CHAPTER FOUR
RESULTS

The previous chapter explained the subjects, materials and the procedures used in the collection and analysis of the data. This chapter reports the results of the data from 150 samples analyzed by using Statistical Package for Social Sciences (SPSS).

According to the forms of question in the questionnaires, the results from 150 samples were divided into four groups of students, including students' comments and suggestions, and a hypothesis testing result of a relationship between awareness and participation will be presented as follows:

1.1 The results of Students who were **aware** and **participated** in CSR activities**.**

1.2 The results of Students who were **aware** but **didn't** participate in CSR activities.

1.3 The results of Students who were **unaware** and **didn't** participate in CSR activities.

1.4 The results of Students who were **unaware** but **participated** in CSR activities.

1.5 Students' comments and suggestions.

1.6 The hypothesis testing result of a relationship between awareness and participation.

4.1 STUDENTS WHO WERE _AWARE_ AND _PARTICIPATED_ IN CSR ACTIVITIES

4.1.1 Demographic Data

Table 1. Gender

Gender	Frequency	Percent
Male	30	52.6
Female	27	47.4
Total	**57**	**100.0**

Table 1 presents a frequency analysis of the data for gender. The ratio for men to women was 52.6 % to 47.4%.

Table 2. Age

Age	Frequency	Percent
18	1	1.8
19	16	28.1
20	15	26.3
21	6	10.5
22	10	17.5
23	3	5.3
24	4	7.0
25	1	1.8
28	1	1.8
Total	**57**	**100.0**

Table 2 shows that most students were 19 years old (28.1%), followed by the age of 20 years old (26.3%), and 22 years old (17.5%). The remaining 28.1 % of the students were 18, 21 and 23-28 years of age.

Table 3. Faculty

Faculty	Frequency	Percent
Business Administration	8	14.0
Dentistry	1	1.8
Engineering	10	17.5
Liberal Arts	2	3.5
Law	6	10.5
Social Innovation	5	8.8
Science	3	5.3
Pharmacy	3	5.3
Accounting	2	3.5
Information Technology	4	7.0
Arts and Design	1	1.8
Music	1	1.8
Tourism and Hospitality Industry	2	3.5
Communication Arts	2	3.5
Oriental Medicine	6	10.5
Medicine	1	1.8
Total	**57**	**100.0**

Table 3 shows that the majority of students (10 students, 17.5%) were students in the faculty of Engineering. Eight students (14%) were students in the faculty of Business Administration, followed by students in the faculty of Law and Oriental Medicine in the same number at 10.5%. The remaining 47.5% of all respondents were students in the faculty of Dentistry, Liberal Arts, Social Innovation, Science, Pharmacy, Accounting, Information Technology, Arts and Design, Music, Tourism and Hospitality Industry, Communication Arts, Medicine.

4.1.2 Awareness and Participation in CSR activities

Table 4. Reasons for Knowing that CSR Activities Exist in Rangsit University

Sources	Frequency	Percent
Personnel/Staffs	17	29.8
Friends	13	22.8
Communication Channels (handbills, brochures, T.V.)	25	43.9
Others	2	3.5
Total	**57**	**100.0**

Table 4 shows that most students knew CSR activities from communication channels (43.9%), followed by 29.8% of students knew the information from personnel/staffs, and 22.8% knew the information from their friends. The remaining 3.5% of the students gave other reasons for example, they knew by themselves.

Table 5. Participation in CSR Activities

CSR activities	Frequency	Percent
Social Contribution	20	23.8
Environmental Conservation	18	21.4
Thai Art and Cultural Promotion	8	9.5
Donation	36	42.9
Others	2	2.4
Total	**84***	**100.0**

* More than one answer can be chosen.

Table 5 shows that the majority of students (42.9%) participated in a donation activity, followed by social contribution, representing 23.8%, and environmental conservation, representing 21.4%. The remaining participated in Thai art and cultural promotion and others activities in number at 9.5% and 2.4% respectively.

Table 6. People Influencing Students' Decision on Participation in CSR Activities

Influence	Frequency	Percent
Self	40	70.2
Parent	2	3.5
Friends	12	21.0
University	3	5.3
Total	**57**	**100.0**

Table 6 shows that the majority of students (70.2%) thought that a person that influenced their decision on participation in CSR activities was themselves, followed by friends (21%), university (5.3%), and their parent (3.5%).

Table 7. Characteristics of CSR Activities that Student would like to Participate in

Characteristic of CSR activities	Frequency	Percent
Sustainable	7	12.3
Easy to make/ can make immediately	34	59.7
Field Trip	16	28.1
Total	**57**	**100.0**

Table 7 shows that the majority of students (59.7%) would like to participate in CSR activities that are easy to make or can be made immediately, followed by 28.1% of field trip, and 12.3% of sustainable.

