

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Corporate Social Responsibility (CSR) is increasingly becoming an important way for companies to differentiate themselves from the competition. It is also a way for them to engage their stakeholders into doing meaningful things for the society. With the business scape changing so much over the last decade, and people having information about a company's non-core activities like never before, corporate social responsibility has now become an important strategic tool for any organization.

Scholars have been arguing both sides of the CSR issue, there are those who are in support of an organization participating in solving social problems, and there are those who don't think it's any of a company's business. It was a company's duties to look out for its shareholders, and not society in general. More recently authors suggest that it is in the company's best interest to be socially responsible. Firms that increase societal obligations and help society end up creating a new marketplace for their products and services (Carroll & Shabana, 2010) & (Drucker, 1984). With this in mind firms all around the world are embracing Corporate Social Responsibility and are treating it like one of their core functionalities. Considered a long-term investment, it can lead to numerous competitive advantages (Carroll & Shabana, 2010); (Kang, 2009); (KPMG, 2011); (Orlitzky, Schmidt, & Rynes, 2003).

1.1.1 Corporate social responsibility and the Nepalese context

Culturally, religiously and with similar socio-political background the Nepalese society have a lot of similarities with its Southern neighbor India. Most of our goals while dealing with poverty alleviation, education and development are also the same. With a royal family leading the way, and as a part of the culture Nepal has always been a giving society. Whilst the giving as a society can be traced back decades, the same cannot be said about corporate giving, or corporate responsibility towards society. Without a proper corporate structure in place, and having a lot of private enterprises, Nepal needs to develop better codes of conduct to be practiced, not just in CSR but also in corporate governance, etc. In the words of Chapagain (2008), Nepalese companies still believe that profit is their primary motive, while activities like CSR are optional. Nepal's

corporate history is relatively short. Plagued with labor strikes, lockouts, extortion, load-shedding Nepal is hardly the best place to start any industry. But in recent years there have been reforms in the industry sector, and with a growth in the consumption and demand, companies are again at a place where they can donate a portion of their profits to CSR initiatives. While still in its preliminary stages, companies in Nepal are embracing the need for CSR, not just as a way to benefit society but as a strategic tool to create brand value as well.

In summary, CSR is not an unknown phenomenon in Nepal. Companies have been well versed in the need to practice CSR and are engaged in CSR activities. These initiatives are helping them associate their brand names with positivity and societal change. A wide variety of CSR programs are in place, from education, to health and entrepreneurship development; but most of these initiatives are just superficial. Only time will tell how the implementation of these programs will help companies and the society in general.

1.1.2 Company background

Nepal is a small South Asian country with a population of 66 percent and has agriculture based economy with a Gross Domestic Product (GDP) of \$24.471 billion (World Almanac, 2017). The Nepalese economy consists of three main components, agriculture at 36%, services at 48% and industry at 15%, although there has been growth in the services sector, there has been a sharp decline in agriculture and industry (World Bank: Nepal at a glance, World Bank 2012).

Telecommunication service is considered determining means of communication in everyday life. In this age of science and technology, telecommunication services have played major role in overall development process of the country. In Nepal, Nepal Telecommunication Corporation (NTC) has been the sole Public Enterprise (PE) in telecommunication sector being one of the largest telecommunication organizations in Nepal. Over the years, NTC has been playing vital role on contribution of revenue generation of government of Nepal along with its wide ranges of services to the costumers across the country.

Historically, operating any form of telecommunication service dates back to 1973 B.S that more than a century ago. But formally telecom service was provided, specifically,

after the establishment of MOHAN AKASHWANI in 2005 B.S. Later as per the plan formulated in First National Five-year plan (2012-2017); Telecommunication Department was established in B.S. 2016. To modernize the telecommunications services and to expand the services, during third five-year plan (2023-2028), Telecommunication Department was converted into Telecommunications Development Board in B.S. 2026. After the enactment of Communications Corporation Act 2028, it was formally established as fully owned Government Corporation called Nepal Telecommunications Corporation in B.S. 2032 for the purpose of providing telecommunications services to Nepalese People. After serving the nation for 29 years with great pride and a sense of accomplishment, Nepal Telecommunication Corporation was dissolved and converted to Nepal Doorsanchar Company Limited from Baisakh 1, 2061. Nepal Doorsanchar Company Limited was registered with the Company Registrar Office on 2060-10-22 under company act 2053. However, the company is known to the general public by the brand name Nepal Telecom as registered trademark (Nepal Doorsanchar Company Limited).

