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TO STUDY THE LEVEL OF AWARENESS AMONG YOUTH TOWARD THE BENEFITS OF GREEN TECHNOLOGY

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ABSTRACT

The implementation of green technology in Malaysia has been aimed at addressing environmental concerns such as waste management, resource depletion, climate change, high energy consumption, and pollution of air and water. It is crucial to raise public awareness about the benefits of green technology in order to preserve the environment. The aim of this study is to examine and determine the level of awareness among the youth about the benefits of green technology. The research was conducted using a quantitative approach by distributing a questionnaire to the target population in the form off hard copy or soft copy, resulting in a sufficient number of responses to reach conclusions. The surveys will be handled among groups of students and young generations around UiTM Sri Iskandar, Perak with an average age of 19 to 30 years old. The submitted data will be checked twice to prevent issues like errors that could affect how accurate the results are. Using a chart from the Google form given, the analysis will be displayed through frequency counts and descriptive tools in the tables.

Keywords: *Youth, awareness, green technology, sustainable developments*

INTRODUCTION

Technology involves the use of equipment, machinery, materials, methods, and power sources to make work more efficient and simpler (Jain University & Begum, 2018). As the rate of technology innovation rises, people seek to build and develop easier ways to live and prolong their lives. The internet is a tremendous source of information on which millions of people rely every day (Jaffe et al., 2002). In conjunction with all the global environmental issues that are currently happen in our world, every people must be aware and been introduced about green technology as one of the initiatives to preserve our environment especially for the young generation. Furthermore, the government has initiated a number of measures to address the issues. One of the actions taken by the Malaysian government is to encourage green technology in various sectors throughout the country. In addition, the government encourages the people to utilizing the green products that are reusable and recyclable in the future. As a results, people especially youngest generation should be aware of sustainability threats and seek to incorporate some green technologies into our everyday life.

Furthermore, awareness level among communities is vital as they have a massive population that might also influence on a wide scale as a result. By refers to Abdullah Chik et al., 2017, concluded that the level of knowledge and comprehension of communities on green technology is at a moderate level and it can be improved by exposing the positive impact of applying green technology in daily life. The National Green Technology Policy (NGTP), which was introduced by the Prime Minister on July 24, 2009, is Malaysia's first move toward adopting green technology. The Policy's four main principles are energy, environment, economy, and social issues. The NGTP has highlighted Green Technology as a crucial factor in advancing sustainable development and the nation's economy. Malaysia has consistently established numerous initiatives and incentives, led by the Ministry of Energy, Green Technology and Water (KeTTHA), to promote the use of green technology in the nation's major economic sectors (*Green Technology Master Plan Malaysia 2017-2030*, 2017).

As a result, the purpose of this research will concentrate on the awareness from youth understanding about the benefits of green technology. Because of youth should be exposed to the good effects of green technology in their life. Awareness of green technologies among youth is crucial because they can serve as role models for future generations. The youngest generation must obtain good knowledge in order to develop into a better society in the future. This is because youth are the future of the country and a source of workforce and will lead the country at some points and they need to make decisions involving the welfare of the environment.

LITERATURE REVIEW

Youth Definition

According to Malaysia's National Youth Development Policy, youth are those who are between the ages of 15 and 40. It further states that young people between the ages of 18 and 25 should be the primary focus of all youth development programs and activities in the nation (Yunus, 2007).

Green Technology

Green technology is the concept and use of technologies, methods, and systems that minimize and lessen the adverse effects of human activity on the environment and natural resources (National Green Technology Policy, 2009). Technology that is ecologically friendly is known as "green technology." It has grown in a way that doesn't harm the environment or deplete the resources of the natural world. Green technology's primary goal is to halt global warming and lessen the greenhouse effect. The major goal is to develop new technologies without harming the environment, which should have a positive impact on people, wildlife, and human health.

