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# The Effect of Corporate Social Responsibility towards Consumer Buying Behaviour: A Study among Universities Students

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**Abstract** — Business corporations need to realize that in order to achieve their primary objective, they need to consider their responsibility towards society and environment. However, there are still a lot of unethical businesses that ignore their stakeholder's interest. Therefore, business need to aware that their involvement of CSR practices in certain extent does affect the consumer buying behavior. This paper examines the relationship between CSR practices and consumer buying behavior. Quantitative approach was employed and 241 questionnaires were collected and valid to be used. It was found that positive relationship existed between all the CSR practices (economic, legal, ethical, and philanthropic) and the consumer buying behavior. However, based on the students in Selangor perspective, the main element of CSR practices that influence the consumer buying behavior is economic. Therefore, business corporations need to strive to maximize their shareholder's wealth as the consumers expect the corporations to fulfill the shareholder's interest as they are among those who contribute in providing funds for the businesses survival and growth. Additionally, consumers also expect the business corporations should offer reasonable price and provide a good quality of products and services to them.

**Keywords** – Corporate Social Responsibility; Consumer Buying Behavior; Sustainability; Students; Malaysia

## I. Introduction

A business is not only responsible towards the company itself but is also responsible towards the society and environment in order to become a sustainable entity. This is because; any conduct that has been carried out by a business organization does not only affect the company but also affect other stakeholder around the business as well. Consequently, the business organization needs to concern not only on maximizing the wealth of their shareholders but also needs to react beyond that responsibility (Kashif, M., Khanam, Z., Farukh, M., 2015). It is not denied that the main focus of businesses is to generate more profits so that they can distribute the return to the shareholders. However, the businesses need to realize that every act and decision made by them will definitely give impacts to the environment and other stakeholders such as the community, employees, and society (Lu & Castka, 2009). Therefore, they should be responsible to other stakeholders as well by fulfilling their interests such as producing safe and high quality products and services to the customer, giving charity to the needy, treating the employees fairly, and also preserving the environment by using the resources effectively. If the businesses able to perform beyond the profit accountability, it will definitely enhance the image of the firms thus it will also affect the consumer buying behavior. Here, it is a win-win situation for both the businesses and the stakeholders. Without the ethical values uphold by the businesses, it leads to a higher rate of fraud cases reported by the consumers. The Cyber Security Malaysia have recorded a total of 3,921 cases that involved in online fraud last year compared to only 3,257 cases in 2015 (The Malay Mail, 2017). This figure includes cases of purchasing goods online, internet banking, transaction, phishing, and scams. Besides, there are also limited studies conducted on the attitude and reaction of consumers towards CSR practices (Dusuki & Yusof, 2008). There were many researchers conducted in developed countries. However, limited studies conducted in developing countries such as Malaysia. Nowadays, consumer awareness on the importance of CSR practices of a company is intensifying. The behaviour of consumers that consider CSR activities as important elements to be implemented can be called as socially responsible consumer behaviour (Mohr, Webb & Harris, 2001). Thus, the aim of this study is to determine the perception of consumers towards CSR dimensions and

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their effect towards their buying behavior in Malaysia. This paper is discussing on corporate social responsibility; economic responsibility; legal responsibility; ethical responsibility; and philanthropic responsibility. Next, stakeholder theory and consumer buying behavior. Then this paper discusses on research methodology; findings and analysis; and finally discussion and conclusion.

