PERCEPTION, SOCIAL RESPONSIBILITY ACTIVITIES AND BRAND IMAGES AFFECTING DECISION MAKING FOR USING SERVICES AT PTT'S FUEL STATIONS OF PEOPLE AT MUANG DISTRICT REGION, LAMPANG PROVINCE, THAILAND

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Abstract- The main objective of this survey research was to examine the perception of people in terms of social responsibility and brand image affecting their decision making to use services at PTT fuel stations at the region of Muang District, Lampang Province. Three and eighty people as sample was drawn from people who used services from fuel stations. Research instrument as questionnaire was employed. These statistics were computed: frequency, percentage, mean, standard deviation, and path analysis. Research results found that 1) Brand images had direct effect on the decision making at the highest level, following by 2) Social responsibility activities had direct effect on brand image, 3) Social responsibility activities had direct effect on the use of services, 4) Perceptions had direct effect on the use of services, and 5) Perception had direct effect on the brand image.

Keywords- Perception, Social Responsibility Activities, Brand Image, Decision Making For Using Services

I. INTRODUCTION

At the present economic situations of this global get changing in all time. It has the effects toward economics in variety countries in terms of positive and negative aspects. In addition, these all make them a strongly competition. A whole economical situation of Thailand in the year 2556, in the second term of the year has the direction slow down. Moreover, economic situation and politics has no much more security, entrepreneurs make decision on investigation slow down and waiting for clearing the economics and politics situations. (National Bank of Thailand, 2556: 1)

Because of factors affecting Thai economics so fast, it was caused from policy concerning the first car. This case helps to arouse economics within country in high level. Car companies that were wobbled can recover, having sell peak like leaping (Legislature, 2013, online). From statistical records of new cars increasingly so fast, business companies that receive positive impacts were as fuel business stations, it was called that basic industrials of progression in variety of industries. These varieties of industries were as a driven and moving economic system. At the present reveals that fuel business stations can expand and increasing so fast. In the region of Lampang province, 13 districts have 330 fuel business stations (The office of business services and reserve fuel, 2014, online). Moreover, in Muang Lampang District region has 42 fuel business stations, all of these were as 17 PTT's Fuel Stations.

From economic competition and saving and creating business competitive advancement of entrepreneur or business organization, it has to adapt so fast and up to date with situations by operating every business to success. These business organizations should not expect only financial or benefits, but these organizations have to be "good company". Its mean that companies have to give the importance and awareness in term of corporate social responsibility or CSR, and emphasizing principle of corporate government (Poosit Wonglorsaichon, 2001: 115). In addition, nowadays socials get much more the crucial of environment. So, organizations have to build a good image of their organizations (Institute of business for society, 2010, online). With the reason in the business part within CSR viewpoints of organization, these cases were taken to discussion in terms of environment and society integrates with the operation of main business. Again, all cases build the positive difference to their business in terms of sale increasing, commitment with customers, strongly brand images, including organizational image and customer belief (Institute of Prapok-klaow, 2010, online). Beside, CSR and transparency and organizational trust make organization be watched in all dimensions. Organizations should response to stakeholders in term of social responsibility. The CSR was as one strategy of public relationship for building images and competitive ability of high efficiency organizations. (Parichat Homkaesorn cited in Ihlen, Bartlett and May, 2013: 20).

With the statement of the problems, researcher interests to study the perception, social responsibility activities and brand images affecting decision making for using services at PTT's fuel stations of people at Muang District region, Lampang Province.

II. OBJECTIVES OF THE STUDY

1. To examine the level of perception, corporate social responsibility activities, brand image, and decision making for using the services of PTT's fuel

stations of people at Muang District of Lampang Province.

2. To study selected factors [perception, corporate social responsibility activities, brand image] affecting the decision making for using the services of PTT's fuel stations of people at Muang District of Lampang Province.

