

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



**FACTORS AFFECTING ENVIRONMENTAL AWARENESS  
AMONG PUBLIC IN SEREMBAN**

**MEOR AMSYAR NAJMI BIN MEOR ARIS (2020996803)  
MUHAMMAD DANIAL IKMAL ABD RAHMAN (2020708293)**

**FEBRUARY 2022**

## ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful

All praise be to Allah, the god of the universe, blessings and peace be upon the Prophet Muhammad SAW. Alhamdulillah, thanks and praise to Allah, we wish for the successful completion of research project ADS555 (Applied Research Project) with the topic “**Factors Affecting Environmental Awareness Among Public in Seremban**” this semester. He is the one who gave us the strength and determination to succeed in producing this research.

We would like to thank our ADS555 lecturer, Dr Nurul Hidayana binti Mohd Noor and our supervisor, Puan Nur Ain binti Yaacob who helped and guided us throughout this project from beginning until the end. Not to be forgotten also our family and friends who always give us support and encouragement in facing the challenge of completing this task while busy fulfilling our duties as a student and son.

We hope that our research project is accepted and approved well by the Faculty of Administrative Science and Policy Studies. We wish that this study can help in providing answers for all the questions that arise in this report.

Thank you.

## ABSTRACT

The environment has always been in a state of concern especially after the first Industrial Revolution to this day. The recent flash floods in several states and districts in Malaysia has raised some questions about environmental awareness among the public. Due to that, this question is not a new thing, but it is voiced every time when an environmental incident occurs. Rapid modernization and development in building a better quality of life leads to environmental degradation which contributes to this problematic issue. The study was conducted in Seremban to reveal knowledge, attitudes and government policy and regulations affecting the environmental awareness among the public. The online survey employed a quantitative approach by using questionnaires involving 200 respondents (n=200). This research is intended to examine the level of environmental awareness; the effect of the knowledge of the people, attitude towards environment and government policy and regulations towards environmental awareness; the most significant factor affecting environmental awareness. The research findings indicate that the level of environmental awareness among the public in Seremban is at a satisfactory level. Based on the knowledge of the people, there is a positive influence toward the level of environmental awareness among the public in Seremban. In terms of attitudes towards the environment, there is a positive influence toward the level of environmental awareness among the public in Seremban. For the government policy and regulations, there is also a positive influence toward the level of environmental awareness among the public in Seremban. Among these three factors, the attitude toward the environment has been the most significant factor that can affect environmental awareness among the public in Seremban compared with the knowledge of people and government policy and regulations. Thus, the authorities should focus more towards environmental education and policy in protecting the environment.

Keywords: environmental awareness, knowledge of people, attitudes towards environment, government policy and regulations

## TABLE OF CONTENTS

<b>Approval Letter</b> .....	<b>i</b>
<b>Declaration</b> .....	<b>ii</b>
<b>Acknowledgement</b> .....	<b>iii</b>
<b>Abstract</b> .....	<b>iv</b>
<b>Abstrak</b> .....	<b>v</b>
<b>Table of Contents</b> .....	<b>vi</b>
<b>List of Tables</b> .....	<b>x</b>
<b>List of Figures</b> .....	<b>xi</b>
<b>Chapter 1: Introduction</b> .....	<b>1</b>
1.1 Introduction .....	1
1.2 Problem statement .....	3
1.3 Research questions .....	6
1.4 Research objectives .....	6
1.5 Scope of study .....	7
1.6 Significance of the study .....	7
1.6.1 Department of Environment .....	7
1.6.2 Society .....	7
1.6.3 Residential Area .....	8
1.6.4 Individual .....	8
1.7 Definition of terms, terminology and concepts .....	8
1.7.1 Knowledge .....	8
1.7.2 Attitude towards environment .....	8
1.7.3 Government policy .....	9
1.7.4 Environmental awareness .....	9
1.7.5 Public .....	9
1.7.6 Seremban .....	9
<b>Chapter 2: Literature Review &amp; Conceptual Framework</b> .....	<b>10</b>
2.1 Introduction .....	10
2.2 Environmental awareness .....	10
2.2.1 Definition .....	10
2.2.2 Category of environmental issues .....	10
2.2.2.1 Air Pollution .....	11
2.2.2.2 Water Pollution .....	11
2.2.2.3 Climate Change .....	12

2.2.2.4 Waste Management .....	12
2.2.3 Measurement of environmental issues .....	13
2.3 The factors affecting environmental awareness among public.....	13
2.3.1 Knowledge regarding environmental issue .....	13
2.3.2 Attitude of people towards environment.....	14
2.3.3 Government policy.....	14
2.4 Conceptual Framework .....	15
2.5 Hypotheses Development .....	15
2.5.1 The effect of the knowledge of people towards environmental awareness.....	15
2.5.2 The effect of the attitude towards environmental awareness .....	17
2.5.3 The effect of the government policy and regulations towards environmental awareness.....	18
<b>Chapter 3: Research Methodology .....</b>	<b>20</b>
3.1 Introduction .....	20
3.2 Research design .....	20
3.3 Unit / level of analysis .....	20
3.4 Sample size .....	21
3.5 Sampling technique.....	21
3.6 Measurement / Instrumentation.....	21
3.6.1 Examine the level of environmental awareness among public in Seremban ....	21
3.6.2 Identify the effect of the knowledge of the people, attitude towards environment and government policy and regulations on the environmental awareness among public in Seremban.....	22
3.6.3 Identify the most significant factor affecting environmental awareness among public in Seremban.....	22
3.7 Data collection .....	23
3.8 Data analysis .....	23
3.8.1 Preliminary analysis.....	23
3.8.1.1 Pilot study .....	23
3.8.1.2 Test on normality.....	24
3.8.1.3 Reliability analysis.....	24
3.8.2 Testing of the hypotheses.....	25
3.8.2.1 Multiple regression .....	25
3.9 Summary of research methodology.....	25