

The objective of the study on "Factors Determining Behavior of Students in Environmental Conservation" 1) to study the relationships between individual factors and behavior of environmental conservation of the students 2) to study the relationships between social expectation and behavior of environmental conservation of the students with a population of 294 persons.

Set of questionnaires , interview and observation methods have been applied to organize the data.

The results of the study illustrated the relation between social expectation and environmental conservation behavior , also the relation between individual norm and environmental behavior was found.

The other facts beyond research hypotheses has found as follow :

- 1) The information factors were related to the behavior of environmental conservation at low level with statistically significant.
- 2) The social expectation factors were related to the information factor at median level with statistically significant.
- 3) The individual norm factors were related to attitude at low level with statistically significant.
- 4) The individual norm factors were related to behavior at median level with statistically significant.
- 5) The individual norm factors were related to intention at median level with statistically significant.
- 6) Intention factors were related to behavior at median level with statistically significant.