STUDENTS' AWARENESS OF GREEN CULTURE IN UUM

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Abstract: This study discusses about the student awareness of green culture in UUM. Green culture awareness could contribute to economic development as well as protecting the environment for stabilizing purposes. It is the main key for achievement of any organization and could assist university students to be aware about the Green culture in UUM. In this paper, the problems that concerning students' awareness of green culture tin their daily lives and the level of awareness are discussed. Through this research, the awareness of green culture will be examined by looking at their behavior, attitude and lifestyle, knowledge and education of green culture among students in UUM. Hopefully through this study, students' awareness on the importance of green culture will be increased.

Keywords: Awareness, issue, green culture

1. INTRODUCTION

The purpose of going green culture is to use products and methods that would not negatively impact the environment through pollution or depleting natural resources. If the use of natural resources is reduced by using alternative sources, it will have positive outcomes such as reducing the environmental footprint, reducing waste and re-using materials as much as possible (Dallas, 2008). The researcher is focused on students' awareness on green culture in UUM. The scope of the project was limited to students in UUM as respondents, to freely answer the questionnaire. However, the main goal of doing this research project to examine the level of students' awareness of green culture, from which they learn about it and how they implement it. Leading to that, four research questions have been established to answer the respective research objective, that is, first, to identify relationship between environmental awareness and student awareness of green culture. Second, to identify the relationship between the knowledge toward green culture and students' awareness of green culture. Third, to identify relationship between the behavior toward green culture and students' awareness of green culture. Fourth, to identify relationship between the issues of green culture and students' awareness of green culture. Figure 1 shows the research framework related to this study.
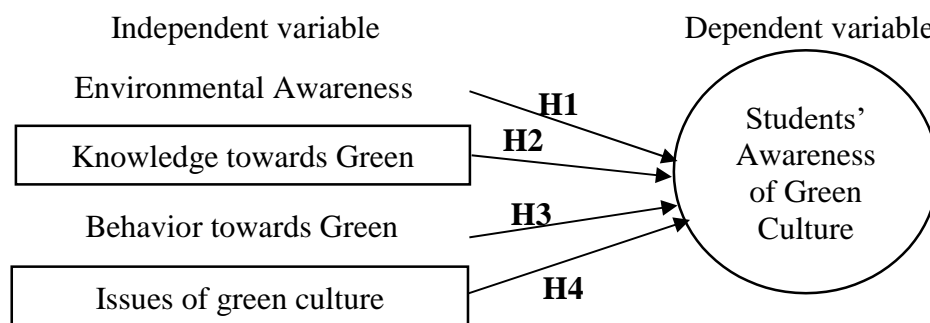

Figure 1
Research framework

2. METHODOLODY

This chapter describes the methodology of research on students' awareness of green culture in University Utara Malaysia (UUM). This part discusses about the respondents, methods, places, frequency and purpose of the deal. This study uses quantitative methods to conduct the research. The population in this research is 30,000 and the sample size is 379. A total of 125 respondents were participated in this study and the response rate in this data collection was 32.9%. The data was analyzed using SPSS.

3. RESULTS AND DISCUSSION

Results obtained from tests carried out questionnaires and built by the respondents. Data analysis is to identify and collect information using quantitative methods for entering data into. In this study, it uses SPSS software to analyze the data collected. This study will carry out several different analyzes for a decision. The demographic profile of respondent. Demographic is included gender, age, year of study and race. The questionnaire showed that 43 male respondent who answered the equivalent of 34.4%, while as many as 82 people respondent female equivalent 65.6% who answered the questionnaire. By using Cronbach's Alpha, the reliability for the present student was consider as adequate. Awareness on green culture is 0.842, environmental awareness was 0.803, knowledge toward green culture is 0.910, behavior toward green culture is 0.916 and green culture issue is 0.909. The highest reliability is behavior toward green culture. The result of correlation analysis between IV and DV is significant at the 0.01 level (2-tailed). Regression analysis is a set of statistical processes for estimating the relationships among variables. Regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. The result of regression analysis is the largest standardized coefficient beta is 0.309, which is contributed by knowledge toward green culture (KGC), followed by the behavior toward green culture (BGC), which has a beta coefficient of 0.264. This indicates that knowledge toward green culture have a stronger unique contribution in explaining the dependent variables compared to behavior toward green culture. The KGC make a significant contribution to the prediction of the dependent variable, as the significant value is less than 0.05.

4. CONCLUSION

In conclusion, the overall this study has to determine the successful result student awareness of green culture in UUM. Namely, through the result of questionnaires that have been collected and reviewed from students UUM. Therefore, to help improve the awareness of green culture should expose students in whatever way they could and parties involved should take judicious actions to develop and produce students who are highly awareness of green culture. Overall, result of all hypotheses testing were accepted and supported.

5. REFERENCE

Dallas. (2008). Green Business Basics: 24 Lessons for Meeting the Challenges of Global Warming. New York: McGraw-Hill.