

# The Role of Media Richness on CSR Web Disclosure in Fast-Food Restaurants

**Rafeah Mat Saat**

School of Accounting, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia

E-mail: [rafeah@uum.edu.my](mailto:rafeah@uum.edu.my)

**Mohamad Hisyam Selamat**

School of Accounting, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia

E-mail: [hisyam@uum.edu.my](mailto:hisyam@uum.edu.my)

## Abstract

**Purpose-** To investigate the different of media elements of web communication in disclosing CSR activities that can affect the attitude of the fast-food customers.

**Design/methodology/approach-** The paper begins with a short review of the CSR and the methods of disclosing CSR information. Then, it is followed by a literature review of CSR in food industry and a brief outline of fast food restaurants, issues and implication towards customers. This study will used laboratory experiment where dummy website of fast-food restaurant is created based on corporate websites of KFC and McDonald, which based in Malaysia. These two companies are the top fast food franchise restaurants in Malaysia. The CSR themes that covered in this study are food safety, food quality, food nutrition and halal issue (that is sensitive to Muslim people).

**Originality/value-** CSR communications is an emerging field, with research focusing on corporate social disclosure mainly through corporate reports. However, little is known regarding CSR web disclosure particularly in fast-food restaurants. This paper provides insight on this issue.

**Keywords-** *Website communication, Fast-food restaurants, Corporate social responsibility, Media richness theory, Attitude towards website*

## Introduction

Fast-food restaurants become upward trends in developing countries like Malaysia, where Kentucky Fried Chicken (KFC) and McDonalds are the leading fast-food brands that represent 46 and 30 percent of market shares in 2009 (Ling, Mun & Ling, 2011). However, the growing awareness and health consciousness among authority and customers become a threat of these restaurants. Aware of health issues, Malaysian government takes an action through prohibited fast-food brands in sponsoring television shows for the kids to avoid them from influenced in taking fast-food regularly. On the other hand, non-government organization (NGO) has promoting healthy lifestyle by advising the customers on healthy diet and the risk of eating fast-food. Because of these actions, communicating business ethics become a challenge to fast-food restaurants. They need to engage with customers in showing their food is quality, contains healthy and balance diet as part of their social responsibility. But the problem is, in what way the fast food restaurants could ensure their message will be accepted by the customers.

In situation where engagement between company and customer is important, most companies are using corporate social responsibility (CSR) to highlight their ethical business

practice to win over the customer (Basil & Erlandson, 2008). Efficient communication is needed as a task to build strong corporate-human relationship (Mejri & Wolf, 2012) and that can be achieved through corporate website (Heldal, Sjøvold, & Heldal, 2004). The importance of communicating CSR through website is proven when majority of the Fortune 50's companies are using website to convince the consumers and at the same time promoting their image (Snider, Hill, & Martin, 2003). Therefore, by using a website, fast-food restaurants could promote their social behaviors towards customers. Apparently, there is lack of literature on the use of website for CSR disclosure particularly in fast-food restaurants.

Communication through website must reflect a positive attitude and at the same time facilitate customer understanding (Heldal et al., 2004). One of the ways to meet these objectives is through enrichment in corporate website by using media richness. Richness is defined as the capacity of information to transform understanding and media richness is explained as the ability of medium to carry that information (Daft & Lengel, 1986). In this study, media richness is category into lean and rich website. These two categories of website presentation are believed have an impact towards target customers. Moreover, media richness is successfully claimed as a factor that could increase customers' motivation and ability to process information systematically; increase satisfaction and loyalty among customers (Rockmann & Northcraft, 2008). According to Lodhia (2004), media richness that use on website could increase customers' impression. However, there is lack of literature on the use of media richness particularly on corporate website and how it affects the customers.

Having described the background, this study will try to answer a question: On what level of richness of CSR information in fast-food restaurant that significantly impact customers' positively? In the next sections, the author discusses the literature that addresses CSR communication, the role of media richness, CSR in food companies particularly in fast-food restaurant and attitude toward website. Next, research hypotheses and methodology that will be used in this study is elaborated. Finally, implications of the proposed study will be discussed. This study is part of an attempt to synthesize existing evidence and call for empirical research.

