

Pongchai Aewbuajareon 2011: People's Opinion regarding Corporate Social Responsibility Image: A Case Study of Standard Chartered Bank (Thai) Public Company Limited. Master of Arts (Social Development), Major Field: Social Development, Interdisciplinary Graduate Program. Thesis Advisor: Mrs. Matrini Ruktanonchai, Ph.D. 151 pages.

This research aimed to examine the people's opinion regarding corporate social responsibility image of the Standard Chartered Bank (Thai) Public Company Limited and to compare such opinion by personal factors, bank services, and exposure to information from the media. Study sample comprised of four hundred and four clients of the Bank's personal banking in all forms of products. This survey research utilized questionnaires as the research tool for data collection. Statistics used to analyze the data were the percentages, the mean, and the standard deviation. Hypotheses were tested with the Student's t-test and the analysis of variance. Paired differences were tested with the Sheffé Method. Statistical significance level was set at 0.05.

Research results indicated that people with different personal factors, namely, gender, educational attainment, occupation, and income, had significantly different opinion regarding the corporate social responsibility image of the Standard Chartered Bank (Thai) Public Company Limited, both in general and in all projects at the statistical significance level of 0.05. However, people with different marital status had no significant difference in such opinion. People with different services, namely, existing service types, period of bank clientele, and banking frequency, had significantly different opinion both in general and in all projects at the statistical significance level of 0.05. Moreover, people who were exposed to various media, namely, personal media, mass media, and special media, had significantly different opinion both in general and in all projects at the statistical significance level of 0.05.

The above-mentioned results prompted the following recommendations. Firstly, the Bank should set more specific guidelines for advertising to provide the information aimed at particular target groups. Secondly, the Bank should pay more attention to the content in each advertisement for each target group. And finally, the Bank should have constant and continuous publicity about its corporate social responsibility to create awareness among the people about the importance of such projects so as to increase public participation.

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Student's signature

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Thesis Advisor's signature