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Relationship Between Corporate Social Responsibility

Dimensions and Purchase Intention of Fast Food

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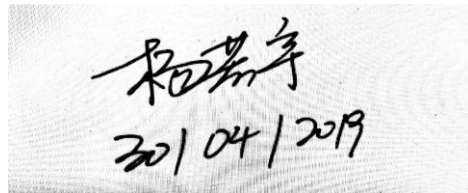
DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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Signature:

A photograph of a piece of white paper with a woven texture. On the paper, there is a handwritten signature in black ink that appears to be '杨若宇' (Yang Ruoyu). Below the signature, the date '20/04/2019' is written in black ink.

Date:

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ABSTRACT

As the most common category in the food industry, the fast food industry has a close and complex relationship with consumers. In recent years, the fast food industry has developed rapidly. Therefore, the social influence of the fast food industry has also been significantly improved. As the fast food industry has an increasingly visible influence on society. The fast food industry has become an important player in the social economy. The fast food industry will affect the development of the entire community and society. However, many fast food industries ignore the interests of stakeholders under the trend of interest. It is characterized by pollution to the social environment, discrimination against consumers, and using cheap labor. The purpose of this study is to investigate the factors which influence purchase intention of fast food industry in China, and there are limited studies on purchase intention towards fast food industry in China. Therefore, this research is established to fill the gaps by studying the purchase intention in China. A convenience sampling questionnaire will be use as instrument for data collection. A data of 400 respondents will be collected and analyzed by SPSS statistic tools. Both descriptive analysis and regression analysis will be carry out to examine the relationship between the independent variables and dependent variable

Key words: Corporate social responsibility ,Purchase intention ,Fast food industry, China , Environment responsibility ,Employee responsibility, Fast food safety responsibility, Customer responsibility.

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CHAPTER 1: INTRODUCTION

1.0 Overview

This chapter mainly introduces the research background of the study, and also makes a statement on the basic issues of the research. By presenting research objectives and research questions this chapter explains the importance of the study. In addition, this chapter describes the scope of the study and the limitations of the study. Finally, this chapter summarizes the definition of the operation and the organization of chapter.

1.1 Background

As the most common category in the food industry, the fast food industry has a close and complex relationship with consumers (Zindiye & Donga, 2017). In recent years, the fast food industry has developed rapidly (Dong, 2014). Therefore, the social influence of the fast food industry has also been significantly improved (Wang & Xue, 2016). As the fast food industry has an increasingly visible influence on society. The fast food industry has become an important player in the social economy (Zindiye, 2016). The fast food industry will affect the development of the entire community and society (Schrempf, 2014).

However, many fast food industries ignore the interests of stakeholders under the trend of interest (Xue, Cheng & Zhang, 2017). It is characterized by pollution to the social environment, discrimination against consumers, and using cheap labor (Lee & Lambert, 2016).

Since the 1990s, as the issue of corporate social responsibility has aroused widespread concern in the international community, the fast food industry has also begun to pay attention to corporate social responsibility (Chernev & Blair, 2015). Among the many stakeholders in the company, customers occupy a very important position, and the purchasing behavior of customers directly influences the performance and survival and

development of the fast food industry (Tai & Chuang, 2014). Therefore, the current types of research on corporate social responsibility and corporate interests are based on the perspective of consumers (Öberseder & Schlegelmilch, 2014).

In the existing literature, Eastern and Western scholars believe that there is a positive relationship between corporate social responsibility and consumer purchase intention (Korschun & Bhattacharya, 2014). However, few scholars have suggested that corporate social responsibility can influence consumers purchase intention (Huang, Yen & Liu, 2014). Some representative studies suggest that corporate social responsibility can directly influence consumer purchase intention (Murray & Vogel, 1997; Creyer & Ross, 1997; Brown & Dacin, 1997). However, these studies are subjective psychological states and emotional reactions of consumers, and thus it is not certain that consumers are purchasing intentions due to the fulfillment of corporate social responsibility or other factors such as brand influence (Tang, 2011).

Therefore, a full understanding of the relationship between corporate social responsibility and consumer purchase intention can promote the development of social responsibility in the fast food industry (Ni & Van, 2015).

1.2 Problem Statements

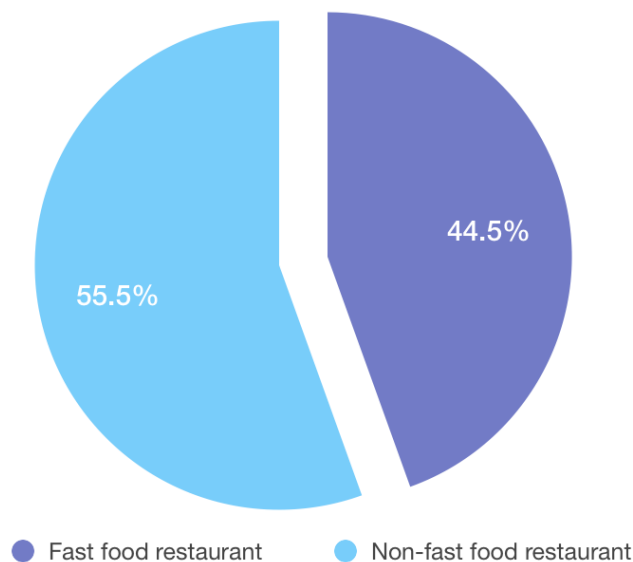
In recent years, China's catering industry has maintained steady growth, and its annual growth rate has remained above 10% (Wu, 2018). Figure 1.1 shows that since 2015, the catering industry has maintained a higher growth rate than the total retail sales of consumer goods. In 2017, China's catering industry revenue reached 3.96 trillion, and the catering industry accounted for 10.8% of the total retail sales of consumer goods (Lan, 2018).



Source: National Bureau of Statistics of China, 2018

Figure 1.1 Comparison of the growth rate of total retail sales of catering and social consumer goods in China

Moreover, the number of stores in the national catering industry totaled 5.786 million in 2017. Among them, the number of fast food restaurants reached 2.573 million, accounting for the largest proportion in the catering industry, reaching 44.5%, an increase of 16.8%. Compared with other categories, Chinese fast food showed a high growth in 2017 (National Bureau of Statistics of China, 2018).



Source: National Bureau of Statistics of China, 2018

Figure 1.2 Comparison of the fast food restaurant and non-fast food restaurant in China

The fast food industry has an important feature that is related to people's health and is a special industry (Zhao, 2017). Food safety and other issues in the fast food industry have occurred frequently in recent years, which has triggered a high demand from the society for the active fulfillment of social responsibilities in the fast food industry (Hartmann, 2011). According to the non-compliance data of the fast food industry exposed by China Food Safety Network, only in Beijing, among the 1757 fast food restaurants, 72 fast food restaurant staff did not have health certificates (Zhang, 2018). Similarly, the Beijing Food and Drug Administration conducted a safety inspection of the Beijing Rou Shi Shunda fast food. Among the 240 samples tested, it was found that meaty foods were added with substances exceeding the conventional indicators (Wang, 2017).

Through the above combing that there are serious food safety problems in the fast food industry, which is a neglect of corporate social responsibility (Zhao, 2017). Chinese scholars have raised the importance of corporate social responsibility from different sources (Duan, 2014; Huang, 2016; Liu, 2013; Zhao, 2017). However, from the perspective of consumers, research on corporate social responsibility and consumer purchase intention are less, especially in the fast food industry (Zhao, 2017). This study will select the fast food industry as the research object, and analyze the relationship between corporate social responsibility and consumer purchase intention.

1.3 Research Objectives

The research objectives mainly refer to the goals that researchers hope to achieve through research projects, which are often closely related to research hypotheses (Peffer & Tuunanen, 2017). Determining the research objectives will help to carry out the research work smoothly and save time (DeFranzo, 2012). The research objectives mainly refer to the type of information that the researcher hopes to obtain from the survey, the information obtained from the target population, and the interpretation of possible comparisons (Joseph, 2017).

In general, research objectives are divided into broad objective and special objectives. The research objectives of this paper are as follows:

Broad Research Objective:

RO1: To determine whether CSR of fast food industry has influence on customer purchase intention in the fast food industry of China.

Specific Research Objectives:

RO1-a: To determine whether the customer responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China.

RO1-b: To determine whether environmental responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China.

RO1-c: To determine whether employee responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China.

RO1-d: To determine whether fast food safety responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China.

1.4 Research Questions

The research questions are mainly related to the difficulties that need to be eliminated and the conditions that need to be improved, and it is a clear statement of the research field (Cooper & Schindler, 2014). The research questions laid the foundation for the whole study. Therefore, it not only guides the collection of the literature but also raises the disturbing problems in the actual practice or theory (Fletcher, 2017). Research questions are proposed after the research objectives to ensure that the questions are consistent with the research objectives and highlight the research priorities (DeFranzo, 2012).

The following is a research question based on research objectives.

Broad Research Question:

RQ1: Will CSR of fast food industry has influence on customer purchase intention in the fast food industry of China.

Specific Research Questions:

RQ1-a: Will customer responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China?

RQ1-b: Will environmental responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China?

RQ1-c: Will employee responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China?

RQ1-d: Will fast food safety responsibility as a dimension of CSR has influence on customer purchase intention in the fast food industry of China?

1.5 Significance

1.5.1 Significance to Academe

From an academic point of view, since the concept of corporate social responsibility was put forward in the 1950s, relevant research has begun to deepen (Schwartz, 2017). By the 1990s, the research on the relationship between corporate social responsibility and corporate performance, the empirical research on corporate social responsibility and related stakeholders has become the main research direction (Saeidi & Sofian, 2015). Now, corporate social responsibility and customer purchase intention have become a key

issue in the research field (Öberseder & Schiegmich, 2014). Among them, the research on the relationship between corporate social responsibility and customer purchase intention has attracted the attention of scholars from the East and West (Smith, 2014).

Based on the research results on corporate social responsibility, this research studies the factors influencing customer purchase intention from the perspective of rational action. This study takes China's fast food industry as the research object. First of all, supplement and improve the theoretical research on corporate social responsibility in the fast food industry. Secondly, although some scholars (Bolton & Mattila, 2015; Öberseder & Schiegmich, 2014; Vitell, 2015) have studied the relationship between corporate social responsibility and customer purchase intention, there is still little research on the fast food industry. This study takes the fast food industry as an example to explore the customer purchase intention, which greatly enriches the theoretical perspective of the existing research.

1.5.2 Significance to Industry

This paper studies the relationship between corporate social responsibility and customer purchase intention in China's fast food industry, and its research results are more applicable in the industry.

Firstly, the study provides a specific reference for the Chinese fast food industry. Based on research objectives and related literature reviews, the study narrows down to specific industries and uses quantitative analysis to determine the relationship between corporate social responsibility and customer purchase intention. This will help the fast food industry to fulfill its corporate social responsibility.

Secondly, this study provides a relatively accurate assessment of operators in the fast food industry. Operators in the fast food industry recognize the specific dimensions of corporate social responsibility. Therefore, it is possible to strengthen the management of corporate social responsibility in a targeted manner.

Finally, as stated in the research objectives, this study reveals the influence of corporate social responsibility on customer purchase intention and suggests improvements to existing problems. Provide a reference for the fast food industry.

1.6 Scope and Limitation of Study

For this study, the questionnaire was used to collect data for analysis. The respondents were individuals, specifically consumers in the fast food industry in China. The questionnaire will be distributed online using a specific social media platform. A total of 40 questionnaires will be issued as a pilot questionnaire before the formal questionnaire is issued to achieve test accuracy, effectiveness, and questionnaire design. The number of formal questionnaires sent out in this study was 400.

Finally, a total of 384 questionnaires were selected to ensure the accuracy of the study. In order to ensure the authenticity and validity of the data source, this study will set the target group to select respondents in strict accordance with the scope of the study.

The main target of this study is consumers who have consumed in the fast food industry. Due to time and resource constraints, although the sample size of this study was based on scientific research requirements (Krejcie & Morgan, 1970), the size of 384 respondents did not represent the population of China, which is quite not significant to justify the research findings as a whole.

In addition, the age distribution, geographical distribution, and income level of the obtained data are quite different. Therefore, it will have an impact to a certain extent. The data collection in this study was also a cross-sectional study. Therefore, the correlation verification between the research subjects has certain limitations. However, this also provides opportunities for researchers to conduct further research from a more comprehensive perspective.

1.7 Operational Definitions

To study the relationship between corporate social responsibility and consumer purchase intention, it is first necessary to identify important operational definitions as a support.

Table 1.1 Explanation of the terms of the keywords in this study.

<i>Key Words</i>	<i>Definitions</i>
Corporate Social Responsibility	Sheldon (1924) believes that corporate social responsibility is to combine the needs of various stakeholders inside and outside the industry with corporate responsibility. Carroll (2014) argues that corporate social responsibility is an expectation of society in terms of ethics, economics, and law to corporate. Zhao (2018) believes that corporate social responsibility means that enterprises should benefit from other social members and assume some social responsibilities in addition to their own profits.
Food Quality and Safety Responsibility	Food quality and safety responsibility means that the food production industry must ensure that the foods selected are safe and not harmful to human health (Li, 2013). In addition, according to Meng (2016), food should also contain normal nutritional needs and cannot cause any damage to human health.
Customer Responsibility	Consumer responsibility means that the provider of the service or product should be responsible to the consumer (Soneryd & Green, 2015). The services or products provided shall not cause harm to the health and safety of consumers (Luchs & Phipps, 2015). Consumer responsibility requires the service provider to maintain a high level of responsibility to the customer (Luchs & Miller, 2015).

