Abstract

Objective. Aims to investigate consumer purchase behavior in relation to ethical consumer value with reference to KFC and McDonalds.

Method. Preliminary focus group was conducted to clarify attitude statements which became the basis for questionnaire design. Respondent was collected using random sampling method. Attitude statements then analyzed using exploratory factor analysis.

Results. Four components were isolated that explains 52 percent of the variance in fast-food purchase behavior. They were Corporate Social Responsibility, Nutritional Value, Health Value and Ethical Value.

Conclusion. Fast food companies must stretch themselves farther to reach other food related issues such as health and ethical value. The emergence of CSR cannot be avoided anymore. It has become one of key success factor for companies to survive in this era. CSR activities need to be performed more actively and proactively.

Key words. Corporate Social Responsibility (CSR), Fast Food, Ethical Consumer Value
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