Nepal Telecom was fully government owned and government controlled organization in past years. After the restoration of democracy in B.S. 2047, government adopted privatization policy in order to privatize state controlled enterprises. In the same way, “in an attempt to privatize the hundred percent state owned NT, the incumbent a leading telecom operator in Nepal, the government has decided to offload its holding in NT by providing 5% of total shares to employees of NT and 10 % of total shares to general public. It has a mission of establishing NT as a progressive, customer spirited and consumer responsive Entity that is committed to provide nation-wide reliable telecommunication service to serve as an impetus to the social, political and economic development of the Country. Specifically, it has a goal to provide cost effective telecommunication services to every nook and corner of country (Nepal Doorsanchar Company Limited). To achieve this goal, technologies best meeting the interest of its customers has always been used that are used in other advanced countries. The nationwide reach of the organization, from urban areas to the economically non-viable most remote locations, is the result of all these efforts that makes this company as one of the successful PEs in the country. Wide ranges services that include landline telephone, GSM service, internet services. Overall services from NTC have contributed for making the globe into a global village.(ntc.nat.com)

Corporate Social Responsibility (CSR) is increasingly becoming an important way for companies to differentiate themselves from the competition. It is also a way for them to engage their stakeholders into doing meaningful things for the society. With the business scape changing so much over the last decade, and people having information about a company's non-core activities like never before, Corporate Social Responsibility has now become an important strategic tool for any organization.

Nepalese companies still believe that profit is their primary motive, while activities like CSR are optional. Nepal's corporate history is relatively short. Plagued with labor strikes, lockouts, extortion, load-shedding Nepal is hardly the best place to start any industry. But in recent years there have been reforms in the industry sector, and with a growth in the consumption and demand, companies are again at a place where they can donate a portion of their profits to CSR initiatives. While still in its preliminary stages, companies in Nepal are embracing the need for CSR, not just as a way to benefit society but as a strategic tool to create brand value as well. In summary, CSR is not an unknown phenomenon in Nepal. Companies have been well versed in the need to practice CSR and are engaged in CSR activities. These initiatives are helping them associate their brand names with positivity and societal change. A wide variety of CSR programs are in place, from education, to health and entrepreneurship development; but most of these initiatives are just superficial. Only time will tell how the implementation of these programs will help companies and the society in general.

1.2 Problem statement

Government establishes PEs in different sectors aiming to serve its citizens. There are numerous PEs in Nepal such as Nepal Telecom, Nepal Oil Corporation, Food Management and Trade Company, Nepal Airlines Corporation, Agricultural Development Bank Ltd., Nepal Electricity Authority. Over years, most of the aforementioned PEs have been in loss; however, Nepal Telecom has been making profit. This might be due to its effective and efficient management system. Considering the progressive status, it is essential to be assessed that status and trend of the revenue generation as well as its participants the various types of corporate social responsibility in Nepal. With Corporate Social Responsibility becoming a more integrated part of business functions, it is important for companies to evaluate the effect they have on the reactions they create in terms of their market base. Not all CSR activities have

tangible returns for companies that partake in them, but for more companies to engage in CSR activities it is important for them to see the benefit. The factors used in this research have been adopted as measures of CSR in the Nepalese market place in context with the best target population to understand and evaluate those activities when making decisions. If there is no relationship between the independent variables of this research and the corporate reputation, then it can be concluded that the market is not at the point to where it is evaluating CSR actions as an indicator for corporate reputation decisions.

CSR is an accepted and effective concept for business to help solve societal problems and at the same time strengthen their core business activities. CSR is an important tool in increasing the goodwill of the company and eventually achieving profits to the company. This research mainly tries to solve the following questions.

- i. Is there any relationship between corporate social responsibility and brand image?
- ii. Is there any relationship between corporate social responsibility and corporate reputation?

1.3 Objective of the study

The objectives of this research are to identify the effects CSR has on brand related attributes of products and services and the corporate reputation of services in the Nepalese marketplace. The researcher intends to study the independent variables used in the study to see if the correlation or relationships developed from the framework can be adapted into a real life model, helping firms carry out meaningful CSR activities yet, having a tangible benefit for them from the investment in afore mentioned CSR activities. The objectives of the research are to study:

- i. To examine the relationship between corporate social responsibility and brand image.
- ii. To examine the relationship between corporate social responsibility and corporate reputation.

