UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

A STUDY ON FACTORS INFUENCE THE USAGE OF RECYCLABLE AND BIODEGRADABLE PRODUCTS IN MALAYSIAN HOUSEHOLDS

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AUGUST 2022

ABSTRACT

The purpose of the study was to examined the relationship of green knowledge, price and environmental awareness on the usage of recyclable and biodegradable products among Malaysian households. The study was conducted from October 2021 to August 2022. In this study, data collection obtained through questionnaire survey. The result of the study revealed two major findings. First, there are a significant relationship between green knowledge, price and environmental awareness on the usage of recyclable and biodegradable products. Second, majority of the respondents were agreed that environmental awareness is the strongest predictor that influences the usage of recyclable and biodegradable products. As a result, this studies uniquely positioned to make both theoretical and empirical contributions to the multi-domain literature including sustainability and environmental management.

Keywords: Green knowledge, Price, Environmental awareness, Recyclable, Biodegradable

ACKNOWLEDGEMENT

Alhamdulillah, first of all we would like to thank God as finally we were able to finish half of our research for this semester. Because without His Grace, we would be unable to complete this research. Besides, we express our deep sense of gratitude towards our lecturer for this golden opportunity for this project, Dr. Nurul Hidayana Mohd Noor, for encouraging us to finish this project. Not just that, but also for sharing her knowledge to complete this project in the proper way. Without her guidance, we would not be able to reach our full potential in doing this assignment.

Asides from that, we are grateful to our partner that always sticks together and also works hard to write an excellent assignment with full effort and responsibility. We also would like to express our gratitude to all of our friends who assisted us in finishing this assignment within the limited time frame. We would also like to thank our parents and respondents who assisted us in finalizing this project. Hope that all of our efforts will pay off handsomely to us and also to our group assignment.

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