## **Corporate Social Responsibility Communication**

CSR is a concept that includes social and environmental concerns that integrated in business operations and it is designed to fulfill the need of stakeholders such as customers (Carroll, 1991). The companies aware that responsible behaviors lead to many benefits such as business sustainability, exert positive image and lowers the risk of business operation (Arvidsson, 2010). These benefits can only be achieved if customers are satisfied with the company's social behavior. Customers nowadays, are more concerned about companies that stand behind the products or services that they produce. The reward will be given to companies that satisfied customers regulation and for those that not comply will be punished in the sense of product boycott or legal actions (Lewis, 2001). Therefore, the need to communicate CSR activities and engaged it with customers become an agenda for the companies.

According to Morsing (2006), CSR communication is "communication that is designed and distributed by the company itself about its CSR efforts" (p.171). Companies need to justify their existence and acceptance within the society particularly customers by using communication mediums in sending CSR message to their target customers. The mediums such as annual report, brochure, magazine, television and corporate website are widely used for this purpose. However, different medium has their strength and weaknesses. Annual report for example, was found to be

the most common medium and the main channel amongst listed companies in disclosing their CSR activities ( Ramdhony, Padachi, & Giroffle, 2010). This is due to annual report has certain degree of credibility among customers (Hunter & Bansal, 2007) and is more transparent in showing how much companies had contributed to sustainable development compare to other medium (Ramdhony, et al., 2010). **But**, annual report is not perceived as the most useful medium for social disclosures. This was largely due to time and space constraints involved in producing an annual report and it was seemed to disclose information based on company needs rather than customers' needs (Lodhia, 2004). In addition, there is lack of consistency and comparability of CSR information (Ramdhony, et al., 2010) and have limited means of presenting and organizing information (Lodhia, 2004).

On the other hand, Jahdi and Acikdilli (2009), suggested that the companies should use marketing communications to communicate, publicize and highlight CSR policies to the customers by using press advertising. Commonly the medium that they use for this purpose are magazine and television. Results showed that using CSR as selling propositions has contributed to customers' skepticism especially to 'sin industries' like tobacco manufacture and oil companies. Some researchers claimed that the advertisement is not a major means of disclosing social information because its effectiveness has been quite controversial and found that the companies are spending more on the advertisement rather than CSR actions itself (Hirschland, 2006).

The existence of internet or websites is becoming the medium of self-representation that replacing traditional corporate communication media. The advent of the web has led the companies to reconsider their disclosure strategies since websites is different than traditional media in term of more data can be disseminated, easy access at anytime and anywhere. The websites also possess a particular feature like multimedia characteristics, electronic document retrieval and search tools that allow the companies to communicate with specific and obtain feedback from the customers (Branco & Rodrigues, 2006). According to Klein and Dawar (2004), information that appears during a long period of time on the website could increase trust level among customers, provided that the information is real. Besides that, corporate website could portray the positive self-representation and image building of the companies (Esrock & Leichty, 1998). The companies that exploit the potential of the web when disclosing CSR activities are more successful than the ones that are not (Birth, Illia, Lurati, & Zamparini, 2008). These companies acknowledge that websites could reach customers broadly and globally. They used CSR activities that present on the corporate website to strengthen and reassure customers that the company has ethical business practices (Basil & Erlandson, 2008). In order to be accepted by customers, their CSR message should be clear and understandable.

However, there are companies that do not emphasize on the importance of CSR disclosure on website. This culture leads to unsystematic and incomplete CSR report that could cause dubious information (Lodhia, 2004). In turn, customers would not trust the CSR information on the website and perceived it as a special tool for a company's public relation (Goi & Yong, 2009). If these happen, the companies will face large scale of boycotts, reduction in brand images or temporary drop in sales (Sen & Bhattacharya, 2001). Therefore, to prevent all the above circumstances, companies have to ensure that the use of website in presenting their social activities must satisfy the customers need. One of the ways to achieve it is by using the appropriate level of richness in showing the CSR activities on corporate website.

