

A STUDY ON FACTORS INFLUENCING CONSUMERS' SUPPORT INTENTION ON CORPORATIONS THAT PRACTISE CORPORATE SOCIAL RESPONSIBILITIES (CSR) IN KLANG VALLEY, MALAYSIA.

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ABSTRACT

This study is based on consumers' perspective in a developing nation context. Based on the 478 primary data collected via self-administered structured online questionnaires in Klang Valley, Malaysia, the study investigates factors influencing consumers' support intention on corporations that are socially responsible which examines the consumers' evaluations of the economic, legal, ethical and philanthropic (discretionary) responsibilities of the firm. The results show that there is a significant influence between the factors and consumer's support intention towards a socially responsible organisation. Differing from Carroll's and Visser's pyramid of CSR, Klang Valley consumers believe that corporation's legal and ethical responsibilities are the most important social responsibility followed by philanthropic (discretionary) responsibilities and economic responsibilities through CSR initiatives to gain consumers' support intention. The nature of these differences is important for firms intending to embrace efficient management of social responsibility initiatives in Klang Valley, Malaysia and utilise CSR for strategic purposes.

Keywords: *Corporate social responsibility (CSR), consumer's perceptions, support intention, developing country.*

INTRODUCTION

To do business in the twenty-first century, being a socially responsible organisation seems like an essential criterion (Altman, 1998). Together with the emergence of concepts such as global business citizenship and sustainable development (Wood, Logsdon, Lewellyn & Davenport, 2006), pressure from and stipulation by various stakeholders help explain the key role of CSR over the past decade. As consumers progressively adhere to certain ethical values or even a specific cause, they look for applicable information in regards to the organisation, its products and its services including environmental, employee and social issues. Defined by Carroll (1979), CSR is the social responsibility of business which includes the economic, legal, ethical and discretionary (philanthropic) anticipations that society has of businesses.

Global organisations such as The Coca-Cola Company and Nestlé portray the affirmative indication of embracing CSR through their organisation for social good while ensuring the performance of the organisation. Khatun, Islam, Noor & Sa'aban (2015),

mentioned that CSR is a developing effort in corporate culture due to growing hopes of the firms by the greater society. While, Abdillah & Husin (2016) argued that there is a growing trend of CSR studies especially in the context of CSR disclosure and reporting internationally. According to Amran et al. (2013), the most recent trend is the transparency matter in business, whereby organisations are obliged to establish CSR reporting, which is also deliberated as an action that could help empower stakeholders.

Matten & Moon (2008) established that CSR amongst different countries are due to a diversity of deep-rooted historically reputable establishments. Mentioned by Habisch, Jonker, Wegner & Schmidpeter (2004), the discrepancies emerge “against a background of historical, cultural, scientific, political - and of course, the development of business”. CSR gradually gains responsiveness from researchers, especially research in regards to the response and perception of CSR. However, the majority of these studies were conducted in developed countries and less apparent in developing countries in comparison.

There were evidences of CSR in Malaysia, even way back in the 1980s (Teoh & Thong, 1981). Despite that, only in this past decade has CSR truly made progress. CSR awareness among Malaysians appears to be on an increasing trend, especially on the environment quality awareness (Lu, 2013). This is evident through Rashid’s & Ibrahim’s (2002) findings and with the increasing number of organisations adopting ISO 14000 and various other legislations such as the Environmental Impact Assessment and Environmental Quality Act (1974). There are also dedicated CSR weekend column interviews with many influential CSR players in Malaysia namely Petronas, Nestlé, Digi and so forth.

The development of CSR in Malaysia has progressed to higher levels and Malaysia is recognised as being among the utmost active developing economies linking to corporate responsibility (Zulkifli & Amran, 2006). It is proven from various governmental and non-governmental determinations in creating awareness and provides initiatives to public listed and private companies to support their business objectives with CSR concerns (Goi & Yong, 2009).

An innovative research project steered by CSR Asia Business Barometer in 2008; to grasp the state of CSR disclosure for twenty largest companies in Hong Kong, Singapore, Thailand and Malaysia found that Malaysia was at the second place in terms of communicating and reporting CSR (CSR Asia, 2008). Ironically, despite of many efforts, initiatives and development plans by the Malaysian government through policies, governmental agencies and awards to establish a strong foundation for CSR strategy and implementation since 1993, studies show a slower response to the increased concerns about CSR issues. Thompson & Zakaria (2004) argued that the lack of pressure from other stakeholders such as the non-government organisations may explain the reasons only a few companies take CSR seriously.

Background of the Study

When researching into the superfluous amount of literature and research made in the area of corporate social responsibility (CSR), overlapping definitions and confusion surrounding different wordings are striking. One aspect that is most agreed upon in the literature is the increased awareness of CSR within the business community (Lu, 2013). Hence, extensive development of strategies to encounter CSR problems have arisen, yet little research can be

found that actually discuss CSR from a Malaysian perspective. Mentioned by Fatma & Rahman (2015), most of the studies have been done in developed countries, like the United States of America, the United Kingdom and Spain, and amongst the developing nation, China has been in the front liner in publication of studies. From a study conducted by Lu (2013), in Malaysia many organisations are using CSR as a public relations (PR) tool and not excluding other countries as well (Arat, 2011). Although some view this exercise as juvenile, some professionals also pointed out at its positive side. As mentioned in Lu's (2013) study, using CSR as a PR tool (therefore promoting CSR to wider public) educates the nation in its own way, and may as well act as a catalyst for rivals and other companies to consider and practice CSR.

