

Predictors of Consumers' Purchase Intention through Triple Bottom Line Corporate Social Responsibility Practices: A Study of the Branded Coffee Retailing Industry

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Abstract

Corporate social responsibility (CSR) has emerged tremendously as an important field of study. Corporations today have realized the significance of being ethical in their business operations to attract various stakeholders, especially customers. However, a majority of studies on CSR mainly focus on the different industries, while the influence of CSR practices in the coffee retail setting remains understudied. The purpose of this study is to examine the relationship between the dimensions of Triple Bottom Line (TBL) CSR practices and consumers' purchase intention in a Malaysia's branded coffee retail company. The study utilized TBL dimensions based on Elkington (1994), which comprises the economic, the environmental, and the philanthropy dimensions. A survey method was employed where questionnaires were distributed to the consumers that have experience with the particular branded coffee company based on purposive sampling. In addition, simple random sampling was used to identify the location of study which is in Kota Damansara, Petaling Jaya and generating 200 valid responses. The data were then analyzed using Pearson-Product Moment Correlation and Multiple Regression tests using the stepwise method through the Statistical Package for the Social Sciences (SPSS) version 25.0. Based on the findings, philanthropy responsibility under the TBL CSR dimension, yielded positive and moderate relationship with purchase intention. However, economic and environmental responsibilities have a positive but weak correlation with purchase intention. Multiple regression analysis showed only philanthropy and environmental responsibilities of the TBL CSR dimension were the significant predicting factors for consumers' purchase intention in the current context. The results call upon the management of the branded coffee retail company to focus on the dimensions mentioned to ensure the survival of the company in this turbulent business market. Future studies recommended that relationships between CSR, corporate image, corporate reputation, and customer loyalty need to be carried out in order to see the link between those variables.

Keywords: triple bottom line, corporate social responsibility, sustainability, customer's purchase intention, coffee retail industry

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Introduction

Corporate social responsibility (CSR) has gained interest among academic and practitioner over the past two decades (Fatma & Rahman, 2016; Malik, 2015). According to Freeman (2010), the main purpose of CSR is for corporations to take responsibility for their actions and insert a positive vibe on its communities, environment, consumers, employees, and other constituents. It has been shown that CSR is vital for the survival and sustainability of the organization across various industries, as the organization is operating in an unpredictable business environment where companies need to fulfil the different interest and needs of the multiple stakeholders (Žukauskas, Vveinhardt, & Andriukaitienė, 2018).

In addition, the implementation of CSR and sustainability is congruent with the 17 Sustainable Development Goals (SDGs) (UN Sustainable Development Goals, n. d.), where the 12th Goal is to

‘ensure sustainable consumption and production patterns’ which help to provide companies clear focus in sustainable management and optimum use of natural resources, reducing waste, and encourage transnational corporations to adopt sustainable practices (Olšanová, Cook, & Zlatić, 2018). For instance, Unilever and Nestlé are corporations that have incorporated the SDGs into their sustainable business strategies (Haski-Leventhal, 2018).

Today, the newest advancement of the technology has changed the way corporations operate their business, wherein corporations need to have a responsibility towards the society and the environment as a whole, where this has led to the growing importance of CSR (Alsmadi & Alnawas, 2012). The studies of CSR had received significant attention and consumer has taken an interest with CSR studies (Deng & Xu, 2017; Morgan, Widmar, Yeager, Downey, & Croney, 2016). This has changed the perception of customers toward the corporation, where consumers have heightened their awareness and have better knowledge about the CSR activities practiced by the corporations. Nielsen Global Survey on CSR (2014) reveals that in Asia, consumers are more willing to purchase social responsibility brands compared to the countries in other continents. Numerous past research also proved that customers would build favorable responses and more likely to purchase goods and services from the socially responsible companies (Saleh, Ebeid, & Abdelhameed, 2015; Sprinkle & Maines, 2010; Parsa, Lord, Putrevu, & Kreeger, 2015).

