The Social Marketing Responsibility Modeling for Thai Entrepreneurs' Manufacturing Industry

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Abstract

The research was aimed to study (1) the entrepreneurs' characteristics of Thai manufacturing industry toward social responsibility (2) the level of importance of social marketing responsibility of Thai manufacturing industry's entrepreneurs (3) the partial least squares path modeling of social marketing responsibility for Thai manufacturing industry's entrepreneurs. The research tool was the questionnaire for quantitative method collecting data from 435 Thai entrepreneurs' manufacturing industry. The data were collected using analysis of partial least squares path modeling. The results indicated that the average registration capital was 15.71 million baht, average ratio of international investors was 20 percentage, average of employees was 58 and time of operation was 12 years. Most of manufacturing setups have compiled with industrial standard (2014). The entrepreneurs' social marketing responsibility are overall at high levels. The factors had convergent validity because not only the construct reliability was more than 0.60 but also the factor loading between 0.414-0.918 was more than 0.40.

Keywords: Partial Least Squares Modeling, Social Responsibility Marketing, Manufacturing Industrial Plant.

Introduction

Today's world has been continuously developing in various fields especially with regards to the development of the industrial sector that has expanded its production capacity and has grown rapidly; causing many problems especially environmental pollution problems caused by industrial operations that have affected the surrounding community and have resulted in a the industrial sector having a negative image. In the past, most entrepreneurs usually considered profits in the form of money and may have done anything to make the investment have worthy returns. This regardless of whether it was by legitimate and ethical means. The past actions have resulted in effects from violating or encroaching natural resources or on society both by direct and indirect means whether it is exhaustible natural resources, natural disasters or even factory opposition from people by agitating against entrepreneurs who bring good prosperity and economy into the community or country regardless of whether such entrepreneur has a good or bad reputation (Good Governance Committee and Chamber of Commerce Responsibility, 2010).

For this reason, the world society recognizes the importance of encouraging the industrial sector to operate eco-friendly business and have a corporate social responsibility marketing area including good corporate governance to strengthen the image of the organization in order to be accepted and trusted by the community, its society and potential customers for development, sustainably and a happy life together. Moreover, this is also preparation for the industrial sector (Nonthanatorn, 2010). Entering into international standards about ISO26000: Social Responsibility so that the industrial sector can maintain economic stability and build a free competitive system that is fair and connects to a network of products and services production. Marketing on intelligence base, innovation, creative thinking and eco-friendly can compete with competitors in the world trade market including preparation for entering the ASEAN Economic Community by the end of 2015 (National Sciences and Technology Institute, 2009; Beise-Zee, 2011).

The Department of Industrial Works, Ministry of Industry is regarded as an agency that's main mission is monitoring and supervising industrial operations under law by considering safety and the environment. Another important mission is encouraging entrepreneurs to operate business with social marketing responsibility that considers the quality of life of staff, community and resources that have to develop and grow together with the business (Department of Industrial Works, 2015) as the Ministry of industry has determined the green industry policy to promote the industrial sector to become environmentally and socially friendly, promote good, creditable and reliable images from people for developing coexistence between industrial sectors and community sustainably.

Therefore, the Department of Industrial Works has determined activities for encouraging the industrial sector to express the standard of social marketing responsibility of industrial entrepreneurs to social marketing avenues so industrial entrepreneurs have social marketing responsibility, can operate the business together with their communities and will be sustainably accepted along with industrial business development has the competitive potential for being strong and sustainable developed ASEAN Economic Community (AEC) (Department of Industrial Works, 2014).

As mentioned above, we have recognized the importance of the study of the marketing of corporate social responsibility of Thai industrial entrepreneurs on Least Square Path Modelling. The findings can be applied to assess the social marketing responsibility of Thai industrial entrepreneurs as well as how relevant agencies can use the measurement model developed from this research to determine social marketing responsibility for specific groups of entrepreneurs such as products from plants (Basic Agro-Industry), fabricated products, vehicles and equipment including vehicle repairs (Transport Equipment) including other manufacturing industries.

