USERS’ PERCEPTION ON DIFFERENCE RICHNESS LEVEL OF CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE: TRUST AND ATTITUDE PERSPECTIVES

By
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Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
In Fulfillment of the Requirement for the Degree of Doctor Philosophy
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ABSTRACT

The main purpose of this study is to examine the influence of trust and attitude on organizational image at different levels of Corporate Social Responsibility (CSR) information richness. In this study, trust is divided into three categories; trusting belief, trusting intention and emotional trust. On the other hand, attitude is divided into two categories, namely attitude towards website and attitude towards information. This study used mixed methodology; experimental and survey. 241 students from a public university in Malaysia were selected as respondents that represented the consumers in this study. The respondents were divided into two groups based on the level of richness; rich presentation and lean presentation of CSR information on the website. Path least square multiple regressions were used to analyze data. The results revealed that trusting belief and emotional trust are the antecedents in determining organizational image. The impacts of media richness on trust factors are mixed. The rich CSR information presentation has a significant influence on trusting belief and lean presentation has a strong influence on emotional trust. The result also showed that the attitude towards website and information are the determinant factors for organizational image. Further analysis disclosed that attitude towards website has a significant effect on organizational image in both levels of richness. Attitude towards information has a significant effect on organization image only in the lean presentation of CSR disclosure. The outcome of this study provides additional insights to business managers on potential investments in CSR communication in the scope of website disclosure. For academicians, this study extends the visual disclosure literature that potentially manipulates users’ perception of the organization.

**Keyword:** MRT, trust, attitude towards website, attitudes towards information, organizational image
ABSTRAK


Kata kunci: MRT, kepercayaan, sikap terhadap laman web, sikap terhadap maklumat, imej organisasi
LIST OF PUBLICATION


ACKNOWLEDGEMENT

All praises and thanks to Allah, the Almighty.

I wish to express my acknowledgement to many people whom I am indebted for being instrumental to the successful completion of my PhD programmed. My special thanks go to my supervisor; Associate Professor Dr. Mohamad Hisyam Bin Selamat for teaching me the art of research and scholarly writing.

A lot of appreciation goes to my inspiration of my late grandmother Hajjah Cham binti Awang, for her encouragement on the importance of education even though she was illiterate. I also appreciate the support, prayers and patience of my mother Hajjah Fatimah Kupang, my dearest husband, Nor Zeman Awang and brothers and sisters. Furthermore, I wish to thank my entire friends for their individual academic contribution and moral support during the hard PhD days. This study would not complete without their participations.
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<td>UK</td>
<td>United Kingdom</td>
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<td>NGO</td>
<td>Non-Government Organization</td>
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<td>CSP</td>
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<td>Path Least Square</td>
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<td>CB</td>
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<td>FtF</td>
<td>Face to Face</td>
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<td>IS</td>
<td>Information System</td>
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CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Corporate Social Responsibility (CSR) is a concept that describes the relationship between organization and society (Juholin, 2004; Snider, Hill, & Martin, 2003). There is no doubt that CSR is an important component of businesses leading to customer (which is stated as users thereafter) loyalty, support from stakeholders and improved organizational image (Maignan, Ferrell, & Ferrell, 2005). Apparently, CSR is biggest influential factor in organizational image and hence forces the organizations investing more and more in CSR activities (Mattila, 2009; Virvilaite & Daubaraite, 2011). In short it could be said that CSR practices increase an organization’s performance or even competitive advantage if it is strategically implemented (Stanaland, Lwin, & Murphy, 2011).

However, to create a positive organizational image, CSR communication need to be firstly established. When the users understand the organization social value regarding their CSR initiatives, they are more willing to associate themselves with the organization (Basil & Erlandson, 2008). In other words, by being a good corporate citizen, an organization can foster users’ loyalty. These users could engage in advocacy behaviors such as positive word-of-mouth, willing to pay premium price and resilient to negative news (Du, Bhattacharya, & Sen, 2007).

But, the key challenge of CSR is users’ trust (Morsing, Schultz, & Nielsen, 2008). The return of CSR is contingent on users’ trust. The users become skeptical on
The contents of the thesis is for internal user only
REFERENCES