However, the findings from the past studies still remain inconsistent over CSR and consumer behavior (Chen, Tai, & Chen, 2015; Deng & Xu, 2017; Harun, Prybutok, & Prybutok, 2018; Safi & Ramay, 2013; Saleh *et al.*, 2015). These past findings have shown that consumer’s response to CSR activities is still not well addressed and debatable (Marquina Feldman & Vasquez-Parraga, 2013). Moreover, a majority of previous studies were conducted on Western countries such as Europe and America (Fatma & Rahman, 2016), and there is a limited study examining the CSR and other consumer behavior attributes in the developing and emerging economies, such as Malaysia (Abd Rahim, Jalaludin, & Tajuddin, 2011).

Besides, the retail sector in Malaysia is set for stronger sales and projected to grow by 4.7% or RM10.4 billion in the year 2018 as compared to the growth seen in the year 2017 (Kana, 2018). This showed that the retailing industry is one of the prominent industries that contribute to the Gross Domestic Product (GDP) of the nation. Several past research on CSR has been done in various industries. However, there is a lack of study that looks into the coffee retailing industry (Yee, Mun, Yee, & Ling, 2014). Many Malaysian are patronizing the various coffee chains due to the changing of the social lifestyle of Malaysian, and this triggers the need to research the corporations’ behavior towards their social contribution and its influence on the growing consumers.

Therefore, the current study seeks to fill the gaps by examining the predicting factors of the Triple Bottom Line (TBL) CSR practices and consumers’ purchase intention.

Literature Review

Corporate social responsibility, sustainability related concepts

Triple Bottom Line, sustainability, and CSR are interrelated concepts. For instance, Byus, Deis, and Ouyang (2010) defined CSR as the voluntary actions taken by the organization to improve the environment or social conditions. In addition, CSR also refers to organizational actions and policies that concerned about the expectations of constituents with social, economic, and environmental performance (Aguinis, 2011). Dahlsrud (2008) defined CSR as pertaining to the five dimensions, namely environmental, social, economic, stakeholder, and voluntaries. Coombs and Holladay (2012) defined CSR as the voluntary actions of the organization to pursue its mission and fulfils its responsibility to various constituents, namely, employees, communities, environment, and society. Based on the above definition, it can be concluded that CSR is the firms’ actions to insert positive influence on various constituents based on the triple bottom line, namely economic (profit), social (people), and environment (planet).

Theoretical underpinning

This study utilized the TBL model that was developed by Elkington (1994) to guide the study, where TBL is a social responsibility or sustainability-related concept. TBL provides a framework to measure the performance and the success of the corporations, by using the three pillars of sustainability, namely economic (profit), environmental (planet), and social (people) (Goel, 2010; Wang & Lin, 2007). This is consistent with Carroll's (2004) revised pyramid of global CSR and performance model that also consists of four pillars, economic (to be profitable), legal (to obey the law), ethical (to be ethical) and philanthropic (to be a good corporate citizen) to suit the transnational CSR practice of accommodating global stakeholders. Based on the above notion, Al-Batanieh (2009 in ALshbiel and Al-Awawdeh, 2011) supported the above argument, whereby he argued that CSR is a moral commitment to be applied for the good of the public and community interest, rather than by laws and the legislative process.

CSR and consumer behavior related past studies

Mohd Suki and Mohd Suki (2015) carried out a study in the retail sector to examine the mediating role of CSR on the relationship between consumer awareness of green marketing and purchase intention. The findings suggested that the CSR has partially mediated the relationship between consumer awareness and purchase intention of the product. Based on the above discussion, in order to sustain the business for long run profitability, the marketing managers of the retail sector should allocate more funding for the CSR programs to engage the stakeholders and shape the good perception about the organizations.