Research Objective

1. To study the characteristics of Thai industrial entrepreneurs towards the marketing of corporate social responsibility.

2. To study the level of importance of social marketing responsible activities of Thai industrial entrepreneurs.

3. To study the Partial Least Squares path modeling, the social marketing responsible activities of Thai industrial entrepreneurs.

Literature Review

The concepts related to the marketing of corporate social responsibility; social marketing strategy of Thai industrial entrepreneurs that impacts on society and the environment and are caused by decisions and implementation of organizations with transparency and ethics (Corporate Social Responsibility Institute, 2009) leading to sustainable development, the organization should focus on 7 principles (Department of Industrial Works, 2015) which are (1) accountability (2) transparency (3) code of conduct (4) acceptance to benefits of stakeholders (5) respect the law (6) respect international practices and (7) respect human rights. The activities of marketing corporate social responsibility of organizations have 7 formats (Kotler & Lee, 2005; 2009) that are encouraging awareness of social problems, marketing related to social problems, social marketing of the organization, charitable donations, being volunteers for the community, implementation with social responsibility, development and distribution of worthy and supplying good quality products or services to people in society. All of these two principal criterion being marketing responsibility activities as basic need for independent variables. Noticeably there are some variables showing little distinction between factor number' 6 and 8 item in order to get the solid and validated responses.

Caused-related social responsibility marketing activities are increasingly becoming a meaningful part of organization marketing plans. Building a cause related social marketing responsibility activity, marketing managers should select a cause that makes sense to the consumer to be a partner in the alliance and limit any self-serving promotion of the cause-related marketing alliance to the target consumer population (Gupta & Pirsch, 2006). Organizations have become increasingly active in developing relationship between their brands and popular causes in such areas as the environment and health issues (Till & Nowak, 2000) as important strategic concerns for business.

Trust can have a significant effect on the consumers' intentions to support organization adopting a social or environmental cause (Nowak, Fucciolo & Ponsford, 1999). Consumers may become quite skeptical of cause-related marketing claims when advertising and source credibility are questioned (Thorson, Page & Moore, 1995) as well as affect consumers' overall attitude toward the sponsoring organization or brand. In the increasing debate on social marketing responsibility for organization, one key question is that of whether or not consumers are willing to reward good corporate behavior through their consumption decisions (Moosmayer, 2008; Moosmayer & Fuljahn, 2010). In all sectors of economic activity, the consumer plays a major role. The perception of consumers of the social responsibility activities is an important marketing research for the organizations who invest in these activities (Hassan, Shaw, Shiu, Walsh & Parry, 2013)

Consumers distinguish the environmental aspects on ecological and recycling. It is observed with confirmation that the final disinvestment stage of the consumer decision process play on important role in consumer decision (Rodrigues & Borges, 2015). Carroll (1991) model conceives social marketing responsibility (SMR) is a construct made up of four dimensions economics, legal, ethical and philanthropic. While European Commission conceived SMR as a concept covering three dimensions: economic, social and environmental considerations. Over the past three decades, SMR has been largely, recognized as a core element of corporate strategy in the global economy, thoroughly researched by scholars and extensively exploited by organizations as a businesslike application that cultivates sustainable competitive advantage (Demetriou, Papasolomou & Vrontis, 2010). Besides that a strong SMR generates and ameliorates trusting relationship between the multinationals and their stakeholders, a fact that results in strengthening customer loyalty (Torres, Bijmolt, Tribo & Verhoef, 2012)

The perception of consumers of the social responsibility activities they allow to explain the behavior of loyalty (Du, Bhattacharya & Sen, 2007), the ability to say more for the product or brand (Creyer & Ross, 1996) and justifying the increase of the organizations financial performance (Peloza & Shang, 2011). Brink, Odekerken-Schroder & Pauwels (2006) study on consumers reveal and effect of strategic and tactical cause-related marketing role of consumer involvement with a product on the relationship between cause related marketing. The results show consumers perceive a significantly enhanced level of brand loyalty as a result of strategic cause-related marketing as long as commitment to this campaign as well as the campaign is related to a low involvement product. Consumers do not show an important impact of tactical caused-related marketing campaigns.