## II. Literature Review

### 2.1 Corporate Social Responsibility

There are a lot of definitions regarding CSR that come from various philosophers, scholars, and trusted sources of people. However, there is no absolute definition of CSR for every person. This is because, every person has his or her own interest and it differs from one person to the other. Howard Bowen in his published book titled 'The Social Responsibilities of The Businessman' defined CSR as "*obligations of the business to pursue those policies, to make those decisions or to follow those lines of action which are desirable in terms of the objectives and values of our society*" (Bowen, 1953). Based on the definition of CSR defined by Bowen, it shows that businesses have the responsibilities to make decisions and act according to the values of the society in which the businesses operate in. Meanwhile, according to Carroll (1979), CSR is related to four important dimensions which comprises of economic, legal, ethical, and philanthropic. This definition was still supported by Carroll until his latest article published in 2015 which stated that "*pyramid was viewed as unified and integrated as a whole*" (Carroll & Bucholtz, 2015). Spence (2016) also shared the same view on the definition of CSR in which he stated that "*there could be at least four small business social responsibility pyramids-to self and family; to employees; to the local community; and to business partners*". This definition is also consistent with Tang et. al, (2018) which understood that CSR is the responsibility of the organization to act based on the interest of their various level of stakeholders and not only limited to the customers themselves. These definitions therefore shows that business organization have to consider their CSR practices not only towards their direct but also towards indirect stakeholders to ensure that their organization can sustain in a long run.

### 2.2 Economic Responsibility

The pyramid model starts with the economic responsibility as the base for the model. This is because, before businesses can do anything that can contribute to the society and environment, they need to be able to generate profit first. Thus, consistent with the aim of a business which is to obtain revenues (Fadun, 2014). Carroll (2016) argued that generating profits are crucial to reward the investors and for the purpose of business growth. Therefore, businesses can provide goods and services needed by the society. Economic responsibility is the fundamental element that needs to be fulfilled by the businesses (Carroll, 1979). Safi and Ramay (2013), found that there is a significant relationship between economic responsibility and customer buying behaviour. Further, a study conducted by Onlaor and Rotchanakitumnuai (2010) found that consumer buying behavior is affected by economic dimension which is the price of a product. It means that before customers buy a product, they will look at the price first which clearly shows that they consider price as the most important element in guiding them to make a decision. The economic dimension become more significant among those who have no stable income such as students as found by Dusuki and Yusof (2008) which shows that postgraduate students tend to focus on economic responsibility as the most important responsibility that needs to be considered by businesses. Beside students, result from a study conducted by Tan and Komaran (2006) also shows that those who do not hold any religion tend to focus on economic responsibility as well. Thus, it shows that before the business wants to focus on other responsibilities, they have to perform their economic responsibility first such as able to generate profits as well as able to offer reasonable prices to attract their customers.

### 2.3 Legal Responsibility

Based on the CSR pyramid model, the second responsibility is the legal responsibility. In this responsibility, businesses are obliged to abide with the legal requirements of the businesses (Carroll, 1991). The businesses are expected to comply with the rules and regulations imposed by the federal, state, and local government in order to ensure that the operation of the businesses are being operated fairly (Fadun, 2014). Meanwhile, according to Philips *et. al* (2003) businesses need to comply with the legal requirements if they wish to fulfil the CSR practices. Carroll and Shabana (2010) argued that legal dimension is a responsibility that needs to be fulfilled by businesses towards their stakeholders such as consumers, environment, and employment laws. As consumers, people expect businesses to fulfil the legal requirements in producing their products. They expect the businesses to produce quality and safe products to be used and provide accurate information pertaining to the products and safety precautions in using their products (Min *et. al*, 2012). This is also consistent with the research conducted by Safi and Ramay (2013) as well as Rahim, *et. al* (2011) which shows

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that there is a significant relationship between legal responsibility and consumer buying behaviour. Based on the prior studies, it shows that legal responsibility is another important element that will be considered by the customers before making their purchase decision.

#### 2.4 Ethical Responsibility

The third level of responsibility based on the CSR pyramid model is ethical responsibility. Ethics is the norm and belief that are being held by a particular society. Even though ethics is not being codified into law, businesses are expected to operate their businesses in a fair and just way (Carroll, 1991). Ethical dimension is related to the standard and expectation in which the stakeholders of a company such as shareholders, consumers, employees, and community think as fair and just according to their norms (Carroll, 1979). It is clear that the ethical responsibility is all related to the protection of interest of the stakeholders of a company as a whole. According to a study conducted by Sharma and Shrivani (2013), the findings also showed that consumers will boycott products of unethical companies and will support companies that commit to their strong ethical code of conduct. Therefore, from these studies, it shows the significant impact between ethical practices implemented by companies and consumer buying behaviour. Apart from that, there is also a significant relationship between ethical dimension and decision made by consumers to purchase products of companies (Safi & Ramay, 2013). The relationship between both can also be seen in a study conducted by Trudel and Cotte (2008) which found that consumers are willing to buy products from ethical companies even though the prices of the products are higher compared to products from other companies that are less ethical.

