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**Household's perception of water pollution and its economic impact on human health in Malaysia** (Article)Afroz, R.<sup>a</sup>, Banna, H.<sup>b</sup>, Masud, M.M.<sup>c</sup>, Akhtar, R.<sup>a</sup>, Yahaya, S.R.<sup>d</sup><sup>a</sup> Department of Economics, International Islamic University Malaysia, Kuala Lumpur, Malaysia<sup>b</sup> Department of Finance and Banking, University of Malaya, Kuala Lumpur, Malaysia<sup>c</sup> University of Malaya, Kuala Lumpur, Malaysia[View additional affiliations](#)

## Abstract

Environmental problems are a major global concern. In this global problem, water pollution is perhaps one of the more threatening causes of environmental problems. Water pollution significantly affects public health. Hence, this paper investigates household risk perception of water pollution and examines the demographic and socio-economic factors that influence their risk perception. The data was collected using a structured questionnaire and analysed by SPSS. The findings indicate that gender, age, education, income, AWN and ATT significantly affect household risk perception of water pollution. Upon discussing the water resource policies in Malaysia, we offer recommendations that will be helpful for policy-makers to improve river water quality in Malaysia. © 2015 Balaban Desalination Publications. All rights reserved.

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## Author keywords

Economic impact; Malaysia; Health impact; Households; Risk perception; Water pollution

## Indexed keywords

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