



**ARAB ACADEMY FOR SCIENCE, TECHNOLOGY AND MARITIME  
TRANSPORT (AASTMT)**

**Productivity and Quality Institute  
Post Graduate Studies  
PhD Program  
Alexandria, Egypt**

**The effect of Corporate Social Responsibility on  
Perceived Service Quality and Customer Loyalty:  
Empirical Study on Egyptian Telecommunications  
Customers**

**By  
NOHA BESHIR MOHAMED BESHIR  
Egypt**

**A thesis submitted to AASTMT in partial  
fulfillment of the requirements for the award of the degree of**

**DOCTORATE OF PHILOSOPHY**

**IN**

**Quality Management**

**Supervisor**

**Prof. Dr. Ahmed Shalaby**

**2013**

## **DECLARATION**

I certify that the material in this thesis that is not my own work has been identified, and that no material is included for which a degree has previously been conferred on me.

The contents of this thesis reflect my own personal views, and are not necessarily endorsed by the Arab Academy for Science, Technology and Maritime Transport.

**Signature: Noha Beshir Mohamed Beshir**

**Date : 17<sup>th</sup> April 2013**

We certify that we have read the present work and that in our opinion it is fully adequate in scope and quality as thesis towards the partial fulfillment of the Doctorate of Philosophy Degree requirements in

**Specialization**

From (AASTMT)

Date .....

**Supervisor (s):**

Prof. Ahmed A-Shalaby

Professor of (Specialization), College, University

Mktg (Retired)

Name: Ahmed A-Shalaby

Position: professor of marketing, Arab Academy for

Signature: Science & Technology, Cairo (G.S.B.)

**Examiners:**

Prof. Ismail Hussein Ismail

Professor of (Specialization), College, University

Economics

Name: Ismail Hussein Ismail

Position: professor

Signature: Ismail Hussein

Prof. Abdelsalam M. Aboukahl

Professor of (Specialization), College, University

International Business Management

Name: A. M. Aboukahl

Position: prof. of International B. Mgnt.

Signature: [Handwritten Signature]

## ACKNOWLEDGEMENTS

Praise to *Allah* as it is with Allah grace this study has been completed. I would like to express my sincere thanks and heartfelt gratitude to the following people that has supported and help me to complete this study.

Firstly, to my respected supervisor; *Prof. Dr. Ahmed Shalaby* for his full support and guidance during the different phases of preparing this thesis and his invaluable advice and constructive suggestions.

Special thanks to *Mr. Nizar El-Shenawy, Mrs. Nevine Eshra* and *Mrs. Amina Yacoub* for their continuous support and encouragement to complete this research.

Finally, I would like to dedicate this thesis to *my father soul*, and *my mother* for their support and tolerance despite the hard times they suffered during my work, and for their unlimited encouragement guidance to accomplish this research.

We thank Allah for the success and grace Allah granted us. We pray to Allah to protect our beloved country: Egypt.

## **Abstract**

The success of corporate social responsibility activities can create competitive advantage by influencing customer responses to organization's products or services. In same time corporate social responsibility is considered new phenomenon for the Egyptian business environment. The present research provides a useful contribution to the literature and provides useful insights for further research in the field of corporate social responsibility, perceived service quality, and customer loyalty and the relations between these three variables from customer point of view.

The present research is an empirical study on the Egyptian mobile sector to analyze the relation between customers' perception of corporate social responsibility activities and their evaluation to the perceived service quality. In addition present research is attempting to investigate the effect of customers' perception of corporate social responsibility activities on customer loyalty.

The data for present research collected from customers of the three mobile service providers working in Egypt (Vodafone, Mobinil, and Etisalat). From the results of present research that have been observed that from Egyptian mobile customer perspective corporate social responsibility consists of three dimensions (economic, legal-ethical, and philanthropic-ethical) and that there is positive relation between corporate social responsibility and perceived service quality. Finally, that have been observed that there is a positive relationship exists between corporate social responsibility and customer loyalty.

