



THE INFLUENCE OF CSR IN BRANDING TOWARDS
MELAKA MALL SDN BHD

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Mohd Akmaludin Bin Azizi , (I/C Number: 840412-08-6501)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

Date: _____

LETTER OF SUBMISSION

5 NOVEMBER 2009

**The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
75300 MELAKA**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE INFLUENCE OF CSR IN BRANDING TOWARDS MELAKA MALL”** to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MOHD AKMALUDIN BIN AZIZI

2006142829

Bachelor of Business Administration (Hons) Marketing

Abstract

Brand is one of the most important aspects of any business, large or small, retail or Business to Business (B2B). The present harsh business climate has forced companies to consider branding efforts, in order to stay competitive. The gap between main and small actors on the market is increasing, which makes it crucial for weaker brands to develop an effective branding strategy. Nowadays, customers are very deeply connected to the brands. When they purchase any product like a car, mobile, items of daily need, even a shopping place, brand name influence the consumer's preference. Some customers purchase the specific branded things just due to the brand name. Customers believe that brand name is a symbol of quality, status and become a part of their life.

Previous research suggest that by using a well known CSR as branding tool, companies can create a positive consumer attitude, and the positive attitude will lead to a positive consumer purchase decision. The aim of this research is to provide a better understanding about the influence of CSR in branding towards Melaka Mall and to explore the importance of a well known CSR which is to find what attitudes consumer has towards CSR as a branding tool. This research explores, describes and tries to explain the influences of CSR in branding towards the brand of Melaka Mall, how the CSR program done by the company can influence their brand. How customers describe the CSR as a branding tool based on two variable of branding which are corporate identity and corporate image. This research has conducted at Melaka Mall SDN. BHD and data was primarily collected through a questionnaire. The data obtained from the questionnaires are being analyzed by using SPSS 14.0.

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