4.1.3 Factors Influencing Students' Interest in CSR Activities

Table 8. Necessity of Study and Work

1. Necessity of study and work	Disagree 1	Uncertain 2	Agree 3	Mean
1. CSR activities can be used as a reference in applying for a job.	9 (15.8%)	14 (24.6%)	34 (59.6%)	2.44
2. Experience received from CSR activities can be used in my future career.	1 (1.8%)	9 (15.8%)	47 (82.5%)	2.81
3. CSR activities are useful for doing class assignment/report.	7 (12.3%)	17 (29.8%)	33 (57.9%)	2.46
4. CSR activities are established by my faculty.	4 (7.0%)	12 (21.0%)	41 (71.9%)	2.65
5. If my future career relates to CSR, I will know how to solve the problem.	1 (1.8%)	8 (14.0%)	48 (84.2%)	2.82
6. CSR activities are introduced by your instructor.	4 (7.0%)	20 (35.1%)	33 (57.9%)	2.51
7. CSR activities increase your knowledge from outside the class.	1 (1.8%)	5 (8.8%)	51 (89.5%)	2.88
Average Score				2.65

Table 8 presents the factor about Necessity of Study and Work that influenced students' interest the most. The most influential factor was the statement no. 7, the mean score representing 2.88, followed by statement no.5, representing 2.82, and statement no. 2, representing 2.81. In summary, the average score of the factor about Necessity of Study and Work was at high level, representing 2.65.

Table 9. Attitude towards CSR Activities

2.Attitude towards CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It is a trendy activity.	9 (15.8%)	17 (29.8%)	31 (54.4%)	2.39
2. It is activities that help the doers feel happy.	0 (0.0%)	6 (10.5%)	52 (91.2%)	2.95
3. It helps create the relationship among students.	1 (1.8%)	12 (21.0%)	43 (75.4%)	2.70
4. It helps the doers be proud of themselves for being the ones who help communities.	0 (0.0%)	11 (19.3%)	46 (80.7%)	2.81
5. It helps you take your free time for contributing communities.	2 (3.5%)	15 (26.3%)	40 (70.2%)	2.67
6. It creates a good image of Rangsit University.	4 (7.0%)	20 (35.0%)	33 (57.9%)	2.51
7. It helps Rangsit University to be accepted by communities.	5 (8.8%)	21 (36.8%)	31 (54.4%)	2.46
8. It helps the doers become a good example for other students.	7 (12.3%)	21 (36.8%)	29 (50.9%)	2.39
9. It helps the doers have an image of CSR activitist.	17 (29.8%)	21 (36.8%)	19 (33.3%)	2.03
10. It helps the doers become more concerned with contributing communities.	0 (0.0%)	7 (12.3%)	50 (87.7%)	2.88
Average Score				2.58

Table 9 presents the factor about Attitude towards CSR Activities that influenced students' interest the most. The most influential factor was statement no. 2, the mean score representing 2.95, followed by statement no. 10, representing 2.88, and statement no. 4, representing 2.81. The average score of the factor about Attitude towards CSR Activities was at high level, representing 2.58.

Table 10. Characteristics of CSR Activities

3. Characteristics of CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It aims mainly at benefits of community.	0 (0.0%)	4 (7.0%)	53 (93.0%)	2.93
2. It is a sustainable activity and performed continuously.	0 (0.0%)	12 (21.1%)	45 (78.9%)	2.79
3. Every member can participate in giving their opinions equally.	0 (0.0%)	13 (22.8%)	44 (77.2%)	2.77
4. There is no dishonesty among members.	0 (0.0%)	10 (17.5%)	47 (82.5%)	2.83
5. Its performances will be followed up steadily.	1 (1.8%)	11 (19.3%)	45 (78.9%)	2.77
6. Its performances don't expect to receive rewards.	1 (1.8%)	3 (5.3%)	53 (93.0%)	2.91
7. It doesn't pretend to help community for creating a good image.	1 (1.8%)	7 (12.3%)	49 (86.0%)	2.84
8. It implants the consciousness of social responsibility.	0 (0.0%)	5 (8.7%)	52 (91.2%)	2.91
Average Score				2.84

Table 10 presents the factor about Characteristics of CSR Activities that influenced students' interest the most. The most influential factor was statement no.1, the mean score representing 2.93, followed by statement no. 6 and no. 8 which had the same score, representing 2.91, and statement no.7, representing 2.84. The average score of the factor about Characteristics of CSR Activities was at high level, representing 2.84.

