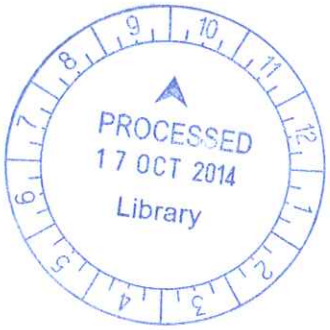
INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Factors Influencing Recycling Behavior among Generation Y Population:
A Study in Nilai, Malaysia



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ABSTRACT

With the development of city, the population in the cities also increases. Huge amount of garbage is generated daily in the city, causing great damage to the environment. In order to protect the environment better, to recovery and utilization of municipal waste is essential. But if there is no support and participation of the public, waste recycling is very difficult. As a developing country, Malaysia faces problems of waste generation. Management of municipal solid waste becomes a major environmental problem because of rapid population growth, inadequate expertise and infrastructure. In order to achieve sustainable waste management, recycling is one of the main key factors. Therefore, the objective of this study is to find out the factors influencing recycling behavior among Generation Y in Nilai, Malaysia. Generation Y are people who were born between 1977 and 1994. In this study, quantitative method will be used. 200 questionnaires will be distributed to the respondents in public areas. The respondents are individuals from Generation Y who lived or studied in Nilai, Malaysia. The data will be analyzed using SPSS software version 2.0; reliability testing and factor analysis would be used to determine the reliability and validity of the questions before analysis of the date.

Key words: Recycling behavior; Municipal solid waste; Generation Y

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perseverance to overcome all difficulties. I am so proud and happy to be their daughter and I hope they can be proud of me.

Thank you all.

Lin Jing

Date: 27/08/2014

DECLARATION

"I hereby declare that this research project is of my own effort except for those summaries and information of which the sources are clearly specified"

Lin Jing

Date: 27/08/2014

Lin Jing

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LIST OF ABBREVIATIONS

MSW: Municipal Solid Waste

Gen Y: Generation Y

SPSS: Statistical Package for Social Science

3R's: Reduce; Reuse; Recycle

TRA: Theory of Reasoned Action

TPB: Theory of Planned Behaviors

SN: Subjective Norm

PBC: Perceived Behavior Control

CARI: Convenience of Available Recycling Infrastructure

CR: Cost of Recycling

PMO: Perceived Moral Obligation

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CHAPTER 1: INTRODUCTION

1.1 Research Background

1.1.1 Recycling Development in the World

The rapid development of the world, growing prosperity and mounting urbanization of the population result in the generation of huge quantity of "municipal solid waste" (MSW) is increasing every year. According to Waste Management World (2012), the volume of MSW will double in 2025, from current 1.3 billion tons to 2.6 billion tons per year. Eco Friend News (2012) defines MSW as "a subset of the larger universe of waste and typically does not include waste collected outside of formal municipal programs". MSW includes paper, organic material, metals, plastic, glass, and so on. It is mainly from offices, homes and commercial institutions. The size of urban populations and the consumption lifestyles both influence the volume of MSW. Meanwhile, the income and urbanization levels also are factors that influence the kind of waste produced. For example, the rate of inorganic materials in the waste stream, such as paper, aluminum and plastics will be increased as people move to cities and become more prosperous.

In this world, nearly a quarter of waste is transformed into composting, recycling, or digestion. These options in waste management are environmentally better than incinerators and landfills. However, the development degree of recycling is different in different countries. In America, the recycled rate of MSW was lower than 12% in 1980, but it increased to 35% in 2010 (Eco Friend News, 2012). Similarly, the recycled rate of MSW also increased in other nations, particularly in industrial ones. The "circular economy" is a good criterion for MSW to

integrate into a materials management, including many laws to decrease using a few materials as well as to reuse or recycle most of the rest (EPA, 2010). Japan is a leader of circular economy in the world. The country has carried out a stable development of waste reduction policies since the early 1990s, and it has achieved remarkable success. According to Waste Management World (2012), resource productivity is expected to exceed double in 2015, compared with 1990 levels. Meanwhile, the recycled share is planned to almost more than twice at the same time. Besides, the usage of landfills to deal with the materials might be reduced to around a fifth of 1990 levels in 2015.

1.1.2 Recycling Development in Malaysia

The population of Malaysia is more than 30 million in 2014 (World Population Review, 2014) with a per capita GDP of USD6990 in 2013 (Trading Economics, 2014). According to Index Munidi (2013), Malaysia's urban population accounts for over 72% of the whole population. In the past 10 years, waste generation has increased by over 90% because of rural-urban migration, the rapid development of the cities, rising personal income and the change in consumption patterns (Peria, et.al, 2009). It is therefore important and timely to deal with the solid waste issue in a sustainable and effective manner.

Currently, the main waste disposal method is landfill in Malaysia which is also the world's most common waste disposal method. It is considered a main choice in the present and the near future, particularly for low and middle income countries. Landfill is an easy and inexpensive technique. But due to limitation, financial or technology, landfill usually lack environmental abatement measures. As a result, it causes a lot of pollution to the environment. In addition, even with the appropriate landfill abatement measures, it cannot guarantee that pollution

will be prevented. According to Waste Management Policy of Malaysia 10th Plan (2010), landfilling is a major waste disposal method which will account for about 65% of waste in 2020. By contrast, intermediate processing and recycling will account for only 15% and 20% of waste in 2020.

At present, Malaysia has more than 150 disposal sites but less than 10 are sanitary landfills. Beside those sanitary landfills, others are open dumps. Meanwhile nearly 85 percent of them have already piled up to the edge and they must be shut down in 2 years (Kian-Ghee, et al., 2012). The concept of 3R's includes "Reduce", "Reuse", "Recycle" makes sense as an environmental friendly and sustainable way. Recycling is a good method to resolving difficulties due to lack of sanitary landfill. In another aspect, composting is a widespread practice in other developing countries. In Malaysia, over 40% of domestic waste generated is organic waste that could be processed by composters to produce fertilizer. Besides, it can also decrease the amount of waste sent to the sanitary landfill (Ismail, 2013).

1.2 Problem Statement

During the period from 1996 to 2006, waste generated rapidly from 13,000 to 19,100 tonnes (Peria, et al., 2009). In 2008, the average amount of MSW generated was 0.6 to 0.9 kg/per/day in Malaysia. Meanwhile, the big cities showed a further increase of 1.7 kg/per/day (Manaf, et al., 2009). In 2011, the amount increased to 24,000 tonnes per day (Utusan Malaysia, 2011) and the quantities of municipal solid waste generated were estimated to rise to 31,000 tonnes in 2020 (Manaf, et al., 2009). Malaysia currently spends about RM860 million annually and this will double into approximately RM1.6 billion by 2020. Without drastic management measure, the actual amount will inevitably be more