

Impacts of Corporate Social Responsibility on Customer Satisfaction in Telecom Industry of Bangladesh

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ABSTRACT

Worldwide interest is growing day by day about corporate social responsibility (CSR). In the light of the fact stated just now, this paper symbolizes on how customer satisfaction and loyalty are influenced by CSR factors. This paper has investigated the effects of service quality and consumer satisfaction along with corporate social responsibility actions on consumer purchase intentions and further on consumer loyalty. This research was based on primary and secondary data with some structured questionnaire. The primary data has been collected from university students, whereas secondary data was collected from newspapers and website of a related corporation. The data has been analyzed using Factor Analysis. The study found no relationship between awareness of corporate social responsibility and purchase intention. However, significant relationship was observed between service quality and customer satisfaction according to the data. Moreover, there was no relationship between customer satisfaction and purchase intention and purchase intention and consumer retention for telecommunication industry of Bangladesh. The findings of this study are important for corporations and future researchers on corporate social responsibility and consumer behavior in Bangladesh.

Keywords: Corporate Social Responsibility, Sustainability, Consumer Behavior, Customer Satisfaction, Loyalty, Retention

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INTRODUCTION

In recent business world, corporations try to find out the ways of optimization to the Triple Bottom Line theory of sustainability management. The objective is to attain sustainability by equally balancing economic, environmental and social criteria. Most of the corporations now a day are working to create a positive impact in their organizations by applying Triple Bottom Line (TBL) concept. For checking out sustainable behavior, interrelationships between economic, social and environmental aspects are too important, and that is why corporation always try to make a bridge with those factors. This concept is known as Corporate Social Responsibility (CSR) and is the attention of business writing since current decades. For

understanding the role of CSR, many professional bodies such as ACCA (Association of Chartered Certified Accountants), CIMA (Chartered Institute of Management Accounts), CIM (Chartered Institute of Marketing) and different universities engage themselves from different time to time. Corporate Social Responsibility (CSR) has numerous but yet related explanation. According to Carroll (1991), economic responsibility is not only carried by the organizations, but also the organizations are making profits and obey the rules and regulations of the country. The following section contains the brief history of CSR through sustainable behavior, opinions, awareness then service quality, purchase intentions and loyalty with an overview of the results of previous researches.

Now in Bangladesh we have at least 100 million active cell phone users according to the BTRC (Bangladesh Telecommunication Regulatory Commission). Therefore, this industry plays a significant role regarding the CSR activities.

LITERATURE REVIEW

Corporate Social Responsibility (CSR)

According to Kotler and Lee (2012), CSR is defined as “a commitment to improve societal well-being through discretionary business practices and contributions of corporate resources”. This study focuses on CSR activities influence in customer purchase intention, satisfaction and retention of telecommunication industry in Bangladesh, such as philanthropic, ethical, legal, and economic responsibility (Ahmad, 2006; Ali et. al., 2010). Our research is inspired from the conceptual framework below showing the relationship between CSR and customer satisfaction and retention. Here retention means customer loyalty.



Figure: Adopted from Nareeman and Hassan (2013): Conceptual Framework – Impact of CSR dimensions on customer satisfaction and retention

Customer Satisfaction

Boshoff and Gray (2004) said that satisfaction is not inherent in the product or the service itself but, instead, satisfaction primarily consists in the consumer's perceptions of the attributes of the product or service as they relate to that individual. Thus, different consumers will express different levels of satisfaction for the same experience or service encounter (Ueltschy et. al., 2007). In the marketing literature, customer satisfaction has been recognized as an important part of corporate strategy (Fornell et. al., 2006). It is also a key driver of firm long-term profitability and market value (Oh et. al., 2013). Thus, it is expected that CSR can be positively related to customer satisfaction.

Customer Loyalty

As customer loyalty is considered a vital objective for a firm's survival and growth, building a loyal customer base has not only become a major marketing goal (Mandhachitara and Poolthong, 2011) but also it has become an important basis for developing a sustainable competitive advantage (Dick and Basu, 1994). Understanding loyalty cultivation or retention is thus considered as a key element in delivering long-term corporate profitability (Bartol and Martin, 1994), (Chiou and Droge, 2006) as profits can be increased over the lifetime of a customer through his/her retention (Lemon, White and Winer, 2002). It is widely agreed that customer satisfaction leads to customer retention/loyalty (Anderson and Sullivan, 1994).