# Table of Contents

<b>Acknowledgements</b> .....	ii
<b>Abstract</b> .....	iii
<b>Table of Contents</b> .....	iv
<b>List of Tables</b> .....	viii
<b>List of Figures</b> .....	x
<b>List of Abbreviations</b> .....	xi

## **1. Introduction and Problem Statement**

1.1 Introduction .....	2
1.2 Importance of the study .....	4
1.3 Research problem .....	5
1.4 Research aims and objectives .....	5
1.5 Methodology .....	6
1.6 Research questions .....	6
1.7 Research hypotheses .....	7
1.8 Thesis Plan.....	8

## **2. Literature Review**

2.1 Corporate Social Responsibility (CSR) concept .....	11
2.2 CSR and Marketing .....	16
2.3 CSR and ISO 26000 .....	19
2.4 Customer perception of CSR .....	22
2.5 Measuring CSR effect .....	27

2.6 Perceived Service Quality (PSQ) .....	29
2.6.1 Service quality measurements and dimensions .....	34
2.7 Customer Loyalty .....	38
<b>3. CSR in Telecommunication in Egypt – Present Situation</b>	
3.1 Telecommunication History in Egypt .....	51
3.2 Mobile communication in Egypt.....	54
3.3 CSR in Vodafone .....	58
3.4 CSR in Mobinil .....	61
3.5 CSR in Etisalat .....	64
<b>4. Research Design and Methodology</b>	
4.1 Research aim and objectives.....	70
4.2 Research questions.....	71
4.3 Research model.....	72
4.4 Research hypotheses.....	76
4.5 Research Variables .....	77
4.6 Survey instrument.....	78
4.7 Sampling techniques.....	79
4.8 Framework for Data Analysis .....	80
<b>5. Analysis of Research Findings</b>	
5.1 Analysis of Pilot Survey .....	84
5.2 Descriptive Statistics .....	87
5.3 Factor Analysis of CSR .....	91

5.3.1	Validation of Factor Analysis.....	96
5.4	Relation of new CSR and perceived service quality.....	97
5.4.1	Relationship between new CSR and perceived technical service quality.....	98
5.4.2	Relationship between new CSR and perceived functional service quality.....	102
5.4.3	Relationship between new CSR and perceived price service quality.....	104
5.5	Relation of new CSR and customer loyalty .....	106
5.5.1	Relation between new CSR and behavioral customer loyalty.....	107
5.5.2	Relation between new CSR and attitudinal customer loyalty .....	110
5.6	Effect of perceived service quality on customer loyalty.....	112
5.6.1	Effect of perceived service quality on behavioral aspect of customer loyalty .....	113
5.6.2	Effect of perceived service quality on attitudinal aspect of customer loyalty .....	115
5.7	Chapter Summary .....	117
<b>6.</b>	<b>Discussion of Research Findings and Limitations</b>	
6.1	Conclusion and findings.....	120
6.2	Limitation and future research.....	124
6.3	Contribution .....	125
6.4	Recommendations.....	126
	<b>References .....</b>	<b>129</b>



<b>Appendix 1 – Questionnaire.....</b>	<b>135</b>
<b>Appendix 2 – Measure of constructs’ reliability for (CSR, PSQ, and customer loyalty) for pilot survey.....</b>	<b>136</b>