Sharma (2015) has examined the relationship between CSR practices and consumer behavior (brand image, perceived price fairness, CSR awareness, service quality, purchase intention) on 400 Gen-Y respondents in Nepal. The results revealed that there is a significant relationship between CSR, perceived price fairness, and brand image with purchase intention. However, CSR awareness and purchase intention have a negative relationship.

In addition, Eshra and Beshir (2017) investigated the CSR practices on consumer buying behavior in Egypt. The study utilized Carroll's pyramid of CSR model which comprised economic, ethical, legal, and discretionary dimensions. The findings revealed that the Egyptian consumers have adequate knowledge and awareness about the CSR practices, however, Egyptian consumer do not consider CSR practices when it comes to buying decision, which caused the CSR to have an insignificant relationship with the buying behavior.

Corporate reputation and identity do influence the support of consumers. This was proven when Jin and Chen (2014) concluded that CSR acts as a marketing tool in enhancing the image and reputation of the brand. Hence, the corporations should engage and educate the consumers on discretionary behaviors such as consumers' purchase intention that will lead to consumers' decision making. The findings showed that corporation that fulfils CSR would have a positive influence on corporate identity and consumer's purchase intention and confirm the mediating relationship.

This was also supported by Qasim, Siam, and Md Sallaeh (2017) who looked into the relationship between CSR and consumers' purchase intention, through the mediating role corporate reputation and moderating via peer pressure in the Pakistan context. The results revealed that corporate reputation has fully mediated the relationship between CSR and purchase intention.

Similar research on purchase intention and CSR was also done in the Asian context. Nochai and Nochai (2014) examined the dimensions of CSR on consumer buying behavior in Bangkok, Thailand. The study utilized Carroll's CSR dimensions (economic, legal, ethical, and philanthropic) and it revealed that legal responsibility is the prominent dimension that has a significant influence on consumer buying behavior, followed by ethical responsibility. Based on the above notion, the finding was contrasted with the findings of Carroll (1979), where the legal dimension is the prominent pillar compared to the economic dimension as the foundation of CSR practices. This has urged the corporations that operate in Thailand to adhere to the rules and regulations of the legal business environment, where the consumers will consider purchasing the products or services from the organizations that are ethical by contributing to the community and the environment.

Whilst in China, Mulaessa and Wang (2017) examined the mediating role of consumer support for responsible business (CSRB) on the relationship between CSR and consumers' purchase intention in the apparel industry. The findings confirmed the relationships between CSR, CSRB, and purchase intention. In addition, they found that philanthropy responsibilities are more significant than legal responsibilities in influencing the purchase intention which supported the notion of Lee and Lee (2015) that Chinese consumers focus more on local community welfare related issues compared to other issues. Hence, this has called upon the manager of the corporation to consider different types of CSR activities by considering the market and social context when positioning the CSR strategy.

A study was also conducted to purchase intention among fast food consumers. Xu (2014) examined the perceptions of CSR strategies among Chinese fast food consumers. The study utilized McDonald's as the brand. The findings revealed that Chinese fast food consumers perceived (product) nutrition and safety, the well-being of customers, and environment sustainability as the prominent socially responsible initiatives. In addition, the study also found that Chinese respondents are unfamiliar with McDonald's CSR activities.

This proves that although McDonald is a prominent brand in the industry, it remains necessary to communicate its social responsibility initiatives effectively with its stakeholders. The findings suggest the corporation should communicate CSR activities and focus on affective identification and satisfaction to meet the needs of the consumer. The socially responsible behavior of the fast food restaurants and their concern on the environmental, safety, and welfare of consumers will help to shape the perception of consumers toward the brand.

Based on the discussion above, it can be concluded that CSR is pivotal for the sustainable development of corporation as the consumers get highly affected by the corporations that engaged with CSR related work. Hence, it is becoming significant for the corporations to ensure that the consumers have awareness about their CSR initiatives aimed at environmental protection and betterment of the society. In return, it will have an impact on the loyalty, morality, awareness, and consumer behavior.

