

The Influence of Corporate Social Responsibility “Communication and Activities”  
On Customer Satisfaction And Loyalty Towards Hypermarkets In Kuala Lumpur

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A thesis submitted in Partial fulfillment of the requirement for the award of the  
Doctor of Philosophy in Technology Management



Faculty of Technology Management and Business  
Universiti Tun Hussein Onn Malaysia

April 2022

## ACKNOWLEDGEMENT

In the name of Allah, the most eneficent the most Gracious, Praise be to Him who sustained my life to this moment to accomplish this work. I am very grateful and indebted to my first supervisor Prof. Madya Dr. Amran Bin Harun for his valuable guidance, support, and encouragement throughout the time of my Ph.D study. This was a great and invaluable experience.

To my parents who inculcated good virtues in me and guided me on the importance of knowledge since my childhood, I have no words to express my indebtedness rather than to say may Allah save them for me.

I also own a large debt to my siblings Hardan, Zaineb, and Douaa, who remained prayerful and supportive throughout my study period, I express my indebtedness to you all. Form the deep of my heart, I would like also to extend my gratitude to all my friends who strongly supported me in pursuing my educational journey after years of dropping out.

I also express my gratitude to all the Owners, manager of hypermarkets “Giant, Econsave, NSK, Tesco, Aeon” in Kuala Lumpur for their help in the approvalprocess for data collection from their respective; thank you so much for your helpand cooperation. Without their sincere participation, this study will not be as successful as today. I also want to extend my thanks to Universiti Tun Hussein Onn Malaysia for sponsoring me along my PhD journey.

Finally, I would like to thank everyone who had contributed directly or indirectly in making this thesis successfully complete. This thesis would have remained a dream had it not been for all the support and encouragement.

## ABSTRACT

As the number of hypermarket outlets in Malaysia continues to grow, they become more sophisticated in their marketing strategy and more competitive in terms of product quality, price, and service, resulting in fierce competition for patrons. This research examines how hypermarkets can attract more consumers by incorporating “CSR” into their marketing strategy. CSR is a type of technology that enables hypermarkets to increase sales while also contributing to customer satisfaction “CS” and customer loyalty “CL”. By utilizing the theory of the Stimulus Organism Response “S-O-R” model, this study adheres to a positivist research paradigm by proposing a conceptual framework that encompasses corporate CSR activities “CSRA” and CSR communication “SCRC” to comprehend their impact on customer satisfaction “CL” and loyalty “CL”. Questionnaires were distributed to Malaysian consumers throughout the state of Kuala Lumpur using a mall-interception technique “Giant, Econsave, NSK, Tesco, Aeon”. 384 consumers responded to the questionnaire. SPSS and SmartPLS were utilised to conduct an analysis of the data collected in this study. The study's findings revealed that all CSR factors had a positive direct relationship with overall CS and CL, which had a sizable influence on hypermarket visit intention. Additionally, it extends the CSR model by including antecedents to the attitude to assess their influence on customers' intention to visit a hypermarket. Indeed, this study discovered that combining CSR with hypermarkets increased CS and CL. On a more practical level, hypermarket managers could use CSR as a strategy for differentiation to attract additional consumers to their stores. Additionally, hypermarket managers should consider factors such as COS, EF, SLPP, TE, CW, PR, A, and SM to determine how these factors affect customer satisfaction and loyalty.

