

**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES
UNIVERSITI TEKNOLOGI MARA**

**PUBLIC PERCEPTION OF LITTERING :
CASE STUDY IN KOTA KINABALU CITY**

AZWEYNNA KHALID

2005404178

DAUD ARSHAT

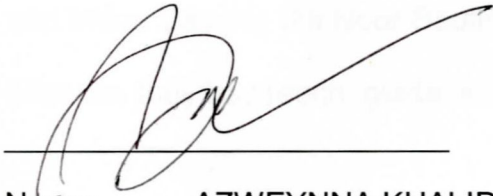
2009804844

JAN 2011 - MAY 2011

DECLARATION

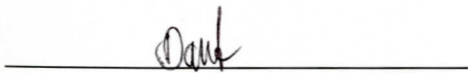
We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged.

Signed,



Name: AZWEYNNA KHALID

Matric No: 2009404178



Name: DAUD ARSHAT

Matric No: 2009804844

EXECUTIVE SUMMARY

Littering is no longer considered as an important issue for some people. Not many countries around the globe have successfully tackled the issue of littering and Sabah is one of them. Littering not only poses serious environmental problem, it also causes losses in terms of business opportunities and foreign investments. The question of why people litter is very difficult to be answered. It has a strong relationship with an individual perception of littering. How people perceive littering differs from one individual to another. This research was an attempt to obtain the people's perception of littering and focused on Kota Kinabalu city as a case study. A survey questionnaire was developed and distributed to 120 respondents in 12 different areas in Kota Kinabalu. Based on a simple descriptive analysis, the study attempted to gauge the people's perception of littering based on the factors presumed to be the causes for people to litter. An inferential statistics was also employed to examine the relationship between the people's perception of littering with their demographic profiles.

TABLE OF CONTENT

	PAGE
DECLARATION	I
ACKNOWLEDGEMENT	II
EXECUTIVE SUMMARY	III
TABLE OF CONTENT	IV-VI
LIST OF TABLES	VII-VIII
CHAPTER 1 INTRODUCTION	1
1.0 INTRODUCTION	2-6
1.1 BACKGROUND OF STUDY	7
1.2 PROBLEM STATEMENT	8-9
1.3 RESEARCH OBJECTIVES	10
1.4 RESEARCH QUESTIONS	11
1.5 SCOPE OF STUDY	12-13
1.6 SIGNIFICANCE OF STUDY	14
1.7 DEFINITION OF KEY TERMS	15-16
CHAPTER 2 LITERATURE REVIEW AND	17
CONCEPTUAL FRAMEWORK	
2.0 LITERATURE REVIEW	18

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

As one of the business areas in Sabah, Kota Kinabalu city cannot avoid the problem of littering. Some businesses are directly or indirectly generate litter, such as food and drink shops. But what is litter all about? Litter is generally thought of as the sort of material that you find remaining on the street; from cigarette butts, sweet wrappers, cans, fast-food containers and etc. It is the waste that people throw everywhere as they wish.

Littering is ever since become a behavioral problem and somehow become a habit to certain individual around the globe. Therefore, this study is concern on why people do litter and to determine their perceptions and attitude regarding to this issue.

Littering is not a new world phenomenon whereby it seems very difficult to be overcome. Littering is a very serious and important matter to be accounted or to be combated because it can bring many harms and bad consequences to us and even to our earth.