## **Role of Media Richness**

Media richness theory (MRT) was introduced by Daft and Lengel (1986) that explains the ability of media to convey messages and cues is different that is based on the type of media and how the companies choose and use the right media will facilitate customers' understanding. According to Schmitz and Fulk (1991), there are four characteristics to classify either the medium is rich or lean: (1) the ability to handle multiple cue simultaneously; (2) the ability to facilitate rapid feedback; (3) the ability to establish personal focus and (4) language variety. On the other hand, lean media is the media with less ability on the stipulated characteristics. In the early research of media richness, face to face (FtF) is become the richest medium because of the ability to appreciate all the characteristics. However, the emergences of new media change the meaning of richness.

Multiple addressability, external recording and computer-processing memories, which do not exist in traditional media, are attributes of MRT to determine richness in electronic communication (Markus, 1994). The intensively used of website in presenting companies, products and services have also give an impact towards MRT. The website is called rich if embedded interactive presentation of visual images, symbols, sounds and navigating functions (Allen, Scotter & Otondo, 2004). In some studies, rich website is described as website that included text, pictures, sound and video clips; lean website contained only text or text and pictures (Simon & Peppas, 2004; 2005; Cho, Phillips, Hageman & Patten, 2009; Jiang & Benbasat, 2007). As for commercial websites, most companies are using rich presentation by embedded video or other kind of multimedia features where customers can interact or experience the product like reality (Jiang & Benbasat, 2007). Customers also have more positive attitudes towards rich website compare than lean site (Simon & Peppas, 2004; 2005; Jahng, Jain & Ramamurthy, 2007). There is an evidence that vivid persuasive information that uses colorful images, graphics, pictures, personal anecdotes, or emotionally stimulating information has stronger effects on consumers' attitude (Ajzen, 2001).

As in a mission to align the information with customers' need, company uses rich media as persuasive tools. This is due to two reasons. (1) Rich media is able to provide large amount of factual information and therefore customers could verify its accuracy and resolve ambiguities. (2) Rich media can create a positive affective state by creating a strong sense of social presence and personal focus. These two reasons influence both the accessibility of information in the consumers' memory and help decision making process (Ajzen, 2001). But, not all the customers accept rich website as the best method, it is depends on the scenario. For example, rich e-commerce site is fit to complex product and lean site for simple product (Simon & Peppas, 2004). Another study is by Cho et al. (2009) that examine the relationship between media richness and perceptions of CSR disclosure on company's website. Their result shows that customers are trusted more on CSR when the disclosure involved text and photos. However, the use of visual communication may influence bias on customers' perception of CSR. The inconsistency finding of MRT applied on website is lead to this study that will highlight on what level of richness of CSR web disclosure that significantly impact consumers' behavior particularly on fast-food restaurants? The next section is discussing CSR in food industry focusing on fast-food restaurants.

## **CSR in Food Industry**

CSR becomes an important element in food industry that distinct from other businesses. Maloni and Brown (2006) developed eight categories of CSR framework in food industry which consist of eight categories; health and safety, animal welfare, biotechnology, community, environment, financial practices, labor and procurement. Food companies are only focus on specific themes in reporting their CSR that included Fairtrade, support for local food producers, organic products, fitness and healthy eating (Jones, Comfort & Hillier, 2007). Apparently, a company that has targeted customers that concern on specific issue is disclosing their CSR based on the customers need. For example, Asda is one of the top ten food retailer in UK provided information regarding Halal (permissible according to Islamic rules) to satisfied the requirements of their Muslim customers (Jones et al., 2007). But, no matter how much the company disclose their CSR activities, the food companies still facing the challenges and struggling to face harsh criticism from customers.