Consumer's purchase intention can also be influenced by the CSR initiatives made by the company. Ullah and Majumder (2014) examined the CSR effect on the consumer purchase decision on university students in Bangladesh. The findings showed that students' purchase behavior is positively influenced by their awareness of CSR. In contrast, Samuel and Chandra (2014) found that CSR has no significant effect on purchase intention of Oriflame cosmetics products in Surabaya. However, by including price fairness and trust as the mediating variables, CSR will have a relationship with purchase intention. This is consistent with the notion of Harun *et al.*, (2018) where CSR alone is unable to influence millennial fast food consumers' purchase intention in the US context.

Pino, Amatulli, De Angelis, and Peluso (2016) have also looked into the influence of CSR on consumer attitudes and intention on genetically modified (GM) foods in Italy setting. The study applied Carroll's (1979) CSR pyramid model on 260 Italian consumers. The findings revealed that discretionary and legal responsibilities are having a favorable impact on the consumer's attitudes and purchase intention on GM foods.

Incorporating the TBL into consumer's attitude, Park and Kim (2016) tested the TBL model on customer perceived sustainability of the fast fashion industry. The findings revealed that the TBL model could serve as an effective marketing tool to influence the consumer's perception of a fashion brand's sustainability which will lead to brand trust and brand loyalty.

This was supported by Hourneaux Jr, De Silva Gabriel, and Gallardo-Vázquez (2018) who found that there is a positive association of environmental and social indicators of sustainability performance measurement, however, the economic indicator was not confirmed. Furthermore, the findings also showed that different companies portrayed different degree use of TBL differently.

In summary, based on the past research mentioned, the three TBL CSR practices suggested by Elkington (1994) are interrelated and have different combinations depending on the nature of the organization or the industry. Therefore, researchers conceptualized and hypothesized that:

Dimension of TBL CSR Practices

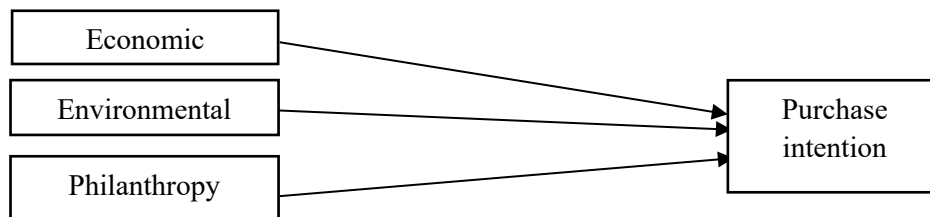


Figure 1: Conceptual framework between dimensions of TBL CSR practices and purchase intention

H₁: There is a significant relationship between TBL CSR practices and purchase intention.

H_{1a}: There is a significant relationship between economic responsibility and purchase intention.

H_{1b}: There is a significant relationship between environmental responsibility and purchase intention.

H_{1c}: There is a significant relationship between philanthropy responsibility and purchase intention.

H₂: TBL CSR practices (economic, environmental, and philanthropy responsibilities) are the predicting factors that influence purchase intention.

Research Methodology

Research Design

This study employed a quantitative (survey) design, where a structured self-administered, anonymous questionnaire was distributed to the consumers who have experiences with the goods and services of the particular branded coffee shop, which served as the unit of analysis. Survey design is the suitable method to apply in this study as it allows the researchers to effectively determine the opinions of respondents about a particular subject from a specific group of people (Babbie 2012).

