DKAP Analytical Summary Report

This report summarizes the analytical results for the Attitude/Practice component of the DKAP (Demographics–Knowledge–Awareness–Practice) model. The analysis integrates respondent-level attitude, knowledge, and awareness data.

Composite Score Computation

The Attitude/Practice composite score was computed as the mean of normalized items (Q2, Q3, Q4, Q7, Q20, Q30). Each respondent's score was then correlated against knowledge and awareness composites.

Correlation Results

Knowledge: Pearson r = 0.005, p = 8.530e-01

Awareness: Pearson r = 0.043, p = 1.107e-01

Interpretation

The correlation analysis suggests that Attitude/Practice is positively related to both Knowledge and Awareness dimensions, supporting the internal consistency of the DKAP framework. The magnitude of association indicates that as respondents' knowledge and awareness increase, their reported sustainable practices tend to improve.

Visual Summaries

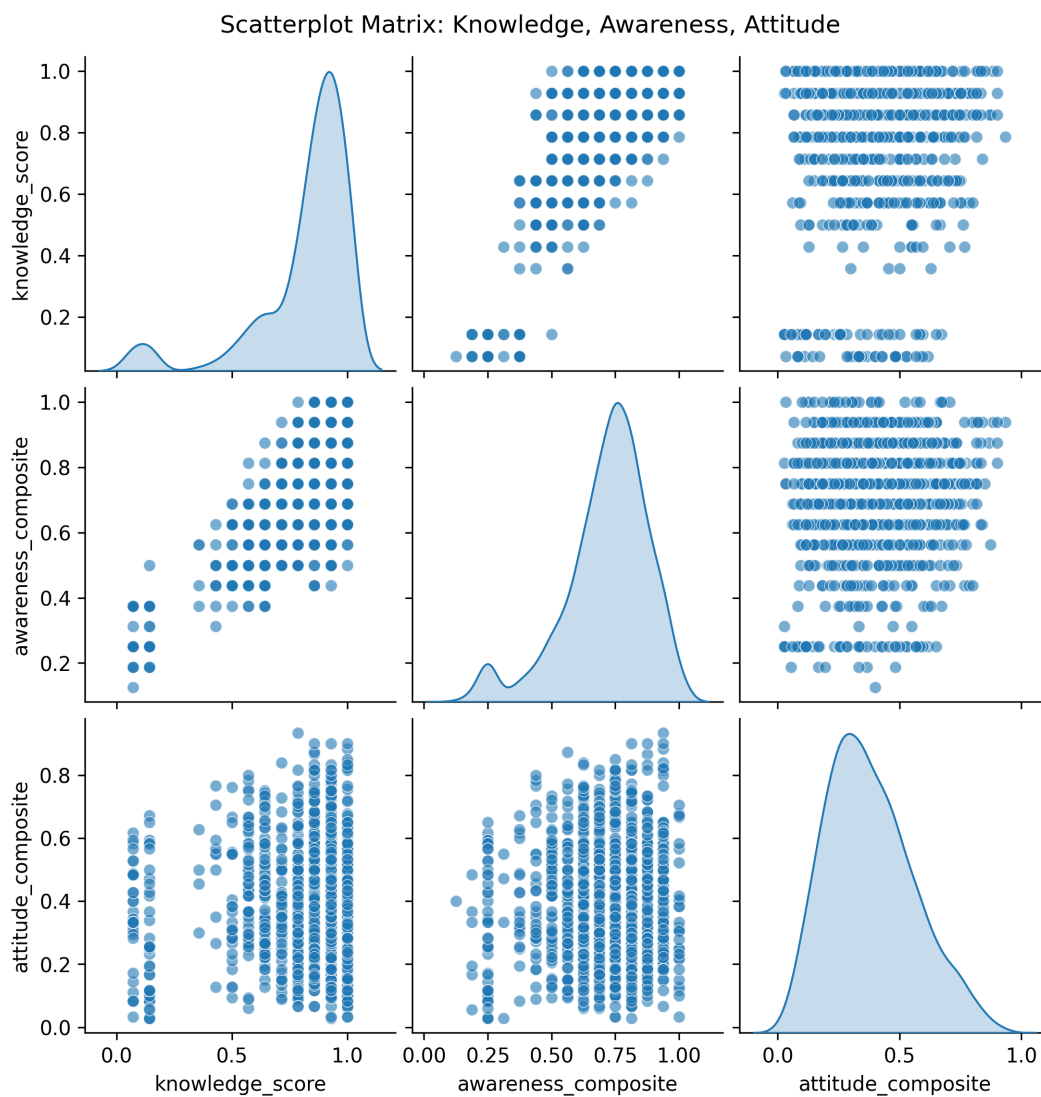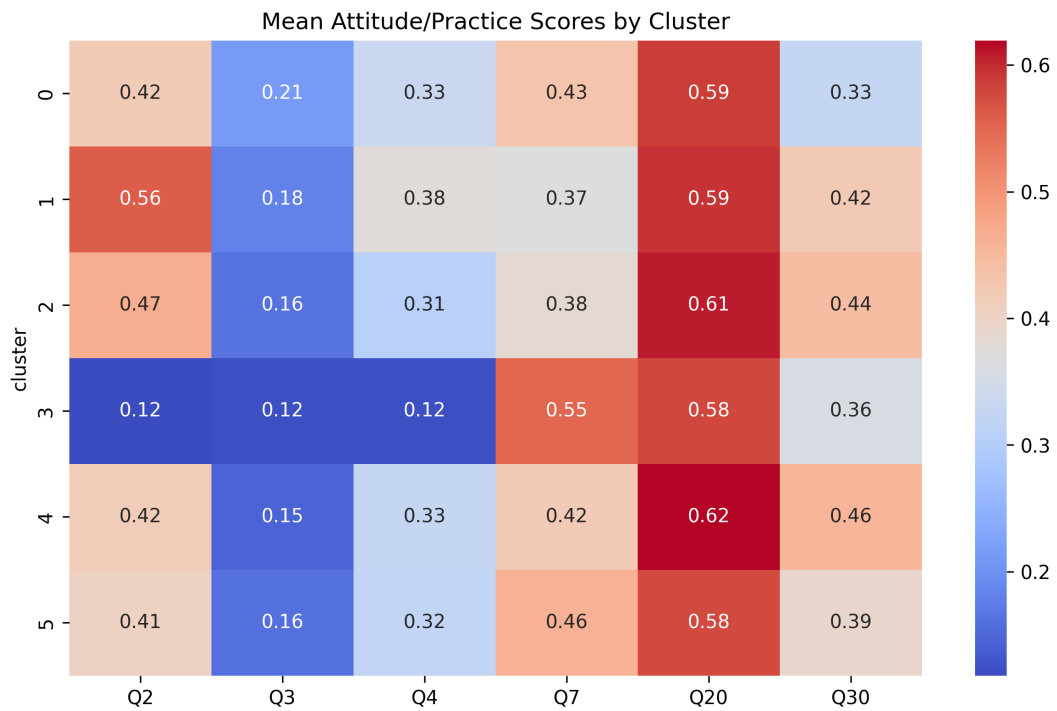Figure 1. Scatterplot Matrix: Knowledge, Awareness, Attitude.

Figure 2. Mean Attitude/Practice Scores by Cluster.

Mean Attitude/Practice Scores by Cluster

cluster	Q2	Q3	Q4	Q7	Q20	Q30
0	0.42	0.21	0.33	0.43	0.59	0.33
1	0.56	0.18	0.38	0.37	0.59	0.42
2	0.47	0.16	0.31	0.38	0.61	0.44
3	0.12	0.12	0.12	0.55	0.58	0.36
4	0.42	0.15	0.33	0.42	0.62	0.46
5	0.41	0.16	0.32	0.46	0.58	0.39

Concluding Remarks

This stage consolidates the Attitude/Practice component within the broader DKAP analytical approach. The results reinforce the model's internal logic, indicating that knowledge and awareness jointly underpin behavioral outcomes related to practice.