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Showing the Impact of Social Responsibility Campaigns on Organizational Reputation

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Abstract—This study provides an overview of the business execution criteria of McDonalds and Burger king in the marketing environment of Malaysia. The study claims to visit all the aspects of development of production sections through implementation of theoretical measures. Moreover, the study brings a forecast to the current situation of the company's business assets focussing on financial statements. In addition, the impact and importance of attaining corporate social responsibilities within business organisations have been evaluated through evidential measures. The data were collected through a questionnaire distributed to a total 101 customers as a form of respondents have been selected to gather necessary information regarding the impact of showing social responsibilities of market campaigns in the reputation of an organisation. The data were analysed by SPSS software. The result showed that Malaysian customers are not able to maintain the level of trust among the different food manufacturing companies. Also, it has been observed that in recent days, the food sectors of Malaysia are not able to deliver quality of foods to their customers. Finally, the result also showed that social responsibilities in marketing campaigns creates a positive impact on the reputation of an organisation. The study suggests the necessity to incorporate different types of strategies in the business to maintain the needs of their customers and highlight the importance of social responsibilities in the market campaign. The management team of the food companies can be able to deploy diverse types of strategies to maintain the organization reputation in the market.

Index Terms—Social Responsibility, Organizational Reputation, Malaysian Food Manufacturers, Marketing Campaign

I. INTRODUCTION

Social responsibility plays an important role in the market which mainly enhances the individual's behaviours and attitudes towards the society. Market campaigning is performed by several organisations through online social platforms to influence its customers in gaining attraction about their products and services. Social responsibilities are guidelines that encourage organisations to engage their customers in increasing

their preferences in favour of their services. There has been identified a necessity that organisations need to stabilize their position in the market so that their business operations are performed smoothly.

Organisations, especially those under the food industry, have been observed to be putting effort to develop their products and services based on the customer demands so that they are able to retain their preferences. McDonald's and Burger King have been identified as the reputed organisations in the food market of Malaysia in serving the customers. Based on the performance measures of McDonalds', it has been observed that, the company has been producing processed foods for the customers gaining high amount of revenues per year. However, recently there has been a change in the strategic measure of the company's production segments that led the business executives to plan for further development of financial assets. In other words, McDonalds gained 19% sales growth in the last year and plans to increase this sale up to 23% in the next year (corporate.mcdonalds.com, 2020). On the other hand, Burger King, being a reputed company under the food industry of Malaysia gained revenue of RM5.72 million from RM3.69 Million since last year (burgerking.com.my, 2020).

A. Problem Statement

In the recent years, the food industry of Malaysia faces issues with its quality and service that are provided to the customers. The prime challenges that have been faced by McDonald's in current days are overcoming Burger King with respect to its low-income customers and slim down the overall menu of the organisation (businessinsider.com, 2020). Additionally, the reputed organisations are lagging behind from their flexibility of operations and productions, and also in their accuracy of their service. McDonald's and Burger King are unable to maintain their profit margin due to several issues within their production segments. This led to a restriction from gaining the expected annual revenue growth. Burger King is not able to maintain the

overall quality of their products and also they are not able to control the price of their foods. Therefore, the main problems that are detected within the food industry in Malaysia indicate pricing issues and quality of production. Figure 1 below showed McDonald's have been observed to be lagging behind performing their corporate social responsibilities compared to Burger king by creating a negative impact from the customer perspective. The food industries in Malaysia especially Burger King tries to decrease the price of their burgers in order to attract ample number of customers from the market (inc.com, 2020).

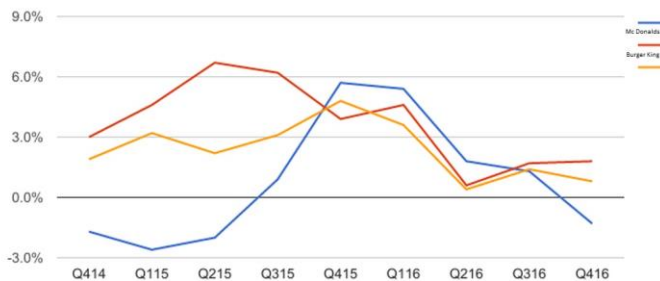


Figure 1: Performance of McDonald's and Burger king based on social responsibility
(Source: Extracted from statista.com, 2020)

B. Research Questions

1. How social responsibilities impact fast food companies in Malaysia?
2. How do marketing campaigns create a positive impact on organisational reputation?
3. What is the importance of the marketing campaign in enhancing the organisation reputation in the market?
4. What are the possible strategies to implement in order to maintain the organizational reputation in the Malaysian market?