## ABSTRAK

Memandangkan bilangan kedai pasar raya besar di Malaysia terus berkembang, mereka menjadi lebih canggih dalam strategi pemasaran mereka dan lebih berdaya saing dari segi kualiti produk, harga dan perkhidmatan, menyebabkan persaingan sengit untuk pelanggan. Penyelidikan ini mengkaji bagaimana pasar raya besar boleh menarik lebih ramai pengguna dengan memasukkan “CSR” ke dalam strategi pemasaran mereka. CSR ialah sejenis teknologi yang membolehkan pasar raya besar meningkatkan jualan sambil turut menyumbang kepada kepuasan pelanggan “CS” dan kesetiaan pelanggan “CL”. Dengan menggunakan teori model Stimulus Organism Response “SOR”, kajian ini berpegang kepada paradigma penyelidikan positif dengan mencadangkan rangka kerja konseptual yang merangkumi aktiviti CSR korporat “CSRA” dan komunikasi CSR “SCRC” untuk memahami kesannya terhadap kepuasan pelanggan “CL”. “ dan kesetiaan “CL”. Soal selidik telah diedarkan kepada pengguna Malaysia di seluruh negeri Kuala Lumpur menggunakan teknik pemintasan pusat membeli-belah “Giant, Econsave, NSK, Tesco, Aeon”. 384 pengguna menjawab soal selidik. SPSS dan SmartPLS telah digunakan untuk menjalankan analisis data yang dikumpul dalam kajian ini. Penemuan kajian mendedahkan bahawa semua faktor CSR mempunyai hubungan langsung yang positif dengan keseluruhan CS dan CL, yang mempunyai pengaruh yang besar terhadap niat lawatan pasar raya besar. Selain itu, ia memanjangkan model CSR dengan memasukkan anteseden kepada sikap untuk menilai pengaruh mereka terhadap niat pelanggan untuk melawat pasar raya besar. Malah, kajian ini mendapati bahawa menggabungkan CSR dengan pasar raya besar meningkatkan CS dan CL. Pada tahap yang lebih praktikal, pengurus pasar raya besar boleh menggunakan CSR sebagai strategi untuk pembezaan untuk menarik pengguna tambahan ke kedai mereka. Selain itu, pengurus pasar raya besar harus mempertimbangkan faktor seperti COS, EF, SLPP, TE, CW, PR, A dan SM untuk menentukan cara faktor ini mempengaruhi kepuasan dan kesetiaan pelanggan.

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PTTA UTHM  
PERPUSTAKAAN TUNKU TUN AMINAH

**LIST OF ABBREVIATION**

CSR	Corporate Social Responsibility
CL	Customer Loyalty
CS	Customer Satisfaction
CW	Corporate Website
A	Advertising
SM	Social Media
EF	Environmentally Friendly
SLPP	Sell Local Produced Products
TE	Treating Employees
S-O-P	Stimuli-Organism-Response
SPSS	Statistical Package Social Science

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

There are numerous subsections in this chapter. These sections provide context for analysis, the problem statement, research goals and objectives, and the significance of the study. To begin, the history and practices of corporate social responsibility “CSR” are briefly discussed to contextualize the current research on customer engagement and participation in Malaysian hypermarkets. Next, the problem statement and objective of the study are briefly discussed to clarify the purpose of the research. Then, the difficulties and There are recommendations for further a study based on the study's findings. In addition, significance of this research is presented to illustrate the importance of the study. The outline of the chapter contains an overview of the five chapters of this study.

#### **1.2 Background of the Study**

Malaysia is a country with a burgeoning hypermarket industry. It takes time for hypermarkets to build long-term customer loyalty through exceptional customer service. Hypermarkets in Malaysia operate in a competitive environment where rivals are aware of the position “Codrington; 2002”. Malaysian of hypermarkets have expanded significantly in recent decades “Heng, Yeong, Siong, Shi, and Kuan, 2011”.

Customer loyalty refers to a customer's commitment to purchase products and products and services of a specific retailer “Cole and Clow, 2011”. In those other

words, it refers to consumers' affective inclination to repurchase preferred products from hypermarkets. “Kaltcheva & Weitz, 2006; Szwarc, 2005”, which is critical to the survival goals and ambitions of the consumer market “Mandhachitara & Poolthong, 2011”. Loyal customers of a particular retail store may be characterized by frequently purchasing the store's products and services. The quality of the products and services has a significant impact on customers' willingness to buy again and again. The company's retail business plan prioritizes improving store characteristics and is a critical component of the retail marketing strategy to increase customer loyalty. The well-known overseas stores are attractive to Malaysian customers of all sizes “Abu & Roslin, 2008”.

