THE IMPACT QSR'S CSR PROGRAM INFLUENCES ON

QSR BRAND CHOICE IN BANGKOK

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THE IMPACT QSR'S CSR PROGRAM INFLUENCES ON QSR BRAND CHOICE IN BANGKOK

Naruemon Kaewmanee

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Author: Miss Naruemon Kaewmanee

Independent Study Committee:

Advisor

[redacted]

(Dr. Sumas Wongsunopparat)

Field Specialist

[redacted]

(Dr. Jiraphan Skuna)

[redacted]

(Dr. Sansanee Thebpanya)

Dean of the Graduate School

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ABSTRACT

Over last few year Corporate Social Responsibility is new trend for business use to improve public image of the brand and at the same time to promote community. A measurement of performance whether Corporate Social Responsibility strategy which quick service restaurant operated would be activities regards to food, sourcing and service that customer need. Improving social living, solving environmental issues, and ensuring the employee safety is also considered.

The intention of this study is to discover the attitude and perception of consumer toward Corporate Social Responsibility who purchasing food and beverage at keys quick service restaurant in Bangkok, also to improve effective activities of Corporate Social Responsibility which will be able to influential consumer on brand choice. The result analysis is obtained from 407 questionnaires during February 2016 which used random sampling from general people who have the knowledge of CSR and perceive that CSR effect their purchase decision. Then the qualified data is analyzed by using SPSS to

generate statistic data from multiple choice questions or Likert Scale and summarize relationship between these responses.

The result of study found that overall of consumer perception towards the CSR dimensions in this study tend to have the positive feedback due to at least one of the CSR dimensions is significant. Particularly, CSR relate to Food and Employee got strongly significant impact on QSRs brand choice. Hence, QSRs should consider in investing much in CSR to Food and CSR to Employee activities as this fulfill the consumer need and improve brand choice towards their QSRs brand in the future.

Keywords: QSR, CSR program

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Any mistakes which probably happened here, unavoidably, I'm in the position of the researcher was the only one who has accepted that.

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CHAPTER 1

INTODUCTION

1.1 Introduction

Modern technology in the 21st century lead current business evolves to globalized era (Wild & Wild, 2014). A strong innovation and production process give business opportunity to manufacture new kind of distinctive product (Manyika, 2012). Successful business today need to move beyond competitor and enthusiastically find out new trend of being competitive advantage to immediately response future consumer need (Courtney, John & Kar, 2012). Over the past few years, value set of new generation for young business people is global view on environment, social and ethical positions (Keejan & Green, 2015).

Corporate Social Responsibility (CSR) is one of the key driving forces of marketing strategy aim to deliver brand recognition as well as establish effective brand image to the market (Gregory & Wiechmann, 1991). Business and relationship to social has changed rapidly than the last twenty years. Many activities are considered as mandatory or the best practices (Thorne, Ferrell & Ferrell, 2008).

Management is more implementing CSR as a marketing communication which can be very effective brand advertising and likely to be more favorable by stakeholder (Marconi, 1996).

This chapter describe research proposal of the study. It introduces the reader on overview of CSR and how CSR support credibility of the brand in term of sustainability growth. Furthermore, this chapter also provided description of background, statement of problem, intention and reason for study, research objective, research assumption, scope of research, benefit of research and the study, and limitations at the end of chapter.

1.2 Background

New challenges of quick service restaurants (QSRs) toward marketing in this century is not only to increase value for their shareholder but at the same time they also need to create value for social and make it happen by implement the ideal concept into reality (Throne et al., 2008). Creating positive impact to community while doing business is essential which help leverage both business values, social and individual demand simultaneously (Fitzgerald & Cormack, 2000).

Most of growth rapidly quick service restaurants have been implementing their marketing strategy with CSR in order to build strong relationship with stakeholder and increase brand loyalty, Montalbo (2015) supports this statement in her journal. In fact, the growth in number of sustainability and corporate social responsibility report of quick

service restaurants are increasing and all business try to develop future sustainability plan constantly (Leblanc & Bramhall, 2013).

Typically in the term of quick service restaurants are also known as fast food restaurant within industry (Jochim, Ottenbacher & Harrington, 2015). Implementing CSR initiatives within the QSRs industry was considered because of critical issues of sustainability in industry sector and it becomes significant role in the Thailand economy. According to Jochim et al., (2015) consumer is demanding CSR activities therefore QSRs are following consumer preference for CSR. In relation to the QSR industry, most engagement of global quick service restaurants in CSR is the content of health concern, animal welfare or sponsorship for community activities. For example, the world leading franchising of QSR like McDonald's has playing a key role in implementing CSR initiatives strongly.

In this regard, QSR industry has been chosen due to the perception of unhealthy nature of products and analyzing how QSR could build healthy society by cooperating with the CSR concept (Waddock, 2008).

As proven by Market Briefing's tracking and interpreting restaurant trends report produced by Technomic, Inc., the leading provider of consulting and consumer research to the restaurant industry (Technomic, 2010). It has claimed that one quarter or approximately 25 percent of consumers are very concerned about restaurants that engage in social responsibility practices and 56 percent are somewhat concerning to social responsibility practices implemented in the restaurant.

In particular, survey conducted by Technomic, Inc. (Tracking and interpreting restaurant trends report, 2010) regarding CSR issues that consumers would like to see in the restaurant, the priority social issue for consumers today gives important on living wages which is 21 percent or approximately one-fifth of consumer, secondly eco-friendly is important to 19 percent, 11 percent rating for local sourcing and 7 percent coverage for restaurant that use organics ingredient. Meanwhile, statistics from Nielson (Nielson, 2014) have shown that 52 percent of global respondents considering label on packaging to ensure that brand is positively committed to Corporate Social affect, and this issue is most influenced in Asia-Pacific (63 percent), Latin America (62 percent) and the least in North America (32 percent) respectively.

Thus, Chu & Yang (2009) also investigated that CSR is linkage with quick service restaurants' marketing, when a business fulfills CSR it is increasing brand loyalty and strengthen business's performance as well as affects brand equity toward stakeholder (Torres, Bijmolt, Tribo, & Verhoef , 2012). Thus, ability of CSR to improve business images, reputations and trust depend on relation between CSR implemented by company and consumers perspective (Dawkins and Lewis, 2003).

The current challenges of QSR chain facing is transparency on ingredient. The consumers are finding out a new transparency of the ingredients in food and want to know how the source ingredients come from (Minwang, Chen, Yu & Hsiao, 2015). Based on these challenges, QSRs remain commitment to produce high quality products, sourcing ingredients and materials responsibly, managing footprint of operation, and

positively impacting the communities in which they operate. Hence, an increasing importance of CSR worldwide has brought to QSR sector actively implement the combination of activities to the social. (Marina & Melgarejo, 2012)

1.3 Statement of Problem

In the world which quick service restaurants operate are greatly complex (Minwang , Chen, Yu & Hsiao, 2015). Transparency of complexity issues such as eating habit, quality and ingredient, along with obesity are more concern among the consumers (Padmakshi et al., 2009). Quick service restaurants are engaging franchisees in these transparency issues by finding sustainability methods to fit into risk management and address social and environmental issues as a part of performance (Kytle & Ruggie, 2005) in order to reduce the brand image of being criticized as the part of increasing level of obesity growth (Werther & Chandler, 2006).

Quick service restaurants are facing many potential barriers in transparency, especially in terms of the obesity level in foods and increasingly health conscious consumer base (Robinson, Abbott & Shoemaker, 2005). Ethical Corporate Social Responsibility is becoming a mainstream among quick service restaurants (Lelic, 2006.). There is an increasing awareness that restaurants take into more consideration of managing relationship with society (Leblanc & Bramhall, 2013). Among this relationship, restaurants bring new progress as well as goals in the area of sustainable construction, nutrition and sourcing (Moir, 2001).

Despite there is some previous CSR activities in the aspects of ethics, environment and society have been implemented to QSRs in Bangkok, there is a significance issue of what kind of CSR activities are favored by consumers and how these CSR activities effect to consumers' purchase decision. An increased attention placed on CSR possibly effect the brand choice has lead the researcher to study the future CSR implementation at quick service restaurants in Bangkok. In response to this problem, this study proposed to investigate consumers' perspective toward the CSR programs and the effect on customers choice decision based on selected QSRs. Due to the intention of study is to find out whether these QSRs could gain any benefits from CSR programs, and is able to draw attention from consumer on brand selected. To do this, the study will carry out a full consumer analysis and use it to propose appropriate CSR activities and address CSR strategically in the QSR industry.

1.4 Intention and Reason for Study

An intention for this study is able to gain consumers perspective towards CSR in accordance with brand choice at quick service restaurants. This study try to understand the level of consumers' perception related to CSR in Bangkok by criteria to food, souring, environmental, employee, community and service quality. It is also to find out effective priority activity of CSR which will be able to influence the consumer trust across all age and gender. The study is beneficial for quick service restaurant Management team to understand consumer trend and level of consumer's satisfaction having with the brand which has been implemented CSR. The study also approach to be

significantly beneficial for Marketing team to use this study improving product and service, and make the right social statement on their brand.

1.5 Research Objective

The objective of this study could be identified in three issues. Firstly, to understand how the CSR influence consumers satisfaction and purchase decision at quick service restaurants. Secondly, to investigate the extent to which CSR activities influence purchasing behavior of customers. Lastly, to gain the insight of consumer's perspective in order to strengthen their purchase decision in which lead to brand choices.

1.6 Research Questions

1. What are the perceptions of consumers about CSR dimensions towards brand choice decision?

2. How should QSRs orient CSR to influence consumers' decision on brand choice?

1.7 Research Assumptions

Certain research assumption is related to the knowledge, reality and study's role (Coyote, 2008) and need to be warranted that it is possibly true and correct so that the study process can be continued (Clover & Balsley, 1986). An assumption is able to shape the study procedure form the methodology to the question need to be asked (Hathaway, 1995). According to Leedy & Ormrod (2010) state that assumption is basically necessary since the study without assumption the research problem could not happen.

The research assumptions which made for this study are the CSR impact on brand choice. Meanwhile, study provides consumer's insights and its related limitations factor. These assumptions are able to bring essential value which need to be further discussed and evaluated (Francis, 2014). Consequently, the reference information from CSR report, textbook, journal or even company website that represent in this study will need to be verified whether it is true.

1.8 Scope of the Research

Scope of research is basically setting the boundary of study to help assess whether the study is feasible and the possibility of successfully completing (Denscombe, 2013). The scope of study in the proposal is needed to consider the factors of resources within the study range such as time, capital and labor (Simon, 2011). The study will be delivered on time and scope of study planning need to include some consideration of the timeframe for schedules and all components of the study (Clover & Balsley, 1986). Additional, it will help outline an idea of the purpose of study as well as providing the reader's expectations (Coyote, 2008).

Main scope of this study would be discovered the effect of corporate social responsibility's in term of brand choice for quick service restaurants. To make the reader understand intention of this study on consumers' perspective, the study is willing to look at interesting of consumers whom has the ethics and knowledge regarding corporate social responsibility as well as general people. These individual opinion will be able constitute the reliable and consistent results within the setup timeframe.

1.9 Benefit of the Research

In practice, CSR is motivated by marketing purpose (Lantos, 2001). Implemented social responsibility practice is able to provide benefits to business in the term of enhancing reputation and increasing market value (Luo & Bhattacharya, 2006). To achieve these benefits, business has to investigate what type of CRS they should stand for, how strategy is carried out, and how consumer benefit from an activities. (Sheikh & Zee, 2011).

Consequently, the result of study will useful for quick service restaurants to understand consumers' perspective and impact of purchase product through CSR. Secondly, the consumer insight will help marketer to improve brand image and influence more consumer through CSR awareness. Lastly, the researcher will gain more insight on the important of CSR as marketing tool, also help the researcher enhance effectiveness of conducting research such as collecting information, analyzing data as well as improving personal literature skill.

2.0 Limitations of the Research

Limitations refer to potential weakness which limits to be done on the areas of study and applied methods (Locke, Spirduso & Silverman, 1993). Limitations of the study are very useful for readers as limitations as it reveal mistake process in result of the study (Coyote, 2008). In addition, limitation is simply factors that able to help the reader

understanding of what the study results mean and how study will summarize. (Clover & Balsley, 1986).

Since this study focuses on CSR issues in quick service restaurants and is based on different consumer. The limitation need to be considered for this study is individual consumer's perspective and expectation toward CSR. This limitation will be considered when analyzing the study result of CSR for quick service restaurants chain. It also will bring opportunity for further study on CSR strategies relevance to consumers' need (Punch, 2000).

2.1 Conclusion

As a result, business is closely working with consumer to understand their perception and concerns on various environmental, social, and economics issues (Dilling, 2011). In Singh, Sanchez & Del Bosque (2008) study, stated that, consumer basically perceive business as providing insufficient information on their CSR activities, if business accurately and effectively report on their CSR activities and implementation into strategy, the consumer will acknowledge this. In order to respond this significant problem, quick service restaurant need to understand how CSR would impact their brand image. Most importantly, business that needs to be perceived as being social concern or competitive leader in CSR, it is necessary to have the right communication with consumer which is the key to success (Dilling, 2011).

CHAPTER 2

LITERATURE REVIEW

2.1 Defining Corporate Social Responsibility (CSR)

Business today expects to look over their self's interest and perceive to belong to a large society, as well as willing to participate in responsibility (Lewis, 2003). In general, in society in which business operate, there must be common rights, duty and responsibility among each other (Kim, Kwak, & Koo, 2010). As business is not human, they need to plan, achieve the goal, allocate resource, and run business purposefully. At the same time, society will reward business with profits and honors. (Thorne et al., 2008)

People normally give definition of business responsibility in many terms, for example, performance, engagement, design, relationship, transparency, a better world, or foundation (Miller, 2015). Most of these terms commonly emphasize on achievement of business and social commitment and recognize business to take action on their social obligation (Thorne, Ferrell & Ferrell, 2008).

Corporate social responsibility covers the relationship between business and the society where they operate. Corporate social responsibility can defined as the selection by business of strategic focus to fulfill the four fundamental areas of economics, legal, ethical, and philanthropic responsibility in accordance stakeholder expected (Werther & Chandler, 2006). Thus, corporate social responsibility is a business principle and practice

in which integrating between social problem and business administrative operations in order to have compromised interaction with the stakeholder both in ethical and environmental friendly way (Kim et al., 2010).

2.1.1 Framework of Corporate Social Responsibility

Corporate Social Responsibility is a voluntary concept which company integrates social and environmental concern into business operation and collaboration with stakeholder (Sivaranjini & Rekha, 2000). Sustainability is about managing for the short term as well as the long term, to develop strategies by creating product and service that meet social and environmental needs, balancing transparency and collaboration in order to have competitive advantage (Thorne et al., 2008).

According to Figure 2.1, Fombrun (1997) explains the concept of how business fulfills social expectation and process. The process begins with the social and philosophy responsibility, including the four hierarchy of social responsibility. Being analyzed by stakeholders and then result in short and long term of business's performance benefit. Importantly, social responsibility needs to have the support from top management before applying into real world business (Fombrun, 1997)

For the business, any compromise needs to consider for stakeholder interests and identify whether CSR activity is able to constitute operating environment and then prioritize strategic benefits to the business (Kytle & Ruggie, 2005). Commonly, stakeholder group within business ranges from employee, investor, customer, business

partner, community, government and environment as well as accredited regulators (Miller, 2015).

Consequently, business needs to corporate any concern from stakeholders to strategy perspective or potential social risk. CSR support business to determine decisions and adjust process of internal strategic planning to maximize long term of corporation (Werther & Chandler, 2006).

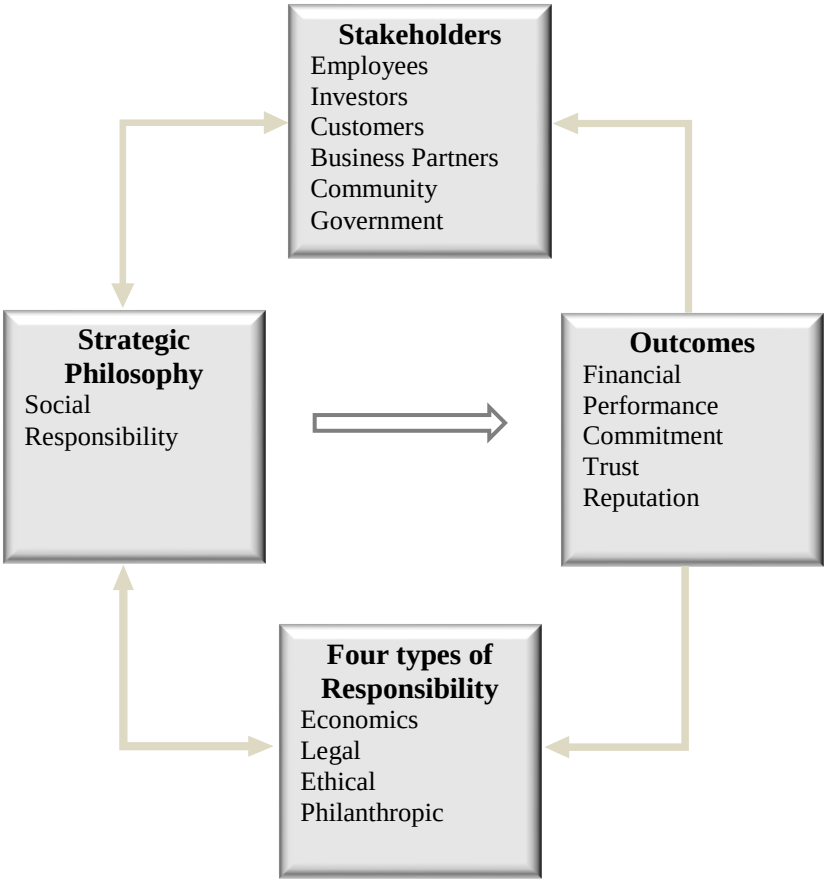

Figure 2.1 : Social Responsibility Model

2.1.2 Type of Corporate Social Responsibility

CSR Frameworks widely accept in several models and the classical model is Carroll's who summarized an accurate definition in term of constitution CSR. Carroll's offer four levels of CSR component which is presented in four dimensional pyramid or levels, this levels begins with economic responsibility at the basic level, legal responsibility, ethical responsibility, and philanthropic responsibility. Each components of the level combine different stakeholder which always influenced by the crucial responsibility first (Carroll, 1979).

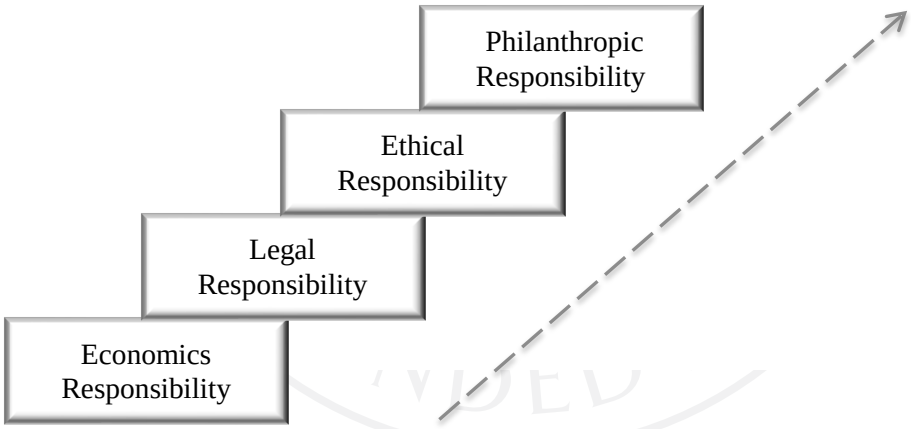

Figure 2.2 : The Hierarchy of Corporate Social Responsibility

Economic responsibility

Fundamentally, business's main responsibility is to produce return on investment (Fitzgerald & Cormack, 2000). At the lowest level of pyramid, business has

responsibility to be practicable so that they will be able to provide return on investment for owners, also creating jobs for society and bringing goods and services to the economy. Economy can be influenced by how the relationship with their stakeholder, competitors, community and even natural environment in that areas (Thorne et al., 2008).

