

THE EFFECT OF SOCIAL MARKETING IN BUILDING RECYCLING AWARENESS AT  
UTeM.

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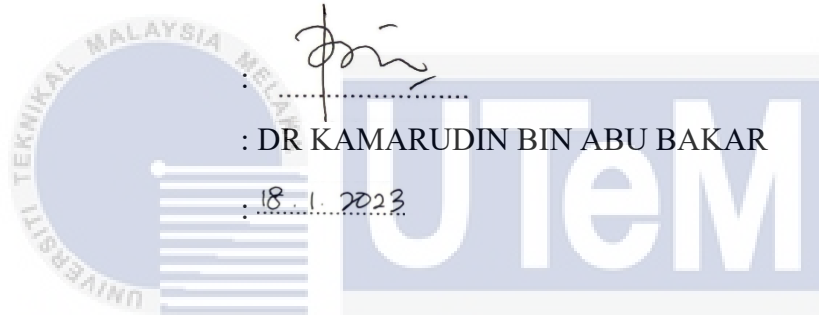
## SUPERVISOR'S AND PANEL APPROVAL

I hereby declare that I have read this thesis research and, in my opinion, this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technology Management and Technopreneurship with Honours

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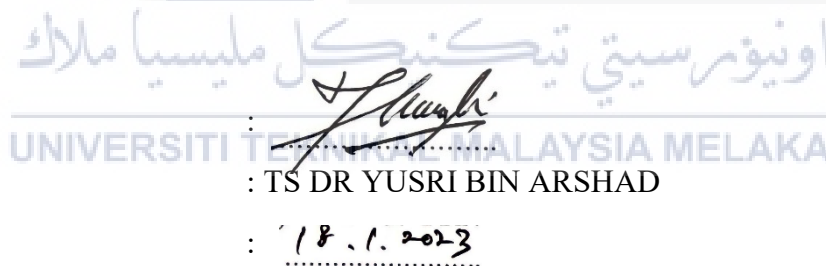
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# THE EFFECT OF SOCIAL MARKETING IN BUILDING RECYCLING AWARENESS AT UTeM

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The report is submitted in partial fulfillment of the requirements for the award Bachelor's  
Degree of Technology Management (High Technology Marketing)

Faculty of Technology Management and Technopreneuership University Technical Malaysia

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## DECLARATION

I declare that this research project title “The Effect of Social Marketing In Building Recycling Awareness at UTeM” is the result of my research except the cited in the references. The research project has not been for any degree and is not concurrently submitted in the candidature of any other degree.



## DEDICATION

I would like to dedicate the success of this research project especially to my parents which are my father Abdul Majid Bin Wahab and my mother Jumilah Binti Mohd Juar and also my family members. This report will be dedicated to them because I want to thank them for all the sacrifices that they made for me while I have been studying at this university and helped in terms of advice, finance, and encouragement support in the process to make this report. Next, I would like to express a lot of gratitude to my supervisor, Dr. Kamarudin Bin Abu Bakar, and my friends that give a lot of help while completing this Final Year Project.



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Besides that, I want to give a big thanks to my supervisor Dr. Kamarudin Bin Abu Bakar that gives a lot of guidance during this semester in session 2021/2022 on his knowledge expertise, suggestion, and useful comment while completing this research project.

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## ABSTRACT

Social Marketing of recycling introduces the concept of social marketing for local community recycling programs social marketing is a methodical approach to changing behavior that employs commercial marketing strategies. This research objective is to investigate level of environmental consciousness among UTeM students, best strategies for increasing waste management awareness and difficulties happen to recycling. This researcher uses primary data by distributing the questionnaire to the respondents and secondary data obtained from the internet articles and journals as a research method for this project. Consequently, a questionnaire-based survey was employed to gather information from 150 respondents among people who are currently in UTeM area including students, staff, visitor, and others. In this study, convenience sampling, a non-probability sampling method, was used to choose samples. In this study, the data analysed using Statistical Package form the Social Science version 28 (SPSS). From the finding and discussion, the researcher found that two variables from three variable were accepted which is consumer desire and strategy marketing effecting in building recycling awareness in UTeM. Meanwhile, individual intention behavior variable is not supported. The results of this study proved that two from three hypothesis was valid. The findings of this study revealed that all relevant constructs had shown significant relationship between social marketing in building recycling awareness in UTeM.