Environmental Responsibility	Environmental responsibility means that the company is responsible for maintaining the cleanliness of the environment (Babiak & Trendafilova, 2011). Environmental responsibility requires companies not only to provide environmental products but also to protect the environment of the entire society (Palmberg & Kuru, 2017).
Employee Responsibility	Employee responsibility means that the company should provide a working environment with a fair for employees, such as equal development opportunities, equal training opportunities and equal opportunities for improvement (Flammer & Luo, 2017).
Consumer Purchase Intention	Customer purchase intention defines as how a person to buy particular products (Lee and Ismail, 2012). In the other hand, the term refers to the physical and emotional initiatives that consumers involved during the purchase process, using process, handling process of commodities and services in line with satisfying and meeting the needs and demands, what's more, customer purchase intention associates with purchasing and other relative activities on consumption during the exchange process (Hoyer and Macinnis, 2012).

1.8 Organization of Chapters

According to the needs of this study, the paper is divided into five chapters. The specific arrangements are shown in Table 1.2.

Table 1.2 Organization of Chapters

Chapter	Aim of Chapter
Chapter 1: Introduction	The first chapter, as the beginning of the whole research, mainly introduces the background of the study and the development status of corporate social responsibility and customer purchase intention. And this chapter introduces the problem statements, research objectives, and research questions. On this basis, possible innovations are proposed. Finally, this chapter defines the keywords that appear in the study and explains the scope of the study.

<p>Chapter 2: Literature Review</p>	<p>This chapter summarizes the research of existing scholars on consumer purchase intention and corporate social responsibility. First of all, this chapter summarizes the basic concepts of consumer purchasing behavior and corporate social responsibility through literature and analyzes the relationship between the two variables. In addition, this chapter also introduces the reasoned action theory. Based on the literature review, theoretical frameworks and research hypotheses were developed.</p>
<p>Chapter 3: Research Methodology</p>	<p>The research focus of this chapter is to introduce the research design and research methods used in the study. Firstly, this chapter introduces the research design and describes the relationship between variables. Second, this chapter analyzes the target group and the time of the study based on the research design. Finally, the collection and analysis of data and the research design of the questionnaire will be presented to ensure the validity and accuracy of the study.</p>
<p>Chapter 4: Research Findings and Discussion</p>	<p>This chapter provides an analysis of the data collected. The reliability and validity of the sample data were analyzed by the pilot test and the primary test. Secondly, the research objectives and research questions are evaluated through correlation analysis and regression analysis to make recommendations on the proposed hypotheses. This chapter describes the main research results.</p>
<p>Chapter 5: Conclusion</p>	<p>This chapter is the final chapter of the study. It mainly summarizes the analysis and research of the previous chapters. After analyzing the conclusions obtained in Chapter 4, this chapter also proposes corresponding recommendations. Finally, the shortcomings of this study and the future research directions are proposed.</p>

CHAPTER 2: LITERATURE REVIEW

2.0 Overview

This chapter is mainly introducing the customer purchase intention, the concept of corporate social responsibility (CSR), and CSR in the fast food industry. The literature review will be presented through the timeline and recent years review and taking the approach from top to down. Besides that, this chapter takes two theories that related to this research and uses the conceptual framework.

2.1 Customer Purchase Intention

Customer purchase intention defines as how a person to buy particular products (Lee and Ismail, 2012). In the other hand, the term refers to the physical and emotional initiatives that consumers involved during the purchase process, using process, handling process of commodities and services in line with satisfying and meeting the needs and demands, what's more, customer purchase intention associates with purchasing and other relative activities on consumption during the exchange process (Hoyer and Macinnis, 2012).

2.1.1 Global View on Customer Purchase Intention

There are many factors that may affect the customer purchase intention, as Lee and Ismail (2009) illustrated that firstly, customers can depend on the traditional and original criteria and level of standards to make purchase decisions such as item quality, price, comfortable, satisfaction, post-sales service and other components, meanwhile, the secondary considering whether the item of product does harm or benefits to the environment and society. Stanaland, Stanaland, Lwin and Murphy (2011) revealed that customer purchase intention has an impact on customer related fields, for example,

customer buying desire, customer satisfaction, customer purchase intention and customer brand loyalty. At the meantime, Aggarwal and Gupta (2015) pointed out customer purchase intention related to marketing activities have been specialized on the issues that the impact of corporate social responsibility on corporate citizenship, fair trade concerns, cross-cultural communication, customer purchase intention, customer purchase intention and sustainable and eco-friendly products.

Customer purchase intention has related to customers' preference, customers' personal selection, purchase, and satisfaction of consumption goods and services for customer buying demand (Mohamed, Ali and Ramya, 2016). Customer purchase intentions, specificities and characteristics influence the personal buying decision in what he or she is and the customers' decision-making process, behaviors or habits of shopping have contributed to brands selection and retailers marketing (Chhabra, 2018). A purchase decision is the final result from a particular customer that influenced by research factors, while the entire buying process or purchasing process involves giving a customer time to consider what should be bought that the brand is good or suitable (Khan, 2017).

Which brand, where or how to purchase are involved in the buying process, and when to purchase and how much to spent are influence the customer purchase intention either (Chhabra, 2018). Consequently, the final result of the buyers' behavior is the customer's end decision as to the brand choice, product choice, purchase amount and purchase frequency (Mohamed, Ali and Ramya, 2016).

According to Walker survey (2014), it revealed that 50% of consumers are willing to purchase products or services from companies whom have good social reputation and social effectiveness, while around 60% of consumers are more avoidable for purchasing products or services bad reputation companies. At the same time, according to Fleishman-Hillard research that around 86% of the respondents were preferred to buy the particular products or services when the brand party or companies improved

social welfare. What's more, Khan (2017) illustrated that customers would like organizations to behave ethically since its one of the vital factors for customers making buying decisions.

In addition, for most of consumers that social responsibility and ethical issues are unnoticed or ignored when consumers purchasing (Singh, Sanchez and Del, 2015). Comparing with the factor of corporate social responsibility, the factor of Price, quality, promotion, warranty, after-sales service and other relative services to certain products are stronger influence on customer buying decisions (Castaldo, Perrini, Misani and Tencati, 2014). On one hand, the level of customers' income would significantly contribute and affect weight of community responsibility during the purchase-decision process, on the other hand, the consumers who have higher income are pay more attention on company's accountability to community or society compared with the ones with low income when both of these consumers making purchase-decision (Sing et al., 2015).

Furthermore, there are two key elements for consumer evaluation or determining final buying decision as below; the first factor is whether corporate social responsibility information is sufficient, the second factor is whether the information is credible, which have drawn public attention when consumers making their purchasing decision that unconsciously influence consumer purchase intention (Öberseder, Schlegelmilch and Gruber, 2012).

Simple observation makes the insight and perception limited while researching the complex nature of consumer choices and Bhalerao and Sharma (2017) researchers have increasingly found the more methods of investigation from behavioral sciences in order to forecast and understand customer behaviors more effectively. Advertising is a good method for companies to enhance the awareness, effects and customer purchase intention, which is a window for companies to exchange and spread CSR initiatives with customers and disclose sufficient CSR information for consumers (Becker-Olsen,

Cudmore and Hill, 2016). According to the research of Khan (2017) suggests that customers are willing to buy the products from companies have positive effect on CSR initiatives, on the other side, part of consumers even do not spend money on for such products that companies do not have positive CSR initiatives.

The study of customer behavior it is helpful to start from considering the evolution of the field of customer purchasing and the different actual examples that have influenced the customer purchase intention (Chhabra, 2018).

2.1.2 Customer Purchase Intention in China

Consumer purchase intention reflects the consumers' preference, attitudes, interests, decisions and intentions when consumers purchasing a particular product or service (Uyar, 2018). Generally, the purchase intention of consumers can be divided into decision and action that bring the effect on purchasing behavior, and in the meantime, according to the study of driving consumers to buy a particular product, involved in emotion and reasoning (Veeck and Zhao, 2015).

In terms of individual perspective, there are many influential factors on consumer purchase intention through consumers' interests and dislikes, values, and priorities, taking the dynamic industries of fashion, food, and personal care as the example, the consumers' subjective value and fun would become the dominant influential factor (Zhai and Zhang, 2014).

The Chinese consumer market is progressing pretty quick and speedy and the phenomenon is often happened that new substitute products accepted by the market before the predecessors have launched and succeeded in market penetration (Luo, 2015). The traditional commercial method to reach and grasp customers in PRC or the Great China region is to do advertisement when a company would like to expand and enter Chinese market with new products (Zhai and Zhang, 2014).

The most important methods of customer engagement is still through word-of-mouth, which it means by the friends or people recommendations, and the subsequent means shall be advertise on newspaper, magazines and sponsorships after TV commercial advertising activities (Luo, 2015). TV is a channel almost present every homes and therefore it is a good channel to engage target consumers in China first-tier or coastal cities, and Yangtze River Delta and Pearl River Delta, which are the accelerated and speedy growing areas in accordance with income and spend level and level of living standards (Zhai and Zhang, 2014). The consumer purchase intention of Yangtze River Delta, Pearl River Delta and coastal cities of China, is dramatically influenced by income level and surround commercial TV advertisements especially at the prime time and major TV stations (Uyar, 2018).

Generally, the consumers are analyzing own purchasing capacity before making a decision to purchase products or services, which it means that a consumer's purchasing power plays a critical role to influence the purchase intention (Zhai and Zhang, 2014).

The development level of countries is able to be the influential factor on consumers' purchase intention and consumers' preferences (Uyar, 2018). There is an phenomenon happens in China that the products exported by country are treated as higher quality or considered to be developed, while the products of underdeveloped or developing countries are considered with negative view or poor quality (Luo, 2015). From this point of view, the country of origin plays an important to influence consumers' cognitive process (Zhai and Zhang, 2014) that illustrates the attitudes of consumers towards manufacturer or producer countries.

2.2 Factors Influencing Customer Purchase Intention

According to the research of Chen, Wen and Luo (2016) on customer purchase intention, it illustrated that corporate social responsibility has the strong strategic effects and corporate social responsibility spillover effects make the companies in a critical competition status, what's over, customer purchase intention spillover will directly improve outputs, prices and profits of CSR companies.

In the meantime, the more important thing is that corporate social responsibility strategies are able to give assistance to governments on improving the food safety levels, differentiating high quality companies and low quality companies, and helping to eliminate low quality companies step by step from the market otherwise significantly affects low quality companies to enhance corporate social responsibility practices to influence the customer purchase intention in the food industry (Chen and Nie, 2015). Hence, according to the researches from those scholars, corporate social responsibility has a crucial influence on customer purchasing behavior. In order to explore what factors of corporate social responsibility have influence on customer purchase intention, there are three dimensions of CSR that influencing customer purchase intention that including customer responsibility, environmental responsibility and employee responsibility were selected as the independent variables in this research. In addition, in order to explore whether the food quality and safety level have influence on customer purchase intention in fast-food industry, food quality and safety responsibility as a separate construct was combined with those three dimensions of CSR.

2.2.1 Dimensions of Corporate Social Responsibility

2.2.1.1 Customer Responsibility

According to Resource Manual to Support Revisions to the UN Guidelines for Customer Protection (2013), the service provider shall hold responsibilities to customers, such as preventing consumers from unhealthy and unsafe issues, promoting and protecting consumers' economic interests, providing accessible information and informed choices, in terms of this perspective, it proposes the requirements to companies to be informed of environmental, social and economic influence on customers' choice, and promoting sustainable consumption.

According to Ferrell (2014) suggested that it existed a relationship between organizations and consumers since both of organizations and consumers had expectations from mutual sides that built trust, good integrity, transparent disclosure and fair business trading. In the same way, as the social responsibility of stakeholder model mentioned that, clients and consumers are the major growing engine for companies to achieve the long-term success, which it indirectly requires the high responsibility awareness to customers such as professional ethics and faith, integrity and transparency that means avoiding to provide false information to any customers no matter target customers or not (Kokemuller, 2015).

In terms of economy, Guidance on Social Responsibility (2010) suggested that companies or service providers shall bear the social responsibility and set products or services be affordable that means be suitable for low- and fixed-income customers.

At the same time, another study suggested that a corporates social responsibility to customers is the process in terms of general public welfare and interests (Danev, 2013). Responsibility to consumers illustrates that offering respect, satisfaction and responsible to customers, and assuring the information provided are true to customers,

and ensuring the post-purchase service quality, simply put, providing complete product, service and corporate information to buying public both existing and potential customers (Hill, 2013).

Meanwhile, the responsibilities of customers shall be honest with the information provided such as accurate information without false details, report unpermitted bank transaction and do not disclose your sensitive bank or financial information to any other party, and mostly important step is understanding the process of complaint (Poolthong and Mandhachitara, 2013).

2.2.1.2 Environmental Responsibility

As the population growing, the fast food industry plays influential role on the environment, and responsibility of fast food industry is not only providing ecofriendly products and environmentally friendly products, but landing CSR and environmental protection, or green initiatives during the whole food supply chain (Sakali and Skalko, 2017). Therefore, the supply chain responsibility is one of the important elements from the environmental responsibility for corporate, which it is an important driver for retailers that working towards sustainability in supply chains to strengthen suppliers' corporate reputation and brand name that can lead to sustainable development and keep competitive advantage for green food supply (Chkanikova and Mont, 2015). Take McDonald's environmental practices as the example, it stated that environmental factors may involve water, air pollution, environmental protection, energy saving and using efficiency and so forth (Schrage, 2014).

