ASSESSING THE INFLUENCE OF ATTITUDINAL FUNCTION ON SUSTAINABILITY AWARENESS IN MANUFACTURING INDUSTRY

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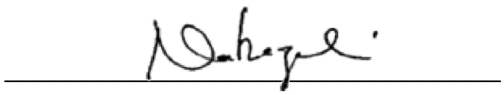

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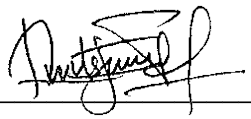

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The strength which makes us stand firm against all odds, having trust in Allah and accepting His plan.

"Be patient, for indeed Allah is with the patient"
[Al-Baqarah: 153]

ABSTRAK

Kelestarian sebagai bidang penyelidikan semakin penting bukan hanya di kalangan ahli akademik, tetapi juga para praktisi. Dengan permintaan yang semakin meningkat untuk produk mesra alam mendorong pengeluar mempertimbangkan dan lebih mementingkan pemasaran hijau untuk syarikat mereka. Mengakses kesedaran kelestarian terhadap industri ini dianggap sebagai sasaran yang baik untuk memulakan penyelidikan. Hampir 60 hingga 70 peratus penyelidikan sebelumnya yang melibatkan kesedaran kelestarian lebih tertumpu pada pengetahuan terhadap subjek yang dihujah, tidak pernah dianggap bahawa tingkah laku manusia juga mungkin mempengaruhi keseluruhan hasil kesedaran tersebut. Oleh itu, kajian ini dilakukan dengan mempertimbangkan parameter sikap ketika menganalisis hasilnya. Ujian awal *(Pilot Run)* menunjukkan bahawa kebanyakan masyarakat, tanpa mengira latar belakang mereka, mengetahui apa itu kelestarian. Hasil kajian ini menunjukkan bahawa sikap seseorang tersebut sedikit sebanyak dapat mempengaruhi data awal. Pengetahuan dan sikap dapat dirumuskan sebagai pemboleh ubah yang sama untuk mengakses kesedaran. Kajian eksploratori ini diharapkan dapat memaparkan kepentingan tingkah laku emosi dalam mengakses atau mencapai Kesedaran Kelestarian

ABSTRACT

Sustainability as an area of research is growing in importance not only among academicians, but practitioners as well. With the growing demand for environmentally friendly products drive a manufacturer to consider and more concern about green marketing for their company. Accessing a sustainability awareness towards this focal industry is considered as a good target to start the research. Almost 60 to 70 percent of previous research with regard to sustainability awareness is focused more towards subject's knowledge, never considered a man's behavior that might be affect the whole result of the awareness. Several academic studies around the world have presenting on how the emotional behavior and awareness can be relate to each other. Thus, this study was undertaken by considering an attitudinal parameter when analyzing the result. Preliminary test or Pilot Run test indicate that most community regardless their background are aware on what is sustainability. By incorporating attitudinal parameter into Green Project Management (GPM) P5 tools, the result of this study suggest that attitude of the person can slightly affect the initial data. Validate by a variable control chart, knowledge and attitude can be formulated as an equal variable to access the awareness. This research study hopes to bring forth the importance of an emotional behavior towards accessing Sustainability Awareness.

TABLE OF CONTENT

DECLARATION

TITLE PAGE

ACKNOWLEDGEMENTS **ii**

ABSTRAK **iii**

ABSTRACT **iv**

TABLE OF CONTENT **v**

LIST OF TABLES **viii**

LIST OF FIGURES **ix**

LIST OF SYMBOLS **x**

LIST OF ABBREVIATIONS **xi**

LIST OF APPENDICES **xii**

CHAPTER 1 INTRODUCTION **1**

1.1 Introduction 1

1.2 Motivation 2

1.3 Problem Statement 3

1.4 Research Question 3

1.5 Objectives 3

1.6 Outline of Thesis 4

CHAPTER 2 LITERATURE REVIEW **5**

2.1 Sustainable Development and Sustainability in Action 5

2.2 Green Project Management (GPM) and other tools of sustainability 7

2.3 Risk Attitude 9

2.4 Consciousness and awareness of society towards sustainability 10

2.5 Fundamentals behind a Control Chart 11

2.6 Theoretical Framework and Scope of Study 12

2.7 Hypothesis 12

2.8 Gap Finding 12

2.9 Summary 13

CHAPTER 3 METHODOLOGY 15

3.1 Introduction 15

3.2 Flowchart of the research 15

3.3 Awareness survey of Malaysia citizen towards sustainability (Pilot Run) 16

3.4 Sustainability awareness survey focusing employees of manufacturing industry in Malaysia 17

3.5 Attitudinal parameter 18

3.6 Control chart 20

3.7 Correlation Coefficient 21

3.8 Summary 22

CHAPTER 4 RESULTS AND DISCUSSION 23

4.1 Introduction 23

4.2 General public awareness toward Sustainability 23

4.3 GPM P5 based on Malaysia's manufacturing industry 26

4.4 Resolution and attitudinal parameter 27

4.5 Control chart of Initial Data and Multiplier Data 29

4.6 Computing Correlation Coefficient 34

4.7 Summary 35

CHAPTER 5 CONCLUSION 36

5.1 Introduction 36

5.2 Conclusion 36

5.3 Suggestions for future work 37

REFERENCES **38**

APPENDICES **41**

LIST OF TABLES

Table 2.1	Sustainability tools	8
Table 3.1	Scale of “Weighing criteria”	18
Table 3.2	Proposed resolution sets based on attitudinal parameter	19
Table 3.3	Proposed resolution based on attitudinal parameter	20

LIST OF FIGURES

Figure 2.1	The United Nations' 17 Sustainable Development Goals	6
Figure 2.2	The Sustainability Concept of Triple-P	6
Figure 2.3	Spectrum of Risk Attitude	10
Figure 3.1	Flowchart of the Research	16
Figure 3.2	Risk-aversion (green) contrasted to risk-neutrality (blue) and risk loving (red)	19
Figure 4.1	General Public awareness towards Sustainability practices (People)	24
Figure 4.2	General Public awareness towards Sustainability practices (Profit)	25
Figure 4.3	General Public awareness towards Sustainability practices (Planet)	25
Figure 4.4	Initial Data based on GPM Survey for OM	26
Figure 4.5	Initial Data based on GPM Survey for EM	26
Figure 4.6	2nd Order Polynomial Equation from Resolution 1	28
Figure 4.7	2nd Order Polynomial Equation from Resolution 2	28
Figure 4.8	2nd Order Polynomial Equation from Resolution 3	29
Figure 4.9	Control Chart calculation for Inital Data	30
Figure 4.10	Control Chart for Inital Data	31
Figure 4.11	Control Chart calculation for Multiplier Data	32
Figure 4.12	Control Chart for Multiplier Data	32
Figure 4.13	Data within control chart limit	33
Figure 4.14	Data within control chart limit (OM)	34
Figure 4.15	Data within control chart limit (EM)	34

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