#### 2.5 Philanthropic Responsibility

The last responsibility in the Carroll's CSR model is philanthropic. In this responsibility, businesses will take into consideration the social issues that occurred. It is also called as the discretionary responsibility in which it is not required to be done by the business but a good corporate citizen business will carry out this responsibility as a return given back to the society from the revenues obtained during the operations of the business (Fadun, 2014). Business will contribute to the society in various forms such as through giving donation, sponsorship in terms of education or awareness campaign, or even building important facilities such as schools, hospitals, and road lamp (Nik Ahmad & Abdul Rahim, 2003). According to a study conducted by Safi and Ramay (2013), there is a significant relationship between philanthropic responsibility and consumer buying behavior. Besides, according to Smith and Alcorn (1991), 46% of the consumers will switch to brands that give more donations to Non-Governmental Organizations (NGO). Meanwhile, Sharma and Shrivani (2013) found that consumers with higher salary will buy products of a company that meet the philanthropic responsibilities. This shows that the consumers will look into more factors before buying the products when they have more choice to do so. On the other hand, study found by Echie (2016) shows that philanthropic responsibility is more important than legal and ethical dimensions. Therefore, even though philanthropic always regarded as a voluntary practice to most of the organizations, customers do concern on the philanthropic activities performed by the business entity in some extent.

#### 2.6 Stakeholder Theory

One of the most utilized theory used in this studying of corporate social responsibility is stakeholder theory. Stakeholder theory was developed by Freeman who defined this theory according to the perspectives of the company. The term stakeholder was founded by the father of stakeholder theory named Freeman through his publication titled Strategic Management with the subtitle of Stakeholder Approach. According to him, a stakeholder is any person or group who can affect or be affected by the achievement of the organizations' objective (Freeman, 1984). Friedman who supported the definition of stakeholders by stating that the definition of stakeholders introduced by Freeman in 1984 was more balance and broader as the word of "*can affect or is affected by*" in the definition shows that the individual or group outside of the organization can consider themselves to become stakeholders of the firms even though the firms do not consider them to be their stakeholders (Friedman, 2006). In other words, the stakeholders can be said to have claim towards the businesses if they possessed one of the categories which are interest, right, or ownership of the businesses (Carroll & Bucholtz, 2008). However, there are a lot of definitions of stakeholders concept and they are changing from time to time and it can be shown in 2004, Freeman defined stakeholders as the groups which are important in determining the success or failure of the organization. This is because, stakeholders nowadays have the power to take action towards directors who act as the agents of the companies if they did not perform their job effectively (Freeman, 2004).

#### 2.7 Consumer Buying Behavior

Key stakeholders of an organization such as consumers, employees, and investors would like to look forward in rewarding the company that have a good CSR practice by supporting the business and also punish

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the business that only focuses in making profit without engagement with CSR activities. This is supported with a study conducted by Bright *et. al* (2005) in which the findings shows that 92% of the consumers agree that their purchasing behaviour will be influenced by the knowledge and awareness of the CSR practices done by the company and its parent company and 46% of consumers will consider the environment and health issues when buying the products. In addition, based on the findings generated by a study conducted by Dusuki and Yusof (2008), respondents ranked economic as the main element in CSR practices that should be considered by businesses. Consistent with Carroll's model of CSR, economic also act as the foundation of CSR practices (Carroll, 1991). Besides, consumers also feel unsatisfied if the businesses charged their products and services with high prices as price is one of the important elements that considered by consumers in their purchasing decision. Meanwhile, according to Rahim *et. al* (2011), among the four dimensions of CSR, consumers perceived economic dimension as the most important CSR element compared to other followed by philanthropic then ethical and lastly legal dimension. CSR practices is more important to be conducted as time goes by due to high awareness of CSR practices among consumers and it is not impossible that it is a must for all organization to perform all CSR dimensions in the future. This can be seen through the study conducted by Gosselt *et. al* (2019) which found that the consumers acceptance were influenced by the external CSR label of the business. Thus, business entity should not neglect the priority of performing CSR elements in their business strategies to attract their primary stakeholders.