CSR practices have aroused substantial attention from public and some academic literatures especially the empirical perspective, in terms of organizations' environmental responsibility, CSR shall focus on products, facilities, decreasing waste, improve resources usage, and reducing the negative influence on resources (Babiak and Trendafilova, 2012). During recent few years, there are more and more companies

make duties towards environmental protection (Freeman, Harrison, Wicks, Parmar and Colle, 2014). The industry of fast food has extremely huge influence on the environment since this is no such industries strongly rely on natural resources (Hartmann, 2015). In the fast food industry, environmental protection shall be observed for any fast food corporates such as using water properly with saving mind, waste handle and management, green environment and with air and soil protection awareness, which can enhance loyalty of employees, customers and external publics (Stolka, 2013).

2.2.1.3 Employee Responsibility

Employee as one of the most important and critical stakeholders for companies, is caring about the rights of employees, and plays a major role to implement and execute CSR initiatives (Royle, 2015). According to Johari (2012) suggested, employees shall have good relationship with colleagues and rights work in a safe and fair environment, and show employees' obligation to build reputation and create values for companies, at the meantime, companies shall provide an fair working environment for employees, equal work, equal developing, equal training and equal promotion opportunities.

As the company, make connection between CSR and employee engagement through the following methods: firstly, start to be a responsible employer, and it has experience show that how employer treat its employees is the good test of CSR for a company (Mirvis, 2012). As GolinHarris survey statement and perception, a company's value and whether treat employees equally and fairly has been the first important factor to rate the citizenship for a company, beside these, community involvement, philanthropy, environmental performance and other Corporate Social Responsibility factors evaluated as well, which simply put, CSR minus HR = PR (Mirvis, 2012).

Organizations make employees engage directly into on-job CSR activities and voluntary work, which increasing numbers of companies are making CSR initiatives be

actually doing something on employees' jobs, to produce and create value for both of whole society and business organizations (Glavas and Kelley, 2014). Identity engagement has become a part of company task to link HR and CSR to convert employee as citizens, which naturally suggests that respecting and recognizing employees from different aspects such as gender, age, race, and so forth, as well as work roles and positions and validating these in relation to citizens of society (Freeman et al., 2014). On the contrary, many companies still have some irresponsible behaviors and do not observe the employment obligation to employees such as squeeze labors and bad work environment (Johari, 2012).

In the era of 21st century, employees are the wealth of company and be more value to companies, which means employers should treat employees to be the valued assets and make high level of morale for companies (Mirvis, 2012). Appropriate treatment of employees within the company is part of the CSR obligation to employees (Johari, 2012) and thus, needs to be taken into consideration too. Though Glavas and Kelley (2014) averred that the linkage between society and business organizations forms the basis of CSR, however, equal treatment of employees is also of importance as part of CSR (Mirvis, 2012).

2.2.2 Food Quality and Safety Responsibility

As the most important factor that food quality responsibility greatly affect customer purchase intention when customers choosing restaurants especially fast food restaurants (Namkung and Jang, 2012). During the former (Chhabra, 2017; Zhai and Zhang, 2014; Kotler and Armstrong, 2015) researches, there are many different dimensions evaluated on the catering industry responsibility, such as quality of food, such as food taste, material freshness, temperature, variety of dishes or menu, food safety, cleanness and health standards (Liu and Jang, 2016). In the perspective of food safety responsibility, this is the important element to assess and judge the food quality, which it stands at the bottom-line position and the lowest level of standard (Namkung

and Jang, 2012). In the same way, there are many healthy ingredients as the standards for food quality evaluation, which can be organic, pesticide-free, animal welfare, and green raw materials (Poolthong and Mandhachitara, 2013). In addition, Laufer (2013) stated that fast food has hydrogenated fats, refined sugar, fiber, salt, vegetables and many additives.

With the advent of western fast food such as KFC and McDonalds, these fast food brands are quickly emerging into Chinese market, which Chinese government realized the fast food restaurants are related with plenty of health and food safety issues such as heart disease, diabetes, obesity concerns and hypertension that are closely involved with anyone included children and adults (Laufer, 2013). The method of solving obesity concerns in China is to control the food ingredients and other food relative additives (Mirandah, 2012). In China, McDonald, KFC, Docs, and other fast food restaurants are deemed to be the symbol of unhealthy and unsafe food, which means these fast food brands are providing junk food to customers (Poolthong and Mandhachitara, 2013). Hence, it is vital for customers to express concerns and communicate these issues with restaurant on food safety and protect customers disclosure right (Knight, Worosz and Todd, 2018).

In terms of food quality and safety completion, CSR companies' CSR practices are stronger than those non-CSR companies, where CSR expenditures are the way to distinguish high-quality and low-quality companies, which ensures the food quality and safety for consumers and most of CSR companies act as industry leader (Chen, Wen and Luo, 2016).

2.3 Gaps in The Literature

To date, there are much of research, organization, and governments paying attention on the food industry in view of CSR, which focus on large, transnational food retailers and terminal retailer who are held responsibility for impact on society and environment

(Devin and Richards, 2018). In line with these, the most reason is that firms are considering being players as dominators of food, and robust supplier during the end point supply chain (Hartmann, 2012). While research illustrates that the leading food supplier and retailers provide large CSR reports and make CSR integrate into actual businesses, the question is whether these firms should take accountable for influences throughout entire food supply chain (Devin and Richards, 2018).

There are many scholars give suggestions to organizations that implement CSR initiatives and practices in terms of supply chain that is well known upstream CSR (Schrempf 2012, Schrempf-Stirling and Palazzo, 2016), which it aims to achieve stakeholders interest and reach stakeholders' requirements what it expresses to be more responsible and accountable for entire society (Wiese and Toporowski, 2013).

In terms of CSR concept, it is still in the developing state or early stage in China, and therefore, plenty of consumers are lacking awareness and sensitivity of CSR (Tian, Wang and Yang, 2011). The awareness of CSR for consumers majorly discussed whether consumers are aware of CSR initiatives and practices affecting consumers' actual and real consumption (Li, 2018).

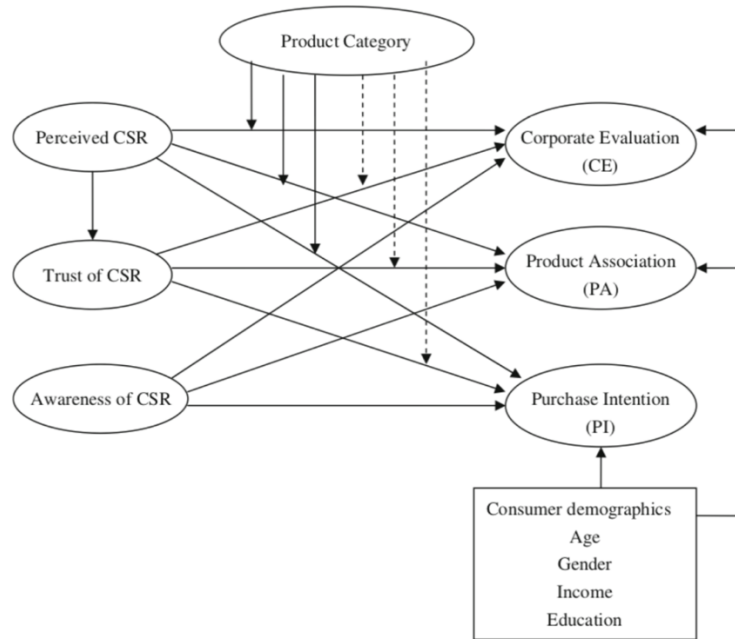


Figure 2.1 Concept of Awareness of CSR Influence Purchasing (Li, 2018)

As above research and studies stated, most of researches are focus on CSR impact on society and environment (Devin and Richards, 2018), food supply chain (Schrempf 2012, Schrempf-Stirling and Palazzo, 2016) furthermore, there is few on purchasing intention (Li, 2018) and limited and incomplete research on the customer purchase intention.

According to Kotler and Armstrong (2015) stated that consumer purchasing behaviors are strongly influenced by cultural, social, personal, and psychological characteristics, as the below figure shown.

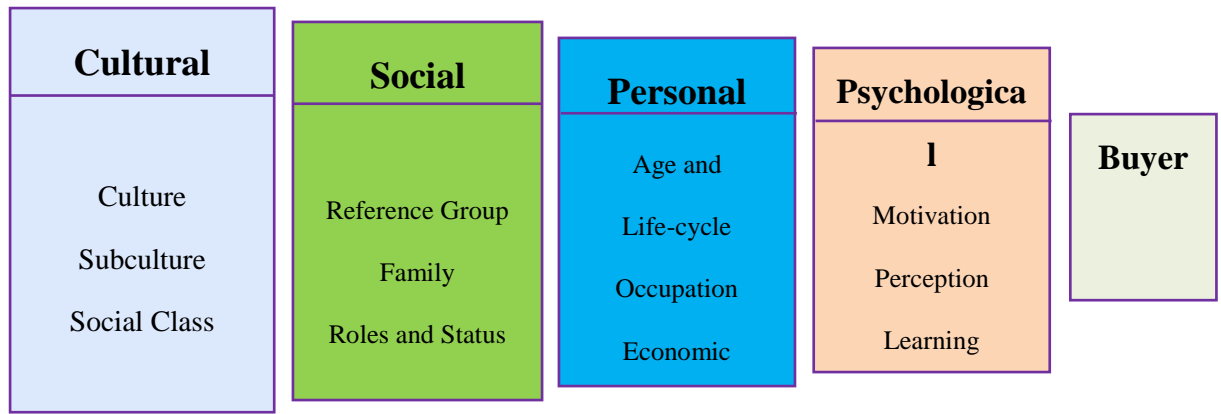


Figure 2.2 Influential factors of consumer behavior (Kotler and Armstrong, 2015)

2.4 Theory of Reasoned Action

Reasoned action theory was introduced first time in 1967 by Martin Fishbein and Icek Ajzen, and this theory is developed on the basis of rational assumption from customers when they make purchase decisions with understanding of behavior. The theory of reason action attempts to illustrate consumers' behavior and purchase intentions resulting from a consumers' attitude and normative or social status, which personal attitude means a personal preference based on perceived evaluation of consequences (Brodowsky, Stewart and Anderson, 2018). An individual attitude towards purchasing a product or service is one of the important factors when processing forecast and explain the behaviors of customers (Ajzen and Fishbein, 1980).

According to above theory and explanation, it can fully support the independent variables such as food quality and safety concerns from customers, this is the attitude and normative consequences generated from a consumer (Brodowsky et al., 2018), which if a customer does not purchase the food since the cause of food quality and safety issues. Based on the theory of reasoned action (Ajzen and Fishbein, 1980), the rest of independent variables can strongly explained by this theory as well such as customer responsibility, environmental responsibility, and employee responsibility.

Since the variables are significantly influenced by the subjective norm and personal

attitude (Brodowsky et al., 2018) towards a specific behavior such organizations' behaviors towards employee, community, and CSR initiatives that may largely judge from a personal attitude from the theory.

2.5 Conceptual Framework

Based on the theory of reasoned action and the research purpose, it will investigate four independent variables as food quality and safety, customer responsibility, environmental responsibility and employee responsibility. As below figure shown, it expresses the relationship between independent variables and dependent variables.

Independent Variables

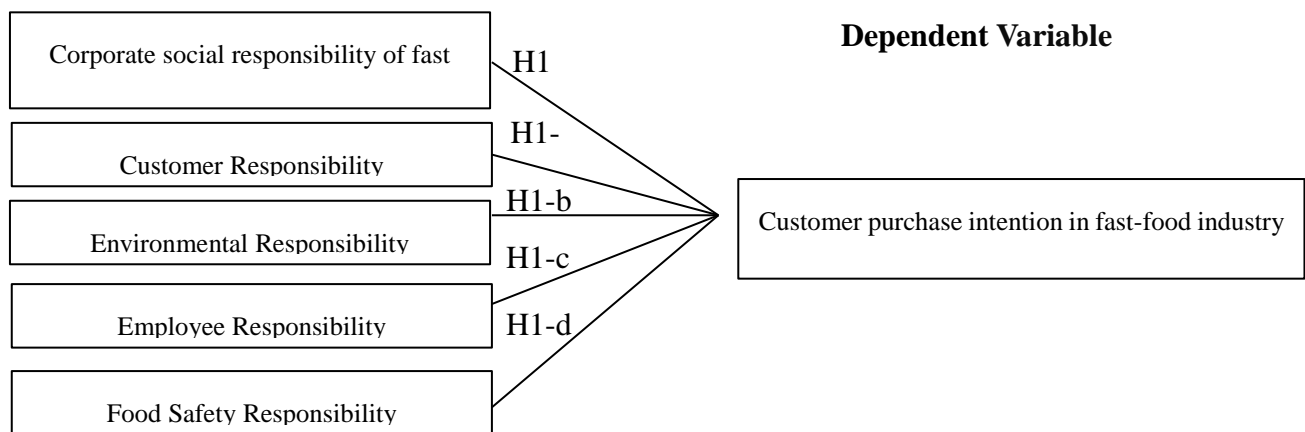


Figure 2.3 Conceptual framework

2.6 Hypotheses

H1: CSR of Fast food industry has a significant relationship on customer purchase intention in the fast food industry of China.

H1-a: Customer responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of China.

H1-b: Environment responsibility as a dimension of CSR has significant relationship

on customer purchase intention in the fast food industry of China.

H1-c: Employee responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of China.

H1-d: Fast food safety responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of China.

2.7 Conclusion

To summarize, during the above literature researching and independent variables and dependent variables studying, Chinese purchase intention influenced by Corporate Social Responsibility is still at the early stage. Therefore, when companies try to expand and develop Chinese market, it's necessary for companies to understand target marketing purchase intention before start.

There are many new trends such new technologies have already been changing purchaser behavior in China, the CSR initiatives and practices shall play an important role, and marketers need to smell these changes and trends to get more shares to create more market for organizations.

CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.0 Overview

This chapter provides an introduction of research design and methodology which had been applied for this study. Firstly, the research design will be presented and associated with the framework of the suggestion which was mentioned in Chapter 2. Then, Unit of Analysis and Sampling Method will confirm the research that can obtain the correct and efficient target group in accordance with the research design. Ultimately, Data Collection and Measurement sections will present the data source, data analysis method,

and how to measure the data in order to keep the validity of the research, thus laying the foundation for the research in Chapter 4.

3.1 Research Design

As the research objective of this research, the purpose of this research is determining the relationship between the factors of fast food CSR and customer purchase intention in fast food industry of Shanghai, China. Moreover, based on previous study, the Correlation Design, which was realized as Descriptive Study as well, was generally utilized for determining and describing relationships between independent and dependent variables in a research (Kumar et al., 2010). Hence, this research will employ a Correlation Design method and researchers will conduct all research activities with the minimum interference so as to preserve the fairness and veracity of this research. In other word, this research will be conducted under the non-contrived study settings (Sekaran & Bougie, 2011). Finally, this research will conduct cross-sectional questionnaire in order to distribute at one-short to participants to answer for data collection (Cooper & Schindler, 2008).

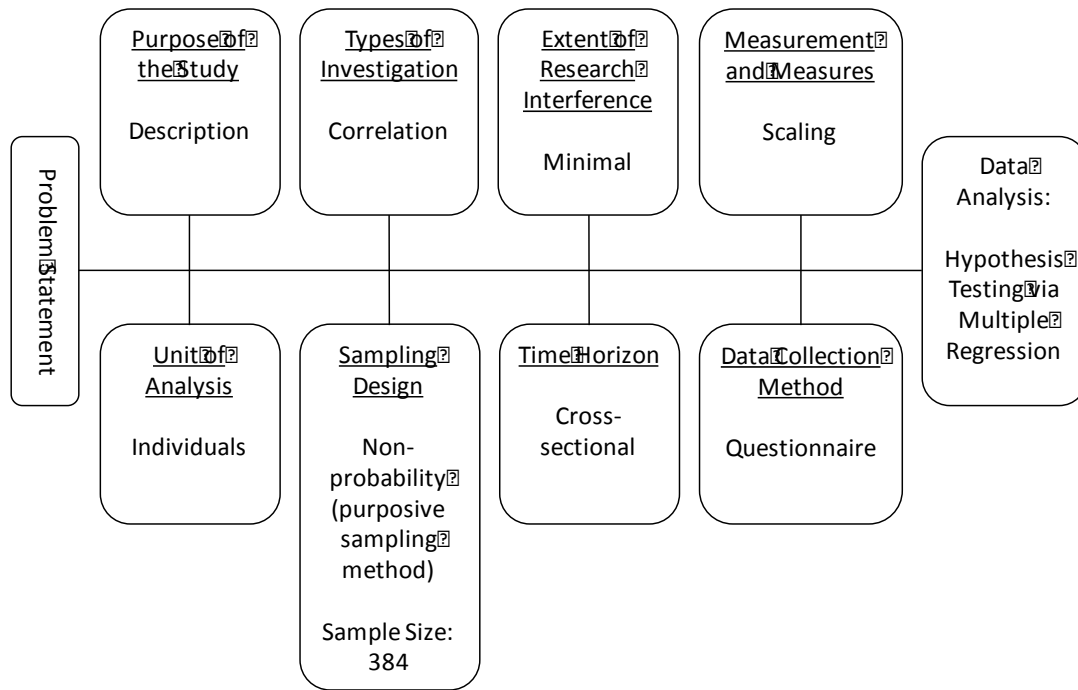


Figure 3.1: Framework of Research Design (Sekaran & Bougie, 2011)

The research design is primarily a systematic approach to research that provides researchers with a basis for scientific research (Cooper & Schindler, 2014). In order to arrive at a true and accurate result, the research design should follow a strategic approach, depending on the type of research selected (Gummesson, 2014). The research design provides guidance for the research of the project.

According to Cooper & Schindler (2011), there are three forms of research design, namely descriptive research, explanatory research and exploratory research. Descriptive analysis is often used when researchers need to describe demographic characteristics or need to establish relationships between different variables (Sekaran & Bougie, 2016). This study will carry out all research activities with minimal interference to ensure the accuracy and fairness of this study (Cooper, 2013). In other words, the study will be conducted in the non-contrived environment, with subjects in the natural environment of the workplace (Gummesson, 2014).

3.2 The Study of Target Population

The target population of this study is individuals who are the customer of fast food industry in Shanghai, China. For reasons of time constraints and cost considerations, this study will use non-probability sampling methods. Specifically, this study will use the purposive sampling approach. The purposive sampling is also named judgment sampling, that method is often used for qualitative research in order to make the most appropriate use of available resources (Palinkas et al., 2013). This means identifying and selecting respondents in a targeted manner (Etikan, 2016). For example, it is determined by using questionnaire asking whether the respondent belongs to the customer who have been purchased product or serves in fast food industry in Shanghai, China.

3.3 Unit of Analysis

This research concentrates on the individuals who are the customer of fast food industry living in Shanghai, China, especially those who frequently purchase products and serves in fast food industry of Shanghai, China.

3.4 Sampling Design

The sampling design generally refers to the technique used to select the sample unit of the measurement (e.g., selecting an individual at one or more locations within the study area) (Green, 2015). Before considering the sampling design method, the scope of study, population, sampling units and sampling objectives must be fully defined. Because these factors will affect the selection of appropriate sample design methods (Cherry, 2018).

In accordance with Unit of Analysis, the target population of this research will be confirmed that who frequently purchase products and serves in fast food industry of Shanghai, China. After identifying the sample frame, purposive sampling method will

be utilized by this research, in other words, the non-probability sampling method will be employed since the time limitation and cost.

The sample size refers to the size of the sample selected by the investigator when conducting the study (Malterud, et al., 2015). Although this is a simple concept, the choice of sample size is a key decision for a study (Fritz, et al., 2013). Excessive sample size can result in wasted time and resources, while too small a sample can produce unreliable results (Cooper, 2013). Krejcie & Morgan (1970) proposed a sample size determination table.

Table 3.1 Table for Determine Sample Size of a Know Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

Source: Krejcie & Morgan (1970)

According to Green (2015) mentioned, purposive sampling method was defined as intentionally determine and choose individual participants who have relative knowledge or experience for the research, for instance in this research, the respondents is the customer who frequently purchase products or serves in fast food industry of Shanghai, China. In addition, based on the statistic of the Information Office of Shanghai Municipality (2018), there were overall approximately 26 million populations in Shanghai. Hence, the sampling size of this research is confirmed as 384 in accordance with Krejcie & Morgan (1970), who stated that the necessary sampling size was 384, if the number of target population exceeded 1 million.

3.5 Data Collection Methodology

The survey approach was considered as the most common data collection method that widely applied by most of the researchers (Kamel, 2013; Qureshi et al., 2013; Shujat et al., 2011). Therefore, the primary data of this research will thus to be collected by conducting self-administered online survey.

In this study, online questionnaires were used. The questionnaire was first translated into Chinese and uploaded onto WenJuanXing website. Then, a Uniform Resource Identifier (URL) of the questionnaire link was generated which was convenient for online distribution. Most of questionnaires which followed the requirements of Ethic Form were distributed and shared to respondents as URL by WeChat. The respondents could easily click on the link which directly lead them to the questionnaire. This limited participation and lowered response rates; however, this condition was necessary because of the topic of the study. The results from the collected questionnaires were entered into SPSS for analysis. ANOVA and Multiple Regressions were used in this research study to run the data.

In addition, as provided in unit of analysis part, the target population of this research are the residents who living in Shanghai and have purchased products or serves in fast food industry in Shanghai of China, therefore, in order to control the ratio of useless responses, the verification process of respondents will be conducted.

Moreover, in this research, in order to confirm the accuracy, the questionnaire is necessary to conduct a Face Validity test before the overall scale data collection. However, there are only 50 respondents pilot survey will be involved into this test to ensure whether the questionnaire is well designed, and the items are well explained.

3.6 Questionnaire Design

The questionnaire is a widely used survey method in research, which is a systematic data collection technique (Willis, 2015). The investigator designed the questionnaire according to the purpose of the survey and determined the survey sample by sampling (Cooper & Schindler, 2014). The questionnaire plays an important role in the process of data collection (Fetto, 2013). It can reflect the attitudes, thoughts, opinions and behaviors of the respondents (Csikszentmihalyi, 2014). The questionnaire provides a cheap, fast and efficient way to get a lot of information from a large sample (Krosnick, 2017). The data is collected relatively quickly because the researcher does not need to be present when completing the questionnaire (Cooper, 2013).

The design of questionnaire in this study is based on several resources (Foodstandards.gov.au, 2019; Pino, 2016; Zhang, 2016; Čerkasov et. al, 2017; Dai, 2017; Žana & Dževad, 2016), as shown as Table 3.2.

Table 3.2: Constructs to Measurement Items

Construct	Sample Measurement Items	Sources
Food safety responsibility 5 items	6. I believe that fast-food producers attach importance to food quality and safety	(Foodstandards.gov.au, 2019)
	7. I believe that managers, owner or senior staff of fast-food industry commitment to their food quality and safety	
	8. I believe that staff have been training on food safety in fast-food industry	
	9. I believe that food safety problems or complaints addressed well in fast-food industry	
	10. I believe that fast food meets the safety standards of food regulatory agencies.	(Pino, 2016)
Customer responsibility 5 items	11. I believe that fast-food producers are committed to well-defined ethical principles	(Pino, 2016)
	12. I believe that fast-food producers will operate with integrity and comply with industry ethics.	(Zhang, 2016)
	13. I believe that fast-food and services fully satisfy customer needs.	(Čerkasov et. al, 2017)
	14. I believe that fast-food producers will protect customers' rights beyond the legal requirements	(Dai, 2017)
	15. I believe that fast-food producers will deal with complaints and improve its product and service	(Foodstandards.gov.au, 2019)
Environmental responsibility 5 items	16. I believe that fast-food producers seek to avoid the use of harmful materials in production	(Čerkasov et. al, 2017)
	17. I believe that fast-food producers help to protect the environment	(Dai, 2017)
	18. I believe that fast-food producers are committed to the sustainable development	(Zhang, 2016)
	19. I believe that fast-food producers can reduce consumption and save energy	
	20. I believe that fast-food producers can reduce pollution	
Employee responsibility 5 items	21. I believe that fast-food producers care about employee's right	(Zhang, 2016)
	22. I believe that managerial decisions of fast food producers relating to employees are usually fair	(Žana & Dževad, 2016)
	23. I believe that fast-food producers treat the employees well	(Dai, 2017)
	24. I believe that fast-food producers encourage the employees to develop their skills and careers	(Žana & Dževad, 2016)
	25. I believe that fast-food producers support employees engage into CSR activities	

Customer purchase intention 5 items	26. I believe that eating fast-food is reasonable	(Pino, 2016)
	27. I would consider buying fast-food	
	28. I'm going to buy fast-food if the quality is better compared to traditional food	
	29. I'm going to buy fast-food if it is cheaper than traditional food	
	30. I'm going to buy fast-food if they do CSR practices	(Zhao, 2012)

3.7 Measurement Instrument

In this research, all tests and measurements of data analysis methods will strictly follow the needs of science research, which compose of preliminary tests, Hypotheses testing, and other tests (Sekaran & Bougie, 2011). Moreover, validity test is crucial for confirming the accuracy of this research as well (Kumar et al., 2010). Then, this research will employ the Statistical Package for Social Science (SPSS) as the analysis tool to complete the needful pilot test and analyze the data which collected from the final survey.

All the measurement and test of data will follow the measurement criterion of research shown as the Table 3.3:

Table 3.3: Measurement Table of The Research

Tests	Purpose or Function	Rule of thumb	Citations/ References to support
Factor Analysis (Pilot & Preliminary tests)			Zikmund, Babin & Carr (2013)
a) Factor Analysis	To review the factors validity and to determine sampling adequacy		Sekaran & Bougie (2017)
a1) KMO	To test sampling adequacy	1) $KMO > 0.6$, adequacy 2) $KMO < 0.6$, sample collect for pilot not enough.	Hair, Black & Anderson (2006)

a2) Factor loading	To determine all items in the questionnaire usable and acceptable for further analysis.	1) Every single item factor loading > 0.6 2) Factor loading > 0.5, but <0.6, the number	Cooper & Schindler (2013)
a3) Eigenvalues	To ensure construct is variable and appropriate for the study	The number of Eigenvalues >1, must be equal to the number of constructs and dimensions.	Tabachnick & Fidell (2006); Davis & Smith, (2005)
Reliability Test (pilot & preliminary tests)	To test internal consistency and Reliability of data obtained.	Cranbach alpha > 0.7, keep it. Cranbach alpha <0.7, remove the question, as it is not consistency.	Bryman & Bell (2015); Cooper & Schindler (2013)
Demographic Profile			Hair, Black & Anderson (2006)
Hypotheses testing (Multiple Regression)/ Panel Data	To determine whether relationship exists between the variables, whether the framework is able to explain the phenomenon.	1) The $R^2 > 0.5$, the model is fit. 2) The R^2 nearest to 1, the stronger the model fit.	Cooper & Schindler (2013)
MANOVA	(MANOVA) is an extension of the univariate analysis of variance (ANOVA). The MANOVA essentially tests whether or not the independent grouping variable simultaneously explains a statistically significant amount of variance in the dependent variable	The simple size must (1), greater of 100 observations or 5 times the number of parameters or (2), 20+ observations per group. For small-effects sizes and large variances, larger samples are necessary for adequate statistical power.	Hair, Black & Anderson (2006); Cooper & Schindler (2013)
Multicollinearity/Beta Coefficient	To determine which means that factors have the highest influence (predictive value) on phenomenon.	VIF must less than 10, the lower of the VIF, the factor may have the higher influence on the phenomenon.	Keith (2014).