1.4 Hypotheses

Corporate reputation is influenced by different factors therefore: this study examines several independent variables which might effect to improve corporate social responsibility. Based on this hypothesis:

H1: Corporate social responsibility has a significant relationship with brand awareness.

H2: Corporate social responsibility has a significant relationship with brand loyalty.

H3: Corporate social responsibility has a significant relationship with brand satisfaction.

H4: Corporate social responsibility has a significant relationship with perceived service quality.

H5: Corporate social responsibility has a significant relationship with corporate reputation.

1.5 Rationale of the study

The research will help marketers better understand the relationships between strategic CSR initiatives taken by companies, and the effect of their importance on the perception of the companies in public spaces. Many studies have been carried out on CSR and its effect on consumer perception, its relationship with financial performance, and corporate reputation. Most of these studies have been conducted in western societies where the development and history of both corporations and CSR is long. In Nepal where corporate culture is still new, and there is a shift from an agricultural economy to a service economy the findings of this research will benefit managers, researchers, scholars in crafting CSR policy as well as providing necessary tangible numbers to extend the amount invested in CSR activities.

Nepal Telecom, whose CSR and services are being used as a platform for this research will benefit from the results as a means to gain insight into one of their most important customer demographics. It will help Nepal telecom focus its CSR spending and help them with changing strategy such that CSR is included as a business process and not as an add-on.

1.6 Limitations of the study

While conducting any kind of research, there are a certain number of limitations that will ultimately effect the final outcome and the effectiveness of the study. In the process of this research, one of the important limitations to have affected the study is the time constraint. The researcher feels that in order to make a more in-depth and conclusive study the time frame should be enhanced. With only a limited time, the research that could be done to access the effectiveness of the selected dependent and independent variables studied in the research. With a longer timeframe, the researcher believes that

more variables could be added to the framework to make it more precise than it already is. The circumstances under which the study will be carried out can be called a limitation as well. Data is collection through self-administered questionnaire. Data collection from the individual understanding of the respondent. Respondents may provide wrong information.

- i. There is chance of response errors because of factors such as unawareness of the respondents, hesitation of respondents, misinterpretations, etc.
- ii. The researcher is limited the research to available literatures and observations for theoretical and general part of this study.
- iii. The study has a geographic limitation as the survey was conducted only on customers who live in Kathmandu valley.

1.7 Chapter plan

This study has been divided into five chapters. They are Introduction, Literature Review, Research Methodology, Data Analysis and assentation, Summary and Conclusions.

Chapter I: Introduction

Introduction chapter gives a brief outline of the topic of the study. This chapter states the background of the research studies, research problem statement and clarifies the objectives, significance and limitations of this study.

Chapter II: Literature review

This chapter includes reviews of previous writing, studies, and related literatures that are relevant to the problem being explored, and within the framework of the theory structure. Selected variables and proposed conceptual framework are also presented and discussed in his chapter using the previous research, articles and university publications. Likewise, a conceptual framework of this study is also provided in this chapter.

Chapter III: Research methodology

It includes all the topics describing how the entire data is collection and designed to carry out the entire tasks of the thesis report work. It basically defines: what research design is used for the research, what methods and tools is used to gather data from the respondents and what is the data processing and analysis procedure and the

methodology used for the study. Also the validity and reliability of the variables are examined in this chapter.

Chapter IV: Result and discussion

This chapter first defines the type of analysis used to process the data gathered for the research. Then it identifies the degree of relationship between various independent variables and dependent variables being identified for the study. Basically, this chapter analyses various data gathered and tried to find out relationship between factors identified for the research with the help of various statistical tools. The results help in concluding the research and interpreting results of the research.

Chapter V: Summary and conclusion

Finally, this chapter summarizes the whole research finding and appropriate recommendations are forwarded on the basis of the conclusion of the research. It comprises of summary, conclusions based on research question and the chapter ended with the recommendations. This chapter is based on the interpretation and findings of the results.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter the researcher will discuss the definitions and theories related to the independent and dependent variables. The researcher will further look into the relationships that exist between the independent and dependent variables. Finally, the chapter will be concluded with a summary of previous empirical studies carried out on the subject matter.