Purchase Intention

Purchase intention can most willingly be understood as the chances that a consumer plans to purchase a product (Nguyen, 2006). Bragdon and Marlin (1975) carried out one of the earliest studies of CSR as it relates to purchase intention. However, research and studies on the association between CSR and purchase intention have not always revealed a positive association. Vance (1975) used Moskowitz's Social Responsibility Index to conclude that a negative association existed between CSR and purchase intention. Purchase intention is important to describe CSR (Anserson and Mittal, 2000 and, Oberseder et. al., 2013).

Service Quality

Service quality expresses the differences between customers' expectations of a service and their perception of the way the service has been performed (Parasuraman et al., 1988). The relationship between service quality and customer satisfaction are one of the key major interest for the researcher. Many studies of customer satisfaction point out a positive relationship between customer satisfaction and customer loyalty (Anderson and Sullivan, 1993; Bloemer and de Ruyter, 1998; Cronin et al., 2000).

OBJECTIVE OF THE STUDY

The objectives of this article are to study:

- If there is an effect of awareness of CSR activities on customers' purchase intention
 - If there is an effect of service quality on customer satisfaction
 - If there is an effect of the customer satisfaction on customers' purchase intention
 - If there is an effect of customers' purchase intention on loyalty
- Awareness of CSR (corporate social responsibility) includes sustainable behavior, opinions and awareness of the respondents.

METHODOLOGY

Tools and Respondents

Tools used for data collection are Questionnaire based on corporate social responsibility, customer satisfaction and retention in a leading telecom industry of Bangladesh. The respondents are university students. Only those students were selected for the survey that is using the services of that particular company at present. Questionnaires were distributed among the students and they were dictated to fill up. All the questionnaires were then collected one by one individually without mixing. In this way, the primary data was collected from respondents to test hypotheses. The variables consist five point "Likert Scale" that ranges from strongly disagree = 1; disagree = 2; neither agree nor disagree = 3;

agree = 4 to strongly agree = 5. A “Likert Scale” is a psychometric scale that is commonly involved in research to employ questionnaires.

A random sample of 200 business students from Dhaka city was randomly selected for the study that is currently using a leading telecommunication company.

Software and Technical Support

SPSS (Statistical Package for the Social Sciences) Statistics 17.0 was used to do the corresponding analysis. Frequency distribution and factor analysis are done by SPSS. Factor analysis is a well-known statistical method, which is used to find the strongly related variables. Microsoft Office 2007 did documentation.

FINDINGS & ANALYSIS

Frequency Distribution

Sustainable Behavior:

Five questions were asked to the consumers about “sustainable behavior”. From the frequency distribution, we can see that, maximum 80 consumers (40%) neither agree nor disagree about ‘I frequently work as volunteer’. Then, the most 83 consumers (41.5%) agree for the fact ‘I always sort my garbage’. For the third statement, the most 103 consumers (51.5%) agree to the fact that ‘I always turn the lights off when leaving the room’ and so on.

Table 1.1: Frequency Distribution of “Sustainable Behavior”

Variable		Frequency	Percentage
sustainable behavior: I frequently work as volunteer	strongly disagree	25	12.5
	disagree	79	39.5
	neither agree nor disagree	80	40.0
	agree	5	2.5
	strongly agree	11	5.5
sustainable behavior: I always sort my garbage	strongly disagree	6	3.0
	disagree	43	21.5
	neither agree nor disagree	57	28.5
	agree	83	41.5
	strongly agree	11	5.5
sustainable behavior: I always turn the lights off when leaving the room	strongly disagree	8	4.0
	disagree	5	2.5
	neither agree nor disagree	10	5.0
	agree	103	51.5
	strongly agree	74	37.0
sustainable behavior: I buy most of my cloths second-hand	strongly disagree	93	46.5
	disagree	66	33.0
	neither agree nor disagree	18	9.0
	agree	13	6.5
	strongly agree	10	5.0
sustainable behavior: I am willing to pay more for Ecological/ Organic/ Fair-trade food	strongly disagree	25	12.5
	disagree	30	15.0
	neither agree nor disagree	80	40.0
	agree	54	27.0
	strongly agree	11	5.5

Opinions:

Five opinions were wanted from the consumers about the telecommunication industry. The first opinion 'CSR is important for me' tells us that the maximum 64 (32%) consumers neither agree nor disagree. That means, they do not understand properly about the CSR activities of a company. The second opinion 'CSR should be important for companies' says that maximum 49 (24.5%) consumers agree to this fact. The third opinion 'Companies' engagement to CSR is important to me when I buy from the company' states that maximum 53 (26.5%) consumers strongly disagree with this fact. The rest are as before.

