

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

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 ranging 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.