Loyal customers visit their preferred hypermarkets. Repeat and increased purchases by loyal consumers contribute to the growth of retail companies' sales revenues “Li & Green, 2010”. Thus, CS and CL serve as indicators of a successful hypermarket strategy in a competitive market that provides value for money to consumers. In Malaysia, modern hypermarkets and traditional stores coexist well without disadvantaging customers “Abu & Roslin, 2008”. CS is a critical factor in CL hypermarket decisions. It is reported that consumer pleasure is the most important factor in long-term customer promotions aimed at increasing customer loyalty to the hypermarket. Customer pleasure can contribute to increased CL and customer loyalty.

Therefore, it is fair to assume that consumer satisfaction is the most important component in promoting hypermarkets “Dahesh, Nasab, and Ling “2012”. In addition, organizational strategy is critical for hypermarket management to promote CL and customer loyalty “Dahesh *et al.*, 2012”. Product quality, service quality, and customer trust are interrelated and can independently influence CL in Malaysian hypermarkets “Eakuru and Mat., 2008; Sondo *et al.*, 2007; Sivadas and Baker Prewitt, 2000; Omarr *et al.*, 2011”.

As a result, increased CS is required to build and maintain a highly favourable relationship with loyal consumers “Siddiqi, 2011”. Corporate social responsibility is considered to be an important aspect that could elicit a positive response from customers “Chang; 2017”. Therefore, hypermarkets need to prioritize customer loyalty “CL” by increasing customer satisfaction “CS” “Lee, and Huffman, 2012”. CS can lead to long-term benefits such as increased CL and profit margins “Yadav and Rai; 2015”. It has been established that CSR is an effective marketing technique and

influencing element that can promote consumer responses in consumer markets “Green and Peloza, 2011”. Adopting and communicating CSR can help companies “Peloza and Shang, 2011”. Incorporating CSR activities will increase hypermarket revenues and customer loyalty “Luo & Battacharya, 2006”.

## 1.2 Hypermarket in Malaysia

The retail sector is considered critical to the nation's success in achieving its goals “Economic Transformation Program, 2010”. Hypermarkets, as a subset of the retail sector, began to gain a foothold in Malaysia in the early 1990s “Lim *et al.*, 2003”. The first hypermarket in Malaysia was opened in 1994. Since then, the number of hypermarkets in Malaysia has increased significantly. The number of hypermarkets increased from 130 in 2010 to 174 in 2015. “Euromonitor International, 2016”. As Malaysia is a growing country, the number of hypermarkets is expected to continue to increase year by year “Hassan, Rahman, & Sade, 2015”. Understanding the needs and wants of Malaysian consumers is critical for a hypermarket operator to achieve customer satisfaction and loyalty, become a leader in a competitive business climate, and thrive. According to Marketline, there will be a compound annual growth rate of 4.9 percent between 2015 and 2020 in the Malaysian food retail market and the grocery sector's total market value. To maintain a hypermarket operator's market share, they need to identify the aspects that impact CS and use them as a strategic advantage to take advantage of the market's development. The term "hypermarket" refers to a new structure for supermarket retailing that combines all services in one place. hypermarkets are distribution places for products “Kaliappan, 2009” that offers a variety of items with self-service concepts “Esbjerg and Bech-Larsen, 2009”.

It is also a traditional retail store that offers a large number of products in different variations at a single location. Hypermarkets offer a diverse selection of merchandise from department stores and grocery stores “Arnold, 2000 and Malaysian Magazines., 2003”, However, they vary in size from more than 2,500 to more than 8,000 square feet. There is also parking and a wide range of amenities. the according to Knee “2002” the following are the basic principles of modern retailing: first, price stability; second, freedom from the compulsion to buy; third, service; fourth, recreation; and fifth, scalability. The vast majority of people prefer to shop in supermarkets to satisfy their daily needs “Arnold, Luthra, 2000”. Everything in one

place, self-service, discounted prices, and free parking has given a new name to the hypermarket business model “Kamath, Godin, 2001”. Today's shopping model improves the industry's productivity. In the 1990s, the 'megastore' became popular as the central paradigm of retailing “Arnold and Luthra, 2000”. The 'one-stop' and 'everything under one place' themes of international hypermarkets in Malaysia have consistently evoked strong feelings “PricewaterhouseCoopers, 2004, 2005”. There is a lot of room for growth for Malaysian hypermarkets in the domestic market. Gian, Tesco, and Carrefour are all well-known competitors “Zain; 2008”.