Legal responsibility

The next level of pyramid, business is needed to follow law and regulation that identify the way of responsibility which business has to conduct (Thorne et al., 2008). Society compels all expectations regarding business's behavior through the law system. Once a business tend to act in a way that any particular consumer group or other businesses are not acceptable, these society group probably find solution by assigning representative to draft legitimization to rule the business's behavior, or consumer probably sues the business at a court to force them to do business by the rule (Werther & Chandler, 2006).

Ethical responsibility

In addition to economics and legal responsibility, business has to make a decision what and how they should to be justice, fairness, and right in accordance with the business ethics (Thorne et al., 2008). Business ethics is the moral standards that guide business's behavior. These morals are determined by the public such as government regulator, target consumer, industry, and independent organization. Any element morals

have been brought into regulation to mandate business to perform in the ways that comply to society's expectation (Werther & Chandler, 2006).

Philanthropic responsibility

At the top of pyramid are philanthropic responsibility which promotes human goodwill by making any kind of donations such as money, time, and maybe quality of life. Ricks and Williams (2005) mentioned that the real intention of philanthropy is rather to meet strategic business objectives than philanthropic. The business certainly realizes the benefits of being socially responsible company and none of them is originally driven by philanthropic motivation (Piacentini et al., 2000).

Current changing in social concerns, many stakeholders have been more emphasized on ethical issues than the past (Werther & Chandler, 2006). Even in Carroll's model, it is potentially necessary for today as the greatly environment changed where the business operate (Carroll, 1979). Ethical responsibility is implementing along with economics and legal responsibilities, especially as the foundation to bring a better reputation and image, in order to fulfill elemental economics duty to the owners, business corporate with stakeholder's perspective to gain strategic expectations (Gregory & Wiechmann, 1991).

2.2 CSR and Consumers Choice Decision

In food industry market, the consumers choice of goods and services not only depend on the quality and product price, but also included an issue in related to ethics,

environment and employee right (Boccia & Sarno, 2012). Current CSR implementation is not just for business benefit, today business tend to improve their business reputation and business outcome by creating awareness of CSR throughout stakeholder. Therefore, it is important to engage business goal and consumers need into strategy since consumers choice will definitely effect business policy which is able to influence purchase decision.

Based on Briamonte & Giuca (2010) it has proved that business need to provide CSR commitment in order to be considered an ethical firm and accepted by current consumers' trend. The key elements of CSR for consumers' choice decision included environmental protection, quality of food and sourcing, employee's rights, transparency for consumers or even fair price. These elements indicate the current trend's demand of consumers in regard to CSR.

Hence, the purpose of this study is to consider the consumers' choice decision through the role of social, ethical and environmental aspects which consequently lead to purchase decision on food products. It is appropriate to consider the CSR aspects as a tool for responsible consumption of individual to meet the need of doing well through the consumers' choice and acts of purchase.

According to Abdeen, Rajah & Gaur (2016), It is also mentioned that CSR initiative has positive effects on consumers' intention on purchase behavior and to support business. For example improving consumer's trust toward business, enhancing consumer and business relationship, building customer loyalty and creating positive word of mouth (Becker, Cudmore & Hill, 2006)

Consumers who recognize social responsibility on purchase decision are able to bring the greater impact on the products and services of businesses that implement CSR initiatives (Abdeen, Rajah & Gaur, 2016). Thus, to understand consumers purchase decision and encourage organization to continue CSR initiatives responsibly, the company needs to understand CSR and the following consumers choice relationships respectively (Bhattacharya and Sen, 2003).

2.2.1 CSR and Customer's Attitude

Recent studies have found that consumers response to CSR practice is strongly influenced by reasons related to value of CSR (Abdeen et al., 2016). Customers who recognize information of social responsibility activities reflect their belief and general attitude towards the company practice (Wagner, Lutz & Weitz, 2009). Hence, when consumers know what socially responsible is and that automatically influences their purchase intention (Wangenheim & Bayon, 2007). In addition, Mohr and Webb (2005) showed that when the consumers have viewpoint about CSR activities of a business they interested, this information affects the way they evaluate the business and their purchase intentions.

The impact of CSR on consumers, attitude toward brand is related to assumption from different forms of CSR and their respect value. Results from previous studies of Mohr and Webb (2005) suggest that consumers do not have the same attitude to all manner of CSR. The value consumers receive from CSR is variable and their behavior is also dependent on the value they receive. Normally, consumers recognize the value of

CSR through one of three forms including emotional, social, and functional. Sometimes the emotional and social forms can create a better potential for consumers attitude of green technology and innovation.

When CSR is passed through product's feature, the consumers are repeatedly realized the CSR benefit, then generating higher level of engagement and awareness of later consumption. The future buying willingness of customers come from consumers' assessment and attitude toward the product, as well as external factors such as advertisement that create buying willingness (Wu & Wang 2014). Buying willingness is a crucial and being factor of buying behavior, which results from consumers' believe in the product or brand, as well as their brand attitude. Hence, the higher positive attitude towards brand meant the higher possibility of buying.

2.2.2 CSR and Customer Brand Loyalty

Brand loyalty is refer to the behavior of repeating purchase products over the time with positive preferences towards a brand or labeled (Jagdish & Sheth, 1974). It is important for marketing to maintain the consumers convincing on brand loyalty (Šerić & Gil-Saura, 2012). Normally if the consumers repurchase the same brand, it initially leads to purchase another products under the same brand also (Luarn & Lin, 2003). Consequently, consumers become loyal with their favorite product brands and keep following the trend of that brand names for social recognition importantly. Hence, the marketer try to develop brand loyalty by creating a positive output of brand image either

by adding product attribute or select alternative strategy which positively generate brand loyalty over the competitor brands (Ling, 2013).

Kim & Kim (2004) found that the effective marketing strategy on branding bring the consumers' confidence on product and convince their willingness to pay for the brand. Kim, Kim & Jeong (2003) recommend that to build brand loyalty business need to assure that consumers are satisfied, have the possibility to return and recommend product to others. Most repeating purchase is based on impressive perceptions and attitudes (Kim et al., 2003).

Company is becoming to take more investment to develop CSR activities regarding improvement intangible characteristics such as business reputation, consumers' loyalty and brand image (McDonald & Rundle-Thiele, 2008). Hence, intangible characteristics are mainly used as a differentiation tools.

Typically, CSR is about greening concept since business productivity is building based on consumers' health, wellbeing (Moon, Lee and Oh, 2015). CSR is definitely relating to branding as long as it identifies market needs following business strategy and offering sustainable product to consumers.

CSR and business ethics are concepts that business often use interchangeably. These two concepts are further clarifying in term of corporate reputation, corporate image (Fan, 2005). According to Carroll review on CSR (1979), business would rather use the

concept of CSR as a public relation than real intention to change the way interacting with society.

According to Delgado & Munuera (2001) argument, loyalty is based on individual experience with brand, therefore the brand loyalty is not only from direct experience with product services, but also indirect experience through advertising. Based on this idea, perception of a social responsible behavior is able to increase brand loyalty as it brings reputation and enhance loyalty to the company reputation (Keller & Aaker, 1992).

When consumers make their purchasing decisions, Lynch & Chernatony (2004) investigated that these brands are likely more based on emotional value which consumers perceived than rival brands in the market. Consequently, CSR become essential beginning of sustainable competitive advantage in term of sensational aspect of brand image and brand loyalty. Brand loyalty has been recognized as the most considerable concept in marketing and it is defined as the consumer's trust in brand which impact long term business image (Keller, 1993).

2.2.3 CSR and Product Evaluation

Previous research from Brown & Dacin (1997) revealed that business association toward consumer can influence consumers' interesting in product's responses. Normally, consumers can engage with two types of business association, the capability of business to produce quality product, and business's engagement in CSR (Moon et al, 2015). These

two business association toward consumers can shape their perspective toward product and business's branding.

Perception of sustainability practice of consumers is very crucial as they have significantly influence on consumers' behavior and willingness (Feldman & Vasquez-Parraga, 2013). Consumer is expecting company to produce sustainable product that will not destroy the environment and impact the society (Tate, Ellram & Kirchoff, 2010). CSR is recognized to have a positive impact on business image, brand loyalty, stakeholder and consumers satisfaction (Dilling, 2011). Recently the United State of America has researched and found that 59 percent of consumers considered social and environmental sustainability as important factor when purchase product (Capstrat, 2010). Furthermore, Galbreath (2010) also support that implemented CSR activities over marketing communication and advertising channel is enable to increase overall business reputation.

Another study focusing on consumers perception from Singh et al. (2008) has emphasized that CSR activities need to be highlighted other than any issues on the company's annual report. This confirms that the company which delivering their CSR activities through different marketing channels will reach the consumer's perception and tend to have stronger brand perspective when compared to company that will not represent the CSR activities much (Wagner et al., 2009).

Therefore, effective CSR activities are absolutely improving both tangible and intangible characteristics, and stretching business's reputation (Bhattacharyya, 2010). At the same time, consumer tends to be increasingly interesting in CSR activities and trust in

CSR communications instead of their commitment (Lewis, 2003). The fact is business need to deal with a CSR positioning, by analyzing significant CSR message from a consumer perspective (Pomering & Johnson, 2009).

Some studies have investigated that most of consumers are prefer to buy product from companies engages to social responsibilities. Individual consumer gives value to company that take an effort in philanthropy activities, environmental conservation plans or sponsorship for social events (Garcia de los Salmones, Herrero & Rodrı´guez Del Bosque, 2005).

2.2.4 CSR and Word of Mouth (WOM)

Word of mouth (WOM) is a chance of consumers receiving information about how the service provided from family member, friends, work colleague, or other social channels. The customer might accept or deny the WOM suggestion. Nevertheless, most of WOM can influence their purchase decision, especially when that decision is quite related to themselves (Voyer & Ranaweera, 2015).

In term of marketing, WOM could be one of the most powerful and effective communication channels (Keller, 2007). WOM significantly impact on each stage during purchase decision of consumers. WOM also promotes or reduces purchase intention, therefore positive WOM encourages purchase while negative WOM discourages purchase (Yong & Tseng, 2014).

Voyer & Ranaweera (2015) found out that negative WOM is the effect from customers complaint while positive WOM successfully attract new customers and helps companies reduce marketing costs, also sales and profits would be increased.

The WOM can impact on purchase decision (Voyer & Ranaweera, 2015). WOM changes consumers' attitude or behavioral of purchase intention, which resulting from information exchange (Gilly, Graham, Wolfinbarger & Yale, 1998). Hence, providing satisfaction service diminish negative service failure such as compliant behavior which lead to negative word of mouth and switching consumers behavior (Zhang, Feick & Mittal, 2014).

CSR initiatives are also known as marketing channel to accomplish consumers' attitude to company. Effective CSR and positive WOM are able to create the trust among consumers in advertising good image of business, in the aspect of leveraging environment for sustainable development, concerning consumers' health and other related CSR activities (Wagner et al., 2009).

Furthermore, when consumers perceive value of product or service, it directly leads to consumers repurchase intention since positive WOM intention causes customers satisfaction (Gilly et al, 1998). However, an influence of WOM is not dominant factor to measured repurchase, as consumer's attitude, brand loyalty, product evaluation and other choice decision could bring more purchase intentions than WOM (Wangenheim & Bayon, 2003).

However, WOM make consumers feel assured and helps potential buyers to make purchase decision confidently as well as reducing their concern on potential risk (Wangenheim & Bayon, 2007). Feedback of WOM is also affecting the choice of brand and brand loyalty, whereas, employees who work in happy environment and feel like being part of the business, they will pass positive WOM to their connection and even to customers since their acting or WOM message is represent an image of business respectively (Voyer & Ranaweera, 2015).

2.3 CSR and Brand Choice

Consumers always face different product brands in cost and quality which they normally can usually only choose one brand. There are several factors that effects consumers' making decision depending on situation (Gamliel, Herstein, Abrantes, Albayrak & Caber, 2013). Perceived quality is one key factor that directly influences customers product choice (Ailawadi & Keller, 2004) and prior to making a purchase. Usually, the reason they want to verify the quality of products is they hope to reduce potential risk after the purchase (Jacoby, Olson & Haddock, 1971).

Others factors effecting perceived quality are product brand name (Brucks, Zeithaml & Naylor, 2000), advertising (Moorthy & Zhao, 2000). Especially, the relationship between product's perceived quality and cost is result in perceived value for money, which significantly affects consumers choices (Lichtenstein & Burton, 1989). Among several factors, product engagement, the degree of consumers is interested in items and category on basis lifestyle (Mittal & Lee, 1988). Product engagement reveals

concerned consumers commitment regarding to thought, feelings, and individual response to each items and category (Gordon, McKeage & Fox, 1998). Product engagement may generate good perception of product differentiation, good sense of product importance and tend to be good commitment to brand choice (Gamliel et al., 2013). With product engagement, consumers focus on distinctive brand in the market to make the right choice (Mittal & Lee, 1988).

In further reference to Mittal and Lee (1988), the study of consumers engagement results in five profiles in brand choice. Consumers can be influenced by personal interest in particular product category, pleasure from giving value toward product, the sign value of product, the risk importance when the potential negative outcome affiliated with a poor choice of product, and the risk probability when perceived possibility of making poor choice.

Besides, Consumers engagement contributes strong commitment of consumer's patterns (Delener, 1994). A person such as sales representative, advertisement, promotion and marketing campaign can be involved with purchase decisions.

According to results of Du, Bhattacharya & Sen (2010) research, the effect of CSR believe on brand choice have not quite stronger for a CSR brand than rivals campaigns. In consumers view when making purchase decision, CSR is not being the key criteria of purchasing behavior. The most key choice is the price, quality and brand loyalty which effect the repurchase of product (Boulstridge & Carrigan, 2000). Even

though consumers are more concerned about CSR they would rather purchase product for personal reason than social recognition (Du et al., 2010).

Regarding CSR and brand trust, business is likely to gain benefit in term of good public image from positioning CSR brand than the consumer loyalty from CSR action. This may be due to the consumers' perception of socially responsible company or brand is not important to consumer loyalty and not being stronger brand than for its rivals. Most consumers are more determined by service quality and reasonable price.

Further, the effect of consumers CSR believe on brand choice suggested that company will need to focus on the particular concerns of target consumers segment and try to engage them in implemented CSR activities. Once the company is able to convince consumers to participate in their CSR efforts, the company will be able to increase additional benefits (Du et al., 2010). This is compatible with previous literature on business strategy (Porter & Kramer, 2011) that by focusing on target consumers as bringing new opportunity for business would be able to gain long term competitive advantage in both business benefits and social responsibility.

2.4 CSR Programs

According to Lichtenstein, Drumwright & Braig (2014), CSR refer to an activity in which conduct by company to achieve social value and satisfy social need. Today, consumers are increasingly expecting company become more ethics as they are more awareness of CSR as well as their attitude eventually effect their willingness to purchase

(Mejri & De Wolf, 2012). Hence, company will has to start involving CSR programs for stakeholder including their requirement policy.

CSR programs include many aspects so the company needs to investigate which aspects is powerful and could take competitive advantage to business as follows (Lichtenstein et al., 2014). This study measures the consumers' perception of CSR programs using the following 6 aspects as independent variables.

2.4.1 CSR to Food

CSR to Food is addressed as basic food responsibility to consumers. This mainly refers to offering high quality, sufficient amounts of safe and nutritious for active and healthy lives as well as wide range that are beneficial to consumers (Brown and Dacin, 1997)

Due to growing consumers concern about obesity (Jia & Lubetkin, 2010) as available foods at restaurant could impact the consumer's consumption in negative way such as for increasing calorie and potential for getting sick from food and drink so that supply for healthful menus at restaurants have been increasing. Also, consumers become having more awareness of healthy eating, they are increasingly consuming healthy food and pay more attention to nutrition and wellness even though the price has been higher. (Thomas & Mills, 2006).

With the growing of health concern, company activities in areas related to consumer health and well-being are significantly crucial to stakeholder. As a result,

company will more provide nutrition content information such as calorie or fat content at the point of purchase in restaurant or on menus, label to enhance product composition labeling.

CSR initiative in the restaurant industry such as providing healthy options not only customer's healthy lifestyles, nutrition, and well-being but also the restaurant's healthy profit. Hence, the restaurant industry attempt to provide consumers with a many product choices that is able to fit a balance diet, active lifestyle (Lee, Conklinb, Cranageb & Leeb, 2014).

According to (Brown and Dacin, 1997), customers tend to evaluate overall CSR to food positively when company is taking CSR action to their products and menus. In addition, Mohr & Webb (2005) advised that general consumers give value to CSR and use it as criteria on purchase decision.

2.4.2 CSR to Sourcing

Sustainable sourcing is linked to concept of sustainable and local sourcing, consumers trust in food sourcing is becoming main stream in food industry (Brown & Dacin, 1997). Customers today would rather to know more details about where food is coming from and take consideration of its quality. Due to customer need to know the real information so that restaurant should offer food transparency, not only dining experience through the taste, packaging or even friendly environment of restaurant. There are many aspects in food supply chain which specific context of CSR, for example, these related to

ethical sourcing and animal welfare which are exclusively characteristic to the sourcing sector (Katajajuuri & Timonen, 2013). The production of foods at the restaurant usually includes several raw materials and ingredient supply chain. Based on the CSR perspective, it is increasing need for food and agriculture business to respond to challenges from the consumers and new responsibility required by sustainability method in order for a food product items or an ingredient to be manufactured in a responsible way.

Therefore sustainable food sourcing is also mentioned in the CSR policy of restaurant chain. With details focusing on sourcing, providing food and beverage alternatives that are good for consumers, good for the planet and good for community (Lee et al., 2014).

2.4.3 CSR to Environment

Environmental CSR refer to the supporting environmental and sustainability activities, for example, Energy and water efficiency, Co2 Emission, recycling, renewable energy into business operation. In restaurant industry, Wu & Wang (2014) has researched regarding environmental friendliness, it is important for every retailer to emphasize green policy to avoid carbon emissions, reduce waste. They may try to take different strategy into their operations such as using green energy source for lighting, cooling, heating for all operational purpose. Hence, company can reduce their carbon footprint without huge investment and just simple change in behavior (Tingchi, Ipkin, Wong, Rongwei, James & Brock, 2014).

The influence of environmental CSR toward consumers perception and purchase intention is widely recognized in many studies (Tingchi et al., 2014). One of good study is mentioned by Laroche, Bergeron & Barbaro-Forleo (2001), it has emphasized the purchase intention of consumers which looking for more green lifestyle toward brand. Mohr, Webb and Harris (2001) also highlighted that manufacturer who taking an environmental CSR program has experienced a positive effect on consumers' purchase intention and trustable product after evaluation.

2.4.4 CSR to Community

CSR in respect to community refers to activities that contribute to society's well-being to fulfill the commitment of improving society (Tingchi et al., 2014).

Many companies actively involve activities to improve local communities through effort that included community development programs like raising funds, providing support for building home and school, sponsoring orphans and supporting local farmer for producing sustainable sourcing. Mohr et al., (2001) found that company faces increasing pressure to both maintain profitability and action in socially responsible way, with these various activities essentially enhance company brand image and consumers evaluation.

2.4.5 CSR to Employee

CSR to Employee basically refer to responsibilities include offering long term employment opportunity in a good working environment. The support of compatibility of

work and employee life is considered to be an essential contribution to CSR related to employee (Tingchi et al., 2014).

Further to Lee, Kimb, Lee, Li (2012), the company is encouraged to strongly stand by the principle of equality of opportunity and fair treatment in employment with balance three factors including labor quality such as skills and performance of employees, and quantity such as availability, and cost. The company will need to respect employee while offering equal opportunities for career advancement, privacy protection, providing fair evaluation, promotion and compensation.

CSR is an increasingly important driver toward employee engagement. According to result of Lee et al., (2012) study, CSR have a positive influence on employee perception of the company. Initially the company need to earn trust from the employee by creating understand that the company is in good faith and always consideration of the employee's interest, right and welfare. When employees perceived that the organization has been engaging in the CSR activities and employee feel good about CSR benefit because of the connection with the good company which is key driving force making them proud of being a part of company and make employees trust the organization.

