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**A STUDY ON FACTORS CONTRIBUTE TOWARD ENERGY CONSERVATION
AMONG HOUSEHOLDS IN KUANTAN, PAHANG**

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Abstract

The title of the study is about the factors contribute towards energy conservation among households in Kuantan, Pahang. The objective of this study was to determine the significant relationship between factors (climate change, socio-demographic, financial) and energy conservation among households in Kuantan, Pahang and to examine the most significant needs, factors contribute toward energy conservation among households in Kuantan, Pahang. In addition, this study was conducted in Kuantan, Pahang. The method used to complete this study was through a questionnaire involving 300 respondents. The process of analyzing the data is implemented in the form of the Statistical Package for the Social Sciences (SPSS). To strengthen the reliability of the data, it was measured through descriptive analysis. Thus, data reporting is implemented in the form of statistics to achieve the objectives and unravel the research questions.

Keywords: Energy Conservation, Climate Change, Socio-Demographic, Financial

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