The hypermarket industry benefits from additional retail space, a new display design, and a wide assortment and volume purchasing “Business Monitor International Ltd; 2007”. In the 1990s, the concept of a "big box" or large-format retailer became popular “Arnold and Luthra, 2000”. As customers vehemently pushed this business, the industry has grown exponentially and impressively in a relatively short period of time. In Malaysia today, there are a large number of foreign and domestic hypermarket companies. Novel retail ideas are increasing its ability to compete in the market “Arnold and Luthra, 2000”. The subsector of food retailing, hypermarkets are an essential method for product distribution “Kaliappan *et al.*, 2009”. Moreover, the retail sector can be viewed as a typical example. because it sells large quantities and offers a diverse selection in a single location. Many people choose to store for household goods of hypermarket “Arnold and Luthra, 2000”. As a result, it is easier to shop for a wide range of products in one location “Dellaert; 1998”.

The concepts of international hypermarkets, one-stop shopping and everything under one roof, In Malaysia, they've made a good impression. It's because of this wide range of products that a hypermarket is an industry that everyone can participate in. When it comes to grocery stores, customers frequently have a slew of preferred retailers “McGoldrick & Andre; 1997”. Consumers often choose to make larger purchases at large retailers for greater selection, discounts, prices, and special offers. They then make side trips to smaller retail stores “Reutterer & Teller; 2009”. Small, independent stores have been largely displaced in terms of sales, market share, and profitability by a few large retailers.

Compared to traditional retail, modern retail offers good service, a more up-to-date shopping environment with more variety, safety, and cleanliness “Alexander and Myers, 1999”. Hypermarkets offer a wide selection of items of varying quality and



pricing. This strategy has led to hypermarkets being at the top of shopping lists, especially for groceries. People perceive the concept of hypermarkets differently. Hypermarkets sell things at a slightly lower price than supermarkets. As a basic service, all hypermarkets offer free parking for customers.

Sub-retailers can be found both inside and outside the main building of many hypermarkets, enhancing the shop's status as a shopping center. For this reason, the layout was designed to be rented out to other retailers. There are many examples of two-story Tescos. Occasionally, there is a display in the shop. This concept is very similar to the idea of a shopping mall.

As a result, it can be hard to tell one retail concept from another. Hypermarkets can be different types of stores depending on where they are located. Hypermarkets such as Giant and NSK, which have their own facilities and offer free parking, could be considered such. On the other hand, a Giant supermarket is located in a shopping mall. Located in a shopping mall is a massive supermarket. Based on its layout, Eonsave and AEON can be categorised as supermarkets or malls. AEON was previously known as Jaya Jusco. It is reasonable to assume that AEON and Eonsave control more than half of the tower's floor plan. Then it is categorised as a grocery store.

When more than half the space is used by other stores and businesses, it can be regarded as a shopping area. Rental income from sub-merchances will alleviate the pressure of running an entire shop on one's own, as well as provide an ongoing source of revenue. Moreover, initial expenses are significant because the size of a shopping centre is often larger than that of a supermarket.

### **1.3 Problem Statement**

Customer loyalty to hypermarkets is critical, especially in Malaysia. It is critical to the success of hypermarkets because loyal consumers develop the business faster than sales and marketing “Ranabhat, D., 2018”. Generally, loyal consumers visit hypermarkets they like, spend more money, and tell their friends and family about their pleasant experiences “Ranabhat, D., 2018”. However, customers encounter various obstacles when it comes to meeting their needs and wants and maintaining their loyalty “Singh A. K., 2019”. In addition, because numerous hypermarkets offer consumers comparable product assortments, pricing, and promotions, customers lack

differentiation among hypermarket goods and services, making it difficult to compete for CS and CL “O’Cass & Grace, 2008”. As a result, hypermarkets need to develop new strategies that are able to meet consumer expectations and demands while providing CL with quality services.

