

CONSUMER PERCEPTIONS THAT AFFECT SOCIAL RESPONSIBILITY ACTIVITIES OF A COMPANY IN THAILAND.

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ABSTRACT

The objective of research: 1. To study the perception of corporate social responsibility image of customers with ICC International Public Company Limited. 2. To study the views on CSR activities of ICC International Public Company Limited in Bangkok that carry out social and Environmental Responsibility. The activities are divided into 4 field: 1. Education 2. Social and Environment 3. Culture 4. Sports The samples were Consumers of ICC International Public Company Limited including 100 persons. Research instruments were the questionnaire for the statistics used in the data analysis was percentage, mean, standard deviation. Data were analyzed using statistical packages.

The research result: 1. the respondents at different sexes have a perception of ICC International Public Company Limited are not different But the demographic characteristics of age, education, career, income and time to become a customer are different have different perceptions of ICC International Public Company Limited. 2. The social and environmental responsibility towards the personnel was at a high level, there is an averaged (3.59). The attitude toward the operational policy was at a high level, there is an average (3.61). The social responsibility was at a high level, there are average (3.56) and the attitude toward responsibility activities was at a high level, there are average (3.63)

Keywords: Social Responsibility, perception, View Point

INTRODUCTION

The image is an impression that the person, organization or institution. With the accumulation and development adjustments as experience has seen. The image can be both positive and negative, which reflects the good points and weaknesses of the organization. The image reflected in the very good organization or institution that has a strong and well accepted by the community (Supattra, 2014). While the image is reflected in the negative. It needs to be improved and changed for the enterprise quality and brand image, according to community needs (Pimomsint, 1997).

ICC International Public Company Limited to focus on and commitment to promoting policies on social responsibility. Community and Environment by operating under the rules and standards. In order not to affect society and the environment. Both direct and indirect including the growing public consciousness for all employees based on that concept. CSR to sustainable development, namely three good ones: its good social good people: good products: a good society together with stakeholders. Whether regulators and executives, employees, customers, community youth to achieve a stable, balanced and sustainable development.

In addition to wholesale, many enterprises have current social responsibilities. As a good organization, worldwide attention. However, success and sustainable growth are not enough. Organizations must learn to do well. Social and environmental rewards social responsibility it is an important and necessary promotion and development of their business, building mutual trust and trust. Prevent this will contribute to the sustainable development of enterprises, communities and society (Srisawat, 2001).

OBJECTIVES

1. To study the awareness of the customer's social responsibility for the company. I. C. C International Public Company Limited
2. To learn about the corporate social responsibility of customers. I. C. C International Public Company Limited

METHODOLOGY

This research is survey research. The study of perceived responsibility towards society and the environment. The scope of this study covers only the perceived social responsibility, customer ICC International Public Company Limited under the activities in various fields, according to company policy. The study of social responsibility and environmental activities of ICC International Public Company Limited () information from various websites. And related documents

The main information providers in this research are the customers of the I. C. C International Public Company Limited. Study the activities of CSR and the environment affecting consumer awareness I. C. C International Public Company Limited which has organized events in various formats by the sampling of 100 people.

The instruments used to collect data in research. The query is generated through Google form as the researcher had promoted the respondents through. Network Media sympathizers to inquire samples. Divided into three sections, with the following details:

Part 1. Basic demographic data of respondents. This is general information such as sex, age, education, occupation, income, respondents could choose only one answer.

Part 2 is the perceived image of corporate social responsibility activities of its customers. Of the Company. C. C. International Limited (Company) contains 8 inquiries: 1. Inquire about brand name 2. Inquire into company name 3. Purchase Enquiry 4. Customer Duration 5. Personnel enquiries 6. Aspects of the perspective on Operation Policy 7. Corporate Social Responsibility 8. Responsibility for the activity.

RESULTS

This research aims to study the perception of the consumer's perspective on corporate social responsibility activities. I. C. C International Public Company Limited, which has two sides by collecting data from the consumer group. Using a sample of 100, the data was collected on March 1, 2018 - March 7 2018, the researchers analyzed the data.

Part 1: Information about questionnaire respondent, includes basic demographic data of respondents. This is general information such as gender, age, education, occupation, salary as shown in Table 1.

Table 1: Information about questionnaire respondent.

Personal Information	Number of people	Percent
1. Gender		
Male	37	37.00
Female	63	63.00
Total	100	100
2. Age		
18 – 25 years	30	30.00
26 – 32 years	20	20.00
33 – 40 years	26	26.00
41 - 48 years	10	10.00
Above 49 years	14	14.00
Total	100	100
3. Education		
Lower Bachelor Degree	20	20.00
Bachelor Degree	68	68.00
Master Degree	12	12
Total	100	100
4. Occupation		
Owner Business	20	20.00
Government Official	12	12.00
Company Employment	38	38.00
Student	22	22.00
Freelancer	3	3.00
Others	5	5.00
Total	100	100
5. Salary		
Lower than 15,000 baht	30	30.00
15,001 – 20,000 baht	7	7.00
20,001 – 25,000 baht	27	27.00
Higher than 25,000 baht	36	36.00
Total	100	100

Part 2: The perceived image of corporate social responsibility activities of its customers of the company. ICC International Limited (Company).