C. Research Objectives

The aim of the study is to project the influences of social responsibility on McDonalds and Burger king's business reputation. This article will determine the impact of social responsibilities of fast food companies in the competitive market. Examine the necessity of market campaign to enhance the organisational reputation of Burger King and McDonalds. Identify the issues faced by Burger King and McDonalds in their food qualities. And finally to recommend the necessary steps to resolve the CSR issues for Burger King and McDonalds Corporation.

Hypothesis

H1: Social Responsibility Campaigns have a positive impact on on Organizational Reputation

H0: Social Responsibility Campaigns have a negative impact on Organizational Reputation

II. LITERATURE REVIEW

A. Importance of social responsibilities in food industries

Corporate social responsibilities are one of the important factors that mainly enhance the organisation reputation in the market. According to Kim (2017), maintaining corporate social responsibility enhances the business organisations to build up reliability within their manufactured products in the eyes of the consumers. Social responsibility is an initiative that has become one of the core parts of the business activities in the food sectors. On the other hand, Wei *et al.* (2018) have mentioned that social responsibilities mainly deal with the consumer's high brand values and its opportunities in the organisation reputation. The establishment of appropriate CRS polices help the companies to evaluate their operations through controlled approaches. There are four types of social responsibilities that include environmental sustainability, direct philanthropic giving, economic responsibilities and ethical business practices. As opined by Rahmat *et al.* (2016), social responsibility eventually boosts up the organisation's brand image and helps the organisation to frame its image in the international market. Therefore, it can be stated that with the aid of social responsibilities a company can easily uphold its brand image in the market.

B. Necessary attributes to build organisation reputation

Considering the impact of CSR policies, maintaining sustainable development measures provide organisations to develop their reputation on the basis of customer perspective. As per the views by Otchere-Ankrah *et al.* (2016), the reputation of an organisation provides an additional benefit of gaining customer preference over other alternative companies. In addition to this, the reputation of the company enables it to gain several permits to expand its business globally taking into account the provisions of import export of goods. This indicates effective relationship with government authorities. Moreover, the development of reputation holds up the company's goals and objectives and frames it into a single unit, creating a brand name for it (Massoudi, 2020).

C. Impact of marketing campaign on organisations

The marketing campaign creates a positive impact on the mind of potential customers of the organisation. In the campaign, customers are considered as the prime components which mainly emphasize the organisation brand equity and quality in the global market. Therefore, the food industries of Malaysia need to implement diverse modes of the campaign in order to maintain the customer's aspects and anticipation towards the organisation. According to Phillipov, (2017) there are four marketing campaigns: campaign tracking, campaign targeting and insight, campaign assets production, and execution of the campaign.

These modes of campaigning provide the organisation to get an overview of the various approaches of delivering their message to their consumers. For instance, focussing on goals and objectives would improvise the business executives of Burger King and McDonalds to understand and make effective decisions in developing their organisation. As per the views by

Bossetta (2018), through proper application of market campaigning, it is expected that the companies would be able to gain sustainable position in the market. As per the recent issues faced by both of these companies, with market campaigning these issues would be resolved along with that following benefits would be achieved.

- Systematic approach to decision making
- Effective promotions of products and services to the customers
- Gain knowledge about the current market situation

D. Marketing Funnel

The marketing funnel is the envisaged for understanding the overall methods of changing the leads into potential customers. According to Visentin *et al.* (2016), the prime of the marketing funnel is to illustrate the critical journey of the clients according to the knowledge of the customers in the market. The marketing funnel deals with the different stages which include “awareness, interest, consideration, intent, evaluation and purchase”. However, Kotsi *et al.* (2018) have mentioned that awareness is the top stage in the marketing funnel that helps the customers to maintain the trust and loyalty towards the company. In addition to this, potential customers have been drawn from several stages with the help of the marketing campaign. It has been observed that the marketers of food industries of Malaysia nurture the overall lead with the assistance of emails and targeted more numbers of customers.

