

**Understanding the effect of environmental studies in lifestyle by analyzing the awareness, knowledge and attitudes of Faculty of Environmental Studies' students in UPM regarding the consumption of eco label products**

ABSTRACT

Eco labeling can be served as an essential tool for environmental protection and sustainable development. However, it depends too much on consumers' buying power. Thus, it is crucial to study the awareness, knowledge, and attitude of the consumers towards Eco labeling and Eco label products. A number of 250 students from Faculty of Environmental Studies in UPM were selected as the respondents using random sampling method. Descriptive analysis and Spearman's correlation between awareness and attitude, knowledge and attitude, and awareness and knowledge were also used in this study. Results showed that most of the respondents are aware and know about the Eco labeling. However, most of them are restrained from buying the Eco label products due to the money constraints. It also indicated that those correlations have a significant, but with different relations. Relation between awareness and attitude ( $r=0.203$ ) showed a very weak pattern, relation between attitude and knowledge ( $r=0.360$ ) showed a weak pattern, while relation between awareness and knowledge ( $r=0.666$ ) showed a moderate pattern. These significant correlations showed that environmental studies do affect the Faculty of Environmental Studies students' lifestyle for better environmental protection and sustainable development.

**Keyword:** Knowledge; Attitude; Awareness; Eco label products; Environmental studies