Accordingly, Lee et al., (2012) presents evidence that employee engagement can lead to positive business outcome, decrease turnover, leverage consumers satisfaction and loyalty as well as increasing productivity and benefit growth.

2.4.6 CSR to Service Quality

CSR to service quality is that the service should response consumers' expectations while utilization of CSR through product service orientation by offering product with specific types, reasonable price and high quality to make the consumer feel special (Enquist, Edvardsson & Sebhatu, 2007). For example, the restaurant may offer a wide selection of very special meals to serve different dietary requirements, this may include children's meal, religious meals, medical or health care meals.

Further to Poolthong & Mandhachitara (2009), CSR positively affects consumers' attitude toward business and the quality from the offered service. An effective CSR programs activity seem likely to leverage the positive perception of business's service quality. Bhattacharya & Sen (2003) reported that managements are increasingly willing to disclosure information about CSR program to the company services as CSR to service quality help increasing internal outcomes such as consumers' awareness and attitude, and creating external outcomes such as purchase, word of mouth and customer loyalty of CSR activities through service. Especially, in some particular industry such as financial and accounting service, customers usually recognize service quality as priority of trust (Lewis & Soureli, 2006).

Typically the relationship of quality is considered important variables of satisfaction and trust Lee et al., (2012). Some study from Wagner et al., (2009) examined that an effect of satisfaction and trust on customer's behavior has the result such as aim to spread positive word-of-mouth (WOM) and aim to stay with the business as employment, sales, or B2B.

2.5 CSR in Quick Service Restaurants (QSRs)

Quick service restaurant industry in Thailand has grown increasingly over the past few years because of high consumer's demand in domestic market. The domestic consumption of food is continue growing because the changes in consumers lifestyles and convenient food trends. (Thailand Food Processing Industry, 2014)

During the past few years, the major responsibility of restaurant in the food production and distribution has increasingly been observed. The QSR industry has more recognized the importance of food safety and transparency by reporting their business role and impact of their activity toward environment, social and economy annually (Minwang, Chen, Yu & Hsiao, 2015).

Consequently, quick service restaurants widely have created corporate responsibility to promote well living (Piacentini, MacFadyen & Eadie, 2000). They have published CSR reports due to stakeholder group requested these information. Based on Jochim et al (2015), 55 percent of the quick services restaurant mentioned that they launched CSR reports to maintain competitive advantages and avoid new threaten entrants.

According to Doing Business and Investing in Thailand Guide (2000), Food franchises in Thailand penetrate for 30 percent of entire franchise market. Most of the successful quick service restaurants operating in Thailand are the U.S. food franchises. As the end of 2015, Thailand has 17,000 fast food restaurants and its outlet with the

number expected to growth to 20,000 restaurants by the end of 2019 (Euromonitor, 2015). Brand image, quality, standards and trust by consumer are keys to success of quick service restaurant in Thai market.

The top brands of quick service restaurant in Bangkok which have been implemented CSR initiatives included the company rankings provided in Table 2.5

Table 2.5 : QSRs where implemented CSR in Bangkok

QSR Rank	**Company**	**Industry**	**Number of stores in Thailand (2015)**	**Launched Year**
1	McDonald's	Fast Food Franchise	208	1985
2	Starbucks	Coffee Franchise	200	1998
3	KFC	Chicken Franchise	530	1984
4	Dunkin' Donuts	Bakery & Donut Franchise	272	1981
5	Burger King	Fast Food Franchise	48	2000

Thai people recognize fast food as unhealthy and expensive. Therefore, fast food restaurants have developed strategy and significantly identified CSR within the major scope of food, sourcing, environment, people, community to improve the quality, service and variety of their products.

McDonald's often declares themselves as a restaurant with a strong commitment of corporate responsibility. Their visions also directly address this issue (Jochim et al., 2015). According to McDonald's CSR Report 2014, they have worked to develop global

CSR and sustainability framework with five clear priority pillars including food, sourcing, planet, people and community. These pillars tend to create shared value for business and long term of the social and environmental business that will help shape their business. Their priority strategy is to maintain the level of nutrition that McDonald's offers in their food, offer more variety on their menu, and the risks have on the environment. Also the development of their people, especially staff is working in the restaurants.

The success of Starbucks in CSR is linked to the thousands of farmers who plant and supply their coffee. Starbucks mainly implement ethical sourcing with intention to ensure a long term supply of high quality coffee for customers which positively impacts the livelihood of coffee farmers and their communities. Their ethical sourcing model included the way of responsible purchasing, farmer support, social and environmental standards for suppliers, industry collaboration, and community development program.

According to Starbucks's CSR report 2014, Starbucks dedicate to climate change by approaching to green retail, building more energy stores and facilities in Thailand, preserving energy and water, investing in renewable energy, and exploring new solutions for recycling and making packaging sustainable. These great sustainability models automatically bring effective marketing and PR without any advertisement.

KFC, Burger King and Dunkin' Donuts interestingly declare similar CSR reporting in regard to obesity. KFC is going to have better improvement of delivering on

the high quality, high commitments to consumers and stakeholder. They care most in core pillars of food, people, communities and environment.

Throughout YUM Brands' CSR report, they tried to cover all concern in innovation, quality and fun food as well as on their website. One of effective CSR program of KFC in Thailand called 'We hear every dream' by employing hearing impaired person as KFC staff. Hearing impaired staff receives the same benefit and career growth opportunity as other staff. Today Thailand has 3 restaurants hiring hearing impaired person.

Recently the major CSR issue that most impact QSR is environment, the QSRs first considers this issue as a key area for social business model (Cannon, 2012). The study on retailer's environmental performance found that most large QSRs such as McDonalds, Starbucks and Yum Brand were enthusiastic to take a responsibility on environment as priority (Piacentini, MacFadyen & Eadie, 2000).

In the restaurant industry, CSR directly relate to the element of product offered, sourcing, product quality, pricing, and service (Schramm et al., 2015). QSRs bring these elements to be considered in marketing strategy. Hence, QSRs carry their socially responsible intention to society with more spending money, taking time and effort to improve their brand image in the marketplace (Gupta & Pirsch, 2008).

The CSR content regarding this environmental policy mostly demonstrates business goodwill with only spending low cost but very effective in promoting business

reputation. Good environmental performance has been accepted widely as industry standard and this environmental issue is implemented parallel to consumer behavior issues such as product price and value as the important (Piacentini et al., 2000)

Even though environmental performance is strong area of the QSR's social responsible activity, there are other CSR activities which also present business's commitment on social responsibility (Piacentini et al., 2000). Other CSR activities such as ethical sourcing and ingredient, philanthropy, and social responsible employment have been applied into mainstream strategy by many QSRs due to consumers are more frequently evaluating QSRs according to social responsibility's behavior (Schramm et al., 2015).

2.6 Interrelationship and Hypotheses

The study aims to study the keys CSR activities and consumers brand choice in order to answer the study's intention, with the hypotheses based on the following variables.

According to the early mentioned literature on CSR, consumers are interested in the social responsibility of company and are influenced to their purchase behaviors (Mohr & Webb, 2005). Singh et al., (2008) also support this statement that that a company's strategies on corporate social responsibility is crucial in the final selection and purchase of brand. The CSR is generally perceives as the policy of business strategy that tend to

meet or exceed expectations of all stakeholders in three main performance levels included economics, social and environmental (Marconi, 1996).

Further to Mohr & Webb (2005) found that when the consumers gain information about the activities or dimensions of CSR of a company, this information effects the way consumers assess the company and also their brand selection simultaneously. Hence, the study tends to investigate the relationship between consumers awareness of the six CSR dimensions including food, sourcing, environment, community, employee, service quality and the impact in the brand choice decision, by defining the hypotheses examined here:

Hypothesis (H.1) CSR related to Food significantly influences QSR brand choice.

Hypothesis (H.2) CSR related to Sourcing significantly influences QSR brand choice.

Hypothesis (H.3) CSR related to Environment significantly influences QSR brand choice.

Hypothesis (H.4) CSR related to Community significantly influences QSR brand choice.

Hypothesis (H.5) CSR related to Employee significantly influences QSR brand choice.

Hypothesis (H.6) CSR related to Service quality significantly influences QSR brand choice.

2.7 Conclusion

Over the past few years, an increasing amount of companies worldwide started promoting business through Corporate Social Responsibility. Because customer, public

and the investor expect them to do business as sustainably responsible (Sivaranjini & Rekha, 2000).

CSR builds a communication policy, create strong brand image, reputation, brand loyalty and positive experiences. In order to forward a positive attention to consumers, business should be not only be enthusiastic regarding CSR but also need to perform CSR efficiently. In this study, QSRs can benefit from further insight of how CSR influence purchase decision and what perspective regarding of CSR could bring for more sustainable development. This study considers the integration of corporate social identity, CSR brand positioning and the direction of CSR communication. Particularly, this study investigates how CSR activities impact brand choice in regards to their being socially and environmentally expectation.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The content of this study contains significant questions that the consumers concern more, for example, what kind of social responsibility programs the QSRs should engage, the consumers need toward the benefit of CSR and its effect the consumers purchase selection. The six CSR programs used in this study mainly includes the following: food, sourcing, and community responsibility as well as environmental, employee protection and service quality.

The study of impact QSR's CSR programs influence on consumers mainly focus on the diversity of demographic, also carry out analysis on different response and then evaluate the most favorite CSR activities that sensitive to customer. Addition, analyzing the different consumer lifestyle including eating behavior and favorite QSRs performance which might be influenced their purchase intention.

Reliability assessment will be tested by scale reliability analysis. Followed by Descriptive statistics will be analyzed for demographic and lifestyle characteristics, and eventually Multinomial logistic regression analysis for the CSR variables and brand choice. This, data analysis will be discussed in next chapter.

3.2 Literature Review - Research Methodology

A literature review have many significant purpose including creating the need for research study, extending the researcher's horizons and preventing duplicated research that already exist. A literature review allows the researcher to find what problem has been done and investigated to make sure that the studying is not duplicated.

According to Eldabi, Irani, Paul & Love (2002), to conduct what type of research study should be dominated by a well identified methodology based on scientific principle. Due to methodology is considered as the system of unambiguous method and procedure, depending on the type of research and claims for knowledge need to be evaluated (Frankfort-nachmias & nachmias, 1996).

The method and procedure for research continuously change experts finding for new technique of exploration, implication, generalization and analysis. Kaplan (1988) agrees that a well identified research methodology is able to bring good understanding of the products and processes question. Methodology also represent as a set of rule for reasoning, in which the assessment could be further used to draw implication. Quinn (1988) mentioned that the research study needs to compliance with methodology and structure as the reliable frameworks and must be careful about detail information. Basically, the construction of methodology is established by the research strategy.

Lee (1989) stated that when the researcher has more knowledge the better researcher will be able to understand problem of the study. An intention of a literature

review is not only to analyze all information about a topic of the study, but also to gain insight of the interested problem. The literature review for this study carried out to provide information in related to the background and content of the study.

Research Methodology explained the research method, procedure and analytical frame work of research study. The research method has been established to comply with the main study's objective. This study is undertook to study in Bangkok where has the most QSRs growth. The study is selected three main QSRs of fast food restaurants in Bangkok that has been actual implemented CSR activities so that a comparative analysis can be undertaken.

3.3 Research Strategy

The general strategy that commonly uses to conduct research is qualitative and quantitative studies. This study carried out with quantitative strategy in order to obtain research conclusion. By this strategy would bring further opportunity to use measurement scales which have been developed in term of CSR activities and purchase selection.

Quantitative research is used for testing an objective theory representing the relationship within variables. These variables can be measured on instruments so that data can be analyzed by statistical procedure (Creswell, 2009). As the study is relatively structured and the questions in the questionnaire are represented that all CSR programs can be correctly analyzed to investigate which CSR programs effect brand choice. Quantitative approach typically has logical and linear structures, the hypothesis taking

from expectation of links between component concepts identified in the hypothesis. Hence, the quantitative method place emphasize on methodology, procedure and measure of validity to determine relationship between one data to others.

The strategy of question on this study focused on survey research. Survey research provides a quantitative or numeric description of trend, attitudes, or opinions of a population by studying a sample of focused population (Creswell, 2009). Generally, survey research includes cross sectional and longitudinal studies by using questionnaire or structured interview to collect the data, which aim to generalize a sample to population (Babie, 1990).

3.4 Research Design

3.4.1 The Conceptual Framework

This research explores the impact QSR's CSR program influence on QSR brand choice and buying willingness. The design for this study is a survey design which measured in two variables, independent variable and dependent variable. The independent variables are CSR dimensions which are measured by six sub-variables and the dependent variable QSR brand choice. This diagram of relationship has been built into the framework of this study, as shown in Figure 3.4.1

Independent Variable **Dependent Variable**

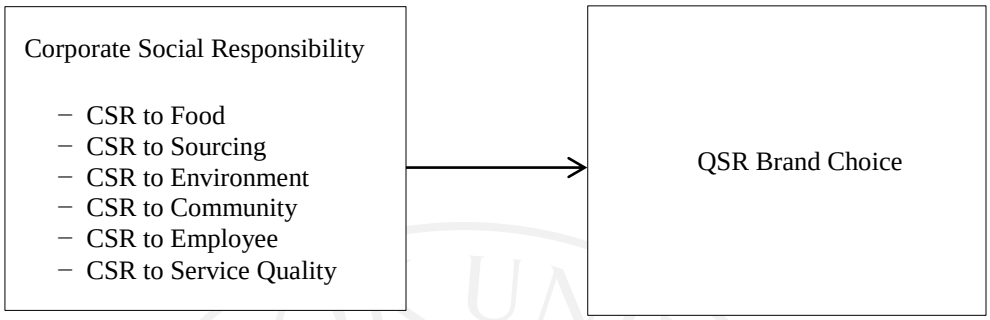

Figure 3.4.1 : Conceptual Framework

In this study, independent variable and dependent variables are proposed hypotheses as follow.

Hypothesis (H.1) CSR related to Food significantly influences QSR brand choice.

Hypothesis (H.2) CSR related to Sourcing significantly influences QSR brand choice.

Hypothesis (H.3) CSR related to Environment significantly influences QSR brand choice.

Hypothesis (H.4) CSR related to Community significantly influences QSR brand choice.

Hypothesis (H.5) CSR related to Employee significantly influences QSR brand choice.

Hypothesis (H.6) CSR related to Service quality significantly influences QSR brand choice.

3.4.2 Questionnaire Design

This study initially engages the design of questionnaire based on the previous theories and literatures mentioned. The questions are close-ended questionnaire and the answer of each question is check list type with 45 questions in total. The questionnaire is tested through pilot test, and then an actual survey is carried out through online survey. The questionnaire has three parts which is outlined below.

The first classification of questions asked in questionnaire for the study is filter question. The filter questions are proposing yes or no answer of whether the CSR effects the respondent on purchase decision, which are capable of directly filtering the unqualified respondent and improving reliability and validity of the survey result.

The first part, respondent's demographics survey to mainly investigate the age, gender, status, education background, occupation, monthly income and current city of the respondent. Second part, respondent’s lifestyles information to gain the insight of QSR selection, respondent’s experience and frequency of visit as well as CSR reaction at QSR. Third part is customer favorable of different CSR activities at key QSRs including McDonalds’, KFC and Burger King to investigate what kind of CSR activities influence their purchase selection. Additionally, the six CSR programs contains food, sourcing, environmental, employee, community and service quality on brand choice, which represent the influence degree of CSR difference on the consumers’ selection by designing Likert scale. The data of first are measured by nominal scale, the second parts are measure by ordinal scale and the third parts’ data are used Likert 5 point scale. The Likert 5 point scale ranging from 1 "strongly disagree" to 5 "strongly agree".

3.4.3 Research Design Summary

The content of this study used a descriptive design as it focuses on obtaining implication from investigating the impact of CSR activities on QSR brand choice. Figure 3.4.3 below is summary of research design process.

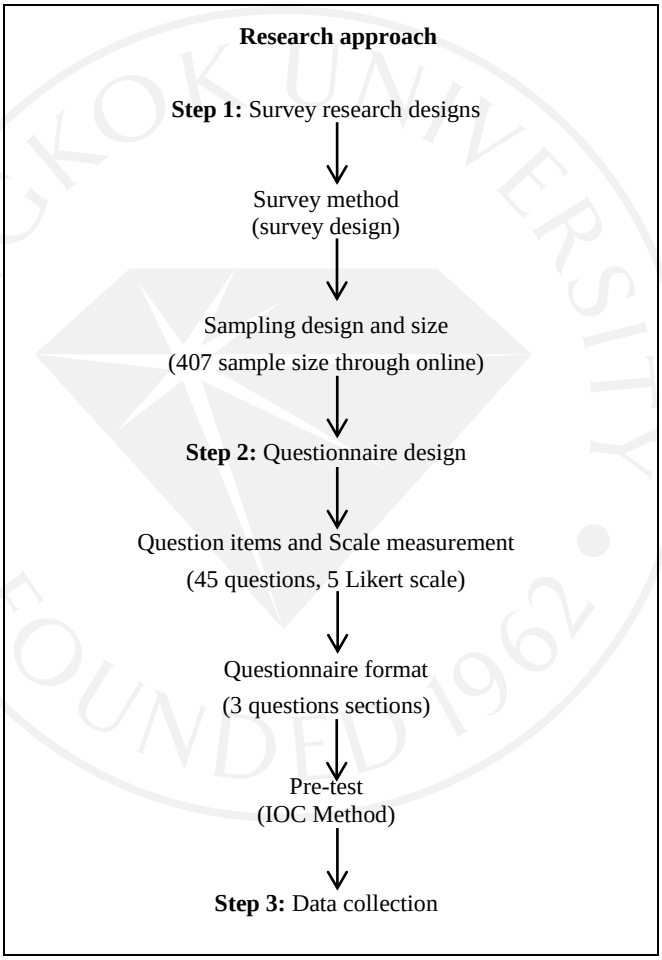

Figure 3.4.3 : Research Design Summary

3.5 Data Collection

The data collection of this study is completed. This study selected people who live in Bangkok according to demographics orientation and limit the respondent target only with normal understanding CSR and perceived CSR as indicator on purchase decision.

3.5.1 Population

Population refers to an entire group or element with common characteristics**.** Newman & McNeil (1988) suggested that it is true in all survey, the entire current population in which area the study want to generalize could not be surveyed. In this case, it could be more convenient to interview a certain part of the population, by choosing the sample in an appropriate way so that the study is able to get a final conclusion for whole population.

Anderson, Seeney & Williams (2009) mentioned that a sample results only estimate the characteristics of population value so that the population group who is going to be surveyed could be potential who is possible to be future customer.

The sample of this study is calculated by using Taro Yamane (Yamane, 1973) with the formula at 95% confidence level. The calculation formula of Taro Yamane is outlined as follows.

Table 3.5.1 : The sample size for a given population

	Sample size for precision of;				
Size of population	**±1%**	**±2%**	**±3%**	**±4%**	**±5%**
10,000	5,000	2,000	1,000	588	385
20,000	6,667	2,222	1,053	606	392
40,000	8,000	2,353	1,081	615	396
50,000	8,333	2,381	1,087	617	397
100,000	9,091	2,439	1,099	621	398
200,000	9,524	2,469	1,105	623	399
1,000,000	9,901	2,494	1,110	625	400
2,000,000	9,950	2,497	1,110	625	400
4,000,000	9,975	2,498	1,110	625	400
6,000,000	9,983	2,497	1,110	625	400
8,000,000	9,988	2,497	1,110	625	400
10,000,000	9,990	2,497	1,110	625	400
20,000,000	9,995	2,497	1,110	625	400

According to official report of National Statistical Office, The Department of Provincial Affairs as of April 2015, the registered population in Bangkok Metropolis is 5,693,884 million. After comparing the population size into the Yamane formula and to obtain reliable of data, the numbers of sample size is 400 persons approximately.

3.5.2 Sample size

Sample refers to the small group which implies to be representative of the larger population. Anderson, Seeney & Williams (2009) have mentioned that the importance of a right method for selecting the sample in order to make it representative of population. Therefore, sampling technique used in this study is probability sampling. It is the one kind of technique representing each sample has the same probability of being chosen.

