

ACKNOWLEDGEMENT

Firstly, I am most grateful to god almighty for giving me strength, patience and inspiration in completing my project paper. I am also indebted to my advisor Professor Datuk Dr. Chua Kim Heng for his guidance, knowledge and experience shared in helping me to prepare and complete this project paper. To my beloved husband Leong Ann Ming @ Jeffrey and my beautiful children Brandon, Brenda, Audrey and Arlene, for their understanding and support until this very last day. Lastly to my dear parents, siblings, friends, seniors and fellow e-pjj BBA students for their encouragement and to the management and staff of TM Sabah especially the State GM office for their support.

1.4	Research Questions	9
1.5	Significance Of Study	10
1.6	Research Framework	12
1.7	Scope of Study	13
1.8	Limitations	13
1.9	Definition of Terms	16

2. LITERATURE REVIEW

2.1	Definition of Awareness and Environmentalism	16
2.2	Campaign Background	18
2.3	Review of Environmental Education Awareness	29

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
ABSTRACT	vi

CHAPTERS

1. INTRODUCTION

1.1	Background.....	1
1.2	Problem Statement.....	6
1.3	Objectives.....	8
1.4	Research Question.....	9
1.5	Significance Of Study.....	10
1.6	Research Framework.....	12
1.7	Scope of Study.....	13
1.8	Limitations.....	13
1.9	Definitions of Terms.....	15

2. LITERATURE REVIEW

2.1	Definition of Awareness and Environmentalism.....	16
2.2	Campaign Background.....	19
2.3	Review of Environmental Education Awareness.....	29

2.4	Review of Environmental Awareness Campaign in Malaysia.....	33
2.5	Review of Environmental Issues in Malaysia.....	38
2.6	Review on Government support to a sustainable environment.....	38
3.	RESEARCH METHODOLOGY AND DESIGN	
3.1	Data collection Target Population.....	41
3.2	Sampling Design	44
3.3	Data analysis.....	45
4.	ANALYSIS AND INTERPRETATION OF DATA.....	47
5.	CONCLUSIONS AND RECOMMENDATION.....	111
	BIBLIOGRAPHY.....	114
	APPENDICES	
	Appendix I - Questionnaire.....	115

ABSTRACT

INTRODUCTION

The purpose of this study is to measure the level of awareness and respond from TM Sabah staff towards the Bumiku Campaign initiatives that has been initiated by the company. This research also tries to measure staff involvement and interest in Bumiku Campaign activities and the effectiveness of the campaign communication. Apart from this research is to identify volunteers among the staff for activities in TM Sabah. Questionnaires were distributed to 150 respondents of TM Sabah staff located in Kota Kinabalu area. This research paper applied the non-probability sampling technique for convenience to gather data. The sampling size of 150 respondents is considered a representative of total population of the respondent. Analysis of data were conducted by using the SPSS program, and it was found out that TM Sabah staff are aware of the bumiku campaign initiatives, its objectives and its activities and are interested in joining future activities.

The 'global warming' phenomenon falls under the much more comprehensive term of climate change. Global warming is the direct opposite of global cooling, which also falls under climate change. Climate change, as used by the United Nations Framework Convention on Climate Change, is used to refer solely to climate change caused by human activities. (Coca-Cola – Environmental Marketing)

Climate change due to other factors falls under the term climate variability. Anthropogenic global warming is another term used to describe change caused by human activities. Global Warming is the observed increase of the average temperature of the ocean and the near surface air of Mother Earth as recorded for some decades now and is being felt at present. (Coca-Cola – Environmental Marketing)