While hypermarkets offer a variety of items and services, their customers enjoy a very different shopping experience at retail locations. In light of this, this study will focus of satisfy customers and the loyalty of customers in five different hypermarkets in Kuala Lumpur: Giant, Econsave, NSK, Tesco, and Aeon. These are the largest hypermarkets in Malaysia. Nowadays, hypermarkets have refined their marketing tactics and increased their competitiveness in terms of product quality, pricing, and service. For example, Econsave, Aeon, and Giant Malaysia are known for their low-priced products and weekly special offers, while Tesco has just launched an online shopping service for people with hectic schedules. Similarly, Malaysia-based hypermarket chain NSK has attracted customers with its concept of halal products “Euromonitor International, 2014”.

Apart from competing on prices, promotions, items, and locations, hypermarkets need additional new ways to attract consumers. In addition to typical marketing methods such as price and product, hypermarkets are increasingly focusing on the concept of CSR to be unique. They recognize the importance of maintaining a unique and positive image through CSR “Yusof, Musa & Rahman, 2011”. Numerous companies and customers are concerned about social responsibility “Lii & Lee, 2012”.

Consumers might believe that shopping at CSR-focused hypermarkets is a fantastic way to purchase their groceries while fulfilling their social responsibilities. As a result, CSR could be used by hypermarkets as a strategy for differentiation. Consumers are then enticed to shop at these hypermarkets. In other words, CSR motivates people to shop at a hypermarket that has a social purpose. Hypermarkets can benefit from higher consumer satisfaction and loyalty as a result of their CSR efforts “Saeidi *et al.*, 2015”. CL is increased as a result of CSR “Chattananon *et al.*, 2008”.

However, it has been shown that manufacturer brands, not hypermarkets, actively engage in CSR. At the same time, hypermarkets' corporate brands “e.g., Tesco, Giant, Aeon, NSK, and Econsave” have not yet incorporated CSR into their brand names “TZE, H. K., 2018”. As a result, the results may vary because loyalty to

a single product brand and loyalty to a consumer market are different, resulting in different levels of CSR engagement. Therefore, this study examines the effect of CSR on consumer loyalty in a hypermarket. Some gaps in the CSR literature need to be addressed. First, the elements that influence how CSR is perceived in hypermarkets in Malaysia have not been adequately researched “TZE, H. K., 2018”. A previous study on Malaysian hypermarkets focused on consumer satisfaction aspects. However, since most scholars focus on consumer satisfaction, they pay less attention to CSR aspects. Examples include CW, PR, A, SM, COS, EF, SLPP, and TE. Therefore, it is important to prioritise CSR components ““CW, PR, A, SM, COS, EF, SLPP and TE” to ensure CS and CL.

Nowadays, the majority of academic studies focus on the opportunities of CSR engagement of hypermarkets “Boysselle, J., 2015”. The usefulness of participating in different types of CSR communication with consumer initiatives has been extensively demonstrated “Eberle, 2013”. Numerous studies have examined advertising and social media as tools for marketers to build connections with their customers and gain their loyalty. However, academic studies on advertising and social media in retail, especially in the hypermarket sector, are lacking “Tarnowski, 2011”. According to Liyakasa “2012”, retailers in Malaysia are increasingly using customer relationship management data with advertising and social media to increase customer loyalty. Therefore, to shed light on the role of advertising and social media in CSR of hypermarket customers.

While CSR is becoming a global phenomenon, some studies suggest that many Malaysian companies are reluctant to respond to CSR issues such as environmental protection and social welfare of the communities in which they operate in the field of public relations “Al Halbusi, 2017”. In addition, there is a growing trend to sell locally sourced products in supermarkets. This is one aspect of CSR. This increased emphasis on local products provides an incentive for producers to increase their production of fresh vegetables “Giovannucci *et al.*, 2017”. It is now critical for hypermarkets to offer fresh local produce that satisfies customer “Wehmiller, 2010”. According “Mehrabian and Russell; 1974” to the S-O-R theory, a person's emotional state is influenced by external stimuli, which in turn influences their responses. Thus, the S-O-R hypothesis posits that cognitive processing of environmental conditions leads to emotional states that ultimately determine whether or not to attend. However, there remains a gap in the CSR of consumer markets. First, factors

consistent with the S-O-R model, such as the core marketing "stimulus" corporate website "CW", public relations "PR", advertising "A", social media "SM", community support "COP", environmental friendliness "EF", sales of locally manufactured products "SLPP", employee treatment "TE", may influence consumers' emotions/"organism" and ultimately affect their behavioral "responses" "intention to visit". Second, it is not known whether CSR would increase consumer satisfaction and loyalty in hypermarkets "TZE, H. K., 2018".