In practice, Social Marketing Responsibility (SMR) is used widely for corporation's strategy (Pharr & Lough, 2012) especially for specific product campaign (Liston-Heyes & Liu, 2010) and digital society at large (Epstein, Nisbet & Gillespie, 2011). The product can be sold effectively through marketing activity (Hassan et al., 2013) and ethics and commitment (Rodrigues & Borges, 2015). The corporations' use SMR in advertising for public inform (Menon & Kahn, 2003) and consumer right exposition (Horne, 2013) but the strategic budget is still the condition to implement any social marketing responsibility (Pharr & Lough, 2012).

For this advanced statistical research methodology for developing Partial Least Squares path modeling (PLS), marketing social responsibility of Thai industrial entrepreneurs uses technique of Partial Least Squares path modeling: PLS path modeling. PLS is Variance-based SEM (VBSEM) and may be called Component-based SEM developed according to Ordinary Least Squares (OLS) that uses Principal Component Regression (PCR) as a tool according to Least Squares. It is a software that was developed for solving research problems and use Covariance as base (Covariance-based SEM or CBSEM) for example LISREL, AMOS analysed by Maximum Likelihood (ML) that requires very large size of samples, data that must be normally enumerated and have theory that strongly supports framework due to focusing on confirmatory analysis.

Generally, CBSEM gets difficult answers (which is seldom Convergence) so it must adjust the format a lot so that the empirical information will be in harmony with the conceptual framework that was developed from the theory and literature (Piriyakul, 2010). Therefore, PLS is software that can solve all problems as above and the sample size can be from 30 units up. It does not need to be normal distribution, researchers can combine theory and imagination as a conceptual framework as well as it can be both confirmatory analysis and exploratory analysis. Moreover, it has been found that the empirical data is always consistent with conceptual framework (Convergence) (Martin, 2008). Currently, there are various types of software that can analyse PLS depending on each manufacturer such as WarpPLS, SmartPLS, PLS-Graph and Visual PLS.

However, in this research, the researchers have used WarpPLS because the program is completed as well as the model image clearly shows the influence of variables clearly. Therefore, it can be concluded that the literature review by studying related concepts as a confirmation of an indicator of marketing social responsibility of industrial entrepreneurs by using advanced research methodology with analysis technique of PLS path modeling can determine the conceptual framework of this research as follows:
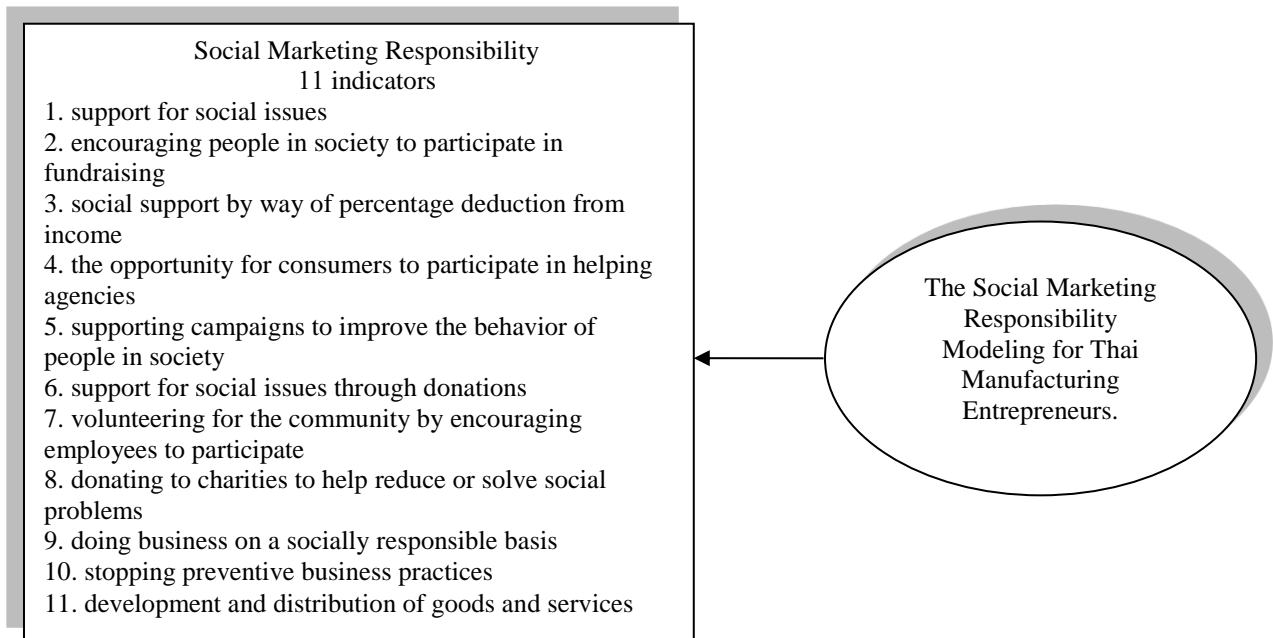
Social Marketing Responsibility
11 indicators
1. support for social issues
2. encouraging people in society to participate in fundraising
3. social support by way of percentage deduction from income
4. the opportunity for consumers to participate in helping agencies
5. supporting campaigns to improve the behavior of people in society
6. support for social issues through donations
7. volunteering for the community by encouraging employees to participate
8. donating to charities to help reduce or solve social problems
9. doing business on a socially responsible basis
10. stopping preventive business practices
11. development and distribution of goods and services

