

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON CUSTOMERS' SATISFACTION OF CELLULAR COMMUNICATIONS COMPANIES: A FIELD STUDY FROM THE PERSPECTIVE OF THE STUDENTS OF THE UNIVERSITY OF JORDAN

Abdullah AbdulAziz Al Humaidan

Master of business administration 2013, Independent Researcher, Amman- Jordan

ABSTRACT: *The study aimed to investigate the effect of corporate social responsibility (CSR) on customers' satisfaction for cellular communications Companies in Jordan. The study population included customers of telecom operators cellular in Jordan, they are: Zain, Umniah and Mobilcome. A convenience sample has been used which consisted of 600 customers, 404 questionnaires were returned, which represent (67.3%) of the total sample. The study results indicated that there is a statistically significant effect at the level of (0.05) for the application of Jordanian cellular communications corporate to the dimensions of social responsibility (economic responsibility, legal responsibility, ethical responsibility, charity responsibility) on customers' satisfaction. There is no statistically significant difference at the level (0.05) on customer's satisfaction of Jordanian cellular communications corporate when applying the dimensions of social responsibility that are attributable to gender.*

KEYWORDS: Customer's Satisfaction, Corporate Social Responsibility CSR

INTRODUCTION

Researchers emphasize on the importance of corporate responsibility towards society, as many of the managers of corporates view the economic process as a social activity aimed to the development and participation in public work operations and are not isolated from the goals and aspirations of the community (Amberla et al 2011; Jupta 2011).

These aspirations have grown significantly by the community and have formed a space in the so-called administrative thought as well as corporate social responsibility (CSR) which cares about the social dimension and not just focus on profits (Carter 2009).

The importance of social responsibility is to achieve balance between corporate profits which contribute to the development and to the welfare of the community through their interest in social and environmental issues and through the preservation of resources as well as the potential of the community in which they operate (Appelbam et al 2009) .

Clearly, from the foregoing, the importance of the role of corporates in society and its social responsibility show an indication to the extent of their interaction with the community in which they operate.

Perhaps, one of the most important sector of private business which deals with a large segment of the community is that the telecommunications sector, especially cellular communications, which holds its corporate a greater responsibility towards the society.

Thus, the study investigates the social responsibility impact on customers' satisfaction of cellular communications operate in Jordan.

The Problem of the study

CSR concept has become during the last few years. Governments and civil organizations focuses on firms activities to provoke them to extent their commitment to social responsibility and to the need of their activities be within the social responsibility ,which has made these corporates to reconsider the produced to the community and its suitability for their aspirations, as well as, desire satisfaction with them in order to achieve customers' satisfaction.

The Problem of the Study can be summarized in the Following Questions:

*Is there an effect of CSR on customers' satisfaction of Jordanian telecommunication companies?

*Is there a statistically significant difference for the satisfaction of customer's of telecommunications companies attribute to demographic variables?

Objectives of the Study

To identify the impact of social irresponsibility on customer's satisfaction for cellular communications corporate in Jordan.

To know whether there are statistically significant differences for the satisfaction of customers of telecommunications firms as a result of its commitment to social responsibility which occurs due to differences in demographic variables.

Importance of the Study

The importance of the study can be summaries as following:

- 1- The importance of the social dimensions of telecommunications corporates, and its role on achieving customer's satisfaction.
- 2- The impact of social responsibility on internal and external environment.
- 3- The impact of social responsibility on corporate reputation on the subject of the study in the short and long term.
- 4- Cellular communication firms could benefit from the results and recommendations of the research.
- 5- The results and recommendations of the study may give future prospects for researchers to address other aspects which are not covered by the researcher, belonging to the social responsibility of corporate in other sectors and other variables.

Determinants of the Study

The study is confined to the limits of social responsibility dimensions (economic, legal, ethical and philanthropic) and its impact on customer's satisfaction for telecom operators cellular in Jordan, they are: Zain, Umniah and Mobilcom, additionally; to study the

differences in demographic variables in customer's satisfaction for telecom corporates which are surveyed.