The purpose of this study is to investigate how CS and CL are impacted by CSRC "CW, PR, A, SM" and CSRA "COS, EF, SLPP, TE".

In conclusion, this study needs to make more efforts to use different channels for CSR communication CW, PR, A, SM" and CSR activities "COS, EF, SLPP, TE". At the same time, this research will investigate also, the effect of customer satisfaction and customer loyalty.

### 1.5 Research Questions

1. Do corporate social responsibility communications "corporate website, public relation, advertising, social media" influence customer satisfaction of the hypermarket in Malaysia?
2. Do corporate social responsibility activities "community support, environmentally friendly, selling locally produced products, treating employees" influence customer satisfaction of the hypermarket in Malaysia?
3. What is the influence of customer satisfaction on customer loyalty towards the hypermarket in Malaysia?
4. Do corporate social responsibility communications "corporate website, public relation, advertising, social media" influence customer loyalty towards the hypermarket in Malaysia?
5. Do corporate social responsibility activities "as one, environmentally friendly, selling locally produced products, treating employees" influence customer loyalty towards the hypermarket in Malaysia?
6. What is the mediating influence of customer satisfaction in the relationship between CSR Communications "corporate website, public relation, advertising, social media" and customer loyalty towards the hypermarket in Malaysia?

7. What is the mediating influence of customer satisfaction in the relationship between CSR activities “community support, environmentally friendly, selling locally produced products, treating employees” and customer loyalty towards the hypermarket in Malaysia?

### **1.6 Research Objectives**

1. To examine the relationship between CSR Communications “corporate website, public relations, advertising, social media” and customer satisfaction of the hypermarket in Malaysia.
2. To examine the relationship between CSR activities “community support, environmentally friendly, selling locally produced products, treating employees” and customer satisfaction of the hypermarket in Malaysia.
3. To investigate the relationship between customer satisfaction on customer loyalty of the hypermarket in Malaysia.
4. To investigate the relationship between CSR Communications “corporate website, public relation, advertising, social media” and customer loyalty of the hypermarket in Malaysia.
5. To investigate the relationship between CSR activities “community support, environmentally friendly, selling locally produced products, treating employees” and customer loyalty of the hypermarket in Malaysia.
6. To identify the mediating effect of customer satisfaction in the relationship between CSR Communications “corporate website, public relation, advertising, social media” and Customer Loyalty of the hypermarket in Malaysia.
7. To identify the mediating effect of customer satisfaction in the relationship between CSR activities “community support, environmentally friendly, sell locally produced products, treating employees” and Customer Loyalty of the hypermarket in Malaysia.

### **1.7 Scope of the Study**

The purpose of this research is to investigate the relationship between CSRC “CW, PR, A, SM” and CSRA “COS, EF, SLPP, and TE” and customer satisfaction “CS” and

customer loyalty “CL” for a hypermarket in Kuala Lumpur. To meet the research questions and objectives of this study, this study was conducted in Kuala Lumpur, where all the opportunities are available for hypermarkets to use new strategies to achieve CS and CL, including the use of corporate social responsibility. “TZE, H. K., 2018”. In addition, the customers who have visited hypermarkets in Kuala Lumpur and those who have income were selected as respondents. This study relied on quantitative and cross-sectional survey methods to collect data for the study. This year's data collection period is from July to September 2019.

## **1.8 Significance of the study**

### **1.8.1 Academics**

This study contributed to existing knowledge in two ways. One contribution has been to expand and improve the literature review on Corporate Social Responsibility Communications “CSRC”, Corporate Social Responsibility Activities “CSRA”, and CL. Second, the results will contribute to future research by providing empirical evidence from which numerous inferences can be made about the relationships among variables related to CSR. In addition, the results of the study provided academics and researchers with evidence that customer satisfaction plays a mediating role of relationship between the CSRA, CSRC, and the CL. At the same time, this study provided important empirical evidence on the relationship between CS and customer loyalty in hypermarkets.

