

THE READINESS OF GREEN PACKAGING USAGE
AMONG BUSINESSES IN BUKIT KATIL, MELAKA

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This report submitted in fulfilment of the requirements for the Bachelor Degree of
Technopreneurship (BTEC)

Faculty of Technology Management and Technopreneurship (FPTT)

Universiti Teknikal Malaysia Melaka

DECEMBER 2019

DECLARATION

I acknowledge this is the result of my own work except the summaries and except that I have described each of the source

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DEDICATION

I would like to dedicate the appreciation for my beloved mother who is, Zarina binti Daud. I also want to dedicate to my beloved families and my friends. Other than that, I also want to dedicate to my supervisor.

ACKNOWLEDGEMENT

First of all, I am grateful to The Almighty God for establishing me to complete this research. Without His consent, I would never complete my final year project.

Secondly, I would like to express my appreciation to my mother, Zarina binti Daud, who supported me throughout my final year project. Without her support I will never get a motivation to finish my final year project.

Finally, appreciation also extended to my beloved families and friends who involved directly and indirectly to make my project successful. I would also like to express my sincere gratitude to my supervisor, Miss Atikah Saadah binti Selamat, who had guided me throughout my final year project. Thank you very much.

ABSTRACT

The pollution is one of the current problem occurs in Malaysia. Pollution is the introduction of pollutants into nature that causes bad change. The chemicals or energy forms such as noise, heat or light can lead to pollution. The aim of the study is to identify the readiness of green packaging usage among business in Melaka. In this, the indicators of readiness in green packaging usage or the independent variables consists of business readiness and attitude readiness. Firstly, the study will identify the indicators of readiness in green packaging usage among business in Melaka. Secondly, the researcher will investigate the relationship between green packaging usage and the environmental. Thirdly, the researcher will propose the solution for the readiness of green packaging usage in among business in Melaka. The research method used to conduct the study is by quantitative approach where sample of questionnaires distributed to the food business in Bukit Katil Melaka. In finding of this research, all the variables are significant and has influence on readiness of green packaging usage. Finally, researcher will suggest the solution for the readiness of green packaging usage.

Keywords: Business Readiness, Attitude Readiness, Green Packaging Usage, Food Business

ABSTRAK

Pencemaran adalah salah satu masalah yang berlaku di Malaysia. Pencemaran adalah pengenalan pencemaran kepada alam semula jadi yang menyebabkan perubahan buruk. Bentuk kimia atau tenaga seperti bunyi bising, haba atau cahaya boleh mengakibatkan pencemaran. Tujuan kajian ini adalah untuk mengenal pasti kesediaan penggunaan pembungkusan hijau di kalangan perniagaan di Melaka. Di dalam ini, penunjuk kesediaan dalam penggunaan bungkusan hijau atau pembolehubah bebas terdiri daripada kesediaan perniagaan dan kesediaan sikap. Pertama, kajian ini akan mengenal pasti penunjuk kesediaan penggunaan bungkusan hijau di kalangan perniagaan di Melaka. Kedua, penyelidik akan menyiasat hubungan antara penggunaan bungkusan hijau dan alam sekitar. Ketiga, penyelidik akan mencadangkan penyelesaian untuk kesediaan penggunaan bungkusan hijau di kalangan perniagaan di Melaka. Kaedah penyelidikan yang digunakan untuk menjalankan kajian ini adalah melalui pendekatan kuantitatif di mana sampel soal selidik diedarkan kepada perniagaan makanan Bukit Katil Melaka. Dalam penyelidikan ini, semua pembolehubah adalah penting dan mempunyai pengaruh terhadap kesediaan penggunaan bungkusan hijau. Akhirnya, penyelidik akan mencadangkan penyelesaian untuk kesediaan penggunaan bungkusan hijau.

Kata kunci: Kesediaan perniagaan, Kesediaan Sikap, Penggunaan Pembungkusan Hijau, Perniagaan Makanan

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LIST OF ABBREVIATIONS

IARC	International Cancer Research Agency
WHO	World Health Organization
IEER	Institute for Energy and Environmental Research
SPSS	Statistical Package Social Science

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CHAPTER 1

INTRODUCTION

The first chapter explains the background of the study on what the research is all about, the research question and research objective. On the other hands, it is also addressed the scope and limitation of the study as well as the significance of the study for everyone. The topic of the research is about the readiness of green packaging usage among business in Melaka. Basically, readiness is the preparedness and capability to do something and it also relate to the environment or situations within which an individual or institution has been prepared to develop a future task. The major scope of the research is to know the readiness of green packaging usage among the business. Moreover, the research also to examine the relationship between green packaging usage and the environmental. In this, the research will identify the indicators of readiness in green packaging usage among business in Melaka. The readiness indicates are business readiness and attitude readiness. Based on the results of the study, researcher will get information whether the green packaging usage are accepted or not among business in Melaka.