According to the New Zealand Trade and Enterprise (2008) (as cited in Abdeen, Rajah & Gaur, 2016), a new conscientious consumer market is emerging whose consumption decisions are influenced by CSR concerns. These consumers are pushing businesses to deliberately think about their responsibilities concerning consumers as a main stakeholder and to place more exertions to integrate and address social responsibility issues affecting society (Lii, Wu & Ding, 2011). It is also suggested that CSR resourcefulness have positive effects on consumers' intentions to support the organisation and purchase behaviour (Becker-Olsen, Cudmore & Hill, 2006; Öberseder, Schlegelmilch & Gruber, 2011); enhancing trust between consumers and the business; solidifying customer and business relationships; and building customer loyalty for the business (Castaldo, Perrini, Misani & Tencati, 2009; Du, Bhattacharya & Sen, 2011). As consumers differ in their reactions to CSR initiatives (Maignan, 2001; Rahim, Jalaludin & Tajuddin, 2011), it is crucial that businesses select appropriate and corresponding CSR initiatives to warrant effective marketing outcomes when operationalising and setting an organisation's CSR business initiatives to garner competitive advantages in the open market (Fraj-Andres, Lopez-Perez, Melero-Polo & Vazquez-Carrasco, 2012; Singh & Agarwal, 2013).

There were a few studies that were done in a Malaysian perspective such as Rahim, Jalaludin & Tajuddin (2011), Rahim, Zukni, Ahmad & Lyndon (2012) and Raman, Lim & Nair (2012). While other studies in regards to stakeholders' perception of CSR of Islamic Banks (Dusuki & Dar, 2007), CSR perception among SMEs (Amran & Nejadi, 2014) as well as executive and management attitudes towards CSR (Rashid & Ibrahim, 2002).

Problem Statement

Researching and conducting a study of factors influencing consumers' support intention on corporations that practise corporate social responsibilities (CSR) is deemed to be of utmost importance as evident in the previous sections. With extensive and continuous search of studies in the area of CSR both internationally and locally (Malaysia), the consumers' perception on the importance of CSR towards a brand is still a rather unrefined issue. One problem could be the difficulty of defining what consumers' perceptions actually encompasses as it is extremely diverse. Because of the diversity, the initial circumstances and demands for CSR, probably, vary tremendously. These aspects make it interesting to take a deeper look at what the consumers' perceptions actually comprises along with support intention of consumers in Malaysia. By understanding the consumers' perceptions and support intention would enable this study to provide a Malaysian perspective as well as compare the results with previous studies.

With regards to previous researches done by Cochran & Wood (1984), the researchers concluded that there is still a weak support for the link between financial performance and CSR. From this finding, Cochran & Wood suggested that there is a need to understand and study CSR perceptions to measure CSR objectively. Ramasamy, Ting & Yeung (2007) (Malaysia); Torugsa, O'Donohue & Hecker (2012); Ahamed, Almsafir & Al-Smadi (2014) (Malaysia); and Islam & Rahman (2016), the link between CSR and financial performance is deemed to be positive.

As businesses are contemplating on whether do they need to be engaged in CSR in order to encourage the financial performance or as a strategic approach of its organisation (brand) through its profit generation, the study of consumers' perceptions especially in the aspects of economic, legal, ethical and philanthropic (discretionary) responsibilities towards the brand and support intentions would enable organisations to identify and align the effectiveness and efficiency of its CSR initiatives as well as whether its establishment is engaged, portrays, associated and embraces its CSR initiatives as what consumers would perceive of a socially responsible brand or organisation. Hence, encouraging the support intentions of consumers in Malaysia.

LITERATURE REVIEW

What is Corporate Social Responsibility (CSR)?

Social responsibility (SR) may take in different meanings in different countries or in different industry sectors, depending on the legal, social and economic environment; thus, it is difficult to define the "Social responsibility" of organisation. Although the literature has not reached consensus on a precise definition, most definition emphasise that corporate social responsibility (CSR) is a balanced approach for organisations to address economic, social and environmental issues which aims to benefit people, communities and society (von Tunzelmann & Cullwick, 1996).

In spite of its proliferation, scholars are unable to agree on one universal theory for CSR. Nevertheless, there are many other definitions in various literatures. Carroll (1979) established that CSR is 'The social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organisations at a given point in time.' Furthermore, Aguilera, Rupp, Williams & Ganapathi (2007) defined CSR as '...a company's considerations of and response to issues beyond the narrow economic, technical and legal requirements of the company to accomplish social and environmental benefits along with traditional economic gains...' CSR which '...refers to companies taking responsibility for their impact on society...' is defined as CSR by the European Commission (2016). Among all the definitions, Carroll's definition for CSR is most widely cited and used in the literature. Although in the modern CSR context there are slight modifications, but the core concept is basically the same. It is only when all the four responsibilities are met, and then the organisation can be considered to be 'truly' social responsible.

