

## Abstract

The Thesis entitled “The Customers’ Opinion on the Social Responsibility of Private Pawnshops” aimed to study the perspective of pawnshop customers towards the support from pawnshops in the critical time and raising conscious awareness of the pawnshop owners. The study was based on survey research by using the questionnaire with 259 customers of private pawnshops around Bangkok and Nonthaburi areas. The collected data was analyzed by the SPSS with the statistics of frequency, percentage, arithmetic mean, standard deviation, t-test and F-test for correlation test between variables. The results are as follows:

Most of the respondents married, female, aged between 39-50 years old, and graduated in Bachelor’s Degree with the income 5,001-10,000 baht/month. Gold ornaments were the majority items pawned 1-4 times per year. In overall, the customers felt that the support from pawnshops in the critical time was 3.46 significantly important. In consideration of the importance of social responsibility i.e. economy, laws, morals and social services, the customers definitely agreed with them 3.65 in average. Variation of education is related to the level of pawnshop’s social responsibility with 0.05 significance. In addition, raising consciousness of the pawnshop owners could be done by establishing social responsible policies, rewarding the distinguished ones and collaborating among the pawnshops in social activities and services. The respondents agreed with these ideas in high level (3.79).

The recommendations were that the government should promote the CSR concept and raise awareness to pawnshops. The pawnshops which supported social welfare activities should be awarded and promoted in order to be an example for other pawnshops. On the pawnshop side, they should collaborate to initiate some social activities and build a new image for friendly atmosphere. This would enhance customers’ attitude and positive public opinion.