

Understanding Public Opinion about Environment Issue in Kedah (Malaysia)

Authors : Roozbeh Kardooni, Ahmad Hossein Meidari, Sumiani Binti Yusoff, Fatimah Binti Kari,

Abstract : The public opinion on environmental issue was analyzed by means of a survey implemented in Kedah located in the northwestern part of Peninsular Malaysia (West Malaysia). This work explores public opinions regarding environmental issue such as climate change, green technology and renewable energy in Kedah. Probability sampling and a stratified technique were used to conduct a survey with subjects aged 20 years and over with higher education qualifications. The results shows that the level of concern regarding climate change in Kedah is high and majority of Kedah citizens are concerned about climate change and have heard about green technology. However, only 40% people in this city have used green products. The findings of this study also show that percent use of green products is highest among those who are familiar with such products. It is apparent from study finding that economic barriers and non-economic barriers both play a role in impeding the development of renewable energy policies in Kedah. This finding can be explained by the high price of renewable energy products, lack of knowledge about government policies, and ineffective programs and initiatives.

Keywords : public opinion, climate change, green technology, Kedah

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