

Abstract

Research Title : Attitude and Relationship between Corporate Social Responsibility and
 Corporate Image of SCG Affecting the Purchase of SCG Product and
 Services in Bangkok
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This research aims for three reasons are; first is studies for demography include with gender, age, education, career, and income involve with corporate image of SCG, second is studies for product purchase and consumer service in psychology attitude has effect for corporate image of SCG and third is studies for product purchase and customer corporate Social Responsibility has effect with corporate image of SCG.

The research was done through conducting survey samples who use service and use product purchase from SCG at least 18 years old to around 420 persons. Information's were derived from questionnaires and the statistical analysis that is to say, Frequency, Percentage, Average, Standard deviation. It was then compared in Pearson Correlation. The researcher found out that there are more female people than male. The average age is between 26-33 years old, Those who had completed their bachelor degree education and work at private company has an income of 10,001-20,000 bath per month. In addition consumer had attitude of SCG corporate in environment friendly, next reciprocate for society and good organization least.

Consumer attitude had for SCG that is to show first in responsible consumer, next is community service and last is save for the environment.

Consumer attitude had for SCG that is to show first is attitude of product symbol, next is personel and last is organization.

Consumer who used product purchase and service of SCG in Bangkok distinguish in gerder, age, status, education, career and income they had same an image with SCG organization in significance in level .05 there are not followed by hypothesis. In addition the factors involved with Thai SCG organization in Bangkok image of consumer product purchase and service dealing with customer opinion in image of SCG in significance level is .05.

Phychology in attitude dealing with Image Corporation were good organization, positive image, environment friendly and reciprocate for society difference in organization image and Sig least than 0.05 not followed by hypothesis significance level is 0.05 and in liking dealing with organization image and Sig. exceeding 0.05 followed by hypothesis significance level is 0.05.

In society responsibility dealing with organaztion image in corporate control, save the environment, innovation from community service activity involve with organization image of SCG and Sig. least 0.05 not followed by hypothesis significance level is 0.05.

In consumer responsibility dealing with organization image of SCG and Sig. least 0.05 not followed by hypothesis significance level is 0.05.

In community service dealing with organization image of SCG and Sig. exceeding 0.05 followed by hypothesis significance level is 0.05.