

Piyanuch Hutajit 2010: Perception and Attitude in Corporate Social Responsibility Advertising Using Positive and Negative Emotional Appeal. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Mrs. Thirarut Worapishet, Ph.D. 192 pages.

The aims of this research was compare the comparison of the perceptions and attitudes involved by corporate socially responsibility (CSR) advertising. This was achieved by the analysis of the overall as well as demographic classification. Along with to study the influence of emotional appeal effect to perception and attitude in corporate socially responsible advertising. And to study the influence of perception effect to attitudes in corporate socially responsible advertising. This study constitute on exploratory and descriptive research conducted by the survey method with the aid of questionnaire. The data collected from samples of 400 samples in Bangkok area and above 18 years old. In addition, the data was combined and analyzed by descriptive statistical methods; frequency, percentile, mean, and standard deviation. The inferential statistical methods were used to perform a structural equation modeling (SEM) analysis with Path Analysis.

This research found the main sample group is female, age 25-31 years, Bachelor's degree, private companies staff/employees and monthly income 15,001-30,000 baht. The Samples have scores of perception and attitudes in CSR advertising using positive emotional appeal higher than using negative emotional appeal. Positive emotional appeal advertising suit for the group of female and monthly income over 85,000 bath. Negative emotional appeal advertising suit for group of male and private business career. The test of hypothesis revealed that the emotional appeal in CSR advertising has a direct positive effect to the perception and attitude in CSR advertisements, however the affects on perception outweigh those on attitude. Conversely, perception does not directly affect to the attitude in CSR advertisements and the emotional appeal does not indirect affect to the attitude too. Researcher proposes some recommendations to advertisers as followings

- 1) Should be creating CSR advertisements using positive emotional appeal as to the maximize the most public perception and attitude.
- 2) Should be emphasize with Non-verbal component creative mix of the perception.
- 3) Should be emphasize with affective of the attitude.

---

Student's signature

---

Advisor's signature