

Examine the Importance of Corporate Social Responsibility (CSR) on Consumer Buying Behavior in Klang Valley Malaysia

Lim Yue Fei

Faculty of Business, International University-Malaya Wales, Jalan Tun Ismail 50480, Kuala Lumpur, Malaysia

ABSTRACT

In recent years, the area of corporate social responsibility (CSR) has grown significantly and is increasingly becoming a global focus. Corporate social responsibility (CSR) has become a worldwide topic, however, there is still a lack of recent research on CSR in Malaysia. Moreover, corporations highlighted the need for CSR activities in order to achieve company sustainability, which is focusing on economic responsibility, legal responsibility, and ethical responsibility. In this way, this study is conducted to examine the Importance of Corporate Social Responsibility (CSR) on Consumer Buying Behavior in Klang Valley Malaysia. Also, economic responsibility, legal responsibility, and ethical responsibility are predictor variables used to examine the importance of corporate social responsibility. This study focuses on Klang Valley, Malaysia consumers. The quantitative research method used in this research uses primary data, a 5-Likert scale that indicates “strongly disagree” to “strongly agree” is used to measure economic responsibility, legal responsibility, and ethical responsibility. SPSS version 25 was used for all data analysis and hypothesis testing. Various forms of analysis were performed and addressed, such as Demographic Analysis, Normality Test, Reliability Test (Cronbach’s Alpha), Descriptive Analysis, and Regression Analysis. Variable 2 legal responsibility is shown highly connected with Malaysian consumer buying behavior. In order to understand what is the effect of legal responsibility on consumer buying behavior, corporations should give customers complete and accurate information about their products and comply with all consumer rights and legal obligations. This research project presents significant findings, particularly on the role of legal responsibility in CSR. Also, the findings revealed that companies must follow the regulations and legislation established by local, county, and municipal governments as the basic norms by which a business must run. Both corporations and consumers may benefit greatly from a complete understanding of the elements that influence consumer purchasing behavior by undertaking research on these issues in Klang Valley Malaysia. The underlying idea is that if a corporation has a better understanding of its legal responsibilities, it will have a greater chance of properly anticipating the needs and desires of its clients.

Keywords: Corporate social responsibility, Buying behavior, Economic responsibilities

