



Changemakers: Creativity and Value Creation

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Task 1 – Research Question

The topic for research is How CSR affect customer loyalty in the retail sector. First and foremost, CSR is consumer social responsibility implement by many companies with involvement of business strategy. However, by referring to word CSR that is interaction between stakeholder and shareholder and company through achievement the balance of Triple-Bottom-Line Approach include economic, social, and environmental.

Corporate social responsibility (CSR) founded by American economist and Grinnell college president, Howard Bowen in 1953 through a book which connection corporate responsibility to society. However, begin of CSR is when social contract declared by the committee for economic development in 1971 and the idea is based on the function of business because of public consent, therefore, business must serve to society based on need. The responsibility of social contract includes increase job and economic of the contract, operating fairly and honestly to consumer and employees, enhance environment and condition of community (*ACCPAdmin, Corporate Social Responsibility: A brief history 2022*). In 1976, research conducted by Professor Sandra L. Holmes identify the causes of implement CSR and result identified from ability of corporation to support public need, executive interest, government influence, severity of social need, and public relation gained from action (*Holmes, S. L. (1976)*). In 1979, profession Archie B. Carroll summarised from theory of Holmes to make it clear about CSR. However, Carroll also identifies definition of CSR from three-pronged approach include company implement principle/ ethics, established, and implemented formal process, and created policies (*Carroll, A. B. (1979)*). The early implement concept of CSR was a company, Johnson & Johnson. They established Credo in order requires serve those need as a first (*ACCPAdmin, Corporate Social Responsibility: A brief history 2022*). Besides that, Hershey company also another early implemented the concept of CSR which develop a town and a community with facilities, civic centers, and cultural institutions (*ACCPAdmin, Corporate Social Responsibility: A brief history 2022*). CSR play an important role in the company which will benefits the company such as the image of the company toward consumer buying behaviour. The company reputation or public image will affect consumer buying behaviour. However, CSR support the company with enhancing public image through activities such as charity. Besides that, CSR benefited with brand awareness and recognition which the efficiency will spread from news so that more people will know about the company brand (*Jamshed (2020, August 5)*). Moreover, increasing consumer engagement by implement CSR and the engagement can done from using social platform to deliver advertisement of brand and create story out of every effort (*Jamshed (2020, August 5)*). On the other hand, implement of CSR also increase engagement of employee which employee will enjoin the job and working to the company if the company had good reputation (*Jamshed (2020, August 5)*). Besides that, good engagement of employee can lead to increase employee turnover (*Jamshed (2020, August 5)*). Last but not lease, effectiveness of CSR create positive environment of the organization which enhance productive of employee in the workplace (*Jamshed (2020, August 5)*).

Strategy of CSR adopted by many companies from difference perspective. However, there are 5 strategies of CSR that company adopted by many companies and using until today (*Harris, S., 2023, May 30*). The first strategy company is promoting healthy and inclusive workplace cultures through a positive environment in an organization is significantly impact employee performance (*Harris, S., 2023, May 30*). However, provide training in-term of diversity can deliver shareholder value through across stakeholder segments. For example, the case of “racially motivated arrests of two African American men at a Philadelphia Starbuck” in 2018. However, the action of Starbuck is providing training by closing all Starbuck store across country for four-hour racial training. The second CSR strategy is designing goals with measurable impact refers to clear objective set out by company and employee must be aware of the company objective in order measurable suitable CSR strategy to achieve consumer loyalty and enhance reputation (*Harris, S., 2023, May 30*). The third CSR strategy is aligning community impact goals with business practices refers to the organization must align CSR with business goals, employee base, and communities (*Harris, S., 2023, May 30*). For example, Unilever launch a program “Farewell To The Forest” in 2015 to align philanthropic goals and business practice. The fourth CSR strategy is socially responsible companies leverage their core capabilities, which is using strongest asset or capability of the company to implement CSR (*Harris, S., 2023, May 30*). For example, JetBlue identified their strongest assets is travel, they launch a program call Flying It Forward Campaign in 2014” which offer free flights for those required answer question such “if you were given one flight to spread good, where would you go?” and the free flight offer to people who involve their trip with “making the word little better”. As a result of this program will serve underserved communities and inspire others. Besides that, JetBlue also involved into education program “Aviation Career Education (ACE)” provide to underprivilege high school student (*Harris, S., 2023, May 30*). Last but not lease, soliciting feedback and engagement to maximize stakeholder value, which is listen to the feedback from employee, consumer, and the individual (*Harris, S., 2023, May 30*).

However, many company implement CSR to benefit good reputation of the company, strengthen its brand, and enhance relationship of the management and consumer loyalty. Nevertheless, concept of CSR mostly implemented by large company as a leader to enhance their company in the market, but problem raise of how about retail sectors. Are retail sectors benefited from the CSR. Does CSR affect consumer and behave the loyalty to the company.