### III. Research Methodology

This research used cross-sectional design to measure the relationship between independent and dependent variables. This research is quantitative in nature and the data were collected from questionnaires that were distributed to respondents. Therefore, the target of this study is to reach the students who represent the consumers in Selangor. The universities students were chosen on behalf of the consumers as the target of the research because the same approach had also been used by previous studies such as Ali *et. al* (2010b); Bigne *et. al* (2006); Tan and Komaran (2006). Besides, the students are also easily to be approached and they fit with the aim of the study which is to obtain the view from consumers' perspective on CSR practices. The sampling technique used in this study was systematic sampling. The researcher contacted the students' affairs office/academic office in order to obtain the total number of students of that particular faculty's chosen. A total of 384 questionnaires were distributed to public and private universities around Selangor and 241 questionnaires managed to be collected. The respondents chosen were students from Faculty of Accountancy, Faculty of Business, Faculty of Administrative Science and Policy Studies and other faculties that learn and have a basic knowledge about CSR practices. The questionnaires were distributed personally to the students and using Google form by sending the link of the questionnaire to the email of the selected respondents. All completed surveys were collected by the researcher for further analysis. The questionnaire developed covers four sections. In Section A, all questions were developed in nominal scale. In this section, all questions were on demographic information such as gender, age, education level, race, marital status, level of education, and faculty. Meanwhile, in Section B, the questions were to identify the perception of consumers on CSR dimensions that comprise of four elements which are economic, legal, ethical, and philanthropic. The questions in Section B were measured using Likert scale. All questions in Section B were labelled with 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). In Section C, all questions were also measured using Likert scale that was labelled from 1 (strongly disagree) to 5 (strongly agree). The instruments of this study was adopted from Tan and Komaran (2006) and Rahim *et. al* (2011) as shown in Table 1 and Table 2 below:

Table 1: CSR Instruments

Economic	Legal
<ul style="list-style-type: none"> <li>• Company should provide goods at reasonable prices</li> <li>• Company should provide services at reasonable prices</li> <li>• Company should be consistent in providing competent goods</li> <li>• Company should be consistent in providing competent services</li> <li>• The primary goal of company is to make profit as much profit as possible</li> </ul>	<ul style="list-style-type: none"> <li>• Well-run company should comply with laws</li> <li>• Well-run company should comply with regulations</li> <li>• Companies should operate strictly within legal framework of society</li> <li>• It is important for company to avoid violating any laws</li> <li>• It is important for company to avoid violating any regulations</li> </ul>

<ul style="list-style-type: none"> <li>• Company should focus on their economic function</li> <li>• Socially responsible company should strive to reduce their operation cost</li> <li>• Company should strive to get the higher returns for their shareholders</li> </ul>	<ul style="list-style-type: none"> <li>• Company have to adhere to all state rules even though it may be costly for them</li> <li>• Company have to adhere to all state regulations even though it may be costly for them</li> <li>• Company should produce the products that comply with regulations of our country</li> <li>• Company should produce the services that comply with regulations of our country</li> </ul>
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<b>Ethical</b>	<b>Philanthropy</b>
<ul style="list-style-type: none"> <li>• Company should not compromise ethical norms of society in order to achieve corporate goals</li> <li>• Socially responsible company should always do what is right</li> <li>• Socially responsible company should always do what is fair</li> <li>• Socially responsible company always do what is just</li> <li>• Company should avoid doing harm at all cost</li> <li>• Company should abide by its commercial ethical standards</li> <li>• Socially responsible company should be trustworthy</li> <li>• Socially responsible company should be reliable</li> <li>• Company should handle defective products to the satisfaction of consumers</li> <li>• Company should respects the moral standard of our society</li> </ul>	<ul style="list-style-type: none"> <li>• Socially responsible company should contribute to more charitable organization</li> <li>• Company should commit resources to support cultures</li> <li>• Company should commit resources to support arts</li> <li>• Company should actively promote volunteerism</li> <li>• Company should contribute resources to the community</li> <li>• Company should meet expectations of society in the field of philanthropic</li> <li>• Company should organizes philanthropic activities</li> <li>• Company should sponsors philanthropic activities</li> </ul>

