

## Factors Correlation with Global Warming Behavior of Residents in Bangkok Metropolitan Region

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**Abstract** : This research aims to investigate media exposure, awareness, knowledge, attitude, and behavior towards global warming and to study correlations among those factors that varied Bangkok metropolitan's media exposure, perception, knowledge, and attitude on global warming. The sample group consisted of 1,200 residents in Bangkok Metropolitan Region. It was found that the media exposure behavior concerning global warming was, in general, rated in medium level. The awareness, attitude, and behavior against global warming were generally in high level. The hypothesis testing showed that different gender, career, and housing varied the frequency of media exposure on global warming at statistical significant level of .05. Difference in gender, education, and career affected awareness on global warming at statistical significant level of .05. Difference in ages, education, income, and housing affected knowledge and attitude on global warming at statistical significant level of .05. Moreover, difference in education, career, and housing impacted on behavior against global warming at statistical significant level of .05. The exposure to media, awareness, and attitude of Bangkok metropolitan residents about global warming had positive correlation to the behavior at statistical significant level of .05.

**Keywords** : Media Exposure, Awareness, Attitude, Knowledge, Behavior, Global Warming

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## 1. Introduction

### 1.1 BACKGROUND

Global warming was the problem around the world. Human did not understand global warming problems. Cause of the global warming might be from advanced technology. The climate changed results in the changed rainfall and sea level. Greenhouse effect caused constantly means temperature. Six greenhouse gases were effective to the global warming: Water vapor ( $H_2O$ ), Carbon dioxide ( $CO_2$ ), Methane ( $CH_4$ ), Nitrogenous oxide ( $N_2O$ ), Sulfur Hexafluoride ( $SF_6$ ), and Chlorinated fluorocarbons (CFC's). Causes on global warming affected plants, animals, and human. The impacts of climate change on Thailand were higher sea level, ecologies, agriculture and water resource, weather difference, health, social and economy. Since 2009, the problem of global warming had effects on many countries such as drought, flood, hard snowfall, subsidence, and earthquake.

This research studies the media exposure, awareness, knowledge, attitude, and behavior on global warming of residents in Bangkok Metropolitan Region. The results of this research can be used as a guideline on campaign directions. The campaigns were to educate people on in causes of global warming and awareness creation.

### 1.2 OBJECTIVES OF THIS STUDY

The objectives of the study were 1) to investigate media exposure, awareness, knowledge, attitude, and behavior of people towards global warming and 2) to study correlations among those factors that varied Bangkok metropolitan's media exposure, perception, knowledge, and attitude on global warming.

### 1.3 HYPOTHESES OF THIS STUDY

1. Difference demographic characteristics of residents in Bangkok Metropolitan Region resulted in different global warming media exposure.
2. Difference demographic characteristics of residents in Bangkok Metropolitan Region affected on the different global warming awareness.
3. Difference demographic characteristics of residents in Bangkok Metropolitan Region affected on the different global warming knowledge.
4. Difference demographic characteristics of residents in Bangkok Metropolitan Region affected different global warming attitude.
5. Difference demographic characteristics of residents in Bangkok Metropolitan Region affected on the different global warming behavior.
6. The exposure to media of Bangkok metropolitan residents had positive correlation to behavior about global warming.

## 2. Methodology

This research was quantitative study. The questionnaire was used to collect data from the samples in the study. The research results were presented in the form of tables and description. Popular in this study included residents in Bangkok Metropolitan Region consisting of 1,200 sampling were residents in Bangkok Metropolitan Region. The statistics used in the analysis were frequency,

percentage, average, and standard deviation. The statistics used in hypothesis testing included t-test, one-way analysis of variance, and Correlation coefficient of Pearson.

### 3. Results and Discussion

#### 3.1 Result

The study reported the following results: Most of the samples were female (54.1%), age between 20-30 years (39.2%), bachelor's degree or equivalent education (46.5%), employees (35.5%), with the income between 5,000-10,000 baths (32.6%), and apartment/ dorm residential (32.6%).