### **1.8.2 Industry**

Establishing corporate social responsibility communication and activities to serve as a platform should promote interaction between consumers and the services offered by hypermarkets. Corporate social responsibility has evolved in response to changes in corporate social responsibility communications and activities. This has also enabled companies to communicate, interact, share information and knowledge, and build and maintain long-term relationships with consumers. Consequently, the industry sector needs to understand the motivations behind corporate social responsibility communication and activities in order to improve CL. In addition,



corporate social responsibility communication is an effective marketing strategy, especially for consumer markets that want to increase CS and CL.

Moreover, this research expands the body of knowledge by extending the stimulus-organism-response theory to the case of hypermarkets. In the S-O-R theory, external stimuli “S” influence the internal development of a person's regulatory choice “O”, which in turn influences the person's choice-related behaviors “R” “Bagozzi, 1986”. The S-O-R theory assumes a process in which cognitive evaluations of situational factors lead to an emotional state that ultimately determines whether or not to visit a supermarket. This research extends the S-O-R theory by incorporating more holistic CSR factors in hypermarkets, such as the primary marketing stimulus “CW, PR, A, SM, COS, EF, SLPP, and TE”, which can influence consumers' emotions “customer satisfaction” and ultimately their behavioral responses “customer loyalty”.

### **1.8.3 Government**

From the government's perspective, the results of the study will serve as a guide for strengthening CSR with a focus on hypermarkets. In addition, the study provides insights into the current trend of corporate social responsibility and possible market expansion strategies. In addition, we hope that this study will help policymakers develop rules, regulations, and laws to improve the overall efficiency of hypermarkets in terms of CSR.

In addition, the government can take a variety of other measures to monitor the CSR of hypermarkets. The results of the study will be used to make recommendations on how to improve corporate social responsibility in different parts of the world. As CSR is an important activity for customers, this study is also crucial for the government as it enables it to improve the CSR of hypermarkets to increase CS and CL.

## **1.9 Operation Definitions**

### **1.9.1 Customer loyalty**

Can be defined as a deep-rooted commitment to repeatedly purchase or use a preferred product or service in a consumer market, despite situational influences and marketing efforts.

### **1.9.2 Customer satisfaction**

Can be defined as the level of satisfaction experienced by customers after making a purchase in a hypermarket. It is the overall assessment of a consumer store or an emotional response to the discrepancy between what the customer expects and what they receive in terms of meeting their needs. More importantly, it is the sense of fulfillment customers feel when their want, need, or expectation is met.

### **1.9.3 Corporate social responsibility**

Is an all-encompassing set of services, practices, and programmes that are incorporated into the daily operations of a hypermarket “CW, PR, A, SM, COS, EF, SLPP, and TE” to increase customer satisfaction and loyalty.

### **1.9.4 Corporate Website**

This is a reference to the hypermarket's website, which contains information about its products and services. Providing product information is an effective way to attract consumers to a website. Useful and up-to-date information also prompts online consumers to make more informed purchasing decisions.

### **1.9.5 Public relations**

Can be defined as the process by which a hypermarket builds relationships with customers to effectively communicate with them and understand their needs, as well



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## APPENDIX D

## LIST OF PUBLICATIONS

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PTTA  
PERPUSTAKAAN TUN TUN AMINAH



**APPENDIX E****VITA**

My name is KADHIM GHAFAR KADHIM. I born in June 28, 1988, in Babylon, Iraq. I got a bachelor's in business administration from Dijla University in Baghdad, 2011-2012. After graduation, worked in telecom company for 2 years in Iraq, then enrolled at the University Malaysia Kelantan, in 2015, where i was a degree of Master Business Administration "MBA" in 2017. Thereafter, attended the Graduate School of Universiti Tun Hussein Onn Malaysia in 2017. I have co- authored five papers in area of corporate social responsibility of hypermarket in Malaysia.