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Figure 1. A Conceptual Framework

Research Hypothesis

There are relation between social marketing responsibility: (1) support for social issues, (2) encouraging people in society to participate in fundraising, (3) social support by way of percentage deduction from income, (4) the opportunity for consumers to participate in helping agencies, (5) supporting campaigns to improve the behavior of people in society, (6) support for social issues through donations, (7) volunteering for the community by encouraging employees to participate, (8) donating to charities to help reduce or solve social problems, (9) doing business on a socially responsible basis, (10) stopping preventive business practices and (11) development and distribution of goods and services.

Methodology

Type of research is survey and development research by using a questionnaire to explore and develop indicators on PLS path modeling with secondary order confirmatory factor analysis.

The population used in this research was made up of industrial entrepreneurs in Thailand at the end of 2014, totalling 141,247 entrepreneurs (Department of Industrial Works, 2016). The research samples calculated by Thamson (1992) sample size used in this research is at least 400 respondents. Selection of sample uses Multi-stage Sampling (Cochran, 1977) as follows: Step 1: Probability sampling with stratified random sampling by classifying Thai industries according to 21 major categories of industries, Step 2: Non probability sampling with simple random sampling by drawing from the specific list of industrial entrepreneurs in Thailand or an authorized person from each one in order to have one sample that included 435 respondents as calculated as the representative of each factory as Table 1 indicates.

Table 1. Population and Sample Used in the Study were Classified by Major Industries

Main Industry Division	Population (Size)	Sample Size (Person)
1. Basic Agro-Industry	44,165	135
2. Food	8,341	26
3. Beverage	634	3
4. Textile	2,987	9
5. Wearing Apparel	2,410	8
6. Leather Products & Footwear	1,109	3
7. Wood & Wood Products	6,644	21
8. Furniture & Fixture	4,331	13
9. Paper & Paper Products	1,346	4
10. Printing, Publishing, Allied Products	2,576	8
11. Chemical & Chemical Products	3,399	11
12. Petroleum Products	678	2
13. Rubber Products	2,298	8
14. Plastic Products	6,284	20
15. Non-metal Products	7,431	23
16. Basic Metal Products	1,199	3
17. Fabricated Products	12,970	40
18. Machinery	5,532	17
19. Electrical Machinery and Supplies	2,822	9
20. Transport Equipment	10,472	33
21. Other Manufacturing Industries	13,619	41
Total	141,247	435