E. Social responsibility theory

The social responsibility theory has been devised so as to summarize the basic objectives of a company’s business execution. According to the business progression of various companies, it has been observed that, the objectives of the companies’ business profile have been devised based on the indications of the social responsibility theory. Theories of Social responsibilities influenced by Yasser *et al.* (2017) indicated that the following constraints have been considered to be the building blocks of a company’s objectives so as to gain performance benefits along with competitive advantage.

Profit Maximization: The initial motive of an organisation is to maximize their annual revenue growth. This theory therefore would provide the companies to focus on financial assets.

Corporate Citizenship: Alignment of the social aspects with business processes often enables organisations to gain support of several government as well as nongovernmental organisations. Therefore, companies are suggested to abide by the guidelines of their existing corporate social responsibilities so that they gain socio economic support to enhance their development processes.

Interest of stakeholders: Every organisation is enriched through the active participation of the stakeholders. Hence through the appropriate application of this theory, organisations would be able to consider the interest of each entity including customers and suppliers.

Minimum moral: Inappropriate production methods often releases chemical wastes that affects the environment.

Therefore, companies are suggested to devise plans and methods that would initiate them to gain sustainable development.

F. Customer-Brand Equity Model

The customer-based brand equity model helps the organisation to build a strong foundation in terms of brand identity (Çifci *et al.* 2016). As opined by Dharmadasa *et al.* (2019), the judgmental ability of a customer to buy any product deliberately depends on its need and applicability. That is, a customer would only tend to buy a product if it satisfies their need and have relevant application in their real life. On the contrary, Anselmsson *et al.* (2017) have mentioned that the “Keller’s Brand Equity Model” has been divided into four different segments which are “identification of brand, the meaning of the brand, responses of brand and resonance.” The identification of the brand is the first segment of the pyramid that mainly focuses at the customers’ needs and demands (Massoudi, 2020). For instance, comparing this feature, with that of the business of Burger King and McDonald’s, the selection of food items by a customer often varies with their taste constraint. Hence, the companies are recommended to produce foods that would meet the satisfactory level of customer preference. In order to perform this, the companies are required to analyse the current market situation considering customers as the centralised figure of the research. The second level defines the meaning of the brand that includes style, durability, reliability and experience of the customers from the market. On the other hand, Theurer *et al.* (2018) have mentioned that the second level of brand equity model includes the performance of brand and brand imagery. The third level is the response of the brand which mainly emphasizes the comparison between the qualities of the product between two different companies.

III. RESEARCH METHODOLOGY

The research philosophy is a process in which the data has collected to gather knowledge about the research. According to Dougherty *et al.* (2019), research philosophy explains and defines the pathway of the research to collect information regarding research. The research philosophy is of four types which are positivism, realism, interpretive and pragmatism. In addition to this, current research has been developed with the help of the philosophy of positivism. The positivism philosophy can enable the research to approve details of the information which have some logical extension and scientific ground. There are several types of research strategies that can be enabled in the research which includes experiment, case study, survey, grounded theory and research action (Zednik and Jäkel, 2016). The present research has been executed with the assistance of the survey. The survey has been conducted between employees of the Malaysian food companies in order to collect responses regarding the impact of showing social responsibilities in-market campaigns.

Research Approach and Design

The research approaches are complete planning which enables data collection approaches by considering the interpretation of research approaches. As opined by Zeitoun *et al.* (2016), the research approaches are of two sections which are inductive and deductive approaches. In this research, deduction research approaches have been implemented to determine the impact of showing social responsibilities of marketing campaigns in the overall reputation of the organisation. Additionally, deductive research approaches involve the development and formulation of certain hypotheses which have been subjected to during the time of research.

The research design is a set of procedures and methods implemented to analyse and collect a measure of different variables to identify the research problem (Rahi, 2017). The research design mainly has four essential components which include “*Descriptive design, correlation design, Quasi-experimental design and Non-experimental design.*” In this research descriptive design has been executed in order to collect necessary information regarding the impact of forecasting social responsibilities in-market campaigns.