1.1 Background of the Study

Packaging plays an important thing at the food package supply chain. The main reasons to secure the product also enables effective management. Next, because of its important advertise purpose (Rundh,2009). One of the ways to protect the environment is by using the green packaging in daily life. The definition of green packaging or also known as sustainable packaging is consumed the materials and manufacturing methods for packaging of goods that have a low impact on energy use and the environment. Green packaging is by applying biodegradable and recyclable materials, and it is energy efficient. Green packaging also been made in an environmentally friendly way.

Furthermore, it is possible for manufacturers and consumers to remove pollutants and chemicals that destroy the water, soil, and atmosphere of the planet by using the green packaging. By making biodegradable packaging and recycling, it can help to achieved that goals. The characteristics that green packaging have is alternative energy sources such as biofuels, winds, and solar energy are used in the production and transport processes. It also has a lower packaging content. The materials that are uses in the green packaging such as bio-degradable plastics, plant-based plastics, recycled products, alternative energy sources and post-consumer recycled polyethylene bags made from recycled waste.

Other than that, there are four main types of green packaging solution such as renewable resource-based packaging which is it contains PLA (lactic acid) attain from starch. It is placed in an industrial composting facility within nine months and consists of 90 percent biodegradation. PLA ingredients comes from sugarcane, corn, potatoes and other statutory foods. Next is packaging with additives. Currently there are two types of additives in the packaging market which is OXO and BIO additives. The function this is added to make the packaging easy to degradable. Packaging optimization is also the solution of green packaging. it is knowns as packaging reduction, while maintaining product protection, is a key area where many companies have their focus. lastly, recycled materials. Recycling remains a staple process in the green packaging industry and a common concept for everyone.

Green packaging is very important for the human health and safety. The materials used in green packaging do not give poses to some health and safety risks but conventional packaging materials give the effect to the health. The exposure of Styrofoam can effect health problems for workers, such as skin and eye irritation, respiratory illness, headache, depression and kidney failure. The plastic used for storing beverages which is polyethylene terephthalate (PET) consists of antimony, toxic metalloid. the exposure of antimony can cause nausea, diarrhea and stomach ulcers. On the contrary, the exposure of potential toxic and hazardous chemicals can be minimum by using the green packaging. Packaging crates made from agricultural waste which is rice hull, corn fiber and straw are safer than Styrofoam crates. The unpainted natural paper offers reduced exposure to bleach, inks and dyes for the food packaging. Workers and consumers are healthy and secure equalization with greater profits, with job-related illnesses and injuries, and greater customer loyalty.

Green packaging is also important for the business continuity. The company needs raw materials to produce goods and services. The factories need clean water to operate and, in order to grow, the plant requires edible soils to be propagated. Given their intensive nature, conventional packaging materials are known to quickly drain natural resources. This decrease yields less raw material for future products and services. Since green packaging restores natural resources, it will increase the raw materials for future products and services, sustain the business and leading to better business continuity.

Green packaging also can utilize the recycled materials. Green packaging uses recyclable materials to reduce carbon footprint and use of company resources. Besides, employs sustainable business practice which is by using the great and clean technologies, the quality one of safety controls and the best practice of technologies to create a green packaging. Green packaging also gives the benefits to the manufacturer by motivate the continuous of the items, enlarge the consumers favouritism and allows production lower the operating budget.

1.2 Problem Statement

The pollution is one of the current problem occurs in Malaysia. Pollution is the introduction of pollutants into nature that causes bad change. The chemicals or energy forms such as noise, heat or light can lead to pollution. The components of pollution, which is pollutants can be foreign substances or pollutants that naturally occur. The classification of pollution is a point source or nonpoint source pollution. In 2015, pollution killed 9 million people in the world (Beil and Laura, 2017). The types of pollution that are usually classified by the environment are air pollution, water pollution, and land pollution. The certain types of pollutants such as solid waste pollution, noise pollution, light pollution, and plastic pollution become one of the concerned to the modern society. Pollution of all types usually effect the life of people also effect the nature and it surroundings.

