

Table of Content

1.	Introduction.....	1
1.0	Introduction.....	1
1.1	Background.....	1
1.2	Problem Statement.....	2
1.3	Research Objective.....	3
1.4	Research Questions.....	5
1.5	Scope of the study.....	6
1.6	Importance of the Study.....	7
1.7	Thesis Structure.....	8
1.8	Summary.....	8
2	Literature Review.....	11
2.0	Introduction.....	11
2.1	Prior Research on CSR in Catering Industry.....	11
2.2	Corporate Social Responsibility Trends.....	20
2.2.0	Global Trends.....	20
2.2.1	CSR in Malaysia.....	25
2.2.2	CSR in United States of America.....	27
2.2.3	CSR in Australia.....	28
2.3	CSR in Catering Industry.....	29
2.4	Summary.....	30
3	Conceptual Framework and Hypotheses.....	32
3.0	Introduction.....	32
3.1	Conceptual Framework.....	32
3.2	Hypotheses.....	33
3.2.1	CSR Awareness (Independent Variable).....	33
3.2.2	Level of Development.....	34
3.2.3	Diners' Perception.....	35
3.2.4	Type of Restaurant (Moderating Variable).....	36
3.3	Summary.....	37
4	Research Methodology.....	39

4.0	Introduction.....	39
4.1	Research Design.....	39
4.2	Questionnaire Development.....	39
4.3	Sampling Design	41
4.4	Sample Size.....	42
4.5	Sample Selection.....	43
4.6	Data Collection	43
4.7	Data Analysis Technique	44
5	Research Findings.....	46
5.1	Introduction.....	46
5.2	Descriptive Analysis	47
5.2.1	Demographics	47
5.2.2	Respondents and CSR.....	53
5.3	Statistical Analysis.....	55
5.3.1	Normality Test	55
5.3.2	Factor Analysis	57
5.3.3	Reliability.....	61
5.4	Hypotheses Testing.....	63
5.4.1	Pearson’s Correlation.....	63
5.4.2	Multiple Regression	64
5.4.3	Testing the Hypotheses	66
5.5	Analysis and interpretation of the results.....	74
5.6	Summary	79
6	Conclusion	82
6.1	Introduction.....	82
6.2	Contribution of the Study.....	83
6.3	Managerial Implication.....	83
6.4	Research Limitations	84
6.5	Recommendations for Future Research	85
7	References.....	87
8	Appendix.....	91