Table 2: Consumer Buying Behavior

<b>Consumer Buying Behavior</b>
<ul style="list-style-type: none"> <li>• The purchase decision of people can influence firm's CSR activities</li> <li>• If the price of two products are the same, I would buy from the firm that has a socially responsible reputation</li> <li>• If the quality of two products are the same, I would buy from the firm that has a socially responsible reputation</li> <li>• I will recommend the companies' products to my relatives because of their CSR initiatives</li> <li>• I will recommend the companies' services to my relatives because of their CSR initiatives</li> <li>• I will recommend the companies' products to my friends because of their CSR initiatives</li> <li>• I will recommend the companies' services to my friends because of their CSR initiatives</li> <li>• The companies' CSR initiative is one of the reasons leading to my loyalty to the companies' products</li> <li>• I would like to purchase products made by company doing CSR activities</li> <li>• During purchase decision, I often do think about CSR</li> <li>• I will change brand to support CSR activities by companies</li> </ul>

## IV. Findings and Analysis

### 4.1 Demography of Respondents

A total of 384 questionnaires were distributed to public and private universities around Selangor and 241 questionnaires managed to be collected. From Table 3, it shows that there are 69.7% female respondents and 30.3% male respondents participated in this study. In terms of the respondent's age, it shows that most of them were between 16-25 years old with 83%, followed by 26-35 years old with 14.1%, and the least respondents were 36 years old and above with only 2.9%. However, in terms of race, majority of the respondents were Malay with 62.7%, followed by Chinese with 16.6%. There is a slight difference between Chinese and Indian in which there are 12% Indian respondents, while the least respondents were Others with only 8.7%. On the other hand, in terms of marital status, it can be seen that majority of the respondents were still single with 95.4% while only 4.6% of the respondents were married. The most respondents studied at Faculty of Business Studies with the highest percentage which is 53.9%, followed by respondents from Faculty of Accountancy with 29.9%. The remaining respondents came from Faculty of Administrative Science and Policy Studies with 11.2% and the least respondents marked their faculty section as Others. Meanwhile, in terms of level of education, most of the respondents were Bachelor Degree students with the highest percentage which is 56.8%, followed by Master Degree students with 33.2%. There were some respondents pursuing their Doctor of Philosophy (PhD) with 4.6% while 3.7% of the respondents marked their level of education as Others which means that they were currently pursuing their Professional Courses. Respondents that have SPM and currently pursuing their Diploma had the least respondents with only 0.8%.

Table 3: Demographic Profile of Respondents

	N = 241	
	Frequency	Percentage (%)
<b>Gender</b>		
Male	73	30.3
Female	168	69.7
<b>Age</b>		
16-25	200	83
26-35	34	14.1
36 and above	7	2.9
<b>Race</b>		
Malay	151	62.7
Chinese	40	16.6
Indian	29	12.0
Others	21	8.7
<b>Marital Status</b>		
Single	230	95.4
Married	11	4.6
<b>Faculty</b>		
Accountancy	72	29.9
Business Studies	130	53.9
Administrative Science and Policy Studies	27	11.2
Others	12	5.0
<b>Level of Education</b>		
SPM	2	0.8
Diploma	2	0.8
Bachelor Degree	137	56.8
Master Degree	80	33.2
PhD	11	4.6
Others	9	3.7

#### 4.2 The Relationship between CSR Practices (Economic, legal, Ethical and Philanthropic) and Consumer Buying Behavior.