Source: Department of Industrial Works (2016)

The research tool used was a questionnaire that asked 435 entrepreneurs or authorized persons or at least 400 samples regarded as a criteria. The type of inquiry is self-administered questionnaires that consists of 2 major parts that are part 1: basic factor of Thai industries will be check list and fill in the blank, part 2: social marketing responsibility of Thai industrial entrepreneurs will use a 5 rating scale, Likert (score of the least is 1, less is 2, fair is 3, much is 4 and the most is 5). The interpretation on each level will use 0.80 as interval of class interval (Khuharattanachai, 1999).

Assessment of Research Tools

1. Content validity assessment from 3 experts (Department of Industrial Works, Ministry of Commerce and Ministry of Industry) (Rowinelli & Hambleton, 1977) by using an index of consistency between the content in question and set objectives (Item Objective Congruence Index: IOC) found that the index of questionnaire conformed to the content in questions and set objectives is between 0.67 – 1.00 that pass criteria of 0.50 up for all questions that can be used for data collection (Tirakanan, 2007).

2. Reliability assessment by try-out for 30 people with no limitation of how many Try-out people as convenience and appropriateness (Suwanwong, 2010) to test Reliability by using alpha coefficient formula of Cronbach. Values of confidence of all parts of the questionnaire are between 0.7253 and 0.8710. Value of confidence of overall questionnaire is 0.9351 which passes the criteria that is over 0.70 (Cronbach, 2003) and values of Item Total Correlation (ITC) are between 0.2321 and 0.8622 that passes criteria of over 0.20 (Thanomsiang, 2007) so this is appropriate to apply for actual data collection.

Data Analysis

This data analysis used the statistical package program for analysis as follows:

1. Analysis of the data from the questionnaire with SPSS program version 14.0 : frequency, percentage, arithmetic mean, standard deviation and Pearson product moment correlation coefficient.
2. Analysis of the Partial Least Squares path modeling (PLS) of the social marketing responsibility of Thai industrial entrepreneurs with secondary order confirmatory factor analysis by using the statistical package program WarpPLS version 3.0.

Results and discussion

Basic factors of Thai industries found that from 435 samples of Thai industrial entrepreneurs, most are garment industries, not shoe industries that is 14 percentage corresponding with Office of the National Economics and Social Development Board (2013) found that in year 2012 garment industries can generate revenues from exporting from Thailand creating about 80 billion bath per year on average. Most industries, or 54.9 percentage are in industry group no.3 that have over 50 HP of machinery. Location of most Thai industries or 70.1 percentage are in the provinces agreeing with statistical survey at the end of 2014 of Department of Industrial Works (2016) found that from 141,247 industries, most industries, or 54.9 percentage are group no.3 compared to group no.1 (<20 HP) and 2 (>20-50 HP). Most industries are located in rural provinces compared to the capital city, Bangkok that is up to 87.4 percentage as well as this corresponds to the Office of Sisaket Province Industry (2015) identifying about the factory law that entrepreneurs should know factory group no.3 that uses over 50 HP machinery may cause pollution problems or trouble, nuisance or danger that have to be supervised closely such as sugar factories, paper factories, liquor factories, oil refinery factories, etc.

Therefore, they need to apply for a permit. After receiving a license, the factory can be established. Before operating a business, they have to request for operations commencing before establishing the factory at some areas. Therefore they turn to establish in provinces. They must comply with the ministerial regulations and announcements, pay for annual fees and permits for factory operations, have fund raising because of quite high capital and rely on foreign partners to increase capital and Know How that assist sustainable growth opportunities. The results found that Thai industry entrepreneurs have an average registered capital of 15.71 million Baht, an average foreign shareholders proportion of 20 percentage average number of staff in industry of 58 people and an average operation time in the industry of 12 years. Most of 70.1 percentage complying with The Office of Industrial Economics (2014) identify that industrial operations require labour and experiences to build skills and a customer base so the experience should be accumulated for a period of time and employment should be sufficient for production capacity otherwise there will be a shortage of labour which is increasingly being seen.

