

STUDENTS' GREEN PERCEPTION AND BEHAVIOR

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ABSTRACT

This study examined how student at UiTM Bandaraya Melaka perceived green practices. Convenient sample of 200 respondents were surveyed. Students have positive perception towards green and findings show there is no significant difference on perception and there is significant difference in doing green activity. Result indicated that “recycle paper” is the most chosen activity done by respondents whereas “attending green conference” is the least activity respondent chose to get involve. The implications of this study are useful to student’s association; university and environmental organization as a guideline to organize green activities and to motivate students participate actively in green practices.

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1.0 INTRODUCTION

It is important that UiTM Melaka students care about the environment, as the Melaka State is moving the journey to becoming as Green City. Energy efficient buildings, smoking ban on campus, using stairs, paperless program are just few examples of the initiatives undertaken at UiTM Melaka. Environmental quality is depending on the students at present because they are the future generation that will be managing green activity. The environmental issue such urban air and river quality, deforestation, households waste and hazardous waste are some of the serious and worrying problems faced by our country (Tan and Lau 2010). For these steps to truly make a difference, and participate in the green movement, therefore this study seeks to identify student perception and behavior toward green campus. Results of this study may suggest useful input in planning better environmental education and programs in the future.

2.0 LITERATURE REVIEW

Wahida et al. (2004) stated that the awareness green issues and awareness about the need to maintain environment had increased among society, nevertheless the level of their involvement in green activities still at low level. Sivamoorthy et al (2013) revealed that the level of awareness is high among the college students irrespective of gender but in practice level there is difference between gender i.e. males practicing more than females. Additionally, students are

aware of the environmental issues but less implementation. Student had the knowledge, awareness and attitudes towards environment at a high level however they were at the moderate level of practicing green (Arbaat et al 2012). Students had a good awareness on environmental issues but had no changes in its practices (Aini Mat 2007, Azizan 2008,).

Increases in knowledge and awareness on green concept don't mean that lead to pro-environmental behavior among people (Owen, 2000). According to Rezai (2013), people have positive perception towards green concept and they were agreed that going green could improve human health due to the environment has a direct impact on the human life condition. Pike et al. (2003) stated that students who are living in campus apartments can and will significantly reduce their waste stream when provided them with recycling bins.

Campus sustainability initiatives encounters many barriers, most of which are linked to the low priority of environmental issues on the campus agenda and are compounded by lack of coordination between and among advocates and key constituencies (Sohif Mat et. al., 2009). Emanuel and Adam (2011) concluded findings in his research as the data indicates that sustainable programs and practices are being implemented on a number of college campuses in Alabama and Hawaii. Students surveyed in both states are concerned about wasteful consumption and pollution. Respondents' were similar in their self-assessed knowledge about sustainability. Respondents were also similar in their view about who is responsible for sustainability. However, a consistently larger proportion of Hawaii respondents express concern for and willingness to participate in sustainable practices. So, there seems to be little or no "knowledge gap" when it comes to campus sustainability, but there does seem to be a "commitment gap".

3.0 METHODOLOGY

This paper is about the study which purposely explores the perception and behavior towards green marketing among student from Bachelor in Office System Management at UiTM Melaka. This study using quantitative method reviews in which the constructed questionnaire has been used as data collection method. The questionnaire was divided into four (4) sections. Section A to understand the respondent perception towards green, Section B is the reason for involving in green activities, Section C is to identify the reason for seldom or not involve in green activities and Section D is the respondent demographic profile. It took roughly 10 to 15 minutes for each student to fill in the questionnaire.

The population for this study is the students in Semester 4 and 5 from Bachelor in Office System Management at UiTM Melaka. The researchers had distributed the questionnaire conveniently to 200 students as the respondents. The researchers had applied convenience sampling method for this research as the researchers approach the students who were willing to answers the questionnaire. In analyzing the results, the researchers had used descriptive statistics to analyze demographic profile, while Independent Sample T Test analysis has been run to make a comparison between perception and actual behavior of the students towards green marketing.

4.0 RESULTS AND DISCUSSIONS

An independent samples t-test was applied to compare on green perception between residence and non-residence students at UiTM Bandaraya Melaka. In table 1, it showed that Levene's test has a probability greater than .05 and was

not significant. It indicates that there is no significant difference between residence and non-residence students on green perception, $t(197) = -.459$, $p > .05$. Therefore, there is no difference on green perception for both groups of residence and non-residence students at UiTM Bandaraya Melaka.

Table 1: Independent Sample T-Test

	Residential	N	Mean	Std. Deviation	Std. Error Mean
Green Perception	Residence	115	4.5658	.59717	.05593
	Non-Residence	85	4.6035	.54214	.05880

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Green Perception	Equal variances assumed	.685	.409	-.459	197	.647	-.03774
	Equal variances not assumed			-.465	189.464	.642	-.03774

As referring to the table 2, overall green perception between residence and non-residence students were mean = 4.5658 (SD = .59717) and mean = 4.6035 (.54214) respectively. It indicates that both groups of students at UiTMBandaraya Melaka have good perception on green activities regardless of their residential areas. In addition, most of residence students agreed with the statement of “green activity bring healthy daily life” (mean=5.23, SD = .967), meanwhile, most of non-residence students agreed that “green activity bring healthy daily life” and “green means show our love to earth” (mean = 5.26, SD =.941 and mean = 5.26, SD.833) respectively.