In this research will using inductive research approach to determine the problem of this topic. However, inductive approach define theory or can be generate through data collection establish by using google form with the way of questionnaire (*Woiceshyn, J., 2018*). The research will be done in quantitative approach which analysing date that been collected from the sampling method such as simple random sample, systematic sample, etc. However, the sampling method for this research are snowball sample and cluster sample. Snowball sample is a form send to a person and from a person send it to another person as the name implied “snowball”. Cluster sample is a form send it to subgroup which in a group have similar characteristic such as high school friends. The size of sample is expected 20 to 30 people and date expected 2 to 3 days.

Task 2 – Research Techniques

In task 2 will evaluate data from primary and secondary research technique which primary data is data collect directly from people opinion through survey, instead of secondary data is data collected from platform where people had been provided. However, primary data will be collected through google form with questionnaire and the questions relate to topic of whether CSR can affect consumer loyalty in SME retail sector.

Attached herewith the survey form link:

<https://forms.gle/geJ9H3yP6KpDUfoW7>

The secondary research refers to journal and article from internet platform include emerald and google scholar. However, the summaries of research contain effectiveness of CSR to consumer loyalty from difference sectors. Based on article researched from google scholar, the scholar defined CSR affected consumer loyalty include corporate image, customer satisfaction and consumer perceived value and including difference industry such as real estate industry, hotel industry, bank industry, and dairy industry (*Zhang, N, 2022*). Besides that, Fernanda (2019) finding that brand awareness influence brand equity relatively influences by CSR activity contain requirement of consumer loyalty in order effectively the CSR to increase brand equity (*Muniz et al., 2019*). Moreover, there are research conducted by banking industry that implement CSR strategy have positive impact to consumer loyalty and association to consumer perceived value (*Konalingam et al., 2022*). Furthermore, the CSR, SDG (such as green marketing), business ethics, and brand loyalty have relationship and impacts consumer loyalty where implement CSR and using green market can achieve consumer loyalty and relatively influence brand loyalty if consumer practical CSR (*Amoako et al., 2021*).

Task 3 – Presentation on Ideas

Reflection/ Feedback

The feedback had been concluded that the volume of the presenters is lower. For the reflection, the volume of the presenters must ensure can be delivered. Thus, volume of video presentation can be supported by using earphone to ensure received voice clearly. Besides that, to ensure delivered message, video presentation can be provided with subtitle which provide below the person presentation. Moreover, as recommended by Mdm Davies, present with slide is another optional which clearly deliver message to stakeholder, even problem to the sound. Furthermore, I conducted words starting with self-introduction in the presentation. However, the reflection on the beginning that I can start with using hook which attract audience with question such as do you know how does CSR can influence consumer loyalty in retail sector? or do you know what is the relationship between CSR and consumer?

Link of the elevator pitch:

https://drive.google.com/file/d/1GGjnmQZ6hZ1Jv2qVylVi1z6W-xWvXJU5/view?usp=share_link

Contain of the elevator pitch

Hi My name is Su Yi. I am from Malaysia and currently as a student studying at IUMW major in international business. However, the purpose I am choosing study international business is because I want to explore more business strategy around the world instead of domestically. However, there are one of the significant topics for international business, known as CSR.

The name for CSR is corporate social responsibility. From the word itself, we can understand that it is a strategy can be implemented by corporate to benefits social and environmental. However, the social can be such as charity, donation and so on, which benefits to social and intermittently increase the poverty rates of a country. Besides that, environmental include clearing the beach which benefits to decrease global warming. The CSR had been implemented by many companies including difference industry such as food industry, bank industry, dairy industry, hotel industry, and real estate industry. Moreover, there are several strategies had been implemented by them to effectively respond by the company. For example, Starbuck closed all the store for 4 hours to provide the racial training. This is also considered as a part of the CSR. Besides that, CSR not only about the consumer, it also includes employees, shareholders, and those interact with the company. However, the question raised in my mind that CSR from my understanding is an activity set-up by the company to create advantage for social and environmental, but how it can be influencing consumer by creating advantage for social and environmental of CSR. Therefore, I keep the question in my mind to conduct a primary and secondary research from the data to ensure the authentically. In my assessment 1, I have conducted the research from many perspectives of the consumer including consumer satisfaction, consumer loyalty, image of

the company. This research is conducting inductive research approach, result generate from the research of primary and secondary data which primary will be conducted using google form and data collect by using the sampling method include snowball method and cluster method.

Finally, how it can be affected by the CSR is my aim of this research and the specific and valuable of this research is to understand interest of the consumer to CSR, so that can be benefited business manager to attract the right consumers.

Task 4 – Data Analysis

Link for conference poster:

https://www.canva.com/design/DAFsQ3QeiKs/qrPisIQxw2zfCnQ5BOQKbQ/view?utm_content=DAFsQ3QeiKs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

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