The data collection methods are a method that has been implemented to collect necessary information and maintain a systematic collection of data from diverse types of sources. According to Moser and Korstjens (2018), the data collection methods are of two types which include “Primary data collection and Secondary data collection” methods. The “Primary data collection methods” is a process of data collection in which data has been collected with the help of a real-time field survey. In addition to this, in “Secondary data collection method” data has been collected with the help of common sources of secondary data which include different unpublished or published data, newspaper, magazine, books and trade journals.

This research has been executed with the help of “Primary data collection methods” in order to gather necessary information regarding research.

Target Population

The targeted population refers to entire groups of individuals who are taking part in a survey. The targeted population mainly varying different characteristics and it also is known as theoretical population. In this research, a total 101 customers as a form of respondents have been selected to gather necessary information regarding the impact of showing social responsibilities of market campaigns in the reputation of an organisation.

IV. DATA ANALYSIS AND DISCUSSION

The data analysis is a systematic process of applying logical and statistical techniques to illustrate, recap and condense the evaluation of data. In Data analysis the essential components to ensure the integrity of the data that maintain the accuracy and appropriate analysis of finding of the research. In this research, SPSS data analysis tools have been enabled to analyse collected information regarding the impact of social responsibility of

marketing campaigns in McDonald’s and Burger King market reputation including descriptive statistics and multiple regression to test the hypothesis.

Reliability

The researchers applied Cronbach’s Alpha to measure the reliability of the questionnaire; the result of the test showed high value of Cronbach’s Alpha between (.821 and .712). Therefore, the questionnaire statements are highly reliable and consistent. This result gives the research the absolute confidence of the validity of the questionnaire in analysing the data and answer the research question.

TABLE 1:
RELIABILITY STATISTICS

Variables	Cronbach's Alpha	N of Items
Social Responsibility	.821	6
Organizational Reputation	.712	6

Demographics

The research sample was 101 respondents, 64 male and 37 female. The age group description showed 50 respondent range between 25-40 years old, and 51 more than 40 years of age. In regard to years of experience in Malaysian food companies 67 respondents had between 1-6 years of experience, the rest had more than 10 years of experience in Malaysian food companies.

TABLE 2
DEMOGRAPHICS

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	64	62.1	63.4	63.4
	Female	37	35.9	36.6	100.0
Age	25-30 Years	30	29.1	29.7	29.7
	31-40 Years	20	19.4	19.8	49.5
	41-50 Years	24	23.3	23.8	73.3
	Over 50 Years	27	26.2	26.7	100.0
Years of Experience	1-2 years	31	30.1	30.7	30.7
	2-4 years	28	27.2	27.7	58.4
	4-6 years	8	7.8	7.9	66.3
	More than 6 years	34	33.0	33.6	100.0

Descriptive statistics

The standard deviation is a measure of the amount of variation or dispersion of a set of values. A low standard deviation indicates that the values tend to be close to the mean (also called the expected value) of the set, while a high standard deviation indicates that the values are spread out over a wider range (Kent State University, 2021).

TABLE 3:
DESCRIPTIVE STATISTICS

	N	Mini	Max	Mean	Std.
How far do you think the food companies enhance the social responsibilities in the market?	101	1.00	5.00	2.1287	1.36867
What are the issues faced by the organization in maintaining the organization reputation?	101	1.00	4.00	2.0396	.91565
Do you think the marketing campaign creates a positive impact on Malaysian food companies?	101	1.00	5.00	2.3168	1.44174

What is your opinion regarding the implementation of social responsibilities by McDonald and Burger Kings?	101	1.00	5.00	2.6931	1.55398
Which social responsibility strategies do McDonald's adopt?	101	1.00	4.00	1.8614	.92768
Which social responsibility strategies does Burger King adopt?	101	1.00	4.00	1.9604	1.11284
What are the factors that need to be modified to attract potential customers towards the organization?	101	1.00	4.00	2.1980	1.19180
How far do you think the organization reputation can be enhanced with the help of marketing campaigns?	101	1.00	4.00	2.2871	.99334
What strategy do you like to recommend to maintain the customer satisfaction rate of food companies?	101	1.00	4.00	1.9406	1.03751

We notice from Table No. (3) That the highest mean and standard deviation belong to implementation of social responsibilities by McDonald and Burger Kings with an average mean of 2.693 and standard deviation of 1.553. This indicates the overall degree of approval was high among respondents. Also, the overall degree of approval of which social responsibility strategies do McDonald's adopt was low where the mean score of 1.861 and standard deviation of 0.927 this indicates a low approval of the adoption of social responsibility strategies done by McDonald's.