## List of Tables

<b>3.1</b>	Summarization of CSR activities of the three mobile service providers in Egypt .....	67
<b>4.1</b>	Variables under study .....	77
<b>5.1</b>	Measure of variables reliability for pilot survey.....	85
<b>5.2</b>	Sample characteristics .....	88
<b>5.3</b>	Measure of construct's reliability for CSR of mobile users .....	91
<b>5.4</b>	Correlation matrix of the CSR constructs .....	92
<b>5.5</b>	KMO and Bartlett's test .....	93
<b>5.6</b>	Total variance explained and un-rotated factor loading matrix .....	93
<b>5.7</b>	Total variance explained and rotated factor loading matrix (VARIMAX) .....	95
<b>5.8</b>	Correlation matrix of the new CSR scale and perceived service quality .....	97
<b>5.9</b>	Overall and individual variable significance of new CSR and perceived technical service quality .....	99
<b>5.10</b>	Final regressions summaries relating both legal-ethical and economic responsibilities of new CSR to average response for technical aspect of PSQ .....	100
<b>5.11</b>	Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for functional aspect of PSQ .....	103
<b>5.12</b>	Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for price aspect of PSQ .....	105
<b>5.13</b>	Correlation matrix of the new CSR scale and customer loyalty	107
<b>5.14</b>	Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for behavioral aspect of CL .....	108
<b>5.15</b>	Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for attitudinal aspect of CL .....	111

<b>5.16</b>	<b>Correlation matrix between perceived service quality and customer loyalty .....</b>	<b>112</b>
<b>5.17</b>	<b>Regressions summary of the effect of PSQ (technical, functional, and price) on the average responses for behavioral aspect of customer loyalty .....</b>	<b>114</b>
<b>5.18</b>	<b>Regressions summary of the effect of PSQ (technical, functional, and price) on the average responses for attitudinal aspect of customer loyalty .....</b>	<b>116</b>

## **List of Figures**

<b>4.1</b>	<b>Research Framework .....</b>	<b>75</b>
<b>5.1</b>	<b>Classification of gender, age group, marital status, and education by categories .....</b>	<b>89</b>
<b>5.2</b>	<b>Classification of occupation and monthly income by categories .....</b>	<b>90</b>

## **List of Abbreviation**

<b>ARENTO</b>	Arab Republic of Egypt National telecommunication Organization
<b>CFA</b>	Confirmatory Factor Analysis
<b>CSR</b>	Corporate Social Responsibility
<b>ECMS</b>	Egyptian Organization for Mobile Services
<b>EFA</b>	Exploratory Factor Analysis
<b>ETI</b>	Ethical Trading Initiative
<b>GPRS</b>	General Packet Radio Service
<b>GSM</b>	Global System of Mobiles
<b>ISO</b>	International Standardization Organization
<b>KMO</b>	Kaiser-Myer-Olkin
<b>MCIT</b>	Ministry of Communications and Information Technology
<b>NGO</b>	Non-governmental Organization
<b>NTRA</b>	National Telecommunications Regulatory Authority
<b>PC</b>	Personal Computer
<b>PSQ</b>	Perceived Service Quality
<b>TRA</b>	Telecommunication Regulatory Authority
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNGC</b>	United Nations Global Compact
<b>UNICEF</b>	United Nations Children's Fund