This study finds out the relationship between consumers perspective of CSR and choice of purchase toward selected brands. Since consumers may have vary response about CSR, therefore the study is only considered on respondent who perceive that the CSR has an effect on their purchase decision which is importance to generalize the topic of study .

The target population of interest for the study is consumers that used to receive product or service at selected QSRs. The data was collected during February 2016 cover a month period through online survey. The research sample was the consumers who have the knowledge of CSR which are located in Bangkok, Thailand.

Before the sample analysis, respondents are selected based on the condition that they have been influence by CSR on purchase decision, respondents are asked to indicate if they had ever purchase product with the CSR claim by choosing either “yes or no” as the questionnaire on Appendix C. Total of 494 questionnaires were distributed among the members of the chosen samples. At last, there were 407 effective, complete and usable samples which satisfy the final research requirement. Thus, data from these 407 questionnaires is used for the further analysis, producing a final response rate of 82.40 percent.

3.6 Data Analysis and Interpretation

The questionnaire is the main instrument of data collection of this study. The questions are divided into variables of interest. The respondent needs to respond to the

questions of each variables base on the strength of 1 to 5. The Likert scale 5 point is used with 1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5 - Strongly agree. The six variables under this study includes CSR to food, CSR to sourcing, CSR to environment, CSR to community, CSR to employee and CSR to service quality. All these six variables related to CSR of QSRs in the study areas. The dependent variable is QSR brand choice of the selected three QSRs includes McDonald's, KFC and Burger King as a measure of their CSR performance.

The collected data is analyzed by using Statistical Package for Social Sciences (SPSS 13.0 Version). The responses are coded and then entered into the SPSS software. Other statistic software such as Microsoft Excel is also used for analysis.

The data is analyzed in three stages. Firstly, proceeded to the reliability analysis of the Likert scale responses in order to know which variables to maintain or delete in accordance with results of the Cronbach's alpha coefficient. Then, the study analyzed a summary of the demographic and lifestyle characteristics by using Frequency Analysis to find the missing value and obtain the results presenting in percentage. Also, Crosstabs analysis for demographic characteristics to compare an outcome in different CSR dimensions. Last stage, Multinomial logistic regression analysis is carried out. The result analysis is presented and discussed in the analysis chapter.

In this study, the coding structure is separated into three parts. Based on the questionnaire design, the level of measurement and scale of measure is outlined as the following chart:

Table 3.6 : Coding of Questionnaire

Variables	**Measurement**	**Coding**
Part I: Demographic Information		
1) Age	Nominal	1 = 25 or under 2 = 26-40 3 = 41-55 4 = 56 or older
2) Gender	Nominal	1 = Male 2 = Female
3) Status	Nominal	1 = Single 2 = In a relationship 3 = Married 4 = Divorced
4) Education	Nominal	1 = High school or equivalent 2 = Bachelor's degree 3 = Master's degree 4 = Doctoral degree 5 = Professional degree
5) Department	Nominal	1 = Management 2 = Marketing 3 = Finance 4 = Accounting 5 = Public relations 6 = Sales 7 = Services 8 = Production 9 = Maintenance 10 = Others
6) Income	Scale	1 = Under 15,000 2 = 15,001- 30,000 3 = 30,001- 45,000 4 = 45,001- 60,000 5 = Over 60,000

(Continued)

Table 3.6 (Continued) : Coding of Questionnaire

Part II: Lifestyle Information		
7) Eat out	Ordinal	1 = Less than once a week 2 = Once or twice a week 3 = Three meals per week or more
8) Participate CSR	Ordinal	1 = Never 2 = Once a year 3 = More than once a year
9) Consider calories	Ordinal	1 = Rarely 2 = Often 3 = Always
10) Consider criteria	Ordinal	1 = Food quality 2 = Menus 3 = Services
Part III: CSR on Brand Choice		
11) The most like CSR video	Nominal	1 = McDonald's 2 = KFC 3 = Burger King
12) Preferred brand to purchase after watched video	Nominal	1 = McDonald's 2 = KFC 3 = Burger King
13) CSR factors influence brand choice: - CSR to Food - CSR to Sourcing - CSR to Environment - CSR to Community - CSR to Employee - Service Quality	Scale	1 = Not at all 2 = Little 3 = Neutral 4 = Much 5 = Very much

In addition to part III, consumer perception on specific CSR dimensions is rated by respondents on a 5 point Likert scale with a total number of 31 questions. Each questions scaled from Number 1 with the statement in each level as followed:

Strongly Disagree = 1 point

Disagree = 2 points

Neutral = 3 points

Agree = 4 points

Strongly agree = 5 points

3.7 Validity and Reliability

Regarding the questionnaire, in order to ensure the validity and reliability of the questions used for the collection of primary data. Validity refers to criteria, content and construct's validity. On the other hand, reliability refers to the consistency of the measurement.

Validity Assessment

In order to ensure content validity of the questionnaire, the author submitted the questionnaire to 5 qualified experts in related field to prove the consistency of questions.

1. Ms. Sutida Ketudut – Operation Director, NSF Asia-pacific Co.,Ltd.

2. Ms. Ms.Paveena Chongkontanalap – Marketing Division Manager & Business Development Manager, Creatus Corporation Limited Group.

3. Mr. Chankit Yongpiyakul – Director, Tasang Limited.

4. Dr. Sasiprapa Chitrattha – Lecturer at Faculty of Pharmacy, Siam University, Bangkok, Thailand.

5. Mr. Apirat Akaraphattanawong – Lecturer at English Language Department, Faculty of Liberal Arts Mahidol University.

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective, which has three level of assessment include the range of -1, 0 and 1.

IOC Calculation:

$$\boxed{\mathbf{IOC = \Sigma R/N}}$$

Whereas; IOC = Consistency between the objective and content or questions and objectives

ΣR = Total assessment points given from all qualified experts

N = Number of qualified experts

$$\mathbf{IOC = \Sigma R/N}$$

$$\mathbf{= 41.2/44}$$

$$\mathbf{= 0.936}$$

The consistency index value must have the value of 0.5 or above to be accepted and that indicating all the measurement dimensions had met validity. In summary, an assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.936 with all questions that have IOC index over 0.5 (See Appendix A)

Reliability Assessment

To ensure the effectiveness of the questionnaire, the most used indicator of internal consistency is the Cronbach's alpha. The acceptable level of the coefficient is 0.70 which indicates that measurement of the scale has similar condition in the same subject and the questionnaire reliability is acceptable (Cronbach, 1951). The criteria of reliability are presented in table 3.7

Table 3.7 : Criteria of Reliability

Cronbach's alpha coefficient	**Reliability Level**	**Desirability Level**
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

The study is undertaken to select the questionnaire for 30 samples as a pilot test to analyze the reliability of the questionnaire. The reliability test for this research is

processed on computer program by using Cronbach's alpha coefficient with SPSS Statistics 13.0 version.

Part three of questionnaire, begin with question number 13 which asked respondents on their opinion of how CSR effect to brand choice at McDonald's, KFC and Burger King, also the questions number 14 - 34 asked in the same way but deeply focused on each CSR dimensions.

According to the results of reliability statistics identified in the table 3.7.1, The Result of Study Processing Summary by SPSS Software of the 30 pre-test questionnaires. As the result shown in table 3.7, the value of Cronbach's alpha coefficient for CSR Perception on brand choice is 0.929 with number of items of 37. According to Cronbach (1951) the acceptable value of alpha should be 0.70. The overall Cronbach's alpha coefficient value for all the measurement dimensions on this questionnaire is all greater than the benchmark value of 0.70. Indicating that all the measurement dimensions are reliable, which further enhance that the questions is not ambiguous. As a result, all 37 items within one part are acceptable based on the result of alpha value (See Appendix B).

Table 3.7.1 : The Result of Study Processing Summary by SPSS Software

		N	**%**
Cases	Valid	30	**100.0**
	Excluded(a)	0	**.0**
	Total	30	**100.0**

Table 3.7.2 : The result of Cronbach's Alpha test with 30 try-out questionnaires.

Variables	Cronbach's Alpha	N of Items
CSR on Brand Choice	.929	37

3.8 Conclusion

This chapter has explained the research methods which used in the study, including the technique of collecting information, particularly, a literature review of methodology, questionnaires and the gathering of statistical data. For the questionnaires, this chapter also indicated the methodology that utilized to hypothesis testing in accordance with the impact QSR's CSR activities influence on QSR brand choice in Bangkok as well as also describing the procedure of data is collected, summarized, presented and analyzed.

CHAPTER 4

DATA PRESENTATION

4.1 Introduction

The previous chapter explained the details of the research methodology applied for this study. This chapter provides the data from the questionnaire study by using SPSS analysis and interpretation of the collected data as following.

First, descriptive statistics analysis by using Crosstabs to analyze demographic information, Frequencies and Percentage to explain lifestyle information, the video of CSR activities of QSRs that respondents like the most and the QSR brand that respondents prefer to purchase after watched video. Second, the researcher utilizes Multinomial logistic regression analysis to explain the level of CSR activities that effects brand choice from these sample group. The results of this study will present in three parts as following.

4.2. The result of demographic information of respondents

Table 4.2.1 Gender of respondents

Table 4.2.2 Age of respondents

Table 4.2.3 Status of respondents

Table 4.2.4 Highest level of education of respondents

Table 4.2.5 Department of respondents

Table 4.2.6 Monthly income of respondents

4.3. The result of lifestyle information of respondents

Table 4.3.1 Frequency of eating out at QSRs of respondents

Table 4.3.2 Participation in social responsibility activities of respondents

Table 4.3.3 Consideration of calories and fat content on fast food items of respondents

Table 4.3.4 Criteria of restaurants that respondent consider when visit

4.4. The result of CSR effect on QSR Brand Choice

Table 4.4.1 Video of CSR activities that respondents like the most

Table 4.4.2 Brand that respondents prefer to purchase after watched video

Table 4.4.3 CSR activities related to food, sourcing, environment, community, employee, service quality toward brand choice

The researcher distributed four hundred ninety four (494) online questionnaires to sample group in Bangkok to evaluate the impact of Corporate Social Responsibility (CSR) on consumer buying decision and brand choice. Initially, the intention of this study wanted to find out only respondents who agree that the CSR programs effect their purchase decision. After retrieved all respondents' response for analysis, the researcher found out that, almost of respondents, or 82% were affected by CSR activities, this was followed by 18% of the respondents who indicated that they were not affected by CSR activities on any purchase. The following tables illustrated the results obtained from the questionnaires filled by the respondents.

Table A : CSR effect respondents on purchase decision

Value	Number	%	Valid Percent
Yes	407	82.39	82.39
No	87	17.61	17.61
Total	**494**	**100**	**100**

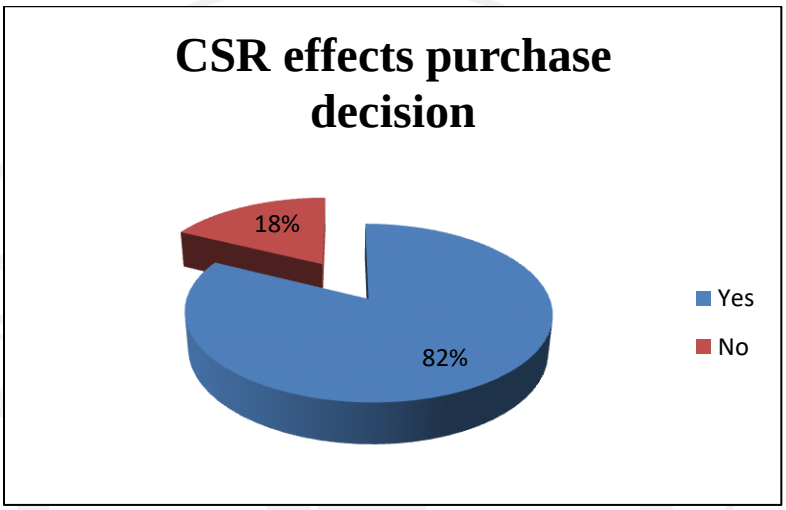

Figure A : Questionnaire survey, CSR effects purchase decision

4.2 The result of Demographic Information of Respondents

This part will present the Crosstabs analysis of respondent profiles in terms of gender, age, status, the highest education level, work department, and personal income has been collected as the profiles of respondents in order to assess the representative of the sample in accordance with six CSR dimensions.

4.2.1 Gender of Respondents

According to the data result of table 4.2.1, majority of 62.90%, thus 256 out of the 407 qualified survey sample are female. 151 respondents, thus 37.10% are male.

Table 4.2.1 : CSR * Gender of Respondents Crosstabs

CSR dimensions	level	male	%	female	%	Total	%
CSR to food	**Not at all**	3	1.99	3	1.17	6	1.47
	Little	29	19.21	31	12.11	60	14.74
	Neutral	61	40.40	97	37.89	158	38.82
	Much	35	23.18	75	29.30	110	27.03
	Very much	23	15.23	50	19.53	73	17.94
CSR to sourcing	**Not at all**	5	3.31	2	0.78	7	1.72
	Little	18	11.92	30	11.72	48	11.79
	Neutral	60	39.74	92	35.94	152	37.35
	Much	35	23.18	88	34.38	123	30.22
	Very much	33	21.85	44	17.19	77	18.92
CSR to environment	**Not at all**	4	2.65	1	0.39	5	1.23
	Little	17	11.26	25	9.77	42	10.32
	Neutral	54	35.76	94	36.72	148	36.36
	Much	42	27.81	87	33.98	129	31.70
	Very much	34	22.52	49	19.14	83	20.39
CSR to community	**Not at all**	5	3.31	3	1.17	8	1.97
	Little	19	12.58	33	12.89	52	12.78
	Neutral	54	35.76	85	33.20	139	34.15
	Much	40	26.49	88	34.38	128	31.45
	Very much	33	21.85	47	18.36	80	19.66
CSR to employee	**Not at all**	4	2.65	2	0.78	6	1.47
	Little	24	15.89	31	12.11	55	13.51
	Neutral	49	32.45	72	28.13	121	29.73
	Much	45	29.80	91	35.55	136	33.42
	Very much	29	19.21	60	23.44	89	21.87
CSR to Service quality	**Not at all**	6	3.97	1	0.39	7	1.72
	Little	13	8.61	21	8.20	34	8.35
	Neutral	45	29.80	66	25.78	111	27.27
	Much	39	25.83	82	32.03	121	29.73
	Very much	48	31.79	86	33.59	134	32.92
	Total	151	100.00	256	100.00	407	100.00

The researcher further analyzed the much and very much measurement of respondents in order to investigate the CSR activities that male and female are interested. Based on figure 4.2.1, the result revealed that, majority (65.62%) of female is influenced by CSR to service quality, this is followed by 58.99% of CSR to employee, and 53.12% of CSR to environment. While, majority (57.62%) of male is also influenced by CSR to service quality, this is followed by 50.33% of CSR to environment, and 49.01% of CSR to employee respectively. This reflects the fact that both male and female are the most influenced by CSR to service quality.

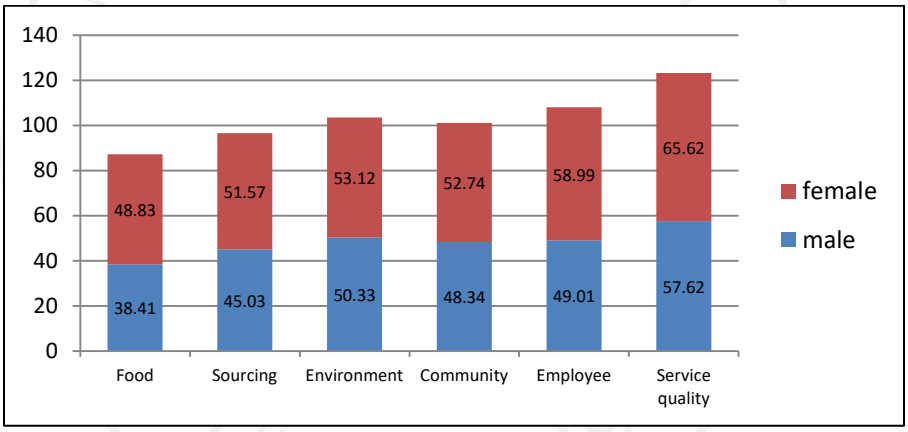

Figure 4.2.1 : Much and Very much measurement of Gender respondents

4.2.2 Age of Respondents

According to the result of table 4.2.2, as half as 229 out of the 407 samples are the ages between 26 and 40 years. 115 respondents of the subject are the ages 25 or under, while 54 of respondents are the ages between 41 and 55 years. Only 9 of the respondents is 56 or older years. As approximately over half (56.27%) of the respondents in this study

were 26 and 40 years of age or younger, which represents almost a sample of working age people.

Table 4.2.2 : CSR * Age of Respondents Crosstabs

CSR dimensions	level	25 or under	%	26-40	%	41-55	%	56 or older	%	Total	%
CSR to food	**Not at all**	2	1.74	4	1.75	0	0.00	0	0.00	6	1.47
	Little	20	17.39	30	13.10	8	14.81	2	22.22	60	14.74
	Neutral	43	37.39	75	32.75	35	64.81	5	55.56	158	38.82
	Much	36	31.30	67	29.26	6	11.11	1	11.11	110	27.03
	Very much	14	12.17	53	23.14	5	9.26	1	11.11	73	17.94
CSR to sourcing	**Not at all**	2	1.74	4	1.75	1	1.85	0	0.00	7	1.72
	Little	19	16.52	25	10.92	3	5.56	1	11.11	48	11.79
	Neutral	45	39.13	90	39.30	16	29.63	1	11.11	152	37.35
	Much	37	32.17	67	29.26	16	29.63	3	33.33	123	30.22
	Very much	12	10.43	43	18.78	18	33.33	4	44.44	77	18.92
CSR to environment	**Not at all**	1	0.87	4	1.75	0	0.00	0	0.00	5	1.23
	Little	17	14.78	18	7.86	5	9.26	2	22.22	42	10.32
	Neutral	48	41.74	75	32.75	21	38.89	4	44.44	148	36.36
	Much	31	26.96	80	34.93	17	31.48	1	11.11	129	31.70
	Very much	18	15.65	52	22.71	11	20.37	2	22.22	83	20.39
CSR to community	**Not at all**	2	1.74	6	2.62	0	0.00	0	0.00	8	1.97
	Little	20	17.39	23	10.04	8	14.81	1	11.11	52	12.78
	Neutral	44	38.26	73	31.88	20	37.04	2	22.22	139	34.15
	Much	34	29.57	80	34.93	13	24.07	1	11.11	128	31.45
	Very much	15	13.04	47	20.52	13	24.07	5	55.56	80	19.66
CSR to employee	**Not at all**	2	1.74	4	1.75	0	0.00	0	0.00	6	1.47
	Little	20	17.39	22	9.61	9	16.67	4	44.44	55	13.51
	Neutral	45	39.13	61	26.64	14	25.93	1	11.11	121	29.73
	Much	29	25.22	87	37.99	19	35.19	1	11.11	136	33.42
	Very much	19	16.52	55	24.02	12	22.22	3	33.33	89	21.87
CSR to service quality	**Not at all**	2	1.74	4	1.75	1	1.85	0	0.00	7	1.72
	Little	10	8.70	13	5.68	10	18.52	1	11.11	34	8.35
	Neutral	33	28.70	50	21.83	23	42.59	5	55.56	111	27.27
	Much	39	33.91	71	31.00	10	18.52	1	11.11	121	29.73
	Very much	31	26.96	91	39.74	10	18.52	2	22.22	134	32.92
	Total	**115**	**100.00**	**229**	**100.00**	**54**	**100.00**	**9**	**100.00**	**407**	**100.00**

The further analysis of the much and very much measurement to investigate the CSR activities that age of respondents is interested. Based on figure 4.2.2, the result revealed that, majority (60.87%) of age 25 or under years and (70.74%) of age 26 to 40 years is both influenced by CSR to service quality. While, Majority (62.96%) of age 41 to 55 years and (77.77%) of age 56 or older years is both influenced by CSR to sourcing. This result reflects that young adults (ages 25 or under years) and middle-aged adults (ages 26-40 years) were more likely to concern on QSRs' service quality due to their habit lifestyle, and older adults (aged 41-55 years and older) were more likely to consider on sourcing made for the food because of their health problem which are considerably associated with food ingredient and sourcing.