Fast-food restaurants like McDonald's and KFC serving food that are label as unhealthy and unsafe to the society. This issues affected customer purchase intentions or consumption in restaurants (Knight, Worosz & Todd, 2007). Therefore, it is important for restaurants to communicate their concern and practices of food safety and healthy to the customers. Themes like food safety, healthy food and nutritional values become an agenda of fast-food restaurant to portray their good values to convince the customers. As in Malaysia, where the majority population is Muslim, the element of Halal food is most important for customers before choosing the restaurants to eat. Halal food becomes a national issue if food provider misuses the label. From time to time halal issue has been discuses in social network site and if customers not satisfied with the explanation from the company, they will form the group and spread the news widely. This can be costly to company in term of negative publicity and loss of customer trust.

Therefore, there is a need for company to overcome this issue by communicating their concern to the customers. The use of different level of richness through corporate website could give an impact to the positive attitude towards the website and company specifically. Thus, this study is going to examine the customer reactions towards information and content regarding CSR themes in the fast-food restaurants website.

## **Attitude Towards Website**

Attitudes is one of the critical factor in explaining customer behavior and it is also become as one of the most studied concepts for many decade. In the marketing studies, customers' attitude has been the main focus to measure the effectiveness of advertisement. According to Fishbein and Ajben (1975), attitude is defined as learned pre-disposition to respond to an object. It is representing a hierarchy of effect from feeling or judgments towards person, object or issue that linked to consumer behavior. The hierarchy of effect model explains that one attitude toward another tends to have an impact on attitude towards the other things (Huzingh & Hoekstra, 2003). For example in marketing studies, the model has been used to examine the impact of attitude towards advertisement which leads to higher level impact such as brand loyalty and intention to purchase. The research on hierarchy of effects has also been extended to attitude towards websites that commercials are embedded.

With the enormous growth of e-commerce, website advertising has become the main attention of the companies. Attributes such as interactivity or media richness are applied to the website as one of the factor to attract the customers. Finding from Fortin and Dholakia (2005) shows that adding richness like colors, graphic and animation to the message could generate

more impact to the customers. This is aligned with Jahng et al. (2007) study that claimed the richness of website is an influential factor to form a positive attitude towards E-commerce systems. However, not all rich websites are favorable to the customers. Comparing between lean and rich website of different product complexity, customer showed high positive attitude towards the lean site for the simple product and for the complex product, rich media are more preferred (Simon & Peppas, (2004). This finding is similar to Jahng et al. (2007) that the impact of richness site is stronger in high complexity product than a low complexity product. Therefore, companies should alert in adding the richness elements in the appropriate situation.

However, there are not many studies that examine the media richness and attitude towards website in the non-commercial context. Among the studies is Long and Chiagouris (2006) that examines the attitude towards non-profit website. They found that attitude towards the website is important because it has a significant impact on the customers' evaluation of the company. Moreover, Lustria (2007) investigates the customers' attitude towards online health websites content. She found that media richness has significantly influence in increasing the content comprehension. Thus, due to the positive impact of richness on attitude towards website, this study would like to examine the effect of media richness and attitude towards the website on CSR disclosure content. As this study examines CSR disclosure, researchers have categorized the CSR message into two category which are simple and details. The category is based on researchers' initial investigation of CSR disclosure on ten fast-food websites in Malaysia including local and multinational company.

This study intends to adopt measurement from Chen and Wells (1999) on attitude towards website and Puto and Wells, 1984) attitude towards informational and content. Attitude towards website (Chen & Wells, 1999), evaluates the good or bad website from the perspective of customers. Whereas, attitude towards the informational and content provide factual information of the message (Puto & Wells, 1984). The combination of these two studies is assumed suitable for CSR web disclosure. As mentioned by Chen and Wells (1999), a good website is one that delivers relevant and well-organized information and at the same time could influence the customers (Chen & Wells, 1999).

To recapitulate, it is clear that there is a potential relationship between rich CSR web disclosure and attitude towards website. Therefore, this study proposes the following hypotheses:

H1a: For simple CSR message, a lean website will result in higher positive attitude towards website.

H1b: For simple CSR message, a rich website will result in higher positive attitude towards website.

H2a: For details CSR message, a lean website will result in higher positive attitude towards website.