Corporate Social Responsibility

CSR cannot be confined in the field of management, as it is common themes among a number of science like environment, society and others. The growing interest in the subject in recent decades which cited by many researchers as a result of different definitions of different times in which it was the definition and the surrounding environment, and also the different personal vision about the social responsibility of each of them (Perreault & McCarthy, 2005).

In the view of (Aluchna, 2010) in the CSR field is to solve social and environmental problems, and to contribute to the sustainable development of the local community in where they operate.

From the standpoint of (Moura & Padgett, 2011), the beginning of the concept of CSR was in the fifties of the last century, the focus was on what will corporates earn from its social responsibility. In the sixties the corporates interest have increased in corporate directives stakeholders to the community, while in the seventies, the focus was on doing administrative functions that are socially responsible, then. In the eighties, it has become more close between corporates and stakeholders, and corporates are responding relatively to their demands, and during nineties the concept became of social responsibility is spoken world widely and has become strategic within their fields. In the first decade of the twenty-first century the issue of the social responsibility has become inevitable and confirmed in corporate strategies..It is clear from the previous concepts of the researchers focus on CSR to society as a whole, and to go far beyond just making profits for the benefit of shareholders, and to be an active part of corporates in the community in which they operate and try to contribute to its development.

Scopes and Strategies of CSR

(Griffin, 2002) claims that the existence of the three scopes of CSR, where some are interested in all these scopes, while other corporates interested in a part thereof, and some of corporates often do not care about any of them at all, and these scopes are:

1. Stakeholders

This scope includes whoever has interest relates to the corporate benefit in terms of its operations or outputs, or any part of it relates or to the field of industry, therefore, the corporate must take into account the diversity of approaches and visions of stakeholders in their operations or when they function their strategic planning (Pride & Ferrell, 2003).

(Kabir & Akinnusi, 2012)) indicates that stakeholders expect the corporate have the principles guiding to express its commitment to social responsibility, and the necessity of having to disclose their social initiatives which reflect the vision of the community, and must reflect as well to their response at the same time to the expectations of the various parties of stakeholders.

2. The Natural Environment

(Galbreath, 2009) focuses on that the perception of the natural environment must be within the values of the company's strategic, and not at the strategic level. Moreover, must also reflect on these values at the trends and performance of staff to protect the environment and to avoid any form of damage to them, so that help to keep the environment healthy and safety.

In addition, the effective ways to protect the natural environment, those programs that are designed to protect and preserve the environment and which contribute to many corporates in the programs of the organizations environmental protection like promoting to minimize waste, reduce pollution and to conserve the environmental resources, as well as to ensure that these resources are sustainable for future generations.

3. Welfare of Community

(Ringov & Zollo, 2007) stresses to the need to link the local culture of the society and the concept of the welfare to the community, since the concept of welfare varies from community to another, and more importantly is what society expects from the company to do concerning their social responsibilities toward them.

(Nickels et al., 1997) believe that there are three dimensions to social responsibility strategy, they are:

-Charity dimension: This dimension includes charitable donations for all kinds of non-profit organizations.

-Responsibility dimension: It includes everything relates to society in providing safe products and safe working environment as well as reducing pollution.

- Politics dimension: The position taken by the corporate towards social issues and political developments which affecting the corporate and the community. Porter and Kramer (2006) believe that the social responsibility strategy is based on three basic directions:

1-The traditional strategy of CSR: This strategy is based on the principles of a free economy, and that the most important is the company's commitment to provide products that will satisfy the community and respond to their needs.

2-Corporate social strategy: This strategy is based on the framework of the company which is supposed to extend to the overall economic objectives, in addition to social objectives.

3-Social costs strategy: This strategy is based on the CSR which is new functions added to the functions of managers, and to their costs which are calculated within the required tasks.

Customer's Satisfaction

The concept of satisfaction is considered to be very important from the standpoint of marketing strategy, especially in the current market which is characterized by its circulation stage of maturity of its high level, which means the customer remains satisfied, to the product and that is very important for the survival of the corporates and to its continuity which is often considered a very effective strategy and efficient to compared with attract new buyers.

So, it has been estimated that by attracting new buyers would mean sustainable profit (Peter & Olson 1996).