4.2 STUDENTS WHO WERE _AWARE_ BUT _DIDN'T_ PARTICIPATE IN CSR ACTIVITIES

4.2.1 Demographic Data

Table 11. Gender

Gender	Frequency	Percent
Male	4	25.0
Female	12	75.0
Total	**16**	**100.0**

Table 11 presents a frequency analysis of the data for gender. The ratio for men to women was 25 % to 75%.

Table 12. Age

Age	Frequency	Percent
17	1	6.3
18	2	12.5
19	3	18.8
20	7	43.8
22	2	12.5
23	1	6.3
Total	**16**	**100.0**

Table 12 shows that most students were 20 years old (43.8%) followed by the age of 19 years old (18.8%), the age of 18 and 22 years old were in the same number at 12.5%. The remaining 12.6 % of the students were 17 and 23 years of age.

Table 13. Faculty

Faculty	Frequency	Percent
Liberal Arts	3	18.8
Pharmacy	2	12.5
Physical Therapy	1	6.3
Medical Technology	1	6.3
Information Technology	4	25.0
Tourism and Hospitality Industry	1	6.3
Business Administration	1	6.3
Law	1	6.3
Arts and Design	1	6.3
Nursing Science	1	6.3
Total	**16**	**100.0**

Table 13 shows that the majority of students (4 students, 25%) were students in the faculty of Information Technology. Three students (18.8%) were students in the faculty of Liberal Arts, followed by students in the faculty of Pharmacy 12.5%. The remaining 43.7% of all respondents were students in the faculty of Physical Therapy, Medical Technology, Tourism and Hospitality Industry, Business Administration, Law, Arts and Design, Nursing Science.

4.2.2 Awareness and Participation in CSR Activities

Table 14. Reasons for Knowing that CSR Activities Exist in Rangsit University

Sources	Frequency	Percent
Personnel/Staffs	0	0.0
Friends	6	37.5
Communication Channels (handbills, brochures, T.V.)	10	62.5
Others	0	0.0
Total	**16**	**100.0**

Table 14 shows that most students knew CSR activities from communication channels (62.5%), followed by 37.5% of students knew the information from their friends and there were none who knew the information from personnel/staffs.

Table 15. Reasons for <u>not</u> Participating in CSR Activities of Rangsit University

Reasons	Frequency	Percent
Existing CSR activities are uninteresting	4	25.0
Don't like to participate in any activities	1	6.3
Don't mind about the importance of CSR activities	1	6.3
Others	10	62.5
Total	**16**	**100.0**

Table 15 shows reasons for <u>not</u> participating in CSR activities students gave. The majority of students gave other reasons which are they have no time, they have to be responsible for other things, and have a congenital disease, representing 62.5%, followed by 25% of existing CSR activities are uninteresting. The remaining gave reasons that they didn't like to participate in any activities and didn't mind about the importance of CSR activities which were in the same number at 6.3%.

Table 16. People Influencing Students' Decision <u>not</u> to Participate in CSR Activities

Influence	Frequency	Percent
Self	11	68.8
Parent	0	0.0
Friends	4	25.0
University	1	6.2
Total	**16**	**100.0**

Table 16 shows that the majority of students (68.8%) thought that a person that influence their decision on <u>not</u> participating in CSR activities was themselves,

followed by friends (25%), university (6.2%), and their parent didn't have any influence.

Table 17. Characteristics of CSR Activities that Students would like to Participate in

Characteristic of CSR activities	Frequency	Percent
Sustainable	3	18.8
Easy to make/ can make immediately	9	56.2
Field Trip	4	25.0
Total	**16**	**100.0**

Table17 shows that the majority of students (56.2%) would like to participate in CSR activities that are easy to make or that they can make immediately, followed by 25% of field trip, and 18.8% of sustainable.