Beta Coefficient	The beta coefficient is the degree of change in the outcome variable for every 1-unit of change in the predictor variable	The beta coefficients can be negative or positive If the beta coefficient is positive, the interpretation is that for every 1-unit increase in the predictor variable, the outcome variable will increase by the beta coefficient value. If the beta coefficient is negative, the interpretation is that for every 1-unit increase in the predictor variable, the outcome variable will decrease by the beta coefficient value.	Keith (2014).
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3.7.1 Descriptive Analysis

In this research, the descriptive analysis will conduct to underline the demographic information which from respondents. In addition, there will be 5 simple items of demographic questions, including gender, age, marital status, income level and frequency of purchase in fast food industry.

3.7.2 Validity Test

In accordance with Sekaran & Bougie (2011) stated that the purpose of validity test is to confirm whether the research measured and constructed with the correct concept model. In this research, a face validity test will be conducted on the questionnaire in order to test whether the questionnaire is acceptable.

3.7.3 Preliminary Test

For preliminary test, there are two tests will be conducted in this research, including factor analysis test and reliability test.

In accordance with Zikmund et al. (2010), factor analysis test is initial to confirm whether the factors of research or items of questionnaire should be removed before further tests. Then, the Measure of Sampling Adequacy (MSA) will be applied by this research for measure factor analysis, which set the range between 0 to 1. In accordance with Hair et al. (2010) mentioned that the higher MSA value is, the more relevant for further analysis. The following table showed the standard of each KMO values.

Table 3.4: Guideline of KMO Values

Range	Acceptance
Below 0.5	Unacceptable
0.5-0.599	Miserable
0.6-0.699	Mediocre
0.7-0.799	Middling
0.8 and above	Meritorious

Source: Hair et al. (2010)

Next, however, there are numerous extraction methods accustomed to present Factor Analysis, but the most widely utilized methods are Principal Component Analysis (PCA) and Principal Axis Factoring (PAF) (Parsian & Dunning, 2009).

In addition, based on the previous research mentioned by Bryman and Bell (2011), the purpose of reliability test was to measure the consistency and stability of the measurement. Similarly, the reliability test is still required to conduct in order to confirm the internal consistency of data collected (Kumar et al., 2010).

For Reliability test of this research, Cronbach's alpha is intended and verified against the criterion. Based on the previous study, the recommended range for Cronbach's Alpha is between .70 and .95, and the greater the value is, the more reliable the data is (Tavakol & Dennick, 2011).

3.7.4 Pearson's Correlation Test

In accordance with Hair et al. (2010), a Correlation Test is accustomed to confirm the linear relationship between two or more generally distributed interval variables. Otherwise, Correlation Test will be also conduct during the pilot test in the research.

Based on Field (2005) mentioned that, for criterion of Pearson's test, a p-value with lower than .05 will indicate a significant relationship between the variables. In addition, the Pearson's Correlation r value could be divided into distinct levels to state different level of relationship between the variables (Evans & Over, 1996). The following table showed criterion of Pearson Correlation R Value.

Table 3.5: Criterion of Pearson Correlation R Value

Range	Acceptance
$0 \leq R < .20$	Very Weak
$.20 \leq R < .40$	Weak
$.40 \leq R < .60$	Moderate
$.60 \leq R < .80$	Strong
$.80 \leq R < 1.00$	Very Strong

Source: Evans & Over (1996)

3.7.5 Hypotheses Test

The following test will be employed in this research for testing proposed hypotheses:

Multiple Regression Test

Multiple Regression test is to check whether there are relationships between independent variables and dependent variable (Cooper & Schindler, 2008). In accordance with previous study stated that regarding Path Coefficient, β is the symbol of strength and direction of the linear connection between spacing and ratio variables (Zikmund et al., 2010). In addition, the Path Coefficient ranging from -1 to +1 and the higher the Path Coefficient value represented the stronger the relationship (Saunders et al., 2012). Moreover, if the p-value less than .05, it could be considered that it was significant as the general acceptance level (Sekaran & Bougie, 2011).

3.8 Chapter Summary

This chapter concentrates on research method utilized to research the proposed research objectives. In this research, a s online survey will be distributed via WenJuanXing.com websites. In addition, prior to conduct the online survey, a pilot testing on about 50 respondents will be conducted in order to develop the questionnaire design and confirm all items are meaningful and reliable for this study. The next chapter will offer statistically analyze the data collected from the questionnaires and provide reliable and accurate evidence for supporting the research results.

CHAPTER 4: RESEARCH FINDINGS

4.0 Chapter Overview

This chapter introduced the data collection methodology, analyzed the data gathered from the consumers who are purchased product or services in fast-food industry of Shanghai, China and discuss about the key research findings so as to confirm the research hypotheses that was developed in Chapter 2. To achieve this purpose, the chapter began with discussion of pilot test followed by descriptive analysis which was done by using SPSS statistical software version 22. Next, a demographic structure was shown to describe the characteristics of respondents. Then, the full data collected by questionnaires were checked for the reliability, validity and hypotheses testing has been explained respectively.

4.1 Pilot Test

As discussed in Chapter 3, a pilot test was conducted before the full-scale distribution. The questionnaire was first translated into Chinese and uploaded onto WenJuanXing website. Then, a Uniform Resource Identifier (URL) of the questionnaire link was generated which was convenient for online distribution. Most of questionnaires which followed the requirements of Ethic Form were distributed and shared to respondents as URL by WeChat. According to De Vaus (2001) pilot test could help to minimize the risk. What is more, Van and Hundley (2002) found out that the ideal number of sample size for pilot study is 10-20% of the sample size for the real study. So, in this research we use 10%-20% of the sample size (384) which is around 50 questionnaires for pilot test.

4.1.1 Factor Analysis of Pilot Test

Based on Table 4.1 below, it shows that all the values in communalities are more than 0.5, which means that questions that has been given to the participants are valid. According to Williams et al. (2012), the indicators must load more than 0.5 in order to be considered valid and acceptable therefore since all indicators in this study shows values more than 0.5 therefore it is appropriate to be used for further analysis.

Table 4. 14: Communalities for Pilot Test

		Communalities	
	Items	Initial	Extraction
Q6	I believe that fast-food producers attach importance to food quality and safety	1.000	.776
Q7	I believe that managers, owner or senior staff of fast-food industry commitment to their food quality and safety	1.000	.751
Q8	I believe that staff have been training on food safety in fast-food industry	1.000	.638
Q9	I believe that food safety problems or complaints addressed well in fast-food industry	1.000	.676
Q10	I believe that fast food meets the safety standards of food regulatory agencies.	1.000	.522
Q11	I believe that fast-food producers are committed to well-defined ethical principles	1.000	.703
Q12	I believe that fast-food producers will operate with integrity and comply with industry ethics.	1.000	.713
Q13	I believe that fast-food and services fully satisfy customer needs.	1.000	.633
Q14	I believe that fast-food producers will protect customers' rights beyond the legal requirements	1.000	.599

Q15	I believe that fast-food producers will deal with complaints and improve its product and service	1.000	.578
Q16	I believe that fast-food producers seek to avoid the use of harmful materials in production	1.000	.647
Q17	I believe that fast-food producers help to protect the environment	1.000	.799
Q18	I believe that fast-food producers are committed to the sustainable development	1.000	.628
Q19	I believe that fast-food producers can reduce consumption and save energy	1.000	.723
Q20	I believe that fast-food producers can reduce pollution	1.000	.676
Q21	I believe that fast-food producers care about employee's right	1.000	.746
Q22	I believe that managerial decisions of fast food producers relating to employees are usually fair	1.000	.704
Q23	I believe that fast-food producers treat the employees well	1.000	.854
Q24	I believe that fast-food producers encourage the employees to develop their skills and careers	1.000	.856
Q25	I believe that fast-food producers support employees engage into CSR activities	1.000	.597
Q26	I believe that eating fast-food is reasonable	1.000	.790
Q27	I would consider buying fast-food	1.000	.696
Q28	I'm going to buy fast-food if the quality is better compared to traditional food	1.000	.649
Q29	I'm going to buy fast-food if it is cheaper than traditional food	1.000	.737

Extraction Method: Principal Component Analysis.

In addition, Table 4.2 below shows that the result of factor analysis for pilot test is 0.700 that as the matter of fact it is more than 0.5 which is the threshold of factor analysis to be considered as acceptable therefore all the questions that have been provided in the questionnaire are acceptable to be used for further analysis.

Table 4. 15: KMO and Bartlett's Test for Pilot Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
	Approx. Chi-Square	793.467
Bartlett's Test of Sphericity	df	300
	Sig.	.000

Based on the Table 4.2 above presented, the KMO value of all items exceeded the criterion line of .6 significantly, which achieved .700 and can be considered as meritorious according to the recommended range, and the Bartlett's Test p-value was .0 also less than .05. In addition, Table 4.1 is the table of communalities showed the factor loadings after extracting the various factors from the items. According to the Table 4.1 presented that all of the extraction values are more than .5, since the all factors were considered to be relevant and appropriate for further analysis. This is because, in accordance with previous study stated that if all items' communality value after extraction has exceeded .5, it represented the quality of measurements from the proposed model was relevant, moreover, if certain items of communality value after extraction was less than .5, these items should be removed before further analysis (Anastasiadou, 2011). Hence, according to the result of pilot test showed, the factors were considered to be relevant and appropriate for the study.

Table 4. 16: Factor Analysis for Independent Variables and Dependent Variable in Pilot Test

Rotated Component Matrix

	Component				
	1	2	3	4	5
Q6		.864			
Q7		.856			
Q8		.719			
Q9		.813			
Q10		.597			
Q11					.763
Q12					.778
Q13					.494
Q14					.585
Q15	.496				
Q16				.711	
Q17				.827	
Q18				.651	
Q19				.743	
Q20	.577			.510	
Q21	.844				
Q22	.812				
Q23	.914				
Q24	.908				
Q25	.636				
Q26			.586		

Q27			.712		
Q28			.738		
Q29			.709		
Eigenvalue	7.294	3.667	2.536	1.627	1.480
Variance					
Explained (%)	29.177	14.668	10.143	6.506	5.918
Total Variance	66.413				
Explained (%)					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

As discussed in Chapter 3, a Principal Components Analysis with Varimax Rotation method was performed during the Factor Analysis. Based on the Table 4.3 above presented, the rotated component of Q15 and Q20 are inconformity terms which not in the dimensions that they were supposed to be in. So, in order to further determine whether those two items (Q15 and Q20) should be removed, this research conducted Factor Analysis toward each independent factor, and the results was shown as the Table 4.4:

Table 4. 17: Factor Analysis for Independent Variables and Dependent Variables After Deleted in Pilot Test

Table 4. 18: Factor Analysis for Independent Variables and Dependent Variables After Deleted in Pilot Test

Rotated Component Matrix^a					
	Component				
	1	2	3	4	5
Q6		.863			

Q7		.862			
Q8		.707			
Q9		.819			
Q10		.607			
Q11					.762
Q12					.766
Q13					.495
Q14					.614
Q16				.740	
Q17				.872	
Q18				.648	
Q19				.708	
Q21	.863				
Q22	.813				
Q23	.907				
Q24	.908				
Q25	.649				
Q26			.600		
Q27			.721		
Q28			.736		
Q29			.739		
Eigenvalue	6.431	3.520	2.521	1.605	1.423
Variance Explained (%)	27.959	15.302	10.960	6.978	6.186
Total Variance					
Explained (%)	67.385				

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Ultimately, each of the independent variables and moderator variables demonstrated are suitable for further research, plus, the cumulative variance of these variables was 67.385%. Next step, Factor Analysis for dependent variables was performed. Based on below Table 4.5 and Table 4.6, all the communality values of dependent variables were over .5, although the KMO is .827, which was considered as Meritorious for measuring the sampling adequacy, that was acceptable for pilot test. Therefore, we can assume the result for dependent variables were adequate and acceptable, and all items were relevant for further analysis.

Table 4. 19: KMO and Bartlett's Test for Dependent Variables in Pilot Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.827
	Approx. Chi-Square	158.840
Bartlett's Test of Sphericity	df	10
	Sig.	.000

Table 4. 20: Factor Analysis for Dependent Variables in Pilot Test

Component Matrix^a

Component	Extraction
-----------	------------

	1	
Q26	.889	.790
Q27	.834	.696
Q28	.806	.649
Q29	.855	.731
Eigenvalue	3.643	
Variance Explained (%)	72.852	
Total Variance Explained (%)	72.852	

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

4.1.2 Reliability Test of Pilot Test

According to According to Mokhtar (2010), 0.7 of Cronbach's Alpha was acceptable and the closer Cronbach's alpha was to 1, the higher the internal consistency reliability. However, in the pilot test with a small sample size, 0.6 was also considered acceptable as mentioned by Hair et al. (2010). Hence, the whole questionnaire was reliable. Based on the feedback from the respondents and results from SPSS, the pilot test showed a positive sign for further data collection.

Table 4. 21: Summary of Results of Reliability Analysis

Reliability Statistics

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	
		on	N of Items
Independent Variable	Food safety responsibility	.840	5
	Customer responsibility	.678	4
	Environmental responsibility	.817	4
	Employee responsibility	.908	5
Dependent Variables	Consumers purchase intention	.904	4
All Variables		.901	22

In terms of the results listed in the above Table 4.7, the Cronbach's Alpha was .901, which signified a high level of internal consistency for the scale. Otherwise, all these Cronbach's Alpha values were within the recommended range, which was above .60 and the closer Cronbach's alpha was to 1, the higher the internal consistency reliability. Hence, all the data was gathered for pilot test and the sample size was relatively low, this research therefore expected that all these items were appropriate for further analysis.

