

Customer Awareness of the Social Responsibility and Its Relation to Loyalty

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Abstract

Purpose: To discover the extent to which customers understand the social responsibility practices by Telecom companies operating in Jordan and their loyalty to these companies.

Methodology: A case study questionnaire was administered to 380 respondents dealing with Telecom companies operating in Jordan those companies play a significant role in Jordan economy over a month in 2017, with results from Likert scales

Analysis using descriptive analysis and correlation to analyze customers awareness and loyalty toward telecom companies operating in Jordan practicing social responsibility.

Results: Analysis of 380 suitable responses found no statistically significant differences at the level of ($\alpha \leq 0.05$) in customer awareness of social responsibility practices in telecom companies according to the variables of the current study and no statistically significant differences at the level of ($\alpha \leq 0.05$) in the loyalty of customers toward telecom companies, it also found a positive correlation of statistical significance at the level of ($\alpha \leq 0.05$) between customers awareness and the social responsibility of telecommunications companies and their loyalty to those companies.

Recommendations: (1) Telecomm companies should continually improve to achieve a high level of social responsibility as well as achieve greater loyalty from their customers (2) Telecom companies should do what is necessary to raise the customers awareness level of social responsibility through the advertising and action of their front line employees.

Keywords: social responsibility, awareness, loyalty, Telecom companies, Jordan

1. Introduction

The concept of corporate social responsibility was perceived using customers, employees, managers etc and it concerns business ethics theories rather than profit alone. Extensive reviews about corporate social responsibility (social issues), have provided inconsistent findings in earlier research Thuy and Hau (2016) and Colwell et al. (2017) pointed out that profit alone is no longer suitable as a means for global organizations to succeed in these days: such organizations need to clearly demonstrate a commitment to social responsibility in order to prosper. (Steiner and Steiner 2005) list the basic principles of CSR beginning first with making profit; second, corporations have a duty to correct their negative social effect by internalizing these effects on society; third, the primary responsibilities of companies are toward customers. This same conceptual viewpoints stream of earlier research in CSR literature is propounded by (Maignan & Ferrell 2007). As Customer loyalty is the essential objective of any corporation, especially nowadays with strong market growth as well as an vital basis for sustainable market competitive advantage (Chung, Yu, Choi, & Shin, 2015). Loyalty can be defined as a customer's absolute commitment to the organization and his good relationship with the brand, which is not likely to be precious in a regular situation (Maheshwari, Lodorfos, & Jacobsen, 2014, p. 16) This means the companies who practice CSR can be influenced positively by customer loyalty.

2. Telecom Companies Operating in Jordan

With Telecom Companies operating in Jordan Public Shareholding plays a significant role in the Jordanian economy to help to reduce the unemployment and provides many CSR activities to the community. In addition it

provides telecommunication services in Jordan. The companies operate through Mobile Communications, Fixed-line Voice, and Data Services segments. They offer services, such as mobile services; and Internet plus wholesale services; Internet leased line services; Web-hosting solutions and wireless Internet (Wi-Fi) connectivity. It serves about 4.7 million subscribers in the kingdom of Jordan. (<https://www.bloomberg.com>)