4.2.3 Factors Influencing Students' Interest in CSR Activities

Table 18. Necessity of Study and Work

1. Necessity of study and work	Disagree 1	Uncertain 2	Agree 3	Mean
1. CSR activities can be used as a reference in applying for a job.	4 (25.0%)	5 (31.3%)	7 (43.8%)	2.19
2. Experience received from CSR activities can be used in my future career.	1 (6.3%)	10 (62.5%)	5 (31.3%)	2.25
3. CSR activities are useful for doing class assignment/report.	4 (25.0%)	7 (43.8%)	5 (31.3%)	2.07
4. CSR activities are established by my faculty.	3 (18.8%)	6 (37.5%)	7 (43.8%)	2.25
5. If my future career relates to CSR, I will know how to solve the problem.	2 (12.5%)	4 (25.0%)	10 (62.5%)	2.50
6. CSR activities are introduced by your instructor.	5 (31.3%)	7 (43.8%)	4 (25.0%)	1.94
7. CSR activities increase your knowledge from outside the class.	1 (6.3%)	6 (37.5%)	9 (56.3%)	2.50
			Average Score	**2.24**

Table 18 presents the factor about Necessity of Study and Work that influenced students' interest the most. The most influential factor was the statement no. 5 and no.7, the mean score representing 2.50, followed by statement no.2 and no. 4, representing 2.25, and statement no. 1, representing 2.19. In summary, the average score of the factor about Necessity of Study and Work was at moderate level, representing 2.24.

Table 19. Attitude towards CSR Activities

2. Attitude towards CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It is a trendy activity.	3 (18.8%)	7 (43.8%)	6 (37.5%)	2.19
2. It is activities that help the doers feel happy.	1 (6.3%)	5 (31.3%)	11 (68.8%)	2.75
3. It helps create the relationship among students.	1 (6.3%)	6 (37.5%)	8 (50.0%)	2.31
4. It helps the doers be proud of themselves for being the ones who help communities.	1 (6.3%)	5 (31.3%)	10 (62.5%)	2.56
5. It helps you take your free time for contributing communities.	0 (0.0%)	5 (31.3%)	11 (68.8%)	2.69
6. It creates a good image of Rangsit University.	3 (18.8%)	5 (31.3%)	8 (50.0%)	2.31
7. It helps Rangsit University to be accepted by communities.	1 (6.3%)	8 (50.0%)	7 (43.8%)	2.38
8. It helps the doers become a good example for other students.	1 (6.3%)	13 (81.3%)	2 (12.5%)	2.06
9. It helps the doers have an image of CSR activitist.	5 (31.3%)	9 (56.3%)	2 (12.5%)	1.81
10. It helps the doers become more concerned with contributing communities.	0 (0.0%)	7 (43.8%)	9 (56.3%)	2.57
Average Score				2.36

Table 19 presents the factor about Attitude towards CSR Activities that influenced students' interest the most. The most influential factor was statement no. 2, the mean score representing 2.75, followed by statement no. 5, representing 2.69, and statement no. 10, representing 2.57. The average score of the factor about Attitude towards CSR Activities was at moderate level, representing 2.36.

Table 20. Characteristics of CSR Activities

3. Characteristics of CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It aims mainly at benefits of community.	0 (0.0%)	8 (50.0%)	8 (50.0%)	2.50
2. It is a sustainable activity and performed continuously.	2 (12.5%)	7 (43.8%)	7 (43.8%)	2.32
3. Every member can participate in giving their opinions equally.	0 (0.0%)	7 (43.8%)	9 (56.3%)	2.57
4. There is no dishonesty among members.	1 (6.3%)	4 (25.0%)	11 (68.8%)	2.63
5. Its performances will be followed up steadily.	0 (0.0%)	7 (43.8%)	9 (56.3%)	2.57
6. Its performances don't expect to receive rewards.	0 (0.0%)	5 (31.3%)	11 (68.8%)	2.69
7. It doesn't pretend to help community for creating a good image.	0 (0.0%)	4 (25.0%)	12 (75.0%)	2.75
8. It implants the consciousness of social responsibility.	0 (0.0%)	3 (18.8%)	13 (81.3%)	2.82
Average Score				2.61

Table 20 presents the factor about Characteristics of CSR Activities that influenced students' interest the most. The most influential factor was statement no.8, the mean score representing 2.82, followed by statement no. 7, representing 2.75, and statement no.6, representing 2.69. The average score of the factor about Characteristics of CSR Activities was at high level, representing 2.61.

4.3 STUDENTS WHO WERE _UNAWARE_ AND _DIDN'T_ PARTICIPATE IN CSR ACTIVITIES

4.3.1 Demographic Data

Table 21.Gender

Gender	Frequency	Percent
Male	17	27.0
Female	46	73.0
Total	**63**	**100.0**

Table 21 shows a frequency analysis of the data for gender. The ratio for men to women was 27 % to 73%.

Table 22. _Age_

Age	Frequency	Percent
18	15	23.8
19	17	27.0
20	14	22.2
21	10	15.9
22	2	3.2
23	5	7.9
Total	**63**	**100.0**

Table 22 shows that most students were 19 years old (27%) followed by the age of 18 years old (23.8%), and 20 years old 22.2%. The remaining 73% of the students were 21- 23 years of age.

