

CHAPTER THREE

METHODOLOGY

This chapter explains the research designs in this study which are

1. POPULATION AND SAMPLING

The population of the survey was all employees of CMA CGM (Thailand) in every department at Q-House Lumpini Building. The total number of population was 90. All 90 employees were given a questionnaire to fill out.

1. INSTRUMENTATION

A questionnaire was developed by adapting questionnaire as an instrument for data collection. It was composed of 3 main parts. *Part 1* included closed-ended questions on personal information of the population: gender, age, marital status, educational background, and their department in the organization. *Part 2* consisted of closed-ended questions measuring both attitude toward and awareness of energy conservation in the Government campaign and CMA CGM (Thailand) policy about energy conservation.

The questions in *Part 3* aimed to find out the degree of all employees' energy consumption behavior at CMA CGM (Thailand). The respondents were asked about their frequency of their energy consumption. They chose one of the following options: often, sometimes and hardly.

2. DATA COLLECTION

Before conducting the survey, the researcher studied related thesis, books, and other studies. The researcher applied knowledge from such literature to develop his questionnaire for his research. Finally, a self-administered questionnaire was designed to answer the research questions. The participants were asked to answer the questionnaire by themselves. The questionnaires were distributed by the researcher himself to 90 employees in the early December and were collected after one week.

3. DATA ANALYSIS

The data were analyzed by using SPSS program (Statistical Package for the Social Science) version 15.0. Percentage, mean, and standard deviation were used to describe the attitude toward energy conservation while only percentage were used to describe an awareness of energy conservation and the energy conservation behavior of employees at CMA CGM (Thailand). The data were presented in a form of cross tabulation.

The degree of attitude toward energy conservation, energy conservation behavior of employees at CMA CGM (Thailand), and also energy conservation behavior were classified into 3 levels by using the following formula:

$$\text{Interval} = \frac{\text{The highest score} - \text{The lowest score}}{\text{Number of interval}}$$

$$\text{Interval} = \frac{3-1}{3}$$

$$\text{Average score} = 1.00 - 1.67 = \text{low}$$

$$\text{Average score} = 1.68 - 2.35 = \text{moderate}$$

$$\text{Average score} = 2.36 - 3.0 = \text{high}$$