V. RESULT AND DISCUSSION

From the data analysis, it has been shown that in Malaysia 63.4% of the respondents are male and 36.6% of them are female. The overall mean and standard deviation of the respondents lies in between 1.3663 and 0.48421 respectively. In addition to this, 29.7% of the respondents are belongs to the age group of 25-30 years. In fact, 23.8% of the respondents are lies in the age group of 41-50 years and 6.9% of the survey respondents have belongs in the age group of more than 55 years. Today, it is necessary to enhance social responsibilities in the market to gain trust and loyalty from customers. According to Lins et al. (2017), corporate social responsibility is a practise that has been implemented to maintain a strong relationship between stakeholders and customers of an organisation

Testing the Hypothesis

H1: Social Responsibility Campaigns have a positive impact on Organizational Reputation

H0: Social Responsibility Campaigns have a negative impact on Organizational Reputation

To test this hypothesis, multiple linear regressions were applied to determine the effect of corporate social responsibility constrains on the organizational reputation. The correlation coefficient = 0.865, and the adjusted coefficient = 0.772. This

indicates that 76% of the change in the CSR is explained by the linear relationship and the remaining 24% may be due to other factors affecting the CSR, such as the experience of the food workers of companies or the age of the firm in the field of providing expertise.

The value of the f calculated test is 80.141 and the significance level is 0.000. This means we will reject the null hypothesis and accept the alternative where the corporate social responsibility indicators has positive effect on the organizational reputation.

TABLE 4:
REGRESSION ANALYSIS

Independent Variables	Regression coefficient	T-test	Sig.
Constant	0.438	2.365	0.023
Profit Maximization	0.121	1.868	0.031
Corporate Citizenship	0.354	4.954	0.000
Interest of stakeholders	0.312	4.378	0.000
Minimum moral	0.081	1.357	0.219
Correlation Coefficient = 0.865		Adjusted coefficient = 0.772	
F Test = 80.141		Sig. = 0.000	

Profit maximization: The value of t-test is equal to 1.868 and (Sig.) level is equal 0.023, is lesser than 0.05, indicating that there is a positive impact of the profit maximization on organizational reputation. *Corporate citizenship:* The value of t test is equal to 4.954 and the significance value is 0.000 which is less than 0.05. This indicates that the corporate citizenship has a positive effect on organizational reputation. *Interest of stakeholders:* The value of t test is 4.378 and the significance is equal to 0.000 which is less than 0.05. This indicates that the interest of the stakeholders has a positive effect on organizational reputation. *Minimum moral:* The t test value is 1.357, with a probability value is 0.219, which is greater than 0.05. This means that the minimum mora has no effect on organizational reputation.

The Malaysian food companies are able to generate US\$337 million in the year 2019 and according to report of CAGR 2020-2024 expected growth of companies has been rising up to 12.3% by the year 2024 (statista.com, 2020). In addition to this, average revenue that has been generated from individuals is about US\$51.25 million.

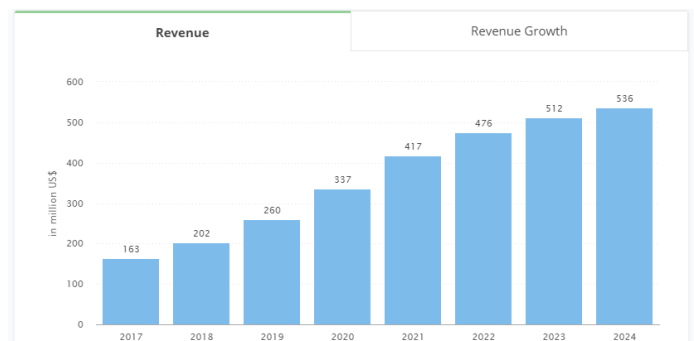


Figure 1: Revenue Growth
(Source: As Extracted from statista.com, 2020)

It can also be stated that in the year 2023-2024, growth of the food companies in Malaysia has been decreased. On the other hand, Lins et al. (2017) have mentioned that corporate social responsibilities are important to maintain customer beliefs towards an organisation. Based on the evidence, it can be summarised that the overall reputation of the organisation depends on marketing campaigns.