Benefits of Green Technology

Green technology refers to the application of science and technology to create environmentally friendly products and services. It aims to minimize the negative impact of human activities on the environment and promote sustainable development. Some of the benefits of green technology include:

1. **Lower energy and water consumption**: green technology can help reduce energy and water consumption through the use of renewable energy sources, energy-efficient appliances, and water-saving devices.

2. **Reduced waste generation**: green technology can help reduce waste through recycling, composting, and other waste management techniques.

3. **Decreased carbon footprint**: green technology can help reduce greenhouse gas emissions through the use of clean energy sources, energy-efficient buildings, and sustainable transportation (Iravani et al., 2017).

4. **Increased business efficiency**: green technology can help businesses lower costs by improving product design, reducing waste, and increasing automation.

5. **Job creation**: The development and implementation of green technology can create new jobs in fields such as renewable energy, sustainable agriculture, and green building.

6. **Improved public health**: green technology can help improve public health by reducing air and water pollution, promoting healthy lifestyles, and providing access to clean water and sanitation (Hussain et al., 2022).

7. **Conservation of natural resources**: green technology can help protect natural resources by promoting sustainable resource management practices, reducing deforestation, and preserving biodiversity (Iravani et al., 2017).

8. **Sustainable development**: green technology can help promote sustainable development by balancing economic growth with environmental protection and social well-being (Söderholm, 2020).

In summary, green technology offers numerous benefits for the environment, economy, and society. By adopting green technology, we can work towards a more sustainable future for ourselves and future generations.

Related Paper on Previous Study

Previous research has investigated youth knowledge of the benefits of green technology. Two studies conducted in Malaysia provide useful information on the topic at hand. The first study, conducted at University Pendidikan Sultan Idris, was to examine engineering technology students' awareness of green technology. The second study sought to investigate the factors that influence executives' awareness of green practices at a Malaysian corporation. Both findings emphasize the importance of increasing green technology education and awareness among Malaysian youth. This chapter will examine previous studies along with their findings in depth.

The first study which is, "Awareness of Green Technology Among Engineering Technology Students,(Mustapha & Nashir, 2019)" done at Universiti Pendidikan Sultan Idris, sought to measure engineering technology students' level of awareness of green technology. According to the findings of this study, there may be a gap between knowledge and action when it comes to implementing green habits in daily life. While engineering technology students may be aware of green technology, this does not always align into their daily use of green practices. This shows that other aspects may be in place preventing students from implementing their understanding of green technologies in their daily lives. Further research could look into these aspects and find ways to overcome the knowledge-action gap.

The second study, "Analyzing the awareness of green technology in Malaysia practices (Azmi et al., 2017)" attempted to investigate those factors that influence

green practice awareness among Flextronics Sdn. Bhd. executives in Malaysia.According to the findings of this study, boosting individual knowledge about green technology and its benefits may be an effective method to raise awareness and adoption of green practices. This could be accomplished through education and training initiatives aimed at boosting awareness of green technology and its benefits. Furthermore, government regulations and policies may play a role in increasing awareness and adoption of green practices by providing incentives for businesses to embrace green practices.

Finally, these two surveys provide useful insights into the level of awareness among Malaysian youth towards the benefits of green technology. Both studies indicate that there is a need for more education and knowledge about green technology and its benefits to increase green practice adoption and implementation. Further research should investigate effective ways to promote green technology knowledge and awareness among Malaysian youth.

METHODOLOGY

According to (Leedy, 1993) Quantitative research methods are research methods dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships . It is used to answer questions on relationships within measurable variables with an intention to explain, predictand control a phenomenon. This study location was conducted at Seri Iskandar, Perak. Seri Iskandar is a town and capital of Perak Tengah District in Perak, Malaysia. A branch campus of Universiti Teknologi MARA is located in Seri Iskandar and along with Universiti Teknologi PETRONAS (UTP). The total target population in Seri Iskandar including UiTM students is in average of 20000 people in total.