III. RELATED LITERATURE AND VIEWPOINT

1. Perception – means thinking process and mental human which showed off in terms of knowledge, understanding, feeling through five senses of seeing, hearing, smelling, tasting, and touching, with previous experiences to help for giving the meaning of those touching (Cholnipa Thaveerat, 2012: 9). Moreover, perception which occurred from gathering situations of each person, touching from encouraging as information meaning of each person, base upon experience, knowledge, remember, belief, attitude, and values of each person. These following research hypotheses were formulated:

H_1 : Perception has an influence to corporate social responsibility aspect

H_2 : Perception has an influence to brand image aspect

H_3 : Perception has an influence to decision making aspect

2. Corporate Social Responsibility or CSR – means responsibility on the impacts that occurred in society and environment from practicing or decision making of those organizations which reveal in terms of transparency and virtues, behaviors, and organization activities (The office of standards for industrial production, 2007: 8). Again, society expectation was needed for business operation in terms of social and environment awareness, having the importance of good government, and social contribution, increasingly. So, these research hypotheses were formulated:

H_4 : CSR activity has an influence to brand image aspect

H_5 : CSR activity has an influence to decision making for service usage aspect

3. Brand Image – means mental image of each person toward one thing in term of person or organization, occurring on impressive perception (Porntip Pimolsin, 1997: 55), and as a whole of belief, thinking, and impression on someone or something (Kotler, 200): 533) of people for brand image to tell brand famous and quality and service confidences. So, identity of brand image can transfer the effects of brand image with convenience and no confusing. Finally, when brand image has associate with customers' valued perception in the long run. It will be accepted the brand image from internal and external organizations (Pranee Eimla-or, 2009: 191). This research hypothesis was formulated:

H_6 : Brand image has an influence to decision making for service usage aspect

4. Decision Making – Customer's factors affecting decision making of each person has differently. The causes of this viewpoint were occurred from the internal and external differences in terms of physical traits and environment make person differently in service usage (Sirivan Saereerat and others, 1995: 19). There are 5 stages, starting up with process of alternative evaluation, buying attention, others' attitudes, and factors of situations that no expectation through making decision for service usage (Adul Jaturongkul, 2003: 164).

IV. SCOPE OF THE RESEARCH

1. Sample received from 380 customers who used services of PTT's fuel stations in the region of Muang District of Lampang Province.

2. Content consisted of perception, corporate responsibility activities, brand image, and decision making for service usage.

3. Research timing starting up in December 2015 and end up in February 2016.

V. RESEARCH METHOD

1. Sample in this research received from 380 customers who used services of PTT's fuel stations in the region of Muang District of Lampang Province. Descriptive statistics were analyzed:

Percentage, mean (μ) and standard deviation (σ); and inferential statistics by structural equation analysis with SMART PLS technique (Chin, 2004: 474)

2. Research Instrument as a survey questionnaire consisted of 3 parts as follows: (1) Background of sample; (2) questions in terms of perception, corporate social responsibility activities, and brand image affecting decision making of people for using services of PTT's fuel stations**.** This part was as Likert's 5 rating scales (Likert, 1970: 76); and (3) suggestion. Finally, this research instrument was checked the validity and reliability: 0.941 for validity coefficient and 0.917 for reliability coefficient.

VI. RESEARCH RESULTS

1. Sample Background: Most of them were female (63.16%), aging average 20-30 year old (52.63%), incomes 10,000-20,000 Baht per month (61.58%),undergraduate degree (70.79%), occupation as government services/government officers (54.48%), having motorcycle (66.32%), driving car (85.00%), using both motorcycle and car (18.68%), and ever used services at PTT's fuel stations at the region of Chompoo sub-district (38.68%).

2. As a result of the first research objective, it was found that people who have ever used services of PTT 'fuel stations in terms of perception at moderate

level, corporate social responsibility at high level, and decision making at high level.