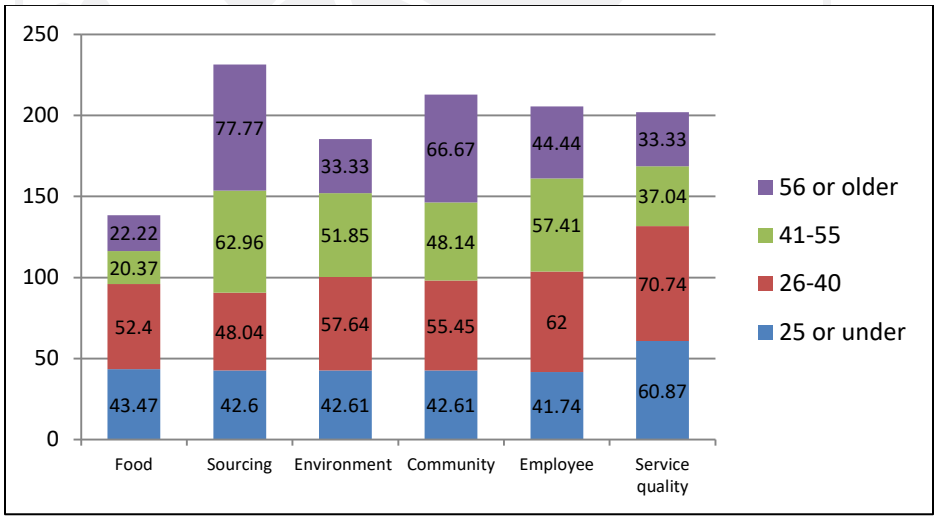

Figure 4.2.2 : Much and Very much measurement of Age respondents

4.2.3 Status of Respondents

According to Table 4.2.3, approximately over half (57.74%), thus 235 of the respondents are single (17.20%), 70 respondents in a relationship (25.06%), and 102 respondents are married.

Table 4.2.3 : CSR * Status of Respondents Crosstabs

CSR dimensions	level	single	%	in a relationship	%	married	%	Total	%
CSR to food	**Not at all**	3	1.28	0	0.00	3	2.94	6	1.47
	Little	35	14.89	12	17.14	13	12.75	60	14.74
	Neutral	81	34.47	25	35.71	52	50.98	158	38.82
	Much	74	31.49	18	25.71	18	17.65	110	27.03
	Very much	42	17.87	15	21.43	16	15.69	73	17.94
CSR to sourcing	**Not at all**	5	2.13	0	0.00	2	1.96	7	1.72
	Little	39	16.60	3	4.29	6	5.88	48	11.79
	Neutral	93	39.57	25	35.71	34	33.33	152	37.35
	Much	67	28.51	26	37.14	30	29.41	123	30.22
	Very much	31	13.19	16	22.86	30	29.41	77	18.92
CSR to environment	**Not at all**	4	1.70	0	0.00	1	0.98	5	1.23
	Little	27	11.49	5	7.14	10	9.80	42	10.32
	Neutral	84	35.74	25	35.71	39	38.24	148	36.36
	Much	81	34.47	16	22.86	32	31.37	129	31.70
	Very much	39	16.60	24	34.29	20	19.61	83	20.39
CSR to community	**Not at all**	6	2.55	0	0.00	2	1.96	8	1.97
	Little	35	14.89	6	8.57	11	10.78	52	12.78
	Neutral	88	37.45	18	25.71	33	32.35	139	34.15
	Much	70	29.79	30	42.86	28	27.45	128	31.45
	Very much	36	15.32	16	22.86	28	27.45	80	19.66
CSR to employee	**Not at all**	5	2.13	0	0.00	1	0.98	6	1.47
	Little	35	14.89	4	5.71	16	15.69	55	13.51
	Neutral	76	32.34	18	25.71	27	26.47	121	29.73
	Much	76	32.34	29	41.43	31	30.39	136	33.42
	Very much	43	18.30	19	27.14	27	26.47	89	21.87
CSR to Service quality	**Not at all**	6	2.55	0	0.00	1	0.98	7	1.72
	Little	16	6.81	4	5.71	14	13.73	34	8.35
	Neutral	55	23.40	20	28.57	36	35.29	111	27.27
	Much	76	32.34	21	30.00	24	23.53	121	29.73
	Very much	82	34.89	25	35.71	27	26.47	134	32.92
	Total	**235**	**100.00**	**70**	**100.00**	**102**	**100.00**	**407**	**100.00**

The further analysis of the much and very much measurement to investigate the CSR activities that status of respondents is interested. Based on figure 4.2.3, the result revealed that, majority (67.23%) of single status influenced by CSR to service quality, majority (8.57%) of in a relationship status is influenced by CSR to employee, and majority (58.82%) of married status is influenced by CSR to sourcing.

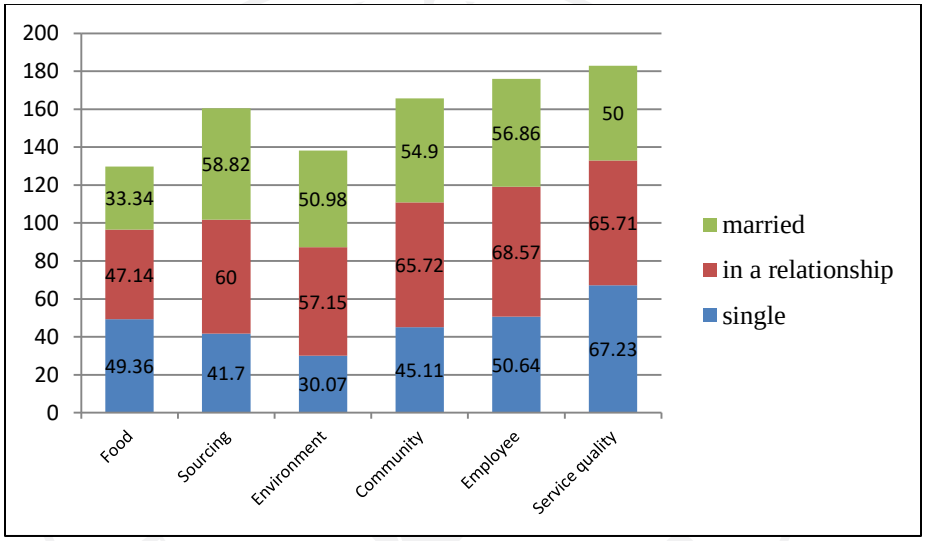

Figure 4.2.3 : Much and Very much measurement of Status respondents

4.2.4 Highest Level of Education of Respondents

The study further investigated the highest level of education qualification. From Table 4.2.4, the result revealed that, majority (55.77%), thus 227 of the respondents are Bachelor's degree, this is followed by 30.22%, thus 123 of the respondents indicating Master's degree. 10.32%, thus 42 of the respondents indicate their highest level of education is a High school or equivalent degree, 2.46%, thus 10 respondent is Doctoral degree and 1.23%, thus 5 respondents is Professional degree respectively.

In addition, 85.99% of respondents were graduated to the level of either Bachelor's or Master's degree. This reflects the fact that the data was collected at metropolitan areas in Bangkok which is the center of education in Thailand.

Table 4.2.4 : CSR * Highest Educational Qualification of Respondents Crosstabs

CSR dimensions	level	High school	%	Bachelor's Degree	%	Master's Degree	%
CSR to food	**Not at all**	1	2.38	3	1.32	1	0.81
	Little	7	16.67	33	14.54	19	15.45
	Neutral	17	40.48	85	37.44	47	38.21
	Much	13	30.95	65	28.63	30	24.39
	Very much	4	9.52	41	18.06	26	21.14
CSR to sourcing	**Not at all**	2	4.76	2	0.88	3	2.44
	Little	6	14.29	34	14.98	6	4.88
	Neutral	20	47.62	85	37.44	42	34.15
	Much	11	26.19	72	31.72	37	30.08
	Very much	3	7.14	34	14.98	35	28.46
CSR to environment	**Not at all**	1	2.38	1	0.44	3	2.44
	Little	5	11.90	26	11.45	9	7.32
	Neutral	20	47.62	82	36.12	39	31.71
	Much	11	26.19	70	30.84	45	36.59
	Very much	5	11.90	48	21.15	27	21.95
CSR to community	**Not at all**	2	4.76	3	1.32	3	2.44
	Little	8	19.05	32	14.10	9	7.32
	Neutral	21	50.00	76	33.48	37	30.08
	Much	7	16.67	76	33.48	41	33.33
	Very much	4	9.52	40	17.62	33	26.83
CSR to employee	**Not at all**	3	7.14	2	0.88	1	0.81
	Little	5	11.90	33	14.54	15	12.20
	Neutral	21	50.00	64	28.19	29	23.58
	Much	10	23.81	76	33.48	47	38.21
	Very much	3	7.14	52	22.91	31	25.20
CSR to Service quality	**Not at all**	3	7.14	2	0.88	2	1.63
	Little	5	11.90	16	7.05	12	9.76
	Neutral	11	26.19	60	26.43	33	26.83
	Much	11	26.19	75	33.04	33	26.83
	Very much	12	28.57	74	32.60	43	34.96
	Total	**42**	**100.00**	**227**	**100.00**	**123**	**100.00**

(Continued)

Table 4.2.4 (Continued) : CSR * Highest Educational Qualification of Respondents Crosstabs

CSR dimensions	level	Doctoral Degree	%	Prof. Degree	%	Total	%
CSR to food	**Not at all**	1	10.00	0	0.00	6	1.47
	Little	1	10.00	0	0.00	60	14.74
	Neutral	7	70.00	2	40.00	158	38.82
	Much	1	10.00	1	20.00	110	27.03
	Very much	0	0.00	2	40.00	73	17.94
CSR to sourcing	**Not at all**	0	0.00	0	0.00	7	1.72
	Little	1	10.00	1	20.00	48	11.79
	Neutral	5	50.00	0	0.00	152	37.35
	Much	2	20.00	1	20.00	123	30.22
	Very much	2	20.00	3	60.00	77	18.92
CSR to environment	**Not at all**	0	0.00	0	0.00	5	1.23
	Little	0	0.00	2	40.00	42	10.32
	Neutral	7	70.00	0	0.00	148	36.36
	Much	2	20.00	1	20.00	129	31.70
	Very much	1	10.00	2	40.00	83	20.39
CSR to community	**Not at all**	0	0.00	0	0.00	8	1.97
	Little	3	30.00	0	0.00	52	12.78
	Neutral	4	40.00	1	20.00	139	34.15
	Much	2	20.00	2	40.00	128	31.45
	Very much	1	10.00	2	40.00	80	19.66
CSR to employee	**Not at all**	0	0.00	0	0.00	6	1.47
	Little	0	0.00	2	40.00	55	13.51
	Neutral	7	70.00	0	0.00	121	29.73
	Much	2	20.00	1	20.00	136	33.42
	Very much	1	10.00	2	40.00	89	21.87
CSR to Service quality	**Not at all**	0	0.00	0	0.00	7	1.72
	Little	1	10.00	0	0.00	34	8.35
	Neutral	5	50.00	2	40.00	111	27.27
	Much	2	20.00	0	0.00	121	29.73
	Very much	2	20.00	3	60.00	134	32.92
	Total	**10**	**100.00**	**5**	**100.00**	**407**	**100.00**

The further analysis of the much and very much measurement to investigate the CSR activities that highest educational qualification of respondents is interested. Based

on figure 4.2.4, the result revealed that, majority (54.76%) of High school or equivalent and (65.64%) of Bachelor's degree is both influenced by CSR to service quality. Majority (63.41%) of Master's degree is influenced by CSR to employee, while CSR to sourcing and service quality (40.00%) are both the most influenced by Doctoral degree. For professional degree, CSR to community (80.00%) is the most influenced. This result reflects that all any educational qualification of respondents were likely to concern on QSRs' service quality due to they all expect to get good service experiences, therefore good service quality should be important to all fast food restaurants.

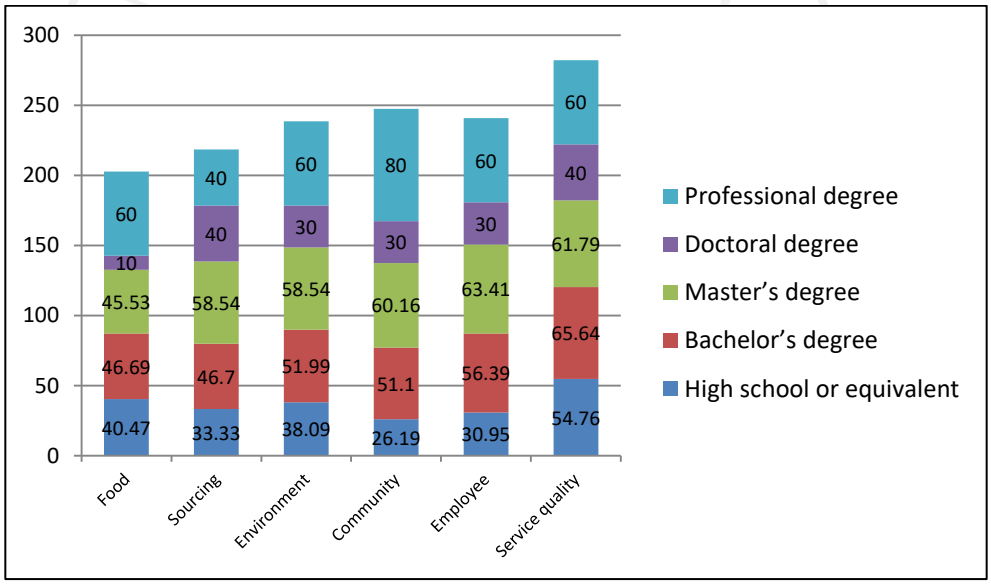

Figure 4.2.4 : Much and Very much measurement of Highest education respondents

4.2.5 Department of Respondents

In terms of department type, majority of 132 respondents (32.43%), are from many field of department including doctor, pharmacist, nurse, lawyer, and own business,

followed by 15.72% services, 14.50% services, 9.83% marketing, 6.39 sales, 5.90% production, 5.65% public relations respectively. While finance, accounting, maintenance has the same 13 respondents (3.19%).

Table 4.2.5 : CSR * Department of Respondents Crosstabs

CSR dimensions	level	Mgmt.	%	Mkt.	%	Finc.	%	Acct.	%	PR	%	Sls	%
CSR to food	**Not at all**	1	1.56	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
	Little	13	20.31	5	12.50	2	15.38	3	23.08	4	17.39	6	23.08
	Neutral	25	39.06	14	35.00	5	38.46	7	53.85	8	34.78	14	53.85
	Much	11	17.19	17	42.50	4	30.77	2	15.38	6	26.09	6	23.08
	Very much	14	21.88	4	10.00	2	15.38	1	7.69	5	21.74	0	0.00
CSR to sourcing	**Not at all**	4	6.25	0	0.00	0	0.00	0	0.00	0	0.00	1	3.85
	Little	5	7.81	3	7.50	0	0.00	1	7.69	4	17.39	6	23.08
	Neutral	24	37.50	16	40.00	4	30.77	7	53.85	11	47.83	9	34.62
	Much	16	25.00	15	37.50	3	23.08	3	23.08	6	26.09	6	23.08
	Very much	15	23.44	6	15.00	6	46.15	2	15.38	2	8.70	4	15.38
CSR to environment	**Not at all**	3	4.69	0	0.00	1	7.69	0	0.00	0	0.00	0	0.00
	Little	10	15.63	3	7.50	2	15.38	1	7.69	3	13.04	3	11.54
	Neutral	20	31.25	15	37.50	5	38.46	4	30.77	7	30.43	14	53.85
	Much	17	26.56	11	27.50	2	15.38	6	46.15	8	34.78	6	23.08
	Very much	14	21.88	11	27.50	3	23.08	2	15.38	5	21.74	3	11.54
CSR to community	**Not at all**	4	6.25	0	0.00	0	0.00	0	0.00	1	4.35	0	0.00
	Little	9	14.06	5	12.50	2	15.38	3	23.08	3	13.04	3	11.54
	Neutral	19	29.69	11	27.50	5	38.46	4	30.77	11	47.83	12	46.15
	Much	13	20.31	14	35.00	3	23.08	5	38.46	7	30.43	6	23.08
	Very much	19	29.69	10	25.00	3	23.08	1	7.69	1	4.35	5	19.23
CSR to employee	**Not at all**	2	3.13	0	0.00	0	0.00	1	7.69	1	4.35	1	3.85
	Little	9	14.06	4	10.00	1	7.69	3	23.08	3	13.04	3	11.54
	Neutral	16	25.00	13	32.50	2	15.38	3	23.08	3	13.04	9	34.62
	Much	26	40.63	17	42.50	4	30.77	2	15.38	10	43.48	8	30.77
	Very much	11	17.19	6	15.00	6	46.15	4	30.77	6	26.09	5	19.23
CSR to Service quality	**Not at all**	4	6.25	0	0.00	0	0.00	0	0.00	1	4.35	1	3.85
	Little	6	9.38	4	10.00	2	15.38	5	38.46	3	13.04	1	3.85
	Neutral	17	26.56	8	20.00	5	38.46	5	38.46	6	26.09	12	46.15
	Much	17	26.56	16	40.00	3	23.08	1	7.69	4	17.39	8	30.77
	Very much	20	31.25	12	30.00	3	23.08	2	15.38	9	39.13	4	15.38
	Total	64	100.00	40	100.00	13	100.00	13	100.00	23	100.00	26	100.00

(Continued)

Table 4.2.5 (Continued) : CSR * Department of Respondents Crosstabs

CSR dimensions	level	Svc	%	Prod	%	Maint.	%	others	%	Total	%
CSR to food	**Not at all**	1	1.69	0	0.00	0	0.00	4	3.03	6	1.47
	Little	7	11.86	4	16.67	2	15.38	14	10.61	60	14.74
	Neutral	27	45.76	10	41.67	8	61.54	40	30.30	158	38.82
	Much	16	27.12	5	20.83	1	7.69	42	31.82	110	27.03
	Very much	8	13.56	5	20.83	2	15.38	32	24.24	73	17.94
CSR to sourcing	**Not at all**	0	0.00	0	0.00	0	0.00	2	1.52	7	1.72
	Little	8	13.56	3	12.50	1	7.69	17	12.88	48	11.79
	Neutral	20	33.90	8	33.33	7	53.85	46	34.85	152	37.35
	Much	15	25.42	8	33.33	4	30.77	47	35.61	123	30.22
	Very much	16	27.12	5	20.83	1	7.69	20	15.15	77	18.92
CSR to environment	**Not at all**	0	0.00	0	0.00	0	0.00	1	0.76	5	1.23
	Little	6	10.17	2	8.33	0	0.00	12	9.09	42	10.32
	Neutral	26	44.07	7	29.17	7	53.85	43	32.58	148	36.36
	Much	18	30.51	10	41.67	2	15.38	49	37.12	129	31.70
	Very much	9	15.25	5	20.83	4	30.77	27	20.45	83	20.39
CSR to community	**Not at all**	0	0.00	1	4.17	0	0.00	2	1.52	8	1.97
	Little	8	13.56	1	4.17	2	15.38	16	12.12	52	12.78
	Neutral	21	35.59	9	37.50	6	46.15	41	31.06	139	34.15
	Much	22	37.29	9	37.50	4	30.77	45	34.09	128	31.45
	Very much	8	13.56	4	16.67	1	7.69	28	21.21	80	19.66
CSR to employee	**Not at all**	0	0.00	0	0.00	0	0.00	1	0.76	6	1.47
	Little	8	13.56	5	20.83	2	15.38	17	12.88	55	13.51
	Neutral	23	38.98	6	25.00	4	30.77	42	31.82	121	29.73
	Much	16	27.12	8	33.33	5	38.46	40	30.30	136	33.42
	Very much	12	20.34	5	20.83	2	15.38	32	24.24	89	21.87
CSR to Service quality	**Not at all**	0	0.00	0	0.00	0	0.00	1	0.76	7	1.72
	Little	6	10.17	1	4.17	1	7.69	5	3.79	34	8.35
	Neutral	21	35.59	6	25.00	7	53.85	24	18.18	111	27.27
	Much	16	27.12	7	29.17	1	7.69	48	36.36	121	29.73
	Very much	16	27.12	10	41.67	4	30.77	54	40.91	134	32.92
	Total	59	100.00	24	100.00	13	100.00	132	100.00	407	100.00

The further analysis of the much and very much measurement to investigate the CSR activities that department of respondents is interested. Based on figure 4.2.5, the result revealed that, majority of Management (57.82%), Marketing (7.82%), Finance (76.92%), Public relations (69.57%), Sales (50.00%), and Maintenance (53.84%) are influenced by CSR to employee.

