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

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Supervisor
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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.

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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

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

6. Discussion of Research Findings and Limitations

6.1 Conclusion and findings ..................................................... 120

6.2 Limitation and future research ............................................. 124

6.3 Contribution ...................................................................... 125

6.4 Recommendations ............................................................ 126

References ........................................................................... 129

vi
Appendix 1 – Questionnaire
Appendix 2 – Measure of constructs’ reliability for (CSR, PSQ, and customer loyalty) for pilot survey
List of Tables

3.1 Summarization of CSR activities of the three mobile service providers in Egypt ........................................................ 67
4.1 Variables under study .............................................................. 77
5.1 Measure of variables reliability for pilot survey ....................... 85
5.2 Sample characteristics ....................................................... 88
5.3 Measure of construct's reliability for CSR of mobile users ........ 91
5.4 Correlation matrix of the CSR constructs ............................... 92
5.5 KMO and Bartlett's test ...................................................... 93
5.6 Total variance explained and un-rotated factor loading matrix ..... 93
5.7 Total variance explained and rotated factor loading matrix (VARIMAX) ............................................................ 95
5.8 Correlation matrix of the new CSR scale and perceived service quality ................................................................. 97
5.9 Overall and individual variable significance of new CSR and perceived technical service quality ........................... 99
5.10 Final regressions summaries relating both legal-ethical and economic responsibilities of new CSR to average response for technical aspect of PSQ ........................................ 100
5.11 Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for functional aspect of PSQ ........................................ 103
5.12 Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for price aspect of PSQ .................................................. 105
5.13 Correlation matrix of the new CSR scale and customer loyalty 107
5.14 Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for behavioral aspect of CL ............................................. 108
5.15 Regressions summary of new CSR constructs (economic, legal-ethical, and philanthropic-ethical) with average responses for attitudinal aspect of CL ............................................. 111
5.16 Correlation matrix between perceived service quality and customer loyalty ......................................................... 112

5.17 Regressions summary of the effect of PSQ (technical, functional, and price) on the average responses for behavioral aspect of customer loyalty ........................................................................................................ 114

5.18 Regressions summary of the effect of PSQ (technical, functional, and price) on the average responses for attitudinal aspect of customer loyalty ........................................................................................................ 116
List of Figures

4.1 Research Framework .............................................................. 75

5.1 Classification of gender, age group, marital status, and education by categories .......................................................... 89

5.2 Classification of occupation and monthly income by categories .... 90
List of Abbreviation

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


131


الملخص

النجاح في الأنشطة المختلفة في مجال المسؤولية الاجتماعية للشركات قد يساعد الشركات على خلق ميزة تنافسية لها تؤثر على إقبال المستهلكين على سل و خدمات 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 وراء المستهلك و جودة الخدمة المقدمة و العلاقة فيما بين هذه المتغيرات من وجهة نظر المستهلك.

هذا البحث هو دراسة ميدانية مطلقة على قطاع الهاتف النقال في جمهورية مصر العربية لدراسة العلاقة بين مدى إدراك و وعي المستهلك بالأنشطة الاجتماعية المختلفة لشركات الهاتف النقال و وراء المستهلكين و كذلك أثر إدراك و وعي 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 المعاملين مع شركات الهاتف النقال الثلاثة التي تعمل في جمهورية مصر العربية (فودافون، موبينيل، اتصالات). من نتائج هذا البحث أوضح أن من وجهة نظر مستهلكين شركات الهاتف النقال في مصر تكون المسؤولية الاجتماعية للشركات من ثلاث عناصر (الاقتصادية، قانونية، أخلاقية، خيرية، أخلاقية) و كذلك هناك علاقة طردية بين المسؤولية الاجتماعية للشركات و جودة الخدمة المقدمة و أخيرا أوضح أن هناك علاقة طردية بين كلا من المسؤولية الاجتماعية للشركات و وراء المستهلك.
أثر المسؤولية الاجتماعية للشركات على كلا من الجودة المدركة وولاية العمالاء: دراسة تطبيقية على عملاء الاتصالات في مصر

إعداد

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