To study the importance of social marketing responsibility of marketing entrepreneurs of Thai industry and the test of the relationship between variables used for analysing marketing responsibility found that the dimension of corporate social responsibility activities, relationship between 11 indicators are between 0.304 and 0.670 at statistically significant at 0.05 that is not less than 0.30 (absolute value) complying with the preliminary agreement before analysing data of Viratchai (1999) show that various variables are suitable for truly applying with Confirmatory Factor Analysis (CFA) as Table 2 illustrates.

Table 2. Mean and Standard Deviation of the Sample Groups Classified by the Level of Social Marketing Responsibility

(n=435)

The level of Social Marketing Responsibility	$\bar{x}$	S.D.	Meaning
1. Support for social issues with donations of money, materials, assistance in the way the organization operates the businesses or bringing the existing resources of the organization to increase the awareness and interest of people in society.	3.58	0.90	High
2. Encouraging people in society to participate in fundraising, participation with the organization or volunteering to support and help with social issues.	3.75	0.94	High
3. Social support by the way of deducting a percentage of the total amount of sales or the services over a certain period of time of the organization with partnering with a department, foundation, or non-profit organization.	3.77	0.87	High
4. The opportunity for consumers to participate in helping a department, foundation, or non-profit organization that are interested in buying the product without any additional costs.	3.83	0.88	High
5. Supporting campaigns to improve the behavior of people in society such as cooperation with public utilities, promoting conservation of water resources, energy, electricity etc.	3.69	1.00	High
6. Support for social issues through donations or services of the organization with both public health and safety on environmental or health such as donation of child seats in cars to poor families, donations for education for underprivileged children who lack opportunities.	3.64	0.88	High
7. Volunteering for the community by encouraging their own employees and stakeholder groups to devote their time to help with social issues with a department, foundation, or non-profit organization.	3.43	0.97	High
8. Donating for charity by directly addressing social issues in the form of donations of money or items. It is an activity seen in almost every business enterprise and often it is in line with the needs externally or a proposal.	3.46	0.89	High

The level of Social Marketing Responsibility	$\bar{x}$	S.D.	Meaning
9. Doing business on a socially responsible basis of being socially responsible such as having a policy of non-marketing on undermining health which targets children in schools.	3.89	0.83	High
10. Conducting business activities that are both discriminatory and preventive on avoiding social problems or in common with the remedies to heal the social problems using the business processes. This is to improve community health and environmental protection by the business organization who can do it themselves or choose to combine with an external partner.	3.76	0.89	High
11. Development and selling of products or services that are worthwhile to people in society such as producing cosmetics, inexpensive Thai herbal supplements for medicines which are suitable in line with the purchasing power of consumers at the foundation level to access products and services for better quality of life.	3.70	0.83	High
Overall	**3.68**	**0.49**	**High**

The PLS route model, social marketing responsibility of Thai industrial entrepreneurs developed by technique of secondary order confirmatory factor analysis is appropriate and has convergent validity because the value of construct reliability (ρc) is between 0.463 and 0.656 and the overall value is 0.770 respectively that pass the criteria of over 0.60 (Hair, Black, Babin, & Anderson, 2010). Even though the overall value of variance of construct reliability that is average of variance extracted (ρv) is 0.824 while some values are between 0.301 and 0.309 that do not pass criteria of over 0.50 according to Hatcher (1994) said that value of variance of construct reliability that is average of variance extracted is often lower than 0.50, in this case, the value of construct reliability at higher than 0.60 and factor loading at over 0.40 should be considered instead (Absolute Value).

Development of PLS route model, social marketing responsibility of Thai industrial entrepreneurs by presenting proper developed model consisting of indicators compounded as any number according to the research hypothesis found that all social responsibility indicators have valid factor loading that is over 0.40 (absolute value) (Esteghamati, Zandieh, Khalilzadeh, Meysamie & Ashraf, 2010) so developed model consisting of social responsibility activities, indicator no. 1 -11, factor loading is between 0.463 and 0.656 as Table 3 and Figure 2.