*Keywords: Social Marketing, Recycling, Behavior, Attitude change.*

## ABSTRAK

*Pemasaran Sosial kitar semula memperkenalkan konsep pemasaran sosial untuk program kitar semula komuniti tempatan pemasaran sosial ialah pendekatan berkaedah untuk mengubah tingkah laku yang menggunakan strategi pemasaran komersial. Objektif kajian ini adalah untuk menyiasat tahap kesedaran alam sekitar di kalangan pelajar UTeM, strategi terbaik untuk meningkatkan kesedaran pengurusan sisa dan kesukaran berlaku kepada kitar semula. Pengkaji ini menggunakan data primer dengan mengedarkan borang soal selidik kepada responden dan data sekunder yang diperolehi daripada artikel dan jurnal internet sebagai kaedah kajian bagi projek ini. Sehubungan itu, tinjauan berasaskan soal selidik telah digunakan untuk mengumpul maklumat daripada 150 responden dalam kalangan penduduk yang kini berada di kawasan UTeM termasuk pelajar, kakitangan, pelawat dan lain-lain. Dalam kajian ini, persampelan kemudahan, kaedah persampelan bukan kebarangkalian, digunakan untuk memilih sampel. Dalam kajian ini, data dianalisis menggunakan Pakej Statistik borang Sains Sosial versi 28 (SPSS). Daripada dapatan dan perbincangan, pengkaji mendapati dua pembolehubah daripada tiga pembolehubah telah diterima iaitu keinginan pengguna dan kesan strategi pemasaran dalam membina kesedaran kitar semula di UTeM. Sementara itu, pembolehubah tingkah laku niat individu tidak disokong. Hasil kajian ini membuktikan bahawa dua daripada tiga hipotesis adalah sah. Dapatan kajian ini mendedahkan bahawa semua konstruk yang berkaitan telah menunjukkan hubungan yang signifikan antara pemasaran sosial dalam membina kesedaran kitar semula di UTeM.*

*Kata kunci: Pemasaran Sosial, Kitar Semula, Kelakuan, Perubahan sikap.*



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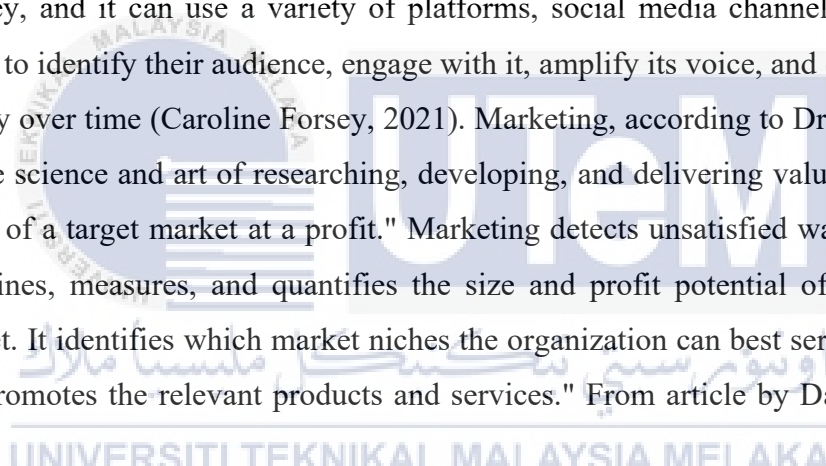
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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of study

Marketing research is the function that connects the marketer to the consumer, customer, and public via information used to identify and define marketing opportunities and problems, generate, refine, and evaluate marketing actions, monitor marketing performance, and improve understanding of marketing as a process. (2017 approval) (American Marketing Association, 2022). Product development, market research, product distribution, sales strategy, public relations, and customer service are all part of marketing. Marketing is required at all stages of a company's selling journey, and it can use a variety of platforms, social media channels, and internal teams to identify their audience, engage with it, amplify its voice, and establish brand loyalty over time (Caroline Forsey, 2021). Marketing, according to Dr. Philip Kotler, is "the science and art of researching, developing, and delivering value to satisfy the wants of a target market at a profit." Marketing detects unsatisfied wants and needs. It defines, measures, and quantifies the size and profit potential of the identified market. It identifies which market niches the organization can best serve and designs and promotes the relevant products and services." From article by Darren Woolley, 2016. 

