

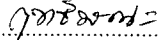
Independent study title: Public Opinions on Social Responsibility Activities of PTT Chemical Public Company Ltd.: a case study of Nong Fap Community in Maptaphut Municipality

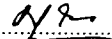
Researcher: Mr. Ritsana Noigamol. Degree: Master of Business Administration (General Management). Dhonburi Rajabhat University. Independent study advisors: 1) Asst. Prof. Dr. Yuwalak Vejwittayaklung 2) Dr. Chanthawan Soonsawad. Academic year: 2011. 145 pp.
Keyword: Social responsibility activities

Abstract

The objectives of this research were to study the public opinions on social responsibilities activities of PTT Chemical Public Company Ltd, using Nong Fap Community in Maptaphut municipality as a case study and to compare the opinions of Nong Fap community classified by their demographic characteristics. The sample group consisted of 327 members of Nong Fap community. Questionnaires were used as a research tool. Data were analyzed by frequency, percentage, mean, standard deviation, t-test, and analysis of variance.

The results of the research indicated that the mean score of overall opinions toward the activities was at high level. Aspect analyses revealed that the community members' opinions were high in three aspects, ranked in descending order were professional support and development, health and occupational health, safety, and environment aspect, religious and traditional enhancement aspect, and preservation of folk cultural heritage aspect. The aspects found to be moderate were sport and education. t-tests of the mean scores of opinions concerning social responsibility of PTT Chemical Public Company Ltd. of the community members classified by demographic characteristics of environmental conditions revealed that their opinions concerning education and sports were significantly different at 0.01. The subjects' opinions concerning sports and education were significantly different at 0.01 while their opinions on professional enhancement and development were significantly different at 0.05. Overall opinions of subjects having different education background were significantly different at 0.01, and at 0.05 with regard to education.

Student's signature.....

Independent study advisors' signature 1.......... 2.....