



ATW 202 – Business Research Method

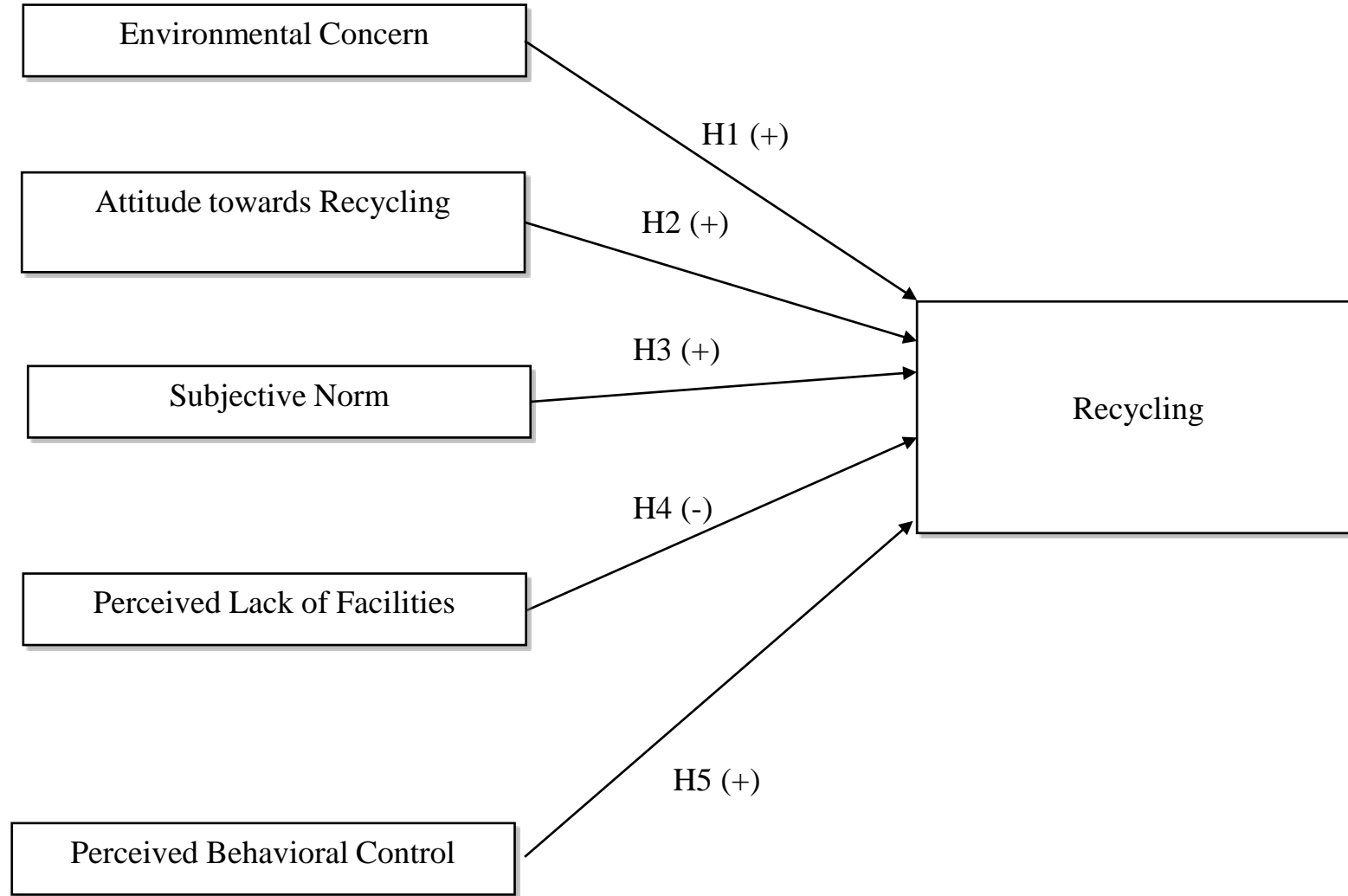
Project Titles

T. Ramayah

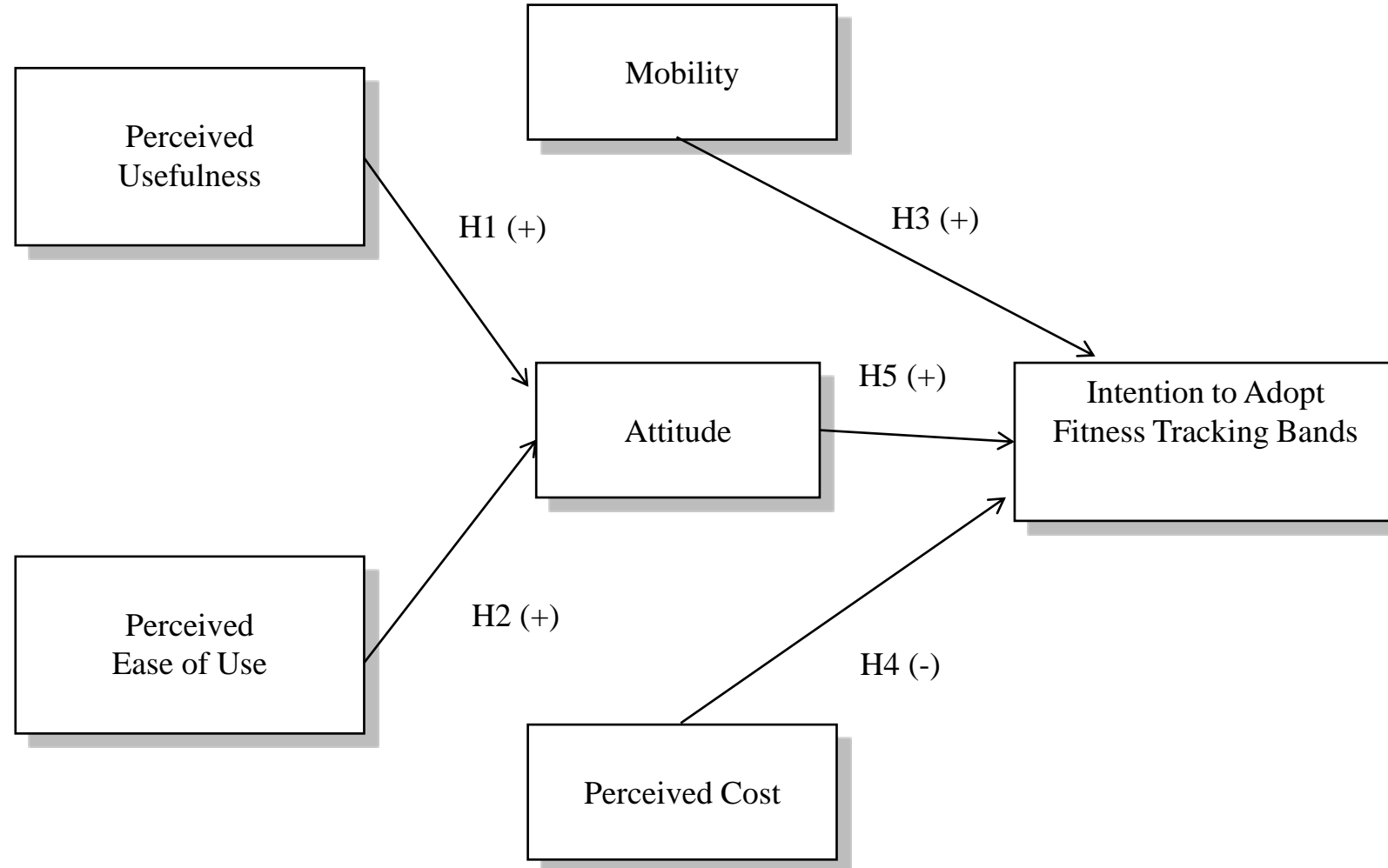
School of Management, Universiti Sains Malaysia

