

LIST OF CONTENTS

Chapter	Page
I INTRODUCTION	1
Rationale for this Study	1
The Purposes of this Study	4
Scope of the Study	4
Definition of Terms	4
Conceptual Framework and Hypotheses	5
Hypotheses	5
II LITERATURE REVIEW	6
Global warming	6
Lufthansa Airlines	10
Concepts of perception and attitude	14
Conclusion	41
III RESEARCH METHODOLOGY	43
Population of the study	43
Sampling method and sampling size	43
Variables	44
Research instrument	44
Validity and reliability	45
Data Collection Techniques	45
Data analysis	45

LIST OF CONTENTS (CONT.)

Chapter	Page
IV FINDINGS	47
Part 1: Demographic profiles of passengers.....	47
Part 2: Travelling characteristics of passengers	50
Part 3: Passengers’ perception towards impact of airlines on global warming.....	51
Part 4: Passengers’ attitudes towards airlines’ attempt to alleviate impact on global warming	55
Part 5: Hypotheses testing	59
Conclusion.....	101
V CONCLUSIONS	102
Findings	102
Discussion.....	103
Recommendation for the airline industry	105
Limitation of the study	105
Future Research.....	106
REFERENCES	107
APPENDIX	117
BIOGRAPHY	125

LIST OF TABLES

Tables	Page
1 Descriptions of important greenhouse gases	9
2 The environmental data of Lufthansa Airline	13
3 Gender of respondents.....	47
4 Age of respondents.....	48
5 Education level of respondents	48
6 Occupation of respondents.....	49
7 Income (per month) of respondents.....	49
8 Passenger profiles in term of nationality	50
9 Flying time with Lufthansa	50
10 Reasons in choosing Lufthansa	51
11 Attention towards airlines' impact on global warming	52
12 Comprehension towards airlines' impact on global warming.....	53
13 Retention towards airlines' impact on global warming.....	54
14 Perception towards airlines' impact on global warming	54
15 Beliefs towards airlines' attempt to alleviate impacts on global warming.....	55
16 Evaluation towards airlines' attempt to alleviate impacts on global warming.....	57
17 Behavioural intention towards airlines' attempt to alleviate impacts on global warming	58
18 Attitudes towards Airlines' attempt to alleviate impacts on global warming.....	59
19 Multivariate Analysis of Variance (MANOVA) results of overall perception of passenger by gender	60
20 Univariate results of overall perception of passenger by gender	61
21 Descriptive statistic of overall passengers' perception towards airline's impacts on global warming by gender	61

LIST OF TABLES (CONT.)

Tables	Page	
22	Multivariate analysis of variance (MANOVA) results of overall perception of passenger by age.....	62
23	Univariate results of overall perception of passenger by age.....	62
24	Descriptive statistic of overall passengers' perception towards airline's impacts on global warming by age.....	63
25	Post-hoc tests of overall passengers' perception towards airline's impacts on global warming by age.....	64
26	Multivariate Analysis of Variance (MANOVA) results of overall perception of passenger by educational level.....	67
27	Univariate results of overall perception of passenger by educational level.....	67
28	Descriptive statistic of overall passengers' perception towards airline's impacts on global warming by educational level.....	68
29	Multivariate Analysis of Variance (MANOVA) results of overall perception of passenger by occupation.....	69
30	Univariate results of overall perception of passenger by occupation.....	69
31	Descriptive statistic of overall passengers' perception towards airline's impacts on global warming by occupation.....	70
32	Multivariate Analysis of Variance (MANOVA) results of overall perception of passenger by income.....	71
33	Univariate results of overall perception of passenger by income.....	72
34	Descriptive statistic of overall passengers' perception towards airline's impacts on global warming by income.....	73
35	Post-hoc tests of overall passengers' perception towards airline's impacts on global warming by income.....	73

LIST OF TABLES (CONT.)

