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**PERCEPTION AND PARTICIPATION OF EMPLOYEES OF NATIONAL
FLAG CARRIER AIRLINE AND LOW COST AIRLINES, BANGKOK,
THAILAND TOWARD GREEN PROGRAM IN THEIR AIRLINE**

THANTHITA SRISOPHON

**A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirements
for the Master of Arts Degree
in International Tourism and Hotel Management
(International Management)**

May 2011

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This thesis entitled “Perception and Participation of Employee of National Flag Carrier Airline and Low Cost Airlines Bangkok, Thailand toward Green Program in Their Airline” submitted by Thanthita Srisophon in partial fulfillment of the requirements for the Master of Arts Degree in International Tourism and Hotel Management is hereby approved.

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Thanthita Srisophon

Title	PERCEPTION AND PARTICIPATION OF EMPLOYEES OF NATIONAL FLAG CARRIER AIRLINE AND LOW COST AIRLINES, BANGKOK, THAILAND TOWARD GREEN PROGRAM IN THEIR AIRLINE
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ABSTRACT

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The purposes of this study are: 1) to examine whether the airlines have implemented their green programs, 2) to identify whether 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 are they involved, 4) to determine whether employees demographics are effecting their perception in energy saving, water saving, waste reductions and environmental caring programs, 5) to determine whether employees demographics are effecting their participation in energy saving, water saving, waste reductions 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 results of the study found that 243 respondents or 60.8% of respondents who responded the survey are female. A majority of the respondents was 20-30 years or 53.8% their level of education was Bachelor degree (331 or 82.8%), have income between 10,001-20,000 baht (200 or 50%). 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, ($\bar{\chi} = 3.74$; $SD = 0.61$).

In terms of hypothesis testing, it was found that there were no significant differences between male and female respondents in their perception of energy saving, water saving, waste disposal, and environmental caring.

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.

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.

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.

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.

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.

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.

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

LIST OF CONTENTS

Chapter	Page
I INTRODUCTION	1
Rationale for the Study.....	1
Purpose of the Study	8
Scope of the Study	9
Definitions of Terms	9
Conceptual Model and Hypotheses	10
II LITERATURE REVIEW	15
History of Aviation	15
History of Thai National Airline.....	16
Background of Low-cost Airlines.....	18
Global Warming.....	20
Motivations and drivers for corporate environmental commitment.....	24
Green Environmental Program in Green Airlines	42
Perception Toward Environmental Protection.....	52
Participation	54
III RESEARCH METHODOLOGY	55
Population and sampling size.....	55
Research Instrument	57
Validity and Reliability	57
Data Collection	59
Analysis of Data	60

LIST OF CONTENTS (CONT.)

Chapter	Page
IV RESULTS AND DISCUSSION	62
Demographic profiles of employees of national flag carrier airline and low cost airlines Bangkok.....	62
General Perception about green program of employees.....	64
Mean and standard deviation of perceptions of employees toward environmental protection in their airline.....	66
Mean and standard deviation of support and participation in green activities from green airline program.....	71
Hypothesis Testing and other opinions.....	75
V CONCLUSION	165
Conclusion and Findings.....	165
Discussion.....	167
Recommendation	170
REFERENCES.....	172
APPENDIX.....	182
BIOGRAPHY.....	196

LIST OF TABLES

Table	Page
1 Financial Benefits of Corporate Greening.....	28
2 Summary of environmental impacts generated by airlines.....	37
3 The result of pretest.....	58
4 The mean scores interval level.....	61
5 Demographic profiles of Respondents.....	63
6 Perception about green program of employees.....	65
7 Overall Perceptions of employees toward environmental protection in their airline.....	66
8 Perceptions of employees toward environmental protection in their airline regarding energy saving.....	67
9 Perceptions of employees toward environmental protection in their airline regarding water saving.....	69
10 Perceptions of employees toward environmental protection in their airline regarding waste disposal.....	70
11 Perceptions of employees toward environmental protection in their airline regarding environmental caring.....	71
12 Overall support and participate in green activities of green airline program.....	72
13 Support and participate in green activities of green airline program regarding energy saving.....	72
14 Support and participate in green activities from green airline program regarding water saving.....	73
15 Support and participate in green activities of green airline program regarding waste disposal.....	74
16 Support and participate in green activities from green airline program regarding environmental caring.....	75

LIST OF TABLES (CONT.)