To get the finding, questionnaire was been given to the respondent in two various ways which is in the form off hard copy or soft copy. People can write and choose their answers in the paper form and submitted it back after finish answering the question. While other procedure which is, respondent will be given a google link form to get access for the questions and they must answer it in online for the record purpose. The question given appears in Closed-ended question which is it can be answered with “Yes” or “No,” or they have a limited set of possible answers (Agrees, neutral or disagree). The probability sampling technique, which uses random sampling, is the sampling technique used in this research. Every unit in the population has a same chance of being selected in the sample which is what is meant by a probability sampling.

The calculation of sampling will be used “Sample Size Calculator” from Raosoft software that assist in calculating the required sample size based on the desired level of precision, confidence, variability, and population size. Based from the results for

the software, the total sample size for this study is recommended around 132 participants in minimum requirements.

FINDING AND ANALYSIS

Table 1: Profiles of the Respondent's

Gender	Numbers of Respondents	Percentage %
Male	86	61.4
Female	54	38.6
Prefer not to say	0	0

Age		
18 – 24	138	98.6
25 – 34	2	1.4
35 – 40	0	0
Race		
Malay	138	98.6
Chinese	2	1.4
Indian	0	0
Bumiputras (indigenous)	0	0
Education Levels		
Primary school	0	0
Secondary school	0	0
Diploma	80	57.1

Bachelor's degree	59	42.1
Masters' degree or higher	1	0.7
Familiarity		
Very familiar	19	13.6
Somewhat familiar	118	84.3
Not familiar at all	3	2.1

- Gender Representation

The poll showed a gender gap, with more male respondents than female respondents. This emphasizes the requirement for gender-inclusive methodologies in the thesis results to guarantee equal representation and involvement of both genders in comprehending and spreading the advantages of green technology among adolescents.

- Age Distribution

The majority of respondents were between the ages of 18 and 24, showing a heavy emphasis on young perspectives. This is aligned with the thesis's goal of examining youth awareness. It is important to recognize the limits in generalizing the findings to other age groups.

- Education Levels

The majority of respondents held bachelor's degrees and diplomas, illustrating the impact of higher education on individual understanding and interest in green technology. As a more solid foundation for comprehending and embracing sustainable methods might be offered by a higher education. However, the lack of respondents with primary and secondary education levels highlights the need to include people from a variety of educational backgrounds in future studies in order to conduct a more thorough analysis.

- Race Representation

The analysis unable to take a different respondents' race as most of them were from a Malay ethnic. As a result, the analysis did not take into account

the data regarding race. Future research requires taking race into account in order to comprehend any potential variations in awareness and participation with green technology among various ethnic backgrounds.

- Green technology familiarity

According to the statistics, a sizeable portion of respondents said they were somewhat or very familiar with green technology, indicating a favourable trend in awareness. This result is consistent with the thesis's goal of studying youth awareness regarding the positive impacts of green technology. However, the existence of respondents who indicated a lack of familiarity draws attention to the necessity of focused efforts to raise awareness in order to close knowledge gaps and encourage a greater level of awareness.

Table 2: Respondent's Level of Awareness

Items	Total Respondents	Percentage (%)				
		1	2	3	4	5
I am aware of the concept of green technology	140	0.7 (1)	1.4 (2)	34.3 (48)	61.4 (86)	2.1 (3)
I understand the benefits of green technology in reducing environmental impact.	140	0	2.1 (3)	0.7 (1)	91.4 (128)	6.4 (9)
I am familiar with specific green technologies available in the market.	140	0	2.1 (3)	36.4 (51)	37.9 (53)	23.6 (33)
I believe that individuals have a responsibility to adopt green technologies for	140	0	0.7 (1)	2.9 (4)	72.9 (102)	23.6 (33)

a sustainable future.						
I believe that green technology can positively impact our society and economy.	140	0	0.7 (1)	0.7 (1)	14.3 (20)	84.3 (118)
I am willing to adopt green technologies in my daily life, even if it requires some changes or additional costs.	140	0	0.7 (1)	4.3 (6)	58.6 (82)	36.4 (51)

- Awareness of the concept

According to the research, the vast majority of respondents (98.6%) are aware of the term of green technology. This high degree of awareness indicates that the youth have some comprehension on the term and its importance in tackling environmental issues. This outcome is positive because it shows that the target public understands the broader context in which green technology operates.