ramayah@usm.my, <http://www.ramayah.com>

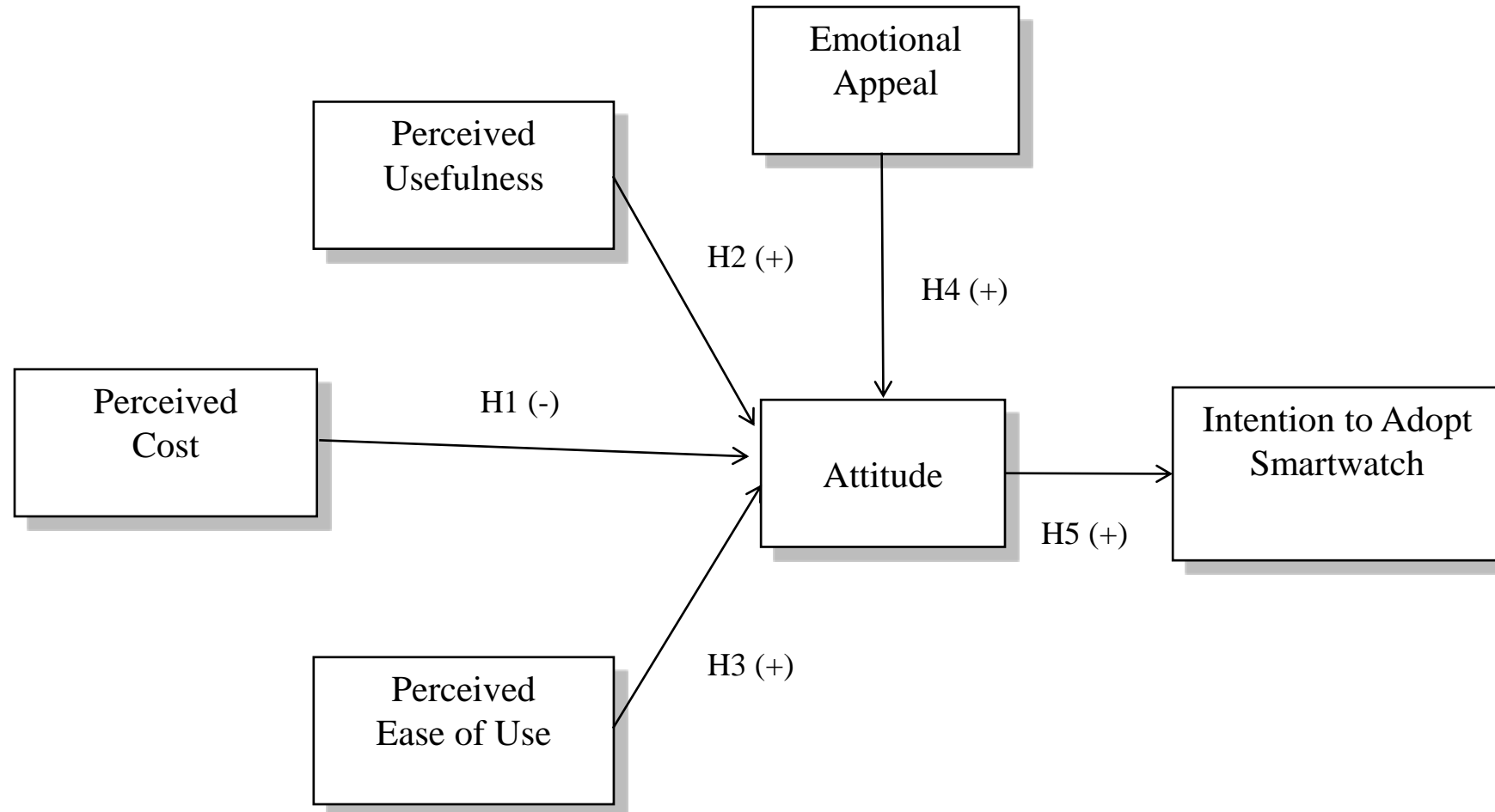
Topic 1 – Recycling



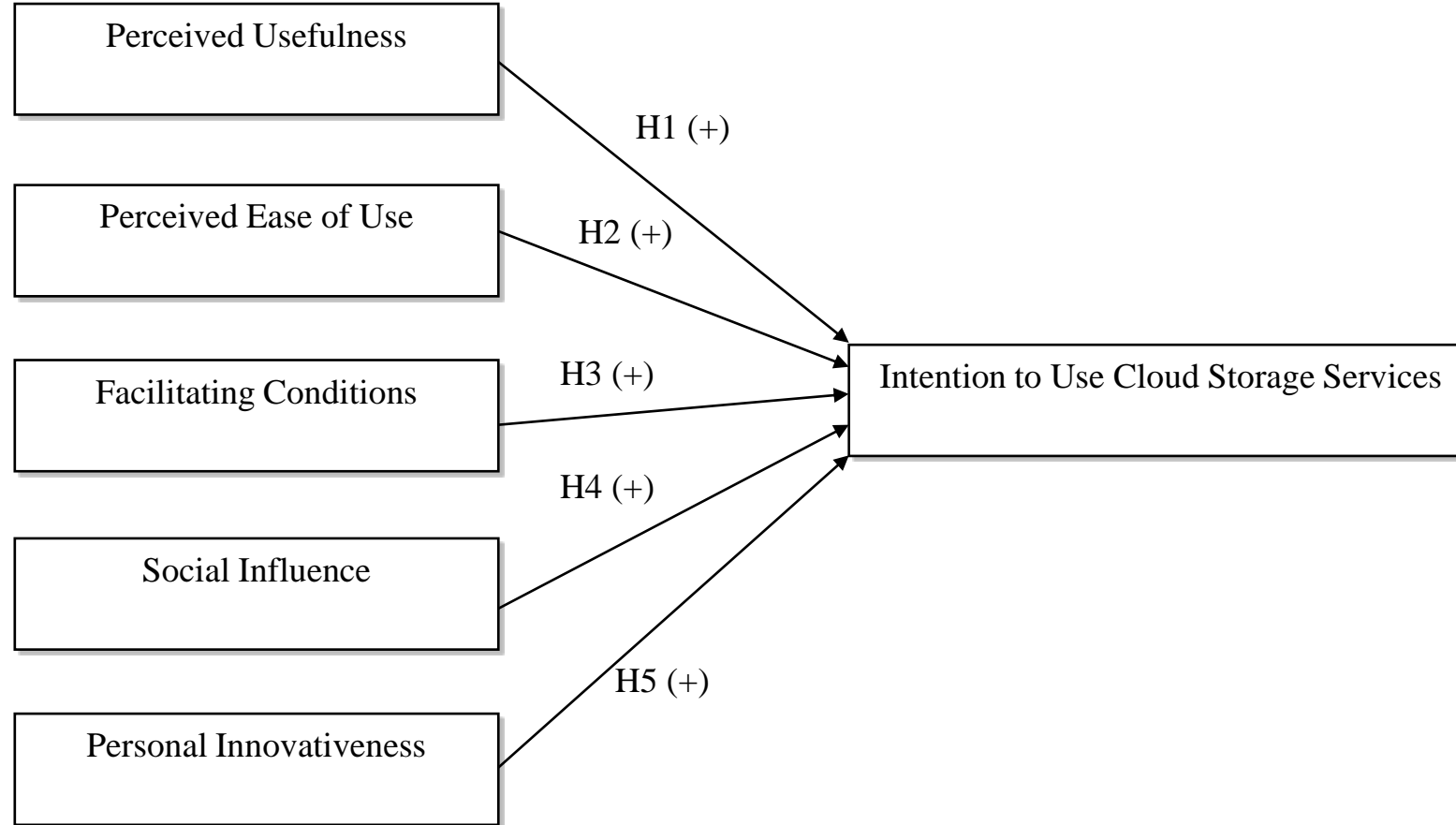
Topic 2 – Fitness Tracking Band



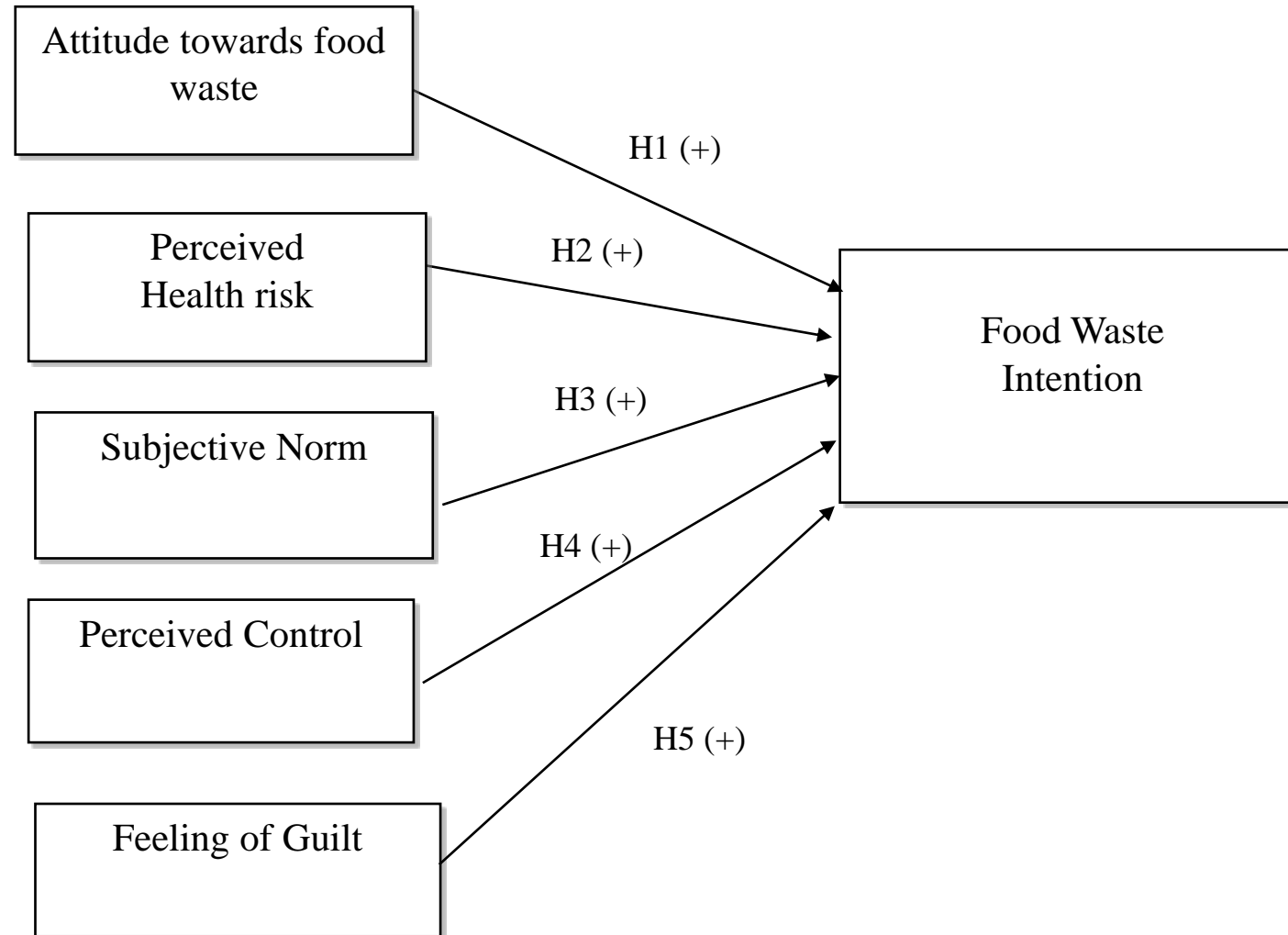
Topic 3 – Smartwatch Adoption



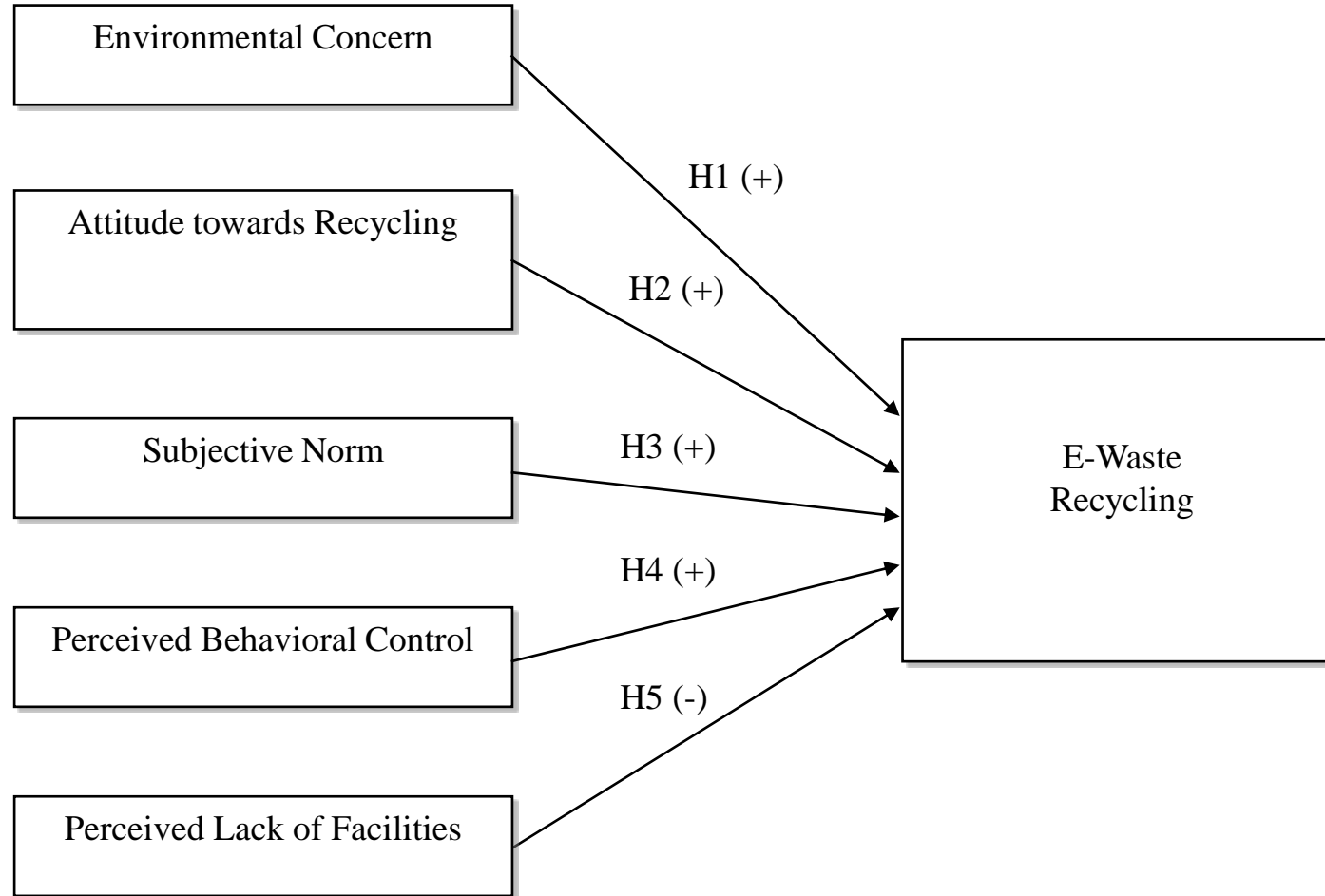