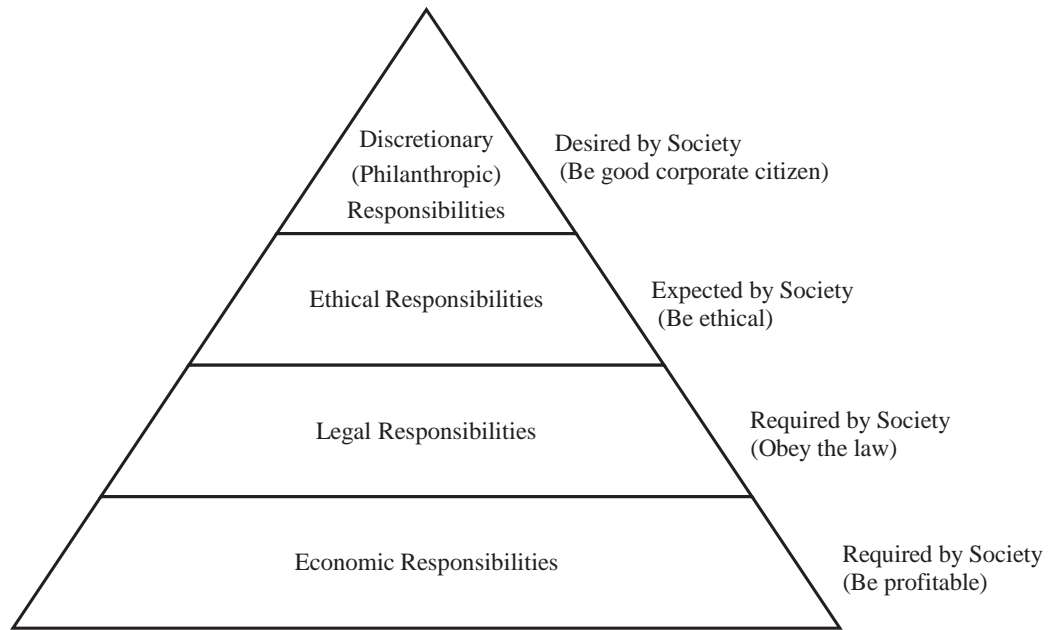


Figure 1: Carroll's Four-Part Model (Pyramid) of Corporate Social Responsibility (CSR)

(Source: Carroll, 1979; 1991; 1999)

The base layer, 'economic responsibilities' is the foundation of the pyramid. It means that a business must establish a resilient bottom line before it has the capacity to do any other socially-responsible activities. The next level involves 'legal responsibilities' where a business operates within the parameters of law meets the 'legal responsibilities' requirement. Today organisations also have to operate and comply under international laws and regulations. The 'economic responsibility' simultaneously with the 'legal responsibility' is considered to be the core components in business, which is known as the 'required responsibilities' (Carroll, 1979; 1991). The economic component explains that businesses are obligated to provide a return on investment to owners and shareholders. At the same time, they provide jobs to the society and yield goods as well as services and retailing them for profit (Visser, 2008). It also serves as a competitive advantage (Mahmood & Humphrey, 2013) as they discover proficient ways to operate the business and innovate their offerings to upsurge the business's revenue (Carroll, 1991; Alniacik, Alniacik & Gene, 2011). To be 'ethically responsible', the business must go the extra mile than what the law dictates; organisations should do what is right and just. Although this might sound rather straightforward to most people, but Henderson (2001) points out it is hard to tell which voice is actually mirroring the society at large. Furthermore there is a dynamic process between the ethical and legal responsibilities since what have earlier been ethical often become laws when there is a strong enough consensus in the society (Carroll, 1991). At the top of the pyramid is the highest level of CSR named 'discretionary responsibilities' or also known as 'philanthropic responsibilities'. This is where business 'give back' to the society that supports them through its philanthropic activities (Carroll, 1979; 1991; 1999). However, it should be noted that even though the four components were discussed as distinct constructs, they are not mutually exclusive but are interrelated to one and another while they are understood as a cohesive system (Carroll, 1991; Carroll & Shabana, 2010; Okpara & Wynn, 2012).