- Awareness the Benefits

Similarly, a large majority of respondents (about 97.1%) indicated a high degree of comprehension (ratings 4 or 5) of the benefits of green technology in terms of minimizing environmental impact. This shows that the participants realize the beneficial impact that green technology can play in tackling environmental issues.

- Familiarity with Specific Technologies

According to the statistics, a sizable proportion of respondents (about 61.4%) have a moderate level of familiarity (rating 4) with specific green technologies on the market. This implies that, Youths are somewhat familiar with and have had some exposure to green technologies such as solar energy systems,

energy-efficient appliances, and electric vehicles. This familiarity indicates that youths are open to investigating and learning about certain technology that can help with sustainability initiatives.

- Individual Responsibility:

According to the findings, a large majority of respondents (about 91.4%) agree that individuals have a responsibility (ratings 4 or 5) to adopt green technologies for a sustainable future. It demonstrates that the youth recognize the importance of individual actions to prevent the negative consequences of climate change and promote sustainable development.

- Positive Impact on Society and Economy

A significant majority of respondents (approximately 91.4%) also expressed a strong belief (ratings 4 or 5) that green technology can positively impact our society and economy. This research indicates that the youth recognize the potential benefits of green technology, not only in terms of environmental sustainability, but also in terms of job creation and growth in the economy over time. This acknowledgment of the multiple benefits demonstrates the youth's comprehensive awareness of the broader ramifications of green technology adoption.

- Willingness to Adopt

The data reveals that a majority of respondents (approximately 94.9%) expressed a strong willingness (ratings 4 or 5) to adopt green technologies in their daily lives, even if it requires changes or additional costs. This indicates a proactive mindset among the participants and a readiness to embrace sustainable practices.

Table 3: Respondent's Level of Knowledge

Items	Total Respondents	Percentage %				
		1	2	3	4	5
I have a good understanding of the basic principles of green technologies.	140	0.7 (1)	1.4 (2)	43.6 (61)	52.1 (73)	2.1 (3)

I have a good understanding of how green technologies contribute to environmental sustainability.	140	0	1.4 (2)	35.7 (50)	59.3 (83)	3.6 (5)
I am knowledgeable about the benefits of utilizing renewable energy sources in green technologies.	140	0	1.4 (2)	2.1 (3)	93.6 (131)	2.9 (4)
I understand the role of green technologies in reducing carbon emissions and mitigating climate change.	140	0	1.4 (2)	54.3 (76)	40 (56)	4.3 (6)
I actively seek information about new developments and innovations in green technologies (e.g., through reading articles or attending conferences).	140	0	15 (21)	57.9 (81)	25.7 (36)	1.4 (2)
I can identify examples of green technologies being implemented in my community or region (e.g., local solar installations, recycling programs).	140	0	1.4 (2)	2.9 (4)	93.6 (131)	2.1 (3)

- Understanding basic principles of green technologies

According to the table analysis, the majority of respondents (52.1%) selected the "Agree" option (4) on the grading scale, showing that they comprehend the fundamental principles of green technologies. However, 43.6% of respondents selected the "Neutral" option (3), reflecting a neutral view on their grasp of the fundamental concepts of green technologies. This group may have some knowledge but may not have a thorough understanding of the topic or may have had limited exposure to specific principles within the field.

- Understanding of how green technologies contribute to environmental sustainability.

The majority of respondents (62.9%) indicated that they had a solid understanding of how green technologies contribute to environmental sustainability by choosing the "Agree" and "Strongly agree" options (4 and 5) on the rating scale. According to this final analysis, a sizable majority of respondents are knowledgeable of and familiar with the ways in which green technology benefit the environment. The "Neutral" option (3) was selected by about 35.7% of survey participants, who indicated that they were neither in agreed with nor opposed to the statement.

