

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E46920

**AIRLINE PASSENGERS' PERCEPTION AND ATTITUDES RELEVANT TO  
AIRLINES' IMPACT ON GLOBAL WARMING: A CASE STUDY OF  
LUFTHANSA GERMAN AIRLINES' PASSENGERS**

**CHANASITA KANJANAPAIROD**

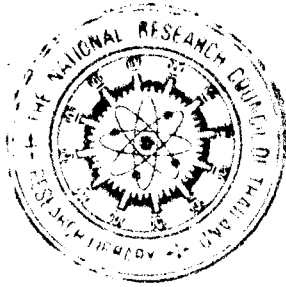
**A Thesis Submitted to the Graduate School of Naresuan University  
in Partial Fulfillment of the Requirements  
for the Master of Arts Degree  
in International Tourism and Hotel Management  
October 2010  
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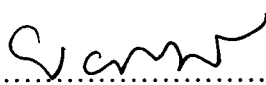
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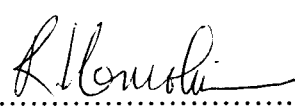
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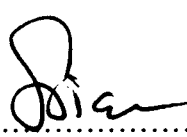
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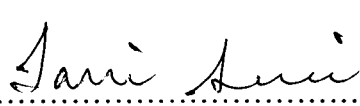
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This thesis entitled “Airline Passengers’ Perception and Attitudes Relevant to Airlines’ Impact on Global Warming: A Case Study of Lufthansa German Airlines’ Passengers” submitted by Chanasita Kanjanapairod in partial fulfillment of the requirements for the Master of Arts Degree in International Tourism and Hotel Management is hereby approved.

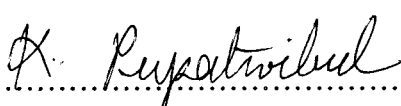
  
..... Chair  
(Yodmanee Tepanon, Ph.D.)

  
..... Committee  
(Associate Professor Rosechongporn Komolsevin, Ph.D.)

  
..... Committee  
(Srisuda Chongsithiphol, D.B.A.)

  
..... Committee  
(Tarin Sanguansermisri, Ph.D.)

**Approved**

  
.....  
(Assistant Professor Kanungnit Papatwibul, Ph.D.)  
Dean of the Graduate School

October 2010

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Chanasita Kanjanapairod

<b>Title</b>	AIRLINE PASSENGERS' PERCEPTION AND ATTITUDES RELEVANT TO AIRLINES' IMPACT ON GLOBAL WARMING: A CASE STUDY OF LUFTHANSA GERMAN AIRLINES' PASSENGERS
<b>Author</b>	Chanasita Kanjanapairod
<b>Advisor</b>	Srisuda Chongsithiphol, D.B.A.
<b>Co - Advisor</b>	Associate Professor Rosechongporn Komolsevin, Ph.D.
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## ABSTRACT

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The concern for the environment has increased significantly during the past few decades and people perception and attitudes towards nature have changed substantially. For the airlines industry, the climate change has become a major impact on the passenger's demand. Therefore, passengers' perception and attitudes are important input parameters to reduce the air travel impacts on Global Warming.

This research aims to study Lufthansa German Airlines passengers' perception and attitudes relevant to airlines' impact on Global Warming. The survey will be conducted through the use of questionnaires. The 400 samples were taken from Lufthansa's passengers at Suvarnabhumi International Airport, Samutprakarn province, Thailand during the month of February 2010. The data was analyzed using descriptive and inferential analyses with the aid of the Statistical Computer Program.

Most of respondents were female age between 20-35 years old, with bachelor's degree and working in private companies. As for the monthly income, two major groups of the respondents had income raging from \$1,500-\$ 3,000 and \$3,001-\$4,500. Respondents interviewed were mostly from Europe and Scandinavia.

The findings of this research revealed that age, income, and nationalities of passengers are related to level of passengers' perception and attitudes towards airlines' impact on Global Warming in choosing airline service. Moreover, the findings also indicated that there is a positive relationship between perception and attitudes towards Global Warming relating to the airline service.

Therefore, the positive perception and attitudes towards benefit of environmental preservation can help the airlines to be successful in environmentally-friendly management as well as creating a positive image in environmental marketing strategies.

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