## References

1. Abbasi, M. R., Moezzi, H., Eyvazi, A. A. and Ranjbar, V. (2012), "Exploring of relationship between corporate social responsibility and loyalty and satisfaction customer and the facilitating role of advertising on it, case study: Shirazit Co.", **International Journal of Academic Research in business and social science**, Vol. 2, No. 1.
2. Ailawadi, K.L., Luan, Y.J., Neslin, S.A. and Taylor, G.A. (2011), "The impact of retailers' corporate social responsibility on price fairness perception and loyalty", **Tuck School of Business**.
3. Ali, I., Rehman, K. U., Yilmaz, A. K., Nazir, S. and Ali, J. F. (2010), " Effects of corporate social responsibility in cellular industry in Pakistan", **African Journal of Business Management**, Vol. 4, No. 4.
4. Anderson, E. W., Forwell, C. and Lehmann, D. R. (1994), "Customer satisfaction, market share, and profitability: findings from Sweden", **Journal of Marketing**, Vol. 58.
5. Andreassen, T. W. and Lindestad, B. (1998), "Customer loyalty and complex services, the impact of corporate image on quality, customer satisfaction and loyalty for customer with varying degrees of service expertise", **International Journal of Service Industry Management**, Vol.9, No.1.
6. Assail, H. (1992), "Consumer behavior and marketing action", 4<sup>th</sup> edition, PWS-Kent.
7. Aupperle, K., Carroll, A. and Hatfield, J. (1985), "An empirical examination of the relationship between corporate social responsibility and profitability", **Academy of Management Journal**, Vol. 28, No. 2.
8. Aupperle, K. E., Carroll, A. B. and Halfield, J. D. (1985), "An empirical examination of the relationship between corporate social responsibility and profitability", **Academy of Management Journal**, Vol. 28, No. 2.
9. Aydin, S. and Ozer, G. (2005), "The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market", **European Journal of Marketing**, Vol.39, No.7/8.
10. Bamert, T. and Wehrli, H.P. (2005), "Service quality as an important dimension of brand equity in Swiss services industries", **Managing Service Quality**, Vol.15, No.2.
11. Bell, S. J. and Eisingerich, A. B. (2007), "The paradox of customer education – customer expertise and loyalty in the financial service industry", **European Journal of Marketing**, Vol. 41, No. 5/6.
12. Bell, S. J., Auh, S. and Smalley, K. (2005), "Customer relationship dynamics: service quality and customer loyalty in the context of varying levels of customer expertise and switching costs", **Journal of The Academy of Marketing Science**, Vol.33, No.2.
13. Bhattacharya, C. B. and Sen, S. (2004), "Doing better at doing good: When, why, and how customer respond to corporate social initiatives", **California Management Review**, Vol. 47, No. 1.
14. Bigne, E., Andreu, L., Chumpitaz, R. and Swaen, V. (2006), " Corporate social responsibility influences on university students buying behavior", **ESIC Market economic and Business Journal**, No. 125.
15. Burns, A. C. and Bush, R. F. (2006), "Marketing Research", 5<sup>th</sup> edition, Pearson Prentice Hall, New Jersey.

16. Carroll, A. B. (1999), "Corporate social responsibility evaluation of a definitional construct", **Journal of Business and Society**, Vol.38, No.3.
17. Carroll, A.B. (1991), "The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders", **Business Horizons**, July-August.
18. Chen, S. and Bouvain, P. (2005), "Branding and corporate social responsibility rankings – Doing good is not enough", **ANZMAC conference**.
19. Chiu, K. H. and Hsu, C. L. (2010), "Research on the connections between corporate social responsibility and corporation image in the risk society: take the mobile telecommunication industry as an example", **International Journal of Electronic Business Management**, Vol. 8, No. 3.
20. Crognale, G. (2009), "ISO 26000 guidance on social responsibility", **Business and the Environment**, July .
21. Crognale, G. (2011), "ISO 26000 an emerging guidance on social responsibility", **Business and the Environment**, January.
22. Crognale, G. (2011), "ISO 26000 Conclusion", **Business and the Environment**, March.
23. Dawkins, J. and Lewis, S. (2003), "CSR in stakeholder expectations and their implication for organization strategy", **Journal of Business Ethics**, Vol. 44, No. 2/3.
24. Decker, O. S. (2004), "Corporate social responsibility and structural change in financial services", **Managerial Auditing Journal**, Vol.19, No.6.
25. Deng, Z., Lu, Y., Wei, K. K. and Zhang, J. (2010), "Understanding customers satisfaction and loyalty: an empirical study of mobile instant messages in China", **International Journal of Information management**, Vol.30.
26. Economist Intelligence Unit (2005), Industry forecast, London: EIU
27. Economist Intelligence Unit (2012), Industry report: Telecom and Technology - Egypt, London: EIU
28. Egyptian Organization for Mobile Services (Mobinil) (2010), organization website <https://www.mobinil.com/en>, access in 2010, 2011, and 2012.
29. El-Shinnawy, A. and Handoussa, H. (2003), "Egyptian case studies", Investment Strategies in Emerging Markets.
30. Emirates Telecommunications Corporation (Etisalat) (2010), organization website <https://www.etisalat.com.eg>, access in 2010, 2011, and 2012.
31. Engel, J. F. and Blackwell, R. D. (1982), "Consumer Behavior", 4<sup>th</sup> edition, Hinsdake, Dryden press.
32. Ferguson, R. J., Paulin, M., Pigeassou, C. and Gauduchon, R. (1999), "Assessing service management effectiveness in a health resort: implications of technical and functional quality", **Managing Service Quality**, Vol.9, No.1.
33. Freund, J., Wilson, J., Sa, P., (2006), "Regression analysis: Stat modeling of a response variable", 2<sup>nd</sup> Edition, Elsevier Inc.
34. Frost, R. (2010), "ISO 26000 Putting social responsibility to work", **International Trade Forum**, Vol. 3.
35. Galbreath, J. (2009), "Corporate governance practices that address climate change: an exploratory study", **Business Strategy and the Environment**, Vol. 19, Issue 5.
36. Ghobadian, A. , Gallear, D. and Hopkins, M. (2007), "TQM and CSR nexus", **International Journal of Quality and Reliability Management**, Vol. 24, No. 2.
37. Gremler, D. D. and Brown, S. W. (1999), "The loyalty ripple effect – appreciating the full value of customers", **International Journal of Services Industry Management**, Vol. 10, No. 3.

