



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

The Effectiveness of Corporate Social Responsibility towards NUREN  
Group, a Start-up Company

NOOR FADZLINA BINTI ZULKIFLI

2015105845

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN JOHOR KAMPUS SEGAMAT

7 OCTOBER 2018

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## **Chapter 1: Introduction**

### **1. Problem Statement**

Kuala Lumpur is one of the city in the world where it's a suitable place for entrepreneurs to start a new business as the scene are more well-built than it's ever seen. Malaysian start-up ecosystem has produce a great number of amazing start-ups, referring to 2016 statistics, the investments were up to US\$1.45 billion (MYR6.5 billion) it's almost double the investment in 2006 where start-up scene is growing at an intense pace (Malaysia's Security Commission Annual Report, 2016). Start-up companies is the act or an instance of setting in operation or motion or a fledging business enterprise (Merriam-Webster dictionary, n.d.) but according to the (The American Heritage Dictionary, n.d.) start-up means a business or undertaking that has recently begun operation where it grew from a tiny start-up to a large corporation. The company may have something to sell in a large market or it also can be defined as the company either just need to have their own market where they able to reach and serve all those within the market. Furthermore, The European Commission (2002) indicates that small business is those companies with fewer than fifty employees.

Enlinea Sdn. Bhd. is more known as Nuren Group, ones of the start-up company where they only have 50 employees below and established on 2<sup>nd</sup> March 2012. Started as a, Wedding.com.my and Motherhood.com.my where currently they operate through online in four countries such as Malaysia, Singapore, Thailand, and Indonesia. The company is an e-commerce where they do their business as a business-to-business (B2B) and business-to-customer (B2C) through online based which most often, company begin with tech start-ups where they can more easily reach large market as they traverse space and time because people can buy anywhere or anytime.

Nuren Group involve in Corporate Social Responsibility (CSR) as it is a way for businesses to deliver social, environmental and economic benefits for all the stakeholders in order to contribute sustainable development. Naturally, we have seen that CSR is being used by a start-up company as it can create awareness and give major impact to the company such as through social responsibility activities, companies can create a positive corporate image (Golob and Bartlett, 2007; Pomeroy and Johnson, 2009). Thus, positive corporate image could increase customer loyalty and provide sustainable competitive advantage (Lantos, 2001). Many factors that may determine the successful of the start-up or the growth

process of the business just like in the plant. For instance, CSR activities increase customer loyalty directly or indirectly (García de Leaniz and del Bosque Rodríguez, 2015) and contribute to creating positive image and prestige (Arendt and Brettel, 2010).

This study is to explain the effectiveness of CSR towards a start-up company, Nuren Group. It is also to examine the opportunities of the CSR to the business. By understanding the effect that influence Corporate Social Responsibility would help them to aware how it can help the company in their growth and sustainability process. In particular, this study aims to discover the company services, brand image awareness on the brand, networking/communication, and competitive advantage that specify the opportunity of CSR to the start-up company.

## **2. Objectives**

### Main objectives

To investigate the effectiveness of Customer Social Responsibility (CSR) towards a start-up company, Nuren Group

### Specific Objective

- I. To find out the effect of the CSR to the start-up business performance
- II. To determine the main opportunity of CSR to the start-up company
- III. To identify CSRs' influences towards the start-up company

## **3. Research Question**

- I. What are the main effect of the CSR to the start-up company?
- II. Who will be the driver for the CSR in the start-up company?

## **4. Scope and Limitation of the study**

The main limitation of the study was time constraint because the event organized only for one day.

## **5. Significant of the study**

### **Company Perspective**

This study will help Nuren Company to identify the step to become more known among the customer. As it is a start-up company, this opportunity strengthen the ways to becomes well-established in the future.

### **Marketer Perspective**

Marketers can improve the advertisement by organizing event such as the corporate social responsibility activities. The powerful of word-of-mouth among the customer which join the activities will give opportunity for the marketer's to achieve the right targeted customer.

### **Customer Perspective**

The effectiveness of Customer Social Responsibility (CSR) give chance for the customer to give positive feedback to Nuren Company. This open the other customer being aware about the Nuren business (wedding and motherhood).