2.2 Theoretical review

Corporate social responsibility

Corporate social responsibility (CSR) is increasingly becoming a high profile concept and has a great deal of strategic importance to companies. Up to 90% of fortune 500 companies now have and mention having CSR initiatives on their websites and literature (Kotler & Lee, 2004) (Lichtenstein, Drumwright, & Braig, 2004). Companies are engaging in CSR activities different forms, which could be cash donations, in-kind donations, cause marketing and employee volunteering programs.

The term CSR seems to be a new word and a new concept to the corporate world today, but, literature reveals that the concept of CSR has been in existence for several decades and the definition of each decade has supported and evolved the concept of CSR known today.

Between the 1920's and the 1950's, there were several definitions of the term that were coined. Windsor (2001) professes, since the 1920's business leaders have been a part of some of the conceptions of responsibility and responsiveness practices. Other arguments have been made that it started in the 1930's. Meick Dodd in particular cited that it was the community that held the corporations in trust (Boatright, 1924). Bowen in 1953 conceptualized CSR as an obligation borne by the corporation towards the society (Maignan & Ferrel, 2004). Carroll, one of today's foremost researchers and academics on Corporate Social Responsibility has elevated Bowen's status and has called him the 'father of corporate social responsibility' (Carroll, 1999). The 1960's are not that favorable towards the concept of CSR as the decades that preceded it. The

concept of CSR gained a lot of attraction in the 1970's. In 1971 the United States Committee for Economic Development described CSR as a concept related to products, jobs, economic growth aimed at improving the social environment of the firm (Committee for Economic Development., 2003) The CED model for CSR is often described as an important step in the evolution of CSR. Eells and Walton further described CSR as a representation of the concerns of the needs of society beyond the economic, and since business system of today exist in society, CSR represents business' role in supporting and improving the said society (Eells & Walton, 1974).

The 1980's, during processes of defining and refining existing definitions of CSR, a lot of research was done on the subject leading to the emergence of splintered concepts such as public policy, business ethics, stakeholder theory, corporate social performance (Carroll, 1999). CSR as a prominent tool for sustainable development emerged in this decade. It was in the 1980's that the concept of sustainable development was conceptualized and the world conservation strategy was developed.

Theories related to the corporate social responsibility

American and European theories on CSR are greatly different. In the USA traditionally, CSR has been defined as a philanthropic model in which companies give back a certain share of their profits to charitable causes. The European model on the other hand is more focused on operating all core business activities in a manner, which is more responsible towards society. Bergkamp (2002) has described CSR as a concept in which companies voluntarily decide to help in bettering society. The definition of CSR has been conceptualized and changed according to the context of the business and the society in which business operates. The following are theories put forth by researchers, which are most relevant in the understanding of Corporate Social Responsibility.

CSR pyramid

After debating for years the legal and economic responsibilities of a corporation, Archie Carroll in 1979 conceptualized a pyramid for CSR, which included economic and legal as well as the ethical and discretionary (philanthropic) responsibilities of a company as well. The main point behind Carroll's concept was that businesses had to address the entire spectrum of obligations to both the society it operates in and the shareholders towards it is beholden. Carroll's pyramid is depicted in figure 2.1.

Figure 2.1 CSR pyramid



Source: Carroll (1996)

Source: Carroll and Pinkston, *Journal of Business Ethics*, (1996), pp 199-206

The economic responsibility

The most important responsibility of a firm towards its stakeholders is to make money. Before setting forth any other goals a firm must work towards its basic and most important goal, which is to generate economic wealth for its shareholders. All other responsibilities of a firm lay in balance of the results of this one responsibility, without economic responsibility the firm will most certainly perish.

The legal responsibility

Although a firm's principle responsibility is to make profit, the sound most important responsibility of a firm is to follow the rule of the law while doing so. Firms are expected to follow the rules and regulations of the land at all times, and are expected not to skirt, curtail or break the law even if the repercussion in doing so is much lower than the income to be generated from it. Businesses are expected to fulfill their end of an unwritten social contract, holds them responsible to pursue their economic goals within the framework of the law.

The ethical responsibility

Ethical responsibility of a firm outlines that a firm is expected to do what is right even when the law does not require it. In certain countries and conditions, the law does not state the ethical treatment of workers, the disposal of poisonous waste etc., but firms are expected to do the right thing in this context and be socially responsible. Business ethics movements have made this an important CSR component, which shares a dynamic relationship with the legal responsibility of a firm.

