

A STUDY ON FACTORS WHICH INFLUENCE THE LEVEL OF ENVIRONMENTAL AWARENESS AMONG MALAYSIAN ELECTRICAL AND ELECTRONIC INDUSTRY TOWARDS IMPLEMENTING ENVIRONMENTAL MANAGEMENT SYSTEM

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ABSTRACT

The objective of this study is to determine the measures that can be introduced by electronic and electrical companies to increase environmental awareness and interest and to identify obstacles faced by the m in implementation of environmental management system so that eventually environmental degradation can be controlled. In order to do it, the companies' perceptions on environmental issues were assessed and the environmental protection measures taken by them are measured and evaluated.

Survey questionnaire was administered to a randomly selected of 80 electronic and electrical companies located in Penang, Malaysia. In total, 32 responses were received. Statistical Package for Social Science (SPSS) was used and frequent distribution, percentage total and cross tabulations were used to analyze the responses.

The survey revealed that although electronic and electrical industry in Malaysia are fully aware of the impact of pollution on the environment, present measures taken by them to protect the environmental are still far from the desirable level. The research also discovered the electronic and electrical companies do not fully understand the guiding principles of sustainable development and the concept of externalities and internalization where environmental costs should be passed on to the consumers. The level of ISO14000 implementation among hem is also low even though they acknowledged that great values such as gaining wider market and higher customer acceptance, improving relationship between employee and employer and increasing production efficiency can be derived from it. N environmental law enforcement they expressed that the current regulations are still inadequate to protect the environment effectively. Although electronic and electrical companies are faced with these problems, long established companies are able to handle the issues better due to their well-established environmental management system based on self-compliance audit. The survey also revealed that in order to improve the environment, all of the managers stated that companies should participate more in training programs related to ISO14000 environmental management and make a commitment to allocate sufficient resource of the protection of the environment.