H2b: For details CSR message, a rich website will result in higher positive attitude towards website

## **Methodology**

This study aims to employ the laboratory experimental method because it is believed that experimental method is the better approach to obtain specific individual behaviors. To assist doing the experiment, survey questionnaires are developed and then distributed to the respondents.

**Sample**

This study focuses on customers because they have an important role in encouraging businesses to adopt CSR. Customers that are aware about CSR issues like environmental performance of company, products produced, food safety or labor treatment will take these issues into account when they buy, provide feedback to company and make them notice on it. As a sample, students have been chosen to represent as customers. The reasons are; (1) the highly use of web based applications in their daily life, with spending hours around 22.3 hours per week (The Nielsen Company, 2011). (2) The issues of CSR web disclosures is basically relevant to the customers that have awareness on CSR and it is strongly believed that accounting students through their learning experience, have a higher level of awareness on CSR. (3) As matured students, the decision they made are more rational particularly on specific issues like CSR.

**Website development**

To test the hypotheses, this study will create four websites. Two sites will present a simple CSR message and the other two websites represent a details CSR message. Each of the simple and details CSR message will then be represented by two levels of richness that are lean website and rich website (refer Figure 1). The fictional website is created to control for any predisposition participants may have related to real companies (Cho et al., 2009). Website of “Hungry Me”, a fictional fast food restaurant created by the researcher where most of the website appearance is similar to popular fast-food restaurants website with the content of CSR message is originally adopted from the real websites.

Details	<p>CSR disclosure -include details of CSR message (details of nutritional values, halal product, food safety and food quality) Text and still image only</p>	<p>CSR disclosure -include details of CSR message (details of nutritional values, halal product, food safety and food quality) Text, images, animation, video</p>
	<p>CSR disclosure -include halal status and nutritional values Text and still image only</p>	<p>CSR disclosure -include halal status and nutritional values Text, images, animation, video</p>
	Lean	Rich

Figure 1: Website design

In this study, the attention is focused to the type of CSR message that commonly disclosed by fast-food restaurants in Malaysia. Researchers had examined ten websites of fast-food companies and found most of them are disclosed nutritional values and ‘halal’ status of their food

as their main priority. Some of the company's disclose details on their CSR contribution that cover food quality; food safety; details on food nutritional for each items and highlight their halal policy (enclosed the halal certificate). From this initial investigation of fast-foods' website, researchers are decided to group CSR message into two categories that are simple and details. These categories will be used in the website development.

This study has chosen to disclose the CSR of food companies because of this sector has a strong impact and a high dependence on the economy, environment and society (Hartmann, 2011). CSR in food industry faces many significant risks especially about health and safety because food safety outbreaks could tarnish the image of company, loss of customer trust and legal actions (Maloni & Brown, 2006). As this study is implemented in Malaysia, where the populations of Muslim are majority, 'halal or permissible' issues become the main priority for food companies to clearly disclose in their policy. This is important because Muslim customers are not only looking for product to satisfy their needs but also that give them a peace of mind (Shafie & Othman, 2006).

### ***Experimental task***

The experimental task consists of the evaluation of CSR disclosure on the website of "Hungry Me", a fictional fast food restaurant created by the researcher. Participants are randomly assigned to four groups of experiments. Each group represent for one type of media richness and complexity of CSR message (refer Figure 1). All the content of the disclosure is the same for these two levels of media richness. After browsing the CSR disclosure on the website, the participants are asked to fill out the structured questionnaire that is linked on the site. The following section discusses on experimental procedure of this study.

### ***Experimental procedure***

The researcher will contact the instructors of accounting programme in Malaysia local university for their permission to have their students to participate in this study. Upon obtaining the consent, participants will be allocated in the computer laboratory. There is a brief explanation of the study especially on the CSR disclosure and instruction on the experiment process. Each participant is assigned to one of the four conditions of corporate website to differentiate the level of richness, namely, lean website and rich website and complexity of CSR message that are simple CSR message and details of CSR message. In this case, an hour is allocated to the participants to browse the website. After that, the participants are instructed to answer the questionnaire on their feedback of attitude towards website of CSR disclosure on fast-food restaurants.

