summaries and references, which have been duly acknowledged.

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PS2003-015-001(A)

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ACKNOWLEDGEMENTS

Above all I thank God Almighty that this research has come to its final conclusion. My sincere appreciation goes to Dr. Nelson Oly Ndubisi whose dedication and assiduous guidance this research owes a lot. His knowledge and guidance in advanced statistics, supervisory skill, patience, encouragement, and genuine affirmative remarks offered throughout the period of this research were very salient sources of motivation. His family has been a source of blessing and would always be remembered for the support and warmth of their company. I also thank my other supervisors Asso. Prof. Dr. Zainal Abidin Said and Prof. Aminuddin Mohamad for their roles.

My special thanks goes to all the organizations and the officers that participated in the survey in Malaysia and Nigeria, as well as the Labuan Corporation and the Aba Chamber of Commerce, Industry, Mines, and Agriculture (ACCIMA), which provided the membership directory that served as part of the study's sampling frame.

Last but not least, I acknowledge my heart felt love and gratitude to my entire families of Mr & Mrs E.C. Chukwunonso and Mr. & Mrs S.E. Nwokedi for all their support, prayers and encouragement. Finally, my warm appreciation and love to Kelly S. Ogbonna for the patience, understanding and encouragement. God bless you all.

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ABSTRACT

A STUDY OF LANDSCAPING ADOPTION AND ADOPTION DETERMINANTS: THE MALAYSIAN – NIGERIAN PERSPECTIVES

This research demonstrates the fundamental framework for evaluating landscape adoption by organisations. The research models underlying this study are the organisation buying behaviour theory and the innovation diffusion theory. Thus, the research places emphasis on, and carefully links environmental factors, organisational factors, management factors, and the innovation characteristics to landscaping adoption. Understanding these factors and their impacts on adoption will help to create a more favourable environment for landscaping adoption, as well as help to create service interferences to enhance the diffusion of landscaping among Malaysian and Nigerian firms, and the entire world by extension. A total of 400 questionnaires were distributed to public and private organisations from both nations that accepted the invitation to participate in the survey. Out of this number 159 firms supplied useable responses on which analysis was based. This translates to 40% response rate. The data were factor analyzed to determine the key dimensions of facilitators for landscaping adoption. On the basis of the resulting dimensions, discriminant analysis was conducted to identify the factors that are sufficient in discriminating between the organisations that have adopted landscaping (adopters) and those that have not done so (Non-adopters).The results show that environmental factors such as economic outlook, governmental influence, competitive development and public scrutiny are sufficient for discriminating between adopters and non-adopters in Malaysia, whereas for the Nigerian sample, except for economic outlook, the rest are sufficient for discriminating between adopter and non-adopter groups. Organisational factors include dimensions such as enviro-sensitivity, structure, people, organisation's size, and cost implications. Apart from structure, which showed no significance for both nations, environ-sensitivity and organization's size are additional non-discriminant factors for the Nigerian sample. Furthermore, the results are significant for both nations with respect to management factors such as attitude and intentions of management. Lastly, regarding innovation characteristics, the research shows that while relative advantage, compatibility, and complexity are significantly sufficient for discriminating between adopters and non-adopters in Malaysian, only relative advantage and compatibility are sufficient for discriminating between adopters and non-adopters in Nigeria. Divisibility is not a discriminant factor in both nations, and complexity is an additional non-discriminant in Nigerian. Important theoretical, marketing, and policy implications of the research are discussed.