The consumer's satisfaction increases from the profits of the corporates which would benefit its brand, especially if it is preferring much more than to other brands, and reduces the brand satisfaction of the company's need for promotion and it is difficult for other corporates to enter the market (East, 1997).

The customer loyalty passes through several steps, known as satisfaction steps:

- **The First Step:** Cognitive satisfaction: Where consumers have detailed information about the suppliers, but they turn to a competitor because of better offer.
- **The Second Step:** Emotional satisfaction: It is a passionate attitude depends on cognitive satisfaction.
- **The Third Step:** Satisfaction to resolution: It is intentional satisfaction includes a strong sense of commitment to purchase.
- **The fourth step:** the actual satisfaction: A design to reduce any obstacles in order to purchase (Oliver, 1997).

Previous Studies:

(McDonald & Rundle-Thiele, 2008) conducted a study entitled (CSR and bank customers satisfaction), aimed to find out the relationship between banks social responsibility, and its impact on customers' satisfaction. The study found a relationship between banks social responsibility and customer's satisfaction, as well as a number of customer's direct preference to them, rather than the overall benefit of the community and not all social responsibility programs carried out by banks lead to customer satisfaction.

(Jones et al., 2009) conducted a study entitled (irresponsibility and CSR), aimed to try to apply Carroll's model which is based on corporate as well as, CSR which are not held responsible for any function. As well as it has concluded that the failure to do CSR is the best for shareholders, and wrong equality from others among the corporates that are socially responsible and corporates which are not.

A study conducted by (Panwar et al., 2010) entitled (students' perception of social responsibility by corporate that offer natural products), aimed to examine the students' perception of social responsibility in the context of the natural products industry for the Universities of Origin and Montana. The study found that students in the faculties of Business and Environmental Sciences are of least satisfaction with social responsibility provided by corporate that operate in this field, and also found that males satisfaction are more than female when it comes to function these corporate social responsibilities. (Ferrira et al., 2010) conducted a study entitled (CSR and customer perception of the price), aimed to find out whether doing social responsibility has a positive impact on profits and perceived value for customers in Brazil. The study found that customers appreciate the value that they receive from corporates that are committed to its obligations towards social responsibility and they do not mind to pay 10% more for the products of corporates that are socially responsible.

(Gupta, 2011) carried out a study entitled (consumer point of view of CSR: A comparative study between the consumer in India and America), the study aimed to reveal the concept of perception of CSR among consumers in India and America and to understand similarities and differences in perception and reaction. The study found the existence of a class prestigious of American consumers do not know the response of U.S. corporates for social responsibility, and also part of the Indian consumers do not know about initiatives of multinational firms towards social responsibility, and the existence of differences in each sample to define a framework of social responsibility, and each sample in the two countries showed a level of a positive response towards CSR.

(Mc Donald & Lai, 2011) study's entitled (the impact of social responsibility initiatives for banks to Taiwanese customers), aimed to find out whether customers retail banks in Taiwan prefer social responsibility initiatives that accrue to them benefit, or initiatives that benefit the society as a whole. The study found that customers prefer initiatives that accrue to them personal benefit more than from those initiatives that benefit the community as a whole. In a study conducted by (Amberla et al., 2011) entitled (the performance of the social responsibility of corporates operating in the forest sector: A comparative analysis of the perception among students in Finland and students in America), this study aimed to compare, and describe various features among students in Finland and America towards the performance of these corporates. The study has found that Finns students are more believable and confidence of the reports issued by these corporates compared to their American counterparts, and Finns students show positive views toward the work of these corporates and toward environmental responsibility than their American counterparts. In a study conducted by (Mandhachitara & Poolthong, 2011) entitled (a model for customer loyalty and social responsibility), aimed to examine the roles of the social responsibility of the banking sector in Bangkok, and identify customer attitudes towards loyalty to the retail banking sector. Concluded that the banking sector's commitment to its social responsibilities have a positive impact in the trends of loyalty to the bank's customers.

METHODOLOGY

The study has adopted a descriptive analytical method, as it has been to take advantage of the Internet, Arab and international journals court to build a theoretical framework to use the appropriate statistical methods to address data questionnaires.