The entire study, experimental task and answering the questionnaire, is conducted and completed through online. This creates a realistic environment for the participants to view the CSR disclosures and allows them to complete questionnaire in a naturalistic setting instead of control. As for the control, researcher will be in computer laboratory to monitor the participants browse and read every page of the website.

### **Conclusion**

There is a need for the companies to find the best alternative to inform the customers about their corporate behaviors. The communication issue is importance particularly for 'sin' companies like fast-food restaurants because as general perceptions everybody knew that fast-



food restaurants are provided unhealthy food and have a strong influence towards young generations. Therefore, there is a need for the companies to deliver the message to gain positive perceptions towards them by using corporate website. However, website only cannot warrant that customers will understand and have positive attitude towards it. Element like rich presentation can make customers more motivated and have stronger positive attitude towards the company (Simon & Peppas, 2004). Food companies have to match the appropriate level of richness in their web CSR message to allow effective and efficient communication with their customers. Thus, this study intends to examine these relationships.

## References

- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52, 27-58.
- Allen, D. G., Scotter, J. R. V., & Otondo, R. F. (2004). Recruitment communication media: Impact on prehire outcomes. *Personnel Psychology*, 57(1), 143-171.
- Arvidsson, S. (2010). Communication of corporate social responsibility: A study of the view of management teams in large companies. *Journal of Business Ethics*, 96, 339-354.
- Basil, D. Z., & Erlandson, J. (2008). Corporate Social Responsibility website representations: A longitudinal study of internal and external self-presentations. *Journal of Marketing Communications*, 14(2), 125-137.
- Birth, G., Illia, L., Lurati, F., & Zamparini, A. (2008). Communicating CSR: Practices among Switzerland's top 300 companies. *Corporate Communications: An International Journal*, 13(2), 182-196.
- Branco, M., & Rodrigues, L. (2006). Corporate social responsibility and resource-based perspectives. *Journal of Business Ethics*, 69(2), 111-132.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39-48.
- Chen, Q., & Wells, W. D. (1999). Attitude toward site. *Journal of Advertising Research*, 27-37.
- Cho, C. H., Phillips, J. R., Hageman, A. M., & Patten, D. M. (2009). Media richness, user trust, and perceptions of corporate social responsibility. *Accounting, Auditing & Accountability Journal*, 22(6), 933.
- Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness and structural design. *Management Science*, 32(5), 554-571.
- Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing business returns to corporate social responsibility (CSR): The role of CSR communication. *International Journal of Management Reviews*, 12(1), 8-19.
- Esrock, S. L., & Leichty, G. B. (1998). Social responsibility and corporate web pages: Self-presentation or agenda-setting? *Public Relations Review*, 24(3), 305-319.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Fortin, D.R., & Dholakia, R.R. (2005). Interactivity and vividness effects on social presence and involvement with a web-based advertisement. *Journal of Business Research*, 58, 387-396.

