

UNIVERSITI TEKNOLOGI MARA

**THE RESIDENT'S BEHAVIOR
INTENTION TOWARDS LOW
CARBON TRANSPORTATION IN
SHAH ALAM**

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Dissertation submitted in partial fulfilment of the
requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Currently, urban development is the primary producer of greenhouse gas (GHG) emissions that contribute to climate change due to rising population as it intensifies of human activities and increase energy consumption. With a view to lessen the impact of greenhouse gas (GHG) emission, tackling climate change and transform into sustainable development, Malaysia government has proposed low carbon development approaches for cities and townships to make Malaysia a low-carbon, climate-resilient green economy. As people consume energy for activities, more fossil-fuel based energy used that produce more carbon dioxide (CO₂) emission, especially in terms of transportation. For better implementation of emission reduction policies in Shah Alam, this paper focuses on Low Carbon Transportation and examine the residents of Shah Alam behavior intention by using Theory of Planned Behavior model. A total of 384 respondents was selected for this survey, represented 36 sections of Shah Alam. Low Carbon Transportation are shown to influence the resident's intention through attitude and subjective norms, however perceived behavior control had no influence. Among attitude, subjective norms and perceived behavior control, attitude was the most influence the resident's intention. Low Carbon Transportation can influence the residents' willingness to choose low carbon travel modes to a moderate degree.

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