In the year 2019, the management team of McDonald's is targeting to expand its organisation sales to 3 billion RM and the organisation also will invest 1.4 billion RM by the year 2025 (marketing-interactive.com, 2020). In addition to this, it has been observed that the rate of market campaign and advertisement by Burger King has been decreased in the year 2017-2018 (statista.com, 2020). In fact, in the year 2015-2016, the management team of Burger King Spent 13.7 million on advertisements and branding in market of Malaysia.

It can be concluded that in the market of Malaysia, the customers are not able to maintain the level of trust among the different food manufacturing companies. It has been observed that in recent days, the food sectors of Malaysia are not able to deliver quality of foods to their customers. In addition to this, impact of showing social responsibilities in marketing campaigns creates a positive impact on the reputation of an organisation. The food manufacturing companies like McDonald and Burger King are facing issues with their products quality and delivery time of their products which increase their rate of customers from market. From the above study, it can also be concluded that in this research random customers from the market of Malaysia have been selected in order to collect the necessary information regarding showing social responsibilities.

In addition to this, the main aim of the research is to determine the impact of showing social responsibilities of market campaigns in overall reputation of an organisation such as Burger King and McDonald's. Based on the evidence, it can be analysed that it is necessary to maintain the customer's satisfaction ratio in order to attract several customers from the market. In fact, social responsibility helps the organisation to gain positive feedback and trust from potential customers towards their organisation.

CONCLUSIONS

Before creating and outlining the good relationship between customers and organisation in the modern era, it is necessary to build loyalty and trust between customers. Based on the evidence, it has been realised that in the food manufacturing companies, it is important to maintain the customer's trust and maintain the cost of their products. In order to balance the linking between the objectives, it is the responsibilities of the food company's management team to maintain and develop positive feedback regarding impact of showing social responsibilities. To determine the impact of social responsibilities of food companies in the market. This objective

has been met in the literature review. It mainly defines the impact of the social responsibilities in food companies in the market. It has been observed that with the help of this objective, the current research able to determine the positive and negative impact of customers towards food companies and with their qualities of products. To examine the necessity of market campaign to enhance the organizational reputation. This objective mainly defines the importance and necessity of the market campaign and this objective also meets the organization to determine their market reputation in front of customers. In fact, with the determination of impact, McDonald and Burger King can get a scope to mitigate the cost and quality issues of food from their business. To identify the issues faced by the food companies of Malaysia in their food qualities. This object is met in the data analysis and in the discussion section. In an organization, it is necessary to determine the issues faced by their management team to fulfil the customer's needs and demands in the market. This research covers the food sectors of Malaysia to highlight their issues and the strategies that need to be incorporated in order to maintain the quality of their food. To recommend the necessary steps to resolve the issues from the food companies of Malaysia. It is necessary to incorporate different types of strategies in the business to maintain the needs of their customers and highlight the importance of social responsibilities in the market campaign. The management team of the food companies can be able to deploy diverse types of strategies to maintain the organization reputation in the market.

SUGGESTIONS

The management team of Malaysian food companies needs to incorporate the cost-benefit strategies in order to attract their customers from the market. Also, the food companies of Malaysia need to incorporate pricing strategies to maintain the customer's attraction towards the organizations. It can also be recommended that the food companies need to conduct marketing campaigns and research to determine the business position and customers' demands in the market. Finally, the food organizations in Malaysia need to conduct a quarterly survey to identify their organization position in the market. The research is completely based on the impact of showing the social responsibilities on fast food companies by conducting marketing campaigns. The future scope of the research is that the individuals will be able to determine the needs and demands of their customers.

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