ABSTRAK

KAJIAN PENGGUNAAN LANDSKAP DAN PENGGUNAAN DETERMINAN: PERSPEKTIF ORGANISASI MALAYSIA - NIGERIA

Kajian ini mendemonstrasikan rangka kerja asas untuk menilai penerima landskap oleh organisasi. Model penyelidikan ini merangkumi Teori Tingkah Laku pembelian dan Teori 'Inovation Diffusion'. Maka, kajian ini menekankan faktor persekitaran, faktor organisasi, faktor pengurusan dan ciri-ciri inovasi dan hubungannya terhadap penerimaan landskap. Pemahaman terhadap faktor-faktor dan kesannya terhadap penerimaan akan membantu untuk menghasilkan persekitaran yang lebih baik bagi penerimaan landskap, dan membantu untuk mewujudkan kesedaran yang akan membantu meningkatkan penggunaan landskap di kalangan firma di Malaysia dan Nigeria, seterusnya di seluruh dunia. Sejumlah 400 borang soal selidik telah diedarkan kepada firma umum dan swasta yang telah disenaraikan dari kedua-dua buah negara. Analisis telah dijalankan berdasarkan data yang telah dikumpul melalui borang soal-selidik dari 159 firma, dimana, 40% adalah respon yang boleh boleh digunapakai. Kaedah analisis faktor digunakan untuk mengenalpasti fasilitator kunci dimensi bagi penerimaan lanskap. Berdasarkan keputusan dimensi yang diperolehi, analisis diskriminasi telah dijalankan untuk megenalpasti faktor yang mencukupi untuk membezakan di antara organisasi yang telah menerima lanskap (penerima) dan organisasi yang tidak berbuat demikian (bukan penerima). Hasil keputusan menunjukkan bahawa faktor-faktor persekitaran iaitu faktor ekonomi, pengaruh kerajaan, persaingan pembangunan dan pandangan awam adalah memadai bagi membezakan kedua-dua sampel Malaysia dan Nigeria bagi membezakan diantara kumpulan penerima dan bukan penerima, kecuali faktor ekonomi bagi sampel Nigeria. Faktor organisasi mempunyai dimensi seperti sensitiviti persekitaran , struktur, pekerja, saiz organisasi, dan implikasi kos. Selain daripada faktor struktur, tiada faktor lain yang signifikan bagi kedua-dua negara, dimana sensitiviti persekitaran dan saiz organisasi merupakan dimensi tambahan bagi sampel Nigeria. Disamping itu, keputusan daripada kedua-dua negara menunjukkan keputusan yang signifikan bagi faktor pengurusan iaitu sikap dan niat orang yang terlibat di tahap pengurusan. Akhir sekali, ciri-ciri inovasi menunjukkan kepentingan relatif, kesetaraan dan kompleksiti adalah mencukupi secara signifikan bagi membezakan kumpulan penerima dan bukan penerima dengan sampel Malaysia, manakala faktor 'divisibility' dan kompleksiti bukan dan tidak membezakan sampel Nigeria. Kepentingan relatif dan kesetaraan adalah memadai untuk membezakan kumpulan penerima dan bukan penerima dengan sampel Nigeria. Bersamaan ini, kepentingan teoretikal, implikasi pemasaran dan polisi kajian juga turut dibincangkan dalam tesis ini.

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CHAPTER 1

INTRODUCTION

1.1 Background

Until the nineteenth century, there was no clear professional distinction between the designers of houses and gardens (Lancaster 1994). According to Lancaster, landscape gardening, like architecture was learnt through experience with practitioners, using the great gardens of the past as models.

An association for the encouragement of gardening was set up by Peter Josef Lenne (1789-1866) in Germany in 1822, followed in 1824 by a gardening school and Provincial Tree Nursery. Also in 1822, John Claudius Loudon (1783-1843) assisted by his wife Jane, published *The Encyclopedia of Gardening*. This was a comprehensive work of 1400 pages, dealing with the subject from the historical, technical, aesthetic and horticultural points of view, gathered from his experience and observations in a number of tours he had made to visit the great gardens of Europe (Lancaster 1994). Loudon's views on the education of the gardener included moral, religion, and intellectual needs, as well as physical education. As the son of a farmer, and a prolific writer and editor, he expressed his views on all aspects of the landscape, including farming, forestry, public parks – several of which he designed – and civic squares (Lancaster 1994). Towards the end of his life he established two periodicals, which ran parallel- *The Gardener's Magazine and The Architectural Magazine,* which became the springboard for subsequent publications in landscaping.

