

Abstract

This study aims to examine the components of corporate social responsibility of Thai mobile service providers (Mobile CSR) and its impact on creating customer loyalty. The study uses four components of CSR to determine corporate social responsibility of Thai mobile service providers, which consists of economic, legal, ethical, and philanthropic responsibilities. In addition, the relationship of the four corporate social responsibilities to consumer satisfaction and their impacts on enhancing loyalty are tested. A quantitative survey study is used to measure the framework.

The result shows that corporate social responsibility of mobile service providers consist of seven dimensions. Economic responsibility consists of four subdimensions: price fairness, service quality, network quality, and profitability to shareholders. The next three factors are: legal, ethical, and philanthropic responsibilities.

Factors that can create customer satisfaction are service quality, legal, philanthropic, price fairness, ethical, and network quality while profitability to shareholders is the only factor which does not enhance customer satisfaction. Ethical responsibility has the strongest positive impact on customer satisfaction while network quality component has the least influence on creating customer satisfaction. Furthermore, legal, philanthropic, price fairness, ethical responsibility, and customer satisfaction have positive impact on customer loyalty. The philanthropic responsibility has the highest impact on building customer loyalty. Surprisingly, the price fairness component has the lowest effect on customer loyalty.

The study also indicates that mobile service providers needs to create customer satisfaction through setting appropriate and fair price, providing superior quality service and network in order to support users, maintaining effectively customer privacy as well as following the legislations together with business transparency and generosity. All these enhance customer loyalty to maintain customers to have future usage. Moreover, company should communicate about the activities which relate to corporate social responsibility to the public in order to inform that the organization is not only maximizing profit but also concerning social

responsibility. This can make customers to repurchase with positive attitude to Thai mobile service providers and enhance long term customer loyalty.