Population and Sampling Procedure

First, the Klang Valley area was chosen as the area for this research as it is a booming urban entity which has grown rapidly, and comprised of Kuala Lumpur, Petaling Jaya, Subang Jaya, Shah Alam, Klang, and Kajang. Researchers used probability sampling (simple random) to select one of the centers in the Klang Valley, which is Petaling Jaya, then reapplied simple random sampling again to select the suburbs, which is Kota Damansara. In addition, researchers also applied purposive sampling method to collect the data among the consumers who have experiences with the particular branded retail coffee industry. For data collection, a structured anonymous questionnaire had been distributed to the customers who have experience with the branded coffee shop. The data was collected from September to October 2018 and generated 200 valid responses. According to Sekaran and Bougie (2016), a sample size ranging from 30 to 500 is sufficient and acceptable for social science studies. In addition, survey questionnaires were answered by participants based on their voluntary consent.

The Instrument

The instrument consisted of five sections. Section A is a demographic section and Section B, C, and D include items pertaining to TBL CSR dimension, and Section E contains items pertaining to

purchase intention. Demographic questions in Section A were designed to gather information about the respondents such as gender, age, nationality, and profession that the respondents were associated with. Section B, C, and D deal with specific dimensions of TBL CSR, namely, economic, environmental, and philanthropy responsibilities which were adapted from Maignan (2001). Whereas, for Section E, the purchase intention items were also adapted from previous studies (Chew, Lee, Lim, Loke, & Wong, 2012; David, Kline, & Dai, 2005). The survey items for Section B, C, D, and E were measured based on a five-point Likert-type scale, where 1 represents “Strongly Disagree”; 2 represents “Disagree”; 3 indicates “Slightly Agree”; 4 represents “Agree”; and 5 indicates as “Strongly Agree”.

Pilot testing

A pilot test was conducted to test the reliability, accuracy, and consistency of the instrument. A total of 30 students (consumers) from a private higher learning institution were chosen as the unit of analysis. According to Hair, Celsi, Money, Samouel and Page (2015), the reliability analysis scale can be accepted if the Cronbach’s alpha coefficient is between 0.6 and 1.0. In this study, the items ranged from 0.67 to 0.87 (Table 1), making them acceptable and reliable.

Table 1. Cronbach’s alpha value of the variables

Variable(s)	No. of items	Cronbach’s Alpha Value (Pre-Test, n=30)	Cronbach’s Alpha Value (Post-Test, n=200)
Dimension of TBL CSR Practices			
Economic responsibility	5	0.83	0.91
Environmental responsibility	4	0.67	0.86
Philanthropy responsibility	6	0.87	0.82
Purchase intention	5	0.87	0.88

* Cronbach’s alpha values in this study are based on Guilford Rule of Thumb

Moreover, before multivariate analysis was carried out, the data should be normally distributed, as normality is an important requirement for inferential analysis (Hair, Black, Babin & Anderson, 2018; Tabachnick & Fidell, 2013). Based on Table 2, the values for skewness and kurtosis for independent and dependent variables are in the range between -2 to +2, with a 5% sampling errors, which is considered acceptable to prove that a normal distribution exists (Tabachnick & Fidell, 2013). Hence, the data are normally distributed and the requirements for multivariate analysis are met.

In addition, multiple regression analysis is sensitive to multicollinearity problems. According to Tabachnick and Fidell (2013), multicollinearity happens when the independent variables are highly interrelated (0.9 and above). Hence, the variance inflation factor (VIF) and tolerance levels were used to analyse multicollinearity problems via the regression result derived from SPSS. As Hair *et al.* (2018) observed, VIF should not exceed 10 and the tolerance values are supposed to be more than 0.10. On the one hand, Table 2 shows that the range of tolerance was between 0.707 - 0.801, which is more than 0.10. On the other hand, the VIF range was between 1.248 - 1.414, which is reasonable because it is less than 10 (Tabachnick & Fidell, 2013). Thus, this may conclude that no multicollinearity issues existed among the independent variables.

