

## TABLE OF CONTENT

<b>ABSTRACT.....</b>	<b>2</b>
<b>TABLE OF CONTENT.....</b>	<b>1</b>
<b>CHAPTER I.....</b>	<b>3</b>
<b>INTRODUCTION.....</b>	<b>3</b>
1.1. Introduction.....	3
1.2. Formulation of the Problem.....	4
1.3. Research Question.....	6
1.4. Research Objectives.....	6
<b>CHAPTER II.....</b>	<b>8</b>
<b>THEORETICAL FRAMEWORK.....</b>	<b>8</b>
2.1. Literature Review.....	8
2.1.1. Country of Origin and Liabilities of Origin.....	8
2.1.2. CSR Implementation in Developing Country.....	9
2.1.3. Brand Reputation.....	10
2.1.4. Customer Purchase Intention.....	11
2.2. CSR and Customer Purchase Intention.....	13
2.3. CSR and Brand Reputation.....	14
2.4. Brand Reputation and Customer Purchase Intention.....	15
2.5. Mediating Role of Brand Reputation.....	16
<b>CHAPTER III.....</b>	<b>17</b>
<b>RESEARCH METHODOLOGY.....</b>	<b>17</b>
3.1. Conceptual Model.....	17
3.2. Participants.....	17
3.3. Research Design.....	18
3.4. Measure.....	19
3.4.1 Independent Variable: CSR.....	19
3.4.2 Dependant Variable: Customer Purchase Intention.....	19
3.4.3 Mediating Variable: Brand Reputation.....	19
<b>CHAPTER IV.....</b>	<b>20</b>
<b>EMPIRICAL ANALYSIS.....</b>	<b>20</b>
4.1. Descriptive Statistics.....	20
4.2. Correlation Test.....	20
4.3. Reliability Test.....	21
4.4. Multicollinearity test.....	23
4.5. Hypothesis Testing.....	23

<b>CHAPTER V.....</b>	<b>25</b>
<b>DISCUSSION AND CONCLUSION.....</b>	<b>25</b>
5.1. Discussion.....	25
5.2. Theoretical Implications.....	26
5.3. Managerial Implications.....	27
5.4. Further Research and Limitations.....	28
<b>REFERENCES.....</b>	<b>30</b>
<b>APPENDIX.....</b>	<b>35</b>