3. Research Problem

The social role and ethical commitment of business organizations is an investment of these organizations to increase profit and production and reduce conflicts and differences between them and the communities that deal with them. They also increase the affiliation and loyalty of beneficiaries of these organizations. Kassim and Abdullah (2010) showed that the transition to a global market economy requires the need for business organizations to shoulder their social responsibilities, in accordance with their leadership of economic activity. Although there are many opportunities to achieve success this, there are still many challenges and difficulties in the application of these organizations to their social responsibilities. According to (Asraj's 2017) study, the assessment of business organizations is no longer dependent on their profitability, and they are no longer dependent for building their reputation on their financial positions. Modern concepts have emerged to help create a working environment capable of dealing with rapid economic and technical developments in administration, primarily social responsibility. (AL-Ghadeer's study 2016) showed that as a result of the increased awareness of consumers and clients about business organizations, that attention to customers, attracting them and retaining them as clients has become vitally important. It is through the customers' psychological, behavioral and social aspects and increasing their satisfaction that customers adopt given organization, thus creating in them a high degree of loyalty. On the other hand, many studies have shown the importance of consumer loyalty to business organizations. The results of (AL-Khashroom & Ali 2011) show that achieving consumer loyalty to a brand or an institution makes customers willing to pay a higher price for the features that characterize that brand. (AL-Rawashdeh's study, 2010) showed that consumer loyalty and continuity in buying the services provided by business organizations, and positive talk about these services, contribute to increasing the financial returns of these organizations and maximizing their profits. Thuy and Hau (2010) also showed that loyalty to brands of business organizations' products and services is an important indicator of their success in delivering products that meet the needs and desires of consumers. The researcher noted that in Jordan there is a lack of interest of business organizations in social responsibility, based on the lack of any information or statistics showing the extent of social responsibility or its lack in Jordanian business organizations. The weakness of interest in social responsibility in Jordan encouraged the researcher to conduct this study to identify the relationship of social responsibility to consumer loyalty. Perhaps the results will benefit Jordanian business organizations and raise awareness and interest of these companies in social responsibility towards society.

Objectives of the study

This study aims to achieve the following objectives:

- 1- Discover the extent to which customers understand the social responsibility practices by Telecom companies operating in Jordan.
- 2- Find the correlation between customer awareness of the social responsibility of Telecom companies operating in Jordan and their loyalty to these companies.
- 3- Know the differences in customer awareness of the social responsibility of the Telecom companies operating in Jordan and their loyalty to this company according to the variables (the company that deals with them - age - the level of income - the number of years of dealing with the company).
- 4- Identify the relationship between the social responsibility of Telecom companies operating in Jordan and customer loyalty to them

4. Significance of the Study

Literature review showed that researchers were concerned with both the concepts of social responsibility and consumer loyalty. It was found that the concept of social responsibility has spread widely as it became the most popular concept in the environment of business organizations. The attitudes of the clients to these organizations are influenced by the extent of their application of social responsibility and commitment to it. On the theory side, this study deals with the aspects of corporate social responsibility and loyalty, which are one of the few studies to the knowledge of the researcher, dealing with these two variables in Arab countries. In addition to an attempt to enrich the scientific research about the psychology of the consumer to reach objective and expressive results derived from the reality of Jordanian society. On the practical side, the study provides benefit from the results obtained, provides suggestions, recommendations and advice to business organizations and guides their

knowledge to benefit from the specialization of consumer psychology in marketing, as well as to encourage business organizations to activate the role of social responsibility in their work and clarify their role in achieving consumer loyalty. Also there are inconsistent previous results in the literature and limited research on the telecom companies in developing countries in general about affecting CSR supporting the different customers. Also the results and recommendations of this study will help the decision makers in telecom companies operating in Jordan.

5. Definitions of Variable

Customer awareness: The present study defined this as the extent to which customers understand the social responsibility provided from telecom companies operating in Jordan.

Social Responsibility

The present study defined the CSR as the practice of ethical commitment of business organizations as an investment of the telecom companies operating in Jordan to increase profit and production.

Customer Loyalty

The present study defined it as “a deep obligation and commitment to repurchasing from the company practicing social responsibility always and in the future.

6. Hypotheses

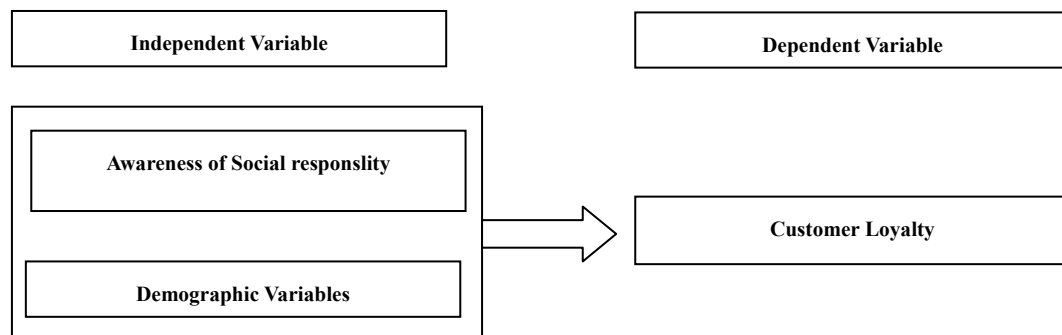
To explore the extent of Customer awareness of the social responsibility in telecom companies operating in Jordan and their loyalty toward the company, the study proposes the following set of hypotheses to be tested.

