Linking Attitude and Subjective Norm to Intention and Fire Use Behavior: The Case of the Wu-Lin District, Taiwan

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\textbf{Abstract}: People living in a forest district have close interactions with the forest. Their fire use behavior is often one of the key fire hazards. Therefore, a good understanding and analysis of their fire use behavior would be helpful in preventing forest fires. This study estimates the relationship between fire use behavior and intention that is further related to attitude and subjective norm for residents in the Wu-Lin district, Taiwan according to the Theory of Reasoned Action. Such relationships are helpful in developing strategies to alleviate future wildfire risk in the area.

\textbf{Keywords}: Forest fire, the Theory of Reasoned Action, behavior, intention, attitude, subject norm

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