

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



**A STUDY ON THE FACTORS THAT INFLUENCE
LEVEL OF AWARENESS OF UiTM KBM STUDENTS
TOWARDS 'NO PLASTIC BAG CAMPAIGN'**

**FARAH SYAZWANI BINTI JAILANI
2011912459**

**NORFARHANA BINTI ISMAIL
2011702031**

DECEMBER 2013

**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor : Madam Siti Melinda Binti Haris

Title of Research Report : A Study on The Factors That Influence Level of
Awareness of UiTM KBM Students Towards 'No Plastic
Bag Campaign'

Name of Students : Farah Syazwani Binti Jailani
: Norfarhana Binti Ismail

I have reviewed the final and complete research report and approve the submission
of this report for evaluation.

.....

ACKNOWLEDGEMENT

Alhamdulillah, praise and thankful to ALLAH (S.W.T) without whose blessing we will not have successfully completed this study. We would like to acknowledge several special people without whom this report would not have been possible.

We would like to express the deepest gratitude to our Supervisor Lecturer, Madam Siti Melinda Binti Haris, whose profound knowledge and scholarly experience have guided us throughout studies to ensure that we are able to complete this report. Without her advice, we will surely not be able to achieve the completion.

Moreover, we want to express our grateful thanks to all lecturers of Bachelor in Administration Science and Policy Studies. All of them have contributed greatly gives a guide and support in how to conduct a research.

Besides that we also want to thank to our family for their support. We would like to thank them for their help in giving extra knowledge and also solving some financial matters during this study is being conducted. Once again, thank you very much.

Farah Syazwani Binti Jailani
Norfarhana Binti Ismail
Bachelor of Administrative Science (Honours)
Faculty of Administrative Science & Policy Studies
Universiti Teknologi Mara Kampus Bandaraya Melaka

ABSTRACT

The purpose of this research is to analyse the factor that influence level of awareness of UiTM KBM students towards 'No Plastic Bag Campaign'. The research discussed three factors that influence the level of awareness which are environmental knowledge, behaviour and role of mass media. The approach of this research were tested using the spearman-rank order correlation. Data were collected among 200 of students in UiTM Kampus Bandaraya Melaka. The implication of this study is that environmental knowledge, behaviour and role of mass media can influence the level of awareness of students at UiTM Kampus Bandaraya Melaka

CONTENT

ITEM	PAGE NUMBER
CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT	i
DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
CHAPTER 1 : INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1 - 3
1.3 Problem Statement	4 - 5
1.4 Research Questions	6
1.5 Research Objectives	7
1.6 Scope of the study	8
1.7 Significance of the study	8 - 9
1.8 Definition of Terms / Concepts	9 - 10
1.9 Limitation of the study	10
CHAPTER 2 : LITERATURE REVIEW	
2.1 Introduction	11
2.2 Definition of plastic bag	11 - 13
2.3 Overview of plastic bag campaign in Malaysia.	13 - 15
2.4 Students' awareness in "No Plastic Bag Campaign"	15 - 17
2.5 Factors that influence Students' awareness in "No Plastic Bag Campaign"	
2.5.1 Environmental Knowledge	17 - 21
2.5.2 Behavior	21 - 24
2.5.3 Mass Media	25 - 29
2.6 Conceptual Framework	29
2.6.1 Environmental Knowledge	31
2.6.2 Behavior	31
2.6.3 Mass Media	32
2.7 Hypotheses	32 - 33
CHAPTER 3 : RESEARCH METHOD	
3.1 Introduction	34
3.2 Research Design	34
3.3 Unit of Analysis	35
3.4 Sample Size	35
3.5 Sampling Technique	36
3.6 Measurement	36 - 38
3.7 Data Collection	38
3.8 Data Analysis	38
CHAPTER 4 : FINDINGS	
4.1 Introduction	41
4.2 Reliability Test	41 - 42
4.3 Respondents profile	43 - 44
4.4 Level of awareness of UiTM KBM students Towards "No Plastic Bag Campaign"	45 - 47
4.5 Inferential Statistic	47