Table 3. The Result of the Modeling Components of the Social Marketing Responsibility Activities

Components of the Social Marketing Responsibility Activities	Standardized Factor Loading (λ)	Coefficient of determination (R2)
Social Marketing Responsibility	**0.770**	**0.593**
	ρc= 0.824, ρv = 0.301	
1. Support for social issues.	0.552	0.305
2. Encouraging people in society to participate in fundraising.	0.523	0.274
3. Social support by way of percentage deduction from income.	0.521	0.271
4. The opportunity for consumers to participate in helping agencies.	0.548	0.300
5. Supporting campaigns to improve the behavior of people in society.	0.486	0.236
6. Support for social issues through donations.	0.656	0.430
7. Volunteering for the community by encouraging employees to participate.	0.568	0.323
8. Donating to charities to help reduce or solve social problems.	0.463	0.214
9. Doing business on a socially responsible basis.	0.553	0.306
10. Stopping conducted discriminatory and preventive business practices.	0.564	0.318
11. Development and distribution of goods and services.	0.575	0.331

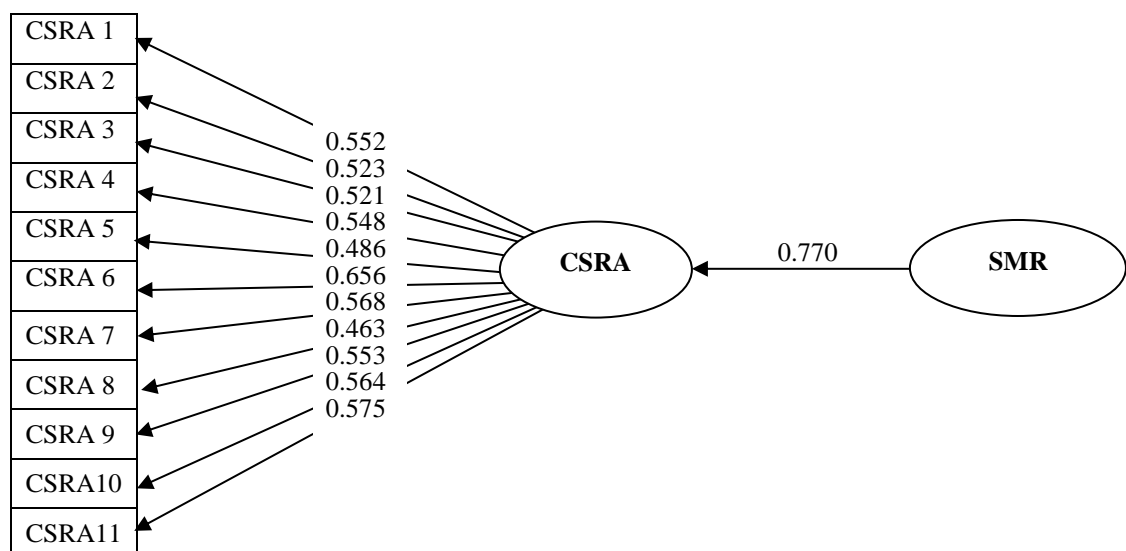Note: All indicators provide the factor loading criterial up to 0.40 (Absolute Value).

Figure 2. The Modeling Components of the Social Marketing Responsible Activity of Thai Industrial Entrepreneurs

Note: CSRA (Components of the Social Marketing Responsibility Activities)
SMR (Social Marketing Responsibility)

Recommendations

This research has 2 main recommendations as follows:

Practical suggestions guidelines to reinforce marketing social responsibility for Industrial factories in Thailand are as follows:

1. Collaborate between government sector and industrial sector should applying social marketing responsibility obtained from this research to push forward the policy of development on social responsibility activities and improve confidence to customers resulting in desirable business standards.

2. There are numerons advantages of implement social marketing responsibility which accrue to both industry and society has resulted in reduced unwanted customers' image.

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