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The term landscape architecture seems to have been used first by the traveler Gilbert Meason to describe a style of building formed in Italian landscape paintings (Lancaster 1994). It was used by A.J. Downing to describe rural architecture, and adapted subsequently by Olmsted and Vaux as a professional title appropriate to competition submission for central park, New York in 1857 (Lancaster 1994). In submitting his design for a new system of parks in Dunfermline, Scotland, Downing then called himself a landscape Architect (Turner, 1987).

The concept of landscaping has been referred to as an integral aspect of site planning. Lynch and Hack (1984), defines site planning as the art of arranging structures on the land and shaping the spaces between them. An art linked to architecture, engineering, landscape architect and city planning (Lynch & Hack 1984). According to them, site plans locate objects and activities in space and time. These plans may concern a small cluster of houses, a single building and its grounds, or something as extensive as a small community built in a single operation. Site planning, being an art of landscape is more than a practical art, however complex; this may also involve construction of pavement, kerbs, fountain/water falls, drainage, creation of access roads and space (Lancaster, 1994). Lancaster also stated that its aim is moral and aesthetic: to make places that enhance everyday life- which liberate their inhabitants and give them a sense of the world they live in. Roads and buildings, even gardens, do not grow by themselves; they are shaped by someone's decision, however limited or careless. The economic and technical advantages of large-scale development incline people to organize site in a more comprehensive and convulsive way than when there was time for the gradual adjustment of use and structure (Lynch & Hack 1984). They also argue that

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regardless of scale or the degree of deliberation, any human site is somehow planned, whether piecemeal or at one sweep, whether by convention or by conscious choice.

1.2 Concept Definition

Attempts to understand landscaping have resulted in a myriad of definitions just as there are scholars. Collins Paperback English Dictionary (1993) defines landscaping as an extensive area of scenery as viewed from a single place or a painting, drawing or photograph depicting natural scenery. Davesgarden (2002) defines the term as the process of arranging soil, water, plant and structures to develop a space with a particular tone or appearance. It focuses on the beautification of out door terrain. Ibis World (2002) described landscaping industry as "consisting of units mainly engaged in exterior work and gardening in both residential and non- residential building construction. This industry is also concern with garden drainage control, garden watering system, garden features and planting. Landscaping means more than scenery painting, a pleasant rural vista, or ornamental planting around a country house. It means shaped land, land modified for permanent human occupation, for dwelling, agriculture, government, worship and for pleasure. A landscape happens not by chance, but by contrivance, by premeditation, by design (Stilgoe 1982).

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From the above, it is clear that there is no single definition for landscaping. In fact, the concept of landscaping increases as number of scholars increases. Never the less, for the purpose of this research, landscaping is defined as the beautification of out door terrain (Davegarden, 2002), which is mainly engaged in exterior works and gardening in both residential and non – residential buildings, parks (IbisWorld 2002),

walk ways, and motor ways, through the process of planting trees, flowers, shrubs, and grasses.

1.3 The Present Study

The research examines the extent of adoption and adoption determinants of landscaping services in Malaysia and Nigeria. The impetus for the study stems from the scanty research in this area, added to the more important need to create interferences to promote landscaping adoption through an understanding of the factors that influence adoption. It has been shown by behavioural psychologists and others studying the residential environment in western cities (Cooper and Sarkissian, 1985 as cited by Beer and Higgins, 2000) that it is probably a cross-cultural phenomenon of the modern city for people to care about and want to feel satisfied with and proud of the quality of their immediate environment. The Victorian industrial city in Britain, often with appalling living conditions, was associated with a very degraded environment and the high death rates experienced in those cities were a prime example of what can happen if rapid urban growth goes unchecked (Briggs, 1963; Hoskins, 1955). The current research focuses on understanding the landscape buying behaviour of Malaysian and Nigeria businesses, by adopting two relevant theories: (1) the theory of business buying behaviour and (2) the innovation diffusion theory. Kaplan, (1982), concluded that the role of the physical environment in human experience requires a fresh look. According to Lynch and Hack (1984), the act of neglecting the physical environment is not just ordinary but rather a dangerous error.

