

Evaluation of Place Attachment, Satisfaction, and Responsible Environmental Behaviors of Visitors to a Constructed Wetland on Campus

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Abstract

Constructed wetlands are one of the many popular eco-engineering products for wastewater treatment and environmental education. In this study, questionnaires were distributed to collect information regarding the place attachment, satisfaction, responsible environmental behavior, and behavioral intentions of individuals who had visited the constructed wetland in the campus of the National Taiwan Normal University. The results indicated that place attachment was positively correlated with satisfaction, responsible environmental behavior, and behavioral intentions. Additionally, satisfaction was positively correlated to responsible environmental behavior and behavioral intentions, and satisfaction adequately predicted responsible environmental behavior and behavioral intentions. Regarding constructed wetlands, other than maintaining ongoing environmental educational activities and developing constructed wetland educational programs to improve user place attachment, user satisfaction must be improved to benefit constructed wetlands on campus. The results suggested that place attachment could positively affect responsible environmental

behavior and revisit intention. Improving place attachment may benefit constructed wetlands and promote responsible behavior towards the environment.

Keywords: behavioral intentions, constructed wetland, place attachment, responsible environmental behavior, satisfaction, sustainable campus

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校園人工濕地使用者地方依附、滿意度與負責 任環境行為之評估

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摘要

人工濕地在發展學校環境教育規劃活動中，係為重要之環境生態項目。本研究採用問卷調查方法蒐集了國立臺灣師範大學校園人工濕地的使用者之地方依附、滿意度、重遊行為意圖、負責任的環境行為之自述問卷。研究結果表明地方依附與滿意度、負責任的環境行為，以及重遊行為意圖，產生正相關。此外，滿意度與負責任的環境行為，以及重遊行為意圖產生正相關。上述滿意度明顯地預測了負責任的環境行為和重遊行為意圖之關係。因此，地方依附可能會對負責任的環境行為產生積極影響。本研究重新審視改善地方依附可能有利於校園人工濕地永續發展，並且促進負責任的環境行為。本研究建議校園人工濕地之營造，除了強調環境教育活動重要性之外，需要透過人工濕地教育計畫，以改善使用者地方依附程度，還必需要提高使用者在校園人工濕地之整體滿意程度。

關鍵字：行為意圖、人工濕地、地方依附、負責任環境行為、滿意度、永續校園