

CHAPTER V

CONCLUSIONS

This chapter presents the conclusion and discussion of this study. Besides, some limitations and recommendations are also included.

Conclusion and Findings

This research aims to study the perception of and participation of employees of national flag carrier airline and low cost airlines, Bangkok, Thailand, in green programs in their airlines, in order to investigate the influence of green information sources on their positive behavior for maintaining sustainable environment, sustainable life as well as sustainable globe. The purposes of this study are: 1) to examine whether the airlines have implemented their green programs 2) to identify whether or not they include the four areas-- energy saving, water saving, waste reductions and environmental caring programs in their programs 3) to determine whether employees are involved in the programs and to what extent they are involved, 4) to determine whether employees' demographics are affecting their perception in energy saving, water saving, waste reduction and environmental caring programs 5) to determine whether employees' demographics are affecting their participation in energy saving, water saving, waste reduction and environmental caring programs, and 6) to study the relationship between employees' perception of environmental protection and their support/participation in green program of green airlines. The data analyzed using independent sample T-test, One Way Analysis of Variances (ANOVA) and Pearson Product Moment Correlation Coefficient.

The results of the study found that 243 respondents or 60.8% of respondents who responded the survey are female. A majority of the respondents (53.8%) were in the 20-30 age group; 331 respondents (or 82.8%) were Bachelor's degree holders; and 200 respondents (or 50 %) had a monthly income between 10,001-20,000 baht.

The majority of the respondents (256 or 64%) were not sure if they knew about the environment program (green program) in their airlines; only 144 respondents

(or 36.0 %) knew exactly about environment program (green program) in their airlines. The majority of the respondents (124 or 31%) learned about environment program (green program) in their airlines from Airline's officers. The majority of the respondents (211 or 52.8%) were not sure that their airlines are green airline.

Overall, the environmental protection program, especially in an area of waste disposal was perceived to exist at a high level, ($\bar{\chi} = 3.44$; $SD = 0.71$). The following areas were perceived to exist at a moderate level-energy saving ($\bar{\chi} = 3.04$; $SD = 0.73$), water saving ($\bar{\chi} = 3.16$; $SD = 0.80$), and for environmental caring ($\bar{\chi} = 3.19$; $SD = 0.85$).

Overall, participation in and support of the green activities by the respondents were found to exist at a high level in all areas. For waste disposal ($\bar{\chi} = 3.86$; $SD = 0.70$), energy saving ($\bar{\chi} = 3.82$; $SD = 0.71$), water saving ($\bar{\chi} = 3.80$; $SD = 0.71$), and for environmental caring, ($\bar{\chi} = 3.74$; $SD = 0.61$).

Results of Hypothesis Testing

In terms of hypothesis testing, it was found that:

1. There were no significant differences between male and female respondents in their perception of energy saving, water saving, waste disposal, and environmental caring.
2. There were no significant differences among employees with different age groups in their perception of energy saving, water saving, waste disposal however, there were significant differences at the level of .05 among respondents with different age groups in environmental caring.
3. There were significant differences at the level of .05 among employees with different educational levels in their perception of energy saving; however, there were no significant differences in their perception of water saving and waste disposal and environmental caring.
4. There were significant differences among employees with different monthly income at the level of .05 in their perception of energy saving and environmental caring; however, there were no significant differences in their perception of water saving and waste disposal.

5. There were no significant differences between employees with different genders in their support of and participation in activities concerning energy saving, water saving, waste disposal, and environmental caring.

6. There were no significant differences among employees with different age groups in their support of and participation in activities concerning energy saving, water saving, environmental caring; however, there were significant differences in their support of and participation in activities concerning waste disposal.

7. There were no significant differences among employees with different educational levels in their support of and participation in activities concerning energy saving, water saving, waste disposal and environmental caring.

8. There were no significant differences among employees with different income levels in their support of and participation in activities concerning energy saving, waste disposal and environmental caring; however, there were significant differences at the level of .05 in their support of and participation in activities concerning water saving.

9. There is significant relationship between employee's perception toward environmental protection and support/participation in green program of green airline.

Discussion

According to the information from Thai Airways, One Two-Go Airline, Thai AirAsia and Nok Air, we found that operate about the policy of the environment and bring their airlines to be green airline and all of them set policy about environment and want their employees to follow the policy. These 4 airlines also support the activity about environmental caring. From the research result, we found that the environmental protection program, the employee's perception especially in an area of waste disposal was perceived to exist at a high level. The following areas were perceived to exist at a moderate level-energy saving, water saving, and environmental caring. About participation in and support of the green activities by the respondents were found to exist at a high level in all areas. So the knowledge and awareness of information from various airline sources can open opportunities to be exposed to valuable information and interpret it into the environmental friendly actions toward green programs.

This study found that both male and female have no difference in perception in energy saving, water saving, waste and environmental caring. So it is not related with other previous studies that reported female has higher environmental consciousness. It is not related specifically to Andereck (2009) who found that females were concerned with environmental friendly actions than males, while Stern and Dietz (1994) claimed that female showed anxiety relating to biosphere degradation higher than men.