Table 1.2: Frequency Distribution of "Opinions"

Variable		Frequency	Percentage
opinions: CSR is important for me	strongly disagree	21	10.5
	disagree	32	16.0
	neither agree nor disagree	64	32.0
	agree	60	30.0
	strongly agree	23	11.5
opinions: CSR should be important for companies	strongly disagree	40	20.0
	disagree	45	22.5
	neither agree nor disagree	41	20.5
	agree	49	24.5
	strongly agree	25	12.5
opinions: Companies' engagement to CSR is important to me when I buy from the company	strongly disagree	53	26.5
	disagree	44	22.0
	neither agree nor disagree	31	15.5
	agree	41	20.5
	strongly agree	31	15.5
opinions: Companies' engagement to CSR is important to me when apply for a job	strongly disagree	26	13.0
	disagree	43	21.5
	neither agree nor disagree	83	41.5
	agree	21	10.5
	strongly agree	27	13.5
opinions: The purchase decisions I make influence the companies to engage more in CSR	strongly disagree	30	15.0
	disagree	40	20.0
	neither agree nor disagree	27	13.5
	agree	51	25.5
	strongly agree	52	26.0

Awareness:

Ten questions were asked to the consumers about "awareness on corporate social responsibility". From the frequency distribution, we can see that, maximum 82 consumers (41%) agree about 'Improving the health of the community members'. Then, the most 70 consumers (35%) agree for the fact 'Investing into safe and healthy working environment'. For the third statement, the most 71 consumers (35.5%) agree to the fact 'Avoiding conflicts of interest'. Maximum 63 consumers (31.5%) agree about 'Helping to develop the local culture' and so on.

Table 1.3: Frequency Distribution of "Awareness"

Variable		Frequency	Percentage
awareness: Improving the health of the community members	strongly disagree	50	25.0
	disagree	13	6.5
	neither agree nor disagree	34	17.0
	agree	82	41.0
	strongly agree	21	10.5

awareness: Investing into safe and healthy working environment	strongly disagree	19	9.5
	disagree	21	10.5
	neither agree nor disagree	36	18.0
	agree	70	35.0
	strongly agree	54	27.0
awareness: Avoiding conflicts of interest	strongly disagree	33	16.5
	disagree	10	5.0
	neither agree nor disagree	41	20.5
	agree	71	35.5
	strongly agree	45	22.5
awareness: Helping to develop the local culture	strongly disagree	24	12.0
	disagree	22	11.0
	neither agree nor disagree	37	18.5
	agree	54	27.0
	strongly agree	63	31.5
awareness: Maximizing the product recycling	strongly disagree	21	10.5
	disagree	29	14.5
	neither agree nor disagree	60	30.0
	agree	29	14.5
	strongly agree	61	30.5
awareness: Assuring work and private life balance for the employees	strongly disagree	16	8.0
	disagree	42	21.0
	neither agree nor disagree	60	30.0
	agree	60	30.0
	strongly agree	22	11.0
awareness: Assuring the transparency of operations	strongly disagree	21	10.5
	disagree	29	14.5
	neither agree nor disagree	48	24.0
	agree	41	20.5
	strongly agree	61	30.5
awareness: Improving the education of the community members	strongly disagree	16	8.0
	disagree	12	6.0
	neither agree nor disagree	101	50.5
	agree	49	24.5
	strongly agree	22	11.0
awareness: Assuring fair remuneration for the employees	strongly disagree	16	8.0
	disagree	12	6.0
	neither agree nor disagree	99	49.5
	agree	51	25.5
	strongly agree	22	11.0
awareness: Finding sustainable suppliers	strongly disagree	21	10.5
	disagree	29	14.5
	neither agree nor disagree	60	30.0
	agree	29	14.5
	strongly agree	61	30.5

Purchase Intention:

Five questions were asked to the consumers about “Purchase Intention”. From the frequency distribution, we can see that, maximum 68 consumers (34%) agree about ‘Website design is attractive. Then again, the most 68 consumers (34%) neither agree nor disagree for the fact ‘Customer Care Outlets seems gorgeous’. For the third statement, the most 89 consumers (44.5%) agree to the fact that ‘Value added services are different from other competitors’. The rest are as before.

