UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

A STUDY ON THE FACTORS AFFECTING PRO-ENVIRONMENTAL BEHAVIOUR AMONG UNDERGRADUATE STUDENTS IN UITM KAMPUS SEREMBAN

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AUGUST 2022

ACKNOWLEDGEMENT

All praise is due to Allah, we are able to finish our proposal with guidance from Him. We would like to take this opportunity to express our gratitude to our lecturer for the ADS 651 lecturer Dr. Nurul Hidayana Mohd Noor, and to our beloved supervisor Madam Nurliyana Binti Mohd Shazali in assisting us from day one till the end of the project. Furthermore, in encouraging us to finish this project and sharing her knowledge to complete this project in the best way that we could understand. Without her contribution, we would not be able to reach our full potential in doing this proposal. We are also thankful to ourself as a great team as together we could finish our final year project in time and succeed in overcome many externalities that came all the way we finished this proposal. Also, we both feel grateful to have a huge support from our family members as we give out a lot of moral support and keep strong beside to ensure we are in good health. Therefore, it is blissful to have supportive friends who have helped us in completing this assignment.

ABSTRACT

Even though pro-environmental behaviour among undergraduate students has been extensively studied in developed nations, it is frequently disregarded among undergraduate graduates in Malaysia, particularly at public universities. However, undergraduate students are the future leaders, administrators, and decision-makers of the social, economic, and political spheres who might act with a positive and productive perspective, take initiative and responsibility, and contribute to the preservation of a sustainable environment. Therefore, the purpose of this study was to investigate how personal norms, social norms, social media and environmental knowledge influenced undergraduate students at UiTM Kampus Seremban's pro-environmental behaviour. Purposive sampling was used to deliver online surveys to UiTM Kampus Seremban undergraduate students. A response rate of 86 percent was achieved by the 306 undergraduate students at UiTM Kampus Seremban who provided usable responses. Statistical Package for The Social Sciences (SPSS) was used to do Multiple Linear Regression analysis and the Pearson Correlation Coefficient. The findings show that every independent variable significantly affects pro-environmental behaviour.

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