

PERCEPTION ATTITUDE AND BEHAVIOR TOWARD GREEN UNIVERSITY POLICY
IMPLEMENTATION OF MAHIDOL UNIVERSITY AT KANCHANABURI CAMPUS

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ABSTRACT

The research on “Perception, Attitudes, and Behaviors of Students and Staff of Mahidol University, Kanchanaburi Campus Towards the Implementation of Green University Policy” aimed to study the level of perception, attitudes, and behaviors of staff and students towards being a Green University of Mahidol University, Kanchanaburi Campus, study problems and obstacles to the implementation of Green University Project of Mahidol University, Kanchanaburi Campus, and find the guidelines on sustainable development of Green University Project of Mahidol University, Kanchanaburi Campus.

This quantitative research used the questionnaires to collect data. The quantitative data were collected from 240 people consisting of academic staffs, support staffs, outsourced workers, and students. Statistics for data collection consisted of percentage, mean, and standard deviation. SPSS was used for statistically analyzing data. The contents of data on open-ended questions of the questionnaires were analyzed by typology analysis and taxonomy analysis.

The research results showed that the perception level of staffs and students on being Green University of Mahidol University, Kanchanaburi Campus was high. The attitude level of staff and students towards being Green University of Mahidol University, Kanchanaburi Campus was at the highest level. Also the behavioral level of staff and students towards being Green University of Mahidol University, Kanchanaburi Campus was moderate. As for research recommendations, Mahidol University, Kanchanaburi Campus should change six behaviors of staff and students as follows: 1) the behavior towards infrastructure system organizing, 2) the behavior towards management of energy and climate change, 3) the behavior towards waste management, 4) the behavior towards water management, 5) the commuting behavior, and 6) the educational behavior.

KEY WORDS: PERCEPTION/ ATTITUDE/ BEHAVIORS/ GREEN UNIVERSITY POLICY

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