H01- There are no statistically significant differences at the level of ($\alpha \leq 0.05$) in Customer awareness of the social responsibility of telecom companies operating in Jordan according to the variables (the company that deals with them - age - the number of years of dealing with the company - the level of income).

H02- There are no statistically significant differences at the level of ($\alpha \leq 0.05$) in the loyalty of customers to telecom companies operating in Jordan according to the variables (the company that deals with them - age - the number of years of dealing with the company - the level of income).

H03- There is no positive correlative relationship of statistical significance at the level of ($\alpha \leq 0.05$) between customer awareness of the social responsibility of the telecom companies operating in Jordan and their loyalty to these companies.

7. Research Model



8. Literature Review

8.1 Corporate Social Responsibility Background

Corporate Social Responsibility involves that a business identify its stakeholder groups and incorporate their needs and values within the strategic and day-to-day decision-making process (Arasile et al., 2005b), therefore such needs and values become means of analyzing the inter-dependent relationships that exist between businesses, the economic systems and their communities. Such relationships vary in response to factors like market forces, globalization, consumer and civil society pressures, corporate objectives, etc. The activities of these firms are therefore very visible because of their global reach and brand recognition (Tanta, Kalim and Lee, 2008). As such, there is a higher incentive to protect their reputations and investments through Corporate Social Responsibility. The Corporate Social Responsibility activities in this sector are mainly focused on remedying the

effects of their business activities on the local communities, and on education customers, employees and the society as a whole, the firms operating in different sectors have often provided pipe-borne water, hospitals, schools, and such to advertise their responsible contributions. By providing highly engaging resources (Alafi et al., 2014) by building in strong connections with instructional needs, and by effectively marketing the resources, more and more companies are simultaneously meeting their own business goals associated with their involved social activity.

8.2 Customer Loyalty

Customer loyalty is the significant objective for any business, especially nowadays with a strong market competition financially, and it is considered a vital objective for business growth as well as an important basis for sustainable market competitive advantage (Chung, Yu, Choi & Shin, 2015). Loyalty is absolute customers commitment to the organization, which is not likely to be precious under regular situation (Maheshwari, Lodorfos, & Jacobsen, 2014, p. 16). The relationship between Customer loyalty and certain organization to the set of behavioral forms that indicator the motivation to increase spending on the organization's goods and services, positive word of mouth, and frequent purchases are expressed as customers loyalty (Kassim & Abdullah, 2010). Customers are very limited and available source of each business to have a direct impact on the business' profit level. Makienko (2012, p. 155) found that a 5% increase in customer loyalty could increase profits (Chen, Chang, & Lin, 2012; Singh, M. (2014) presented that 2% increase of customer retention the same effect as a 10% cost reduction. attitudinal dimensions of customer loyalty as mention.

(Colwell et al. 2009) indicated refers to the customer's objective to repurchase even if the organization has a bad image. Good range of the business to that they are loyal, also they are concerning for delivering sustainable profits (Chung et al., 2015). loyal customers' services could be achieved cost reduction also. This customers are less sensitive to price changes than others (Makienko, 2012). Loyal customers happily recommended goods and services they use to their friends by spreading positive word of mouth, which has more credibility and reliability than announcements or advertisements through media. Customer loyalty is influenced by numerous factors like price, service quality, and satisfaction (Singh, 2014).

8.3 Customers Awareness

Davis, Sajtos, and Chaudhri (2011) found customers' awareness will have an influence on making decisions for purchasing by way of brand connection, and when services possess sympathetic reflection, this will support marketing behavior (Keller, 1993). Customers' awareness of the brand has a huge effect due to the tendency of the customer to pay for well-known services (Thuy & Hau, 2010). Awareness can assist consumers to be aware of a brand from the services category and to make the decision to purchase (Kassim & Abdullah, 2010).