The product that is useless and unwanted in solid state generated from activity and dumped by society is known as solid waste. The children rely to family for protection and continuous living while humans rely to nature in supporting it life. The nature contains all life creature on Earth, from the small microorganisms up to bigger one. There are three major environmental problems in Malaysia which is one of that is solid waste. It becomes main duty in environment capabilities to support their live in its dimensions. According to Global Environment Centre, presently, more than 23,000 tonnes of waste are produced daily in Malaysia but this amount is predicted to increase to 30,000 tonnes by 2020. The amount of waste generated continues to rise due to population growth and development. Furthermore, the waste that being recycled is less than 5%.

The waste management standards in Malaysia are still weak even though the waste generated are massive and sophisticated. This consist of extensive and poor unwanted documentation also its structure, unproductive depot and assembly machine, municipal waste disposal with toxic and hazardous waste and inefficient disposal sites. The river represents a living lease flowing through the earth. It is the only source of water. According to Global Environment Centre, in Malaysia, there are nearly 1800 rivers but badly, more than half of these rivers have been polluted and damage. Inappropriate solid waste management lead to the river pollution. Inappropriate solid

waste management also lead to climate change which is residual decomposition of methane and production of new products to reach the demand for emitting greenhouse gases and using natural resources. Rapid development, population growth and changes in the use patterns directly and indirectly result in massive waste generation, ranging from biodegradable to synthetic waste.

Furthermore, according to Unilever Malaysia 14% of plastic packaging used globally makes it way to recycling plants and 40% end up landfill. Plastic packaging waste represents 80 billion loses to the global economy every year. Besides, according to the National Solid Waste Management Department (2016) the statistic of plastic waste is 9% or RM 163 million.

Other than that, polystyrene is one of the solid waste that been used in our food packaging. Polystyrene packaging materials contain carcinogenic substances that can be harmful to health. According to a study, the International Cancer Research Agency (IARC) and the World Health Organization (WHO), describes styrene as a 2B group carcinogenic material that causes cancer to humans. The chemicals from the container will absorb into food and then into the human body. For general knowledge, styrene is a mutagen that can lead to genetic changes that potentially damage the reproductive system. This mutagen is very harmful to the environment but also humans. Exposure to styrene can lower the number of red blood cells and can cause a woman to experience menstrual disorders. Polystyrene contains tirene and benzene which can affect the environment where these harmful substances are 500 years to be destroyed naturally. Furthermore, the results of the study conducted by the Institute for Energy and Environmental Research (IEER) in 1992 show polystyrene made from HCFC -22 potentially threatens the environment 3 to 5 times higher than other waste materials.

1.3 Research Question

The finding of the research is to investigate whether green packaging usage have a relationship with the environmental or not. Moreover, the study is also to know the indicators of readiness in green packaging usage among the business. Based from the finding, the researcher will propose solution for the readiness of green packaging usage among the business. Some of the questions to be addressed in the research include the following:

RQ1: What is the indicators of readiness in green packaging usage among business in Melaka?

RQ2: What is the relationship between green packaging usage and environment?

RQ3: What is the solution for the green packaging usage among business in Melaka?

1.4 Research Objective

The general objective of the research outlined as below:

RO1: To identify the indicators of readiness in green packaging usage among business in Melaka.

RO2: To investigate the relationship between green packaging usage and environment.

RO3: To propose the solution for green packaging usage among business in Melaka.

1.5 Scope and Limitation of the Study

The scope of the study is to know the readiness of green packaging usage among business in Melaka. This research will be conducted in Melaka among the food business at Bukit Katil, Melaka. Moreover, the respondent of my research is the food seller at Bukit Katil, Melaka.

1.6 Significance of the Study

The finding of the research will be share to the food business at Bukit Katil Melaka where the research was conducted. In this, the research will help the food seller to know their own readiness to use green packaging usage in their business. The outcome of the readiness will valuable to the food seller to come out with the better benefits that will help to increase their readiness in using the green packaging in their business. Furthermore, it will also help to increase the awareness on the benefits of using green packaging in the business. This research also will be useful to the student who wish to do any research regarding the green packaging usage.