Topic 4 – Cloud Storage Usage



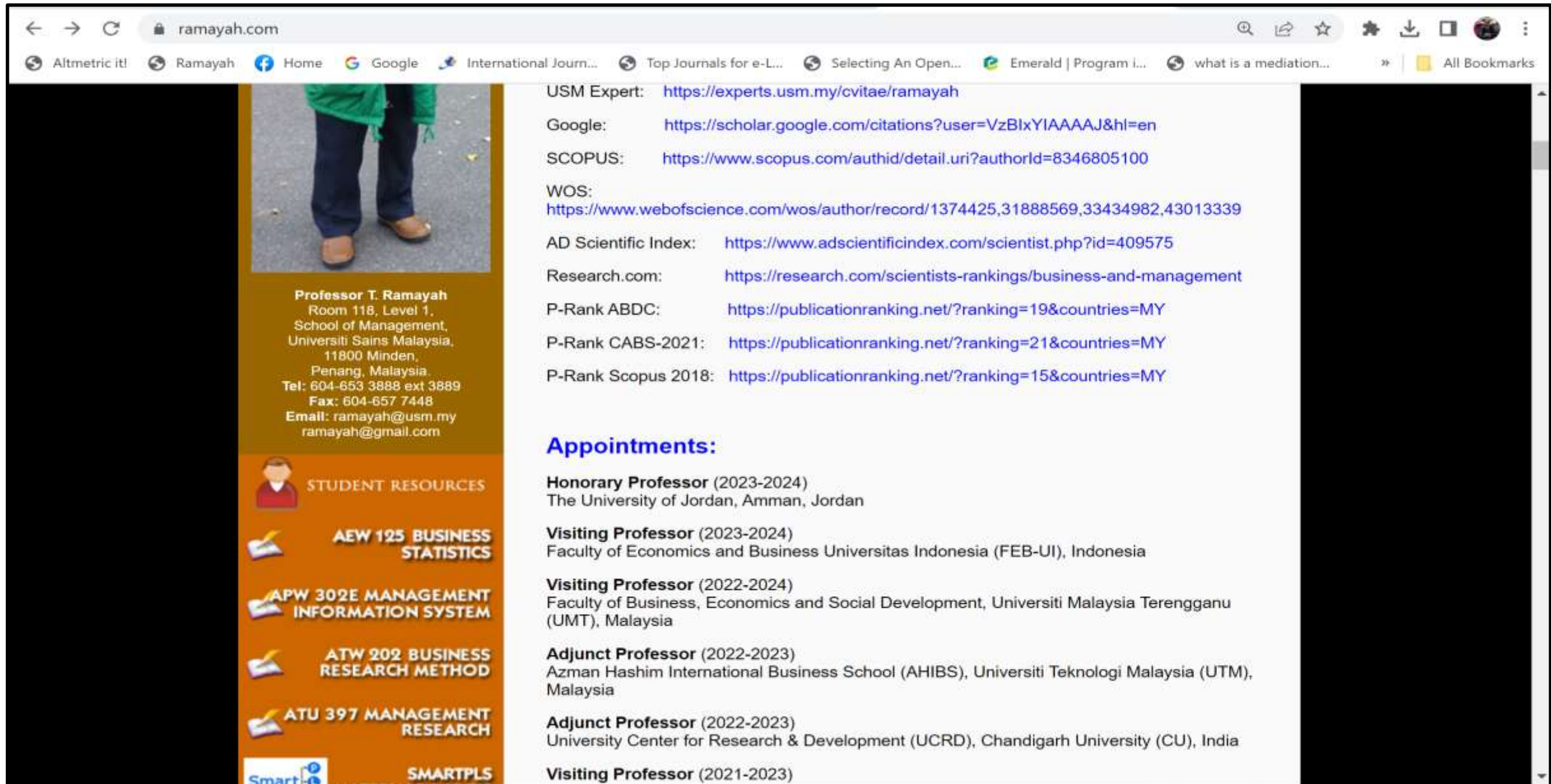
Topic 5 – Food Waste Intention



Topic 6 – E-waste Recycling



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P-Rank CABS-2021: <https://publicationranking.net/?ranking=21&countries=MY>

