



**CSR EFFECTS THAT INFLUENCE COMPANIES REPUTATION
AMONG SELECTED MALAYSIAN**

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ABSTRACT

In this fast paced evolving technological era, there is many ways that a company can use on their effort to improve their image to the public, Corporate Social Responsibility (CSR) has long been practiced by the company in order for them to boost their reputation and also try to project a positive images of their company in the eyes of the customers. The impacts of the Consumer Social Responsibility (CSR) done by the company is very broad by the researcher has narrow down into 3 main independent variable which is company value, company images and company loyalty. Data has been collected from 104 respondents using convenient sampling and the questionnaires have been distributed through Google forms. The data that has been collected is then being evaluated and analyse using Statistical Package for Social Science (SPSS) Version 25 Software. Several tests have been conducted using SPSS such as reliability analysis, descriptive analysis, Pearson's correlation analysis and multiple regression analysis. The result from the test conducted shows that there is a significant relationship between the brand images and the effect of consumer social responsibility toward company reputation.

TABLE OF CONTENT

CONTENT	PAGE
Acknowledgement	1
Abstract	2
Table of Content	3
Chapter 1: Introduction	4
1.1 Background of Study	4-6
1.2 Problem Statement	7-8
1.3 Research Objective	9
1.4 Research Questions	10
1.5 Scope of Study	11
1.6 Significant of Study	12
1.7 Definition of Key Terms	13
Chapter 2: Literature Review	14
2.1 Corporate Social Responsibility Effects on Company Reputation	14-15
2.2 Brand Loyalty	16-17
2.3 Brand Images	18-19
2.4 Brand Value	20
2.5 Research Framework	21
2.6 Hypothesis Development	22
Chapter 3: Research Methodology	23
3.1 Research Design	23-24
3.2 Population and Sample Size	25
3.3 Data Collection Method	26
3.4 Variable and Measurement	27-28
3.5 Data Analyses Method	29-31
Chapter 4: Data Analysis	32
4.1 Demographic of Respondent	32-36
4.2 Reliability Analysis	37
4.3 Descriptive Analysis	38-42
4.4 Hypothesis Testing	43
4.5 Correlation Analysis	43-44
4.6 Regression Analysis	45
4.7 Summary of Hypothesis	46
4.8 Conclusion	46
Chapter 5: Conclusion and Recommendation	47
5.1 Discussion and Findings	47-48
5.2 Recommendation	48-49
5.3 Recommendation for Future Research	50
References	51-52
Appendices	53-61

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will discuss the background of the study, problem statement for the project, research objective, research question and also research objective. Not only that, chapter 1 also covers the significant of the study, scope of the study and definition of terms that is being use in the study.

1.1 Background of the study

In this fast paced evolving technological era, there is many ways that a company can use on their effort to improve their image to the public. (Dongho Yoo and Jieun Lee, 2018) states that as the interest in corporate social responsibility (CSR) keep growing, companies are utilizing it as part of their public relation tool to improve the company image. According to (United Nations Industrial Development Organization, 2019) CSR is defined as a management concept where the companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. Another definition of CSR is being defined as (The Green Papers of the European Commission, 2001) voluntary integration, by companies, social concerns and environmental in their business operations and their interaction with their stakeholders. As CSR could bring many benefits to the firm, it is important to integrate CSR into businesses to make sure that the firm will be able to compete with their rivals (Crespo, Salmones & Bosque 2005; Cretu & Brodie, 2007). (Werther and Chandler, 2005) past research has shown that there is a positive relationship between doing CSR and positive brand image for the company. This shows that customer has positives feedback for the companies that are involves in the CSR.