CHAPTER 1

INTRODUCTION

1.1 General

Eco-driving is the concept used to describe the less energy use of vehicles. It is a great and easy way to reduce fuel consumption, greenhouse gas emission and crash rates. Eco-driving provided so much benefits for drivers; reduction in transport emission, road crashes, motoring costs. Nowadays, the technology of engine cars has improved, where the most of the cars out with eco-driving mode which is help reduce the fuel consumption and emissions. Eco-driving represents as driving culture which make more suit to modern engines and providing more benefits to the environment, fuel cost saving as well as greater safety and comfort. The eco-driving helps to improve human driving skills which preventing sudden breaking and accelerating for non-reasonable (Sabooh, 2009). Most of the countries implement the eco-driving concept in their highway and transportation system to make free greenhouse effect besides having a steady traffic flow (ECOWILL, 2013).
1.2 Problem of Statement

In 21st century, environmental issues getting more serious in the society and contributor to climate change. The unwanted gases such as carbon dioxide (CO$_2$) and other greenhouse gas (GHG) still producing by motorize vehicle without limited. Hence, it makes the environment more to the critical stage. The drivers make the situation worst by modified their vehicles from the original specification.

It has been known for several decades that driving style and habits have an impact on fuel consumption. The type of eco-driving behavior falls into 3 categories; driving behaviors, trip planning and vehicle maintenance. These are the behavior most UMP drivers less concentrated on. The basic of eco-driving is a change of habit by drivers in order in drive in a manner that minimizes fuel consumption.

1.3 Objective

I. To determine drive’s understanding on eco-driving concept and how far drivers adopt the eco-driving.

II. To identify how far UMP driver’s ready to adopt the eco-driving concept.

1.4 Significant of Findings

Generally, this study is to find the understanding of eco-driving among drivers of which it carries its concept in reducing fuel usage and also reducing carbon dioxide emission. Furthermore, this study is also to find how far the drivers adopt the eco-driving in their traveling.
1.5 Scope of Study

This research limits its study area to university Malaysia Pahang Campus Gambang. It focusses to ump community in the campus among staff and students.