P-Rank Scopus 2018: <https://publicationranking.net/?ranking=15&countries=MY>

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Honorary Professor (2023-2024)
The University of Jordan, Amman, Jordan

Visiting Professor (2023-2024)
Faculty of Economics and Business Universitas Indonesia (FEB-UI), Indonesia

Visiting Professor (2022-2024)
Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu (UMT), Malaysia

Adjunct Professor (2022-2023)
Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM), Malaysia

Adjunct Professor (2022-2023)
University Center for Research & Development (UCRD), Chandigarh University (CU), India

Visiting Professor (2021-2023)

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STUDENT RESOURCES

AEW 125 BUSINESS STATISTICS

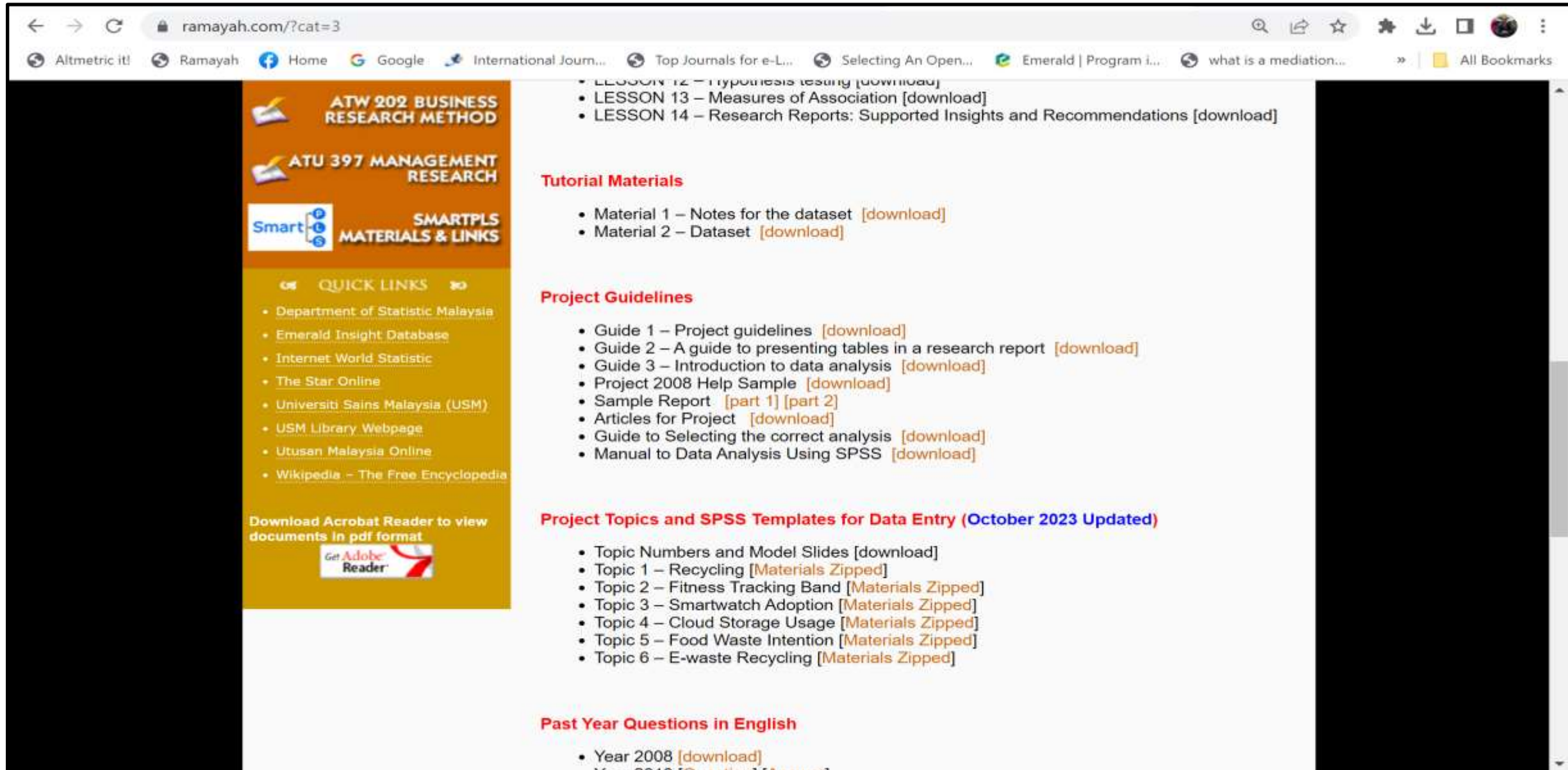
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ATU 397 MANAGEMENT RESEARCH

SMARTPLS

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ATW 202 BUSINESS RESEARCH METHOD

ATU 397 MANAGEMENT RESEARCH

SMARTPLS MATERIALS & LINKS

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- [Department of Statistic Malaysia](#)
- [Emerald Insight Database](#)
- [Internet World Statistic](#)
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LESSON 12 – Hypothesis testing [download]

- **LESSON 13 – Measures of Association [download]**
- **LESSON 14 – Research Reports: Supported Insights and Recommendations [download]**

Tutorial Materials

- **Material 1 – Notes for the dataset [download]**
- **Material 2 – Dataset [download]**

Project Guidelines

- **Guide 1 – Project guidelines [download]**
- **Guide 2 – A guide to presenting tables in a research report [download]**
- **Guide 3 – Introduction to data analysis [download]**
- **Project 2008 Help Sample [download]**
- **Sample Report [part 1] [part 2]**
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- **Guide to Selecting the correct analysis [download]**
- **Manual to Data Analysis Using SPSS [download]**

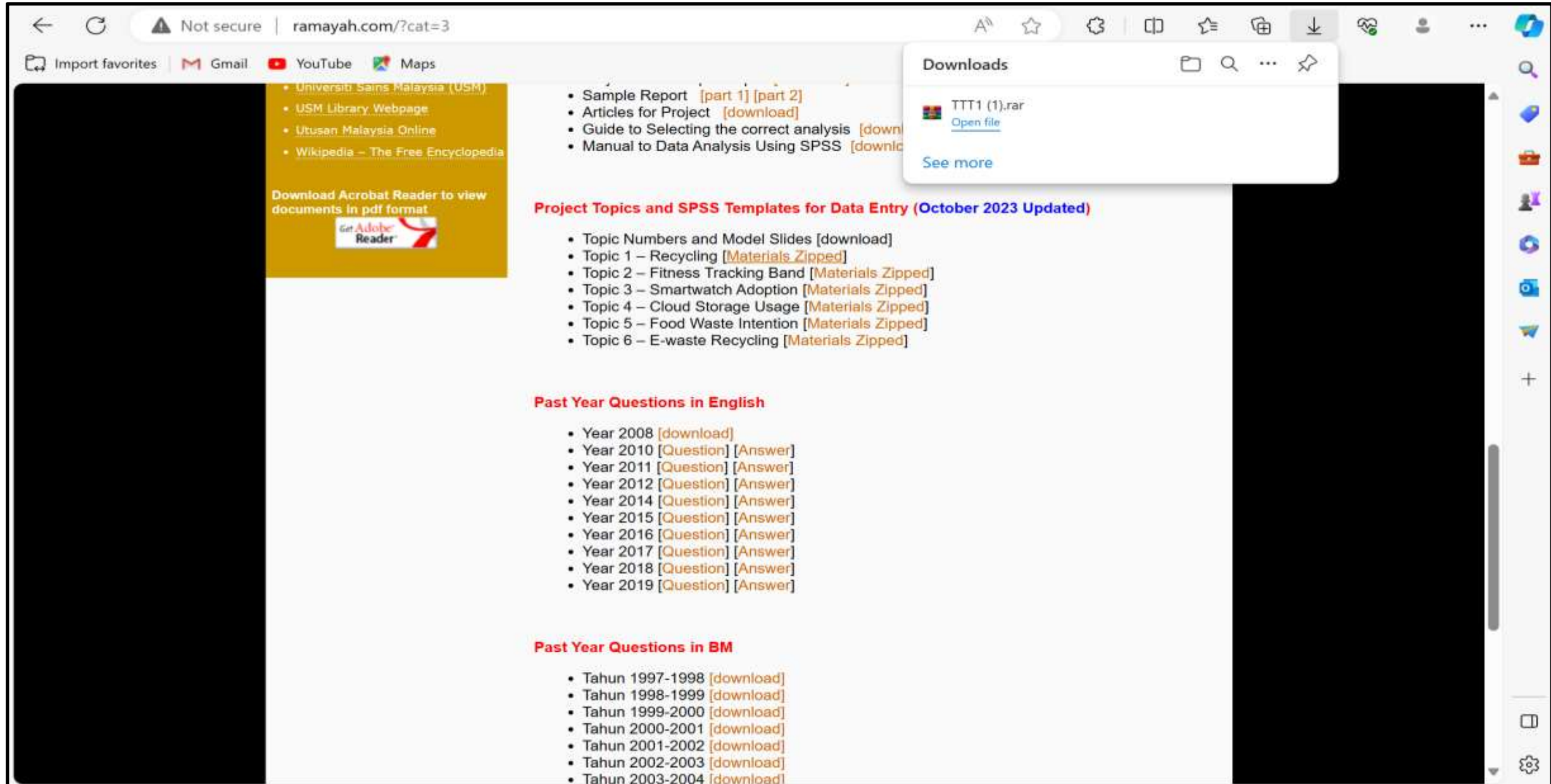
Project Topics and SPSS Templates for Data Entry (October 2023 Updated)

