



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

BACHELOR OF ENVIRONMENTAL ADMINISTRATION (HONS)

**A STUDY ON FACTORS INFLUENCING ENVIRONMENTAL AWARENESS
AMONG UNIVERSITY STUDENTS IN MALAYSIA**

**HAFIZATUL AAINA BINTI MOHAMMAD
2020985101**

**HANIN NAJWA BINTI ABDUL RAZAK
2020974913**

FEBRUARY 2022

Acknowledgement

First and foremost, praises to Allah the Almighty, for His blessings, finally we can complete research successfully. Without His blessings, we definitely would not go this far and able to finish this research proposal.

Besides, we would like to show our most sincere gratitude to our research supervisor, Miss Nur Aida binti Mohd Kamal and our lecturer Dr Nurul Hidayana binti Mohd Noor for giving us the opportunity and providing us with a very detail guideline in conducting this research. Despite their busy schedules, they always around to give a hand and help us with their advice and guidance. It was an amazing privilege and honor to be able to work and study under their guidance. We are very grateful for all knowledges, tips and guidance given in completing this research.

Not to forget, we are extremely grateful to our parents for the love, prayers and support throughout our journey in finishing this research. Their support have kept us going through this journey and we are truly blessed to have such an incredible support from them.

Last but not least, big thanks to our friends and those who directly or indirectly involved in supporting us until the end especially towards university students in Malaysia as our target respondent.

Abstract

Environmental awareness is one concept to grasp the fragility of our environment and the significance of its protection. Environmental awareness program among university students have improved from time to time. However, the environmental problem has become worse over the years. There are many impacts on the ecosystem and it gives to problems in the surrounding especially in biotic components. The environmental problems that are happening now are due to the uncontrolled of human activities in the world. Thus, the study is aimed to determine the factors of environmental awareness among university students in Malaysia based on three factors namely environmental education, people's behaviour and technology development. An online questionnaire was distributed to the university students and a total of 384 responses were obtained from respondents. Based on the results of the study it was found that environmental education, people's behaviour and technology development have a significant relationship with environmental awareness among students. Therefore, the findings showed that all of the factors are interrelated to each other and will provide a positive value to the environment. As a result, to increase the level of environmental awareness among people, the government should include sufficient environmental courses in their programs. It will give more opportunity for people to gain knowledge and increase their awareness especially from an early age.

Keyword: Environment, environmental awareness, environmental education, people's behaviour, technology development, Malaysia's university

Table of Contents

Declaration.....	i
Acknowledgement.....	ii
Abstract.....	iii
Abstrak.....	iv
Table of Content.....	v
List of Figures.....	vi
List of Tables.....	vi
List of Appendices.....	vi

Chapter 1 : Introduction..... 6-13

1.1 Introduction	6
1.2 Problem statement	8
1.3 Research questions	9
1.4 Research objectives	9
1.5 Scope of the study	10
1.6 Significance of the study	11
1.6.1 Department of Environment (DOE).....	11
1.6.2 Public (University students).....	11
1.6.3 Environment	11
1.7 Definition of terms/concepts	12-13
1.7.1 Environment	12
1.7.2 Environmental awareness	12
1.7.3 Environmental education	12
1.7.4 Technology development	13
1.7.5 People's behaviour	13
1.8 Summary of chapter	13

Chapter 2: Literature Review & Conceptual Framework 14-25

2.1	Introduction Environmental awareness	14
2.2	Environmental Awareness	14
2.3	Factors Influencing the Environmental Awareness	15-20
2.3.1	Environmental education	15
2.3.2	People's behaviour	17
2.3.3	Technology development	18
2.4	Conceptual framework	21
2.5	Hypothesis Development	21- 25
2.5.1	Environmental education and environmental awareness	21
2.5.2	People behaviour and the environmental awareness	22
2.5.3	Technology development and environmental awareness	23
2.6	Summary of chapter	25
Chapter 3 : Research Methodology		26-34
3.1	Introduction	26
3.2	Research design	26
3.3	Unit of analysis	26
3.4	Sample size	27
3.5	Sampling technique	27
3.6	Measurement/Instrumentation	28-30
3.6.1	Environmental Awareness	28
3.6.2	Environmental Education.....	29
3.6.3	People's Behaviour	29
3.6.4	Technology Development	30
3.7	Data collection	31
3.8	Data analysis	31-33
3.8.1	Test of Normality	31
3.8.2	Reliability Analysis	31-32