



**EMPLOYEES' AWARENESS AND
PERCEPTION TOWARDS ORGANIZATION'S
ENVIRONMENTAL ACTIONS AND
ENVIRONMENTAL MARKETING
ACTIVITIES**

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TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xii
LIST OF DEFINITION OF TERMS	xiii
ABSTRACT	xiv
CHAPTER 1: INTRODUCTION	
1.1 Background of study	1
1.2 Problem Statement	3
1.3 Research Question	6
1.4 Objective of the Research	6
1.5 Scope of the Study	7
1.6 Significance of Study	8
1.7 Limitation of the Study	9
1.8 Definition Key of Terms	10
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	11
2.1.1 Green Marketing	11
2.1.2 Environmental Awareness	12
2.1.3 Organizations Environmental Practices	13
2.1.4 Employees as Stakeholders	13
2.2 Measurement	14
2.3 Model Development	16
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	17
3.2 Unit of Analysis and Informant	17
3.3 Data Collection Method, Sampling Frame, Sampling Design and Techniques	17
3.3.1 Primary Data	18
3.3.2 Secondary Data	18
3.4 Sampling Design	18
3.4.1 Population	18
3.4.2 Sampling Size	18
3.4.3 Parameter Interest	19
3.5 Research Instrument	19
3.6 Questionnaire Development	20

ABSTRACT

This study was done to determine the level of environmental awareness of the employees from both government sector and private sector. A total of 160 respondents were selected from four governments that are SMC, SRDC, NREB and DID whereas respondents from private sector were selected from RH group of companies which engaged in timber, agriculture and tourism industry. However, only 125 of the questionnaire were useful for the researcher. The research questionnaire were used to collect primary data which covers many aspects of environmental awareness such as awareness on environmentalism, environmental development, environmental law and regulation, environmental campaign, environmental practices in workplace, environmentally-friendly product and services, also cover on respondents on their perception towards environmental activities and their willingness to contribute and participate in environmental activities. The study finds out that level of awareness somehow do influence the respondent's involvement in environmental activities but some respondents do not keen enough to contribute and participate in environmental activities. Recommendations were givens in the end on how to improve the environmental awareness among individuals and employees.

CHAPTER 1

INTRODUCTION

1.1 Background of study

The environment problems such as climate change, acid rain, tropical deforestation, toxic waste management, ozone depletion, the loss of species and etc. has become serious environmental issues that's need immediate attention and it is important for the society not to forget about environmental issues simply because the concern about environment has already exist for the last ten years. But the awareness of these issues has been relatively low especially in least developing countries.

Government in many parts of the world were adapting numerous policies to consider environmental issues, our country is also doing the same whereby Malaysia's environmental development is guided by the National Policy on Environment, which is being formulated to ensure the long-term sustainability and improvement in the quality of life. The policy aims at promoting economic, social and cultural progress through environmentally-sound and sustainable development. In addition, a National Conservation Policy is also finalized to provide the framework for a comprehensive approach to natural resource development.

Besides that, as a result for these environmental problems, private organizations also now recognize the need for them to engage in some form of sound environmental practice in order to survive long term growth and to protect their corporate image.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, researcher reviews on some literatures related to employee environmental awareness and perception. Environmental awareness and consciousness plays an important role in society, organizations and gives benefits to green marketers.

2.1.1 Green Marketing

The term “green marketing” has been described as an organization’s efforts at designing, promoting, pricing and distributing products that will not harm the environment (Pride and Ferrell, 1993). Meanwhile, according to Peattie and Charter (1994) green marketing is: The holistic management process responsible for identifying, anticipating and satisfying the needs of consumers and society, in a profitable and sustainable way. Some refers green marketing as the marketing of products that are less toxic than normal, are more durable, contain reusable materials or are made of recyclable materials (Lamb *et al.*, 1994).

Because People are becoming increasingly aware of the links between major environmental problems, such as water and air pollution, land degradation and chemical contamination, and everyday consumption items, such as clothing, food, housing and transport, marketers have begun to recognize both the need and the value of environmental or green marketing (Adams, 1990; McKusick, 1990).