38. Gronroos, C. (2001), "The perceived service quality concept – a mistake?", **Managing Service Quality**, Vol.11, No.3.
39. Groth, J. (1995), "Important factors in the sale and pricing of services", **Management Decision**, Vol.33, No.7.
40. Hair, J., Black, W., Babin, B., Anderson, R., and Tatham, R. (2006), "Multivariate Data Analysis", 6th Edition, Pearson Prentice Hall, New Jersey.
41. Hamer, L. O. (2006), "A conorganizationation perspective on perceived service quality", **Journal of Services Marketing**, Vol.20, No.4.
42. Handelman, J. M. and Arnold, S. (1999), "The role of marketing actions with a social dimension: appeals to the institutional environment", **Journal of Marketing**, Vol. 63.
43. Hasonah, A. B. and Alafi, K. (2012), "Corporate social responsibility associated with customer satisfaction and financial performance a case study with housing banks in Jordan", **Journal of Research in International Business Management**, Vol.2, No. 2.
44. Henriques, A. (2010), "ISO 26000 a standard for human rights?", **Sustainability Accounting, Management and Policy Journal**, Vol. 1, No. 1.
45. Islam, M. S. (2009), "The analysis of customer loyalty in Bangladeshi mobile operator industry", **Independent University Bangladesh**.
46. Jamali, D. and Mirshak, R. (2007), "Corporate Social Responsibility (CSR) theory and practice in a developing country context", **Journal of Business Ethics**, Vol. 72.
47. Jimena, J. (2010), "ISO 26000 standard is almost ready", **Canadian Mining Journal**, August, No. 6.
48. Johnson, H. H. (2003), "Does it pay to be good? Social responsibility and financial performance", **Business Horizons**, Vol. 46, No. 6.
49. Johnson, W. C. and Sirikit, A. (2002), "Service quality in the Thai telecommunication industry: a tool for achieving a sustainable competitive advantage", **Management Decision**, Vol. 40, No. 7.
50. Jones, T. O. and Sasser, W. E. (1995), "Why satisfied customer defect", **Harvard Business Review**, Vol. 73, No. 6.
51. Kamel, S. and Wahba, K. (2004), "GPRS security as a QoS in the telecommunication industry case of Vodafone Egypt", **International Journal of Information Management**, Vol.24.
52. Keller, K. L. (1993), "Conceptualizing, measuring, and managing customer based brand equity", **Journal of Marketing**, Vol. 57, No.1.
53. Kim, M. K., Park, M. C. and Jeong, D. H. (2004), "The effect of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services", **Telecommunications Policy**, Vol.28.
54. Kumar, T. P. and Priyadarshini, K. (2013), "The effects of corporate social responsibility on consumer behavior with reference to public sector bank", **10<sup>th</sup> AIMS International Conference on Management**.
55. Kwon, H. B., Stoeberl, P. A. and Joo, S. J. (2008), "Measuring comparative efficiencies and merger impacts of wireless communication organizations", **Benchmarking: An International Journal**, Vol.15, No.3.
56. Ladhari, R. (2009), "Service quality, emotional satisfaction, and behavioral intentions: A study in the hotel industry", **Managing Service Quality**, Vol. 19, No. 3.
57. Lei, M. and Mac, L. (2005), "Service quality and customer loyalty in a Chinese context: Does frequency of usage matter?", **Conference services marketing**.