Table 23. _Faculty_

Faculty	Frequency	Percent
Medicine	1	1.6
Dentistry	1	1.6
Pharmacy	2	3.2
Medical Technology	1	1.6

(table continues)

Table 23. (continued)

Physical Therapy	3	4.8
Oriental Medicine	3	4.8
Science	3	4.8
Biotechnology	3	4.8
Information Technology	15	23.8
Engineering	3	4.8
Arts and Design	3	4.8
Architecture	3	4.8
Business Administration	5	7.9
Tourism and Hospitality Industry	4	6.4
Liberal Arts	7	11.1
Communication Arts	1	1.6
Law	3	4.8
Accounting	1	1.6
Social Innovation	1	1.6
Total	**63**	**100.0**

Table 23 shows that the majority of students (23.8%) were studying in the faculty of Information Technology, followed by 11.1% were students in the faculty of Liberal Arts, and 7.9% were students in the faculty of Business Administration. The remaining 57.2% of all respondents were students in the faculty of Medicine, Dentistry, Pharmacy, Medical Technology, Physical Therapy, Oriental Medicine, Science, Biotechnology, Engineering, Arts and Design, Architecture, Tourism and Hospitality Industry, Communication Arts, Law, Accounting, and Social Innovation

4.3.2 Awareness and Participation in CSR Activities

Table 24. Reasons for <u>not</u> Knowing that CSR Activities Exist in Rangsit University

Reasons	Frequency	Percentage
Not interested in	21	33.3
Lack of public relations	40	63.5
Others	2	3.2
Total	**63**	**100.0**

Table 24 shows that most reasons that students <u>didn't</u> know CSR activities existed in university were lacking of public relations (63.5%), followed by 33.3% of not interested in, and 3.2% were other reasons for example, they have a lot of assignments to do and didn't know where to find the information.

Table 25. Reasons for <u>not</u> Participating in CSR Activities

Reasons	Frequency	Percent
Existing CSR activities are uninteresting	19	30.1
Don't like to participate in any activities	11	17.5
Don't mind about the importance of CSR activities	0	0.0
Others	33	52.4
Total	**63**	**100.0**

Table 25 shows reasons for <u>not</u> participating in CSR activities students gave. The majority of students gave other reasons for example, they really didn't know or nobody told them, representing 52.4%, followed by 30.1% of existing CSR activities were uninteresting, and 17.5% of students gave reasons that they didn't like to participate in any activities. There was nobody who didn't mind about the importance of CSR activities, representing 0.0%.

Table 26. People Influencing Students' Decision not to Participate in CSR Activities

Influence	Frequency	Percent
Self	39	61.9
Parent	14	22.2
Friends	4	6.4
University	6	9.5
Total	**63**	**100.0**

Table 26 shows that the majority of students (61.9%) thought that a person that influenced their decision on participation in CSR activities was themselves, followed by parent (22.2%), and university, representing 9.5%. The remaining, 6.4%, was their friends.

Table 27. Characteristics of CSR Activities that Students would like to Participate in

Characteristic of CSR activities	Frequency	Percent
Sustainable	14	22.2
Easy to make/ can make immediately	32	50.8
Field Trip	16	25.4
Others	1	1.6
Total	**63**	**100.0**

Table 27 shows that the majority of students (50.8%) would like to participate in CSR activities that are easy to make or can be made immediately, followed by 25.4% of field trip, and 22.2% of sustainable. The remaining, 1.6%, was other activities.

4.3.3 Factors Influencing Students' Interest in CSR Activities

Table 28. Necessity of Study and Work

1. Necessity of study and work	Disagree 1	Uncertain 2	Agree 3	Mean
1. CSR activities can be used as a reference in applying for a job.	9 (14.3%)	24 (38.1%)	30 (47.6%)	2.33
2. Experience received from CSR activities can be used in my future career.	5 (7.9%)	23 (36.5%)	35 (55.6%)	2.48
3. CSR activities are useful for doing class assignment/report.	12 (19.0%)	30 (47.6%)	21 (33.3%)	2.14
4. CSR activities are established by my faculty.	13 (20.6%)	24 (38.1%)	26 (41.3%)	2.21
5. If my future career relates to CSR, I will know how to solve the problem.	2 (3.2%)	20 (31.7%)	41 (65.1%)	2.62
6. CSR activities are introduced by your instructor.	12 (19.0%)	26 (41.3%)	25 (39.7%)	2.21
7. CSR activities increase your knowledge from outside the class.	2 (3.2%)	21 (33.3%)	40 (63.5%)	2.60
Average Score				2.37

Table 28 presents the factor about Necessity of Study and Work that influenced students' interest the most. The most influential factor was the statement no. 5, the mean score representing 2.62, followed by statement no.7, representing 2.60, and statement no. 2, representing 2.48. In summary, the average score of the factor about Necessity of Study and Work was at moderate level, representing 2.37.