- Knowledge about the benefits of utilizing renewable energy sources.

The table analysis demonstrates that a vast majority of respondents (93.6%) selected the "Agree" option (4) on the rating scale, showing a positive trend that they are aware of the benefits of using renewable energy sources in green technology. The small percentage of respondents who disagreed or chose the neutral option emphasizes the significance of ongoing education and awareness activities. This group could benefit from focused information and resources emphasizing the environmental, economic, and social advantages of renewable energy sources in green technologies.

- The role of green technologies in reducing carbon emissions and mitigating climate change.

According to the analysis, the majority of respondents (54.3%) selected the "Neutral" option (3) on the rating scale, indicating a neutral view on the usefulness of green technology in decreasing carbon emissions and mitigating climate change. This data shows that a sizable proportion of respondents may have only a basic comprehension of this topic.

Approximately 40% of respondents chose the "Agree" option (4), suggesting that they believe they have a good understanding of the significance of green technologies in decreasing carbon emissions and mitigating climate change. Individuals in this group have a moderate grasp and recognition of the important role of green technologies to overcome climate change.

- The constant search of new advancements and innovations in green technologies.

The majority of respondents (57.9%) chose the "Neutral" option (3) on the grading scale, reflecting a neutral attitude toward their active pursuit of information on recent developments and innovations in green technologies. This conclusion implies that a sizable proportion of respondents may not actively seek out information on this topic or may have had limited exposure to it. Other than that, around 25.7% of respondents (4) selected the "Agree" choices, this group includes people who are interested in and proactive about staying informed about breakthroughs in green technologies.

- Ability to identify examples of green technologies in the area.

By refers to the analysis shows that the majority of respondents (93.6%) selected the "Agree" option (4) on the rating scale, indicating that they can identify examples of green technologies being applied in their neighborhoods or region. The neutral and disagreement responses may be attributed to limited exposure or knowledge about green technologies in the community or region. Overall, the outcomes of this study show that respondents' abilities to identify green technologies in their neighborhoods or region is advancing. Individuals can actively participate in the sustainable development of their communities and contribute to a greener future by continuing to raise awareness and understanding.

Table 4: Respondent's Level of Practise

Items	Total Respondents	Percentage %				
		1	2	3	4	5
I consciously reduce my energy consumption at home	140	0	0	1.4 (2)	60.7 (85)	37.9 (53)

I use public transportation, walk, or bike instead of private vehicles whenever possible.	140	0	17.1 (24)	2.9 (4)	77.1 (108)	2.9 (4)
I practice proper waste management	140	0	45 (63)	4.3 (6)	47.1 (66)	3.6 (5)
I actively seek out products and services that are environmentally friendly and sustainable.	140	0	12.9 (18)	56.4 (79)	25 (35)	5.7 (8)
I use eco-friendly alternatives for everyday activities.	140	0	1.4 (2)	3.6 (5)	90.7 (127)	4.3 (6)
I integrate green technologies into my home or living space	140	0	47.1 (66)	37.9 (53)	12.1 (17)	2.9 (4)
I reduce my consumption of water and energy in my daily activities	140	0	12.9 (18)	1.4 (2)	59.3 (83)	26.4 (37)
I engage in responsible paper usage by minimizing printing and opting for digital alternatives when possible.	140	0	0	0.7 (1)	48.6 (68)	50.7 (71)

- Consciously Reducing Home Energy Consumption

Almost all of the responders are agreeing with reducing energy use (about 98.6% in rated scale 4 and 5) is showing a good sign. This shows that a sizable proportion of individuals actively engage in energy-saving strategies, such as turning off lights when they are not in use or utilizing energy-efficient appliances.

