

عنوان مقاله:

Factors Affecting the Aesthetic Behavior of Villagers towards the Natural Environment: The Case of Kermanshah Province, Iran

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خلاصه مقاله:

The natural environmental beauty preservation has become one of the most important human concerns in the present century, so that visual pollution is considered as a major obstacle to achievement of peace of mind and optimal perfection. In this respect, rural people have a major role in preserving the beauty of the natural environment. The purpose of this study was to analyze factors affecting the aesthetic behavior of Iranian villagers towards the natural environment. This study was descriptive-correlational and causal-relational and was conducted through a survey technique. Statistical population of this study consisted of all villagers in Kermanshah Province (as an indicator example of Iran) (N= ۵۱۷,۷۸۶). By using Krejcie and Morgan's sample size table and stratified random sampling method, ۳۸۵ people were selected as a sample. Research instrument included a questionnaire with approved validity by a panel of experts in the field of agricultural extension and education; and reliability of its items was obtained by a pilot study and calculation of Cronbach's alpha ($0.64 \geq \alpha \geq 0.82$). Based on the findings, the causal model of factors affecting the aesthetic behavior of villagers was drawn. Results of this causal analysis indicated that 'place attachment' ($\beta = 0.275$) and 'environmental aesthetic attitudes' ($\beta = 0.260$) had highest effects on villagers' environmental aesthetic behavior, respectively. Therefore, by focusing on these two variables, the villagers' aesthetic behavior can be enhanced.

کلمات کلیدی:

Aesthetic, Causal analysis, Place attachment, Rural people
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