

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The basis of this study was conducted through literature reviews. The literature review offer perspectives of glass recycling and consumer's behavior towards recycling with applying reward concept. Further analysis of data collection is required in order to achieve the objectives as mentioned in Chapter 1 previously. A flowchart in Figure 3.1 depicts the methods for gathering data and information. The approaches used are entitled with:

- a) Get data collection from MPK (Ask about what kind of reward to be offered from MPK to their consumer)
- b) Follow up the result from MPK
- c) Run pilot test at KK5, UMP pecan
- d) Run questionnaire to Kuantan community about their behavior toward recycling with reward concept & identify the desire reward chosen.
- e) Analyze questionnaire using SPSS software
- f) Conclusion and recommendation

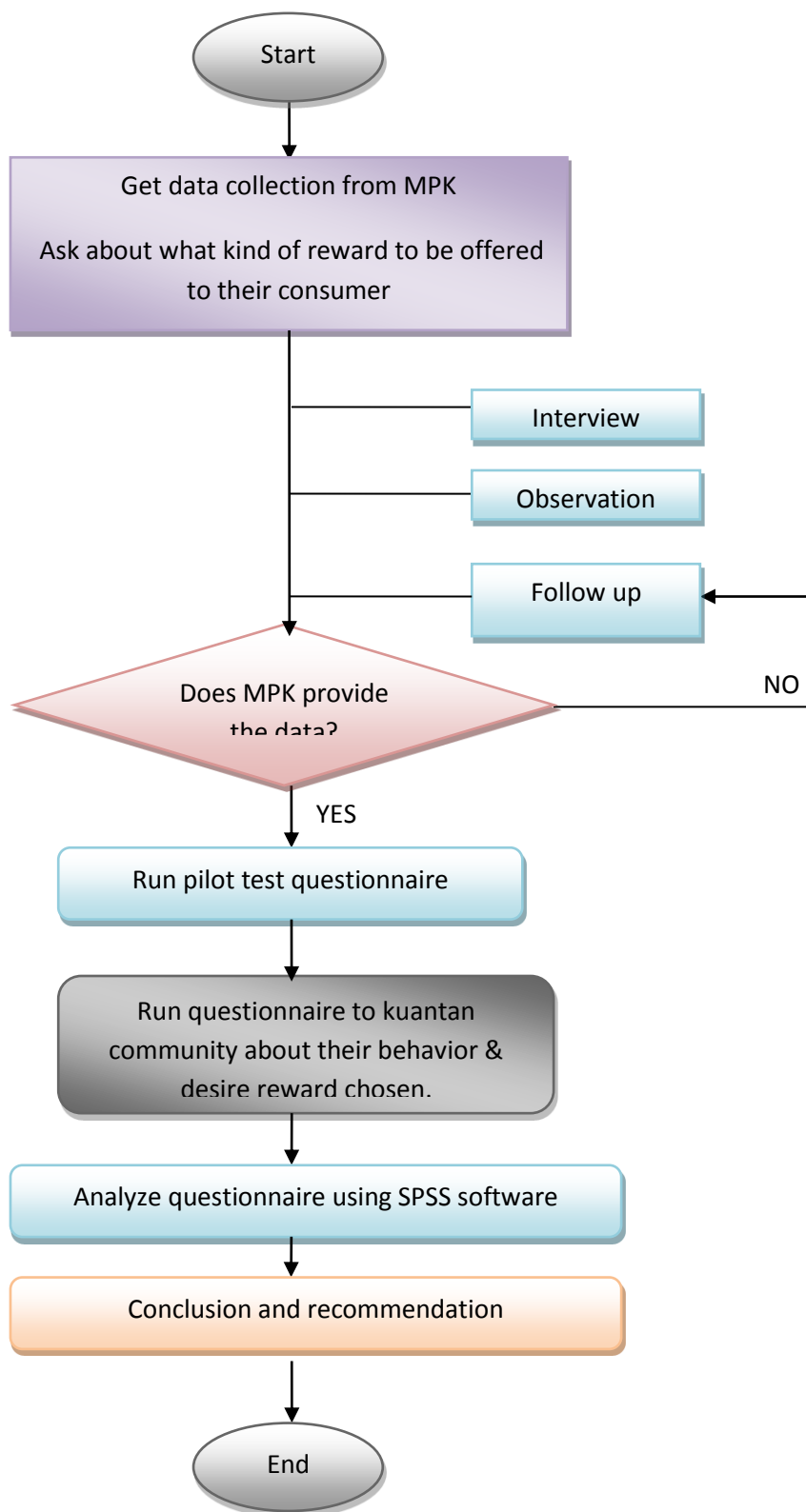


Figure 3.1: Flow Chart for methodology

3.2 LITERATURE REVIEW

Literature study is an initial move to acquire the primary vision with the purpose to identify problems and scope of the study. Literature review engages with reading process, discussion and observation which is completed before the data collection begins. The main area of study is reward mechanism concept of bottle glass recycling.

3.3 LOCATION BACKGROUND

Kuantan is the state capital of Pahang, the 3rd largest state in Malaysia. It is situated near the mouth of the Kuantan River and faces the South China Sea. If one measures the distance along the east coast of Peninsular Malaysia, it is located roughly halfway between Singapore and Kota Bharu. Kuantan is the 9th largest city in Malaysia. Kuantan's population is approximately 607,778. The population of Kuantan is composed of 57% Malay, 32% Chinese, 10% Indian and 1% other races. According to the [World Gazetteer], a calculation indicates that the annual population growth of Kuantan is the greatest among the East Coast of Peninsular Malaysia, which is 3.88 in general.

The surveys research is done in several different places of kuantan which in at kg. sungai Isap, kg. Kubang buaya, kg. Cenderawasih and bandar Indera Mahkota. Each location was selected as suggested from the representative of MPK glass center, Mr Mohd Nasir Bin Talib based on the composition of different race in every location. The majority population at Kg. Sg. Isap , kg Cenderawasih, and Taman Indera Mahkota are malay . Then , at Kg.Kubang Buaya majority is Chinese but the Indian was minority at each of location. The map of each sampling location was shown in Figure 3.2, Figure 3.3, Figure 3.4, Figure 3.5, and Figure 3.6.