Table 2. Skewness and kurtosis of the variables

Variable(s)	Min	Max	Skewness	Kurtosis	Tolerance	VIF
Dimension of TBL CSR Practices						
Economic responsibility	10.00	25.00	- 0.124	- 0.500	0.707	1.414
Environmental responsibility	9.00	20.00	- 0.168	- 0.735	0.801	1.248
Philanthropy responsibility	16.00	30.00	- 0.013	- 0.588	0.713	1.403
Purchase intention	7.00	25.00	- 0.224	- 0.248		

Results and Discussion

More than half of the respondents in this study are females (53.5 %) and the rest are males (46.5 %). For nationality, more than half of the respondents are Malaysian (65.0 %). Out of the total respondents, the majority of the respondents are students (89.0%) with ages ranging from 21-30 years old (80.5 %).

Table 3 illustrates the inter-correlations among three (3) dimensions of TBL CSR practices. The degree of correlations is highest for philanthropy responsibility ($r = 0.450, p < 0.05$), followed by economic responsibility ($r = 0.315, p < 0.05$), and lastly environmental responsibility ($r = 0.289, p < 0.05$).

Table 3: Correlation test on the relationship between the dimension of TBL CSR initiatives and purchase intention (n=200)

Independent variable(s)	Purchase Intention	
	<i>r</i>	<i>p</i>
Dimension of TBL CSR Initiatives		
Economic responsibility	0.315**	0.000
Environmental responsibility	0.289**	0.000
Philanthropy responsibility	0.450**	0.000

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

The findings show that the philanthropy responsibility of TBL CSR dimension has positive and moderate relationships with the purchase intention at the 0.05 significance level. However, the economic and environmental responsibilities of TBL CSR dimension have a positive, but weak relationship with purchase intention. The interpretation for the strength of the relationship was based on Guilford's Rule of Thumb (Guilford, 1956). Thus, the research hypotheses H_1 , H_{1a} , H_{1b} , and H_{1c} were accepted. Thus, when a customer perceives economic, environmental, and philanthropy responsibilities of TBL CSR dimensions positively, it will increase their purchase intention on the goods and services.

This finding is congruent with the study of Mulaessa and Wang (2017) in the retail apparel industry, where CSR and purchase intention have a positive association. In addition, it is also consistent with the findings of Ullah and Majumder (2014), wherein consumer purchase behavior is positively influenced by the awareness of CSR. Based on the results, this findings is aligned with the notion of Dahlsrud (2008), that CSR is comprised of the economic, environmental, and social aspect that performed by the corporations to the stakeholders as a voluntary action.

Customers are likely to purchase products or services with corporations that are highly involved in CSR initiatives. Customers' perceptions towards corporation's social ethics serve for the betterment of the society, and this will have an influence on consumer's attitudes by enhancing their willingness to purchase or repurchase the products or services of the company. Hence, managers of the branded coffee retail company should highlight the CSR dimension mentioned in their promotional campaigns to attract prospective customers.

In contrast, Semuel and Chandra (2014) found that CSR has no significant effect on purchase intention of cosmetics products. Furthermore, Sharma (2015) also found that perceived CSR has a negative relationship with purchase intention of consumers. Besides, Eshra and Beshir (2017) also found that consumer does not consider CSR practices when it comes to buying decision, which caused the CSR to have an insignificant relationship with the purchase behavior.

Based on the discussion, it demonstrated that companies in different industries carry out their CSR initiatives differently, hence, this would influence how the consumers perceived the corporations and lead to different results.

ANOVA test for multiple regression analysis (step-wise method) shows that there is a significant relationship between a dependent variable (purchase intention) and independent variables (philanthropy and environmental responsibilities) at the 0.05 significance level. The analysis in Table 4 shows that the philanthropy responsibility of CSR dimension (Model 1) gives a significant result with $F = 50.336, p < 0.05$. Similarly, the combination of philanthropy and environmental responsibilities of TBL CSR dimension (Model 2) also gives a significant result ($F = 27.586, p < 0.05$).