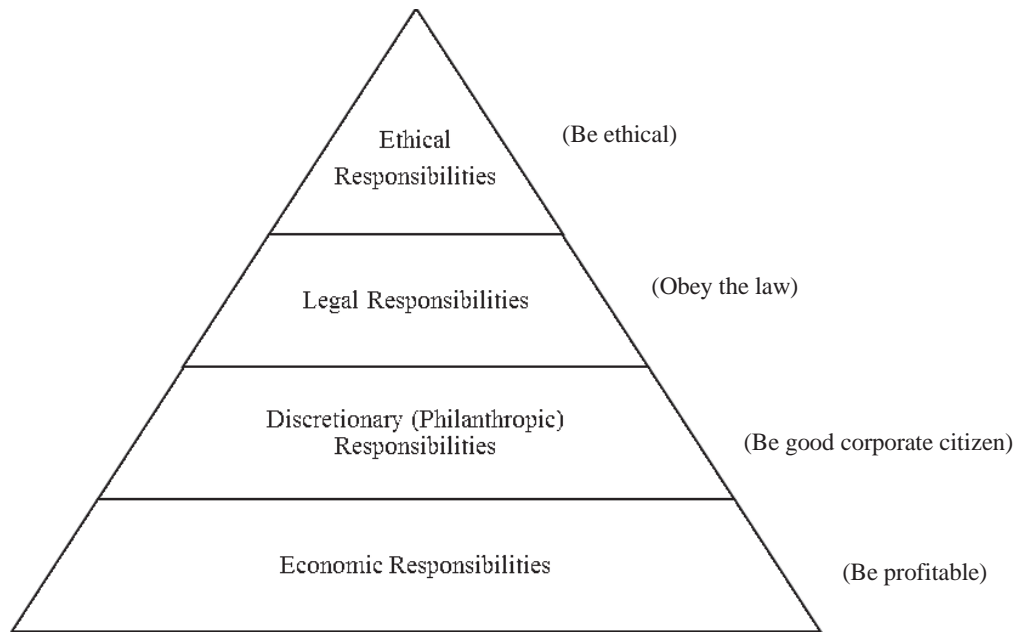


Figure 2: Visser's Four-Part Model (Pyramid) of Corporate Social Responsibility (CSR) for Developing Countries

(Source: Visser, 2008)

In the context of developing countries, Visser (2008) examines Carroll's (1991) CSR pyramid and proposes a new model that better reflects the practice of CSR in these contexts. Visser (2008) highlights the question on whether Carroll's pyramid that was conceived in the West is compatible for developing countries. In his proposed hierarchy, Visser (2008) illustrates the way CSR manifests itself in developing countries. In this pyramid model, economic responsibility is attributed the first priority which is in line with Carroll's conceptualisation. Yet, the second obligation is discretionary responsibilities or philanthropic progressing to legal and ethical responsibilities. Visser (2008) enlightens the underlying logic for the new hierarchy proposed namely the pressing necessity for philanthropy in developing countries highlighting the realities of poverty, unemployment and shortage of foreign direct investment apparent in these contexts. With that, philanthropy is often prioritised over legal and ethical responsibilities in the perspective of developing countries. Therefore, the pyramid of CSR proposed by Visser (2008) for developing countries is more coherent in the context of this study as Carroll's (1979; 1991; 1999) pyramid of CSR is designed based on the context of developed countries. This study will embrace both Carroll's (1979; 1991; 1999) and Visser's (2008) Four-Part Model (Pyramid) of Corporate Social Responsibility (CSR) for the development of this study's structured questionnaire.

Presented with the problem of encompassing different viewpoints in one inclusive definition of CSR, Blowfield & Frynas (2005) have advocated to deliberate of CSR as an umbrella term for an assortment of theories and practice that each identify the following: (i) that organisations have a responsibility for their effect on society and the natural environment, sometimes beyond the legal compliance and the liability of individuals; (ii) that organisations have a responsibility for the conduct of others with whom they do business (e.g., within supply chains); and (iii) that business needs to manage its affiliation with the broader society, whether for the aims of commercial feasibility or to add value to

society. Furthermore, there is a commentary that past CSR research has primarily embraced a corporate emphasis and a proposal that future research should pilot in the course of the relationships concerning the stakeholders and corporations (Lee, 2008). Further studies provide corroborating support for this viewpoint (Jones, Comfort & Hillier, 2007; Maon, Lindgreen & Swaen, 2010; Hildebrand, Sen & Bhattacharya, 2011). This study will focus on consumers' perceptions of CSR and fits within a stakeholder frame of reference. It is argued that a clear understanding of the consumers as stakeholders and their social concerns will allow businesses to cultivate relevant and responsive CSR efforts as well as business strategies (Jones, Comfort & Hillier, 2007; Lindgreen & Swaen, 2010).

Consumer's Perceptions towards Corporate Social Responsibility (CSR)

In a following study exploring company perceptions, through an examination of their representation of CSR activity on official websites as well as interviews with CSR managers, Silberhorn & Warren (2007) establish that CSR was constantly evolving within companies' business strategies. Key drivers of CSR involvement were the protection of corporate reputation and cultivation of consumer trust (Singh & Agarwal, 2013). This demonstrated that organisations were prepared to adopt CSR strategies to mirror societal consensus in addition to emphasise stakeholder engagement. Consequently, the consumer plays a main role in influencing the landscape of CSR strategies that organisations adopt. Thus the organisation by integrating suitable ethical and social values crafts positive associations in the minds of the consumers which shape their assurance in the business' capability to deliver its promises (Castaldo, Perrini, Misani & Tencati, 2009).

