



**Faculty of Administrative Science
& Policy Studies**

Universiti Teknologi MARA

Bachelor of Environmental Administration (HONS)

Title of Proposal

**A Study on Energy Saving Behavioural Intention among
In-Campus Students at UiTM Kampus Seremban**

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ABSTRACT

Energy efficiency in all aspects of life may contribute significantly to a critical need for a transformative shift towards a more sustainable future and society. The aim of this study is to discover the students' energy saving behavioural preferences, as well as the factors influence energy saving behaviour intention at Universiti Teknologi Mara (UiTM) Kampus Seremban. In this context, energy efficiency could improve the resource efficiency and critical component of achieving several objectives, which include energy security, reducing climate change, overcoming environmental degradation and addressing energy poverty. Because of a complicated sequence of relationships between socioeconomic status, appliances' ownership and households' habitation, households have been considered as a major contributor to greenhouse emission. In fact, for the households especially, the energy saving behavioural intentions are highly influenced by perceived behavioural control and favourable attitudes about energy consumption. The factors discussed are attitude, self-efficacy and social norms.

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