Meanwhile, multiple regression analysis indicates that philanthropy responsibility significantly contributes 19.9 % of the variance ($\Delta R^2 = 0.199$) towards purchase intention of the total of 200 respondents in the study. This means that philanthropy responsibility ($\beta = 0.450$, $p < 0.05$) is the main predictor that cause customers to have high purchase intention. Moreover, with the combination of predictors philanthropy responsibility ($\beta = 0.398$, $p < 0.05$) and environmental responsibility ($\beta = 0.137$, $p < 0.05$), the contribution value of variance towards purchase intention has increased to 21.1%. Therefore, the increment is 1.2% (21.1-19.9). Elements which do not significantly contribute to this study is economic responsibility. Hence, it can be concluded that there are some other variables (78.9%) that are currently not being investigated in this study and they can contribute to the increase in purchase intention.

Table 4: Regression coefficient of independent variables: Multiple regression analysis, Stepwise Method

Model		B	Beta	t	p
1	(Constant)	8.179		5.382	0.000
	Philanthropy	0.453	0.450	7.095	0.000
F=50.336, df=1, 198, p=0.000, R=0.450, R ² =0.203, $\Delta R^2=0.199$					
2	(Constant)	6.824		4.133	0.000
	Philanthropy	0.400	0.398	5.842	0.000
	Environmental	0.167	0.137	2.015	0.045
F=27.586, df=2, 197, p=0.000, R=0.468, R ² =0.219, $\Delta R^2=0.211$					

Based on the results in Table 4, H₂ is partially supported in this study as not all predictors are contributing to the purchase intention. It can be reported that philanthropy and environmental responsibilities of TBL CSR practices are the factors which contribute to the consumers' purchase intention. The findings have supported the study of Pino *et al.*, (2016) which find that discretionary/ philanthropy responsibility have a favorable influence on the consumers' purchase intention on GM foods. This can be further explained that CSR initiatives rank highest on the social engagement and welfare, corporate citizenship, community engagement, which proved that CSR initiatives are often perceived as discretionary or philanthropy in nature (Lee & Lee, 2015).

In addition, the current findings also yielded a similar result as the study of Hourneaux Jr *et al.*, (2018) which confirmed the positive associations among environmental and social (philanthropy) indicators, but the economic indicator was not confirmed. Besides, this is also in line with the findings of Harun *et al.*, (2018) that CSR alone is unable to influence consumers' purchase intentions among millennials, where the regression analysis showed that CSR only contributed 21.1% of the variance in explaining purchase intention. This can be further explained by the demographic of the respondents, as the majority of the respondents in the current study are millennials, who are around 21-30 years old. Thus, millennial consumers might prefer the quality of food, price, convenience, and ambience rather than the company philosophy.

The current results are also in line with Xu (2014), wherein environment, sustainability is one of the prominent socially responsible initiatives in the fast food retail industry. Cummins, Reilly, Carlson, Grove, and Dorsch (2014) further explained that environmental messages are prominent contributors to consumer buying decision-making. This explained that environmental indicator which is listed under ISO 14001/14004, to reduce energy consumption is a part of the best corporate governance practices and it should be integrated with ethical and philanthropy CSR dimensions to adapt the changing landscape of societal norms and stakeholders' expectations (Dhanesh, 2014). Based on the above notion, it can be explained that most of Malaysian corporations are championing environmental stewardship by educating their constituents about green living (Haw, 2010). The current findings showed that interest and awareness of consumers on sustainability has increased, and they have put more focus on environmental and social-related issues of the society (Ha-Brookshire & Norum, 2011).

This study has shown that philanthropy and environmental aspects are the contributing factors that can help to enhance purchase intention. However, consumers' response to CSR initiatives varies from each industry to another, and depending on the cultural background of the countries and how the corporations operate as well as individual preferences (Abd Rahim *et al.*, 2011; Maignan, 2001). Therefore, it is vital that corporations select relevant CSR initiatives to ensure successful marketing results.

