

**AWARENESS AND ATTITUDE TOWARDS WATER USAGE:
A CASE STUDY OF RESIDENTS IN SECTION 17,
PETALING JAYA, SELANGOR**

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ABSTRACT

The purpose of this study is to understand the level of knowledge and awareness on water conservation. It also seeks to understand and examine the attitude and participation of the public in dealing with daily water consumption pattern.

It is generally believed that knowledge and perception on water conservation would increase awareness in using water. It is found out that almost all respondents acknowledge the vital of water resources and think that there is a possibility of shortage of clean water in future. However, only 60 per cent of respondents would take the immediate action to solve the water leakage in own houses and the rest either delay in action or just ignore it. Less educated and lower income respondents are more likely to ignore the water leakage at home than their counterparts. It is also found that few respondents are reporting the water leakages at the roadside or public places. It shows the low awareness of respondents in taking care of public interest, which they think that the leakages do not have the direct impact on them.

On the average, each respondents use about 230 litres of water per day for daily need and use. Many of them have the habit of use the non-water conservative ways to do their daily activities. The result revealed that socio-economic background, such as, gender, age, ethnic group and educational background do not have the consistent effect on the individual water consumption pattern such run water continuously in doing some activities. The water consumption pattern seems more likely to be influenced by their upbringing environment which explore to less educating in water conservation issue.

An individual could save up to 12,510 litres or RM 5.25 per household per month if he or she could use the most water conservation way in the daily activities. Hence, policies and programmes aiming at increasing public awareness and participating in water conservation issues should enhance people's understanding on issues affecting them directly.

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