58. Leisen, B. and Vance, C. (2001), "Cross-national assessment of service quality in the telecommunication industry: evidence from the USA and Germany", **Managing Service Quality**, Vol. 11, No. 5.
59. Liu, Y. and Ji, H. (2010), "A study on the perceived CSR and customer loyalty based on dairy market in china", **7<sup>th</sup> International conference on service systems and service management**.
60. Liu, Y. and Zhou, X. (2009), "Corporate social responsibility and customer loyalty: a conceptual framework", **6<sup>th</sup> International conference on service systems and service management**.
61. Luo, X. and Bhattacharya, C. B. (2006), "Corporate social responsibility, customer satisfaction, and market value", **Journal of Marketing**, Vol. 70.
62. Maignan, I. and Ferrell, O. C. (2001), "Corporate citizen as a marketing instrument – concepts, evidence and research directions", **European Journal of Marketing**, Vol. 35, No. 3 / 4.
63. Malhotra, N. K. (2010), "Marketing Research: An applied orientation", Global edition, 6<sup>th</sup> edition, Pearson Prentice Hall, New Jersey.
64. Mandhachitara, R. and Poolthong, Y. (2011), "A model of customer loyalty and corporate social responsibility", **Journal of Services Marketing**, Vol. 25, No. 2.
65. Marin, L., Ruiz, S. and Rubio, A. (2009), "The role of identity salience in the effects of corporate social responsibility on customer behavior", **Journal of Business Ethics**, Vol.84.
66. Mattsson, J. (1994), "Using service process models to improve service quality", **Managing Service Quality**, Vol.4, No.1.
67. McMullan, R. (2005), "A multiple-item scale for measuring customer loyalty development", **Journal of Services Marketing**, Vol. 19, No. 7.
68. McMullan, R. and Gilmore, A. (2008), "Customer loyalty: an empirical study", **European Journal of Marketing**, Vol. 42, No. 9/10.
69. McWilliams, A. and Siegel, D. (2001), "Corporate Social Responsibility a theory of the organization perspective", **Academy of Management Review**, Vol. 26, No. 1.
70. Ministry of Communications and Information Technology (MCIT) (2010), website <http://mcit.gov.ge/telecommunications>, access in 2010, 2011, and 2012.
71. National Telecommunication Regulatory Authority (NTRA) (2010), website <http://www.tra.gov.ge>, access in 2010, 2011, and 2012.
72. Nunnally, J. C. and Bernstein, I. H. (1994), "Psychometric theory", 3<sup>rd</sup> edition, McGraw-Hill, Newyork.
73. Onlaor, W. and Rotchanakitumnuai, S. (2010), "Enhancing customer loyalty towards corporate social responsibility of Thai mobile service providers", **World Academy of Science, Engineering and Technology**, Vol.66.
74. Pallant, J. (2010), "SPSS survival manual – a step by step guide to data analysis using SPSS", 4<sup>th</sup> edition, McGraw-Hill, Newyork.
75. Parasuraman, A. , Zeithaml, V. A. and Berry, L. L. (1985), "A conceptual model of service quality and its implications for future research", **Journal of Marketing**, Vol.49.
76. Parasuraman, A. , Zeithaml, V. A. and Berry, L. L. (1988), "SERVQUAL: a multiple item scale for measuring customer perception of service quality", **Journal of Retailing**, Vol.64, No.1.
77. Parasuraman, A. , Zeithaml, V. A. and Berry, L. L. (1991), "Refinement and reassessment of SERVQUAL scale", **Journal of Retailing**, Vol. 67, No. 4.

