

# Implementation of Environmental-friendly Food Packaging in Malaysia: Current Reality of Kelantanese Hawkers

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**Date of Submission: 11<sup>th</sup> December 2021 Revised: 06<sup>th</sup> January 2022 Accepted: 10<sup>th</sup> January 2022**

**How to Cite:** Nur Dalila Mat Yusoff et.al., (2022), *International Journal of Applied Engineering & Technology*, 3(2), pp.54-57.

**Abstract**—Numerous promotions and campaigns have been launched by the Malaysian government and non-government organizations to raise the awareness of environmental-friendly food packaging (EFFP). However, the implementation of EFFP among food sellers or retailers is still low. Therefore, this study aimed to focus on the current reality of the usage of EFFP among Malaysian food hawkers in Kelantan. A total of 100 hawkers from night markets in the state were sampled and interviewed. It was found that only 25% hawkers used EFFP. Data were analyzed by using frequency and crosstab to analyze their views on perceived benefits, perceived risks and resource conditions. It can be concluded from the findings of the study that more efforts should be made in order to raise the awareness level of EFFP so that its use can be spread to food hawkers and other food handlers and retailers.

**Keywords**—Environmental-friendly Food Packaging (EFFP); Hawkers; Perceived Benefits; Perceived Risks; Resource Conditions

## INTRODUCTION

Globally, the EFFP market grew up to RM 720 billion in the year 2018 which was a growth of 63.3% from RM 441 billion in 2011 and is expected to register a compound annual growth rate (CAGR) of 5.7% until to the year 2024 (Grand View Research, 2018). As such, EFFP has become one of the indicators for the economic development and sustainability called bioeconomy. Bioeconomy refers to an economic activity that derives from the commercial application of biotechnology [1].

Rapid increase of global consumer awareness of good governance of the environment and strict government regulations on environmental protection have been anticipated to stern industry growth. Eventually, the food and beverage industry has started to show rising trends of uses of materials from renewable resources, recycled packaging and improvement in packaging.

Locally, Malaysia's EFFP industry has also shown a positive move towards the implementation of EFFP as the country is committed to reduce the use of plastic and polystyrene materials. As such, the Malaysian government has embarked on the Malaysia Bioeconomy Transformation Programme (BTP) [2] to channel and maximize the potential of commercialization activities in the bio-based industry in Malaysia. The BTP is poised to contribute RM 48 billion to the gross national income (GNI) by 2020. Meanwhile, Syarikat Suruhanjaya Malaysia (SSM) recorded a total revenue of RM 6.07 billion from green projects in 2016. This program outcome could have a major impact on the growth of green environment sustainability and development. This is because the amount of solid waste has dramatically increased in Malaysia. In 2015, there was an increase of 13.5% of plastic waste. The increase of plastic waste rose to 16.91% in 2016. In addition, food waste contributed the highest amount of composition at 44.5% [National Solid Waste Management Department, year = insert number in the text/ paper and list the source of reference at the end of this paper].