4.1.3 Correlation Analysis of Pilot Test

Correlation test was conducted in order to see whether all items have relation with each other or not. This is an important test especially for pilot test to determine that each construct and items are relevant with the expected results. Below Table 4.8 shows that each item has significant relationship with at least one other item which means that all items are relevant with each other and further analysis could be done prior to this result. Based on the feedback from the respondents and results from SPSS, the pilot test

showed a positive sign for further data collection.

Table 4. 22: Correlation Analysis Test for Pilot Test

Correlations					
	FSR 6	FSR 7	FSR 8	FSR 9	FSR 10
FSR 6	1	.695**	.455**	.670**	.559**
FSR 7	.695**	1	.571**	.697**	.405**
FSR 8	.455**	.571**	1	.419**	.368**
FSR 9	.670**	.697**	.419**	1	.307*
FSR 10	.559**	.405**	.368**	.307*	1
	CR 11	CR 12	CR 13	CR 14	
CR 11	1	.603**	.212	.406**	
CR 12	.603**	1	.471**	.276	
CR 13	.212	.471**	1	.132	
CR 14	.406**	.276	.132	1	
	EnR16	EnR17	EnR18	EnR19	
EnR16	1	.654**	.411**	.527**	
EnR17	.654**	1	.479**	.604**	
EnR18	.411**	.479**	1	.508**	
EnR19	.527**	.604**	.508**	1	
	EmR 21	EmR 22	EmR 23	EmR 24	EmR 25
EmR 21	1	.607**	.761**	.786**	.572**
EmR 22	.607**	1	.830**	.716**	.423**
EmR 23	.761**	.830**	1	.794**	.492**
EmR 24	.786**	.716**	.794**	1	.643**
EmR 25	.572**	.423**	.492**	.643**	1
	Purchase 31	Purchase 32	Purchase 33	Purchase 34	
Purchase 31	1	.780**	.688**	.676**	
Purchase 32	.780**	1	.684**	.658**	

Purchase 33	.688**	.684**	1	.798**
Purchase 34	.676**	.658**	.798**	1

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

4.1.4 Conclusion for Pilot Test

The pilot test of this research received 50 responses, all data was input into SPSS for testing the accuracy and relevancy of data. Ultimately, after all those tests above, two items in the questionnaire, namely Q15 and Q20 were removed for the reason of wrong dimensions during Factor Analysis. The retained items had been successfully run through the Reliability and Correlation tests, which proved that all the retained items were appropriate and relevant for further analysis, and the full-scale data collection could now proceed.

4.2 Demographic of Respondents

In this part, the demographic characteristics of the respondents will be introduced. According to Dierckx (2013), demographic information provided the overview on the population and distribution of one research, also, it proved how close the research sample was close to the overall population. In this case, the information accounted for include the respondents' gender, age, marriage status and income level.

4.2.1 Response Rate

This research focuses on the individuals, more specifically, it refers to those individual fast food industry customers who living in Shanghai, China. In order to discriminate the respondents, the question 5 (do you often eat fast-food more than 2 times per week?) were set. The questionnaire was first translated into Chinese and uploaded onto WenJuanXing website. Then, a Uniform Resource Identifier (URL) of the

questionnaire link was generated and distributed and shared to respondents as URL by WeChat.

A total of 423 questionnaires were received. And there are 384 questionnaires are available that removed 39 questionnaires which unavailable. The response rate reached at 90.78 per cent which is higher than the assumed response rate of 75 per cent. This respondent rate was acceptable.

Table 4. 23: Summary of Research Response Rate

Total Questionnaire Distributed	Total Questionnaire Received	Response Rate
423	384	90.78 Per cent

4.2.2 Demographic Profile of Respondents

Table 4.10 highlighted the demographic information of 384 respondents in this research. In this surveyed group, over half of them were Male respondents with 56.5%, nearly 30% more than Female (with 43.5%). Furthermore, the majority of those respondents were from the age group of 31-40 accounting for 48.7%, followed by 41-50 group with 24.2% and 21-30 group with 18.8%. It was interesting to notice that younger customers who were below 21 years old only accounted for 1.3% of total respondents even lower than customers who were above 50 years old. Furthermore, among all respondents, over 65% of those respondents were married, 26% respondents were spinsterhood and only 4.9% of them were divorced. When it came to the monthly income category, over 70% of the respondents earned above 5000RM per month, around 10% earned 4000-5000RM per month. Only 3.6% respondents in the low-income group that under 2000RM.

Table 4. 24: Demographic of Respondents

Variables	Category	Frequency	Percent	Valid Percent
Gender	Male	134	34.9	34.9
	Female	250	65.1	65.1
Age	Under 21	0	0	0
	21-30	72	18.7	18.7
	31-40	253	65.9	65.9
	41-50	53	13.8	13.8
	Above 50	6	1.6	1.6
Marriage Status	Spinsterhood	53	13.8	13.8
	Married	305	79.4	79.4
	Divorced	19	5.0	5.0
	Other	7	1.8	1.8

4.3 Preliminary Data Analysis

In this research, SPSS as the data analysis tools for interpreting the results of the survey data. The preliminary data analysis of this research composed by factor analysis, reliability test, validity test, and all statistical results generated by SPSS were demonstrated, discussed and compared. Factor Analysis was widely used to reduce the items by grouping or indexing the items that concerned to the similar construct (Reyna, 2007). There were mainly two categories of factor analysis, namely Confirmatory Factor Analysis (CFA) and Exploratory Factor Analysis (EFA), where CFA was mainly used to justify the factor structure of observed variables, while EFA was to identify the latent factor structure without building a preconceived structure at first (Hair et al., 2010). In this research, the EFA was thus more suitable. The summary of the dependent variable, moderator variable and independent variables was shown as following Table 4.11:

Table 4. 25: Summary of the Variables

Dependent Variable	Independent Variable
Customer purchase intention	Food safety responsibility
	Customer responsibility
	Environmental responsibility
	Employee responsibility

The second is the reliability analysis, according to Field (2005), reliability testing represents a scale that should be consistently reflects the construct which it is measuring. In other words, the measurement of the construct has the internal consistency even though it is being measured or perceived by different individual at different point in time (Drost, 2011).

4.3.1 Factor Analysis

As summarized in Chapter 3, there were several criterion for determining which item should be removed, such as KMO value of the constructs should exceed 0.60 (Tabachnick and Fidell, 2013), p-value of Bartlett’s test of sphericity should be lower than 0.05 (Field, 2005), all Communalities value of individual items should greater than 0.50 (Anastasiadou, 2011), the Eigenvalue of the construct should above 1.00 (Bryman and Cramer, 2005) and Cumulative Variance of the total variance should above or equal to 60% (Hair et al., 2010). The following statistical results of factor analysis of this research was shown:

Table 4. 26: Factor Analysis Result in SPSS

Factors	KMO	Bartlett's Test of Sphericity			Communalities after Extraction	Eigenvalue	Total Variance Explained (%)
		Approx. Chi-Square	df	Sig.			
Q6	0.820	535.760	10	0.00	0.719	3.037	60.736
Q7					0.764		
Q8					0.565		
Q9					0.635		
Q10					0.553		
Q11	0.611	243.553	6	0.00	0.711	2.065	51.615
Q12					0.775		
Q13					0.588		
Q14					0.591		
Q16	0.736	502.801	6	0.00	0.749	2.698	67.458
Q17					0.790		
Q18					0.553		
Q19					0.606		
Q21	0.841	1023.511	10	0.00	0.801	3.790	75.795
Q22					0.797		
Q23					0.810		
Q24					0.798		
Q25					0.583		
Q26	0.864	1029.139	10	0.00	0.755	3.852	77.040
Q27					0.777		
Q28					0.786		
Q29					0.766		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

Based on Table 4.12, the KMO values of all variables in this research were ranging from .611 to .864, also all the p-values of Bartlett's test of sphericity had reached the significance criterion. Next, Communalities values, Eigenvalue and Total Variance Explained results exceeded the criterion, .5 level, which means all items within those constructs could be considered as appropriate and relevant, in other words, the sample of this research was adequate for factor analysis, and it was sufficient for factorability (Anastasiadou, 2011; Hair et al., 2010).

4.3.2 Reliability Analysis in SPSS

Reliability test measures the internal consistency of data collected for measuring the proposed research models (Bryman and Bell, 2015). In SPSS, if Cronbach's Alpha value of Reliability Test was greater or equal to 0.6, the items or constructs could be considered as reliable and appropriate for further analysis (Tavakol and Dennick, 2011).

Table 4. 27: Summary of Results of Reliability Analysis

Independent Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Food safety responsibility	.840	.841	5
Customer responsibility	.678	.683	4
Environmental responsibility	.817	.819	4
Employee responsibility	.908	.908	5
Dependent Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Customer Purchase Intention	.904	.906	4
All Variables	.901	.900	22

Overall the reliability analysis conducted shows good results indicating that the 28 items for independent as well as dependent variable are appropriate for further analyses.

Hence a correlation analysis was conducted.

4.3.3 Hypothesis Correlation Analysis in SPSS

For the hypothesis correlation analysis, the partial correlation was adopted. First step, the customers purchase intention was selected as control variable, and the pearson correlation value was ranging from .082 to .351, and the p-value was ranging from .000 to .044 which are lower than .05. According to Field (2005), since the p-value of those items of dependent variables were all significant at .01 level, the correlation among all items were still acceptable and supported even with very weak relationships. For the criterion of Pearson's test, a p-value with lower than .05 will represent a significant relationship between the variables (Field, 2005). However, in the second step, the table 4.15 shows the correlations between variables without control customers purchase intention. It can be seen that all p-value are .000 which at a very significant level. Therefore, the dependent variable, customers purchase intention has a significant correlation with these four variables.

Table 4.14: Partial Correlation with Control Variable in SPSS

Correlations

Control Variables			EmR	CR	EnR	FSR
PI	EmR	Correlation	1.000	.251	.123	.291
		Significance (2-tailed)	.	.000	.044	.000
		df	0	266	266	266
CR	CR	Correlation	.251	1.000	.124	.082
		Significance (2-tailed)	.000	.	.043	.180
		df	266	0	266	266
EnR	EnR	Correlation	.123	.124	1.000	.351
		Significance (2-tailed)	.044	.043	.	.000
		df	266	266	0	266
FSR	FSR	Correlation	.291	.082	.351	1.000
		Significance (2-tailed)	.000	.180	.000	.
		df	266	266	266	0

Table 4.15: Partial Correlation without Control Variable in SPSS

		FSR	EmR	CR	EnR	PI
FSR	Pearson Correlation	1	.776**	.736**	.915**	.775**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	269	269	269	269	269
EmR	Pearson Correlation	.776**	1	.801**	.783**	.574**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	269	269	269	269	269
CR	Pearson Correlation	.736**	.801**	1	.787**	.606**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	269	269	269	269	269
EnR	Pearson Correlation	.915**	.783**	.787**	1	.815**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	269	269	269	269	269
PI	Pearson Correlation	.775**	.574**	.606**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	269	269	269	269	269

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

4.4 Hypothesis Analysis

As illustrated in Table 4.16, a total of five hypotheses were proposed. The all hypotheses were tested using the multiple regression. After completing all data analysis above, the data of this research which were collect from online questionnaire was verified to be accurate and reliable for hypothesis test. For testing provided hypothesis, Multiple Regression test was conducted in order to check whether there were relationships between independent variables and dependent variable. Among Multiple Regression test, there were three steps, including examining the model fit level via ANOVA test, examining the R Square model summary test, and examining the β of model coefficients.

Table 4.16: Research Hypotheses

Hypothesis 1	CSR of Fast food industry has a significant relationship on customer purchase intention in the fast food industry of Shanghai, China.
Hypothesis 1-a	Customer responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of Shanghai, China.
Hypothesis 1-b	Environment responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of Shanghai, China.
Hypothesis 1-c	Employee responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of Shanghai, China.
Hypothesis 1-d	Fast food safety responsibility as a dimension of CSR has significant relationship on customer purchase intention in the fast food industry of Shanghai, China.

Table 4.17: Multiple Regression Model Summary

Model Summary^b

Model	R	R Square	Adjusted Square	RStd. Estimate	Error of the Durbin-Watson
1	.810 ^a	.655	.650	.57502	2.096

a. Predictors: (Constant), Food safety responsibility, Customer responsibility, Environmental responsibility, Employee responsibility

b. Dependent Variable: Purchase Intention

As illustrated in Table 4.17, a multiple regression was conducted that achieved 0.655 with a correlation of R of 0.810. This means that approximately 65.50 per cent of

variance of willingness of the customer purchase properties retention have been explained by the four independent variables used in this research. According to Pallant (2013) the remaining 34.50 per cent variations could be explained by other factors that have not been considered for this research. Additionally, the Durbin-Watson value justifies that the variables are independent, since 2.096 falls in between the range of 1.5 and 2.5 (Alam, Saeed, Sahabuddin and Akter, 2013) and the multicollinearity assumption of the variables also have been achieved. Whilst the ANOVA analysis (Table 4.18) proves that the regression model is significant at 0.001 level ($P = 0.000$). Based on the Table 4.17, the p-value of Multiple Regression ANOVA test is 0.00, less than 0.05, therefore, the proposed model is fit.

