

NATURAL GAS FOR VEHICLE (NGV)
"THE ACCEPTANCE OF NGV AS AN ALTERNATIVE
VEHICULAR FUEL AMONG TAXI DRIVERS IN
THE KLANG VALLEY AREA"

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Alternative Vehicular Fuel Among Taxi Drivers In The
Klang Valley Area".**

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EXECUTIVE SUMMARY

Due to the steady depletion of oil and the global call for cleaner environment, natural gas has been established today as one of the world's primary energy resources. In Malaysia itself, the launching of the Peninsular Gas Utilisation Project under the natural Gas Distribution System indicated the larger role that natural gas would be taking throughout the century. However, the gas option of using natural gas as an alternative vehicular fuel in the Malaysian market is still unknown among the consumers actual perception and acceptance. Therefore, this study has been done in hope of establishing the actual facts regarding the option of using NGV from the present fuel. However, due to limitation in time and resources, the scope was limited to one of the present NGV Program targetted market only namely taxi drivers in the Klang Valley area. The first part of the paper touches on the theoretical part namely introduction, objectives, methodology, NGV Marketing Strategy and so forth. The later part of the paper however emphasize more on the findings of the study, its analysis, conclusion and recommendations.

The findings are based on 100 questionnaires distributed to a sample of study which are segmented according to several factors. The factors included are geographical, demographical and behavioural.