Today's marketing is finally centered on the client. That was made possible by social media. Markets are once again a topic of discussion. Knowing the market, creating the correct product, building desire for that thing, and letting the proper people know you have it are all part of marketing dialogue by Sally Falkow – APR, PRESSfeed from article by Darren Woolley, 2016. Organizations use and implement five marketing concepts. These are as follows: (1) production concept, (2) product concept, (3) selling concept, (4) marketing concept, and (5) social marketing concept. Companies may adopt the concept of societal marketing if it does not result in a competitive disadvantage or a loss of company earnings. It is because the primary purpose of any modern firm is to keep its consumers happy while making a profit by serving and gratifying them. (iEduNote, 2022)

Based on this research social marketing is used from one of marketing concept to spread awareness about recycling. Social marketing forces you to consider who you want to influence and how to persuade them most successfully. As a result, it is effective. If innovative, thorough marketing has helped several organizations make millions of dollars, there is no reason why well-managed social marketing initiatives couldn't be even more powerful in altering people's behavior (iEduNote, 2022).

## **1.2 Social marketing**

The early 1970s saw the academic beginnings of social marketing. However, in recent decades, there has been a significant increase in the use of marketing principles and new ways to bring about social change (Andreasen, 2002; Kotler & Zaltman, 1971) (Ahmad Bhat, Darzi, Hakim, 2019). Social marketing entails the application of various marketing principles, processes, strategies, behavioral theories, models, and so on to induce behavioral change in society in response to social challenges (Dann, 2010). However, some researchers believe that social marketing includes both traditional downstream approaches, such as efforts to encourage change in people who have already adopted unhealthy habits, and upstream approaches, which are more focused on preventing the development of unhealthy habits among people (Andreasen, 2006; Lazer & Kelley, 1973) (Ahmad Bhat, Darzi, Hakim, 2019).

The ultimate goal of social marketing is social good or making the world a better place for everyone (Andreasen, 2006; Kotler & Lee, 2008), through preventive measures for social issues such as health care, alcoholism, and tobacco consumption, encouraging safe driving, alleviating poverty, and so on. Social good can be broadly classified into two dimensions with distinct drivers, namely the reduction of ill-being and the growth in well-being. These two factors can motivate researchers and practitioners to develop new tools and tactics for successful social marketing initiatives (Carvalho & Mazzon, 2015) (Ahmad Bhat, Darzi, Hakim, 2019).

As a result, social marketing is concerned with the use of marketing knowledge, concepts, and practices to better social and economic outcomes. It is also concerned with the social implications of marketing policies, decisions, and operations (Dibb & Carrigan, 2013; Hastings & Saren, 2003; Lazer & Kelley, 1973). Thus, social marketing solutions assist individuals in shifting from unhealthy to

healthy behavior (Ahmad Bhat, Darzi, Hakim, 2019). This research study is to see the effectiveness of social marketing use in spreading awareness and change consumer behavior towards recycling. The important in this study is to investigate the function of social marketing in recycling promotion towards young adult in UTeM.

### 1.3 Recycling

Recycling is the collection and processing of items that would otherwise be discarded as waste in order to create new products. Recycling may help your community as well as the environment definition from United States Environmental Protection Agency, 2021. However, recycling is more than just a matter of ethical consumerism or a means for addressing some of the environmental issues we face; it is also a global economic tool. Recycling enables for far more efficient consumption data, allowing for lower spending and improved economic results (Picvisa 2018).