Table 29. Attitude towards CSR Activities

2. Attitude towards CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It is a trendy activity.	12 (19.0%)	21 (33.3%)	30 (47.6%)	2.28
2. It is activities that help the doers feel happy.	0 (0.0%)	16 (25.4%)	47 (74.6%)	2.75
3. It helps create the relationship among students.	7 (11.1%)	21 (33.3%)	35 (55.6%)	2.45
4. It helps the doers be proud of themselves for being the ones who help communities.	1 (1.6%)	15 (23.8%)	47 (74.6%)	2.73
5. It helps you take your free time for contributing communities.	3 (4.8%)	19 (30.2%)	41 (65.1%)	2.61
6. It creates a good image of Rangsit University.	12 (19.0%)	18 (28.6%)	33 (52.4%)	2.33
7. It helps Rangsit University to be accepted by communities.	10 (15.9%)	24 (38.1%)	29 (46.0%)	2.30
8. It helps the doers become a good example for other students.	11 (17.5%)	24 (38.1%)	28 (44.4%)	2.27
9. It helps the doers have an image of CSR activitist.	16 (25.4%)	18 (28.6%)	29 (46.0%)	2.21
10. It helps the doers become more concerned with contributing communities.	0 (0.0%)	21 (33.3%)	42 (66.7%)	2.67
Average Score				**2.46**

Table 29 presents the factor about Attitude towards CSR Activities that influenced students' interest the most. The most influential factor was statement no. 2, the mean score representing 2.75, followed by statement no. 4, representing 2.73, and statement no. 10, representing 2.67. The average score of the factor about Attitude towards CSR Activities was at high level, representing 2.46.

Table 30. Characteristics of CSR Activities

3. Characteristics of CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It aims mainly at benefits of community.	0 (0.0%)	7 (11.1%)	56 (88.9%)	2.89
2. It is a sustainable activity and performed continuously.	0 (0.0%)	22 (35.0%)	41 (65.1%)	2.65
3. Every member can participate in giving their opinions equally.	1 (1.6%)	26 (41.3%)	36 (57.1%)	2.56
4. There is no dishonesty among members.	1 (1.6%)	9 (14.3%)	53 (84.1%)	2.83
5. Its performances will be followed up steadily.	0 (0.0%)	19 (30.2%)	44 (69.8%)	2.70
6. Its performances don't expect to receive rewards.	0 (0.0%)	8 (12.7%)	55 (87.3%)	2.87
7. It doesn't pretend to help community for creating a good image.	1 (1.6%)	9 (14.3%)	53 (84.1%)	2.83
8. It implants the consciousness of social responsibility.	0 (0.0%)	3 (4.8%)	60 (95.2%)	2.95
Average Score				2.79

Table 30 presents the factor about Characteristics of CSR Activities that influenced students' interest the most. The most influential factor was statement no.8, the mean score representing 2.95, followed by statement no. 1, representing 2.89, and statement no.6, representing 2.87. The average score of the factor about Characteristics of CSR Activities was at high level, representing 2.79.

4.4 STUDENTS WHO WERE _UNAWARE_ BUT _PARTICIPATED_ IN CSR ACTIVITIES

4.4.1 Demographic Data

Table 31. Gender

Gender	Frequency	Percent
Male	4	28.6
Female	10	71.4
Total	**14**	**100.0**

Table 31 shows a frequency analysis of the data for gender. The ratio for men to women was 28.6 % to 71.4%.

Table 32. Age

Age	Frequency	Percent
18	1	7.1
19	6	42.9
20	2	14.3
21	1	7.1
22	3	21.4
23	1	7.1
Total	**14**	**100.0**

Table 32 shows that most students were 19 years old (42.9%), followed by the age of 22 years old (21.4%), and 20 years old 14.3%. The remaining 21.3 % of the students were 17, 21 and 23 years of age.

Table 33. Faculty

Faculty	Frequency	Percent
Business Administration	3	21.4
Science	1	7.1
Tourism and Hospitality Industry	2	14.3

(table continues)

Table 33. (continued)

Information Technology	2	14.3
Oriental Medicine	1	7.1
Pharmacy	2	14.3
Accounting	1	7.1
Physical Therapy	1	7.1
Social Innovation	1	7.1
Total	**14**	**100.0**

Table 33 shows that the majority of students (21.4%) were studying in the faculty of Business Administration. Students in the faculty of Tourism and Hospitality Industry, Information Technology, and Pharmacy were the same number at 14.3%. The remaining 35.5% were students in the faculty of Science, Oriental Medicine, Accounting, Physical Therapy, and Social Innovation respectively.