3. The results of studying causal analysis with Smart PLS program (Wynne W. Chin, 2004, online) and research hypotheses testing, details were shown in Table I, Table II, and Figure I as follows:

As shown in Table I, Table II, and Figure I, it revealed that Brand Image aspect (DE=0.634) had highest direct effect on decision making of people toward the use of services at PTT's fuel stations, following by CSR activities (DE=0.441) and perception (0.436) at the .05 level of significance, respectively. All findings were associated with the established research hypotheses. Moreover, it was also found that

Table I Results of Research Hypothesis Testing

Research Hypotheses	Path Coefficient	t-stat	Conclusion
H_1: Perception has an influence to corporatesocial responsibility aspect	-0.110	3.809*	Support H_1
H_2: Perception has an influence to brand image aspect	0.397	4.914*	Support H_2
H_3: Perception has an influence to decision making aspect	0.436	3.186*	Support H_3
H_4: CSR activity has an influence to brand image aspect	0.493	4.358*	Support H_4
H_5: CSR activity has an influence to decision making for service usage aspect	0.441	2.483*	Support H_5
H_6: Brand image has an influence to decision making for service usage aspect	0.634	8.748*	Support H_6

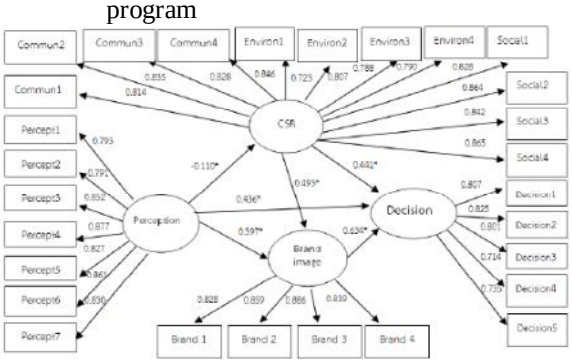
*P< .05

Table II Path Coefficients in terms of Direct Effect (DE), Indirect Effect (IE) and Total (TE) of Path Analysis with Smart PLS program

Dependent V.	Independent V.	R^2	DE	IE	TE
● CSR activities	● Perception	0.0120	-0.110*	0.000	-0.110
● Brand image	● Perception	0.3782	0.397*	-0.054	0.343
	● CSR activities		0.493*	0.000	0.493
● Decision Making	● Perception	0.6801	0.436*	-0.256	0.180
	● CSR activities		0.441*	0.313	0.754
	● Brand Image		0.634*	0.000	0.634

Remarks : TE = Total Effect, DE = Direct Effect, IE = Indirect Effect

Figure I Results of Path Analysis with Smart PLS program



Chi-square = 2.274, df = 1, P = 0.1021, GFI = .9941, RMSEA = .0107

Decision making of people to use the services of PTT's fuel stations received direct effects from brand Image, corporate social responsibility, and perception aspects. Also, this aspect received indirect effects from corporate social responsibility and perception aspects through brand image. These aspects could explain/predict the variance of people's decision making at 68.01 percent of .05 significantly level.

VII. DISCUSSION

Research result that revealed a whole perception was at moderate level and when identifying with each aspect found that people who used services of PTT's fuel stations in Lampang District perceived environment activities of PTT' fuel stations at the highest level, following by perceiving these activities from variety of advertisement media, these findings were associated with the viewpoint of Siriwan Saereerat and others (1995: 19) that they stated that factors affecting the decision making of customers, such as internal and external factors consisted of necessity, motivation, personality, attitudes, perception, learning, economic situations, family, society, culture, business communication, and environment situations. In addition, this issue was concerned with a research study of Mintarathita Jirathamawa (2010) who studied the perception and attitudes of people toward images in term of corporate social responsibility of PTT company, research result found that the operational perception

level in term of corporate social responsibility of PTT as a whole of each aspect, people had perception level was at high, most of them perceived all information of PTT from Television. Then, this finding was concerned with the research study of Siripuk Siritho and Tasanee Jatupromwong (2014) who studied the perception of image in term of corporate social responsibility of organization that affecting the decision making behaviors to buy PTT's products and testing the research hypothesis, it was found that perception in term of the corporate social responsibility images of organization in terms of virtues and public benefits, it had related with the decision making behaviors to buy PTT's products.