Recycling is excellent for the environment since we are reusing old and trash things that are no longer useful and putting them back into new products. You can be relieved to get rid of your garbage if you throw it away. Then throw them away; you'll never see them again. Regrettably, this may not be the end. Things we have to throw away usually end up underneath in a furnace to be burned or ruined in landfills. Discharges can be highly polluting. You are terrible, they smell, they have place, which could be used to better things, and they mostly create soil pollution and toxic water to kill fish in our rivers and seas (Chris,2016). All generations must participate in this recycling relationship because everyone throws trash, even if it is a tissue. Recycling knowledge among university students is critical for reducing the use of natural resources on our planet. This research is to spread awareness about recycling among student and staff in UTeM.

Students typically utilize paper, plastic, bottles, and cartons (Winter, 2015). All of this stuff is recyclable, and the student should place it in the recycling bin. Unfortunately, the level of awareness among UTeM students and staff is still unknown; there is no empirical evidence that the level of awareness among UTeM students and staff toward recycling is enough. As a result, the purpose of this research is to discover how social marketing can help to raise recycling

awareness among UTeM students and faculty, as well as to identify how they manage their garbage in their daily lives.

#### **1.4 Problem statement**

Past researcher (Debrah, Vidal and Pimenta, 2020) stated in their paper study the implementation of recycling awareness in institutions in poor countries faces numerous key challenges. Among these challenges are a lack of resources, a lack of qualified administrators or trained teachers, logistics, and a lack of students' commitment, interest, and sustainability awareness. Time and money are both affected by a lack of resources. Schools and institutions in developing countries lack the resources to support significant and long-term interventions. This is because most developing countries' institutions and governments do not prioritize sustainability activities. As a result, schools lack the necessary money for effective practice.

Thus, the most effective way of social marketing to spread awareness about recycling is by doing campaign. A social marketing campaign is an incorporated marketing campaign with the primary goal of changing individual behavior. However, the success of any campaign may be questioned if the right behavioral component of an individual is not targeted (Junainah, Noramaliza, Vincent and Hasliza Hassan, 2017).

Next, problem statement is lack of environmental awareness about environmental problems such as urbanization, industrialization, deforestation, climate change, and biodiversity loss is harmful because it impedes policymakers' efforts to combat environmental stress (Keles, 2012). Quality of life has always been linked to environmental concerns. As a result, as environmental stress has worsened over time, people's quality of life has steadily declined (Debrah, J.K.; Vidal, D.G. Dinis, 2021).

This study is aimed into the recycling habits of students and faculty at UTeM, concentrating on their knowledge, attitude, and behavior (practice) in order to achieve a sustainable campus environment.

## 1.5 Research question

- 1.5.1 What is the level of environmental consciousness among UTeM students?
- 1.5.2 What are the best strategies for increasing best strategies for recycling awareness and attitudes in higher education institutions?
- 1.5.3 What are the difficulties in spreading social marketing of recycling awareness at UTeM?

## 1.6 Research objectives

- 1.6.1 To identify the level of environmental consciousness among UTeM students.
- 1.6.2 To analyze what are the best strategies for increasing recycling awareness and attitudes in higher education institutions.
- 1.6.3 To analyze the difficulties in spreading social marketing of recycling awareness at UTeM.

## 1.7 Scope of research

The study includes a few limitations that may have an impact on its findings, either directly or indirectly. The scope of a study describes the amount to which the research area will be studied in the work and indicates the parameters that will be operating within the study.

Firstly, data collection will be focusing on individual who are in UTeM Melaka area. Either student or staff, they all are included in this research. It is because all of them are mostly related and using dustbin in UTeM.

Secondly, this research study field area is only focusing in UTeM Melaka. Which is all the survey or interview will be held only in UTeM Melaka area only. Perhaps further research might be conducted in different parts of the state to better represent the findings. Because of these problems, the study may have difficulty ensuring a smooth research procedure, which may impact the timetable.



## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Literature Review

This research study is about to identify the effectiveness of social marketing such as promoting using social platform, recycling campaign and many more in building recycling awareness in UTeM. Many of us are less aware about the important on recycling nowadays. Johnny Wood, 2021 in his report for world economic forum said, not knowing how to participate in recycling programs was a major hurdle in regions such as the Middle East and North Africa, Sub-Saharan Africa, and Latin America and the Caribbean. By providing convincing reasons for an audience to modify their behavior, social marketing "sells" a behavior that benefits society.