After data have been collected, Pearson correlation analysis was used to identify the linear relationship between two variables. As shown in Table 4 it can be seen that there are positive relationship between CSR practices and consumer buying behavior as the values for all independent variables which are CSR practices against the dependent variable which is consumer buying behavior are positive. According to Cohen (1988), the strength/magnitude of the relationship: small =  $r$  (0.1-0.29); medium =  $r$  (0.3-0.49); and large =  $r$  (0.5-1.0).

Economic dimension and consumer buying behavior have a positive relationship with the value of  $r = 0.542$ . This means that there is a high significant relationship between these two variables. The results is supported by Tan and Komaran (2006) who stated that the price perception is one of the important elements to be considered by the consumers. Besides, it is also consistent with the findings generated by Safi and Ramay (2013); Onlaor and Rotchanakitumnuai (2010); Dusuki and Yusof (2008) which found that the consumers expect the businesses to perform their economic responsibility. Therefore, corporations need to give attention to fulfil their economic dimension in order to meet the expectation of consumers. Looking at demographic profile of the respondents, it can be seen that all respondents are students and majority of them are full time students while only some of them are part time students. Therefore, it is understandable if they prefer to buy products and services with reasonable prices. In reality, not only students faced such problems, but other consumers also expect companies to offer reasonable prices for their products and services especially in the time of economic instability condition. Apart from the price of the products and services, consumers are also concerned with the quality of the products and services that they intend to purchase which contribute to creation of the positive relationship between the economic responsibility and the consumer buying behavior.

Besides, legal dimension and consumer buying behavior also have a positive relationship with the value of  $r = 0.353$ . This shows that there is a moderate significant relationship between these two variables. This is consistent with the findings generated by Fadun (2014); Safi and Ramay (2013); Min *et. al* (2012); Rahim *et. al*. (2011); Carrol and Shabana (2010). Consumers expect companies to comply with laws and regulation because non-compliance will give a bad impact to their right as consumers. Even though there are laws that protect their right as consumers such as the Consumer Protection Act 1999 in which the act also sends signal to businesses to respect the consumers' right, there are still a lot of business corporations that do not comply with the rules and regulations for example production of the harm cosmetics and traditional herbs without the approval from the Ministry of Health and National Pharmaceutical Regulatory Agency and thus, evade the consumers' right. Due to the non-compliance of the businesses towards the rules and regulations, there are a lot of negative impacts on the consumers such as the consumers faced losses due to the defective and faulty products and had been cheated by the seller. The consumers also experienced negative impact on their health due to consumption of unregistered cosmetics and health products.

Looking at the importance of economic and legal dimensions, ethical dimension also has a positive relationship with consumer buying behavior with the value of  $r = 0.497$ . This indicates that there is a high significant relationship between these two variables. The findings generated is consistent with the findings generated from a study conducted by Creyer and Ross (1997) which stated that consumers consider the ethical behavior of corporations as an important aspect during their purchasing decision. It is also consistent with the findings generated in studies conducted by Islam (2016); Sharma and Sharavani (2013); Safi and Ramay (2013); Trudel and Cotte (2008); Marylyn Carrigan and Ahmad Attala (2001), which found that there is a significant relationship between ethical and consumer buying behavior. These findings are consistent with the results of a study conducted by Haque *et. al* (2009) which found that there is a significant relationship between consumer moralities, social influence, and consumer moral judgement towards the consumer's ethical decision making before they decided to purchase pirated software.

Lastly,, philanthropic dimension also has a positive relationship with consumer buying behavior with the value of  $r = 0.416$  which shows that there is a moderate significant relationship between both variables. This finding is supported by Pomeroy and Dolnicar (2008) through a marketplace poll. According to the poll, it was found that consumers do expect companies to do good deeds and they will definitely support the good deeds performed by the companies. Besides, it is also consistent with the findings generated by Sharma and Sharavani (2013); Safi and Ramay (2013); and Antil (1984) which found that there is a positive relationship between philanthropic and consumer buying behavior. It was understandable that consumers expect corporations to contribute towards the philanthropic responsibility because generous is the Malaysian culture and this is reflected by Malaysia being one of the most generous countries in terms of philanthropic. It can be seen through various volunteerism activities done by the Malaysian citizen to help the needy such as through participating in helping the victims of natural disasters, giving donation to the victims of the countries that are in war, and made a lot of financial pledges to help those in need whether inside and outside of the country.