Meanwhile, majority of Accounting (63.53%) is influenced by CSR to environment. Majority of Services (54.24%), Productions (70.84%), and others (77.27%) are influenced by CSR to service quality respectively. This result reflects that approximately over half of department of respondents were likely to concern on QSRs' employee due to as an employee they always need to have the rights under work conditions for their own well-being, and legal responsibilities to ensure a safe and healthy workplace.

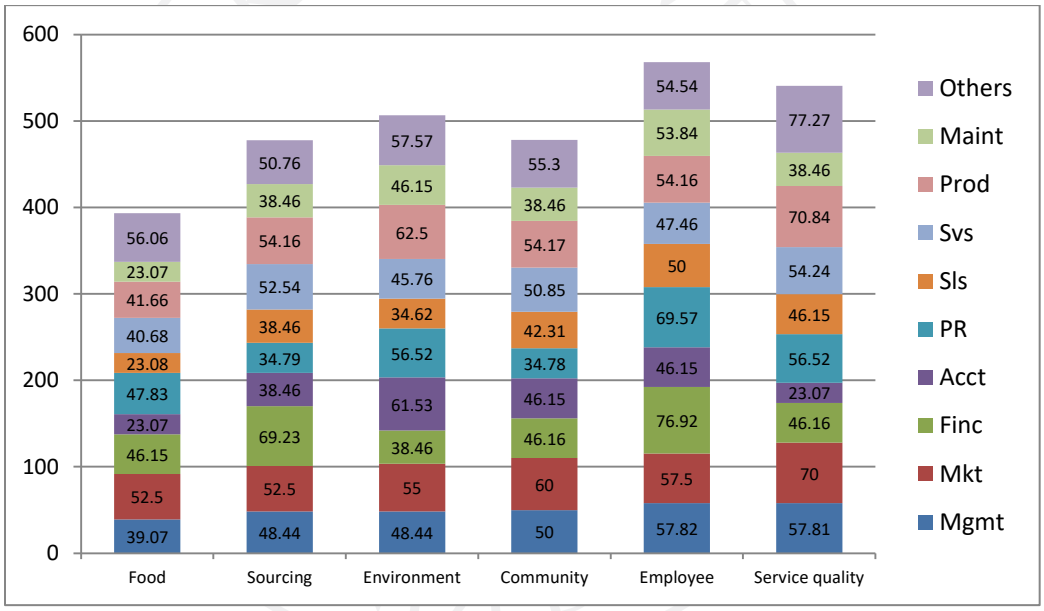

Figure 4.2.5 : Much and Very much measurement of Department respondents

4.2.6 Monthly Income of Respondents

Based on Table 4.2.6 of monthly income, 84 of respondents (26.64%) earned less than 15,000 Baht per month, 139 of respondents (34.15%) from 15,001-30,000 Baht per month, 88 of respondents (21.62%) from 30,001- 45,000 Baht per month, 53 of

respondents (13.02%) from 45,001- 60,000 Baht per month, and 43 of respondents (10.57%) over 60,000 per month. In brief, these data reflect the fact that current average income of employee in Bangkok is between 15,001- 30,000 Baht per month

Table 4.2.6 : CSR * Income of Respondents Crosstabs

CSR dimensions	level	Under 15,000	%	15,001 - 30,000	%	30,001 - 45,000	%	45,001 - 60,000	%	Over 60,000	%	Total	%
CSR to food	**Not at all**	2	2.38	3	2.16	0	0.00	0	0.00	1	2.33	6	1.47
	Little	11	13.10	21	15.11	16	18.18	5	9.43	7	16.28	60	14.74
	Neutral	33	39.29	56	40.29	25	28.41	29	54.72	15	34.88	158	38.82
	Much	24	28.57	35	25.18	25	28.41	15	28.30	11	25.58	110	27.03
	Very much	14	16.67	24	17.27	22	25.00	4	7.55	9	20.93	73	17.94
CSR to sourcing	**Not at all**	2	2.38	3	2.16	1	1.14	0	0.00	1	2.33	7	1.72
	Little	13	15.48	22	15.83	5	5.68	2	3.77	6	13.95	48	11.79
	Neutral	35	41.67	52	37.41	31	35.23	19	35.85	15	34.88	152	37.35
	Much	24	28.57	45	32.37	32	36.36	14	26.42	8	18.60	123	30.22
	Very much	10	11.90	17	12.23	19	21.59	18	33.96	13	30.23	77	18.92
CSR to environment	**Not at all**	1	1.19	3	2.16	0	0.00	0	0.00	1	2.33	5	1.23
	Little	11	13.10	15	10.79	6	6.82	6	11.32	4	9.30	42	10.32
	Neutral	31	36.90	49	35.25	34	38.64	20	37.74	14	32.56	148	36.36
	Much	25	29.76	50	35.97	23	26.14	16	30.19	15	34.88	129	31.70
	Very much	16	19.05	22	15.83	25	28.41	11	20.75	9	20.93	83	20.39
CSR to community	**Not at all**	2	2.38	5	3.60	0	0.00	0	0.00	1	2.33	8	1.97
	Little	12	14.29	18	12.95	9	10.23	7	13.21	6	13.95	52	12.78
	Neutral	36	42.86	46	33.09	28	31.82	19	35.85	10	23.26	139	34.15
	Much	23	27.38	46	33.09	35	39.77	11	20.75	13	30.23	128	31.45
	Very much	11	13.10	24	17.27	16	18.18	16	30.19	13	30.23	80	19.66
CSR to employee	**Not at all**	2	2.38	3	2.16	1	1.14	0	0.00	0	0.00	6	1.47
	Little	15	17.86	15	10.79	9	10.23	8	15.09	8	18.60	55	13.51
	Neutral	34	40.48	43	30.94	21	23.86	14	26.42	9	20.93	121	29.73
	Much	18	21.43	50	35.97	36	40.91	18	33.96	14	32.56	136	33.42
	Very much	15	17.86	28	20.14	21	23.86	13	24.53	12	27.91	89	21.87
CSR to Service quality	**Not at all**	2	2.38	4	2.88	0	0.00	0	0.00	1	2.33	7	1.72
	Little	7	8.33	10	7.19	5	5.68	10	18.87	2	4.65	34	8.35
	Neutral	23	27.38	37	26.62	21	23.86	18	33.96	12	27.91	111	27.27
	Much	26	30.95	41	29.50	29	32.95	15	28.30	10	23.26	121	29.73
	Very much	26	30.95	47	33.81	33	37.50	10	18.87	18	41.86	134	32.92
	Total	**84**	**100.00**	**139**	**100.00**	**88**	**100.00**	**53**	**100.00**	**43**	**100.00**	**407**	**100.00**

The further analysis of the much and very much measurement to investigate the CSR activities that Monthly income of respondents is interested. Based on figure 4.2.6, the result revealed that, majority of under 15,000 baht (61.90%), 15,000 – 30,000 baht

(63.31%), 30,001 – 45,000 baht (70.45%), and over 60,000 baht (65.12%) are influenced by CSR to service quality. Meanwhile, only majority (60.38%) of 45,000 – 60,000 baht is influenced by CSR to sourcing. Most monthly income of respondent except 45,000 – 60,000 baht was likely to concern on QSRs' service quality. This result reflects that either the lowest respondents who has the lowest or highest income, they all expect to get good service quality back to worth purchase at fast food restaurants. Hence, QSRs should improve CSR to service quality to influence the customer for selecting their brand.

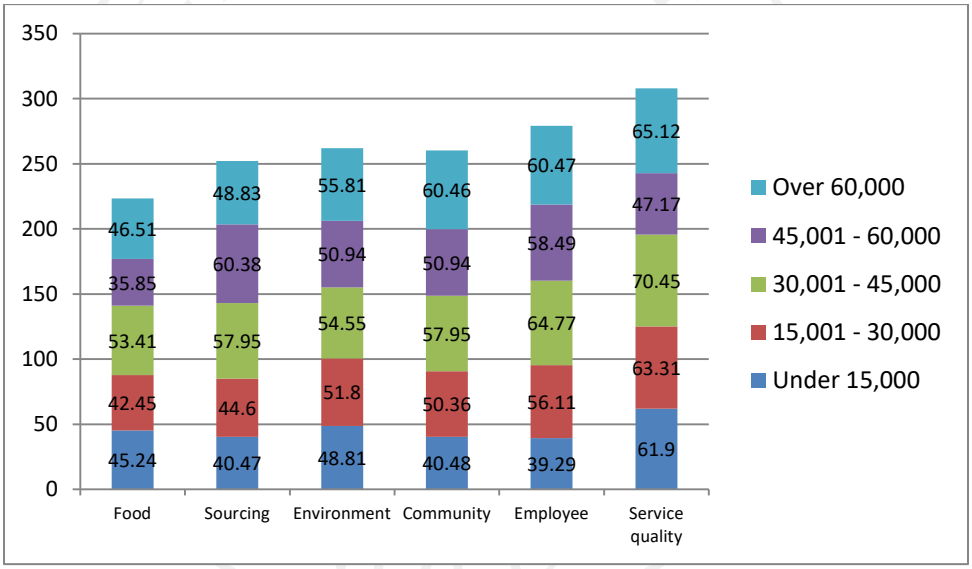

Figure 4.2.6 : Much and Very much measurement of Income respondents

4.3 The Result of Lifestyle Information of Respondents

4.3.1 Frequency of Eating Out at QSRs of Respondents

About the frequency of eating out, more than 56% of the total respondents are out for eating less than once a week. About 35.38% once or twice a week, and with very few

respondents (8.35%) have eating for three meals per week. This analysis is also comparable across both male and female. Male and female are would similarly love to eating less than once a week but male ratio is only greater by 3.2%. Over 35% of the respondent visiting QSRs less than once a week are both male and female. 9.38% of these females sample are only eating out three meals per week or more.

Table 4.3.1 : Gender * Frequency of eating out of respondents Cross tabulation

Frequency	**male**	**%**	**female**	**%**	**Total**	**%**
Less than once a week	88	58.28	141	55.08	229	56.27
Once or twice a week	53	35.10	91	35.55	144	35.38
Three meals per week or more	10	6.62	24	9.38	34	8.35
Total	**151**	**100.00**	**256**	**100.00**	**407**	**100.00**

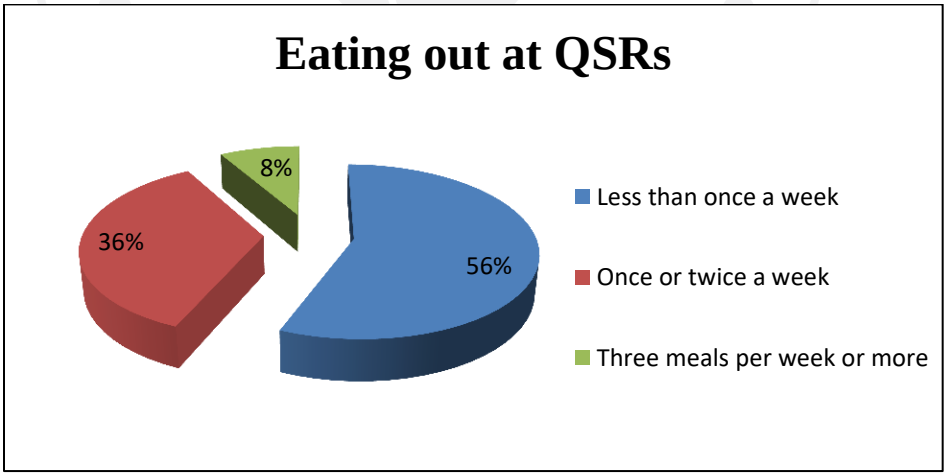

Figure 4.3.1 **:** Questionnaire survey, eating out at QSRs

4.3.2 Participation in Social Responsibility Activities of Respondents

Based on total respondent analysis, majority 39.31% of the total respondents are never participating in CSR activities at QSRs, 34.89% once a year, and 25.80% more than once a year. This analysis is also comparable both male and female. Male obviously has less (42.38%) or only once a year (35.10) participated than female, while female has participate more than once a year than male, by 27.73% and 22.52% respectively.

Table 4.3.2 : Gender * Participation in CSR activities of respondents Cross tabulation

Frequency	**male**	**%**	**female**	**%**	**Total**	**%**
Never	64	42.38	96	37.50	160	39.31
Once a year	53	35.10	89	34.77	142	34.89
More than once a year	34	22.52	71	27.73	105	25.80
Total	**151**	**100.00**	**256**	**100.00**	**407**	**100.00**

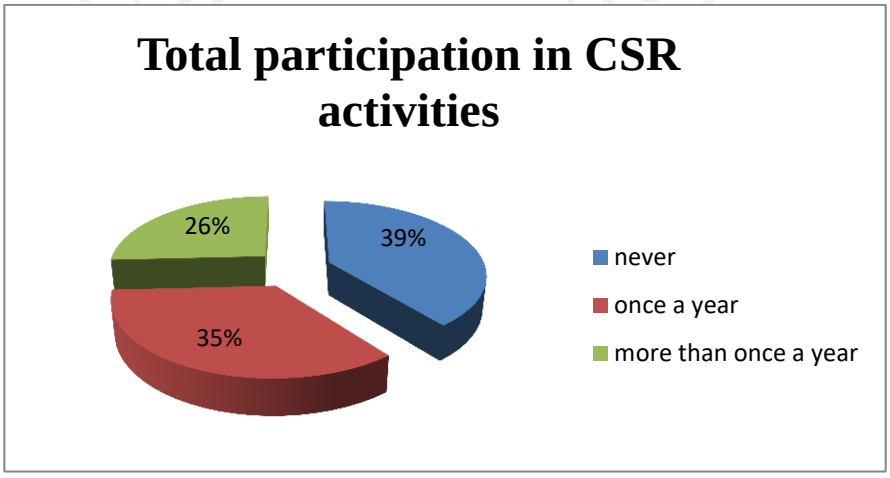

Figure 4.3.2 : Questionnaire survey, participant in CSR activities

4.3.3 Consideration of Calories and Fat Content on Fast Food Items of Respondents

In terms of calories and fat content, majority of respondents (44.96%) often consider this issue, followed by 29.24% rarely, and 25.80% always. While male with 33.11% are not really consider calorie and fat content much, in contrast female with 48.44% are more often consider this issues. Also average 25% of male and female always consider fat and content on fast food.

Table 4.3.3 : Gender * Consideration of calories and fat content of respondents Cross tabulation

Frequency	**male**	**%**	**female**	**%**	**Total**	**%**
Rarely	50	33.11	69	26.95	119	29.24
Often	59	39.07	124	48.44	183	44.96
Always	42	27.81	63	24.61	105	25.80
Total	**151**	**100.00**	**256**	**100.00**	**407**	**100.00**

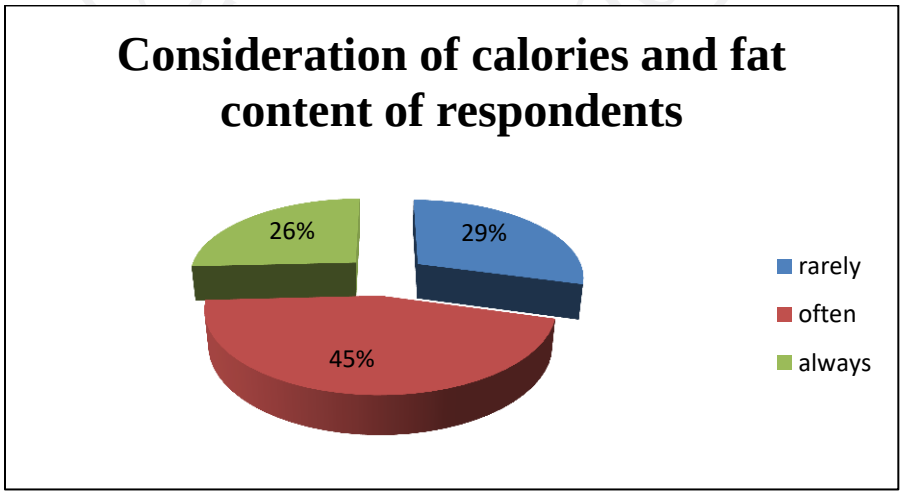

Figure 4.3.3 : Questionnaire survey, consideration of calories and fat content

4.3.4 Criteria of Restaurants that Respondent Consider When Visit

About the criteria of QSRs, respondents are the most concern on food quality (51.11%) as priority, followed by menus items (30.96%), and services (17.94%). Once compare across male and female, the result of food quality, menus and services in both male and female is remarkably equal to approximated 51%, 31% and 18%.

Based on the result reflect that the consumers tend to purchase the QSRs that has the higher food or ingredient quality. Additionally, consumers also purchase when it is various food menus for consumer choice and consumers will not pay attention much in terms of service quality.

Table 4.3.4 : Gender * Criteria of restaurants of respondents Cross tabulation

Criteria	**male**	**%**	**female**	**%**	**Total**	**%**
Food quality	77	50.99	131	51.17	208	51.11
Menus	47	31.13	79	30.86	126	30.96
Services	27	17.88	46	17.97	73	17.94
Total	**151**	**100.00**	**256**	**100.00**	**407**	**100.00**

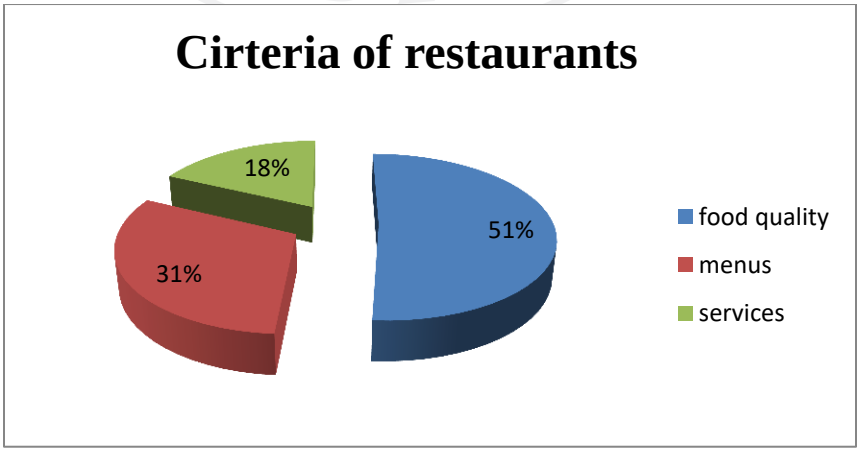

Figure 4.3.4 : Questionnaire survey, criteria of restaurants

4.4 The result of CSR effect on QSR Brand Choice

In this part of the questionnaires, the researcher has included an example of the key CSR activities of each brand to investigate the consumer's choice. The videos are present in different activities; McDonald's present sustainable and recyclable of packaging, KFC employed orphanage program bringing opportunity for orphanage to work in capable tasks, and Burger King offered educational assistance and scholarship to university students.

4.4.1 Video of CSR Activities that Respondents Like The Most

The analysis of this subject is calculated using frequencies under descriptive statistics. According to table 4.3.1, the greatest percentage of brand that the consumer like the most after watched videos is KFC (41.03%), followed by McDonald's (33.42%), and Burger King (25.55%) respectively.