Study Model

The researcher developed a model to study in the light of a review of previous studies, the variables of the study consisted of the following:

Independent variable: Social responsibility and its dimensions (economic responsibility, legal responsibility, ethical responsibility, the responsibility of philanthropic.)

The dependent variable: customer's satisfaction.

-Moderate Variable: Gender and place of residence.

Hypotheses this study seeks to test following hypotheses:

H1: There is a statistically significant effect at the level of (0.05) for the application of Jordanian cellular communications corporates to the dimensions of social responsibility (economic responsibility, legal responsibility, ethical responsibility, charity responsibility) on customer's satisfaction.

H2: There is a statistically significant effect at the level of (0.05) for the application of economic responsibility on customer's satisfaction.

H3: There is a statistically significant effect at the level of (0.05) for the application of legal responsibility on customer's satisfaction.

H4: There is a statistically significant effect at the level of (0.05) for the application of ethical responsibility on customer's satisfaction.

H5: There is a statistically significant effect at the level of (0.05) for the application of charity responsibility on customer's satisfaction.

H6: There are statistically significant differences at the level (0.05) on customer's satisfaction of Jordanian cellular communications corporate when applying the dimensions of social responsibility that are attributable to demographic variables (gender and a residence place).

A Study Tool

The study tool Was developed after review the previous studies in the field of social responsibility and customer's satisfaction. The researcher has designed a questionnaire according to the Likert scale quintet (Strongly Agree - Agree - Neutral - Agree- Strongly Disagree) the tool was formed of three sections:

Section I: This section included demographic variables (gender and a place of residence).

Section II: The measure includes four dimensions of social responsibility.

Section III: The measure included customer's satisfaction.

Population and Sampling

The study population includes customers of telecom operators cellular in Jordan, they are: Zain, Umniah and Mobilcom. The study convenience sample consisted of 600 customer , 404 questionnaires were returned, which represent (67.3%) of the total sample.

Validity:

The questionnaire was evaluated by a number of academics from Jordanian universities. Their remarks and comments were taken into consideration.

Reliability

Cronbach Alpha was used to test the reliability of the scale and α was (0.901) for the questionnaire. The figure is deemed satisfactory as far as reliability is concerned since it is greater than the accepted percent (0.60) (Malhotra, 2004)

Data Analysis

Descriptive statistics were employed to describe and analyze the coded data. Multiple, simple regression and tow ways ANOVA were used to test the hypotheses.

Hypotheses Testing:

H1: There is a statistically significant effect at the level of (0.05) for the application of Jordanian cellular communications corporate to the dimensions of social responsibility (economic responsibility, legal responsibility, ethical responsibility, charity responsibility) on customer's satisfaction. Multiple regression was used to test this hypothesis, the results of the regression can be seen in table 1.

Table 1 shows that R (0.672) is the correlation of social responsibility (economic responsibility, legal responsibility, ethical responsibility, charity responsibility) and customer's satisfaction.

In the model summary table, the R Square (0.451), which is the explained variance, is the square of the multiple R (0.672)². The result means that (67.1%) of the variance (R-Square) on the customer's satisfaction has been significantly explained by social responsibility factors.

Table 1 Regression Model Summary for hypothesis (1)

Variables Entered	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
economic responsibility, legal responsibility, ethical responsibility, charity responsibility	.672	.451	.449	.61939	330.624	.000

Table 1 shows also that the F value is(330.624) significant at (0.01) level. Thus, hypothesis is substantiated. So that there is a statistically significant effect at the level of (0.05) for the application of Jordanian cellular communications corporate to the dimensions of social responsibility (economic responsibility, legal responsibility, ethical responsibility, charity responsibility) on customer's satisfaction.

H2: There is a statistically significant effect at the level of (0.05) for the application of economic responsibility on customer's satisfaction.

A simple regression was used to test this hypothesis, the result of the regression of the independent variable against the customer's satisfaction can be seen in table 2.

Table 2 shows that R (0.502) is the correlation of economic responsibility factor variable with the customer's satisfaction.

In the model summary table, the R Square (0.252), which is the explained variance, is the square of the multiple R (0.449)².The result means that (20.2%) of the variance (R-Square)

on the customer's satisfaction has been significantly explained by the economic responsibility factor.