4.4.2 Awareness and Participation in CSR Activities

Table 34. Reasons for <u>not</u> Knowing that CSR Activities Exist in Rangsit University

Reasons	Frequency	Percentage
Not interested in	4	28.6
Lack of public relations	10	71.4
Others	0	0.0
Total	**14**	**100.0**

Table 34 shows that most of reasons that students <u>didn't</u> know that CSR activities existed in Rnagsit University were lack of public relations (71.4%), followed by 28.6% of not interested, and nobody gave other reasons.

Table 35. Participation in CSR Activities

CSR activities	Frequency	Percent
Social Contribution	1	7.1
Environmental Conservation	2	14.3
Thai Art and Cultural Promotion	0	0.0
Donation	11	78.6
Others	0	0.0
Total	**14**	**100.0**

Table 35 shows that the majority of students (78.6%) participated in donation activities, followed by environmental conservation, representing 14.3%, and social contribution, representing 7.1%.There was nobody who participated in Thai art and cultural promotion and others activities.

Table 36. People Influencing Students' Decision on Participating in CSR Activities

Influence	Frequency	Percent
Self	13	92.9
Parent	0	0.0
Friends	1	7.1
University	0	0.0
Total	**14**	**100.0**

Table 36 shows that the majority of students (92.9%) thought that a person that influenced their decision on participation in CSR activities was themselves, followed by friends (7.1%). Parent and university didn't influence their decision on participation in CSR activities.

Table 37. Characteristics of CSR Activities that Students would like to Participate in

Characteristic of CSR activities	Frequency	Percent
Sustainable	6	42.9
Easy to make/ can make immediately	7	50.0
Field Trip	1	7.1
Total	**14**	**100.0**

Table 37 shows that the majority of students (50%) would like to participate in CSR activities that are easy to make or can be made immediately, followed by 42.9% of sustainable, and 7.1% of field trip.

4.4.3 Factors Influencing Students' Interest in CSR Activities

Table 38. Necessity of Study and Work

1. Necessity of study and work	Disagree 1	Uncertain 2	Agree 3	Mean
1. CSR activities can be used as a reference in applying for a job.	0 (0.0%)	6 (42.9%)	8 (57.1%)	2.57
2. Experience received from CSR activities can be used in my future career.	0 (0.0%)	2 (14.3%)	12 (85.7%)	2.86
3. CSR activities are useful for doing class assignment/report.	1 (7.1%)	4 (28.6%)	9 (64.3%)	2.57
4. CSR activities are established by my faculty.	0 (0.0%)	6 (42.9%)	8 (57.1%)	2.57
5. If my future career relates to CSR, I will know how to solve the problem.	0 (0.0%)	5 (35.7%)	9 (64.3%)	2.64
6. CSR activities are introduced by your instructor.	3 (21.4%)	6 (42.9%)	5 (35.7%)	2.14
7. CSR activities increase your knowledge from outside the class.	0 (0.0%)	4 (28.6%)	10 (71.4%)	2.71
			Average Score	**2.58**

Table 38 presents the factor about Necessity of Study and Work that influenced students' interest the most. The most influential factor was the statement no. 2, the mean score representing 2.86, followed by statement no.7, representing 2.71, and statement no. 5, representing 2.64. In summary, the average score of the factor about Necessity of Study and Work was at high level, representing 2.58.

Table 39. Attitude toward CSR Activities

2. Attitude towards CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It is a trendy activity.	0 (0.0%)	8 (57.1%)	6 (42.9%)	2.43
2. It is activities that help the doers feel happy.	0 (0.0%)	1 (7.1%)	13 (92.9%)	2.93
3. It helps create the relationship among students.	0 (0.0%)	2 (14.3%)	12 (85.7%)	2.86
4. It helps the doers be proud of themselves for being the ones who help communities.	0 (0.0%)	1 (7.1%)	13 (92.9%)	2.93
5. It helps you take your free time for contributing communities.	1 (7.1%)	3 (21.4%)	10 (71.4%)	2.64
6. It creates a good image of Rangsit University.	1 (7.1%)	3 (21.4%)	10 (71.4%)	2.64
7. It helps Rangsit University to be accepted by communities.	1 (7.1%)	3 (21.4%)	10 (71.4%)	2.64
8. It helps the doers become a good example for other students.	1 (7.1%)	4 (28.6%)	9 (64.3%)	2.57
9. It helps the doers have an image of CSR activitist.	1 (7.1%)	6 (42.9%)	7 (50.0%)	2.43
10. It helps the doers become more concerned with contributing communities.	0 (0.0%)	4 (28.6%)	10 (71.4%)	2.71
Average Score				**2.68**