This study found that employees with different ages have no difference in perception about energy saving, water saving, waste but different perception about environmental caring. Older employees age 51 – 60 years have higher perception about environmental caring than younger or other age groups. So it can show that because nowadays in Thailand groups of younger people take an interest with the work or the colleague more than some policy in organization. Some employees are interested only in travel or technology, but since perception about energy saving, water saving, waste have no difference, it can show that every group of ages may take interest in environmental protection equally. The contradicting results of the study might be attributable to the fact that all younger, middle age and older employees share their concern toward environmental protection and are willing to open their minds for participating in green programs of their organization.

This study found that employees with different education and income have different perception about energy saving and environmental caring, but not with water saving and waste. It relates to Rovira (2000) who stated that people differently responded to environmental activities through the influences of social status and income. People from lower social and economic background expressed less environmental consciousness, while those from the middle social and economic background showed the environmental practices for reducing environmental degradation at middle levels. In addition, people from high social and economic background showed high responsible actions to environmental protection.

This study found that both male and female have no different support and participation in energy saving, water saving, waste and environmental caring. So it shows that if the organization gives more intention and really follows policy about environment, starting from board of directors and other executives, they will follow

the organization's policy. It was found that female will support and participate not difference with male. This is not relates to Andereck (2009) who found that females were more concerned with environmental friendly actions than male, while Stern and Dietz (1994) claimed that females showed anxiety relating to biosphere degradation higher than men.

This study found that employees with different ages have no difference in support and participation in energy saving, water saving, environmental caring, but they differ in support and participation in waste management. It is the same as the perception that every group of ages may take interest in environmental protection equally.

This study found that employees with different education level have no difference in support and participation in energy saving, water saving, waste and environmental caring. It can show that every group of education may take interest in environmental protection equally. Education may relate with employees' perception but their concerns come from their feeling. If they realize that it is time to take interest in environment, they will start to support and participate and consider more and more about it.

This study found that employees with different income have no difference in support and participation in energy saving, waste and environmental caring, but have different support and participation in water saving. It shows that less or high income employees support and participate in green program in their organization. They can help the organization to save energy, save water, reduce waste and take more interest about environment by starting from their organization and thereafter trying to do at home and taking it to social level.

This study found a significant positive and strong correlation between employees' perception toward environmental protection and support/participation in green program of green airline. This relates to Turner (1997) who suggested that the positive perception toward benefits of environmental protection in the context of health, quality of life and economy can lead to the growing of environmental actions. The positive relationship between perception toward environmental protection, their exposure to green knowledge and information, and their participation in green

programs may indicate that they are becoming more concerned on the environmental degradation caused by development and other human activities.

Limitation of the study

There are some limitations that should be considered as follows:

1. The sample size of this study was considered quite small. There were only 400 people and separate 100 people for each airline. These subjects might not represent the overall employees. Thus the results of the study may not be generalized fully to other employees or airlines.
2. Limitation of English questionnaire and some words about environment were considered barriers to effective communication with some international employees from Europe and Asia who do not use English language as their mother tongue.

Recommendation

1. Most employees know about environment program (green program) in their airlines from Airline's officer (other employees), so the organization should promote and give them more information from web site or leaflet too. This is because all of them are big and famous airlines, and have more media and ways of communicating with their employees. The green management team should improve the efficiency of those sources to deliver clearer environmental knowledge to reach the employees in a broader range.
2. The organization should focus on training staff in order to show environmental friendly behaviors and communicate environmental friendly knowledge in the right way.
3. The environmental friendly message from various sources that are used to communicate with employees may have potential to motivate them for helping the organization to preserve energy, water and other precious resources. In addition, the green management team should focus on the activities in which the employees are willing to participate and avoid those in which they feel uncomfortable or inconvenient to join.
4. The airlines shareholder and owners may provide support to develop more effective green information provided by more efficient information sources to attract

the employees to participate in green activities, in accordance with the airline's budget and organizational policies.

5. The organization should operate the foundation and the foundation should support to disseminate the information about environmental protection activities of the airlines in order to let the employees and other groups of people be aware of sustainable environment, along with generating their environmental consciousness and environmental practices.

Recommendation for future research

Several recommendations emerge based on the findings of this research that provide viewpoints in the area of environmental consciousness toward the green programs of the green airlines. The following recommendations for future research were suggested:

1. Future research might replicate this study by conducting a research in the international airlines or some airlines in other foreign countries, in order to gain greater details relating to their employees' environmental perception and levels of participation in green programs of green airlines.

2. Future research should investigate the influence of other sources of green information from green airlines, in order to compare different communication potential of diverse sources.

3. Future research should extend to study the environmental perceptions and levels of participation in green programs of green airlines among all employees in the organization. This is to understand their viewpoints and actions that help to reach the achievement of environmental sustainability.

4. Future research should use the qualitative research to investigate the board of directors, executives, manager or only both of the employee's viewpoints and attitude toward environmental protection from different green airlines. In this regard, their viewpoints and attitude have strong influence over green practices and sustainable management of the airlines.