Table 1.4: Frequency Distribution of “Purchase Intention”

Variable		Frequency	Percentage
purchase intention: Website design is attractive	strongly disagree	18	9.0
	disagree	44	22.0
	neither agree nor disagree	30	15.0
	agree	68	34.0
	strongly agree	40	20.0
purchase intention: Customer Care Outlets seems gorgeous	strongly disagree	20	10.0
	disagree	20	10.0
	neither agree nor disagree	68	34.0
	agree	61	30.5
	strongly agree	31	15.5
purchase intention: Value added services are different from other competitors	strongly disagree	7	3.5
	disagree	42	21.0
	neither agree nor disagree	45	22.5
	agree	89	44.5
	strongly agree	17	8.5
purchase intention: Different type of package make the service interesting	strongly disagree	11	5.5
	disagree	57	28.5
	neither agree nor disagree	83	41.5
	agree	6	3.0
	strongly agree	43	21.5
purchase intention: Network capabilities is very high standard	strongly disagree	18	9.0
	disagree	14	7.0
	neither agree nor disagree	17	8.5
	agree	70	35.0
	strongly agree	81	40.5

Loyalty:

Five opinions were wanted from the consumers about “loyalty” as well as consumer retention. The first opinion ‘Per call charge gets low in regular calling number’ tells us that the maximum 84 (42%) consumers strongly agree. The second opinion ‘Regular bonus getting possibilities after every call’ says that maximum 79 (39.5%) consumers agree to this fact. The third opinion ‘Internet service is available everywhere’ states that maximum 79 (39.5%) consumers agree with this fact and so on.

Table 1.5: Frequency Distribution of “Loyalty”

Variable		Frequency	Percentage
loyalty: Per call charge gets low in regular calling number	strongly disagree	6	3.0
	disagree	29	14.5
	neither agree nor disagree	17	8.5
	agree	64	32.0
	strongly agree	84	42.0
loyalty: Regular bonus getting possibilities after every call	strongly disagree	13	6.5
	disagree	18	9.0
	neither agree nor disagree	21	10.5
	agree	79	39.5
	strongly agree	69	34.5
loyalty: Internet service is available every where	strongly disagree	14	7.0
	disagree	16	8.0
	neither agree nor disagree	22	11.0
	agree	79	39.5
	strongly agree	69	34.5
loyalty: Some extra download	strongly disagree	24	12.0

facilities for free (like using facebook or Play Store apps download)	disagree	13	6.5
	neither agree nor disagree	29	14.5
	agree	61	30.5
	strongly agree	73	36.5
loyalty: Customer services always care about your needs and problems promptly	strongly disagree	12	6.0
	disagree	19	9.5
	neither agree nor disagree	78	39.0
	agree	71	35.5
	strongly agree	20	10.0

Service Quality:

Five questions were asked to the consumers about “Service Quality”. From the frequency distribution, we can see that, maximum 94 consumers (47%) strongly agree about ‘They provide superior network’. Then, the most 77 consumers (38.5%) strongly agree for the fact ‘They offer lower call rate’. For the third statement, the most 71 consumers (35.5%) strongly agree to the fact that ‘They give premium service quality without giving promotional SMS’. The rest are described as before.

Table 1.6: Frequency Distribution of “Service Quality”

Variable		Frequency	Percentage
service quality: They provide superior network	strongly disagree	6	3.0
	disagree	31	15.5
	neither agree nor disagree	13	6.5
	agree	56	28.0
	strongly agree	94	47.0
service quality: They offer lower call rate	strongly disagree	13	6.5
	disagree	21	10.5
	neither agree nor disagree	15	7.5
	agree	74	37.0
	strongly agree	77	38.5
service quality: They give premium service quality without giving promotional SMS	strongly disagree	14	7.0
	disagree	16	8.0
	neither agree nor disagree	31	15.5
	agree	68	34.0
	strongly agree	71	35.5
service quality: They promote local culture through their advertising	strongly disagree	27	13.5
	disagree	14	7.0
	neither agree nor disagree	65	32.5
	agree	80	40.0
	strongly agree	14	7.0
service quality: They provide prestigious customer service all around their customer network	strongly disagree	13	6.5
	disagree	10	5.0
	neither agree nor disagree	81	40.5
	agree	80	40.0
	strongly agree	16	8.0

Customer Satisfaction:

Five opinions were wanted from the consumers about "Customer Satisfaction". The first opinion 'Superior network all around the country' tell us that the maximum 65 (32.5%) consumers agree about the fact. The second opinion 'Customer service outlets all over the country' says that the most 75 (37.5%) consumers strongly agree to it. The third opinion 'Recharge Point availability' states that maximum 95 (47.5%) consumers strongly agree with this fact and so on.