In addition, awareness when the customer has a great impact on selection and can have in the past regarded as a services category (Thuy & Hau, 2010). Furthermore, awareness plays a significant role as a vital aspect to the consumer purchasing intention, and specific brands will be gathered to consumers' mind-affecting consumer making a decision for purchasing. Moreover, when consumers are aware of the recognizable brand, it leads to a higher purchase intention and business accomplishment.

9. Research Method

The current study was based on the descriptive approach to its nature, objectives and questions, and the appropriate information was obtained through the study tools, namely: social responsibility and consumer loyalty.

9.1 Nature of Data

Primary data was collected from a well-structured questionnaire relying on Likert scales and secondary data were collected from Literature Review websites and annual reports of the telecom companies operating in Jordan also information collected from the literature.

9.2 Population Identified

The population for the present study is all the customers who entered the telecom companies operating in Jordan were have chanced to participate in the current study using a form of random sampling known.

9.3 Sampling Design

Customers dealing with telecom companies operating in Jordan and who know about CSR are the respondents of the current study. The study population is composed a sample of 380 customers simple randomly chosen was recruited and it is more appropriate to intercept them in the front of company branches themselves. Customers invited to participate were asked not to write their names on the questionnaires. The questionnaire also provided the

necessary introduction to the potential participants, this introduction explained the voluntary nature of the confidential survey. The current study recognize (Krejcie & Morgan, 1970) table set to determine the appropriate sample size at different levels based on the size of the study population and assuming that the margin of error allowed is 5%.

10. Analysis

Table 1. Sample distribution according to telecomm company they deal with

company	Frequencies	Percentage
Zain	95	25%
Orange	247	65%
Umniah	38	10%
total	380	100%

Table 1 shows that most of the respondents deal with Orange Company, where they numbered (247) customers which accounted for 65% from the total of the sample, followed by customers with Zain Company with 95 customers which accounted for, 25%), followed by Umniah (38), which accounted for 10%.

Table 2. Sample distribution according to the number of dealing years with the company

Number of years of dealing with the company	Frequencies	Percentage
Less than 5 years	76	20.1%
Less than 10 years	152	39.7%
Less than 15 years	118	30.9%
Less than 20 years	34	9.3%
total	380	100%

Table 2 shows that (39.7%) of the respondents deal with the company for less than 10 years, and less than 5 years by percentage (20.1%). Then the sample comes from dealing with the company less than 15 years, 30.9%), then the sample comes from deals with the company less than 20 years in percentage (9.3%).

Table 3. Sample distribution according to age category

Agecategory	Frequencies	Percentage
Less than 25 years	22	5.9%
From 25 - less than 30 years	110	28.9%
30 years and above	248	65.2%
Total	380	100%

Table 3 shows most of the sample was over 30 years old, with 248 respondents which accounted for 65.2% of the total sample, followed by those in the age group (25 - less than 30 years) (28.9%), followed by respondents aged less than (25 years) which accounted for 5.9%.

Table 4. Sample distribution according to incomecategory

Incomecategory	Frequencies	Percentage
Less than 300 JD	93	24.5%
From 300 JD - less than 800 JD	203	53.4%
800 JD and above	83	21.6%
Total	379	99.5%
Did not mention	1	0.5%
Total	380	100%

Table 4 shows most of the respondents their monthly income between 500 and less than 800 JD reached to (203) which accounted for 53.4%, followed by those in the income category (less than 300 JD) which accounted for (24.5%), and the group (800JD and above which accounted for (21.6%).

11. Study Tools

Two tools have been used in the current research:

CSR Tool (Amla Mohsen Ahmed Naji, 2011). The researcher modified some terms to suit the current study objectives, and measured the level of social responsibility awareness and the extent of the commitment of telecom companies to this responsibility. The standard consists of (16) terms, divided into four dimensions including:

1-Philanthropy responsibility; 2- Economic responsibility; 3- Legal responsibility; 4-Ethical responsibility

12. Reliability and Validity

12.1 Validity

The researcher verified the validity of the scale by calculating Pearson correlation coefficient between the mean of each term in each dimensions and the average mean of the dimensions. The SPSS program was used, and the Table 5 shown the details.