Table 2 Regression Model Summary for hypothesis (2)

Variables Entered	R	R Square	Adjusted R Square	Std. Error of the Estimate
economic responsibility	.502	.252	.250	.5862

Table 3 the regression coefficients shows that the t value of (8.432) is significant at (0.01) level. So that, there is a statistically significant effect at the level of (0.05) for the application of economic responsibility on customer's satisfaction.

Table 3 Regression Coefficients result for hypothesis (2)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.27	.182		6.127	.000
economic responsibility	.483	.042	.338	8.432	.000

H3: There is a statistically significant effect at the level of (0.05) for the application of legal responsibility on customer's satisfaction.

A simple regression was used to test this hypothesis, the result of the regression can be seen in table 4.

Table 4, shows that R (0.521) is the correlation of legal responsibility factor variable with the customers' satisfaction.

In the model summary table, the R Square (0.341), which is the explained variance, is the square of the multiple R (0.584)². The result means is that (34.1%) of the variance (R-Square) on the customers' satisfaction has been significantly explained by the legal responsibility factor.

Table 4 Regression Model Summary for hypothesis (3)

Variables Entered	R	R Square	Adjusted R Square	Std. Error of the Estimate
legal responsibility	.584	.341	.339	.5869

Table 5 the regression coefficients table shows that the t value of (9.861) is significant at (0.01) level. Therefore, there is a statistically significant effect at the level of (0.05) for the application of legal responsibility on customer's satisfaction.

Table 5 Regression Coefficients result for hypothesis (3)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.212	.192		7.265	.000
legal responsibility	.856	.051	.431	9.861	.000

H4: There is a statistically significant effect at the level of (0.05) for the application of ethical responsibility on customer's satisfaction.

A simple regression was used to test the hypothesis, the result of the regression can be seen in table 6

Table 6, shows that R (0.576) is the correlation of ethical responsibility factor variable with the customers' satisfaction.

In the model summary table, the R Square (0.332), which is the explained variance, is the square of the multiple R (0.576)². The result means that (57.6%) of the variance (R-Square) on customer's satisfaction has been significantly explained by the ethical responsibility factor.

Table 6 Regression Model Summary for hypothesis (4)

Variables Entered	R	R Square	Adjusted R Square	Std. Error of the Estimate
ethical responsibility	.576	.332	.330	.6678

Table 7 the regression coefficients shows that the t value (12.586) is significant at (0.01) level. So that, there is a statistically significant effect at the level of (0.05) for the application of ethical responsibility on customer's satisfaction.

Table 7 Regression Coefficients result for hypothesis (4)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.385	.145		9.027	.000
ethical responsibility	.682	.042	.547	12.586	.000

H5: There is a statistically significant effect at the level of (0.05) of the application of charity responsibility and customer's satisfaction.

A simple regression was used to test the hypothesis, the result of the regression shows that the independent variable against the customer's satisfaction can be seen in table 8

Table 8, shows that R (0.443) is the correlation of the charity responsibility factor variable with the customer's satisfaction.

In the model summary table, the R Square (0.196), which is the explained variance, is the square of the multiple R (0.443)². The result means that (44.2%) of the variance (R-Square) of the customer's satisfaction has been significantly explained by the charity responsibility factor.

Table 8 Regression Model Summary for hypothesis (5)

Variables Entered	R	R Square	Adjusted R Square	Std. Error of the Estimate
Charity responsibility	.443	.196	.194	.7016

Table 9 the regression coefficients table shows that the t value of (8.23) is significant at (0.01) level. So there is a statistically significant effect at the level of (0.05) of the application of charity responsibility on customer's satisfaction. **Table 9 regression coefficients result for hypothesis (5)**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.152	.148		14.706	.000
Charity responsibility	.312	.033	.561	8.23	.000

H6: There are statistically significant differences at the level (0.05) on customer's satisfaction of Jordanian cellular communications corporate when applying the dimensions of social responsibility that are attributable to demographic variables (gender and a place of residency)

1-Gender**Test of hypothesis (6)****Two Ways ANOVA test for gender variable**

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	151.699 ^a	132	1.245	3.728	.000
Intercept	2446.209	1	2435.209	6573.444	.000
gender	.101	1	.106	.286	.472
ind	122.335	75	1.713	4.623	.000
gender * ind	13.675	45	.370	.998	.320
Error	116.717	319	.370		
Total	5512.425	454			
Corrected Total	271.618	453			

Two ways ANOVA was used to test the above hypothesis and it was found that calculated value of (F) is not significant at (0.05), which means that there are no statistically significant differences at the level (0.05) in customer's satisfaction of Jordanian cellular communications corporate when applying the dimensions of social responsibility that are attributable to gender.