Table	Page
17 Levene’s Test and Independent Sample T-test of gender and perception in green activities from green airline program – energy.....	76
18 Mean value of frequency perception in green airline program – energy: classified by gender of employees.....	79
19 Levene’s Test and Independent Sample T-test of gender and perception in green activities from green airline program – water.....	80
20 Mean value of frequency perception in green airline program – water: classified by gender of employees.....	81
21 Levene’s Test and Independent Sample T-test of gender and perception in green activities from green airline program – waste.....	82
22 Mean value of frequency perception in green airline program – waste: classified by gender of employees.....	84
23 Levene’s Test and Independent Sample T-test of gender and perception in green activities from green airline program – environmental caring.....	85
24 Mean value of frequency perception in green airline program – environmental caring: classified by gender of employees.....	87
25 Test of Homogeneity of Variances of the respondents with different age levels.....	88
26 Descriptive Statistic of employees’ perception in green programs of green airlines: classified by age difference.....	88
27 ANOVA Result of employees’ frequency in perception in green program of green airline: classified by age difference.....	89
28 Test of Homogeneity of Variance of the employees with difference age level	89
29 Descriptive Statistic of employees’ perception in green program – water saving of green airlines: classified by age level.....	90

LIST OF TABLES (CONT.)

Table	Page
30 ANOVA Result of employees' frequency of perception toward green program – water saving of green airlines: classified by age.....	90
31 Test of Homogeneity of Variance of the employees with difference age level.....	91
32 Descriptive Statistic of employees' perception in green program – waste disposal of green airlines: classified by age level.....	91
33 ANOVA Result of employees' frequency of perception toward green program – waste disposal of green airlines: classified by age.....	92
34 Test of Homogeneity of Variances of the employees with different age levels.....	93
35 Descriptive Statistic of employees' perception in green program – environmental caring of green airlines: classified by age levels.....	93
36 ANOVA Result of employees' frequency of perception toward green program – environmental caring of green airlines: classified by age.	94
37 Post Hoc Test of employees with different age.....	95
38 Test of Homogeneity of Variances of the employees with different education level.....	98
39 Descriptive Statistic of employees' perception in green program – energy saving of green airlines: classified by education level.....	99
40 ANOVA Result of employees' frequency of perception toward green program – energy saving of green airlines: classified by education.	100
41 Post Hoc Test of employees with different education.....	102
42 Test of Homogeneity of Variances of the employees with different education level.....	107
43 Descriptive Statistic of employees' perception in green program – water saving of green airlines: classified by education level.....	107

LIST OF TABLES (CONT.)

Table	Page
44 ANOVA Result of employees' frequency of perception toward green program – water saving of green airlines: classified by education....	108
45 Test of Homogeneity of Variances of the employees with different education level.....	108
46 Descriptive Statistic of employees' perception in green program – waste disposal of green airlines: classified by education level.....	109
47 ANOVA Result of employees' frequency of perception toward green program – waste disposal of green airlines: classified by education.	109
48 Test of Homogeneity of Variances of the employees with different education level.....	110
49 Descriptive Statistic of employees' perception in green program – environmental caring of green airlines: classified by education level.....	111
50 ANOVA Result of employees' frequency of perception toward green program – environmental caring of green airlines: classified by education.....	111
51 Test of Homogeneity of Variances of the employees with different income level.....	112
52 Descriptive Statistic of employees' perception in green program – energy saving of green airlines: classified by income level.....	113
53 ANOVA Result of employees' frequency of perception toward green program – energy saving of green airlines: classified by income level.....	114
54 Post Hoc Test of employee with different income.....	116
55 Test of Homogeneity of Variances of the employees with different income level.....	121

LIST OF TABLES (CONT.)

Table	Page
56 Descriptive Statistic of employees' perception in green program – water saving of green airlines: classified by income level.....	122
57 ANOVA Result of employees' frequency of perception toward green program – water saving of green airlines: classified by income level.....	122
58 Test of Homogeneity of Variances of the employees with different income level.....	123
59 Descriptive Statistic of employees' perception in green program – waste disposal of green airlines: classified by income level.....	124
60 ANOVA Result of employees' frequency of perception toward green program – waste disposal of green airlines: classified by income.....	124
61 Test of Homogeneity of Variances of the employees with different income level.....	125
62 Descriptive Statistic of employees' perception in green program – environmental caring of green airlines: classified by income level...	126
63 ANOVA Result of employees' frequency of perception toward green program – environmental caring of green airlines: classified by income level.....	126
64 Post Hoc Test of employees with different income.....	127
65 Levene's Test and Independent Sample T-test of gender and support and participation in green activities from green airline program- energy.....	129
66 Mean value of frequency support and participation in green airline program – energy: classified by gender of employees.....	131
67 Levene's Test and Independent Sample T-test of gender and support and participation in green activities from green airline program- water..	132

LIST OF TABLES (CONT.)

