

ABSTRACT

Energy is the main factor of economic expansion not only in Thailand but also all around the world. According to the energy situation in Thailand, there are many companies that attempt to reduce the energy consumption within their organizations in order to help the nation to reduce the import of crude oil from oil-rich countries. Also, they try to reduce the electricity bills which increase significantly year by year. Consequently, as being an employee of CMA CGM (Thailand), the researcher attempted to study the awareness of and the attitude toward energy conservation behavior of employees at the organization. This research aimed to find out:

- An awareness of the government's energy conservation campaign and company's policy about energy conservation of employees at CMA CGM (Thailand)
- An attitude toward the government's energy conservation campaign and company's policy about energy conservation of employees at CMA CGM (Thailand)
- Energy conservation behavior of employees at CMA CGM (Thailand)
- Relationships between attitude and behavior

The questionnaire consisting of both one open-ended question and 44 close-ended questions were used to collect data in this research. The subjects of this study were all employees (90 people) of the company who have worked up to 2 years with the company. They were asked to fill in the questionnaires without any timeframe. All questionnaires were distributed to respondents and were collected one week later. However, only 63 questionnaires or 2/3 were returned. Then, the data were processed by SPSS program version 15.0 and presented in the table form with descriptive statistics, i.e. Mean, Standard Deviation, and Percentage.