Table 5. Pearson correlation coefficients of customer awareness of the telecom companies operating in Jordan social responsibility

No. Item	Pearson correlation	sig	No. Item	Pearson correlation	sig
1	0.563**	0.01	8	0.589**	0.01
2	0.590**	0.01	9	0.654**	0.01
3	0.441**	0.01	10	0.683**	0.01
4	0.502**	0.01	11	0.714**	0.01
5	0.112	0.01	12	0.694**	0.01
6	0.433**	0.01	13	0.697**	0.01
7	0.464**	0.01	14	0.660**	0.01

As shown in table 5, expressions were associated with the total degree of the factors at the level of (0.01) except the number (5), which indicates the internal Validity of the dimension, meaning that each of the items of the scale have Validity to what was set for measurement in the current study.

12.2 Reliability

To measure Reliability of Customer awareness of telecom companies social responsibility, have been used Cronbach's Alpha coefficient and the results were as in table (6).

Table 6. Reliability of the customer's awareness of telecom companies operating in Jordan social responsibility (n = 380)

Dimension	No. Item	Cronbach's Alpha
customer awareness of telecomm companies social responsibility	14	0.833

Table 6 shows the coefficient of the customer awareness item for the social responsibility of telecomm companies (0.833) is a high coefficient.

13. Consumer Loyalty Scale

The current study which relied on a set of standards of loyalty for:

(Foster and Cadogan, 2000)-(McMullan, 2005)-(Pedersen and Nysveen , 2001)-(Soderlund, 1998)- (Wong and Sohal, 2003)- (Butcher et al., 2001)- (Wong, 2004) (Colwell et al. 2009)-(Thuy and Hau, 2010)-(Kassim and Abdullah (2010).

Where they designed a scale through it, consisting of (15) paragraph.

13.1 Reliability and Validity of the Scale

The SPSS program was used were found validity of the scale by calculating Pearson correlation coefficient between the score for each term of each factor and the total score which it belongs, as well as the coefficient of

correlation between each factor of the questionnaire and the total also.

Table 7. Pearson correlation coefficients for Customer loyalty to telecom companies operating in Jordan

No. Item	Pearson correlation	sig	No. Item	Pearson correlation	sig
1	0.666**	0.01	10	0.599**	0.01
2	0.633**	0.01	11	0.692**	0.01
3	0.635**	0.01	12	0.568**	0.01
4	0.634**	0.01	13	0.692**	0.01
5	0.565**	0.01	14	0.528**	0.01
6	0.565**	0.01	15	0.549**	0.01
7	0.575**	0.01	16	0.734**	0.01
8	0.561**	0.01	17	0.558**	0.01
9	0.567**	0.01			

Table 7 shows expressions were correlation with the total degree of the dimension at the level of (0.01) which indicates the internal validity of the dimension, meaning that each of the items of the scale have been validity.

Table 8. Reliability of the customer's loyalty of telecom companies operating in Jordan social responsibility (n = 380)

Dimension	No. Item	Cronbach's Alpha
Customer loyalty measure for telecom companies	17	0.892

Table 8 shows the coefficient of the customer loyalty item for the social responsibility of telecomm companies (0.892) is a high coefficient

14. Result and Discussion

14.1 Hypothesis Testing

To test H01-, calculates the variance analysis has been done to show the differences between the mean of the sample and obtain the results shown in tables (9), (10), (11), (12).

Table 9. ANOVA test for customers awareness of telecom companies social responsibility according to (company that deals with them)

Customer awareness of corporate social responsibility	Sum of square	D.F	Mean square	F	sig
Between group	1660358	2	830179	1.013	0.365
Within group	165020402	377	820201		
Total	166680760	379			

Table 9 there are no statistically significant differences between the mean of the respondents according to (the company that deals with them), where the level of significance (0.365) which is higher than accepted statistically error rate. This means that the company they deal with does not affect their level of awareness of their social responsibility. That is, customers' understanding of social responsibility and what telecomm companies operator in Jordana achieve a certain level is not affected by the type of company they are dealing with. That the company's implementation of social responsibility is what affects the level of customer awareness of the level of this application, regardless of the brand name of this company and the extent to which consumers deal with them.