- **Topic Numbers and Model Slides [download]**
- **Topic 1 – Recycling [Materials Zipped]**
- **Topic 2 – Fitness Tracking Band [Materials Zipped]**
- **Topic 3 – Smartwatch Adoption [Materials Zipped]**
- **Topic 4 – Cloud Storage Usage [Materials Zipped]**
- **Topic 5 – Food Waste Intention [Materials Zipped]**
- **Topic 6 – E-waste Recycling [Materials Zipped]**

Past Year Questions in English

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Project Topics and SPSS Templates for Data Entry (October 2023 Updated)

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- Topic 3 – Smartwatch Adoption [Materials Zipped]
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- Year 2012 [Question] [Answer]
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- Year 2016 [Question] [Answer]
- Year 2017 [Question] [Answer]
- Year 2018 [Question] [Answer]
- Year 2019 [Question] [Answer]

Past Year Questions in BM

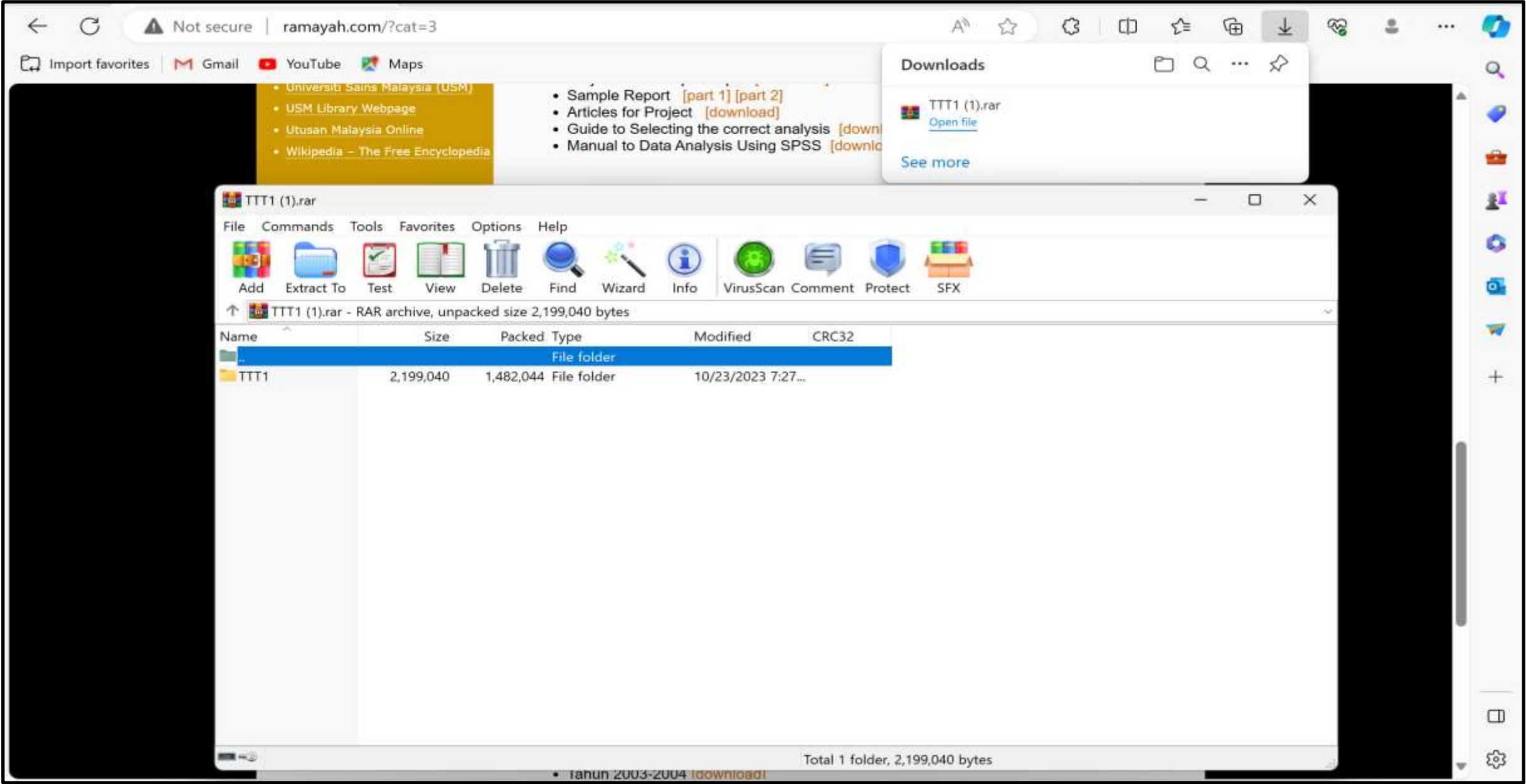