Table 2: Mean For Overall Green Perception

Residential	N	Mean	Std. Deviation
Residence	115	4.5658	.59717
Non-Residence	85	4.6035	.54214
Total	200	4.5819	.57320

Table 3: Mean Green Perception

	Residential	Mean	Std. Deviation
Preserving the world environment	Residence	5.17	1.116
	Non - Residence	5.20	.856
Brings healthy daily life	Residence	5.23	.996
	Non - Residence	5.26	.941
Show our love to earth	Residence	5.09	.996
	Non - Residence	5.26	.883
Changes towards environmental friendly	Residence	5.18	1.005
	Non - Residence	5.19	.880
Decrease pollution towards nature	Residence	5.12	1.010
	Non - Residence	5.22	.891
Keep environment safe	Residence	5.13	.948
	Non - Residence	5.21	.874
Overcome global warming effect	Residence	5.00	.982
	Non - Residence	5.15	.958
Bothering people life	Residence	2.97	1.567
	Non - Residence	3.04	1.629
Cause more work to do	Residence	3.42	1.451
	Non - Residence	3.45	1.531
Take-up too much time	Residence	3.38	1.496
	Non - Residence	3.6	1.499

Top three green activities participated by residence students were recycle paper (94), resell newspaper (72) and join earth hour (59). Meanwhile, for non-residence students the top three green activities participated by non-residence students were walk more (74), recycle paper (63) and resell newspaper

(58). For overall green activities participated by both groups of students were recycle paper (157), resell newspaper (130) and walk more (118).

Table 4: Type of Green Activities

	Residential		Total
	Residence	Non - Residence	
Recycle paper	94	63	157
Resell newspaper	72	58	130
Join earth hour	59	46	105
Use public transport	55	44	99
Reusing stuff	54	42	96
Eat in café	49	36	85
Separate waste	53	32	85
Walk more	44	74	118
Buy organic food	41	25	66
Join tree planting	25	17	42
Use own container	27	16	43
Clean road	25	16	41
Clean beach	23	13	36
Green walk	38	36	74
Attend green conference	10	7	17

Approximately most of 98 residence and non-residence students (49%) at UiTM Bandaraya Melaka agreed that they “sometimes” involved in green activities with “sometimes” involved in green activities.

Table 5: Frequency of Green Activities

		Frequency	Percent
Valid	Very frequent	9	4.5
	Frequent	36	18.0
	Sometimes	98	49.0
	Infrequent	30	15.0
	Very Rare	21	10.5
	Never	6	3.0
	Total	200	100.0

Most of residence students involving in green activities because of “I like clean environment” with mean =5.57 (SD = .677), “It is directly related to our health” with mean = 5.45 (SD = .699) and “I love to see green environment” with mean = 5.48 (SD = .771). Meanwhile, top three reasons for non-residence students involved in green activities because of “I like clean environment” with mean =5.39 (SD = .637), “I love to see green environment” with mean = 5.39 (SD = .782) and “Our children will live in this environment” with mean = 5.35 (SD = .754)

Table 6: Reasons for Involving in Green Activities

	Residential	Mean	Std. Deviation
Save energy	Residence	4.86	1.155
	Non - Residence	5.03	1.022
Reduce Waste	Residence	5.21	.951
	Non - Residence	5.12	1.015
Reduce Pollution	Residence	5.23	1.157
	Non - Residence	5.18	.927
Preserve Environment	Residence	5.17	1.117
	Non - Residence	5.20	.789
LikeGreen Environment	Residence	5.48	.771
	Non - Residence	5.39	.782
Clean Environment	Residence	5.57	.677
	Non - Residence	5.55	.637
Save Earth	Residence	5.14	.869
	Non - Residence	5.12	.755
Related to Health	Residence	5.45	.699
	Non - Residence	5.24	.786
Daily Life	Residence	5.44	.659
	Non - Residence	5.23	.908
Responsibility	Residence	5.31	.730
	Non - Residence	5.29	.855
Keep Environment Clean	Residence	5.16	.933
	Non - Residence	5.14	.857
Next Generation	Residence	5.26	.768
	Non - Residence	5.15	.769
Useful for future	Residence	5.23	.958
	Non - Residence	5.21	.734

5.0 CONCLUSION

Green awareness activity should be included to the student orientation program so that incoming students can become aware of all the green activity held by the university and at the end implement in daily lives. All these findings propose to make an effort by the university to provide necessary facilities for promoting environment awareness and green friendly approach to encourage green practices among students.

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