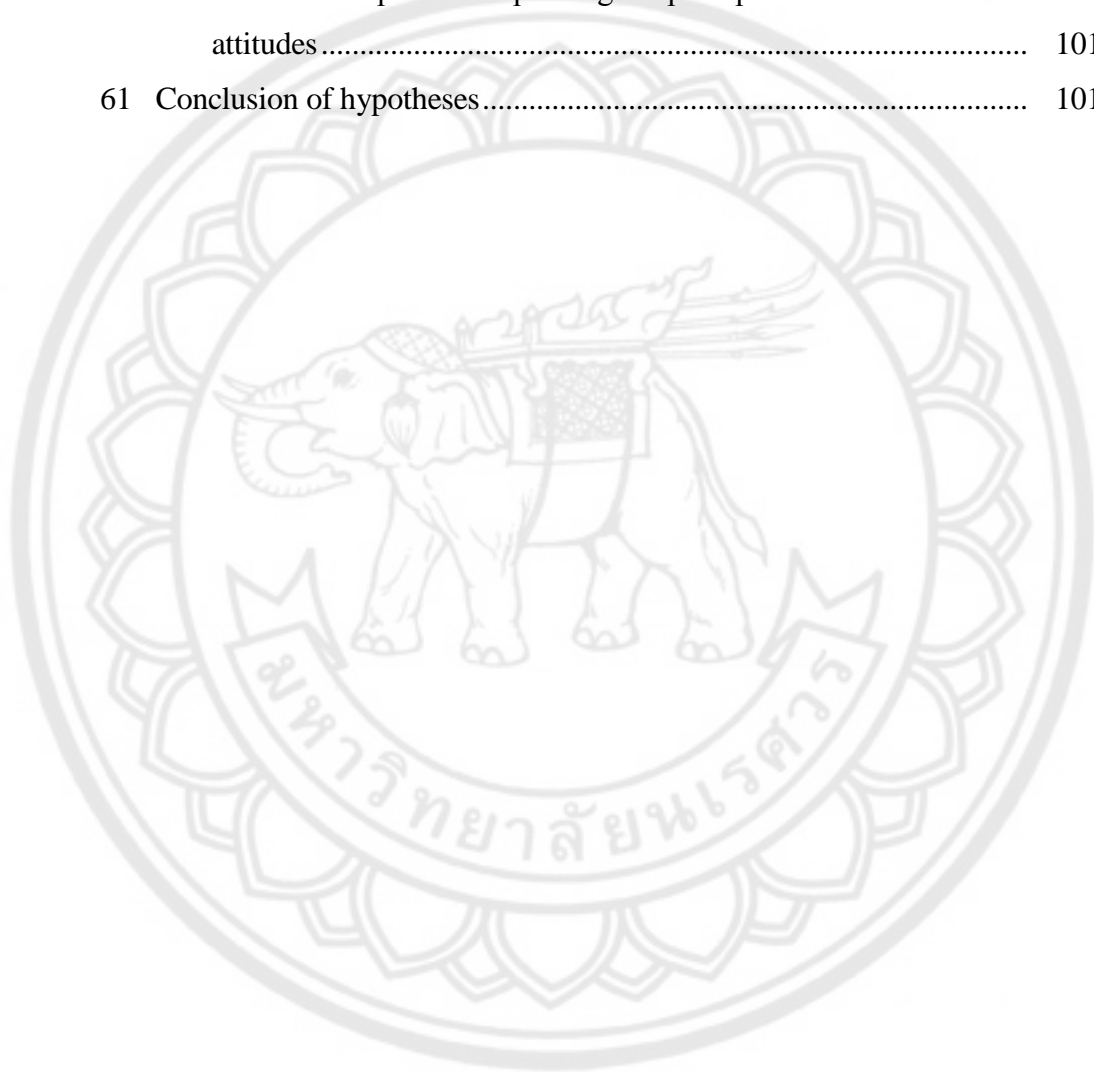
Tables	Page
36 Multivariate Analysis of Variance (MANOVA) results of overall perception of passenger by nationality	75
37 Univariate results of overall perception of passenger by nationality	76
38 Descriptive statistic of overall passengers' perception towards airline's impacts on global warming by nationality	77
39 Post-hoc tests of overall passengers' perception towards airline's impacts on global warming by nationality	78
40 Multivariate Analysis of Variance (MANOVA) results of overall attitudes of passengers by gender	80
41 Univariate results of overall attitudes of passenger by gender.....	81
42 Descriptive statistic of overall attitudes of passengers towards airlines' attempt to alleviate impact on global warming by gender.....	81
43 Multivariate Analysis of Variance (MANOVA) results of overall attitudes of passengers by age	82
44 Univariate results of overall attitudes of passenger by age	83
45 Descriptive statistic of overall attitudes of passengers towards airlines' attempt to alleviate impact on global warming by age	84
46 Post-hoc tests of overall passengers' attitudes towards airline's impacts on global warming by age	85
47 Multivariate Analysis of Variance (MANOVA) results of overall attitudes of passengers by educational level.....	87
48 Univariate results of overall attitudes of passengers by educational level	88

LIST OF TABLES (CONT.)

Tables	Page
49 Descriptive statistic of overall attitudes of passengers towards airlines' attempt to alleviate impact on global warming by educational level	88
50 Multivariate Analysis of Variance (MANOVA) results of overall attitudes of passengers by occupation	90
51 Univariate results of overall attitudes of passengers by occupation.....	90
52 Descriptive statistic of overall attitudes of passengers towards airlines' attempt to alleviate impact on global warming by occupation.....	91
53 Multivariate Analysis of Variance (MANOVA) results of overall attitudes of passengers by income	92
54 Univariate results of overall attitudes of passengers by income.....	93
55 Descriptive statistic of overall attitudes of passengers towards airlines' attempt to alleviate impact on global warming by income.....	93
56 Multivariate Analysis of Variance (MANOVA) results of overall attitudes of passengers by nationality	95
57 Univariate results of overall attitudes of passengers by nationality	95
58 Descriptive statistic of overall attitudes of passengers towards airlines' attempt to alleviate impact on global warming by nationality	97
59 Post-hoc tests of overall passengers' attitudes towards airline's impacts on global warming by nationality	98

LIST OF TABLES (CONT.)

Tables	Page
60 Pearson's Product Moment Correlation Coefficient results of relationship between passengers' perception and attitudes.....	101
61 Conclusion of hypotheses.....	101



LIST OF FIGURES

Figures	Page
1 The conceptual framework.....	5
2 Internal factors: knowledge, perception and awareness of climate change and how they relate to the tourists’ perception of responsibility (key factors are highlighted)	20
3 Main aspects of the external environment relating to climate change policies for air travel (key factors are highlighted)	21
4 Issues that may concern a green tourist	22