Table 4: Table for Correlation

No	Construct Variable	1	2	3	4	5
1	<b>Consumer Buying Behavior</b>	-				
2	<b>Economic</b>	.542**	-			
3	<b>Legal</b>	.353**	.451**	-		
4	<b>Ethical</b>	.497**	.674**	.627**	-	
5	<b>Philanthropic</b>	.416**	.363**	.403**	.524**	-

\*\* Correlation is significant at 0.01 level (2-tailed).

## V. Conclusion

According to the findings of the study, it can be seen that the economic element has the most significant and high relationship with consumer buying behavior compared to other dimensions of CSR. This shows that the economic element plays an important role in influencing consumers on their purchasing decision. Therefore, business corporations need to ensure that they focus and fulfil their economic responsibilities in order to attract consumers' intention to purchase their products and services such as through contributing their resources on the research and development and by offering the consumers a reasonable price and good quality of products and services. As for the legal dimension, it can also be seen that there is significant relationship between legal dimension and consumers buying behavior. Even though the strength of the relationship is moderate, there are still some people consider the legal issues during their purchasing decision. Therefore, corporations need to comply with rules and regulations such as respecting the right of the consumers and complying with the quality standards such as ISO, SIRIM, and Halal standards. By complying with rules and regulations, the consumers' trust towards the brands will become stronger thus influence them to buy products and services of the business organizations. Besides, for the ethical dimension, it can also be seen that there is a significant relationship with consumer buying behavior. Since the strength of the relationship is strong, it shows that consumers expect corporations to act ethically in operating their businesses as they are concerned on ethical dimension in their purchasing behavior. Even though the ethical dimension is not codified into laws, business corporations still need to ensure that they evade in doing unethical business practices in order to gain the consumers' trust and loyalty towards their brands. Meanwhile, for the philanthropic dimension, it can also be seen that there is a relationship between philanthropic and consumer buying behavior. Even though the strength of the relationship is moderate, it shows that consumers do consider the philanthropic element in their decision making process before they decide to buy products or services. It is well informed that the philanthropic dimension is only a voluntary practice which is based on the discretionary of the business organizations. Non-compliance of this responsibility does not considered as unethical and inappropriate by consumers. However, business corporations need to aware that Malaysia is one of the generous countries in which citizens in Malaysia are very concerned in social issues and had done a lot of efforts and initiatives in order to help those in needs whether from inside and outside of this country. Therefore, as they are concerned on the social issues, they also expect corporations to do the same by contributing their resources to help those in need.

This study can be used in order to give some information and knowledge to any person who is interested in understanding the relationship between CSR practices and consumer buying behavior especially in Malaysia as the researches that had been done in this area in Malaysia are still insufficient. Therefore, this study can be used as a reference for those who are interested to study on CSR practices in Malaysia or to make comparison on the influence of CSR practices in Malaysia and other countries. Through this study, it will not only give benefits to the academicians and future researches but also to the management, government, and policy makers which will lead to a new direction and motivation to engage in every CSR practices. As a result, it will bring benefits not only to corporations but also to their stakeholders.

Even though the result of this study shows positive impact between CSR practices and consumer buying behavior, this study has several limitations. The first one is the area of study was only restricted to Selangor. Therefore, the responds of the respondents might be different with the respondents from a different state and therefore, generalization on the effect of consumer buying behavior among citizens in Malaysia cannot be achieved. The second one is the respondents of the study were only among students. Therefore, the pattern on consumer buying behavior of other groups of consumers such as employees is unable to be seen. Therefore, with the limitations of this research, future researchers can widen the area of the research in order to get the overall ideas on the responds of consumers throughout Malaysia. This can provide more understanding to the



future researchers on the role of geography in influencing the consumers' responds. Besides, the future researchers can also focus on other stakeholders such as shareholders, employees, and government agencies to complement this research which only used university students as the respondents. Through different responds from different stakeholders, the future researchers can generalize the findings based on different perspectives of the stakeholders.

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