- Using Public Transportations, Walking, or Biking

According to the findings, a sizable proportion of respondents about 80% prefer to use alternate modes of transportation instead of private vehicles when possible. This demonstrates a commitment to lowering carbon emissions and encouraging sustainable transportation solutions. On the other hands, a small number of participants declared their disagreement by rated on scale 2 which is around 17.1%. Several challenges that may arise on the target individual such as inadequate public transit infrastructure, a lack of safe walking or biking lanes, and a preference for private vehicles due to convenience or time restrictions are several instances of these.

- Practicing Proper Waste Management

The data show that the majority of respondents (about 47.1%) agree on effective waste management, which includes recycling, composting, and reducing single-use plastics. This demonstrates their dedication to eliminating waste and supporting a circular economy. However, a significant percentage of responders (about 45%) gave an overall rating of 2, indicating disagreement. A few obstacles that may occur include limited access to recycling facilities and uncertainty around waste sorting. Proper waste management procedures aid in the conservation of resources, the reduction of landfill waste, and the reduction of the environmental impact of waste disposal.

- Seeking Environmentally Friendly Products or Service.

On the rating scale, the majority of respondents (56.4%) chose the neutral option (3), indicating that they were neither strongly agreed nor strongly disagreed with actively searching out environmentally friendly and sustainable products and services. This data indicates that a sizable minority of respondents have not made a firm commitment to sustainable consumption. On the rating scale, approximately 25% of respondents selected the "Agree" option (4), suggesting that they actively seek out environmentally friendly and sustainable products and services. In contrast, almost 13% of respondents (2) chose the "Disagree"

option, indicating that they do not actively seek for environmentally friendly and sustainable choices. It is vital to highlight that a sizable proportion of respondents remain neutral or disagreeing. This discovery shows that greater education and awareness initiatives are needed to promote sustainable practices and inspire more people to actively seek out sustainable products and services.

- Using Eco-Friendly Alternatives for Everyday Activities

According to the data, the majority of respondents (about 90.7%) agree with using eco-friendly options for daily activities. The findings highlight, a sizable proportion of respondents (nearly 95%) agree or strongly agree with this statement, demonstrating widespread acceptance of eco-friendly options. This demonstrates their dedication to lowering their environmental impact and implementing sustainable practices.

- Integrating Green Technologies into Homes or Living Spaces

According to the findings, only a tiny fraction of respondents (about 12.1%) have implemented green technologies in their homes or living spaces. While this group shows a dedication to environmental sustainability, it is vital to note that a considerable number (nearly 85%) disagreed or were undecided about this statement, indicating a negative trend among youth. This shows that more education and awareness are needed to encourage young adoption of green technologies.

- Reducing Water and Energy Consumption in Daily Activities

The majority of respondents (85.7%) agreed and strongly agreed that they should reduce their consumption of water and energy in their daily activities. This displays their understanding of the value of resource conservation and their dedication to sustainable practices, indicating a positive trend in participants' water and energy conservation activities.

- Engaging in Responsible Paper Usage

According to the findings, the majority of respondents (about 50.7% strongly agree and 48.6% agree) practice responsible paper consumption by reducing printing and opting for digital alternatives. It is worth noting that a sizable proportion (nearly 99.3%) agreed with this statement, demonstrating widespread acceptance of responsible paper-use practices.

CONCLUSION

As a result, our study on the level of youth understanding of the advantages of green technology has shed significant understanding on their viewpoints, knowledge, and behaviors in this area. It is crucial to acknowledge that this study has several limitations like the questionnaire's self-reported nature may add biases or inaccuracies in responses. What we found is that young respondents generally have a decent understanding of the benefits of green technology. They recognize that it can reduce environmental impact, positively impact society and the economy, and contribute to sustainability. However, there are variations in their knowledge and practices. While they have a good grasp of the concept of green technology, they may not be familiar with specific technologies available in the market. Education and awareness campaigns should be developed to provide comprehensive information about specific green technologies and their benefits. Accessible resources and platforms should be created to make information easily available.

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