

CHAPTER FIVE

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions of awareness and participation in CSR activities, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

The study of awareness and participation in CSR activities was conducted to survey the relationship between awareness and participation in CSR activities of undergraduate students at Rangsit University.

5.1.1 Objectives of the study

- To find the relationship between awareness and participation in CSR activities of undergraduate students at Rangsit University.
- To investigate the factors that influence students' interest in CSR activities.
- To explore students' attitudes toward CSR activities.
- To find the students' suggestions on how to improve CSR activities.

5.1.2 Subjects, Materials, and Procedures

The subjects consisted of 150 undergraduate students who were studying in any faculties at Rangsit University. A questionnaire was designed as the instrument to collect data, comprised of the following 4 parts:

Part 1: Demographic Data

Part 2: Awareness and participation in CSR activities

Part 3: Factors influencing students' interest in CSR activities

Part 4: Suggestions

The data was analyzed through SPSS program. Frequency, percentage, and mean score were calculated to describe the picture of the subjects' awareness and participation in CSR activities.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 The findings of students who were **aware** and **participated** in CSR activities

Part 1: Demographic Data

The male and female students were nearly equal in number, 52.6% and 47.4% respectively. Most of them were 19 years old, representing 28.1%. The majority of them were studying in the faculty of Engineering, representing 17.5%.

Part 2: Awareness and Participation in CSR Activities

Most students knew CSR activities from communication channels (43.9%) and participated in a donation activity, representing 42.9% followed by a social contribution activity, representing 23.8%. A person who influenced students' decision on participation in CSR activities the most was themselves, representing 70.2% and the majority of the students would like to participate in activities that are easy to make or can be made immediately, representing 59.7%.

Part 3: Factors Influencing Students' Interest in CSR Activities

The most influential factor which influenced students' interest was the factor about Characteristics of CSR Activities which had an average score at 2.84, followed by a factor about Necessity of Study and Work, the average score representing 2.65, and a factor about Attitude towards CSR activities had the average score at 2.58.

5.2.2 The findings of students who were **aware** but **didn't** participate in CSR activities

Part 1: Demographic Data

The majority of students were female, representing 75%. Most of them were 20 years old, representing 43.8%. The majority of them, representing 25%, were studying in the faculty of Information Technology.

Part 2: Awareness and Participation in CSR Activities

Most students knew CSR activities from communication channels (62.5%) and most of the reasons students gave for not participating in CSR activities were other reasons such as, they have no time, they have to be responsible for other things, and have a congenital disease, representing 62.5%. People who influenced students' decision on not participating in CSR activities was themselves, representing 68.8% and the majority of students would like to participate in an activity that is easy to make, representing 56.2%.

Part 3: Factors Influencing Students' Interest in CSR Activities

The most influential factor which influenced students' interest was the factor about Characteristics of CSR Activities which had an average score at 2.61, followed by a factor about Attitude towards CSR activities, representing 2.36, and a factor about Necessity of Study and Work which had the average score at 2.24.

5.2.3 The findings of students who were **unaware** and **didn't** participate in CSR activities

Part 1: Demographic Data

73% of students were female. Most of them, representing 27%, were 19 years old. The majority of students were studying in the faculty of Information Technology, representing 23.8%.

Part 2: Awareness and Participation in CSR Activities

Most of the reasons that students didn't know CSR activities existed in university was a lack of public relations (63.5%). Most common of the reasons students gave for not participation in CSR activities was they didn't know and nobody told them, representing 52.4%. A person who influenced students' decision on not participating in CSR activities was themselves, representing 61.9% and the majority of students, representing 50.8%, would like to participate in an activity that is easy to make or can be made immediately.

Part 3: Factors Influencing Students' Interest in CSR Activities

The most influential factor which influenced students' interest was the factor about Characteristics of CSR Activities which had an average score at

2.79, followed by a factor about Attitude towards CSR activities, representing 2.46, and a factor about Necessity of Study and Work had the average score at 2.37.

5.2.4 The findings of students who were **unaware** but **participated** in CSR activities

Part 1: Demographic Data

Most of students were female, representing 71.4%. The majority of them, representing 42.9%, were 19 years old. Most of them were studying in the faculty of Business Administration, representing 21.4%.

Part 2: Awareness and Participation in CSR Activities

The most common of the reasons that students didn't know CSR activities existed in university was a lack of public relations (71.4%). The majority of students participated in a donation activity, representing 78.6%. A person who influenced students' decision on participation in CSR activities was themselves, representing 92.9%. Most of them, representing 50%, would like to participate in an activity which is easy to make or can be made immediately.

Part 3: Factors Influencing Students' Interest in CSR Activities

The most influential factor which influenced students' interest was the factor about Characteristics of CSR Activities which had an average score at 2.74, followed by a factor about Attitude towards CSR activities, representing 2.68, and a factor about Necessity of Study and Work had the average score at 2.58.