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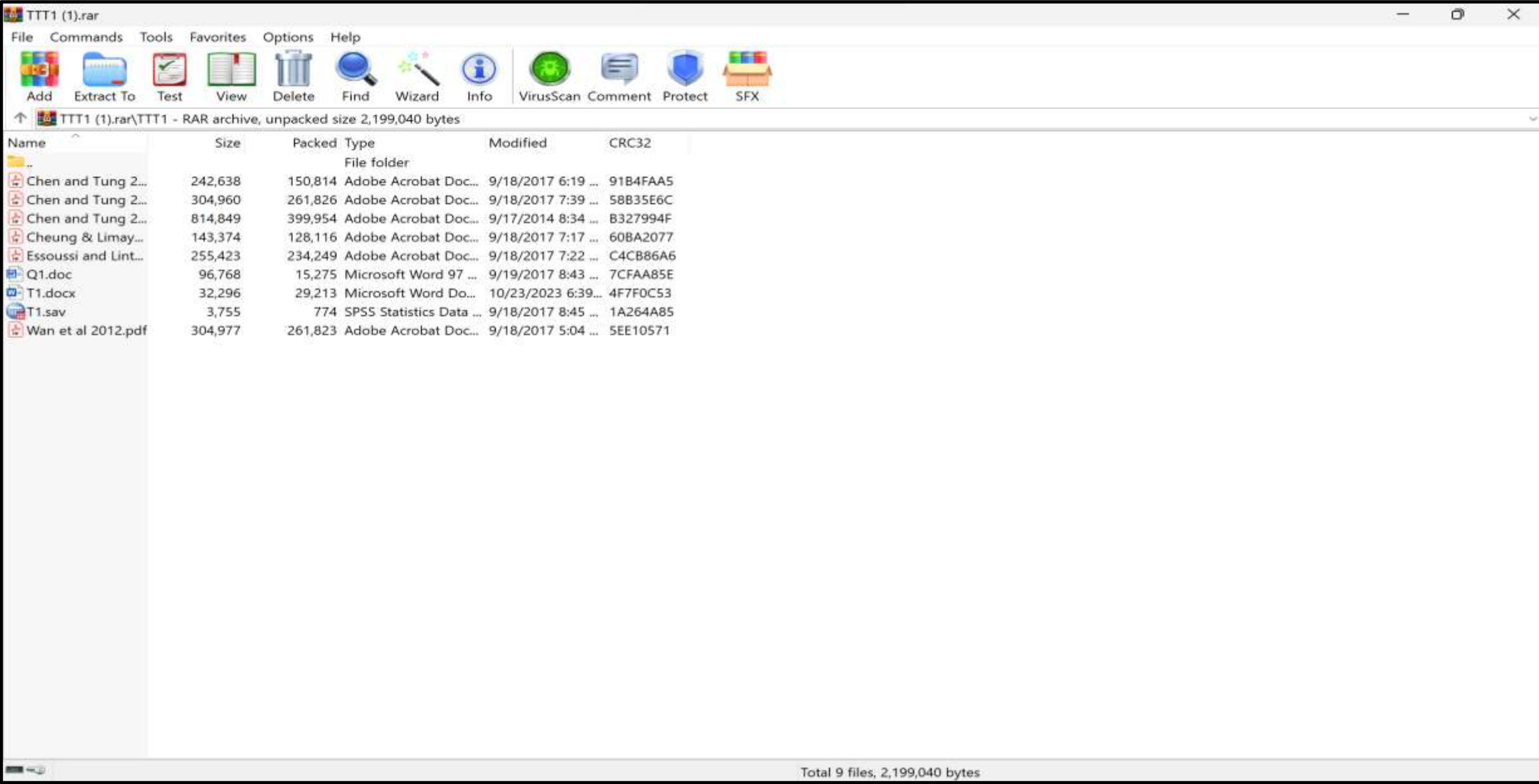
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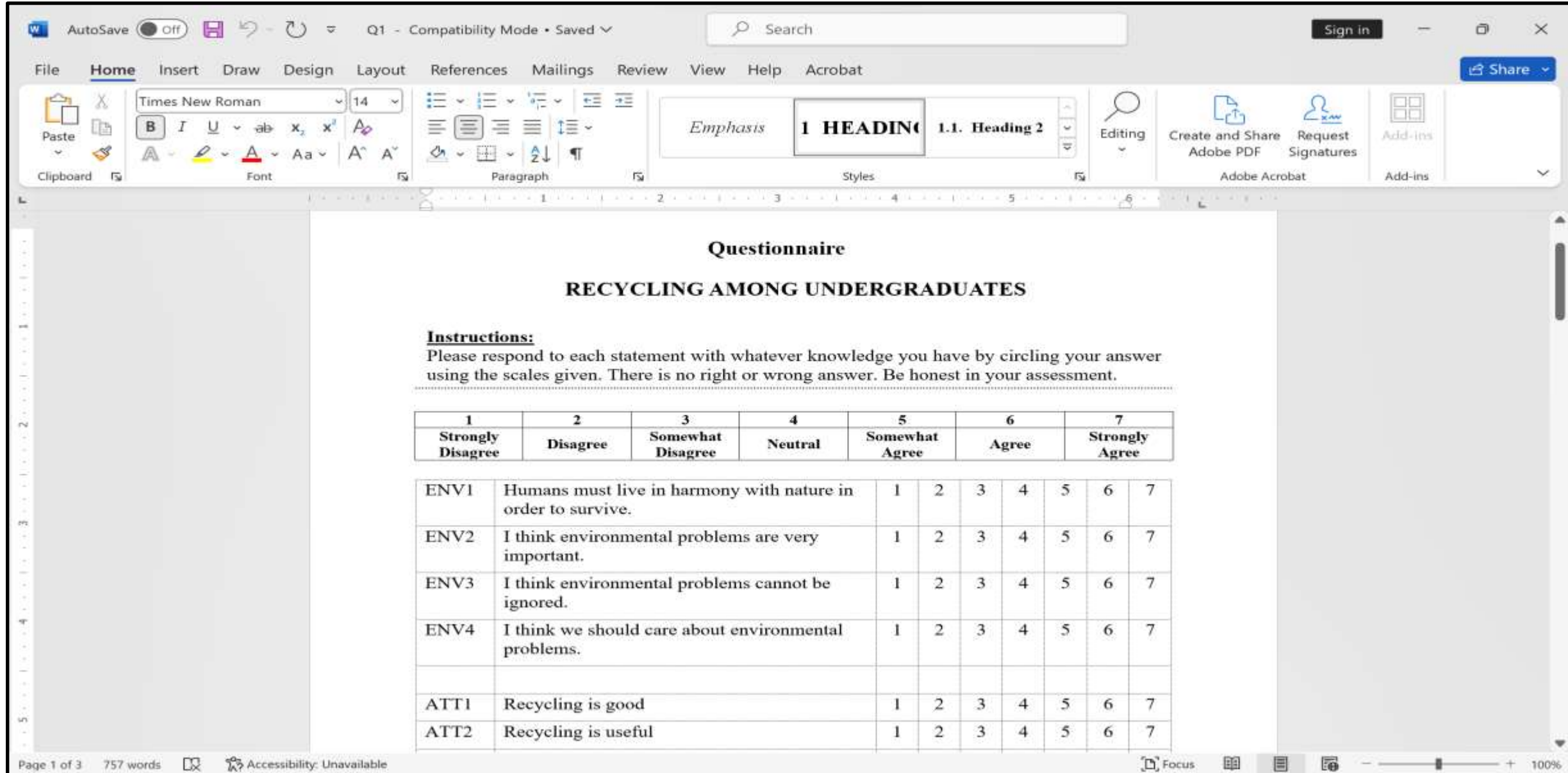
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Chen and Tung 2...	242,638	150,814	Adobe Acrobat Doc...	9/18/2017 6:19 ...	91B4FAA5
Chen and Tung 2...	304,960	261,826	Adobe Acrobat Doc...	9/18/2017 7:39 ...	58B35E6C
Chen and Tung 2...	814,849	399,954	Adobe Acrobat Doc...	9/17/2014 8:34 ...	B327994F
Cheung & Limay...	143,374	128,116	Adobe Acrobat Doc...	9/18/2017 7:17 ...	60BA2077
Essoussi and Lint...	255,423	234,249	Adobe Acrobat Doc...	9/18/2017 7:22 ...	C4CB86A6
Q1.doc	96,768	15,275	Microsoft Word 97 ...	9/19/2017 8:43 ...	7CFAA85E
T1.docx	32,296	29,213	Microsoft Word Do...	10/23/2023 6:39...	4F7F0C53
T1.sav	3,755	774	SPSS Statistics Data ...	9/18/2017 8:45 ...	1A264A85
Wan et al 2012.pdf	304,977	261,823	Adobe Acrobat Doc...	9/18/2017 5:04 ...	5EE10571