Maignan (2001) conducted the first empirical study of consumer perceptions' of CSR through a cross-cultural study across U.S.A, France and Germany. Findings revealed that managers and consumers possessed different perceptions of CSR (Maignan & Ferrell, 2000). Whereas managers treated Carroll's (1979) four responsibilities as interrelated dimensions of an inclusive construct of CSR; consumers perceived no such relationship. Instead, each social responsibility was perceived as distinct, stand-alone dimensions by consumers (Maignan, 2001). Findings also revealed that consumers, like managers regarded economic responsibilities as having a negative association with the other three social responsibilities (Aupperle, Carroll & Hatfield, 1985). This indicated that consumers also viewed economic responsibilities as being achievable only at the cost of the other social responsibilities (Maignan, 2001). Additionally, the results in this study did not show proof of global uniformity in consumers' rankings of the four dimensions of social responsibilities.

The deficiency of a global pattern was established in a subsequent replication study (Ramasamy & Yeung, 2009), where consumers in the U.S.A placed legal obligations and profit maximisation ahead of ethical and philanthropic dimensions of CSR. The rankings of consumers in China and Hong Kong reflects Carroll's proposition, while French and German consumers gave priority to legal, ethical and philanthropic responsibilities over economic responsibilities (Ramasamy & Yeung, 2009). Generally, consumers in China and Hong Kong were extensively supportive of CSR than those in Western countries. Ramasamy & Yeung (2009), suggested that these differences reflected the ideologies of nations across Hofstede's 1983 cultural aspect of individualism and collectivism. As an overall, the results in these studies present evidence of a relationship between consumer's perceptions of the four dimensions of CSR as well as their intention to support socially responsible organisations.

Corporate Social Responsibility (CSR) Perceptions and Support Intention

Indicated in the earlier section, perceptions of CSR differ amongst different stakeholders of organisations and across countries. Furthermore, consumers as a significant stakeholder of an establishment uphold an important role in shaping CSR strategies actioned by an organisation. The variances in perceptions between managers and consumers highlighted earlier point to complications that organisations face when attempting to build an image of social responsibility (Maignan, 2001; Maignan & Ferrell, 2003; LeCren & Ozanne, 2011). For instance, in France and Germany, consumers were more probable to support CSR strategies that demonstrated active support for the welfare of society via legal, ethical as well as philanthropic (discretionary) behaviours. This implies that businesses with international operations may need to acclimatise suitable CSR strategies in different countries (Ramasamy & Yeung, 2009; Singh & Agarwal, 2013).

Consumers who care about social responsibility place a superior value on the products and services of organisations that engage in CSR activity (Sen & Bhattacharya, 2001; Du, Bhattacharya & Sen, 2011). Consumer's reactions to CSR initiatives differ and are subjective to their perceptions (beliefs) about a brand's or organisation's CSR, which consequently affects their support intention. This relationship between consumer assessments of CSR as well as consumer support intention has been well established. It has been suggested that support intentions once formed will impact purchase behaviour (Ajzen & Fishbein, 2010). With the lack of literature in a Malaysian perspective, this study will be analysing the pathway of influence comprising of CSR perceptions and support intentions of consumers in Malaysia.

Conceptual Framework

Synthesising on the literature review, a conceptual framework of variables which was adapted from Abdeen, Rajah & Gaur (2016) and modified for this study explaining the consumers' perception on the importance of CSR towards a brand is portrayed in Figure 3.

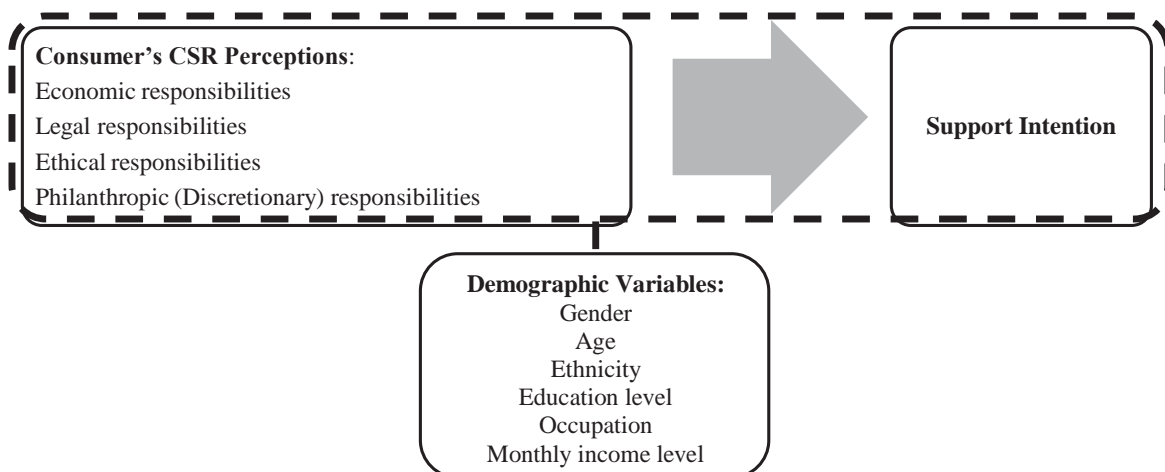


Figure 3: Conceptual Framework

(Adapted from: Abdeen, Rajah & Gaur, 2016)

RESEARCH METHODOLOGY

A quantitative research method is used for the collection of data to understand the consumers' perception on the importance of CSR towards a brand in a Malaysian perspective. This study is a descriptive research which embraces a cross-sectional study where the data will be collected once at a particular time. The sampling method that was utilised in this study is the convenience sampling which is a type of non-probability sampling. Saunders (2012) mentioned that samples chosen in convenience sampling often meet the purposive sample selection criteria that are appropriate to the research aims.

