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“DECLARATION OF ORIGINAL WORKS”

I, Dominic Linus, I/C Number:

Hereby, declare that,

This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees

This project paper is the result of my independent work and investigation, except where otherwise stated

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ABSTRACT

A STUDY ON SECONDARY SCHOOL STUDENTS' AWARENESS AND PERCEPTION TOWARDS GREEN ENVIRONMENT-IN LIKAS, KOTA KINABALU SABAH

The study focused on awareness and perception on green environment among the secondary school students in Likas, Kota Kinabalu. Conducted between July and October 2010, this study was designed to reflect four objectives. 1). to investigate students' awareness level towards the green environment, 2). to find out the students' level of understanding on green environment and green products as this to be helpful in increasing their awareness on environment, 3). to identify the promotional tools to be adopted by the relevant parties is to increase awareness and perception of the green products among the secondary students and 4). to identify the reason/s or cause/s why the awareness level is low among the students. The sample was comprised of 500 of randomly selected form three, four and five secondary students from 5 different schools. Out of 500, only 200 questionnaires (fully answered) were considered and taken and used for this study.

The study revealed that the level of awareness among the secondary school students in Likas area towards green environment is reasonable high. Although the level of students' awareness is considered high, their perception on green products is not very encouraging. As such, it is very important for all concerned to promote and improve the level of perception among the students on green environment and green products. The respondents recommend several recommendations such as to set-up environmental club in all schools, organize competitions based on environmental activities, encourage students to take part in any environmental activities. Big cooperation/firms Petronas, Shell, Fast food restaurants (KFC, McDonlad, Pizza Hut among others) are requested to provide some funds to the school for carrying environmental activities. It is the time for these giants companies to contribute some funds as to assist to increase students' awareness towards green environment. It is better to start them young on the environment-good values should be nurtured while still young-to start educating the younger generation on the importance of protecting environmental for a better future.

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CHAPTER ONE

INTRODUCTION

The people are demanding so much from the environment. They ask it to provide for their everyday needs and they refuse to replace whatever they took from it. The earth, with its renewable and non-renewable sources of energy, is not at the brink of existence if people do not modify their ways. Climate change is one of the many changes that have taken place since men started controlling their environment. The earth is getting warmer and people are suffering. People are asking too much but they give too little.

However, there are some people that have already started taking care of our earth. There are also a lot of organizations that are now being organized to increase everyone's awareness on why and how we should take care of our environment. All of a sudden, people are getting "greener."

1.0 Background of the Study

Environmental deterioration involves changes in the natural resources and these changes are due to human actions rather than some natural cataclysm. For example, land-slides, deforestation, declining availability and quality of freshwater, air pollution, loss of biodiversity, degradation of marine and coastal resources and environmental degradation and industrial pollution are the result of development without environmental accounting. Furthermore, the adverse effects on forests through over-population and the