Table 10. ANOVA test for customers awareness of telecom companies social responsibility according to (number of years of dealing with the company)

Customer awareness of corporate social responsibility	Sum of square	D.F	Mean square	F	sig
Between group	730849	4	180462		
Within group	165940911	375	830329	0.221	
Total	16668076	379			0.926

Table 10 there are no statistically significant differences between the mean of the respondents according to (number of years of dealing with the company). Where the level of significance (0.926), which is higher than accepted statistically error rate. This means that regardless of the number of years of dealing with the company, this does not affect the level of customer awareness of the level of social responsibility in telecom companies operating in Jordan, as their levels of awareness of social responsibility, despite the different years of dealing with these companies.

Table 11. ANOVA test for customers awareness of telecom companies social responsibility according to (age category)

Customer awareness of corporate social responsibility	Sum of square	D.F	Mean square	F	sig
Between group	220.16	3	730339		
Within group	164480744	376	820244	0.892	
Total	16668076	379			0.446

Table 11 shows there are no statistically significant differences between the average of the respondents according to (age category), where the level of significance (0.446) which is higher than accepted statistically error rate. This means that the level of customer awareness of the level of social responsibility in telecom companies operator in Jordan is the same and does not differ according to age groups.

Table 12. ANOVA test for customer's awareness of telecom companies social responsibility according to (income category)

Customer awareness of corporate social responsibility	Sum of square	D.F	Mean square	F	sig
Between group	1470462	4	490154		
Within group	16502.725	375	820928	0.593	
Total	16650.187	379			0.620

Table 12 there are no statistically significant differences between the averages of the respondents according to (income category). Where the level of significance (0.620), which is higher than accepted statistically error rate, this means that the level of awareness of the level of social responsibility in the telecomm companies operator in Jordan. That is, the level of income, whether high or low, does not affect the level of customer awareness of the level of social responsibility of the telecomm companies operator in Jordan that deal with it.

The result are shown in tables 9, 10, 11, 12 accepted the first null hypothesis (H01) There are no statistically significant differences at the level of ($\alpha \leq 0.05$) in Customer awareness of the social responsibility of telecom companies operating in Jordan according to (the company that deals with them - age - the number of years of dealing with the company - the level of income).

To test H02-, calculates the variance analysis has been done to show the differences between the mean of the sample and obtain the results shown in tables 13, 14, 15, 16.

Table 13. ANOVA test for customers loyalty of telecom companies social responsibility according to (company that deals with them)

Customer loyalty to telecom companies	Sum of square	DF	Mean square	F	sig
Between group	660134	2	33.067		
Within group	325120469	377	161.754	0.204	
Total	325780603	379			0.851

Table 13 there are no statistically significant differences between the mean of the respondents according to (the company that deals with them). (0.851), which is higher than accepted statistically error rate. This means that the levels of loyalty of customers to the telecom companies operating in Jordan are the same and not different according to the company they deal with.

Table 14. ANOVA test for customers loyalty of telecom companies social responsibility according to (number of years of dealing with the company)

Customer loyalty to telecom companies	Sum of square	DF	Mean square	F	sig
Between group	965.535	4	241.348		
Within group	31613.06	375	158.860	1.59	
Total	32578.6	379			0.198

Table 14 shows there are no statistically significant differences between the mean of the respondents according to (number of years of dealing with the company). Where the level of significance (0.198) which is higher than accepted statistically error rate. This means that regardless of the number of year of dealing with the company, this does not affect the level of loyalty of the customers of the telecom companies operating in Jordan as their levels of loyalty, despite the different years of dealing with these companies.

Table 15. ANOVA test for customers loyalty of telecom companies social responsibility according to (age category)

Customer loyalty to telecom companies	Sum of square	D.F	Mean square	F	sig
Between group	135.538	3	45.179		
Within group	32443.06	376	162.215	0.279	
Total	32578.60	379			0.841

Table 15 shown there are no statistically significant differences between the mean of the respondents according to (age category). Where the level of significance (0.841) which is higher than accepted statistically error rate. This means that the degree of customer loyalty to telecom companies operating in Jordan the same and does not differ according to age groups.