Social responsibility, a whole was at high level. When identifying with each item, it found that customers of PTT's fuel stations in the region of Lampang District agreed with the environment activities at highest level, following by community, and social respectively. This issue was related with the viewpoint of Ihlen, Bartlett, and May (2011: 550-571), they stated that responsibility toward social in term of organizational strategy or strategic perspectives showed that revealing information to the public make people trust increasingly, building and keeping the organization name, including decreasing the organization task. This issue was related with the study of Thammaporn Powmaan (2010) entitle eating behaviors and attitudes emphasizing social responsibility toward organizational image as a whole: perspectives of customers and organizational officers of the 3 companies of PTT, Bangjag, and Cement. Research findings indicated that attitudes in terms of social responsibility had related among organization image, trust, brand merit, and buying attention. Moreover, this issue was related with the study of Jirachaya Yotha-apirak (2008) with entitle factors affecting the social responsibility image and image results on attitude toward brand image of PTT company, it found that by general customers saw the PTT image in term of corporate social responsibility at good level and in the same positive direction. In addition, corporate social responsibility image of PTT had the effect on attitudes of customers toward brand image of PTT Company.

Brand image as a whole was at high level, when identifying with each item it was found that PTT's fuel stations were as famously fuel stations and as the first raking in Thailand, following by brand image or trust in PTT symbol with updated technology, confidence in services and product quality and services. This issue was related the study of Pranee Eaimlaorpakdee (2009: 191), she stated that brand image was able to create and building much more advantage to entrepreneurs in terms of qualitative confidence or services, and accepting from internal/external organization. Again, this issue was related with the study of Paksupang Srisawas (2011) in entitle relationship between corporate social responsibility and Thai Cement's organization image (SCG) with perspectives of customers in Bangkok Metropolitan area. Research finding found that corporate social responsibility had positive effects on SCG's image in terms of trusting, brand merit, and buying attention of customers increasingly.

Decision making to use services as a whole was at high level, when identifying in each item it was shown that customers of PTT's fuel stations in the Muang District at Lampang province made decision to use not only fill out fuel service, but also using the other services, such as restroom, eating some foods, etc. This issue was related with the study of Adul Jaturongkagul (2003: 164), he stated that by general decision of customers to buy products most of them select buying the prefer goods. There were 2 factors between buying attention and decision making was that attitude of other customers and no expected situational factors. Also, this issue was related with the study of Paksupang Srisawas (2011) entitled the relationship between the corporate social responsibility and organization image of SCG with perspectives of customers in the region of Bangkok Metropolitan area. Research findings revealed that corporate social responsibility had effect on SCG's organization image at positive direction, and had effect to trusting, brand merit, and buying attention of customers increasingly.

VIII. SUGGESTIONS

In terms of Practice

1. PTT's fuel stations in the region of Muang Lampang District should promote and give increasingly a chance to customer participation in every activity.
2. PTT's fuel stations should continuously operate activity in term of environment, including public relation by telling about activities and the right of customer to participation.
3. PTT's fuel stations should develop technology and keeping quality level of service standards by increasing channels for automatic filling out fuel or emergency channels in cases of necessary of customers.
4. PTT's should repay the benefits to customers in the region of Muang Lampang District, such as providing PTT's card member, participating activities of member in terms of corporate social responsibility and environment.

In term of Policy

PTT Company should give increasingly the crucial and supporting customers' participation in terms of corporate social responsibility in rural area.

In terms of Future Study

1. PTT Company should expand research areas for receiving sample or customers at other areas and receiving PTT's fuel stations increasingly.

2. PTT Company should examine some other factors in the study, such as communication for corporate social responsibility, business allies, and organization culture, etc.

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