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**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES ON  
CONSUMER PURCHASING BEHAVIOUR: A STUDY ON CELCOM (AXIATA)  
BERHAD.**

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**DEC 2010-APRIL 2011**

## DECLARATION OF ORIGINAL WORK



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Hereby declare that:

- This work has not 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.

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## ACKNOWLEDGEMENT

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

In the name of Allah, The most Gracious and Selawat and Salam to His Messenger

Our Prophet Muhammad S.A.W

I'd like to thank all who played a part in getting me through the program. It would be impossible to list all of the names of those who made this possible. However, I would like to say a very special thank you to my first advisor Madam Wan Marhaini Binti Wan Omar and also to my second advisor Miss Farahiyah Akmal Binti Mat Nawi for their guidance; professionalism and support have been as beneficial to me as a person as it has been to this project.

A special thanks also goes to all my members for their support, particularly for making this project paper finish with successful. To all of the faculty and staff of Universiti Teknologi MARA, thank you for making my program intellectually challenging and a great experience.

The support and prayers of my family and friends has been invaluable. To mom and dad, thank you for lifetime of support. Thank you to all of my family members and close friends for your thoughts, prayers, and words of encouragement. Again, thank you to all who have made this possible.

Thank You.

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## **ABSTRACT**

The main purpose of this research is to know the effect of Corporate Social Responsibility (CSR) Initiatives on Consumer Purchasing Behavior : A Study On CELCOM Axiata Berhad. This research has been done at CELCOM Temerloh. There have three independent variables that have been use. Those variables include environment initiatives, children initiatives and health initiatives. The researcher used primary data and also secondary data to perform the research. The primary data used include questionnaire and also personal interview with branch manager CELCOM, Mr Mohd Amin. The secondary data used is books, journals, article, reports and also internet.

To perform the findings, the researcher used frequency distribution, reliability analysis, correlation analysis and regression analysis. Regressions analysis and correlation analysis is very important to see the relationship between independent variable and dependant variable. The result shows that there is relationship with all variables.