Table 1.7: Frequency Distribution of "Customer Satisfaction"

Variable		Frequency	Percentage
customer satisfaction: Superior network all around the country	strongly disagree	25	12.5
	disagree	23	11.5
	neither agree nor disagree	28	14.0
	agree	65	32.5
	strongly agree	59	29.5
customer satisfaction: Customer service outlets all over the country	strongly disagree	32	16.0
	disagree	31	15.5
	neither agree nor disagree	12	6.0
	agree	50	25.0
	strongly agree	75	37.5
customer satisfaction: Recharge Point availability	strongly disagree	6	3.0
	disagree	12	6.0
	neither agree nor disagree	19	9.5
	agree	68	34.0
	strongly agree	95	47.5
customer satisfaction: Faster telephony customer service	strongly disagree	7	3.5
	disagree	2	1.0
	neither agree nor disagree	19	9.5
	agree	88	44.0
	strongly agree	84	42.0
customer satisfaction: Effective value added service can influence your life style	strongly disagree	3	1.5
	disagree	12	6.0
	neither agree nor disagree	42	21.0
	agree	68	34.0
	strongly agree	75	37.5

Factor Analysis

The KMO and Bartlett's Test show that, there is a significant correlation between service quality and customer satisfaction. Hence, the factor analysis is done with these two variables each includes five factors. As the hypothesis is rejected so we can also say that, the correlation matrix has significant correlations among at least some of the variables. The correlation matrix is given as follows:

Table 1.8: Correlation Matrix

	service quality: They provide superior network	service quality: They offer lower call rate	service quality: They give premium service quality without giving promotional SMS	service quality: They promote local culture through their advertising	service quality: They provide prestigious customer service all around their customer network	customer satisfaction: Superior network all around the country	customer satisfaction: Customer service outlets all over the country	customer satisfaction: Recharge Point availability	customer satisfaction: Faster telephony customer service	customer satisfaction: Effective value added service can influence your life style
service quality: They provide superior network	1.000	.806	.638	.063	-.233	.234	-.599	.191	.077	.120
service quality: They offer lower call rate	.806	1.000	.785	.096	-.219	.204	-.545	.219	-.028	.199
service quality: They give premium service quality without giving promotional SMS	.638	.785	1.000	.153	-.036	.201	-.394	.036	.063	.047
service quality: They promote local culture through their advertising	.063	.096	.153	1.000	-.125	.080	-.430	.420	.162	.274
service quality: They provide prestigious customer service all around their customer network	-.233	-.219	-.036	-.125	1.000	-.240	.332	-.124	.296	-.049
customer satisfaction: Superior network all around the country	.234	.204	.201	.080	-.240	1.000	-.430	-.194	-.126	-.087
customer satisfaction: Customer service outlets all over the country	-.599	-.545	-.394	-.430	.332	-.430	1.000	-.184	-.051	-.288
customer satisfaction: Recharge Point availability	.191	.219	.036	.420	-.124	-.194	-.184	1.000	.419	.463
customer satisfaction: Faster telephony customer service	.077	-.028	.063	.162	.296	-.126	-.051	.419	1.000	.006
customer satisfaction: Effective value added service can influence your life style	.120	.199	.047	.274	-.049	-.087	-.288	.463	.006	1.000

There are strong positive correlations between ‘service quality: They offer lower call rate’ and ‘service quality: They provide superior network’ (0.806); ‘service quality: They give premium service quality without giving promotional SMS’ and ‘service quality: They provide superior network’ (0.638); ‘service quality: They offer lower call rate’ and ‘service quality: They give premium service quality without giving promotional SMS’ (0.785). There are strong negative correlations between ‘customer satisfaction: Customer service outlets all over the country’ and ‘service quality: They provide superior network’ (-0.599); ‘customer satisfaction: Customer service outlets all over the country’ and ‘service quality: They offer lower call rate’ (-0.545). We can see that the variables of “service quality” contain strong and positive correlations whereas the variables of “customer satisfaction” contain strong but negative correlations. It can be said that “service quality” has higher influence over “customer satisfaction”.

CONCLUSION

In our paper, we mainly have seen seven terms; sustainable behavior, opinions, awareness, purchase intention, loyalty, service quality and customer satisfaction. We showed frequency distribution of each term with five or more variables. Therefore, using factor analysis the correlation matrix was calculated which showed the variables of “service quality” contained strong and positive correlations whereas the variables of “customer satisfaction” contained

strong but negative correlations. Hence, we can see that, “service quality” has higher influence over “customer satisfaction”. The findings of this study are useful to upgrade better service quality for gaining more customer satisfaction in Bangladeshi telecommunication industry. The study also focuses on the corporate social responsibility on customers.

LIMITATIONS OF THE STUDY

The study has some limitations. Our analysis is done for one leading telecommunication brand and in Dhaka city. It can be done all over the country if there is more time and currency. Comparative analysis can be done for more than one telecommunication brand.

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