Social marketing is a type of marketing that promotes social issues or topics of broad interest. To persuade customers, social marketing will heavily rely on their social ideals. (Pierre-Nicholas, 2021). Social marketing evolved from commercial marketing as an academic subject, practice, and social and public policy instrument aimed at achieving public goals through the implementation of consumer-driven behaviour modification interventions (Dann, 2010; Wiebe, 1951). (Peattie et al., 2012). A social marketing campaign is a type of integrated marketing effort that aims to affect individual behaviour. This study is to aim of changing individual behavior towards recycling. Recycling has taken precedence in modern waste management in recent decades, as it is one of the three components of the waste hierarchy "Reduce, Reuse, Recycle." Essentially, recycling is a sustainable process that decreases waste by converting recyclable materials into new goods based on their nature (Muheeb Awawdeh 2020). This research purpose is to strongly approve that social marketing could help on spread awareness about recycling among young adult in UTeM.

## 2.1 Introduction

To get an understanding of the operation, a review of the related literature was done to identify on how this social marketing effectiveness related to build recycling awareness in UTeM. This study also to identify how this social marketing related to building recycling awareness in UTeM. The first step in social marketing is knowing the target demographic and then designing a campaign tailored for them (Mike, 2017), the goal of this social marketing is to influence or preserve people's behavior. Social media marketing and social marketing are not the same thing. This is the most typical source of misunderstanding. Many individuals mistake social marketing for social media marketing, which is marketing on social networks such as Facebook, Twitter, Instagram, and YouTube. Social media is occasionally used to spread and build excitement about social marketing activities. However, most social media marketing is focused on promoting a product or service rather than generating awareness of a cause. Wendy's viral tweets and the Instagram influencer's support of Fashion Nova are not social marketing they are incredibly self-serving (Jessica Huhn, 2021).

A social marketing campaign is an organized marketing campaign with the primary goal of changing individual behavior. However, the success of any campaign may be questioned if the correct behavioral component of an individual is not targeted (Junainah, Vincent 2016). This research study is related to change behavioral in UTeM towards recycling awareness through social marketing. Residents' roles and involvement are critical in the field of recycling and source separation since citizens are the owners of the city and play a critical role in improving the hygiene and health of the urban environment as well as implementing plans and programs. Furthermore, genuine citizen participation necessitates enough information and awareness, as well as a favorable attitude toward the topic (Lederer, Ongatai, 2015), (Heydari, Mahnaz, Mahdi, Leila 2021).

## 2.2 Individual Intention Behavior

The individual intention behavior is referring to TPB (Ajzen, 1991) has been widely used to explain a wide range of human behaviors, including selfless behaviors such as pro-environmental (De Leeuw et al., 2015) and recycling behavior (Ajzen, 2011). (Liao et al., 2018; Park and Ha, 2014) (Metahan, 2018). TPB's framework puts a focus on behavioral intention. It has been demonstrated to be the primary determinant of actual behavior, with three determinants proposed (Ajzen, 1991): (i) attitudes toward the behavior (the favorable or unfavorable analysis of performing the behavior), (ii) attitudes (the perceived social pressure), and (iii) perceived behavioral control (the perceived ease or difficulty of performing the behavior). The perceived behavioral control, according to TPB, has a direct effect on actual behavior (Metahan, 2018). Perceived behavioral control, in conjunction with behavioral intention, can be used directly to predict behavioral achievement, according to the theory of planned behavior.

Ajzen's (1985) theory of planned behavior (TPB) proposes that an individual's personal decision to engage in a specific actions, such as gambling, or stop gambling, can be predicated by their engagement in that behavior (Elisabeth, 2021). Figure 1 illustrates the TPB framework (Elisabeth, 2021).