5.2.5 The hypothesis testing result

The study contained one main hypothesis that was tested by the statistic of Pearson Chi-Square. The result was that:

There was a difference in the level of participation among the different levels of awareness. This means the more students were aware of CSR activities, the more they participated. Therefore, there is a relationship between awareness and participation in CSR activities at a high level.

5.3 DISCUSSION

This section concerns how the findings of the study relate to the concepts and the previous research. The discussion is as follows:

5.3.1 The result of hypothesis testing shows that there is a relationship between awareness and participation. This means that the more students are aware, the more they participate in CSR activities. The findings support the Roger's concept (อ้างถึงใน วัลลภา เพ็ชรไรสประเสริฐ, 2547, น. 29) which states that communication is important because communication will affect people's knowledge, attitude, and behavior. People will behave in the same way as their knowledge and attitude that they receive from the communication.

From the results, students know CSR activities through communication channels that are brochures, handbills, and T.V.; therefore, they gain some knowledge about CSR activities and then this knowledge will affect their attitudes toward CSR activities, and finally, this attitude will affect their behavior (or their participation). If we look at the results, we will see that students who were aware and participated in CSR activities because they knew about CSR activities through communication channels, had a good attitude towards CSR activities (see table 9.), and finally they participated in CSR activities. In conclusion, the communication causes the relationship between awareness and participation.

In terms of students who were unaware and didn't participate in CSR activities, the result shows that communication is still important because although students have a good attitude toward CSR activities (see table 29.), they don't participate. The reason is that they lack public relations or it means they don't know about CSR activities through any communication channels. This result also supports Roger's concept because Roger states that communication is important because it can be the cause of knowledge, attitude, and behavior.

In addition, from the concept of CSR, Anantachai (กรุงเทพธุรกิจ, 2552, น. 32) also states that one of seven keys to become successful in doing CSR activities is a communication design. Therefore, an organization should not only communicate to people outside the organization, but also communicate to people inside the organization. By doing this, CSR activities will be more effective.

5.3.2 The results of students who were aware, but didn't participate in CSR activities show that students know CSR activities, but they don't participate because they don't have time and have to be responsible for other things. The finding supports the concept of participation (นิรันดร์ จงวุฒิเวศย์, 2527) which states that an achievement of participation depends on four factors and one of those factors is that people must have enough time for participating in activities. From the findings, students were aware of CSR activities, but they didn't have time, so the participation could not be achieved.

5.3.3 The findings of the study show that a participation level in Thai art and cultural promotion activity is very low when compared to a participation level in other activities. The findings support the study of Buntita Supkamol (บันฑิตา ทรัพย์กมล, 2544) which found that 70.5% of companies didn't have any policy to support art and culture and 83.4% of participating companies didn't have any activities to support art and culture either.

This may be an effect of globalization on Thai culture (<http://en.wikipedia.org/wiki/Globalization>) which is about the growth of cross-cultural contacts; the appearance of new categories of consciousness and identities which combine cultural diffusion, the desire to increase one's standard of living and enjoy foreign products and ideas, the adoption of new technology and practices, and the participation in a "world culture". Therefore, the concept of globalization may be a cause of unpopularity of Thai art and cultural promotion activities.

5.3.4 The findings of the study show that almost all of the students participate in a donation activity. Moreover, the findings also show that the activities that they would like to participate the most are activities that are easy to make or can make immediately.

The findings reflect student's behavior that support the study of Dr. Amornwich Nakornthap (อ้างอิงในเว็บไซต์ www.kriengsak.com) which found that educational institutions, which don't teach students about thinking skills and

principles for a good way of life, are one of many factors that lead students to Capitalism system and students tend to behave improperly such as, they are lavish, they can be deceived easily by media, and they are impatient of doing hard work, but love to do and gain something easily without patience.

Dr. Amornwich suggests that educational institutions should teach students about thinking skills and implant the value of patience and devotion for hard working.

In addition, Anantachai (กรุงเทพฯธุรกิจ, 2552, น.32) also states that a sustainable framework is an important factor that leads CSR activities to success. CSR activities are not just an involvement in spending money to become a socially responsible organizations but it should have a sustainable outcome. To become sustainable, he suggests that CSR activities must really happen from the doers' consciousness.

5.4 CONCLUSION

The following conclusions can be drawn from the discussion above.

5.4.1 Based on the results of the study, communication is something important and it can be a cause of the relationship between awareness and participation. In addition, communication should be performed both inside and outside organizations.

5.4.2 The participation will be achieved when the participants have enough time to participate.

5.4.3 Based on the results of the study, most students didn't participate in Thai art and cultural promotion activities which may be the result of globalization concept.

5.4.4 Based on the results of the study, most students participated in a donation activity or activities that are easy to make. This may be the result of a teaching system of Thai educational institutions.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for further research.

5.5.1 It is recommended that a larger sample size should be extended to increase the degree of generalization of the study and in order to make it more valid and reliable.

5.5.2 This study does not examine which communication channels will affect students' awareness the most; therefore, it would be better if there is a survey on this matter in a further research.