

UNIVERSITI TEKNOLOGI MARA

**AN IMPACT OF SOCIO-DEMOGRAPHIC CHARACTERISTICS
TOWARDS ENVIRONMENTAL ATTITUDE**

NUR SYILAWATI BINTI AYUSRI	(2017408322)
NOOR RAIHAN BINTI CHE MUHTAR	(2017404868)
TENGGU NURLIYANA NABILA BINTI	(2016522977)
TENGGU MALIM BUSU	

Final Year Project Submitted in Partial Fulfillment of the Requirements
for the Degree of
BACHELOR OF SCIENCE (HONS.) STATISTICS

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

JANUARY 2020

ABSTRACT

Environmental pollution has become serious problem due to economic development and increased industrialization activities. This problem was arising from the result of human activities. Therefore, it is necessary to get public attention towards the knowledge of the environmental issue as well as environmental attitudes. This research was conducted to determine the level of environmental attitude of community as well as to compare their environmental attitude according to different social demographic factors. Data was collected through a self-administered questionnaire which consists of 393 employees from six randomly selected industrial factories in Senawang Industrial Park. Research findings reveal that the respondents have pro-environmental attitudes. Consequently, factor analysis shows the relative importance of pro-environmental dimensions is Environmental Responsibility, Environmental Concern, Government Initiative, Environmental Problem, Respondent Behaviour and Malaysia's Reputation. Furthermore, multiple linear regression was carried out to determine the significant factor that contributes on the environmental attitudes. It was found that the only contributing factor to environmental attitude is those with household income RM1500 and below.

ACKNOWLEDGEMENT

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

First, we are grateful to Allah S.W.T for giving us the strength to successfully complete this Final Year Project entitled 'An Impact of Socio-Demographic Characteristics towards Environmental Attitude'.

We would like to express our deep and sincere gratitude to our supervisor, Madam Zuraida binti Jaafar, who had been guiding us patiently from the very beginning until the completion of this research. Her intelligent guidance and advices had facilitated and assisted us. Without her supervision, we may not able to complete our research report in the time given.

On the other hand, we would like to acknowledge the cooperation and willingness of all factories in Senawang Industrial Park for giving us chance to conduct this research project by answering our survey. Besides that, we want to thank our family and friends who have given their support and encouragement throughout our study. Last but not least, we specially want to thank everyone who has guided and helped us until the completion of this research.

**NUR SYILAWATI BINTI AYUSRI
NOOR RAIHAN BINTI CHE MUHTAR
TENGGU NURLIYANA NABILA BINTI TENGGU MALIM BUSU**

TABLE OF CONTENTS

TOPIC	PAGE
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES	viii
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Research Hypotheses	5
1.6 Scope and Limitations of the Study	6
1.7 Significance of the Study	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	7
2.2 Environmentalism	7
2.3 Contribution of Social Demographic to the Environmental Problem	9
2.4 Environmental Attitudes	10
2.5 Relationship between Demographic Characteristics and Environmental Attitudes	12
2.6 Analysis of the Environmental Attitude	13
CHAPTER 3: METHODOLOGY	
3.1 Introduction	17
3.2 Research Design	17
3.3 Research Population and Sample	
3.3.1 Population	18
3.3.2 Sample	18

3.4	Sampling Method	18
3.5	Data Collection Method	22
3.6	Research Instrument	22
3.7	Theoretical Framework	24
3.8	Pilot Study	25
3.9	Data Analysis	
3.9.1	Reliability Test	27
3.9.2	Descriptive Analysis	27
3.9.3	One Sample T-Test	28
3.9.4	Exploratory Factor Analysis (EFA)	28
3.9.4.1	KMO & Bartlett's Test	29
3.9.4.2	Factor Extraction	29
3.9.4.3	Factor Rotation	30
3.9.5	Independent Samples T-Test	31
3.9.6	Pearson's Product Moment Correlation Coefficient	31
3.9.7	One-Way ANOVA Test	32
3.9.8	Multiple Linear Regressions	33
3.9.9	Summary of Data Analysis	37

CHAPTER 4:

RESULTS AND DISCUSSION

4.1	Introduction	38
4.2	Descriptive Statistics	
4.2.1	Gender	38
4.2.2	Age	39
4.2.3	Education Level	40
4.2.4	Household Income	40
4.2.5	Working Period	41
4.2.6	Type of Residential	42
4.3	Reliability Test for 25 Items	42
4.4	One Sample T-Test	43
4.5	Factor Analysis	45
4.5.1	Kaiser-Meyer-Olkin (KMO) and Bartlett's Test	46
4.5.2	Factor Extraction	46
4.5.3	Rotated Component Matrix	48
4.6	Reliability Test for Six Dimensions	51