78. Parasuraman, A. , Zeithaml, V. A. and Berry, L. L. (1994), "Reassessment of expectations as a comparison standard in measuring service quality: implications for further research", **Journal of Marketing**, Vol. 58.
79. Park, J. Y. and Kim, S. W. (2011), "Global corporate social responsibility standard, ISO 26000 and its effect on the society", **Asian Journal on Quality**, Vol. 12, No. 3.
80. Polonsky, M.J. and Jevons, C. (2006), "Understanding issue complexity when building a socially responsible brand", **European Business Review**, Vol.18, No.5.
81. Pomeroy, A. and Dolnicar, S. (2009), " Assessing the prerequisite of successful CSR implementation – Are customers aware of CSR initiatives?", **Journal of Business Ethics**, Vol. 85, No. 2.
82. Pura, M. (2005), "Linking perceived value and loyalty in location based mobile services", **Managing Service Quality**, Vol.15, No. 6.
83. Raman, M., Lim, W. and Nair, S. (2012), "The impact of corporate social responsibility on customer loyalty", **Kajain Malaysia**, Vol.30, No. 2.
84. Salmons, M. G. and Bosque, I. R. (2011), "Corporate social responsibility and loyalty in services sector", **ESIC Market Economic and Business Journal**, Vol. 138.
85. Salmons, M.G., Crespo, A. H. and Bosque, I. R. (2005), "Influence of corporate social responsibility on loyalty and valuation of services", **Journal of Business Ethics**, Vol.61.
86. Sekaran, U. (2003), "Research methods for business: A skill building approach", 4<sup>th</sup> edition, John Wiley and Sons.
87. Sen, S. and Bhattacharya, C. B. (2001), "Does doing good always lead to doing better? Customer reactions to corporate social responsibility", **Journal of Marketing Research**, Vol.38, No. 2.
88. Seth, A., Momaya, K. and Gupta, H. M. (2005), "E-Service delivery in cellular mobile communication: some challenges and issues", **Global Journal of E-Business and Knowledge Management**, Vol. 2, No. 2.
89. Sima, V. (2007), " The corporate social responsibility – a modern market concept", **Annals of the Oradea University**, Vol. 6, No. 16.
90. Smith, N. C., Read, D. and Rodriguez, S. L. (2010), "Customer perception of corporate social responsibility: The CSR halo effect", **INSEAD The Business School for the World**, Vol. 16.
91. Sudhahar, J. C. and Selvam, M. (2007), "Service quality scale development in Indian retail banking sector: an empirical investigation", **Journal of Applied Services**, Vol.7, No.5.
92. Sudhahar, J. C., Israel, D., Britto, A. P. and Selvam, M. (2006), "Service loyalty measurement scale: a reliability assessment", **American Journal of Applied Sciences**, Vol. 3, No. 4.
93. Swaen, V. and Chumpitaz, R. (2008), "Impact of corporate social responsibility on customer trust", **Recherche et Applications en Marketing**, Vol.23, No.4.
94. Swartz, T. A. and Brown, S. W. (1989), " Customer and provider expectations and experiences in evaluating professional service quality", **Journal of The Academy of Marketing Science**, Vol.17, No.2.
95. Tan, G. and Komaran, R. (2006), "Perceptions of Corporate Social Responsibility: An empirical study in Singapore", **The thirteenth annual international conference on advances in management**.

