

**AWARENESS ON GREEN ENVIRONMENT  
AMONG UiTM JENKKA'S COMMUNITY**

Prepared by:

Asmahul Husna Binti Jahron	2009121873
Noor Ezma Binti Zulkenain	2009925249

Faculty of Business Management  
Universiti Teknologi MARA

January 2013

# **AWARENESS ON GREEN ENVIRONMENT AMONG UiTM JENKKA'S COMMUNITY**

## **ABSTRACT**

**Purpose and scope of report-**The purpose of this paper is to know the awareness on green environment among UiTM Jengka's community which located at Pahang, Peninsular of Malaysia. UiTM Jengka's community consists of students and staffs that come from variety of background.

**Methods-** This thesis conducted questionnaires that consist of 30 questions to identify the awareness on green among the UiTM Jengka's community.

**Findings-** The technical data included illustrate how the individual behaviour, and the level of awareness that can affected the implication of awareness on green environment. The survey revealed that although the community of UiTM Jengka aware on the green environment issues, little efforts are generated from them in implementing it.

**Conclusion-** Awareness on green environment should be continued among UiTM Jengka's community and implement it through their behaviour towards environment in their daily life.

**Recommendation-** More efforts are necessary to measure the awareness on green environment in some location or community which include wider scope and population to ensure the accuracy and reliability of information.

## ACKNOWLEDGEMENT

'In the name of Allah, The Most Gracious, The Most Merciful'

We would like to express our most sincere appreciation to Mr. Rozain Daud as our supervisor throughout the research proposal period.

Special thanks dedicated to him for his tremendous assistance in teaching and guiding us on how to do our research proposal from the beginning till the date of submission.

His guidance, encouragement, comments, ideas and tolerance led to a better quality of our research. We wish to express our deepest gratitude also for our beloved family's blessings, and constant support and throughout our life.

Last but not least, our sincere appreciation also goes to all our friends that were supporting us all the way to complete this thesis and those who directly or indirectly involved in completing this thesis.

Once again, thank you for the enormous support and encouragement. It all would be freshly remembered by us. Thank you.

Asmahul Husna Binti Jahron

Noor Ezma Binti Zulkenain

January 2013

Faculty of Business Management

Universiti Teknologi MARA

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT.....	i
ABSTRACT.....	ii
LIST OF TABLES.....	iii
LIST OF FIGURES.....	iv
LIST OF ABBREVIATION.....	v
CHAPTER 1	
INTRODUCTION.....	1
Background of the Study.....	1
Statement of the Problem.....	7
Research Objectives.....	9
Research Questions.....	9
Scope and Limitation of the Study.....	10
Significance of the Study.....	11
Limitations of Study.....	12
Definition of Terms.....	13
CHAPTER 2	
LITERATURE REVIEW.....	16
Definition of Environmental Awareness.....	17
The Environmental Education in Malaysia.....	22
Genders Comparison towards Awareness of Green Environment.....	24
Level of Comparison in Educational Studies.....	25
Model of Awareness Measurement.....	27
CHAPTER 3	
METHODOLOGY.....	30
Theoretical Framework.....	30
Research Design.....	31
Data Collection Instrument.....	32
Sampling Design.....	37
Questionnaire.....	39
Procedure on Data Analysis.....	40
CHAPTER 4	
RESULTS AND FINDINGS.....	45
Introduction.....	45
Reliability Analysis.....	44
Frequency Analysis.....	50
Descriptive Analysis.....	53
Crosstabs.....	56
Pearson Correlation.....	60
Chi Square Test.....	61