- Goi, C. L., & Yong, K. H. (2009). Contribution of public relation (PR) to corporate social responsibility (CSR): A review on Malaysia perspective. *International Journal of Marketing Studies*, 1(2), 46-49.
- Hartmann, M, (2011). Corporate social responsibility in the food sector. *European Review of Agricultural Economics*, 38(3), 297-324.
- Heldal, F., Sjøvold, E., & Heldal, A. F. (2004). Success on the Internet: Optimizing relationships through the corporate site. *International Journal of Information Management*, 24(2), 115-129.
- Hunter, T., & Bansal, P. (2007). How standard is standardized MNC global environmental communication?. *Journal of Business Ethics*, 71(2), 135-147.
- Huizingh, K.R.E., & Hoekstra, C.J. (2003). Why do consumers like website? *Journal of Targeting, Measurement and Analysis for Marketing*, 11(4), 350-361.
- Jahdi, K. S., & Acikdilli, G. (2009). Marketing communications and corporate social responsibility (CSR): Marriage of convenience or shotgun wedding? *Journal of Business Ethics*, 88(1), 103-113.
- Jahng, J., Jain, H., & Ramamurthy, K. (2007). Effects of interaction richness on consumer attitudes and behavioral intentions in e-commerce: Some experimental results. *European Journal of Information Systems*, 16(3), 254-269.
- Jiang, Z., & Benbasat, I. (2007). Investigating the influence of the functional mechanisms of online product presentations. *Information Systems Research*, 18(4), 454-470.
- Jones, P., Comfort, D., & Hillier, D. (2008). Corporate social responsibility and marketing communications within stores: A case study of U.K. Food Retailers. *Journal of Food Products Marketing*, 14(4), 109-119
- Klein, J., & Dawar, N. (2004). Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis. *International Journal of Research in Marketing*, 21(3), 203-217.
- Knight, A. J., Worosz, M. R., & Todd, E. C. D. (2007). Serving food safety: Consumer perceptions of food safety at restaurants. *International Journal of Contemporary Hospitality Management*, 19(6), 476-484.
- Ling, K. C., Mun, Y. W., & Ling, H. M. (2011). Exploring Factors that Influence Customer Loyalty Among Generation Y for the Fast Food Industry in Malaysia. *African Journal of Business Management*, 5(12), 4813-4823.
- Lodhia, S. K. (2004). Corporate environmental reporting media: A case for the world wide web. *Electronic Green Journal*, 20(1), 1-16.
- Long, M. M., & Chiagouris, L. (2006). The role of credibility in shaping attitudes toward nonprofit websites. *International Journal of Nonprofit & Voluntary Sector Marketing*, 11, 239-249.
- Lustria, M. L. A. (2007). Can interactivity make a difference? Effects of interactivity on the comprehension of and attitudes toward online health content. *Journal of the American Society for Information Science and Technology*, 58(6), 766-776.
- Maloni, M. J. and Brown, M. E. (2006), "Corporate social responsibility in the supply chain: An application in the food industry", *Journal of Business Ethics*, Vol. 68 No. 1, pp. 35-52.
- Markus, M. L. (1994). Electronic mail as the medium of managerial choice. *Organization Science*, 5(4), 502-527.

- Mejri, M., & De Wolf, D. (2012). Analysis of retailers' communication approaches in sustainability and social responsibility reports. *International of Marketing Studies*, 4(2), 30-44.
- Morsing, M. (2006). Corporate social responsibility as strategic auto-communication: On the role of external stakeholders for member identification. *Business Ethics: A European Review*, 15(2), 171-182.
- Puto, C. P., & Wells, W. D. (1984). Informational and transformational advertising: The differential effect of time. *Advances in Consumer Research*, 11, 638-643.
- Ramdhony, D., Padachi, K., & Giroffle, L. (2010). *Environmental reporting in Mauritian listed companies*. Paper presented at the International Research Symposium in Service Management, Mauritius.
- Rockmann, K. W., & Northcraft, G. B. (2008). To be or not to be trusted: The influence of media richness on defection and deception. *Organizational Behavior and Human Decision Processes*, 107(2), 106-122.
- Schmitz, J., & Fulk, J. (1991). Organizational colleagues, media richness and electronic mail: A test of the social influence model of technology use. *Communication Research*, 18(4), 487-453.
- Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing*, 38, 255-254.
- Shafie, S. and Othman, M. N. (2006), "Halal certification: An international marketing issues and challenges", working paper, Faculty of Business and Accountancy, University Malaya, Malaysia.
- Simon, S. J., & Peppas, S. C. (2004). An examination of media richness theory in product Web site design: An empirical study. *INFO*, 6(4), 270-281.
- Snider, J., Hill, R. P., & Martin, D. (2003). Corporate social responsibility in the 21st century: A view from the world's most successful firms, *Journal of Business Ethics* (Vol. 48, pp. 175-187): Springer Netherlands.
- The Nielsen Company. (2011), "Nielsen: Malaysian internet usage hits 41%", available at: [marketing-interactive.com/news/2578d/](http://marketing-interactive.com/news/2578d/) (accessed 16 September 2011).