The philanthropic responsibility

Firms are expected to contribute to a society's projects even when they do not match the goals of the firm. It is in this instance that firms are to act as corporate citizens and engage in activities that are beneficial for the larger society and not just the business society that firms deal with. The order of the pyramid is from bottom to top. A firm that cannot generate profit or income cannot be expected to engage in philanthropic needs of the society.

In the case of Nepal as a whole, Philanthropic responsibility is the one that is most easily seen. Due to the country's topographic makeup it often finds itself in natural disasters and corporations and companies are always giving in cash and kind to help those in need. The government also follows the same rule of thumb and only looks at philanthropic responsibility. The scope of Corporate Social Responsibility in Nepal is not yet defined, thus, companies are free to do as much and/or as little as they want.

Stakeholder theory of corporate social responsibility

Companies are being expected not just to be serving the interests of their shareholders but in a larger scope, the interests of their stakeholders too. In case of the stakeholder theory of corporate social responsibility, companies are expected to show the same ethical standards in all the countries they operate (Pilkington & Carroll, 1994). As there is more and more stakeholder involvement in the running of companies, especially transnational companies; companies are expected to fulfill their economic, legal, ethical and philanthropic responsibilities whilst keeping an eye on what they stakeholders want (Sen & Bhattacharya, 2001). In modern age company is considered as a member of society, so they have an inherent responsibility towards the following stakeholders of society.

Shareholder / owners / investors

Company has responsibility towards shareholders and investors or owners. The company has to take care of the maintenance of the value of their investments providing them fair return on shares.

Workers / employee

Workers are the assets to a corporation / company. If the management offers an appropriate monetary salary and various incentives salary to them, they will be motivated to work effectively and efficiently. This is an obligation of company arising out of social responsibility to works (Kamik, 1976).

Consumers

Company also has a responsibility toward consumers. The consumers have a right to get standard product as right price at the right time. Company has a duty to produce standard goods and service and provide them to consumer at a right price and right time.

Society

Corporations have responsibility towards the society, where the Corporations are located; service to community can be accomplished by donations to social educational institutions, charitable institutions, hospital, sport and others social welfare institutions. Besides this, a company should participate in solving the social problem like poverty, educations, overpopulation, environmental degradation and unemployment etc. In USA companies have donated millions of dollars for the benefit of the disadvantaged section of society (Dolan, 1998).

Environment

Company has also a responsibility towards environmental protection. Like global warming, environmental pollution has become a burning problem in developing and developed countries today. The companies are the contributors of pollution, so they are required to contribute for mitigation of pollution problem. Companies have to take necessary preventive and remedial measures to address environmental problems. Major corporations are under a society duty to help devise and follow some strategies to eradicate environmental pollution (Kerry, 1998).

State

Company is responsible to the state as well as authority and legal entity to pay fair tax and other contribution in accordance with law. The company has to perform its duty observing the laws and regulations in business activities. Companies must not indulge in malpractices and illegal activities and should not avoid tax paying responsibility. It has a duty not to bribe and push officials in corruption for the benefits of the company. It must contribute the state in promoting social stability, development and progress. These are the main theories related to corporate social responsibility, additional information regarding the timeline of theories related to corporate social responsibility can be found addressed in the next section.

Table 2.1 Chronologies of corporate social responsibility theories

Title of research	Key ideas	Representative author
Roots of business responsibility	Business leaders must become involved in public and social affairs beyond economic scope of company	Dempsey, 1949
Social responsibilities of the businessman	Obligations of a businessman other than economic	Howard R. Bowen, 1953
Social responsibilities of business: company and community 1900-1960	How businessmen have defined and embraced CSR over sixty years	Morell Heald, 1970
	Corporate social responsibility and corporate social responsiveness, corporate accountability	William Frederick, 1986
Pyramid of corporate social responsibility	Four responsibilities, discretionary, ethical, legal and economical	Archie B. Carroll, 1991

21st Century CSR	Business practices, including environmental management systems, human resource policy and strategic investment for a sustainable future.	Orgizek, 2001
	Employee relations and diversity programs, ethical materials sourcing, product design, marketing programs, the environment, human rights, and corporate governance	Kinder, Lydenberg, Domini, 2004

Perceived service quality

Today, the quality of service has become an important determinant measuring the success of industries. Service quality has always been associated with consumer's perception of a service and their satisfaction derived from said service. Oliver (1997) describes customer satisfaction as a judgment on a product or service, after favorable consumption, and goes on to describe service quality as the difference between the expectations of service and their perceptions of the service provider. According to Oliver's description, it can be said that if the experience is better than the expectation of service, that service is deemed excellent, if customer's expectations and service experience are the same, then the service is termed as good, but if the expectations of service are higher than the experience of the service, then the service is deemed poor. Asunonteng et al. (1996) stated that service quality is the difference between the expectations of a service before it is encountered compared to the perceptions of the service after its encounter. Early definitions of service quality are circled around the terms expected service and perceived service. Grönroos (1984) had proposed a two dimensional approach to service quality, namely technical quality and functional quality.