The primary data was collected using structured questionnaire which was responded by consumers who are currently residing in Klang Valley, Malaysia. According to Mohammed (2014), the total population in Klang Valley, Malaysia in 2014 was 7.2 million. Saunders, Lewis & Thornhill (2016) mentioned that at a confidence level of 95 percent and 5 percent margin of error, sample size for populations greater than 1,000,000 will remain at 384. Hence, the researcher distributed 500 sets of online questionnaires during the month of June 2016 via online social media platforms utilising Google Forms for the data collection purpose. As a result, 498 respondents had completed the online questionnaires. Due to the fact that 20 respondents indicated that they do not have any knowledge of CSR, they were excluded from the analysis of this study which leaves the researcher with 478 respondents for the analysis of results and discussion of this study.

The questionnaire consists of three sections (Section A, Section B and Section C) with a 4-point Likert scale is utilised. Established by Garland (1991), by removing the mid-point ('neither...nor', neutral etc.) category from Likert scales, social desirability bias, emerging from respondents' longings to satiate the questioner or seem supportive or not be seen to give what they see to be a socially unsuitable answer can be minimised.

Section A of the questionnaire gathers information on the consumers' awareness towards CSR which was adapted and modified from Rahim, Jalaludin & Tajuddin (2011) and Jayakumar & Geetha (2014) questionnaire items. Section B of the questionnaire comprises of 24 items regarding to the consumer's CSR perceptions (economic, legal, ethical and philanthropic (discretionary) responsibilities), support intention and purchase behaviour. The questionnaire items in Section B were adapted and modified from Arli & Lasmono (2010); Moon, Lee & Oh (2015) and Abdeen, Rajah & Gaur (2016). Section C of the questionnaire gathers the demographic variables information of the respondents such as gender, age, ethnicity, education level, occupation and monthly income level.

FINDINGS AND DISCUSSION

Reliability Test

According to Pallant (2013), the reliability of a scale show how far it is from random error and a reliability test can also assess the internal consistency. For this study, internal consistency is measured using Cronbach's coefficient alpha, measuring the degree to which the items that make up the scale are all measuring the same attribute. Gliem & Gliem (2003) and Pallant (2013) mentioned that Cronbach's coefficient alpha scales higher than 0.7 are considered as acceptable and reliable. Table 1 portrays the reliability analysis that is carried out utilising the 478 respondents of this study.

Table 1: Reliability statistics for Likert scale questions

Cronbach's Alpha	Number of Items
0.896	24

There are 24 questions used to measure (in 4-point Likert scale) the consumer's CSR perceptions towards economic, legal, ethical as well as philanthropic (discretionary) responsibilities (Section B: Question 10 to 25) as well as support intention (Section B: Question 26 to 30) and purchase behaviour (Section B: Question 31 to 33). The Cronbach's Alpha value is 0.896 which means that there is consistency among the 24 questions.

Normality Test

A normality test is conducted to ensure that the data collected is well distributed as well as non-bias. Byrne (2010) and Hair, Black, Babin & Anderson (2010) argued that data is deliberated to be normal if Skewness is between -2 to +2 and Kurtosis is between -7 to +7. Based on the normality test, the values of the kurtosis and skewness are 2.726 (highest kurtosis), -0.436 (lowest kurtosis), 0.070 (highest skewness) and -1.416 (lowest skewness) respectively. Thus the data are assumed to be normally distributed.

Descriptive Analysis

Table 2 portrays the summary of the respondents' socio-demographic profile.

Table 2: Socio-demographic profile of respondents

Characteristics	f	%	Characteristics	f	%
Gender			Occupation	240	50.2
Female	251	52.5	Private Sector Employee	17	3.6
Male	227	47.5	Government Sector Employee	25	5.2
Age			Self-Employed	20	4.2
20 years old and below	45	9.4	Housewife	161	33.7
21 years old - 30 years old	250	52.3	Student	15	3.1
31 years old - 40 years old	63	13.2	Other	240	50.2
41 years old and above	120	25.1	Monthly Income Level		
Ethnicity			RM 2,000 and below	206	43.1
Malay	37	7.7	RM 2,001.00 – RM 4,000.00	95	19.9
Chinese	322	67.4	RM 4,001.00 – RM 6,000.00	63	13.2
Indian	105	22.0	RM 6,001.00 – RM 8,000.00	45	9.4
Other	14	2.9	RM 8,001.00 – RM 10,000.00	18	3.8
Education Level			RM 10,001.00 and above	51	10.7
SPM/O-Level	1	0.2			
STPM/UEC/A-Level/Foundation	56	11.7			
Diploma/Vocational/Technical	77	16.1			
Bachelor Degree	266	55.6			
Master/PhD	78	16.3			