96. Turban, D. B. and Greening, D.W. (1997), "Corporate social performance and organizational attractiveness to prospective employees", **Academy of Management Journal**, Vol.40, No. 3.
97. Turker, D. (2009), "Measuring Corporate Social Responsibility: A scale development study", **Journal of Business Ethics**, Vol. 85.
98. Vlachos, P. A., Tsamakos, A., Vrechopoulos, A. P. and Avramidis, P. K. (2009), "Corporate social responsibility: attributions, loyalty, and the mediating role of trust", **Journal of the Academic Marketing Science**, Vol. 37.
99. Vodafone (2010), organization website <http://www.vodafone.com.eg>, access in 2010, 2011, and 2012.
100. Waddock, S. A. and Graves, S. B. (1997), "The corporate social performance – financial performance link", **Strategic Management Journal**, Vol. 18, No. 4.
101. Wang, Y., Du, L., Han, S. and Shi, G. (2005), "The dimensions of customer loyalty and its key drivers: an integrated framework in perspective of customer equity management", **Services Systems and Services Management**, Vol. 1.
102. Wood, D. J. (1991), "Corporate social performance revisited", **Academy of Management Review**, Vol. 16, No. 4.
103. Zhuo, D. Z. (2008), "Corporate Social Responsibility in service industry", **The new development of services marketing and management in the era of globalization proceedings of 2008 summit international marketing management conference**.
104. المغرب، نهال و فواد، ياسمين (2008)، "المسئولية الاجتماعية لرأس المال في مصر: بعض التجارب الدولية"، المركز المصري للدراسات الاقتصادية.

## المخلص

النجاح في الأنشطة المختلفة في مجال المسؤولية الاجتماعية للشركات قد يساعد الشركات على خلق ميزة تنافسية لها تؤثر على إقبال المستهلكين على سلع وخدمات الشركة. كذلك تعتبر المسؤولية الاجتماعية مفهوم و ظاهرة جديدة في مجال الأعمال في السوق المصري. هذا البحث يعتبر إضافة إلى الدراسات النظرية و طريق للأبحاث اللاحقة في مجال المسؤولية الاجتماعية للشركات و ولاء المستهلك و جودة الخدمة المدركة و العلاقة فيما بين هذه المتغيرات من وجهة نظر المستهلك.

هذا البحث هو دراسة ميدانية مطبقة على قطاع الهاتف النقال في جمهورية مصر العربية لدراسة العلاقة بين مدى إدراك و وعى المستهلك بالأنشطة الاجتماعية المختلفة لشركات الهاتف النقال و ولاء المستهلكين و كذلك أثر إدراك و وعى المستهلك بمجهودات شركة الهاتف النقال في مجال المسؤولية الاجتماعية على تقييم المستهلك لجودة الخدمة التي يحصل عليها.

تم تجميع البيانات الخاصة بهذا البحث من المستهلكين المتعاملين مع شركات الهاتف النقال الثلاثة التي تعمل في جمهورية مصر العربية (فودافون ، موبينيل ، اتصالات). من نتائج هذا البحث أتضح أن من وجهة نظر مستهلكين شركات الهاتف النقال في مصر تتكون المسؤولية الاجتماعية للشركات من ثلاث عناصر (الاقتصادية ، قانونية-أخلاقية ، خيرية-أخلاقية) و كذلك هناك علاقة طردية بين المسؤولية الاجتماعية للشركات و جودة الخدمة المدركة. و أخيرا أتضح أن هناك علاقة طردية بين كلا من المسؤولية الاجتماعية للشركات و ولاء المستهلك.



الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري

معهد الإنتاجية والجودة

قسم الدراسات العليا

برنامج الدكتوراه

الإسكندرية ، مصر

أثر المسؤولية الاجتماعية للشركات على كلاً من الجودة المدركة وولاء  
العملاء: دراسة تطبيقية على عملاء الاتصالات في مصر

إعداد

نهى بشير محمد بشير

مصر

رسالة مقدمة للأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري لاستكمال متطلبات نيل درجة

الدكتوراه

في

إدارة الجودة

إشراف

الأستاذ الدكتور / أحمد شلبي

DIS 80790 C 2  
658.408  
BE-EF

THE EFFECT OF CORPORATE  
SOCIAL RESPONSIBILITY ON  
PERCEIVED SERVICE QUALITY AND



**80790**