2- Place of Residence**Test of hypothesis (6)****Two Ways ANOVA test for Place of residence variable**

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	164.485 ^a	176	1.125	3.150	.000
Intercept	2413.717	1	3263.625	7011.641	.000
ind	123.012	65	1.315	3.612	.000
level	4.360	2	2.350	4.220	.005
ind * level	42.153	120	.385	2.456	.001
Error	72.215	285	.215		
Total	2443.685	523			
Corrected Total	276.512	522			

Two ways ANOVA was used to test the above hypothesis and it was found that calculated value of (F) is significant at (0.05), which means that there are statistically significant differences at the level (0.05) on customer's satisfaction of Jordanian cellular

communications corporate when applying the dimensions of social responsibility that are attributable to place of residence.

RESULTS

- 1- There is a statistically significant effect at the level of (0.05) for the application of Jordanian cellular communications corporate to the dimensions of social responsibility (economic responsibility, legal responsibility, ethical responsibility and charity responsibility) on customer's satisfaction. This result matches with (Mandhachitara and Poolthong, 2011) article they indicated that a positive impact of social responsibility on customer's satisfaction.
- 2- There is a statistically significant effect at the level of (0.05) for the application of economic responsibility on customer's satisfaction. This result is similar to (Daza, 2009) who indicated that a positive effect of economic responsibility on customer's satisfaction.
- 3- There is a statistically significant effect at the level of (0.05) for the application of legal responsibility on customer's satisfaction. This result comparable to (Potluri et al, 2010) they concluded that customer will be more satisfied when firms committed to legal responsibility.
- 4- There is a statistically significant effect at the level of (0.05) for the application of ethical responsibility on customer's satisfaction. This result matches with (Carter, 2009) who concluded that there is an affect of ethical responsibility on customer's satisfaction.
- 5- There is a statistically significant effect at the level of (0.05) for the application of charity responsibility and customer's satisfaction. This result contrasted to (Virakul et al, 2009) they concluded that there is a relationship between charity and customer's satisfaction.
- 6- There are no statistically significant differences at the level (0.05) on customer's satisfaction of Jordanian cellular communications corporate when applying the dimensions of social responsibility that are attributable to gender whereas there are differences of place of residency.

RECOMMENDATIONS

1. The importance of perception of strategic managers in cellular communications companies to the concept of social responsibility, and researcher suggest that CSR must be within the vision and mission of these companies.
2. Increase staff awareness of the importance of social responsibility, and holding training courses that will help them in the understanding and application of social responsibility.
3. Adopt initiatives and social programs that contribute to the service community.

IMPLICATION OF THE PAPER

This study will contribute in promoting the importance of social responsibility in telecommunications companies in Jordan; moreover, will strength the role of social responsibility in order to achieve the satisfaction of customers. Thus contributing to increase the market share of these companies. The study highlights the importance of social responsibility in the various fields of knowledge, including marketing.

CONCLUSION

The study emphasizes the impact of social responsibility on customer's satisfaction of cellular communications companies in Jordan.

Additionally the study indicates the importance of the dimensions of social responsibility (economic responsibility, legal responsibility, ethical responsibility, charity responsibility) and their effects on customer's satisfaction. In addition, there is no statistically significant difference at the level (0.05) on customer's satisfaction of Jordanian cellular communications corporate when applying the dimensions of social responsibility that attribute to gender. Which reflects the importance of this issue for all respondents, regardless of their gender.

FUTURE RESEARCHES

1. Undertake research over the community to identify to the companies priorities of the programs and initiatives that are needed.
2. Search in CSR in other sectors dealing with the community as a transport sector or the medical sector and others.

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