Table 39 presents the factor about Attitude towards CSR Activities that influenced students' interest the most. The most influential factor was statement no. 2 and no.4, the mean score were the same, representing 2.93, followed by statement no. 3, representing 2.86, and statement no. 10, representing 2.71. The average score of the factor about Attitude towards CSR Activities was at high level, representing 2.68.

Table 40. Characteristics of CSR Activities.

3. Characteristics of CSR activities	Disagree 1	Uncertain 2	Agree 3	Mean
1. It aims mainly at benefits of community.	0 (0.0%)	1 (7.1%)	13 (92.9%)	2.93
2. It is a sustainable activity and performed continuously.	1 (7.1%)	3 (21.4%)	10 (71.4%)	2.64
3. Every member can participate in giving their opinions equally.	1 (7.1%)	2 (14.3%)	11 (78.6%)	2.72
4. There is no dishonesty among members.	2 (14.3%)	4 (28.6%)	8 (57.1%)	2.43
5. Its performances will be followed up steadily.	0 (0.0%)	3 (21.4%)	11 (78.6%)	2.79
6. Its performances don't expect to receive rewards.	0 (0.0%)	4 (28.6%)	10 (71.4%)	2.71
7. It doesn't pretend to help community for creating a good image.	1 (7.1%)	2 (14.3%)	11 (78.6%)	2.72
8. It implants the consciousness of social responsibility.	0 (0.0%)	0 (0.0%)	14 (100.0%)	3.00
Average Score				2.74

Table 40 presents the factor about Characteristics of CSR Activities that influenced students' interest the most. The most influential factor was statement no.8, the mean score representing 3.00, followed by statement no. 1, representing 2.93, and statement no.5, representing 2.79. The average score of the factor about Characteristics of CSR Activities was at high level, representing 2.74.

4.5   STUDENTS' COMMENTS AND SUGGESTIONS

23 out of 150 students gave their comments and suggestions which were grouped into the following statements:

- Most comments were complaints about the lack of public relations for example:

    - There should be more announcements about these CSR activities.

    - The existing CSR activities are good and interesting, but it should be more publicized to students in order to create their awareness.

    - Students who participated in CSR activities always were the same group that had already participated many times. Therefore, there should be collaboration among students from various faculties to do activities together and to increase the participation of new members. Publicity should be supported.

    - These CSR activities appeal to my interest a lot, but please let me know when these activities will occur.

    - There should be presentation of CSR activities' performances, and they should increase students' awareness through effective communication channels.

- Suggestions for new CSR activities:

    - There should be a scarf knitting activity in order to help the poor to have a chance in receiving new or first-hand stuffs.

    - There should be an activity that discusses or gives knowledge about social problems and political issues rather than just talking about actors and actresses' lifestyles.

    - There should be a religious activity (i.e. dharma practicing, Buddhist teaching) to implant morals in students' minds.

    - There should be a dancing contest among students from different faculties for charity.

    - There should be an activity about careers support.

4.6 THE RESULT OF HYPOTHESIS TESTING

Table 41. Relationship between Awareness and Participation

	Participation				
Awareness of CSR activities	Participate		Not Participate		**Total***
	Fq.	%	Fq.	%	
Aware	57	80.3	16	20.3	73
Unaware	14	19.7	63	79.7	77
Total	**71**	**100.0**	**79**	**100.0**	**150**

*p-Value = .00

Table 41 presents a cross-tabulation to see the relationship between awareness and participation in CSR activities. The result was statistical significance at 0.00. Therefore, there was a relationship between awareness and participation at a high level. It was also concluded that there was a difference in the level of participation among the different awareness or the more students were aware, the more they participated.

In summary, this chapter presented the results of demographic data, awareness and participation in CSR activities, and factors influencing students' interest in CSR activities of students in four groups that is: (1) students who were **aware** and **participated** in CSR activities (2) students who were **aware** but **didn't** participate in CSR activities (3) students who were **unaware** and **didn't** participate in CSR activities (4) students who were **unaware** but **participated** in CSR activities, including students' comments and suggestions. Finally, a hypothesis testing result was presented. The findings of the study will be summarized and discussed in the next chapter.