In regards to the consumer's general awareness of CSR, based on the data collected from the 478 respondents, the majority of the respondents comprising of 278 respondents who represents 58.2 percent of the 478 valid respondents of this study moderately understood. In addition, the majority of the respondents, 268 respondents (56.1 percent) out of 478 respondents define CSR as Participating in community services. Moreover, the majority of the respondents, comprising of 157 respondents (32.8 percent) of the 478 respondents believe that the most important CSR activity that an organisation should be involved in is Environmental protection. From this study, the majority of the respondents believe that Maximising shareholders' value is the least important CSR activity that an organisation should be involved in with 217 respondents (45.4 percent) of the 478 respondents agreeing to it. The majority of the respondents which is represented by 303 respondents (63.4 percent) out of the 478 respondents stated that the main source of awareness of CSR is from Press (Such as media, newspapers, magazines and etc.). Likewise, the majority of the respondents who constitutes to 152 respondents (31.8 percent) out of the 478 respondents of this study stated that the industry which is considered to be the most important for CSR is the Healthcare industry. 113 respondents (23.6 percent) who are the majority of the respondents out of the 478 respondents of this study stated that the least important industry for CSR implementation is the Retail industry. Based on the data collected, the top 5 (five) brand/company which has done effective CSR that respondents could recall are Google (43 respondents, 9.0 percent), Starbucks (39 respondents, 8.2 percent), BERJAYA Corporation (37 respondents, 7.7 percent), Nestlé (27 respondents, 5.6 percent) and AirAsia (15 respondents, 3.1 percent). 351 respondents who represent 73.4 percent of the 478 respondents mentioned that they did purchase the product/service from the brand/company that they have mentioned in question 8.

Exploratory Factor Analysis

Factor analysis is used to group the variables with similar characteristic together or explains the variance in the established variables in terms of the core latent factors (Thurstone, 1931; Habing, 2003). Table 3, 4 and 5 portray the exploratory factor analysis done for the consumer's CSR perceptions (economic, legal, ethical and philanthropic (discretionary) responsibilities.

Table 3: Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.817
Bartlett's Test of Sphericity	
Approximate Chi-Square	4307.32
<i>df</i>	120
Significance	0.000

Based on Table 3, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is **0.817** which makes it a great sampling adequacy.

Table 4: Exploratory Factor Analysis

Items	Factor Loading		
	F ₁	F ₂	F ₃
Legal and Ethical Responsibilities			
I believe that businesses must be committed to well-defined ethical principles.	0.860		
I believe that businesses must ensure that the respect of ethical principles has priority over economic performance.	0.805		
I believe that businesses must avoid compromising ethical standards in order to achieve corporate goals.	0.797		
I believe that businesses must refrain from bending the law even if this helps to improve the organisation's (brand's) performance.	0.714		
I believe that businesses must always follow the principles defined by the regulatory system.	0.712		
I believe that businesses must be ethical even though it might negatively affect the economic performance.	0.678		
I believe that businesses must uphold their contractual responsibilities.	0.622		
I believe that businesses must ensure that their employees act within the standards defined by the law.	0.601		
Variance (% of explained)	28.121		
Philanthropic (Discretionary) Responsibilities			
I believe that businesses must help solve social problems.		0.871	
I believe that businesses must participate in the management of public affairs.		0.838	
I believe that businesses must allocate some of their resources to philanthropic (discretionary) activities.		0.764	
I believe that businesses must play a role in our society that goes beyond the mere generation of profits.		0.745	
Variance (% of explained)		18.046	
Economic Responsibilities			
I believe that businesses must maximise profits.			0.737
I believe that businesses must plan for their long-term success.			0.735
I believe that businesses must always improve economic performance.			0.707
I believe that businesses must control their production costs strictly.			0.630
Variance (% of explained)			17.082
Total % of variance			63.249

Based on Table 4, the respondents were unable to regroup corporate social responsibilities according to their economic, legal, ethical and philanthropic (discretionary) nature. It is, however, evident that respondents were able to clearly regroup the 'philanthropic (discretionary)' and 'economic' responsibilities. Hence, generating consumers who are grouped under consumers who believe that businesses should uphold their legal and ethical responsibilities, philanthropic (discretionary) responsibilities and economic responsibilities.

Table 5: Reliability analysis of factors identified

Variables	Items	Cronbach's Alpha
Legal and Ethical Responsibilities	8	0.894
Philanthropic (Discretionary) Responsibilities	4	0.841
Economic Responsibilities	4	0.720

The reliability of the resulting factors are tested by Cronbach's Alpha score and the results showed that the three latent factors have sufficient internal reliability consistency (Table 5). Thus, there is consistency between the multiple factors in factor analysis and the result is reliable in explaining the factors that influence the consumer's support intention towards a socially responsible brand/company.

