



**THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON CUSTOMER
PURCHASING BEHAVIOR :
A CASE STUDY IN KUALA LUMPUR ON QSR BRANDS (M) HOLDING SDN BHD
(KFC HOLDING)**

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	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	
LIST OF FIGURE	4
LIST OF TABLE	5
ABSTRACT	6
CHAPTERS	
1. INTRODUCTION	
1.1 Background of the study	7
1.2 Structure of the study	8
1.3 QSR Brands (M) Holding Sdn bhd	9
1.3.1 Background of Company	9
1.3.2 Review of operations	10
1.3.3 Vision	13
1.3.4 Mission	13
1.3.5 Organization chart of QSR Brands (M) Holding Sdn Bhd	14
1.4 Problem Statement	15
1.5 Research Question	16
1.6 Research objective	16
1.7 Theoretical Framework	17
1.8 Hypothesis	18
1.9 Significance of study	19
1.10 Limitation and scope of study	20
1.11 conclusions	20

2.	LITERATURE REVIEW	
2.1	Corporate Social Responsibility	22
2.2	Commercial responsibility	25
2.3	Ethical responsibility	25
2.4	Social responsibility	27
2.5	Halal Compliance Responsibility	28
3.	RESEARCH METHODOLOGY	
3.1	Research design	30
3.2	Sample	31
3.2.1	Target Population	31
3.2.2	Criteria of the sample	31
3.2.3	Sampling Method	31
3.2.4	Sample Size	31
3.2.5	Characteristics of the sample	31
3.3	Research tools	32
3.4	Data collection method	34
3.5	Data analysis	35
3.5.1	Statistical Package for the Social Sciences 16.0 (SPSS)	35
3.5.2	Validity And Reliability	36
4.	ANALYSIS AND FINDING	
4.1	Frequency distribution	38
4.2	Reliability analysis	45
4.3	Hypotheses testing	47
4.4	Correlation analysis	48
4.5	Interpretation of objectives	52

ABSTRACT

There has been an increasing interest on the corporate social responsibility (CSR) worldwide. CSR is not a new idea. However, CSR has never been more prominent on the corporate agenda than it is today. Using a number of publicly listed Malaysian firms over one year, this study investigates the impact of corporate socially responsible (CSR) on customer purchasing behavior in QSR Brands (M) Sdn Bhd. Corporate social responsibility has received considerable attention. The concept of 'consumer social responsibility' has received comparatively little attention probably because of the dominance of the notion of consumer sovereignty. If consumers' perception of corporate social responsibility practices drive their purchase behavior, firms are motivated to invest in socially responsible practices.