Table 4.18: Multiple Regression ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.061	4	41.515	125.556	.000b
	Residual	87.292	264	.321		
	Total	253.352	268			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Food safety responsibility, Customer responsibility, Environmental responsibility, Employee responsibility

For Hypothesis, the result from Table 4.19 shows that the p-value results of all variables are less than 0.05. The hypothesis 1 should be supported. Food safety responsibility, Customer responsibility, Environmental responsibility, and Employee responsibility have influences towards Willingness of the customer purchase properties. Moreover, since the VIF is 1, less than 5. So, it valid.

Table 4.19: Results from Multiple Regression

Coefficients ^a							
Model	Unstandardized		Standardized	t	Sig.	Collinearity	
	Coefficients					Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.196	.229		-.857	.392		
Customer responsibility	.068	.052	.174	.104	.000	.817	1.224
Employee responsibility	.106	.052	.082	2.057	.041	.823	1.215
Environmental responsibility	.621	.062	.615	10.080	.000	.351	2.850
Food safety responsibility	.215	.067	.196	3.222	.001	.352	2.845

a. Dependent Variable: Purchase Intention

Moreover, the result indicates that one unit increase in responsiveness of those factors can increase β unit of the customer purchase level. In addition, β of Environmental responsibility is 0.615, has a most conspicuous positive influence towards the customer purchase intention in fast-food industry of Shanghai, China.

4.5 Summary of Findings

Based on the research findings, a summary of the hypotheses results is illustrated in Table 4.20, which shows that all research hypotheses were supported. Environmental responsibility (Hypotheses 1-b) has a most conspicuous Positive influence towards the customer purchase intention in fast-food industry in Shanghai, China. What is more,

Food safety responsibility (Hypotheses 1-d) has the second positive influence towards purchase intention of consumers. In addition, the Customer responsibility (Hypotheses 1-a) has the third positive influence towards customer purchase intention and the Employee responsibility is the least variable that considered by fast-food consumers influence towards customer purchase intention.

Table 4.20: Research Hypotheses Analysis Summary

Hypothesis	Path	β	p-value	Remarks
H1-a	CR->PI	0.174	0.00	Support
H1-b	EnR->PI	0.615	.000	Support
H1-c	EmR->PI	0.082	.041	Support
H1-d	FSR->PI	0.196	0.001	Support

4.6 Conclusion

To sum up, the pilot test of this research received 50 responses, after the data analysis, two items, namely Q15 and Q20 were deleted before full-scale data collection, besides, a new version of questionnaire was derived for the final data collection. After a period of data collection, this research received 384 total valid responses at last. This chapter highlighted the research findings based on the data analysis. SPSS statistical software version 22.0 was mainly used to measure the hypotheses testing. The result indicated that all the four independent variables (Food safety responsibility, Customer responsibility, Environmental responsibility, and Employee responsibility), have a positive influence towards the customer purchase intention in fast-food industry in Shanghai, China. The next chapter will present about the key findings, contributions, and recommendations of this research.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Chapter Overview

Being the final section of this research report, the purpose of Chapter 5 is to summarize and deeply discuss the research findings, and linked all those findings with previous researches in order to justify whether there are significant divergences that might have occurred. Next, recommendations will be provided based on the hypotheses test results. Afterwards, both research limitations and contributions will be discussed in detail. In addition, suggestions will also be offered for further academic research directions. Ultimately, the conclusion and personal reflection concerns to this research is depicted at the last two parts.

5.1 Result Discussion

This research selected the impact of CSR of fast food industry on customer purchase intention in fast food industry in Shanghai, China as research subjects. Base on the research framework, there are four factors influencing customer purchase intention, including Food safety responsibility, Customer responsibility, Environmental responsibility, and Employee responsibility. In the Chapter 2, the Hypotheses were proposed. Base on a series analysis in chapter 4, some results were discussed in this Chapter. The factor of Environmental responsibility (Hypothesis 1-b) in fast food industry in Shanghai of China has a most conspicuous positive influence towards the customer purchase intention. In addition, the Food safety responsibility (Hypothesis 1-d) and the Customer responsibility (Hypothesis 1-a) and Employee responsibility (Hypothesis 1-c) also were confirmed have significant correlation with the purchase intention of customers in fast food industry of Shanghai, China.

Meanwhile, according to those data analysis methods performed and discussed in Chapter 4, the results of hypotheses testing were listed as shown in Table 4.18 in Chapter 4. Consequently, this part will provide a detailed and critical discussion towards each of hypotheses, and linked with the point of views from existing literatures and researches.

5.2 Recommendation

Understanding the relationship between those CSR factors influencing customer purchase intention is crucial for fast food industry. Base on those findings that discussed in Chapter 4, this research thus could offer several recommendations to those fast food companies who wanted to develop maybe benefit from this by obtaining better CSR factors.

As discussed above, environmental responsibility of CSR factors had the most significant relationship with customers purchase intention. Therefore, fast food industry should invest more on this construct when compared with other constructs of this research (Lamberti, 2009). As an indispensable part of corporate social responsibility, environmental responsibility can support the sustainable development of the economy and society. Fast food companies strive to reduce the negative impact on the environment caused by production, transportation and other aspects and constantly find the best way to promote environmental protection can increase the company's social image, influence and customer recognition (Cuganesan, Guthrie and Ward, 2010). Fast food companies should consider environmental protection as an important consideration when packaging food and beverages. From the selection of raw materials to the processing and production, the transportation and use of packaging materials, enterprises should have proper treatment (Bablak, 2011).

In addition, the cessation of the use of plastic bags, the implementation of packaging bags that are easy to degrade, and the insistence on not buying raw materials for paper products in tropical rain forest areas are considered to be important factors in supporting environmental protection (Maloni and Brown, 2006).

Secondly, Corporate social responsibility includes responsibility to consumers, responsibility to employees, and responsibility to society. It comes from respect for the power of human life, the most important of which is to ensure the health and safety of consumers (Dellios, Yang and Yilmaz, 2009). Food safety is the primary responsibility for consumers. Fast food companies must strengthen product safety responsibility and training and education in business ethics. Improving the safety of each employee is conducive to food safety (Rana, 2009). In addition, the establishment of a food recall system will help food companies to eliminate customers' panic caused by information occlusion or incompleteness, save their reputation, and also help stabilize the market economic order (Wilhelm, 2016).

Finally, fast food companies need to develop long-term corporate social responsibility strategies. Food enterprises are the main body of their corporate social responsibility (Chen, 2016). They must fully realize that in an environment of increasingly fierce competition and increased public awareness, the public is the source of growth and benefits of the company, and only forms a harmonious and interactive relationship with the public (Zhang, Ma and Morse, 2018). In order to achieve sustainable development of the company. Specifically, we can start from the following aspects: First, the food enterprises should incorporate the corporate social responsibility into the strategic objectives; secondly, integrate the social responsibility management system into the enterprise management system, and ensure the smooth realization of the social responsibility management objectives (Roberts and Lin, 2016). In addition, to improve the organizational structure, institutions such as the Social Responsibility Strategy Development Department or the Social Responsibility Management Department can be

established to lead the corporate social responsibility construction and management functions, and to implement social responsibility management at all levels of internal management (Lerro et. al, 2018).

5.3 Research Limitation

I have to be admitted that there are several limitations within this research. While, the first limitation is the time constrain and scarcity of literature resource will be another limitation. For this research, there is only four months' time for completing the whole project. It restricts the researchers to carefully consider the research topic and collect sufficient data or literature support. Besides, as the limited resource of academic literatures and relative new research topic, it was hard to find sufficient and recent research papers.

Secondly, this research only constructs 4 factors that influencing the customer purchase intention in fast food industry of Shanghai, China. In fact, there are many factors influence consumer purchase intention. However, due to the time constrain and scarcity of literature resource, there are only 4 factors can be concluded.

The third limitation is related to the questionnaire and sample. This questionnaire was distributed on the WeChat platform from one WeChat account that cannot including all targeted people. So, in this research, the sample cannot represent the population that influenced the research data and cause statistical bias.

Finally, due to the time is limited, this study did not add the moderator variables. Whether it have other relationship between CSR factors and customer purchase intention needs further study.

5.4 Contribution to Academy

The result of this research increase knowledge about impact of CSR factors on customers purchase intention in fast food industry of Shanghai, China. This research also provides sufficient information for future academic research. As a matter of fact, this research offers statistical evidence and information to those researchers who wish to dedicate into this topic and this research will be the base and reference for them to quote.

5.5 Contribution to Industry

While for industry perspective, this research could contribute to the fast food industry with comprehensive information and statistical evidence about customers purchase intention. Consequently, fast food enterprises can apply this research for designing and implementing more effective targeted marketing strategy in fast food industry.

5.6 Personal Reflection

Ultimately, this research is entering the last section. As the final project of the whole MBA life, it has been given high expectations and I promise I already have tried my best to complete it. Candidates require to review a huge number of journals and researches from variable disciplines, as well as they should identify and select useful journals and information about CSR factors of fast food industry. This part is a challenge in the beginning stage, thus, an experienced supervisor is quite important for success. They could pass their experience in business research aspects and knowledge of research methodology on their candidates. Consequently, they provide clear justifications towards the proposed research ideas and topics, as well as suggestions for relevant literatures. It is so appreciating that have such excellent supervisor for guiding the whole research.

Next, research methodology design stage was a challenge in this research. Luckily, with the guidelines and suggestions from my supervisor, data analysis finished opportunely. After done this research, each candidate can grasp research methodology and SPSS who was not good at it before. Throwback to the whole research, it has to mention again to appreciate the guidelines from supervisor. Without the guidelines this research could not complete in a limited time and resources. I have really learned a lot from this research, hope this research could contribute on others relative researches, and not only benefit myself.

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Appendix

Appendix 1: MBA Project Log

PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	Yang Ruoyu
Supervisor's Name:	Dr. Wong Chee hoo
Dissertation Topic: Relationship Between Corporate Social Responsibility Dimensions and Purchase Intention of Fast Food	

SECTION A. MONITORING STUDENT DISSERTATION PROCESS

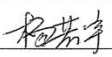
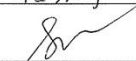
The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date			
	January	February	March	April
Determine the title of the study	21			
Determine the research framework		1		
Elaborate the relationship between IV and DV		11		
Determine the sampling process		18		
Determine the research methodology		25		
Determine the data analysis techniques and tools			4	
Determine the chapter 3			12	
Determine the chapter 4				2
Determine the chapter 5				9
Confirm the PPT slides				12

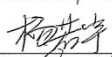
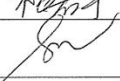
SECTION B. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

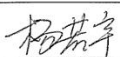
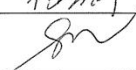
Meeting 1

Date of Meeting	25/01/2019
Progress Made	Submit the summary of chapter 1-3
Agreed Action	1. Enhance the conceptual framework 2. Write chapter 1, 1.5 to 1.8.
Student Signature	
Supervisor's Signature	

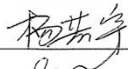
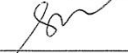
Meeting 2

Date of Meeting	13/02/2019
Progress Made	Complete chapter 1 and chapter 2
Agreed Action	Factor adjustment: Modify dimension "fast food quality and safety" to "fast food safety"
Student Signature	
Supervisor's Signature	

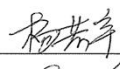

Meeting 3

Date of Meeting	23/02/2019
Progress Made	Finish the adjustment of chapter 1 and 2.
Agreed Action	Hypotheses enhancement.
Student Signature	
Supervisor's Signature	

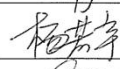
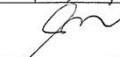
Meeting 4

Date of Meeting	27 / 02 / 2019
Progress Made	Complete chapter 1 and chapter 2
Agreed Action	Conduct chapter 3
Student Signature	
Supervisor's Signature	

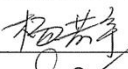
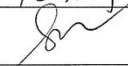
Meeting 5

Date of Meeting	10 / 03 / 2019
Progress Made	Chapter 3 review.
Agreed Action	Modified the research methodology.
Student Signature	
Supervisor's Signature	

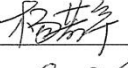
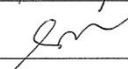
Meeting 6

Date of Meeting	20 / 03 / 2019
Progress Made	Inspect proposal defense PPT slides.
Agreed Action	① enhance abstract ② modify significance of research.
Student Signature	
Supervisor's Signature	



Meeting 7

Date of Meeting	22/03/2019
Progress Made	Feedback from the proposal defence.
Agreed Action	1. Modified the scope of the study 2. Enhance Chapter 3
Student Signature	
Supervisor's Signature	


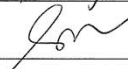
Meeting 8

Date of Meeting	29/03/2019
Progress Made	prepare for questionnaire
Agreed Action	1. Clarified the DV of this study which is purchase intention. 2. Item in questionnaire must be adopt or adopt
Student Signature	
Supervisor's Signature	