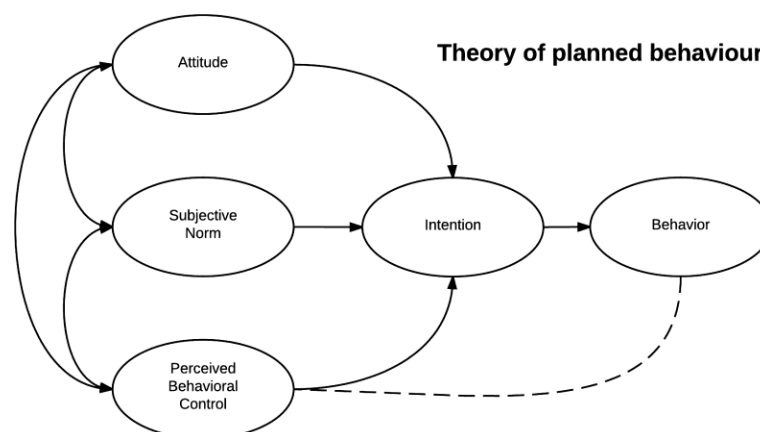


Figure 1 describes the theory of planned behavior. Ajzen is the source (1991) from article (Metahan, 2018)

## **2.3 The Marketing Strategy**

Arindra Mishra, 2020 in wrote in Management Weekly, the four Ps of social marketing differ from the traditional ones. This means that the marketing strategy mix's pillars are very different. We no longer have a strong incentive to sell the products. This social marketing concerned with serving society. Other's marketing is aiming to gain sales and profit but for social marketing we aim to influence and change the normal attitude or behavior. This study is focusing to see the effectiveness of social marketing to change the behavior towards recycling. These factors determine the four Ps of the marketing mix (product, price, place, and promotion) when designing social marketing campaigns.

### **2.3.1 Product**

In social marketing, the "product" is the desired behavior and the resulting social benefit. For example, an anti-drug campaign's product is improved public health. Present the product as the most effective solution to a real-world problem. Problems can be approached logically or emotionally. To demonstrate the scope of the problem, an anti-smoking advertisement could use annual cigarette deaths. To create an emotional connection, they could have a spokesperson discuss the loss of a loved one (Wizard of Sales, 2021). For this case study recycling is the product that need to be promoted to make sure the awareness can change recycling behavior among student and staff in UTeM.

### **2.3.2 Price**

In social marketing, the value is what it will charge the consumer to obtain the social benefit. It is critical to ensure that the benefits outweigh the costs in order to sell the behavior. This can include exaggerating the perceived benefits or lowering the price. In any social marketing campaign, keeping the price as low as possible is critical to maximizing behavior adoption (Wizard of Sales, 2021). In the context of this research study costs can be monetary (fees for participation in recycling collection programs) or nonmonetary (time and effort spent sorting and storing collected items for curb-side pickup or delivery to a drop-off location).

### **2.3.3 Place**

The consumer's location is where he or she performs or thinks about the promoted action. Making these locations easily accessible to consumers increases the likelihood of their participation (Wizard of Sales, 2021). The location is where the recycling potential exists. This could be the curb for curb-side collection, a drop-off site, a special collection point, or a retail store that sells recyclable materials.

### **2.3.4 Promotion**

To draw attention to social marketing efforts, reach out to audiences through promotion. It involves various public relations and advertising channels used to spread messaging. This can include social media ads, press releases to media outlets, special events, or television commercials (Wizard of Sales, 2021). Once target audiences for a promotional campaign have been identified, different components of the campaign (print materials, educational strategies, media campaign) can be created based on what appeals to the target audiences.

## **2.4 Consumer Desire**

Consumer desire related to AIDA Model. The AIDA model is one of social marketing related framework for persuasive communication. It goes through four stages: awareness, interest, desire, and action. It is a model of effect hierarchy that adheres to the CAB process. It begins by developing awareness (Cognition), then desire (Affect), and finally action (Action) (Behavior) this definition is from World of Work Project, 2021 website.

### **2.4.1 Awareness**

The first stage of this model is concerned with raising awareness. At this stage, the purpose is to make as many people awareness of the fact, good, or brand as possible (World of Work Project, 2021). This concept can be used to start spreading awareness about recycle by the product is widely advertised.

