



AN INVESTIGATION ON CONSUMER ELECTRICITY
CONSUMPTION AND GREEN ELECTRICITY PRACTICES IN
KOTA KINABALU

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ABSTRACT

The study is about the consumer electricity consumption versus green practices in Kota Kinabalu, Sabah. The main purpose of the study is to eh consumers' electricity consumption patterns and to measures the level of environmental awareness among the household consumers. In this research, there are three (3) independent variables have bee taken to be examined with the dependent variable. The independent variables are the income constrains, education level, and environmental awareness. The dependent variable is factors that influence green practices in electricity consumption. The study has randomly picked 130 respondents to fill in the questionnaires. Data collected analyzed using frequencies, cross tabulation, reliability test, and regression analysis. Based on the findings, environmental awareness has significant relationship with the dependent variable. Based on the findings, recommendations have been made.