Table 4.4.1 : The most like CSR activities' video

Brands	**Number**	**%**	**Valid Percent**
McDonald's	136	33.42	33.42
KFC	167	41.03	41.03
Burger King	104	25.55	25.55
Total	**407**	**100.00**	**100.00**

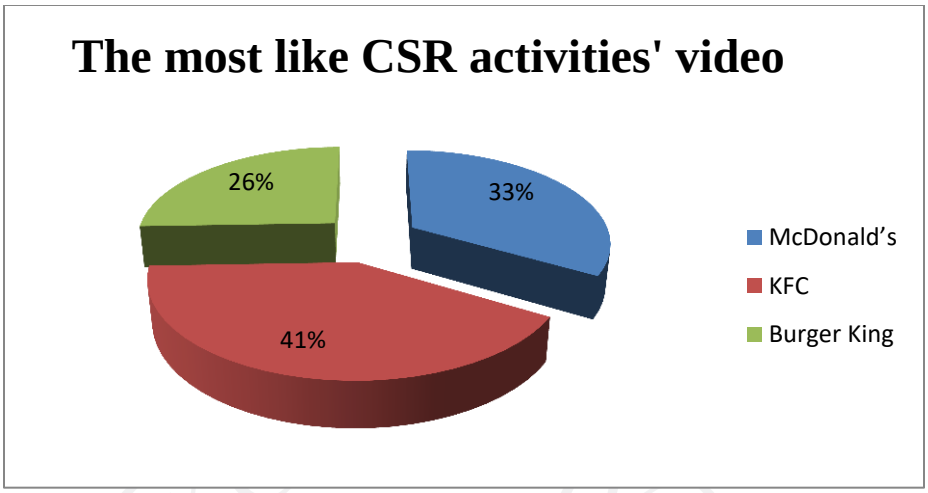

Figure 4.4.1 : Questionnaire survey, the most like CSR activities' video

4.4.2 Brand that Respondents Prefer to Purchase after Watched Video

According to table 4.3.2, the brand that the respondents would most prefer to purchase after watched videos is KFC (38.82%), followed by McDonald's (34.64%), and Burger King (26.54%) which has the same range as the result of the most like brand as previous table respectively.

Table 4.4.2 : Preferred brand to purchase

Brands	**Frequency**	**%**	**Valid Percent**
McDonald's	141	34.64	34.64
KFC	158	38.82	38.82
Burger King	108	26.54	26.54
Total	**407**	**100.00**	**100.00**

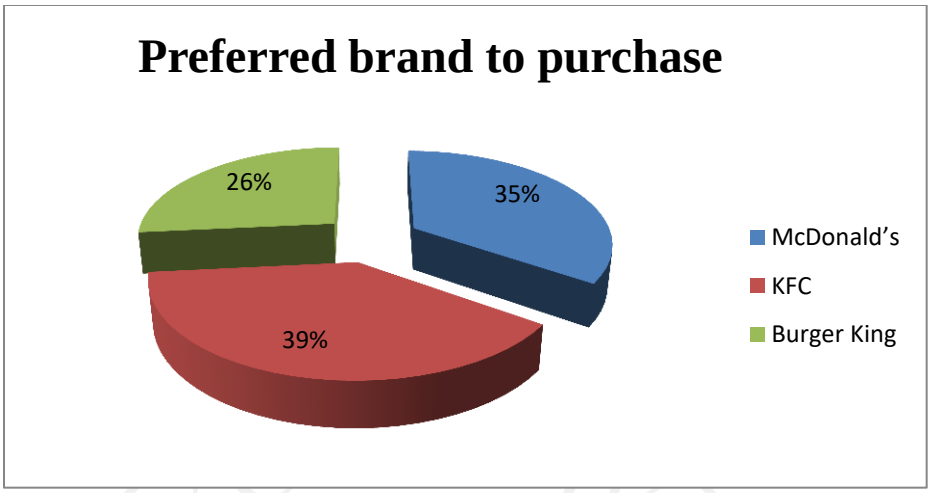

Figure 4.4.2 : Questionnaire survey, preferred brand to purchase

4.4.3 CSR activities related to food, sourcing, environment, community, employee, service quality toward brand choice

This section is analyzed by using Multinomial logistic regression analysis to examine the level of CSR activities that effects on brand choice from sample group. Multinomial logistic regression analysis was used to determine the degree or level which the dependent variable (QSR Brand Choice) can be predicated by the many independent variables (CSR to food, sourcing, environment, community, employee, service quality).

Based on the data gathered from the respondents, detailed definition of all these significant variables under CSR and result of Multinomial logistic regression analysis is outlined as follows.

Table 4.4.3 : CSR related to food, sourcing, environment, community, employee, service quality toward brand choice (Significance highlighted)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	Minus 2 Log Likelihood of Reduced Model	Chi Square	df	Sig.
Intercept	482.23	0	0	.
CSR to Food				
(f4) These QSRs serve more fruit, vegetables, low-fat dairy or whole grains in meals	490.96	8.73	8	0.37
(f5) These QSRs reduce salt/sodium, sugar, saturated fat or calories across the menus	526.79	44.57	8	0
(f6) These QSRs restrict allergen or sensitive ingredient in current menu items	492.73	10.51	8	0.23
(f7) These QSRs offer customers more choices of drink, fruit juice or coffee as a substitute for soft drinks	512.98	30.75	8	0
(f8) These QSRs place a nutrition or well-being message on advertising and packaging directed to customers	508.05	25.82	8	0
(f9) These QSRs develop new items that offer the same great taste to satisfy customer nutritional and lifestyle needs	505.32	23.09	8	0
CSR to Sourcing				
(s10) These QSRs supply sustainable sourcing of beef, coffee, palm oil, fish, produce, and poultry	493.86	11.64	8	0.17
(s11) These QSRs approach to ethical sourcing to ensure a long-term supply of high quality ingredient for customers	497.35	15.12	8	0.06
(s12) These QSRs implement overall sustainability of packaging through design and recyclable sourcing	497.07	14.85	8	0.06
(s13) These QSRs carefully select souring from qualified local suppliers in the country	499.05	16.83	8	0.03

(Continued)

Table 4.4.3 (Continued) : CSR related to food, sourcing, environment, community, employee, service quality toward brand choice (Significance highlighted)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	Minus 2 Log Likelihood	Chi Square	df	Sig.
CSR to Sourcing				
(s14) These QSRs continuously support sustainable sourcing of the health and welfare of animals	505.11	22.88	8	0
CSR to Environment				
(en15) These QSRs promote environment protection and eco-friendly concepts to customers	495.78	13.55	8	0.09
(en16) These QSRs have green innovation in restaurant design and equipment to reduce energy consumption	491.9	9.67	8	0.29
(en17) These QSRs implement special program to reduce package consumption, e.g. reduce package size or decrease usage of plastic bag	502.26	20.04	8	0.01
(en18) These QSRs implement special program to save energy efficiently, and utilize renewable energy, e.g. sun and wind energy	499.24	17.01	8	0.03
(en19) These QSRs implement special program into waste management, e.g. eliminate polluted water, minimize rubbish or convert waste into a valued resource	498.58	16.35	8	0.04
CSR to Community				
(com20) Giving back to the community is a core QSRs' value	487.92	5.7	8	0.68
(com21) These QSRs support non-governmental organizations working in specific problem areas	495.42	13.19	8	0.11
(com22) These QSRs contribute to campaigns and projects, e.g. charitable giving, donation or education that promote the well-being of the society	499.25	17.02	8	0.03

(Continued)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	Minus 2 Log Likelihood	Chi Square	df	Sig.
CSR to Community				
(com23) These QSRs make investment to create a better life for future generations	503.37	21.14	8	0.01
(com24) These QSRs target sustainable growth by considering needs of community where they operate	491.61	9.39	8	0.31
CSR to Employee				
(em25) These QSRs treat employees with fairness and respect employee rights	510.83	28.61	8	0
(em26) These QSRs provide equal employment opportunity to grow in their career	500.35	18.12	8	0.02
(em27) These QSRs have a varied job with the flexibility to fit into employees' lifestyles	488.62	6.4	8	0.6
(em28) These QSRs provide a healthy and productive working environment	501.18	18.95	8	0.02
(em29) These QSRs ensure that employees have the right to work in a place that is free from harassment, abuse, or physical violence	499.87	17.64	8	0.02
CSR to Service quality				
(sq30) The quality of service at these QSRs is excellent	494.74	12.51	8	0.13
(sq31) These QSRs service is satisfactory	493.17	10.94	8	0.2
(sq32) These QSRs service is fulfill consumer needs in daily life	503.71	21.49	8	0.01
(sq33) I think these QSRs have far better quality than other QSRs	497.96	15.74	8	0.05
(sq34) These QSRs services make me feel warm and comfortable	498.66	16.44	8	0.04

CSR to Food (f4-f9)

From our further Multinomial logistic regression analysis into detailed dimensions of each CSR group variables on QSR brand choice decision, the result shows that, for CSR to food, almost all of its dimensions (except f4 & f6) seem significantly influent brand choice (p-value < .05). Therefore, we can reject null hypotheses (Ho) that CSR to f5, f7, f8, f9 have significantly influence brand choice, and accept the null hypothesis (H0) that CSR to f4 and f6 have no significantly influence QSR brand choice.

CSR to sourcing (s10-s14)

For CSR to sourcing, s13 and s14 activities seem significantly influent consumer choice (p-value < .05). Therefore, we reject null hypotheses (Ho) that CSR to s13 and s14 have significantly influence QSR brand choice, and accept the null hypothesis (Ho) of CSR from s10, s11 and s12 that have no significantly influence QSR brand choice.

CSR to environment (en15-en19)

From the study result of question en15 to en19 on environment issue, en17, en18 and en19 activities seem significantly influent consumer choice (p-value < .05). Therefore, we reject null hypotheses (Ho) that CSR to en17, en18 and en19 have significantly influence QSR brand choice, and accept the null hypothesis (Ho) of CSR from en15 and en16 have no significantly influence QSR brand choice.

CSR to community (com20-com24)

For CSR to community, com22 and com23 activities seem significantly influent consumer choice (p-value < .05). Therefore, the researcher reject null hypotheses (Ho) that CSR to com22 and com23 have significantly influence QSR brand choice, and accept the null hypothesis (Ho) of CSR from com20, com21 and com24 have no significantly influence QSR brand choice.

CSR to employee (em25-em29)

For CSR to employee, almost all of its activities (except only em27) seem significantly influent consumer choice (p-value < .05). Therefore, we can reject null hypotheses (Ho) that CSR to em25, em26, em28, and em29 have significantly influence QSR brand choice, and accept the null hypothesis (Ho) that CSR to em27 has no significantly influence QSR brand choice.

CSR to service quality (sq30-sq34)

From the study result of question sq30 to sq34 on service quality issue, sq32, sq33 and sq34 activities seem significantly influent consumer choice (p-value < .05). Therefore, we reject null hypotheses (Ho) that CSR to sq32, sq33 and sq34 have significantly influence QSR brand choice, and accept the null hypothesis (Ho) of CSR from sq30 and sq31 have no significantly influence QSR brand choice.

4.6 Conclusion

Data presentation includes descriptive statistics analysis, followed by a Multinomial logistic regression analysis to determine which CSR dimensions have the positively effect on brand choice which will be able to influence the consumer trust across all age, gender and significant demographics data.

The Study has described in four parts in order to answer the question on study's objective and evaluate the level of consumer perceptions related to CSR of key QSRs in Bangkok by criteria to food, souring, environmental, employee, community and service quality. Thus, the next chapter will examine the results of the data analysis.

CHAPTER 5

DATA ANALYSIS

5.1 Introduction

The intention of this chapter is to examine the result derived from the survey questionnaire and data presentation presented in the previous chapter in order to determine the impact CSR activities that influence on QSR brand choice at keys QSRs including McDonald's, KFC and Burger King in Bangkok.

In this section, the result of relationship between variables analyzed by Multinomial logistic regression analysis is displayed, followed by the analysis of hypothesis. For the analysis of hypothesis and results, the seven hypotheses in this study were tested using Multinomial logistic regression analysis for hypotheses (H1), (H2), (H3), (H4), (H5) and (H6). The Multinomial logistic regression analysis was analyzed using SPSS version 13.0.

Multinomial logistic regression analysis is a statistical technique that allowed the researcher to predict respondents' score on one variable on the basis of their scores on several other variables. Moreover, this will allow the researcher to evaluate a scheme of variables which will able to provide a useful estimate of respondents' probably score on basis variables. Thus, the study analyze hypothesis and mainly present the analysis of CSR activities effect on QSRs brand choice.

5.2 The result of CSR effect on QSR Brand Choice

Kim et al., (2003) investigated that corporate reliability importantly affect the buying decisions of consumers and their attitude towards brand as well as the activities of the company to charity or environment bring a positive image to company. Additional, Ling (2013) indicated that effective CSR between the company and social bring the result in the positive credibility of a company which effect consumers' response to company's product and service consecutively. Thus, consumer's perception about CSR activities of company were found to be significant predictor of consumer's interesting in CSR activities that possibly can influence purchase decision of company's products and services (Moon, Lee & Oh, 2015) .

Multinomial logistic regression analysis can be used for suggestion about which independent variables is major effect on the dependent variable. Throughout this study, the researcher always uses $P \leq 0.05$ as the significance level, which the general criteria to determine statistical significance. This means that if the P value is less than or equal to 0.05, which means the lower the risk of being wrong, then the researcher rejects the null hypothesis. If P-value is greater than 0.05, then the researcher don't reject the null hypothesis.

This study wants to know the effect that which CSR dimensions have the possibility that consumers will choose among different brands. Regarding to Table 4.4.3 on Data Presentation Chapter, all hypotheses have been evaluated as follow:

(H.1) CSR related to Food significantly influences QSR brand choice.

Ho: CSR related to Food does not significantly influence QSR brand choice. (All $\beta_{\text{CSR related to Food}} = 0$)

Ha: CSR related to Food significantly influences QSR brand choice. (At least one of the $\beta_{\text{CSR related to Food}} \neq 0$)

Hypothesis (H1) proposed that CSR related to food significantly influences QSR brand choice. The Multinomial logistic regression's result shows that:

- (f5) These QSRs reduce salt/sodium, sugar, saturated fat or calories across the menus (Sig. = 0 , P-value <0.05);
- (f7) These QSRs offer customers more choices of drink, fruit juice or coffee as a substitute for soft drinks (Sig. = 0, P-value <0.05);
- (f8) These QSRs place a nutrition or well-being message on advertising and packaging directed to customers (Sig. = 0 , P-value <0.05); and
- (f9) These QSRs develop new items that offer the same great taste to satisfy customer nutritional and lifestyle needs (Sig. = 0 , P-value <0.05)

Therefore we can conclude that CSR related to Food significantly influences QSR brand choice.

(H.2) CSR related to Sourcing significantly influences QSR brand choice.

Ho: CSR related to Sourcing does not significantly influence QSR brand choice. (All $\beta_{\text{CSR related to Food}} = 0$)

Ha: CSR related to Sourcing significantly influences QSR brand choice. (At least one of the $\beta_{\text{CSR related to Food}} \neq 0$)

Hypothesis (H2) proposed that CSR related to sourcing significantly influences QSR brand choice. The Multinomial logistic regression's result shows that:

- (s13) These QSRs carefully select souring from qualified local suppliers in the country (Sig. = 0.03, P-value <0.05); and
- (s14) These QSRs continuously support sustainable sourcing of the health and welfare of animals (Sig. = 0, P-value <0.05)

Therefore we can conclude that CSR related to Sourcing significantly influences QSR brand choice.

(H.3) CSR related to Environment significantly influences QSR brand choice.

Ho: CSR related to Environment does not significantly influence QSR brand choice. (All $\beta_{\text{CSR related to Food}} = 0$)

Ha: CSR related to Environment significantly influences QSR brand choice. (At least one of the $\beta_{\text{CSR related to Food}} \neq 0$)

Hypothesis (H3) proposed that CSR related to Environment significantly influences QSR brand choice. The Multinomial logistic regression's result shows that:

- (en17) These QSRs implement special program to reduce package consumption, e.g. reduce package size or decrease usage of plastic bag (Sig. = 0.01, P-value <0.05);
- (en18) These QSRs implement special program to save energy efficiently, and utilize renewable energy, e.g. sun and wind energy (Sig. = 0.03, P-value <0.05); and
- (en19) These QSRs implement special program into waste management, e.g. eliminate polluted water, minimize rubbish or convert waste into a valued resource (Sig. = 0.04, P-value <0.05)

Therefore we can conclude that CSR related to Environment significantly influences QSR brand choice.

(H.4) CSR related to Community significantly influences QSR brand choice.

Ho: CSR related to Community does not significantly influence QSR brand choice. (All $\beta_{\text{CSR related to Food}} = 0$)

Ha: CSR related to Community significantly influences QSR brand choice. (At least one of the $\beta_{\text{CSR related to Food}} \neq 0$)

Hypothesis (H4) proposed that CSR related to Community significantly influences QSR brand choice. The Multinomial logistic regression's result shows that:

- (com22) These QSRs contribute to campaigns and projects, e.g. charitable giving, donation or education that promote the well-being of the society (Sig. = 0.03, P-value <0.05); and

- (com23) These QSRs make investment to create a better life for future generations (Sig. = 0.01, P-value <0.05)

Therefore we can conclude that CSR related to Community significantly influences QSR brand choice.

(H.5) CSR related to Employee significantly influences QSR brand choice.

Ho: CSR related to Employee does not significantly influence QSR brand choice. (All $\beta_{\text{CSR related to Food}} = 0$)

Ha: CSR related to Employee significantly influences QSR brand choice. (At least one of the $\beta_{\text{CSR related to Food}} \neq 0$)

Hypothesis (H5) proposed that CSR related to Employee significantly influences QSR brand choice. The Multinomial logistic regression's result shows that:

- (em25) These QSRs treat employees with fairness and respect employee rights (Sig. = 0 , P-value <0.05);

- (em26) These QSRs provide equal employment opportunity to grow in their career (Sig. = 0.02, P-value <0.05);

- (em28) These QSRs provide a healthy and productive working environment (Sig. = 0.02, P-value <0.05); and

- (em29) These QSRs ensure that employees have the right to work in a place that is free from harassment, abuse, or physical violence (Sig. = 0.02, P-value <0.05)

Therefore we can conclude that CSR related to Employee significantly influences QSR brand choice.

(H.6) CSR related to Service quality significantly influences QSR brand choice.

Ho: CSR related to Service quality does not significantly influence QSR brand choice. (All $\beta_{\text{CSR related to Food}} = 0$)

Ha: CSR related to Service quality significantly influences QSR brand choice. (At least one of the $\beta_{\text{CSR related to Food}} \neq 0$)

Hypothesis (H6) proposed that CSR related to Service quality significantly influences QSR brand choice. The Multinomial logistic regression's result shows that:

- (sq32) These QSRs service is fulfill consumer needs in daily life (Sig. = 0.01, P-value <0.05);
- (sq33) I think these QSRs have far better quality than other QSRs (Sig. = 0.05, P-value ≤0.05) ; and
- (sq34) These QSRs services make me feel warm and comfortable (Sig. = 0.04, P-value <0.05)

Therefore we can conclude that CSR related to Service quality significantly influences QSR brand choice.

5.3 Conclusion

Multinomial logistic regression analysis is used to predict continuous dependent variables from a number of independent variables. The results of study showed that most CSR dimensions were appeared to be significantly related to QSR brand choice. Additionally, the overall of consumer perception towards the CSR dimensions in this study tend to have the positive feedback and QSRs may improve these significant CSR activities to fulfill the consumer need towards their QSR brand in the future.

In the following chapter of this study, the result discussed previously will be used as a basis for the recommendation and conclusion of this study.

CHAPTER 6

CONCLUSION

6.1 Introduction

The intention of this study was to investigate the content of how QSR's CSR programs influence on QSR brand choice of consumers. This framework was tested in Bangkok, and the analysis was carried out through frequency, descriptive, reliability, validity and Multinomial regression analysis. The result was discussed on the consumers' perspective in order to generate conclusions for the QSR business.

6.2 Discussion

6.2.1 Conclusion for this study

This research began with the consumers' perception of six CSR dimensions which leads to brand choice toward QSR's brands. The conclusion made here was collected to answer the following research questions of the study:

1. **What are the perceptions of consumers about CSR dimensions towards Brand choice decision?**
    - CSR to Food strongly significant influence Brand choice decision.
    - CSR to Sourcing weakly significant influence Brand choice decision.

