

## **ABSTRACT**

This research examines the relationship between awareness and participation in Corporate Social Responsibility activities of students at Rangsit University. In addition, this study set out to investigate the important factors that influence students' interest in CSR activities, to explore students' attitudes toward CSR activities and to obtain their suggestions on how to improve CSR activities.

The samples were 150 undergraduate students who were studying at Rangsit University. This was a descriptive cross-sectional study. Non- probability sampling method, accidental sampling, were used to include the samples into the study. The principle instrument to collect data was self-administered questionnaires. The data was analyzed through frequencies, percentages and mean. Pearson Chi-square was used to analyze the relationship between awareness and participation.

According to the results of the study, it can be concluded that most students were female and the majority were at the age of 19 years old. Most students knew CSR activities through communication channels (i.e. handbills, brochures, T.V.) and there is a relationship between awareness and participation in CSR activities. The majority of students participated in a donation activity. The highest influential factor that influenced students' interest was the factor about characteristics of CSR activities. Most students had a good attitude towards CSR activities. For the comments and suggestions, most students wanted Rangsit University to publicize more about CSR activities and they suggested some interesting activities such as giving knowledge about social and political issues, knitting scarves for the poor, and making religious activities, etc.