The positive results of this study support the notion that customers of the particular branded coffee company perceived environmental and philanthropy policies positively. For instance, the branded coffee company can embrace the SDG goals by making sure the products produced using natural and organic ingredients. This will serve as a way to ensure its responsibility and safety towards their consumers. Besides that, the company also champions environmental stewardship by promoting the use of paper bags instead of plastic. As for philanthropy, this coffee company engages the employees and customers to participate in the social recreation activities to build a bonding between the company and their customers. Besides, the company can help by hiring the people from the lesser advantaged group to join their team as a way to give back to society. Thus, these practices influenced consumers to have a good perception of corporations. This finding supports the notions formed in the theoretical framework that environmental and philanthropy are the prominent key factors in corporations for CSR agenda-building.

In summary, corporations should embed CSR initiatives as a part of their strategies to achieve sustainability. This recommendation is made because social responsibility initiatives help in gaining competitive advantages for the development of stakeholders and organisations over the long run, which will have a significant impact in attracting prospective customers as well as retaining the current ones.

Conclusion & Recommendations

This study describes customers' purchase intention can be influenced by the company's strategic decision on TBL CSR practices of a branded retail coffee company. The empirical findings showed that economic, environmental, and philanthropy responsibilities are among the TBL CSR practices that can help to enhance the purchase intention. However, the multiple regression analysis indicates that only philanthropy and environmental TBL CSR dimension are the predictors that influence purchase intention of the customers. In terms of knowledge-based contributions, this study supports Elkington's (1994) TBL CSR model by investigating and focusing on multi-dimensional aspects of CSR that is scarce and less explored.

In terms of practical implications, the findings provide insights for the management of this particular coffee retail company to create favorable awareness on the practices of CSR to the customers and explain how these initiatives can be implemented. Therefore, the management of the coffee retail company should create a platform by creating campaigns and encourage active participation from their customers to enroll themselves in the voluntary programs such as community services that benefit the environment, scholarship to support education programs, donations to the old folk's home and more. In addition, the coffee retail company understudied should highlight its good deeds to the society and environment through social media and publish them in their annual report. For instance, the company can consider employing people from the lesser advantaged groups to work in the organization to empower the employees as a way to give back to the communities.

However, there are several limitations to the study. The main limitation of the current study is related to the sample size. First, the sample size is unable to generalize to the population of the particular coffee retail industry, given that it was based on purposive sampling and the branded coffee company was unable to provide a detailed list of the customers due to confidentiality issues. Thus, future studies can increase the number of respondents that can represent the population and yield better results. Second, this study only focuses on one coffee retail brand. Hence, it would be interesting for future studies to include more corporations under the same sector or different industries to add varieties and new research perspectives to increase its validity.

In addition, another limitation is due to the issue of social desirability bias, wherein the respondents may respond to what they perceived as desirable. However, researchers attempted to

minimize this limitation by creating anonymous instruments and assuring respondents about the data confidentiality.

Future studies may include other variables such as service quality, price, reputation, corporate image and test the moderating or mediating effects to the current TBL CSR model and test the relationship with the consumer behavior outcomes to provide new insight into the body of knowledge in the CSR arena.

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Appendix

Economic

1. Business focus of X is to maximize profits.
2. X control their production cost accordingly.
3. I believe CSR activities boost up X sales.
4. X have plans for its long-term success.
5. X always tried to improve economics performance.

Environmental

1. I believe X products is environmentally friendly.
2. X has a very good image in my mind because of its environmental activities.
3. I aware about X initiatives towards the environment.
4. X uses recycle material in its businesses.

Philanthropy

1. X helps to solve social problems.
2. X plays a positive role in the society.
3. I believe X makes substantial contributions to the society.
4. X actively promotes volunteerism activities within the local communities.
5. X engages in charitable activities.
6. X contributes resources to the communities.

Purchase Intention

1. I will purchase X good and services in the future.
2. I will continue to purchase X good and services even other coffee companies offer good promotions.
3. I will purchase upcoming new products of X.