Media exposure was found in the following: The media exposure about global warming from the media: television, radio broadcasting, newspapers, magazines, journals, brochures, billboards, internet, activity, and personal media and 3-4 days of media exposure to 28.3% weekly. The media exposure about global warming over all was in low level. Television, newspapers, and internet were in middle level. Radio, Journals, billboards, brochures, activity, and personal media were in low level. Television was the most exposed global warming in high level ( $\bar{X}=4.32$ , S.D.=1.014) The media exposure behavior was in the very high level (58.4%). Thailand global warming public relations were in middle level (40%).

The awareness of the people living in Bangkok Metropolitan Region on the global warming issue overall was in high level ( $\bar{X}=3.92$ , S.D.=.442). The knowledge of the people living in Bangkok Metropolitan Region on the global warming 1-7 item was in low level (72.3%). The attitude of the people living in Bangkok Metropolitan Region on the global warming issue overall in high level ( $\bar{X}=4.17$ , S.D.=.483). The behavior of the people living in Bangkok Metropolitan Region on the global warming issue overall in high level ( $\bar{X}=3.52$ , S.D.=.552).

Results of the hypothesis testing:

Different gender, career, and housing varied the frequency of media exposure on global warming at statistical significance .05.

Different gender, education, and career affected awareness on global warming at statistical significance .05.

Different ages, education, income, and housing affected knowledge and attitude on global warming at statistical significance .05.

Moreover, different education, career, and housing impacted on behavior against global warming at statistical significance .05.

The exposure to media, awareness, and attitude of Bangkok metropolitan residents about global warming had positive correlation to the behavior at statistical significance .05.

### 3.2 DISCUSSION

Deference of the Gender, career, and housing varied the frequency of media exposure on global warming at statistical significance which were consist to the studies by Satawatin (1996), Tiamchaisri (1999), and Carusmpisit, (2007).

Different gender, education, and career influenced varied awareness on global warming at statistical significance which were consist to the studies by Good (1997), Satawatin (1996), Bencharongkit (1991), Chatmongkolwong (2004), and Carusmpisit (2007).

Different education, career, income, and housing influenced varied knowledge towards global warming at statistical which were supportive to the studies by DeFleur (1966), Chatmongkolwong (2004), and Keawtep (2004).

Different gender, age, education, career, income, and housing affected varied attitude towards global warming at statistical significance which were supportive to the studies by DeFleur (1966), Rogers (1973), and Thongbu (2008).

Different education, career, and housing affected varied behavior against global warming at statistical significance which were supportive to the studies by Rogers and Shoemake (1971), Goldenson (1984), and Satawatin (1996).

The exposure to media of Bangkok metropolitan residents about global warming had positive correlation to behavior at statistical significance which were supportive to the studies by Bloom (1975), Sukbou (2008), Pangpol (2008), and Sayapan and Chaipuk (2009).

Awareness of Bangkok metropolitan residents about global warming had positive correlation to behavior at statistical significance which are supportive to the studies by Bloom (1975) and Sangwicain (2009).

Knowledge of Bangkok metropolitan residents about global warming had correlation to behavior at statistical significance which are supportive to the studies by Bloom and others (1971) and Roger (1971).

Attitude of Bangkok metropolitan residents about global warming had positive correlation to behavior at statistical significance which are supportive to the studies by Roger (1971) and Thongbu (2008).

### 4. Conclusion

The media exposure behavior concerning global warming was in general rated in medium level. Awareness, attitude, and behavior against global warming were generally in high level. The hypothesis testing showed that different gender, career, and housing affected the frequency of media exposure on global warming at statistical significance .05. Different gender, education, and career varied awareness on global warming at statistical significance .05. Different ages, education, income, and housing varied knowledge on global warming at statistical significance .05. Different gender, age, education, career, income, and housing varied attitude towards global warming at statistical .05. Different education, career, and housing varied behavior against global warming at statistical

significance .05. The exposure to media, awareness, and attitude of Bangkok metropolitan residents about global warming had positive correlation to behavior at statistical significance .05.

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