While technical quality is understood as the result attained from the service, the functional quality is defined as the process of how the service was delivered. Among the new theories related to service quality, the SERVQUAL model is one of the most

used. Conceptualized by Parasuraman *et. al.* (1988), the SERVQUAL model has five dimensions' reliability, responsiveness, assurances, empathy and tangibility compared to an earlier two. The model incorporates the differences felt in the expectation of customers and the service performance perceptions held. Rust and Oliver (1994) developed a new model for service quality with three dimensions, the service product, the service environment and the service delivery. The service product is defined as the primary undertaking purchased by the consumer. The service environment, which is the physical locations where the service is delivered. The service delivery i.e., what customers actually get when the service is purchased.

While businesses use service quality as a measurement of their performance, consumers see service quality as the difference between what they want, what they expect and the actual service they encounter. This experience of the consumer determines if the services provided by the business are matching the consumer's expectations, thus determining the performance of the business. Perceived quality is the customer's judgement about an entity's overall excellence and superiority (Parasuraman, Zeithaml, & Berry, 1985). Izogo (2015) defined perceived service quality from the managerial point of view when he noted that "managing perceived service quality means that the firm has to match the expected service and perceived service to each other so that consumer satisfaction is achieved". Thus, perceived service quality is a key indicator of performance.

According to Ladhari and Leclerc (2013), one of the key ways through which telecommunication firms can differentiate themselves from competitors and create customer loyalty is to provide superior service quality. Service quality enables organizations to survive in competitive markets (Reichheld & Sasser, 1990). Hence, the components or dimensions of perceived service quality ought to be clearly defined in measurable terms to enable firms to monitor service quality over time, compare performance with that of competitors and compare performance between different branches within a company or even service performance within the industry (Izogo & Ogba, 2015).

Brand image

Aaker (1991) defined a brand as a unique identity of a seller or sellers of goods and services, which can be a name and/or a symbol, which differentiates company's offerings to that of its competitors. According to Hsieh & Li (2008) strong brand image does create a superior brand messages of a particular brand over the rivalry brand. Consequently, customer's behavior will be affected and determined by brand image (Burmam, Schaefer, & Maloney, 2008). Consumers employ a product's brand image in deriving overall perceptions of the specified product, a product with higher brand image may be inferred by consumers as product of superior quality and value (Richardson, Dick, & Jain, 1994). Furthermore, Jacoby et al. (1971) conduct an experiment research and have discovered that consumers' perception of quality and value are significantly affected by brand image.

Brand Image is defined as by the American Marketing Association (AMA), the perceptions and reflections of a brand in people's lives. Its people's emotions combined with their belief of what the brand ought to be (AMA, 2010). Brand Image is considered a reflection of the past performance of the business put together with the present situation feelings of the population in the target market in which it operates.

Brand image is the part of brand equity that influences a customer from their point of view, and thus is considered the most important part of Brand Equity. Brand image is inclusive of four components, namely Brand Awareness, Brand Loyalty, Perceived Quality and Brand Satisfaction (Naqvi, S.M.M.R., Ishtiaq, Kanwal, & Ali, 2013). In marketing literature great attention is focused on brand image which is studied from two: companies and consumer's perspectives.

The approach of a company is directed towards the improvement of marketing activity, connected with strategies of positioning and retaining of a positive brand image. Consumer's approach is based on consumer's attitude towards the interpretation of brand image and brand equity. The importance of brand in the market is influenced by company's ability to evaluate the fact how consumers interpret the image of brands and company's ability to manage the strategy of brand positioning, adequately revealing brand's equity to a consumer (Kotler, 2001). Brand associations consist of brand image, brand knowledge and brand awareness (Keller & Aaker, 1998). He further says that brand associations include perceptions of brand quality and attitude towards the brand.