Multiple Linear Regression Analysis

Table 6: Multiple Linear Regressions

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	β	Standard Error	Beta			Tolerance	VIF
(Constant)	3.157	0.021		149.543	0.000		
Legal and ethical responsibilities	0.262	0.021	0.451	12.376	0.000	1.000	1.000
Philanthropic (discretionary) responsibilities	0.192	0.021	0.332	9.108	0.000	1.000	1.000
Economic responsibilities	0.137	0.021	0.237	6.501	0.000	1.000	1.000
R	0.608						
R square (R ²)	0.370						
Adjusted R square (R ²)	0.366						
Durbin-Watson	2.055						
F-test	92.796						

Support Intention = 3.157 + (0.262) Legal and ethical responsibilities + (0.192) Philanthropic (discretionary) responsibilities + (0.137) Economic responsibilities.

Results show that there is a weak (small) significant relationship between legal and ethical responsibilities and support intention (β : 0.262, p-value: 0.000), weak (small) significant relationship between philanthropic (discretionary) responsibilities and support intention (β : 0.192, p-value: 0.000) and weak (small) significant relationship between economic responsibilities and support intention (β : 0.137, p-value: 0.000). The positive β value indicates that legal and ethical responsibilities, philanthropic (discretionary) responsibilities and economic responsibilities brand/company influences the consumer's support intention. Legal and ethical responsibilities variable has the highest influence on consumer's support intention towards a socially responsible brand/company. Thus, this indicates that Hypothesis 1 (RH1): There is significant influence of "legal and ethical responsibilities" towards the consumer's support intention on socially responsible organisations; Hypothesis 2 (RH2): There is significant influence of "philanthropic (discretionary) responsibilities" towards the consumer's support intention on socially responsible organisations; and Hypothesis 3 (RH3): There is significant influence of "economic responsibilities" towards the consumer's support intention on socially responsible organisations of this study failed to be rejected.

CONCLUSION

Based on the findings, the priority on CSR for consumers in the Klang Valley, Malaysia especially when it constitutes to consumer's support intentions differs from Carroll's pyramid as well as Visser's pyramid of CSR. Carroll (1979; 1991; 1999) suggested that for business institutions in developed nations, economic responsibility is the organisation's most basic responsibility followed by legal, ethical and philanthropic (discretionary) responsibilities. Whereas, Visser (2008), in a developing nation context, suggested that economic responsibility is the most basic responsibility of businesses which is followed by philanthropic (discretionary), legal and ethical responsibilities. The empirical support of this study is consistent with the results obtained in other countries such as New Zealand, France and Germany, where consumers did not perceive economic responsibilities as the least important social responsibility contribution (Maignan, 2001; Abdeen, Rajah & Gaur, 2016). Contrariwise, the results differs from results obtained in the United States of America, China, Hong Kong, Shanghai, Netherlands and Egypt where consumers prioritised economic responsibilities and expects businesses to fulfil their economic responsibilities prior to meeting the other social responsibilities (Van Herpen, Pennings & Meulenberg, 2003; Ramasamy & Yeung, 2009; Kolkailah, Aish & El-Bassiouny, 2012).

The results of this study is however similar to developed countries' studies (New Zealand, France and Germany) and differ to studies done in Malaysia by Rahim, Jalaludin & Tajuddin (2011) where it concludes that economic responsibilities is the utmost priority which is followed by philanthropic (discretionary), ethical and legal responsibilities as well as in Indonesia by Arli & Lasmono (2010) where it is concluded that economic responsibilities is the most important, followed by philanthropic (discretionary), legal and economic responsibilities.

Overall, the results in this study suggest that organisations adopting CSR initiatives must be cognisant of how specific consumer's CSR perceptions influence business positioning strategies. Within the context of this study, it appears that consumers from Klang Valley demonstrate a preference for CSR initiatives, in a descending order, through legal and ethical, philanthropic (discretionary) and economic activities. Hence, it is these specific CSR perceptions (beliefs) that directly influence the likelihood of support.

LIMITATIONS AND FUTURE RESEARCH

Similar to Maignan (2001) and Ramasamy & Yeung (2009), this study suffers from a small sample bias and sampling bias. Thus, the above recommendations have to be seen within a limited perspective. As a result, the results of this study need not represent the general consumer population of Klang Valley, Malaysia. In addition, there is a tendency for consumer intending to differ from their actual behaviour at the marketplace as this study only up to the consumer's support intention towards socially responsible organisations.

Therefore, there is a need for larger and more representative samples. In addition, there is a need for the utilisation of a more appropriate sampling method such as probability sampling in increasing the validity of the data. The present research focused on consumers' overall intention to actively support responsible companies, but did not form any link between intent and behaviour. Therefore, there is a need for future studies to link between support intention and purchase behaviour as intent does not necessarily translates to

behaviour. Despite its many limitations, this study constitutes one attempt at obtaining the perspective of consumers on corporate social responsibilities. This study calls for future inquiries that investigate more thoroughly consumers' definition of corporate responsibilities in order for organisations to adopt rewarding responsibility initiatives across borders possibly via qualitative research as well as longitudinal research designs.

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