In Malaysia, the National Landscaping Department (NLD) is charged with the responsibility of implementing landscape projects to beautify the environment. Musa

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Aman (2003) commented on the need to speed up the implementation of landscaping projects in Sabah. Sabah is still lagging behind other states in the country in terms of its landscape development (Musa Aman 2003). On this note, he said that the state government will thus always cooperate fully with it's federal counterpart through the National Landscape Development (NLD), to ensure that all programs pertaining to the beautification of the environment in Sabah are carried out successfully. Musa also expressed the hope that the NLD will implement more landscape projects in the state so that Sabahans can enjoy a beautiful environment that is on par with that in other states in the country. He also stressed that landscape development must be carried out in tandem with economic development.

In Nigeria, there are several organizations that are charged with implementation of landscape projects. The Nigerian Environmental Study/Action Team (NEST), Nigerian Environmental Society (NES), Nigerian Environmental Protection Agency (NEPA), Forestry Association of Nigeria (FAN), to mention but a few. Babajide (2003) in his speech as Nigeria joins the rest of the world in observing the World Environment Day, lamented that serious action should be giving to the Nigerian environment. Conclusively, he said that it was time for the government to set up a national agency for environmental protection, which will ensure effective implementation of the nation's environmental laws.

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On the Nigerian scene, Kalu (2003) insists that Abia State especially Aba and Umuahia metropolises will have a new look. Due to the dilapidating nature of the environment, Kalu (2003) stressed the issue of improving the environment by planting trees so as to make the state more habitual for the people. He also among other things stated that efforts will be made to stop street trading in the state and as well remove all

illegal structures as to create more space and subsequently landscape the areas where necessary. Furthermore, he added that there should be more recreational centres and that his administration will soon embark on the construction of parks within the Aba metropolis and Umuahia.

The diffusion of landscaping services in Kota Kinabalu and Labuan, Malaysia and Aba, and Umuahia, Nigeria requires urgent attention. Apart from the fact that these places have something in common geographically namely being located in the East of these nations, another and more important reason for focusing the research in these towns is the demonstrated interests of the states in enhancing landscaping diffusion. It is also needful to mention that Malaysia and Nigeria are both in the tropics. Understanding the adoption pattern of business buyers of landscaping services, the buying decision-making styles, major influences on adoption such as environmental, organisational, management and characteristics of innovation will help in fostering landscaping diffusion in both nations. Moreover, there is hardly any work on understanding landscaping buying behaviour of businesses in either Malaysia or Nigeria. The need to address such research gap is another impetus for this study.

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1.4 Research Problem

The Chief Minister of Sabah stated that there should be proper planning and implementation of the development plans besides effort to create awareness among the public about their responsibility to keep the environment beautiful, comfortable and safe, he added (Musa Aman 2003). Musa continued that as a result of inadequate and poor landscaped environment facing Sabah, the landscape day celebration was made an

annual event. The event is aimed at highlighting the need for Sabah to have well – planned landscaped environment for everyone to enjoy.

The Governor of Abia, Nigeria similarly noted that apart from Michael Okpara Square in Umuahia, which was constructed long ago, there has not been any other one of its kinds in the state. To this effect, he urged the people to make it a habit to keep the environment clean, and also to plant trees. This indicates the need for greater awareness, interest, and adoption of landscaping in the Malaysian and Nigerian.

In this research, attempt is made to understand the extent of landscaping adoption and the key influences on adoption. Specifically, key adoption influences were examined such as:

(1) Environmental factors – which include economic, governmental influence, competitive development, social/public scrutiny.

(2) Organisational factors – namely environmental sensitivity/social concern, structure, size, people and cost implication.

(3) Management – such as attitude and intention of management of organisations towards landscaping.

(4) Characteristics of the Innovation – such as relative advantage, compatibility, divisibility, and complexity of landscaping.

Understanding these factors and their impacts on adoption will help to create a more favourable environment for acceptance as well as help to create service interferences to enhance landscaping diffusion. It is hope that the outcome will assist the relevant authorities in creating a more favourable policy for greater adoption of landscaping in Malaysia and Nigeria.

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