- CSR to Environment moderately significant influence Brand choice decision.
- CSR to Community weakly significant influence Brand choice decision.
- CSR to Employee strongly significant influence Brand choice decision.
- CSR to Service quality moderately significant influence Brand choice decision.

2. How should QSRs orient CSR to influence consumers' decision on brand choice?

The reason that the study need to have a set of valid and reliable which tested by IOC and Cronbach's alpha coefficient for each variable due to the meaning of each independent variables included CSR to Food, CSR to Sourcing, CSR to Environment, CSR to Community, CSR to Employee and CSR to Service quality could have a several meanings for different consumers. Eventually, at least one of the said dimensions is significant. According to data analysis, CSR relate to Food and Employee got strongly significant impact on QSRs brand choice. Hence, QSRs should consider in investing much in CSR to Food and CSR to Employee activities as this will lead to improve brand choice among QSR's brands.

The results analysis here have clear conclusion that CSR activities are likely to have positive effect when they are considered by consumers and may not be decrease credibility of QSR image. Based on the results it showed that CSR to Food and CSR to Employee have the strongest influence on QSR brand choice. This can implicate further

that: (1) In terms of company, producing sustainable food is the most important of CSR activity. (2) In terms of consumers, consumers select CSR for a personal reason rather than a society one.

Therefore, it is not worth doing if QSRs heavily invest in all aspects of CSR activities without consideration of appropriate CSR activities to their business. Regarding to CSR association, QSRs are advised to carefully assess how target consumers feel about CSR in order to decide which type of CSR they should invest to enhance public image and be able to influence brand choice at the same time. In addition, it is necessary for QSRs to consider CSR activities that are closely meet QSRs mission so that QSRs will be able to pursue the right CSR promotion and engage in truly meaningful CSR activities.

6.2.2 Suggestions for future research

The study found many significant strongly result of CSR dimensions that impact brand choice. Hence, it is interesting to recommend further study on following issues:

Firstly, the further study on structural relationship such as which CSR dimension really drive business, and limited themselves to particular aspects of CSR i.e. CSR to food or CSR to employee and then only focus on this dimensions in order to bring the most obvious business returns. This will guide potential direction for QSRs to be more effectively position and create differential advantage in the market.

Secondly, due to the consumers' decision on brand choice can be enhanced by strengthening CSR association between company and consumers. This support by Fan

(2005) that customers are one of important stakeholders that are the most effected by company's activities. If the consumers have a positive perception of CSR initiative, it would impact their brand selection behavior. Thus, the further study encourages the company to study in context of how they could educate consumers and make them aware of the important of socially responsible practices.

6.3 Conclusion

The research found that QSRs which implementing policy with CSR could positively lead consumers to select their brands. Especially, if QSRs contribute CSR activities to Food and Employee, this can lead consumers place their trust with business and ultimately become loyal to the brand. Nevertheless, this study has focused only on consumers' perception that is one part of stakeholder groups. To be productive and successful when the researcher conduct survey, there should be further study more regarding an opinion of the rest stakeholders to compare the attitudes from different viewpoints. Besides QSRs of fast food in Bangkok, there is more different type of QSRs existing in the market and that should be study to explore the feedbacks for each type of QSRs.

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APPENDIX

Appendix A: Content Validity

All questions are proposed by the review from previous works and literature. In order to ensure content validity of the questionnaire, the author need to submit the questionnaire to 5 qualified experts in related field to prove the consistency of questions.

Index of Item Objective Congruence (IOC) is the method to calculate consistency between the objective and content or questions and objective. There are 3 levels of assessment point as follow:

(+1) means the question is certainly consistent with the objective of the questionnaire.

(0) means the question is unsure to be consistent with the objective of the questionnaire.

(-1) means the question is inconsistent with the objective of the questionnaire.

#	Expert 1 Sutida			Expert 2 Paveena			Expert 3 Chankij			Expert 4 Apirat			Expert 5 Sasiprapa			Total score ΣR	IOC ΣR/N	Data analysis
	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1			
1	✔			✔			✔			✔				✔		4	0.8	Acceptable
2	✔			✔			✔			✔			✔			5	1	Acceptable
3	✔			✔			✔			✔			✔			5	1	Acceptable
4		✔		✔			✔			✔			✔			4	0.8	Acceptable

(Continued)

#	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1	Total score ΣR	IOC ΣR/N	Data analysis
5	✔			✔			✔			✔				✔		5	1	Acceptable
6	✔			✔			✔			✔					✔	3	0.6	Acceptable
7	✔			✔			✔			✔			✔			5	1	Acceptable
8	✔			✔			✔			✔			✔			5	1	Acceptable
9	✔			✔			✔				✔		✔			4	0.8	Acceptable
10	✔			✔			✔			✔				✔		4	0.8	Acceptable
11	✔			✔			✔			✔			✔			5	1	Acceptable
12	✔			✔			✔			✔			✔			5	1	Acceptable
13	✔			✔			✔			✔			✔			5	1	Acceptable
14	✔			✔			✔			✔			✔			5	1	Acceptable
15	✔			✔			✔			✔			✔			5	1	Acceptable
16	✔			✔			✔			✔			✔			5	1	Acceptable
17	✔			✔			✔			✔			✔			5	1	Acceptable
18	✔			✔			✔			✔			✔			5	1	Acceptable
19	✔			✔			✔			✔			✔			5	1	Acceptable
20	✔			✔			✔			✔			✔			5	1	Acceptable
21	✔			✔			✔			✔			✔			5	1	Acceptable
22	✔			✔			✔			✔			✔			5	1	Acceptable
23	✔			✔			✔				✔		✔			4	0.8	Acceptable
24	✔			✔			✔			✔			✔			5	1	Acceptable
25	✔			✔			✔			✔					✔	3	0.6	Acceptable
26	✔			✔			✔			✔			✔			5	1	Acceptable
27	✔			✔			✔			✔			✔			5	1	Acceptable
28	✔			✔			✔			✔			✔			5	1	Acceptable
29	✔			✔			✔			✔			✔			5	1	Acceptable
30	✔			✔			✔			✔			✔			5	1	Acceptable
31	✔			✔			✔				✔		✔			4	0.8	Acceptable
32	✔			✔			✔			✔					✔	3	0.6	Acceptable
33	✔			✔			✔			✔			✔			5	1	Acceptable
34	✔			✔			✔				✔		✔			4	0.8	Acceptable

(Continued)

#	1	0	-1	1	0	-1	1	-	-1	1	0	-1	1	0	-1	Total score ΣR	IOC ΣR/N	Data analysis
35	✔			✔			✔					✔	✔			3	0.6	Acceptable
36	✔			✔			✔			✔			✔			5	1	Acceptable
37	✔			✔			✔					✔	✔			3	0.6	Acceptable
38	✔			✔			✔			✔			✔			5	1	Acceptable
39	✔			✔			✔				✔		✔			4	0.8	Acceptable
40	✔			✔			✔			✔			✔			5	1	Acceptable
41	✔			✔			✔			✔			✔			5	1	Acceptable
42	✔			✔			✔			✔			✔			5	1	Acceptable
43	✔			✔			✔				✔		✔			4	0.8	Acceptable
44	✔			✔			✔			✔			✔			5	1	Acceptable
																	31+(0.8x9)7.2+(0.6x 5)3 = **41.2**	

IOC Calculation:

IOC = ΣR/N

Whereas; IOC = Consistency between the objective and content or questions and objectives

ΣR = Total assessment points given from all qualified experts

N = Number of qualified experts

IOC = ΣR/N

= 41.2/44

= 0.936

In summary, an assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.936 with all questions that have IOC index over 0.5

Appendix B: Reliability testing with 30 try-out questionnaires

Reliability testing (All Parts)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded (a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.929	37

Item Statistics

	Mean	Std. Deviation	N
csr to food influnce purchase decision	3.87	1.008	30
csr to sourcing influence purchase decision	3.63	.850	30
csr to environment influence purchase decision	3.70	.750	30
csr to community influence purchase decision	3.70	.837	30
csr to employee influence purchase decision	3.67	.994	30
service quality influence purchase decision	4.23	.935	30
csr to food 4 serve more fruit vegetable in meals	3.50	1.042	30
csr to food 5 reduce salt or sodium across menus	3.63	.999	30
csr to food 6 restrict allergen in menus items	3.30	.750	30
csr to food 7 more choice of drink substitute for soft drink	3.70	.877	30
csr to food 8 nutrition message on ads or packaging	3.67	.711	30
csr to food 9 develop new items to satisfy customer lifestyle	3.73	.907	30
csr to sourcing 10 supply sustanable sourcing of beef oil	3.27	.944	30
csr to sourcing 11 ethical sourcing for high quality ingredient	3.43	.858	30
csr to sourcing 12 sustainability of packaging	3.90	.607	30
csr to sourcing 13 qualified local supplier in the coutry	3.43	.935	30
csr to sourcing 14 health and welfare of animal	3.37	.765	30

csr to environment 15 promote eco friendly concept	3.73	.944	30
csr to environment 16 green innovation in restaurant design	3.50	.938	30
csr to environment 17 program to reduce package consumtion	3.80	.761	30
csr to environment 18 save and utilize renewable energy	3.47	.629	30
csr to environment 19 program into waste management	3.53	.730	30
cst to community 20 giving back to community	4.03	.850	30
csr to community 21 support organization on problem area	3.43	.679	30
csr to community 22 contribute to campaign and project	3.83	.913	30
csr to community 23 investment for better life of generation	3.70	.794	30
csr to community 24 consider community's need	3.57	.817	30
csr to employee 25 treat employee with fairness and rights	3.80	.887	30
csr to employee 26 provide equal employment opportunity	3.73	.868	30
csr to employee 27 varied job to fit employee lifestyle	3.27	.828	30
cst to employee 28 provide healthy and productive environment	3.50	1.009	30
csr to employee 29 place is free from harrasment or abuse	3.67	.959	30
service quality 30 service is excellent	3.83	.874	30
service quality 31 service is satisfactory	3.77	.817	30

service quality 32 service is fulfill customer needs	3.67	.758	30
service quality 33 have far better quality than other qsr	3.40	.724	30
service quality 34 make me feel warm and comfortable	3.67	.844	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
csr to food influnce purchase decision	130.77	268.323	.382	.	.929
csr to sourcing influence purchase decision	131.00	274.690	.232	.	.930
csr to environment influence purchase decision	130.93	276.616	.192	.	.930
csr to community influence purchase decision	130.93	277.789	.125	.	.931
csr to employee influence purchase decision	130.97	276.723	.129	.	.932
service quality influence purchase decision	130.40	265.145	.523	.	.927
csr to food 4 serve more fruit vegetable in meals	131.13	258.671	.662	.	.925
csr to food 5 reduce salt or sodium across menus	131.00	259.724	.659	.	.925
csr to food 6 restrict allergen in menus items	131.33	268.782	.513	.	.927
csr to food 7 more choice of drink substitute for soft drink	130.93	267.582	.475	.	.927
csr to food 8 nutrition message on ads or packaging	130.97	275.895	.235	.	.930

csr to food 9 develop new items to satisfy customer lifestyle	130.90	271.748	.314	.	.929
csr to sourcing 10 supply sustanable sourcing of beef oil	131.37	260.309	.681	.	.925
csr to sourcing 11 ethical sourcing for high quality ingredient	131.20	264.993	.581	.	.926
csr to sourcing 12 sustainability of packaging	130.73	274.271	.364	.	.928
csr to sourcing 13 qualified local supplier in the coutry	131.20	262.717	.606	.	.926
csr to sourcing 14 health and welfare of animal	131.27	264.340	.685	.	.926
csr to environment 15 promote eco friendly concept	130.90	264.300	.546	.	.927
csr to environment 16 green innovation in restaurant design	131.13	267.844	.431	.	.928
csr to environment 17 program to reduce package consumtion	130.83	277.454	.155	.	.930
csr to environment 18 save and utilize renewable energy	131.17	276.351	.250	.	.929
csr to environment 19 program into waste management	131.10	265.403	.674	.	.926
cst to community 20 giving back to community	130.60	267.145	.507	.	.927
csr to community 21 support organization on problem area	131.20	267.131	.648	.	.926
csr to community 22 contribute to campaign and project	130.80	264.097	.574	.	.926
csr to community 23 investment for better life of generation	130.93	268.478	.494	.	.927
csr to community 24 consider community's need	131.07	267.926	.500	.	.927

csr to employee 25 treat employee with fairness and rights	130.83	261.937	.670	.	.925
csr to employee 26 provide equal employment opportunity	130.90	265.197	.566	.	.927
csr to employee 27 varied job to fit employee lifestyle	131.37	269.275	.442	.	.928
cst to employee 28 provide healthy and productive environment	131.13	260.671	.623	.	.926
csr to employee 29 place is free from harrasment or abuse	130.97	258.516	.731	.	.925
service quality 30 service is excellent	130.80	261.614	.693	.	.925
service quality 31 service is satisfactory	130.87	263.844	.657	.	.926
service quality 32 service is fulfill customer needs	130.97	268.654	.512	.	.927
service quality 33 have far better quality than other qsr	131.23	268.254	.556	.	.927
service quality 34 make me feel warm and comfortable	130.97	263.413	.651	.	.926

Appendix C: Questionnaires

Introduction

A. Does CSR effect your purchase decision?

☐ Yes ☐ No

Part I. Demographic Questions

Q1. What is your age?

☐ 25 or under ☐ 26-40 ☐ 41-55 ☐ 56 or older

Q2. What is your gender?

☐ Male ☐ Female

Q3. What is your status?

☐ Single ☐ In a relationship ☐ Married ☐ Divorced

Q4. What is the highest level of education you have completed?

☐ High school or equivalent ☐ Bachelor's degree ☐ Master's degree

☐ Doctoral degree ☐ Professional degree

Q5. What is your department?

☐ Management ☐ Marketing ☐ Finance

☐ Accounting ☐ Public relations ☐ Sales

☐ Services ☐ Production ☐ Maintenance

☐ Others _____

Q6. What is your monthly income in Thai baht?

☐ Under 15,000 ☐ 15,001- 30,000 ☐ 30,001- 45,000

☐ 45,001- 60,000 ☐ Over 60,000

Part II. Lifestyle Questions

Q7. How often do you eat out at QSRs?

☐ Less than once a week ☐ Once or twice a week ☐ Three meals per week or more

Q8. Have you ever participate in social responsibility activities such as donation at QSRs?

☐ Never ☐ Once a year ☐ More than once a year

Q9. Do you consider calories and fat content on fast food items?

☐ Rarely ☐ Often ☐ Always

Q10. Which of the following criteria of restaurants do you consider when you visit?

☐ Food quality ☐ Menus ☐ Services

Part III. CSR on Brand Choice

Please watch following videos to answer the questions.

- McDonald's
- KFC
- Burger King

Q11. From the video, which one do you like the most?

☐ McDonald's ☐ KFC ☐ Burger King

Q12. Refer to question 1, which brand do you prefer to purchase after watched video?

☐ McDonald's ☐ KFC ☐ Burger King

Q13. How much does the following factors influence brand choice?

Factors	Not at all	Little	Neutral	Much	Very much
CSR to Food (Nutrition, customer well-being , product choices)	1	2	3	4	5
CSR to Sourcing (Ethical sourcing, animal welfare)	1	2	3	4	5
CSR to Environment (Energy and water efficiency, Co2 Emission, recycling, renewable energy)	1	2	3	4	5

(Continued)

CSR to Employee (Positive workplace, human rights, work condition, life-long opportunity)	1	2	3	4	5
Service quality (Restaurant quality, service standards)	1	2	3	4	5

Please complete the following questionnaire with specific regard to these QSRs brand (McDonalds', KFC, Burger King), by placing a CROSS in the appropriate box.

CSR to Food		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q14	These QSRs serve more fruit, vegetables, low-fat dairy or whole grains in meals.	☐	☐	☐	☐	☐
Q15	These QSRs reduce salt/sodium, sugar, saturated fat or calories across the menus.	☐	☐	☐	☐	☐
Q16	These QSRs restrict allergen or sensitive ingredient in current menu items.	☐	☐	☐	☐	☐
Q17	These QSRs offer customers more choices of drink, fruit juice or coffee as a substitute for soft drinks.	☐	☐	☐	☐	☐
Q18	These QSRs place a nutrition or well-being message on advertising and packaging directed to customers.	☐	☐	☐	☐	☐
Q19	These QSRs develop new items that offer the same great taste to satisfy customer nutritional and lifestyle needs.	☐	☐	☐	☐	☐
CSR to Sourcing		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q20	These QSRs supply sustainable sourcing of beef, coffee, palm oil, fish, produce, and poultry.	☐	☐	☐	☐	☐
Q21	These QSRs approach to ethical sourcing to ensure a long-term supply of high quality ingredient for customers.	☐	☐	☐	☐	☐

Q22	These QSRs implement overall sustainability of packaging through design and recyclable sourcing.	☐	☐	☐	☐	☐
Q23	These QSRs carefully select souring from qualified local suppliers in the country.	☐	☐	☐	☐	☐
Q24	These QSRs continuously support sustainable sourcing of the health and welfare of animals	☐	☐	☐	☐	☐
CSR to Environment		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q25	These QSRs promote environment protection and eco-friendly concepts to customers.	☐	☐	☐	☐	☐
Q26	These QSRs have green innovation in restaurant design and equipment to reduce energy consumption.	☐	☐	☐	☐	☐
Q27	These QSRs implement special program to reduce package consumption, e.g. reduce package size or decrease usage of plastic bag.	☐	☐	☐	☐	☐
Q28	These QSRs implement special program to save energy efficiently, and utilize renewable energy, e.g. sun and wind energy.	☐	☐	☐	☐	☐
Q29	These QSRs implement special program into waste management, e.g. eliminate polluted water, minimize rubbish or convert waste into a valued resource	☐	☐	☐	☐	☐
CSR to Community		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q30	Giving back to the community is a core QSRs' value.	☐	☐	☐	☐	☐
Q31	These QSRs support non-governmental organizations working in specific problem areas.	☐	☐	☐	☐	☐
Q32	These QSRs contribute to campaigns and projects, e.g. charitable giving, donation or education that promote the well-being of the society.	☐	☐	☐	☐	☐

Q33 These QSRs make investment to create a better life for future generations.	☐	☐	☐	☐	☐
Q34 These QSRs target sustainable growth by considering needs of community where they operate.	☐	☐	☐	☐	☐
CSR to Employee	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q35 These QSRs treat employees with fairness and respect employee rights.	☐	☐	☐	☐	☐
Q36 These QSRs provide equal employment opportunity to grow in their career.	☐	☐	☐	☐	☐
Q37 These QSRs have a varied job with the flexibility to fit into employees' lifestyles.	☐	☐	☐	☐	☐
Q38 These QSRs provide a healthy and productive working environment.	☐	☐	☐	☐	☐
Q39 These QSRs ensure that employees have the right to work in a place that is free from harassment, abuse, or physical violence.	☐	☐	☐	☐	☐
Service quality	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q40 The quality of service at these QSRs is excellent.	☐	☐	☐	☐	☐
Q41 These QSRs service is satisfactory.	☐	☐	☐	☐	☐
Q42 These QSRs service is fulfill consumer needs in daily life.	☐	☐	☐	☐	☐
Q43 I think these QSRs have far better quality than other QSRs.	☐	☐	☐	☐	☐
Q44 These QSRs services make me feel warm and comfortable.	☐	☐	☐	☐	☐

BIODATA

Name :	Ms. Naruemon Kaewmanee
Date of Birth :	23 November 1986
Place of Birth :	Nakhonratchasima, Thailand
Nationality :	Thai
Residence :	Thailand
Education :	Silpakorn University; Faculty of Arts, 2008
	Bangkok University; Master of Business Administration, 2016

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~~Mr.~~/ ~~Mrs.~~/ Ms Naruemon Kaewmanee now living at Aspire

Soi Kluaynamthai Street Rama 4

Sub-district Prakanong District klongtoey

Province Bangkok Postal Code 10110 being a Bangkok University student, student ID 7570201637

Degree level ☐ Bachelor ☒ Master ☐ Doctorate

Program M.B.A. Department - School Graduate School

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

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