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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



**FACTORS INFLUENCING RECYCLING INTENTION AMONG MALAYSIAN
STUDENTS**

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ABSTRACT

The study investigated the factors influencing recycling intention among Malaysian students which are attitude, knowledge, past behaviour, and subjective norm on the recycling intention among Malaysian students. This research used a convenience sampling involving 300 students in the public and private universities. This research is intended to establish the vital relationship between independent variables and dependent variables. This study indicates that the attitude, knowledge, past behaviour, and subjective norm have an important relationship with recycling intention. In this study, the survey approach employing a questionnaire was used to provide the researcher with a successful insight into the issue. Therefore, the findings of this study demonstrate that there is a positive relationship between attitude, knowledge, past behaviour, and subjective norm on recycling intention.

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