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Questionnaire



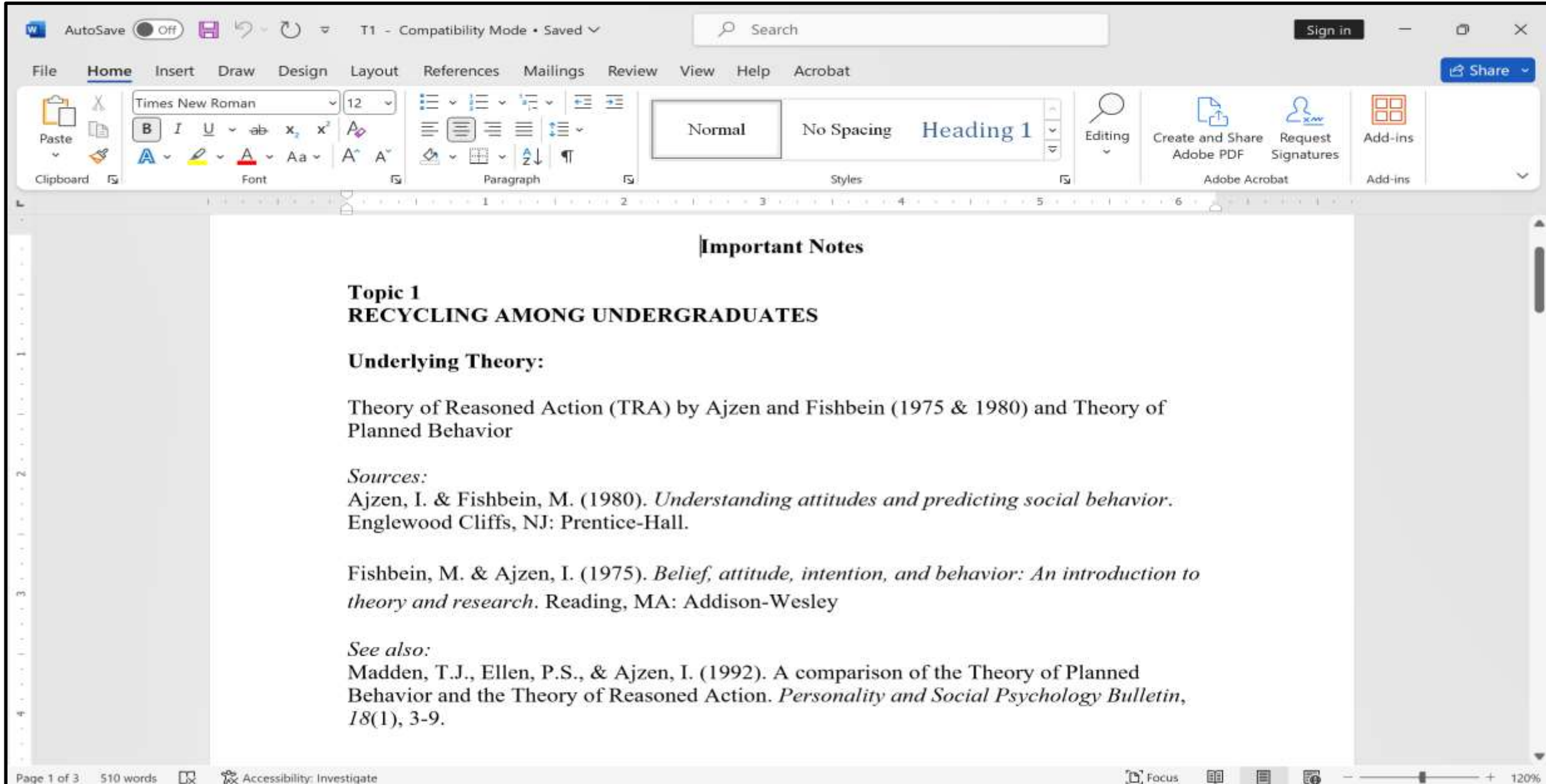
Questionnaire

RECYCLING AMONG UNDERGRADUATES

Instructions:
Please respond to each statement with whatever knowledge you have by circling your answer using the scales given. There is no right or wrong answer. Be honest in your assessment.

	1	2	3	4	5	6	7				
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree				
ENV1	Humans must live in harmony with nature in order to survive.				1	2	3	4	5	6	7
ENV2	I think environmental problems are very important.				1	2	3	4	5	6	7
ENV3	I think environmental problems cannot be ignored.				1	2	3	4	5	6	7
ENV4	I think we should care about environmental problems.				1	2	3	4	5	6	7
ATT1	Recycling is good				1	2	3	4	5	6	7
ATT2	Recycling is useful				1	2	3	4	5	6	7

Description of Theory



The image shows a Microsoft Word document titled 'T1 - Compatibility Mode'. The document content is as follows:

Important Notes

Topic 1
RECYCLING AMONG UNDERGRADUATES

Underlying Theory:

Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1975 & 1980) and Theory of Planned Behavior

Sources:

Ajzen, I. & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.

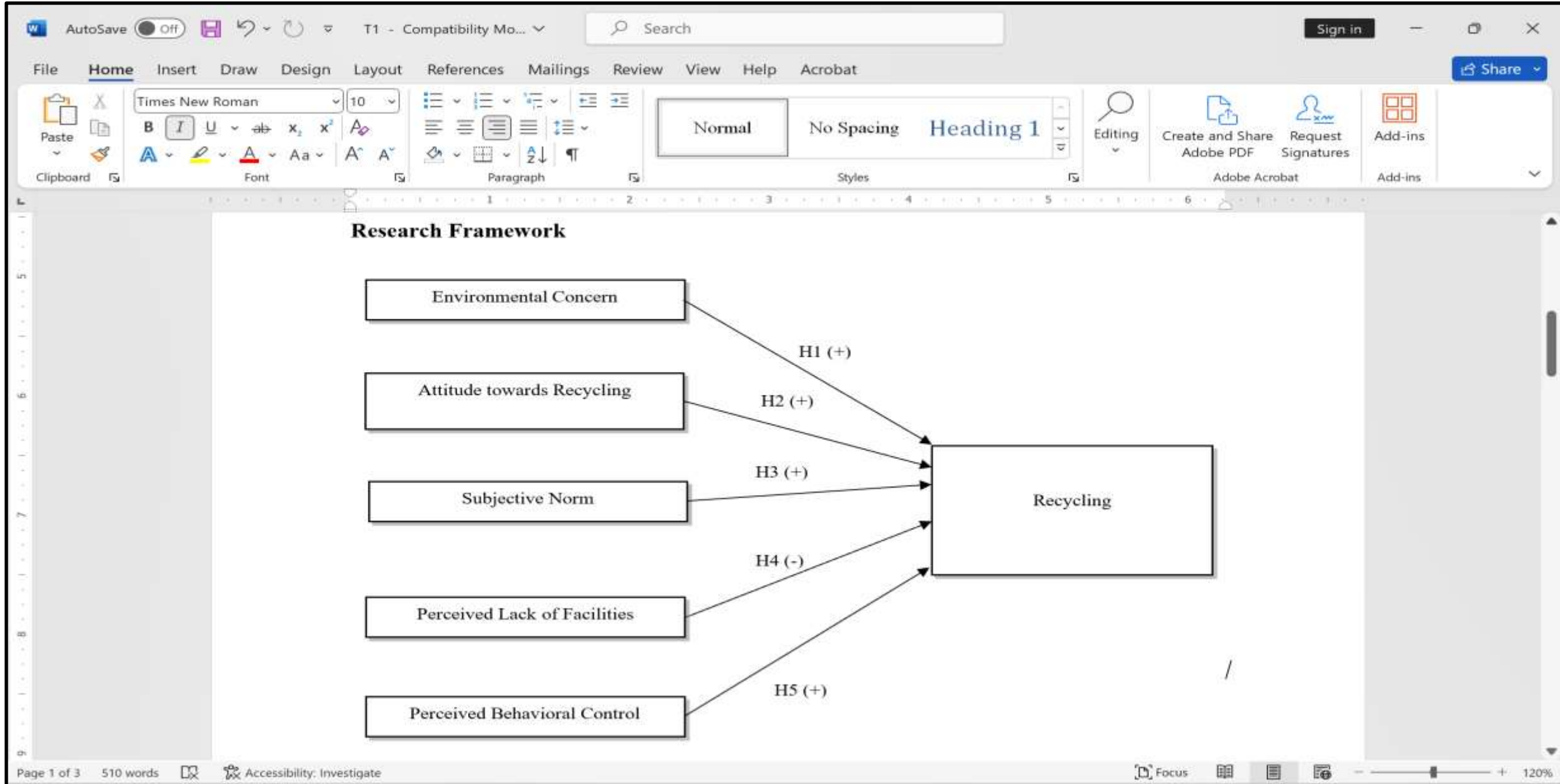
Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley

See also:

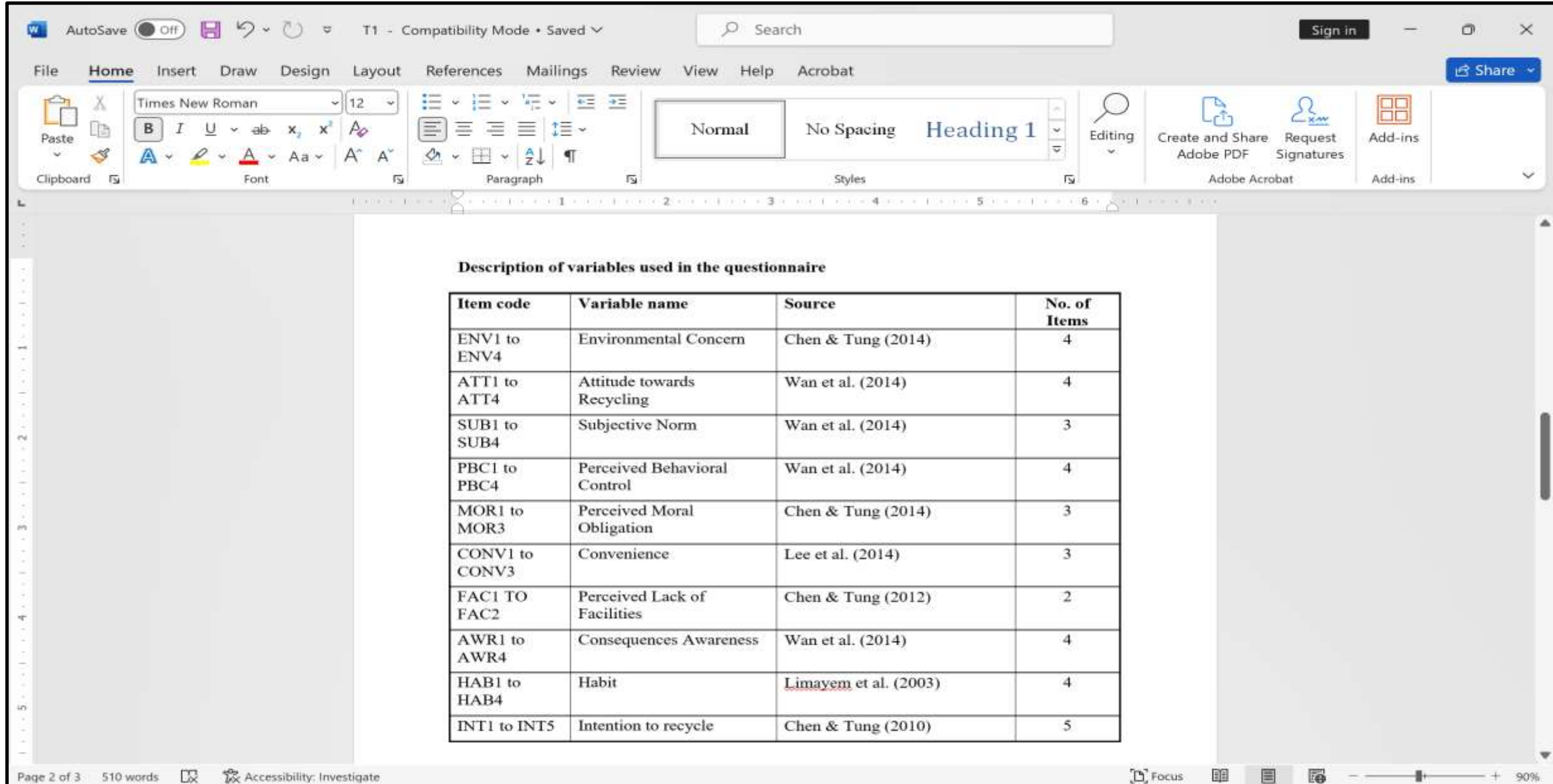
Madden, T.J., Ellen, P.S., & Ajzen, I. (1992). A comparison of the Theory of Planned Behavior and the Theory of Reasoned Action. *Personality and Social Psychology Bulletin*, 18(1), 3-9.

