

CHAPTER FIVE

CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) discussion of the findings, (3) conclusions, and (4) recommendations.

5.1 SUMMARY OF THE STUDY

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.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 General Information Result

Most respondents completed Bachelor degree whilst only a few graduated with Master Degree. It can be assumed that standard of educational background for most employees at this organization were Bachelor Degree.

5.2.2 Awareness of Energy Conservation Result

Most or nearly all employees at CMA CGM (Thailand) were aware of the company's policy to conserve energy effectively and economically because the company required them to participate in the program. But many people didn't know about the government policy about energy conservation. They did not realize that:

- Thailand has a potential to generate electricity in adequate manner to domestic consumption and export to neighborhood country for trading
- it is necessary for Thailand to generate part of its electricity through Nuclear reactor
- Thailand has an adequate water supply in reservoirs to generate energy in accordance with domestic consumption

5.2.3 Attitude toward Energy Conservation Result

After collecting the data, the researcher found that most respondents marked "neutral" as the answer. Respondents filled in almost every question in neutral way except two statements which were:

- the government of Thailand promotes campaign of energy saving and disseminate detailed information of energy conservation via various media. To respond to this question, over half of respondents or 52.4% strongly agreed with this statement.
- it is necessary for Thailand to generate part of its electricity through Nuclear reactor. Most respondents rather disagreed with this question with slightly over 60%.

5.2.4 The Energy Conservation Behavior Result

Since the company had to rent a space with other companies at Q-House Lumpini Building, there were many central systems which the company assigned a person to be in charge of such as the lighting system in some area or air-conditioning system. Each individual could not do anything to save energy under this condition.

However, there were many things which most respondents acted and helped to save the energy significantly such as closing the faucet tightly after washing their hands, turning off the computer when not using, and always using paper both sides of paper rather than using only one side. The study showed all respondents often or sometimes did such things at the company.

5.2.5 The Relationship between Attitudes toward Energy Conservation of Employees at CMA CGM (Thailand) had an Effect on their own Behaviors on Energy Consumption at the Office

It was found that there was no relationship between attitudes toward energy conservation of employees at CMA CGM (Thailand) had an effect on their own behaviors on energy consumption at the office.

5.3 DISCUSSION OF THE FINDINGS

This section explains how the findings of the study match the earlier research. Therefore, the discussions are as follow:

The literature indicates that attitudes may be an important determinant of behavior. People usually do what they say and act according to their attitudes. (Consumer behavior and energy policy, 1984) This study also found that respondents' attitude had a significance influence on their behavior. For example, if the respondent strongly agreed with company's energy saving campaign, it is likely that he/she would use the energy economically or in effective way. For example, using both sides of paper rather than using only one side was tangible evidence of conserving energy with a high rate of responses. There are many energy conservation method that a high percentage of the respondents always follow when they were in the office such as closing the faucet tightly after washing their hands or turning off the computer when not use.

Currently, the national government of Thailand plays a crucial role in campaigning and disseminating the information of energy conservation to Thai people. According to the previous study of Anderson and Lipsey 1978 which stated that formation and change of attitude are not two separate things, they are interwoven. People are always adopting, modifying, and relinquishing attitudes to fit their own needs and interests. In this research the respondents did not perceive the

government's campaign as one significant channel to promote energy conserving behavior, although banners or advertisements on the television or presenters were used people to persuade us to conserve the energy for the next generation.

From this research, most respondents sometimes or never instigated other people to promote energy conservation in the organization by labeling energy-saving/off when not use mark somewhere near electrical equipments/appliances or electric lamps or inform the employees to conserve energy. More energy can be saved significantly if colleague persuade other colleagues to use energy in a conservative manner as suggested by Warren and Warren (1977) that the extent to which one's social setting vis-à-vis energy conservation actions involves the creation or reduction of perceived discrepancies between one's own behavior and that of a person living in the same community, appears to equal or even outweighs the influence of individual socioeconomic levels. Warren and Warren (1977) also suggested that the neighborhood can be a major mediating institution between the individual household and the larger society. It is a social setting which transmits or fails to transmit important shared norms or attitudes and without this influence individuals may show little or no consistency between attitudes and behaviors.

5.4 CONCLUSIONS

From the study, it can be concluded that

5.4.1 Most employees knew pretty well about company's policy to conserve energy in the organization but they had a lesser degree of knowledge about the government's policy.

5.4.2 The degree of employees' energy conservation at the company depended mostly upon the employees' awareness of and attitude toward energy conservation corresponded with the energy conservation behavior of the employees.

5.4.3 Behavior of respondents to use energy efficiently and economically was based on what level of their attitude has an effect on energy conservation.

5.5 RECOMMENDATIONS

Based on the findings and conclusions of this study, the following recommendations are made for further research.

1. This research studied only the respondents' energy conservation behavior at workplace. Further research should study their energy conservation behavior at their houses or other public places.

2. This survey included only the employees at Sathorn branch but did not include Bangkok depot and Laemchabang depot. Future study should extend its survey to both depot to gain more quantitative data and information about the employees' awareness of and attitude toward energy conservation.

3. Government should play an active role to disseminate the knowledge of energy conservation to people across the country. In the study, most people in the organization had a high degree of attitude toward energy conservation but they lacked of information about the government's policy. Further study should evaluate the effectiveness of the government campaigns to conserve energy.