

PSYCHO-SOCIAL FACTORS RELATED TO WORKING BEHAVIOR WITH SOCIAL  
RESPONSIBILITY EMPLOYEES WHO WORK AT AUTO MANUFACTURERS

AN ABSTRACT  
BY  
SORAYA KO NGDIT

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This relational comparison research aims to find the interaction between psychological and social characteristics affecting to working behavior with social responsibility of employees who work at auto manufacturers and study important factors in predicting employees, working behavior with social responsibility in both the overall and each aspect such as responsibility to the consumers, cooperation in community and social development, environment preservation in groups and subgroups. The samples are comprised of 359 employees who work in the auto manufacturers derived from stratified random sampling method which is classified by departments. Data is collected by using six-point summated rating scale evaluation questionnaire having reliability between .82 to .94, and the data are analyzed by using descriptive statistical analysis, two-ways analysis of variance and multiple regression analysis.

The research results are shown as follows.

1. The interaction between good attitude toward social responsibility variable and social support from the supervisors effect to working behavior with social responsibility in the overall, in sub-groups especially in the groups of the employees who have longer work experiences. ( $P < .05$ )

2. The interaction between organizational commitment variable and having good prototypes which affect to working behaviors with social responsibility in overall in both groups and sub-groups such as groups of the older aged employees, group of longer working experienced employees, group of single employees, group of married employees, groups of employees operating at plants. ( $p < .05$ )

3. The interaction between public mind variables and perception of social responsibility policy affecting to working behavior with social responsibility in overall groups and sub-groups include groups of the older aged employees, group of longer working experienced employees, group of single employees. ( $p < .05$ )

4. In the whole group, there are five variables that can jointly predicting working behavior with social responsibility in overall aspects at 46 percent. The important variables that firstly predict are public mind, followed by good attitude towards social responsibility and having good prototype, having social support form supervisors, perception of social responsibility policy accordingly. In sub-groups, it is found that public mind is the important variable that firstly predicts in the groups of younger aged employees, less working-experienced employees, single employees, employees working in the office and also predicting in other level of every group. ( $p < .05$ )