Table	Page
68 Mean value of frequency support and participation in green airline program – water: classified by gender of employees.....	133
69 Levene’s Test and Independent Sample T-test of gender and support and participation in green activities from green airline program – waste.	134
70 Mean value of frequency support and participation in green airline program – waste: classified by gender of employees.....	135
71 Levene’s Test and Independent Sample T-test of gender and support and participation in green activities from green airline program – environmental caring.....	136
72 Mean value of frequency support and participation in green airline program – environmental caring: classified by gender of employees.....	138
73 Test of Homogeneity of Variances of the employees with different age level.	139
74 Descriptive statistic of employees’ support and participation in green airline program: classified by age difference.....	139
75 ANOVA Result of employees’ frequency in support and participation in green airline program: classified by age difference.....	140
76 Test of Homogeneity of Variances of the employees with different age level	141
77 Descriptive statistic of employees’ support and participation in green airline program: classified by age difference.....	141
78 ANOVA Result of employees’ frequency in support and participation in green airline program: classified by age difference.....	142
79 Test of Homogeneity of Variances of the employees with different age level	142
80 Descriptive statistic of employees’ support and participation in green airline program: classified by age difference.....	143
81 ANOVA Result of employees’ frequency in support and participation in green airline program: classified by age difference.....	143

LIST OF TABLES (CONT.)

Table	Page
82 Post Hoc Test of employees support and participation in green airline program –waste with different age.....	144
83 Test of Homogeneity of Variances of the employees with different age level	145
84 Descriptive statistic of employees’ support and participation in green airline program: classified by age difference.....	146
85 ANOVA Result of employees’ frequency in support and participation in green airline program: classified by age difference.....	146
86 Test of Homogeneity of Variances of the employees with different education level.....	147
87 Descriptive statistic of employees’ support and participation in green airline program: classified by education difference.....	148
88 ANOVA Result of employees’ frequency in support and participation in green airline program: classified by education difference.....	148
89 Test of Homogeneity of Variances of the employees with different education level.....	149
90 Descriptive statistic of employees’ support and participation in green airline program: classified by education difference.....	149
91 ANOVA Result of employees’ frequency in support and participation in green airline program: classified by education difference.....	150
92 Test of Homogeneity of Variances of the employees with different education level.....	151
93 Descriptive statistic of employees’ support and participation in green airline program: classified by education difference.....	151
94 ANOVA Result of employees’ frequency in support and participate in green airline program: classified by education difference.....	152
95 Test of Homogeneity of Variances of the employees with different education level.....	152

LIST OF TABLES (CONT.)

Table	Page
96 Descriptive statistic of employees' support and participation in green airline program: classified by education difference.....	153
97 ANOVA Result of employees' frequency in support and participation in green airline program: classified by education difference.....	153
98 Test of Homogeneity of Variances of the employees with different income level.....	154
99 Descriptive statistic of employees' support and participation in green airline program: classified by income difference.....	155
100 ANOVA Result of employees' frequency in support and participation in green airline program: classified by income difference.....	155
101 Test of Homogeneity of Variances of the employees with different income level.....	156
102 Descriptive statistic of employees' support and participation in green airline program: classified by income difference.....	157
103 ANOVA Result of employees' frequency in support and participation in green airline program: classified by income difference.....	158
104 Post Hoc Test of employees support and participation in green airline program –with different income.....	159
105 Test of Homogeneity of Variances of the employees with different income level.....	161
106 Descriptive statistic of employees' support and participation in green airline program: classified by income difference.....	161
107 ANOVA Result of employees' frequency in support and participation in green airline program: classified by income difference.....	162
108 Test of Homogeneity of Variances of the employees with different income level.....	162

LIST OF TABLES (CONT.)

Table		Page
109	Descriptive statistic of employees' support and participation in green airline program: classified by income difference.....	163
110	ANOVA Result of employees' frequency in support and participation in green airline program: classified by income difference.....	163
111	Correlation between employees' perception of environmental protection and their support/participation in green program of green airlines...	164

LIST OF FIGURES

Figures		Page
1	Conceptual Framework.....	11