

Title of Thesis	A Study on Factors Influencing the Perception of Ethical Branding among Young Generation in Miri
Name	Michaelina Yap Nguan Lin
Program	BA (Hons) Accounting and Finance (In collaborations with UCSI)
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### **ABSTRACT**

Malaysia's society is naturally getting more sophisticated as it aims to achieve developed nation status by 2020. They are increasingly aware and concerned about what they eat as well as corporate social responsibility. This may be more common among the younger generation, which is generally more fortunate and fashionable than previous generations. The study looks into the link between ethical branding and personal values, health concerns, society, and environmental. The research is done through distributing 55 questionnaires to young generation in Miri. Data collected from the survey are analysed using SmartPLS. The research finding shows that personal values, concern about health, society and environmental have significant relationship with young generation in purchasing ethical branding product.