Table 2: The perceived image of corporate social responsibility activities of its customers of the company. ICC International Limited (Company). The number of average and standard deviation in the part of the attitude towards employees.

	Levels of the perceived image of corporate social responsibility activities of its customers					\bar{x}	S.D.	Meaning
	Strongly disagree	Disagree	Average	Degree	Strongly degree			
The perceived image of employment								
The staff are unique, memorable, and friendly.	1 %	4 %	50 %	31 %	14 %	3.53	0.82	High

	Levels of the perceived image of corporate social responsibility activities of its customers					\bar{x}	S.D.	Meaning
	Strongly disagree	Disagree	Average	Degree	Strongly degree			
The staff is committed to serving consumers.	0 %	3 %	47 %	36 %	14 %	3.61	0.76	High
The staff has personality, dressing and good manners.	0 %	3 %	46 %	34 %	17 %	3.65	0.80	High
Employees are operating fast, and to supply the products you want.	1 %	2 %	44 %	41 %	12 %	3.61	0.76	High
Staff services with equality.	0 %	4 %	45 %	37 %	14 %	3.61	0.78	High
Employees are knowledgeable about all kinds of products.	0 %	5 %	47 %	36 %	12 %	3.55	0.77	High
Total						3.59	0.024	High

From the table 2: Found that the consumer group I.C.C International Public Co., Ltd. respondents who have a perceived level of awareness on the people's social responsibility activities. I.C.C International Public Company Limited is very high ($\bar{x} = 3.59$) considering the fact that the consumer is most perceived as an employee, the personality, dress and manners are good ($\bar{x} = 3.65$). The next priority is the employee's intention to serve consumers. The staff are fast and friendly. In order to supply the products, you need, the staff provide service with equality and equal. Equal to the same 3 equal ($\bar{x} = 3.61$) the next aspect of the employee has the knowledge and truth in all types of products ($\bar{x} = 3.55$) and the last order is that the employee has a unique, memorable service ($\bar{x} = 3.53$).

Table 3: The perceived image of corporate social responsibility activities of its customers of the company. ICC International Limited (Company). The number of average and standard deviation in the part of the attitude towards an operational policy

	Levels of the perceived image of corporate social responsibility activities of its customers					\bar{x}	S.D.	Meaning
	Strongly disagree	Disagree	Average	Degree	Strongly degree			
The perceived image of an operational policies								
It is a firm and reliable company.	0 %	2 %	39 %	45 %	14 %	3.71	0.73	High

	Levels of the perceived image of corporate social responsibility activities of its customers					\bar{x}	S.D.	Meaning
	Strongly disagree	Disagree	Average	Degree	Strongly degree			
A modern service or operating company.	0 %	5 %	45 %	39 %	11 %	3.56	0.75	High
The service is very impressive.	0 %	2 %	50 %	31 %	17 %	3.63	0.79	High
The service recognizes the consumer-satisfaction.	0 %	1 %	47 %	36 %	16 %	3.67	0.75	High
It has been developed in the field of personnel services, facilities and policies on continuous operation.	0 %	4 %	51 %	33 %	11 %	3.53	0.76	High
The work is acceptable and satisfactory	0 %	3 %	50 %	35 %	12 %	3.56	0.74	High
Total						3.61	0.021	High

From the table 3: Found that consumers ICC International Public Company Limited () level respondents perceived attitude towards the operational policy on corporate social responsibility activities of consumers. At a high level ($\bar{x} = 3.61$) when considering the experience that consumers have as much awareness as possible. As a company with a solid and reliable ($\bar{x} = 3.71$) after that, as the services are provided concerning satisfying mainstream consumers ($\bar{x} = 3.67$) respectively, the following services are offered at all levels impression ($\bar{x} = 3.63$) after the companies with the service or the execution date, the performance is acceptable and desirable. The mean equal 2 ($\bar{x} = 3.56$), and including the final. With the development of the services, personnel, facilities and policies. Operating continuously ($\bar{x} = 3.53$).

