



**"A STUDY ON THE LEVEL OF PUBLIC AWARENESS TOWARDS  
COAL-FIRED POWER PLANT"**

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## **EXECUTIVE SUMMARY**

This thesis is submitted to the Faculty of Business Management UiTM partial to fulfill and part of requirement in the Bachelor of Business Administration (Hons) Marketing. This thesis focuses on public awareness and level of acceptance to the new product which is coal-fired power plant to supply electricity in the east-coast area of Sabah. A number of interviews through phone calls to several NGOs members were done in order to get their responses and opinions toward “A Study on the Level of Public Awareness towards Coal-Fired Power Plant”. There are a number of public who are aware and disagree for with construction because of a number of factors such as nature destruction and pollution. Those respondents who disagree to the construction usually come from the near by location and some of the respondents who do not come from that location agreed because the way of thinking is different. The data gathered through phone call interviews were from 100 respondents and the survey consists of 17 questions in 4 sections. The data was systematically analyzed and processed by using the SPSS 16.0. Finally the results of the survey are converted into findings presented in term of tables and charts for easy understanding. Based on the findings and the problems that had been highlighted from this research, the recommendations are to build the coal-fired power plant to solve the problems faced by the public.