Table 16. ANOVA test for customer loyalty of telecom companies social responsibility according to (income category)

Customer loyalty to telecom companies	Sum of square	DF	Mean square	F	sig
Between group	195.118	4	0.65.039		
Within group	32353.571	275	162.581	0.400	
Total	32548.69	379			0.753

Table 16 shown there are no statistically significant differences between the mean of the respondents according to (income category). Where the level of significance (0.753), which is higher than accepted statistically error rate, which means that the degree of loyalty of the respondents to the telecom companies operating in Jordan, the level of income, whether high or low, does not affect the degree of loyalty of customers to these companies that deal with them.

The result are shown in tables 13, 14, 15, 16. accepted the second null hypothesis (H02): There are no statistically significant differences at the level of ($\alpha \leq 0.05$) in Customer loyalty of the social responsibility of telecom companies operating in Jordan according to (the company that deals with them – age - the number of years dealing with the company and income).

To test H03-, calculated the correlation coefficient between the customers' degree on the social responsibility level of telecom companies operating in Jordan and the ratings on the loyalty scale for these companies as shown in table 17.

Table 17. Pearson correlation coefficient between the customer awareness measure of the social responsibility and the measure of loyalty to the telecom companies operating in Jordan

	Customer loyalty to telecom companies	Customer awareness of corporate social responsibility
Customer awareness of corporate social responsibility	0.617**	1
Customer loyalty to telecom companies	1	0.617**

Table 17 shows there is a correlation at level (0.01) between the customer awareness of the social responsibility of the telecom companies and their loyalty to these companies. The correlation value (0.62) is positive strong. This indicates that the companies that are interested in social responsibility and have a certain level are aware of customers, Will have a direct impact on the degree of loyalty to these companies, the higher level of social responsibility, the higher degree of loyalty to these companies

This result is consistent with (Colwell et al. 2017) the define of social responsibility as a set of decisions and practices taken by the organization to achieve the desired objectives and values prevailing to the society, which are ultimately part of the direct economic benefits of managing the organization. And seek to achieve them as their strategies, and the most significant of these strategies win the loyalty of customer.

Also correlates with (Wahiba, 2011) that social responsibility is the result of changes in the society's needs; it has multiple benefits, which are represented by a number of dimension, foremost of which is customer loyalty.

The current study also consistent with (Ali, Rahim et al., 2011), which found a positive correlation and a statistically significant correlation between behavior and dimensions of social, moral, economic, and legal responsibility. Buying behavior is a general indicator of loyalty

15. Limitations of the Study

Numerous possible factors may limit the value of the results obtained in the current study. This section discusses the limitations of the present study.

The first limitation correlated to internal validity issues: (1) provide accurate information for completion the questionnaire while the respondents in their busy time (2) gain data on a controlled basis from respondents. Second, the number of respondents involved in the quantitative survey was (N= 380). However, data from three companies may not be general for all, specially the study population are huge but the current study recognize (Krejcie & Morgan, 1970) table set to determine the appropriate sample size at different levels based on the size of the study population and assuming that the margin of error allowed is 5%

16. Recommendations and Conclusion

Based on the findings of the e current study, There are no statistically significant differences at the level of ($\alpha \leq 0.05$) in customer awareness of social responsibility practices in telecom companies according to the variables (the company dealing with - the number of years of dealing with the company - age - income level). Also, There are no statistically significant differences at the level of ($\alpha \leq 0.05$) in the loyalty of customers toward telecom companies, and There is a positive correlation relationship of statistical significance at the level of significance ($\alpha \leq 0.05$) between the awareness of customers and the social responsibility of telecommunications companies and their loyalty to those companies. The following recommendation has been drawn:

- 1-Telecomm companies should keeping continues improvement to achieve a high level of social responsibility, in order to incorporate into their society as well as achieving greater loyalty from their customers.
- 2-Telecom companies should do necessary to raise the customers awareness level of social responsibility through the advertising and their front line employees.
- 3- Understanding, the fourth research streams of social responsibility, consist Social obligation, Stakeholder obligation, Ethics driven, and Managerial process for sustainability telecommunications companies
- 4- The telecommunications companies management should take into their account the companies objectivity, and its independence and having the ability to balance the interests.

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