Table 4: The perceived image of corporate social responsibility activities of its customers of the company. ICC International Limited (Company). The number of average and standard deviation in the part of the attitude towards the Corporate Social Responsibility

	Levels of the perceived image of corporate social responsibility activities of its customers					\bar{x}	S.D.	Meaning
	Strongly disagree	Disagree	Average	Degree	Strongly degree			
The perceived image of the Corporate Social Responsibility								
Participation in social and community development.	0 %	2 %	53 %	34 %	11 %	3.54	0.72	High
Support social and environmental activities.	0 %	2 %	48 %	35 %	15 %	3.63	0.76	High
The promotion of cultural activities.	0 %	2 %	55 %	25 %	18 %	3.59	0.71	High
Moral and ethical support.	0 %	3 %	57 %	25 %	15 %	3.52	0.78	High
Support educational activities and sports development to youth development	0 %	1 %	56 %	31 %	12 %	3.54	0.72	High
Promote and support social disability.	0 %	2 %	57 %	29 %	13 %	3.54	0.73	High
Total						3.56	0.037	High

From the table 4: Found that consumers ICC International Public Company Limited respondents perceived level. The CSR activities of consumers. At a high level ($\bar{x} = 3.56$) when considering the experience that consumers have as much awareness as possible. There is support for social and environmental activities regularly ($\bar{x} = 3.63$) as the next sequence. The promotion of Arts & Culture ($\bar{x} = 3.59$) and participation in the development of society and the community, to support educational activities and the development of sport for youth development, promotion and support upon the disability community. The average is equal to 3 ($\bar{x} = 3.54$), and including the final. Support moral and ethical ($\bar{x} = 3.52$).

Table 5: The perceived image of corporate social responsibility activities of its customers of the company. ICC International Limited (Company). The number of average and standard deviation in the part of the attitude towards on responsibility activities

	Levels of the perceived image of corporate social responsibility activities of its customers					\bar{x}	S.D.	Meaning
	Strongly disagree	Disagree	Average	Degree	Strongly degree			
The perceived image of on responsibility activities								
Public relations activities	2 %	0 %	48 %	37 %	13 %	3.53	0.79	High
Public relations around the event	0 %	2 %	45 %	39 %	15 %	3.68	0.74	High
Opportunity to participate in an event	0 %	3 %	42 %	33 %	22 %	3.74	0.84	High
Appropriate activities for the duration	0 %	2 %	50 %	36 %	12 %	3.58	0.73	High
Activities that are interesting and beneficial to society	0 %	1 %	54 %	32 %	13 %	3.57	0.73	High
Social compensation activities tailored to your needs	0 %	1 %	49 %	37 %	13 %	3.62	0.72	High
Total						3.63	0.047	High

From the table 5: Found that the consumer group I. C. C International Public Co., Ltd. Respondents of the survey level of awareness for the activity, responsibility of the company's social responsibility ($\bar{X} = 3.63$). Because the consumer is most aware of the opportunity to participate in the event ($\bar{X} = 3.74$). The next sequence is an interesting event held ($\bar{X} = 3.68$). Next, social compensation activities appropriate requirements ($\bar{X} = 3.62$) The next sequence of activities is related to the activity ($\bar{X} = 3.59$). The following activities are appropriate for the period ($\bar{X} = 3.58$), and the final order is: activities that are interesting and beneficial to society ($\bar{X} = 3.57$).

CONCLUSION AND FRAMEWORK

This research aims to study the awareness of the corporate social responsibility activities. I. C. C International Public Company Limited and a guide to improving the performance of our corporate social responsibility activities. Results of the research activities perceived image of social responsibility, customer ICC International Public Company Limited, concluded as follows.

1. CSR activities of the ICC International Public Company Limited, the result of a study that found the company. Has given priority to good corporate governance. By establishing clear guidelines for the management and employees to abide. Including social responsibility and environmental thread implementation of corporate social responsibility and the environment a lot. Which analyzes the perceptions of clients on strategic engagement and social responsibility. Customers have the perception that the ICC International Public Company Limited, the activities of social responsibility in the overall level. The CSR activities of the Company. Held following the guidelines to practice corporate social responsibility activities of Dauphin Philip Kotler (Phillip Kotler and Ananthachai, 2007),

2. The perceived image of the ICC International Public Company Limited, the group found that the gender demographics. Male and female personnel are perceived image is no different. But a whole different side to life. Education, occupation, income and time for a different customer. The perceived image of the ICC International Public Company Limited, which correspond to different research create by Sorachat Kaewkruewan (2554) has studied the subject. The activities of corporate social responsibility to corporate image. Bank study found that personal characteristics are different perceptions, different image.

3. The study of social responsibility activities influencing the image recognition of the company's customer group. I. C. C International Public Company Limited. Rapeephan (2556) following the National CSR Research the organization's image-creation strategy has shown that the activities of corporate social responsibility are strategic and consistent with the entire business, vision, mission, values of the organization will result in a clear and continuous management of corporate social responsibility. It creates a distinctive difference that can be a tangible bond with society. It also leads to sustainable development, which contributes to the organization's good image, and helps the organization thrive steadily and sustainably.

SUGGESTION

1. Should there be a qualitative education or an added tool to collect information to get more in-depth information, such as in-depth interviews. Observing the behaviour of the customers who have participated in corporate social responsibility activities I. C. C International Public Co., Ltd. held, which will provide more clear information.

2. Stakeholders should study the company. Administration for Industry and Commerce International Limited, public administration "To reverse this fact, ICC International Limited, public companies, companies, and stakeholder activities. What's the feeling, the real interest? According to the purpose of the activity. How do the participants feel when they participate in the event?"

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