

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES**



**A STUDY ON FACTORS AFFECTING IMPLEMENTATION
OF SUSTAINABLE CONSUMPTION AMONG STUDENTS
IN UiTM SEREMBAN 3**

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ABSTRACT

Over the last century, economic and social progress has accompanied environmental degradation, exposing the systems on which our future development, and even survival, depends in jeopardy. The United Nations has also made sustainable consumption one of the goals for sustainable development for the world. The 2030 Agenda for Sustainable Development shows that the environment has become one of the dimensions of sustainable development besides the other two dimensions, economic and social. The 2030 Agenda aim to safeguard the earth from deterioration by promoting sustainable consumption and production, managing natural resources responsibly, and taking immediate action on climate change to meet the requirements of current and future generations. Hence, the purpose of the study was to examine the relationship between factors affecting the implementation of sustainable consumption among students in UiTM Seremban 3. This study shows that attitude, knowledge, and awareness have a significant relationship with the implementation of sustainable consumption among students UiTM Seremban 3. Therefore, knowledge, practices, and implementation of activities about sustainable consumption among students need to be constantly enhanced and maintained because a comprehensive and holistic education can encourage students to implement sustainable consumption jointly. Besides, university students could implement sustainable consumption by buying products from the company that has supported the environmental policy. For example, in order to protect the environment, Nestle Milo had changed their plastic straw to a paper straw, and it could be recycled to become another new product in the future.

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