

ENERGY SAVING BEHAVIOURAL INTENTION AMONG MALAYSIAN CONSUMER IN KUALA LUMPUR

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Abstract

In most parts of the world, concern about energy-related issues such as the depletion of energy resources and environmental degradation has become not only a significant public issue but also a crucial academic research topic. One of the effective solutions to prolong energy sustainability is to reduce the ever increasing energy demand through energy saving behaviour. This study examines the relationships between environmental knowledge, environmental concern, consideration of future consequences and energy saving behaviour among Malaysian consumers. A survey was carried out to acquire data from 120 Malaysian consumers using a self-administered questionnaire at Mid Valley Megamall, utilizing mall intercept method (convenience sampling method). Results show that there is a high level of environmental knowledge and energy saving intention and a moderate level of environmental concern and consideration of future consequences among respondents. The analysis undertaken showed that environmental knowledge ($r=0.229^$, $p<0.05$) and environmental concern ($r=0.225^*$, $p<0.05$) have significant relationship with the energy saving intention. It was discovered that respondents who are knowledgeable about energy and environmental issue and have*

concerns with the environment tend to save energy in their future time. Environmental knowledge and concern have significant influence on respondents' intention to save energy ($\beta=1.294$; $\beta=0.223$ respectively, $p<0.05$). Based on the results, the energy saving behaviour can be developed through enhancing the users' environmental knowledge and concern.

Keywords: Energy saving intention; Environmental knowledge; Environmental concern; Consideration for future consequences

Introduction

Energy conservation has been discussed by many especially in the fields of social psychology and environmental psychology for the past decades especially with the rising concern on the possible depletion of non-renewable energy resources. Global warming and climate change has become the biggest threat to humankind in the 20th century (Lazo, Kinnell, & Fisher, 2000). Climate change is a global process which was a threat to the environment and biodiversity and brought many potential future damages. Climate change can be caused by human activities, such as burning of fossil fuels and conversion of land for forestry and agriculture, and also through the production of consumer goods and the pattern of consumption and