### **2.4.2 Interest**

A smaller subset of those who have been brought to the attention of the commodity will become interested in it. Something about it, or the message associated with it, appeals to them. Suspects are interested in the product, good, or service. They become interested in learning more about the product after becoming aware of it. They want to learn about its specifics and how it might fit into their lives (World of Work Project, 2021). After they aware of the benefit recycling at awareness stage it will attract them to build interest in the method of recycling.

### **2.4.3 Desire**

People have had their motivation to own a product in this manner, and a marketer has managed to create the consumer's needs. Nonetheless, some customers will be hesitant because they are unsure whether the product or service will deliver the desired results as promised (Hadiyati, 2016). Prospects have a strong desire to acquire the product, good, or service at this point. They may still face some challenges in their decision-making process (World of Work Project, 2021). After the phase interest they will be desire to recycling more than before after knowing a lot of the good side of recycling.

### **2.4.4 Action**

The final phase is action. Acting is the next step in purchasing and using the chosen product or service. At this point, marketers must concentrate on convincing the consumer to complete the entire cognitive process with an actual acquisition, with the concrete action of purchasing and using the product or service (Ghirvu, 2013) (Saideh Khalilian, 2018). Then, in action phase is finally when they decide to take action in recycling.

## 2.5 Recycling Awareness

Keeping this basic principle in mind, four different individual perspectives must be considered: Barriers, Benefits, Competition, and Influential others (Migel, 2012)

### 2.5.1 Campaign

The first point of view is obstacles, which refers to the expenses that an individual views as being associated with needing to adopt a positive behaviour. This includes their reservations about their ability to change (Lee & Kotler, 2011). If this is applied to the emphasis of researcher campaign, recycling, the lack of dedicated recycling containers at the university may be one of the potential barriers that an informed staff and student at UTeM with a high positivistic view of the issue may perceive. This particular barrier would force the person to look for special containers outside of the campus, which would be inconvenient for them. Other potential roadblocks within this goal could include the time commitment required for recycling and the effort required to remember to separate recyclables each time.

### 2.5.2 Knowledge sharing

The target perception of the good consequences that changing behaviour will bring is included in the second perspective benefit. In other words, it relates to the desired behavior's target incentives (Lee & Kotler, 2011). One of the benefits researcher target audiences perceives from researcher recycling campaign is the sense of accomplishment that comes from knowing that they are contributing to reducing the growing amount of waste created in their own country. As a result, people will feel as if they are making a positive contribution to the environment. Adopting recycling practices and encouraging others to do so could also help individuals feel good about being the ones who cared about involvement the university in such an important topic if these positive sentiments are linked to the intended role within the university.

### **2.5.3 Training**

The third perspective competition focuses to the target audience's present unfavourable conduct. This covers the reasons why the person isn't acting in the way you want them to (Lee & Kotler, 2011). The competitive behaviour in this situation would not be recycling, which could be done not just by them but also by their friends and colleagues. This could be one of the reasons they haven't taken any steps to modify their ways yet. Another factor could be that they are unaware of how much rubbish in the university generates each year, how low the recycling rate is, and how this has significant environmental consequences.

### **2.5.4 Influential Other**

The final point to examine is this: Influential others considers who the target audience listens to the most, how engaged they are in the desired behaviour, and the type of remarks they make about the issue they discuss with them (Lee & Kotler, 2011). Students at UTeM University who support recycling but do not recycle may hang out with non-recyclers who will point out the absence of recycling bins and the indifference to go outside and find ones. However, as indicated earlier in the segmentation process, if these individuals are members of the student committee and participate in numerous university events, their level of influence is strong, and they may be able to persuade their peers to assist reduce total waste by adopting recycling.

After understanding the target audience's feelings about the behaviour change, decisions about the product, pricing, location, and advertising must be made in order to impact the target and encourage it to adopt the desired behaviour. The usage of these technologies aids in cost reduction and provides a compelling cause for the target to change behaviour (Lee & Kotler, 2011). To stimulate the adoption of a new behaviour, social marketing initiatives are created. As a result, not only should goods and services be examined, but also the key benefit that the target audience expects to receive in exchange for adopting the behaviour. This is the primary product, according to Lee and Kotler (Lee & Kotler, 2011).