Page 1 of 3 | 510 words | Accessibility: Investigate | Focus | 120%

Description of Model



Description of Questionnaire Sources



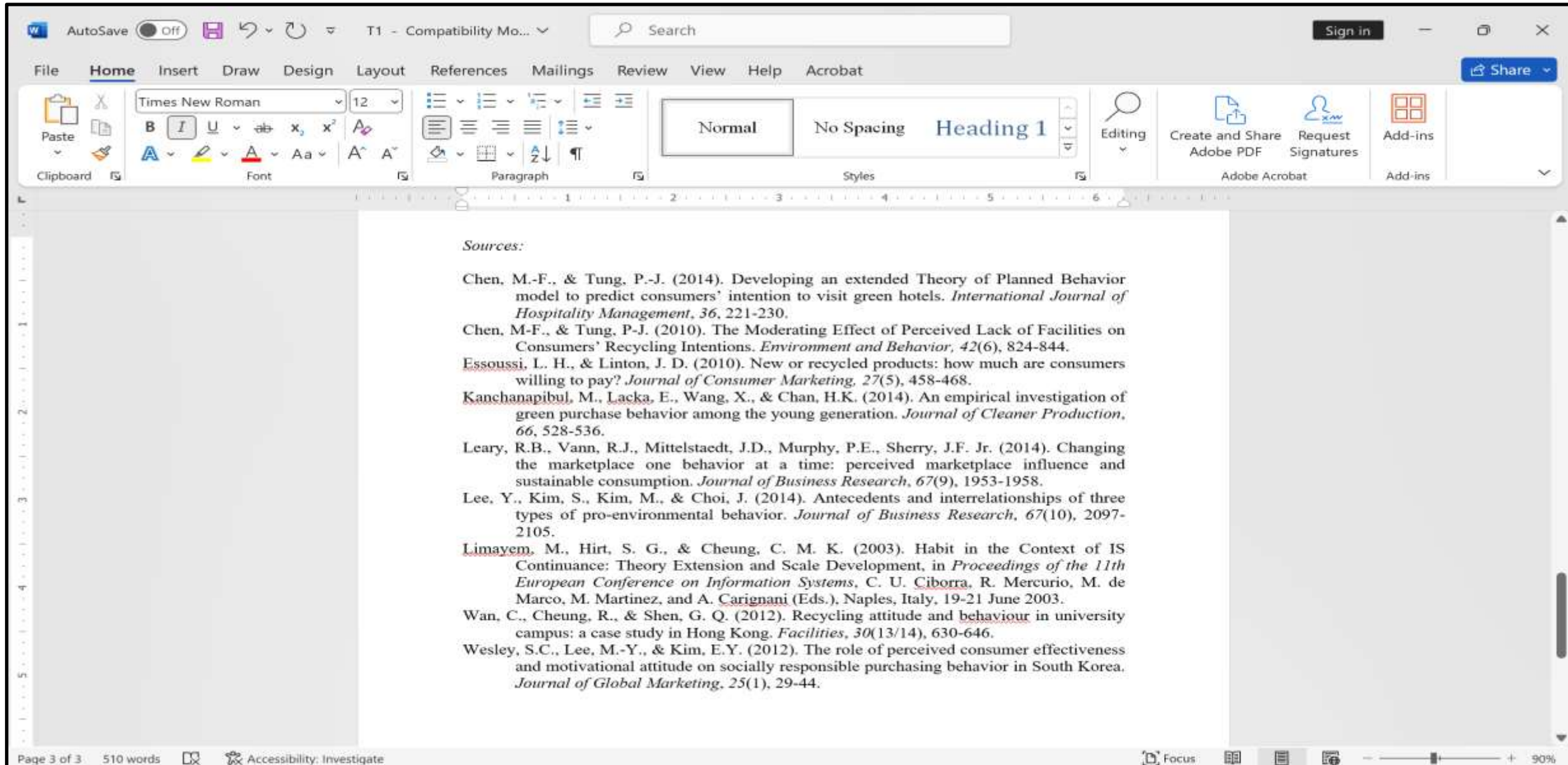
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Description of variables used in the questionnaire

Item code	Variable name	Source	No. of Items
ENV1 to ENV4	Environmental Concern	Chen & Tung (2014)	4
ATT1 to ATT4	Attitude towards Recycling	Wan et al. (2014)	4
SUB1 to SUB4	Subjective Norm	Wan et al. (2014)	3
PBC1 to PBC4	Perceived Behavioral Control	Wan et al. (2014)	4
MOR1 to MOR3	Perceived Moral Obligation	Chen & Tung (2014)	3
CONV1 to CONV3	Convenience	Lee et al. (2014)	3
FAC1 TO FAC2	Perceived Lack of Facilities	Chen & Tung (2012)	2
AWR1 to AWR4	Consequences Awareness	Wan et al. (2014)	4
HAB1 to HAB4	Habit	<u>Limayem et al. (2003)</u>	4
INT1 to INT5	Intention to recycle	Chen & Tung (2010)	5

Page 2 of 3 | 510 words | Accessibility: Investigate | 90%

References



The screenshot shows the Microsoft Word interface with the following elements:

- Top Bar:** AutoSave (Off), File, Home, Insert, Draw, Design, Layout, References, Mailings, Review, View, Help, Acrobat, Search, Sign in, and Share.
- Home Tab Ribbon:** Clipboard, Font (Times New Roman, 12), Paragraph, Styles (Normal, No Spacing, Heading 1), Editing, and Adobe Acrobat (Create and Share, Request Signatures, Add-ins).
- Main Document Area:** A list of references under the heading "Sources:". The references are:
 - Chen, M.-F., & Tung, P.-J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, 36, 221-230.
 - Chen, M.-F., & Tung, P.-J. (2010). The Moderating Effect of Perceived Lack of Facilities on Consumers' Recycling Intentions. *Environment and Behavior*, 42(6), 824-844.
 - Essoussi, L. H., & Linton, J. D. (2010). New or recycled products: how much are consumers willing to pay? *Journal of Consumer Marketing*, 27(5), 458-468.
 - Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H.K. (2014). An empirical investigation of green purchase behavior among the young generation. *Journal of Cleaner Production*, 66, 528-536.
 - Leary, R.B., Vann, R.J., Mittelstaedt, J.D., Murphy, P.E., Sherry, J.F. Jr. (2014). Changing the marketplace one behavior at a time: perceived marketplace influence and sustainable consumption. *Journal of Business Research*, 67(9), 1953-1958.
 - Lee, Y., Kim, S., Kim, M., & Choi, J. (2014). Antecedents and interrelationships of three types of pro-environmental behavior. *Journal of Business Research*, 67(10), 2097-2105.
 - Limayem, M., Hirt, S. G., & Cheung, C. M. K. (2003). Habit in the Context of IS Continuance: Theory Extension and Scale Development, in *Proceedings of the 11th European Conference on Information Systems*, C. U. Ciborra, R. Mercurio, M. de Marco, M. Martinez, and A. Carignani (Eds.), Naples, Italy, 19-21 June 2003.
 - Wan, C., Cheung, R., & Shen, G. Q. (2012). Recycling attitude and behaviour in university campus: a case study in Hong Kong. *Facilities*, 30(13/14), 630-646.
 - Wesley, S.C., Lee, M.-Y., & Kim, E.Y. (2012). The role of perceived consumer effectiveness and motivational attitude on socially responsible purchasing behavior in South Korea. *Journal of Global Marketing*, 25(1), 29-44.
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Thank you for listening