Meeting 9

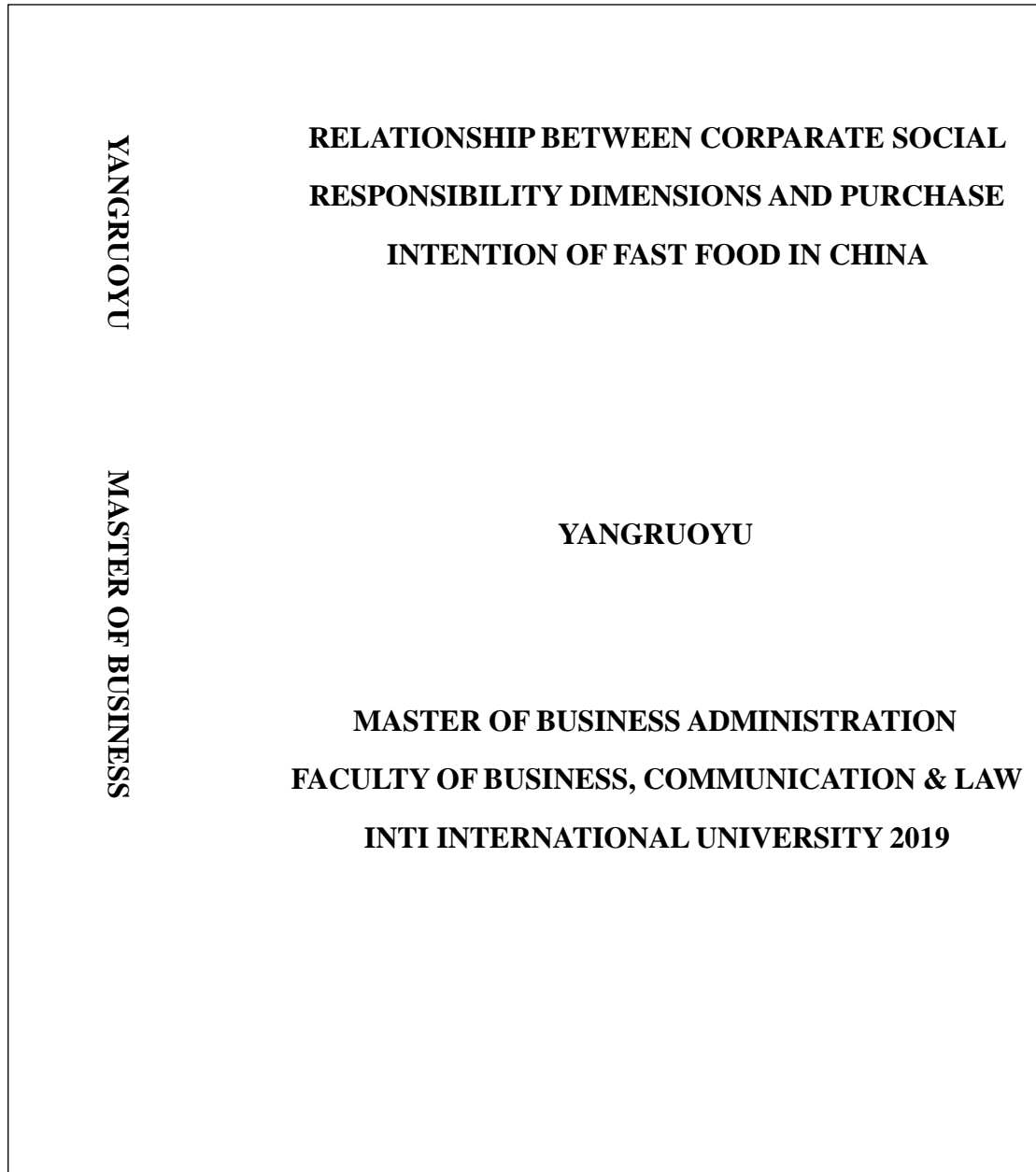
Date of Meeting	6/04/2019
Progress Made	Check chapter 4.
Agreed Action	1. prepare chapter 5 2. No need to do the factor analysis due to the item is already adopt or adopt.
Student Signature	
Supervisor's Signature	

Meeting 10

Date of Meeting	13/04/2019
Progress Made	Check chapter 5 and offer recommendation for Final Viva.
Agreed Action	1. Modified the findings and discussions. 2. Add some previous review to support the findings
Student Signature	
Supervisor's Signature	

Appendix 2 Example of Spine and Cover of the Thesis

Example of Spine and Cover of the Thesis



Appendix 3 Declaration

DECLARATION

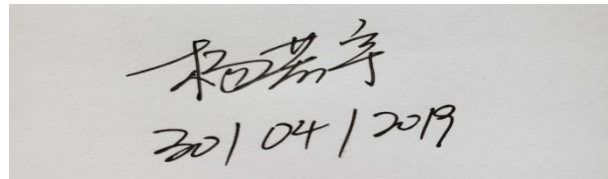
I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

Name: YANGRUOYU

Student ID: I18014490

Signature:

Date:

A rectangular box containing a handwritten signature in black ink, which appears to be '杨若宇' (Yang Ruoyu), and the date '2019/04/20' written below it.

Appendix 4 Title Page

TITLE PAGE

INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

**RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY
DIMENSIONS AND PURCHASE INTENTION OF FAST FOOD IN CHINA**

Author: YANGRUOYU

Student No: I18014490

Supervisor: DR. WONG CHEE HOO

Submission Date: 30/04/2019

Final Word Count: 20224

Appendix 5: Initial Research Proposal Paper

INTI International University

Master of Business Administration MGT7999

Initial Research Paper Proposal

STUDENT NAME & ID NO	YANG RUOYU
BROAD AREA	Marketing
Concise Title	RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY DIMENSIONS AND PURCHASE INTENTION OF FAST FOOD IN CHINA
Problem Definition	Most of researches are focus on CSR impact on society and environment (Devin and Richards, 2018), food supply chain. furthermore, there are only few on purchasing intention (Li, 2018) and limited research on the customers purchase intention in fast food industry. Lack of clear concept on purchase intention of fast food has resulted in minimal engagement by marketers with consumer of the fast food industry. The finding of previous study is mixed, therefore there is a need to fill gaps to re-verify the factors that influencing purchase intention of fast food in China.
Research Questions/ Objectives	RO1: To examine the relationship between customer responsibility and purchase intention. RO2: To examine the relationship between environmental responsibility and purchase intention. RO3: To examine the relationship between employee responsibility and purchase intention. RO4: To examine the relationship between fast food safety responsibility and purchase intention. RQ1: Is there any relationship between customer responsibility and purchase intention? RQ2: Is there any relationship between environmental responsibility and purchase intention? RQ3: Is there any relationship between employee responsibility and purchase intention? RQ4: Is there any relationship between fast food safety responsibility and purchase intention?

Scope of Study	<p>The main target of this study is consumers who have consumed in the fast food industry. Due to time and resource constraints, although the sample size of this study was based on scientific research requirements (Krejcie & Morgan, 1970), the size of 384 respondents did not represent the population of China, which is quite not significant to justify the research findings as a whole. In addition, the age distribution, geographical distribution, and income level of the obtained data are quite different. Therefore, it will have an impact to a certain extent. The data collection in this study was also a cross-sectional study. Therefore, the correlation verification between the research subjects has certain limitations. However, this also provides opportunities for researchers to conduct further research from a more comprehensive perspective.</p>
Significance of the Research	<p>Significance to Academic</p> <p>This study provides an overview on how the four factors influence on purchase intention of fast food. Although some scholars have studied the relationship between corporate social responsibility and customer purchase intention, there is still little research on the fast food industry. This study takes the fast food industry as an example to explore the customer purchase intention, which greatly enriches the theoretical perspective of the existing research.</p> <p>Significance to Industry</p> <p>This study provides a specific reference for the Chinese fast food industry. It will help the fast food industry to fulfill its corporate social responsibility, and the study also examine the influence of corporate social responsibility dimensions on customer purchase intention and suggests improvements to existing problems. Provide a reference for the fast food industry.</p>
Literature Review	<p>This chapter is mainly introducing the customer purchase intention, the concept of corporate social responsibility (CSR), and CSR in the fast food industry. The literature review will be presented through the timeline and recent years review and taking the approach from top to down. Besides that, this chapter takes two theories that related to this research and uses the conceptual framework.</p>
Research Methodology	<p>Population & Sample:</p> <p>Non-probability sampling method where convenience sampling will be used. A sample size of 400 will be drawn from Shanghai with approximately population of 24million .</p> <p>Data collection method:</p> <p>Online questionnaire.</p> <p>Analysis of the Results /Statistical Analysis:</p> <p>Descriptive and inferential statistical analysis.</p> <p>Descriptive Analysis:</p> <p>Demographic information from the respondents, such as Gender, Age, Department</p> <p>Inferential Analysis:</p> <p>SPSS will be used in testing research hypotheses.</p>

Appendix 6 Turnitin Report

Match Overview			×
9%			
◀ ▶			
1	Submitted to Anglia Ru... Student Paper	1%	>
2	Submitted to Massach... Student Paper	1%	>
3	Submitted to University... Student Paper	1%	>
4	Submitted to Laureate... Student Paper	1%	>
5	Submitted to INTI Inter... Student Paper	1%	>
6	Submitted to Wright St... Student Paper	<1%	>
7	Submitted to Manchest... Student Paper	<1%	>
8	Submitted to London S... Student Paper	<1%	>
9	Submitted to Higher Ed... Student Paper	<1%	>
10	Submitted to Institute... Student Paper	<1%	>

Appendix 7 Questionnaire

Questionnaire

Relationship Between Corporate Social Responsibility and Purchase Intention of Fast Food

Dear Valued Respondents,

I am MBA student at INTI International University and I am preparing a research project. The purpose of this questionnaire is to examine the relationship between corporate social responsibility and purchase intention of fast food industry in China. All information provided will be kept confidential and will only be used for academic purpose. I highly appreciate your cooperation in helping me to fill up this questionnaire. Thank you.

Part 1:

1. Gender Male Female
2. Age Under 18 18-30 31-40 41-50 Over 50
3. Marital status Single Married Divorced
4. Your monthly income level(RMB) Under 2000 2001-4000 4001-6000 Over 6000
5. Do you eat fast-food more than 2 times per week? Yes No

Part 2:

Please indicate the extent to which you agree or disagree with each statement as it applies to your experience by ticking against the relevant items below using the scales provided: **(Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)**

Food safety responsibility

	1	2	3	4	5
6. I believe that fast-food producers attach importance to food quality and safety .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I believe that managers, owner or senior staff of fast-food industry commitment to their food quality and safety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I believe that staff have been training on food safety in fast-food industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. I believe that food safety problems or complaints addressed well in fast-food industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I believe that fast food meets the safety standards of food regulatory agencies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Customer Responsibility

11. I believe that fast-food producers are committed to well-defined ethical principles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I believe that fast-food producers will operate with integrity and comply with industry ethics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I believe that fast-food and services fully satisfy customer needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I believe that fast-food will have a better quality if the company respects the consumer's rights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I believe that fast-food producers will deal with complaints and improve its product and service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Environmental Responsibility

16. I believe that fast-food producers seek to avoid the use of harmful materials in production.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I believe that fast-food producers help to protect the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I believe that fast-food producers are conducive to food enterprise's sustainable development.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I believe that fast-food producers can reduce consumption and save energy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I believe that fast-food producers can reduce pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Employee Responsibility

21. I believe that fast-food producer protect employee's legitimate rights and safety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. I believe that managerial decisions of fast food producers relating to employees are usually fair.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. I believe that fast-food producer treats the employees well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. I believe that fast-food producers encourage the employees to develop their skills and careers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. I believe that fast-food producers allocate some of their resource to philanthropic activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part 3:

Purchase Intension

26. I would consider buying fast-food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. I'm going to buy fast-food if the quality is better compared to traditional food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. I'm going to buy fast-food if it is cheaper than traditional food .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. I'm going to buy fast-food if they do CSR practices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

问卷调查

快餐行业企业社会责任与购买意向的关系

致尊敬的问卷参与者,

我是一名来自英迪国际大学的在读 MBA 研究生, 我现在正在准备一项研究调查。本问卷旨在探讨我国快餐业企业社会责任与购买意向的关系。所提供的所有信息将被保密, 仅用于学术目的。我非常感谢你的合作, 帮助我填写这份调查问卷。谢谢。

第一部分:

1. 性别 男 女
2. 年龄 18 岁以下 18-30 31-40 41-50 超过 50
3. 婚姻状况 单身 已婚 离异
4. 月收入 I(RMB) 低于 2000 2001-4000 4001-6000 超过 6000
5. 你会每周吃超过两次以上的快餐吗? 是 否

第二部分：

请说明您在多大程度上同意或不同意每个使用以下比例: (强烈反对 = 1, 不同意 = 2, 中性 = 3, 同意 = 4, 强烈同意 = 5)

食品安全责任

	1	2	3	4	5
6. 我相信快餐业商重视食品的品质和安全。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. 我相信快餐业的管理人员、业主或高级职员对他们的食品质量和安全的承诺。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. 我相信员工一直在接受快餐业食物安全方面的培训。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. 我相信快餐业的食物安全问题或投诉已得到很好的解决。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. 我相信快餐符合食品监管机构的安全标准。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

客户责任

11. 我相信快餐生产者致力于明确界定的道德原则。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. 我相信快餐业者会诚信经营, 并遵守行业道德。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. 我相信快餐和服务完全满足客户的需求。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. 我相信如果公司尊重消费者的权利, 快餐的质量会更好。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. 我相信快餐生产者会处理投诉, 改善其产品和服务。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

环境责任

16. 我认为快餐生产商力求避免在生产中使用有害物质。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. 我认为快餐生产者有助于保护环境。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. 我认为快餐生产者有助于粮食企业的可持续发展。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. 我认为快餐生产者可以减少消耗并节能。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. 我认为快餐生产者会减少污染。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

员工责任

21. 我相信快餐生产商会保护雇员的合法权利和安全。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. 我相信快餐生产者与雇员有关的管理决定通常是公平的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. 我相信快餐生产商对员工很好。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. 我相信快餐生产者会鼓励雇员培训技能和职业。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. 我相信快餐生产商把他们的部分资源用于慈善活动	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

第三部分:

购买意向

26. 我会考虑购买快餐。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. 我将会选择快餐如果其质量高于传统食物。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28.我将会选择快餐如果其价格低于传统食物。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29.我将会选择快餐如果其进行企业社会责任培训。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 8 SPSS Output