Keller (1993) defined brand image as “perceptions about a brand as reflected by the brand association held in consumer memory”. These associations refer to any brand aspect within the consumer’s memory (Aaker, 1996). Basically, brand image describes the consumer’s thoughts and feelings towards the brand (Roy & Banerjee, 2007). In other words, brand image is the overall mental image that consumers have of a brand, and its uniqueness in comparison to the other brands (Faircloth J., 2005). Brand image comprises a consumer’s knowledge and beliefs about the brand’s diverse products and its non-product attribute. Brand image represents the personal symbolism that consumers associate with the brand, which comprises of all the descriptive and evaluative brand-related information (Iversen & Hem, 2007). When consumers have a favorable brand image, the brand’s messages have a stronger influence in comparison to competitor brand messages (Hsieh & Li, 2008).

Therefore, brand image is an important determinant of a buyer’s behavior (Burmam, Schaefer, & Maloney, 2008). In the B2B market, brand image also plays an important role. Brand image can be defined as the reasoned or emotional perception a consumer attaches to specific brands and is the first consumer brand perception that was identified in marketing literature. Brand image consists of functional and symbolic brand beliefs. Brand image, is the totality of consumer perceptions about the brand, or how they see it, which may not coincide with the brand identity. Companies have to work hard on the consumer experience to make sure that what customers see and think is what they want them to, thus highlighting the notion of brand identity. Brand identity is “the strategically planned and operationally applied internal and external self-presentation and behavior of the company” (Blombäck, 2005).

Brand identity is a vague but vital aspect of a company and now is considered to be one of the most important factors in the strategic positioning of products in the minds of the consumers (Bounfour, 2002). A brand tries to establish a coherent perception of the company for its different stakeholders and reflects a good corporate reputation in the eyes of the general public (Hatch & Schultz, 2003). Nevertheless, the single most important public of a brand is its end consumers, who are drowning in the overwhelming abundance of brands and brand communication. A favorable brand image would have a positive influence on consumer behavior towards the brand in terms of increasing loyalty, commanding a price premium and generating positive

word-of mouth (Martenson, 2007). Marketing studies argue that brand image is an important factor affecting brand equity (Biel, 1992). Faircloth (2001) also found that the more positive the brand image, the more consumers are willing to pay and thus the greater the brand equity.

A brand image can be an association set and is usually organized in some meaningful way (Aaker, 1991). Keller (1993) has argued that if a brand's image is related to association (e.g. attribute and attitude), the brand's association gains, favorable strength and uniqueness in the mind of the consumer. A positive brand image is created by marketing programs that link powerful and unique associations to a consumer's memory of the brand (Keller & Aaker, 1998). That is, brand image can create associations that elicit positive feelings and attitudes towards the brand (Porter & Claycomb, 1997).

Corporate reputation

The importance of intangible assets has grown quickly to create market entry barriers, to foster customer retention and of course to strengthen competitive advantages (Schwaiger, 2004). Early research on topics related to corporate reputation started with work on corporate image, corporate identity, and corporate personality. Between the 1950s and the 1970s the focus was primarily on the image that external stakeholders held of a firm or store and the graphic design elements were often central. During the 1970s and early 1980s strategy moved to center stage and corporate identity and corporate personality became salient (Caruana & Chircop, 2000). Since the late 1980s the focus has shifted to corporate reputation, which reflects not only the current image of the firm, but also its past behavior. In the 1990s, the literature also explored links between corporate brand management and reputation. It can also be seen as the outcome of a competitive process in which firms signal their essential characteristics to constituents to maximize social status (Spence A., 1974).

Fombrun (1996) defines corporate reputation: "is a perceptual representation of a firm's past actions and future prospects that describes the firm's overall appeal to all of its key constituents when compared with other leading competitors". Black and Carnes (2000) add corporate reputation seen as representative of public's cumulative judgements of firms over time. It is internally developed over a period of time and is not readily transferable to other parties.

Fill (1999) express that the firm's reputation represents a set of deeply held images and adds that "this concept refers to an individual's reflection of the historical and accumulated impacts of previous identity cues, fashioned in some cases by near or actual transactional experiences". Herbig and Milewicz (1995) define reputation as "the estimation of the consistency over time of an attribute of an entity. This estimation is based on the entity's willingness and ability to perform an activity repeatedly in a similar fashion. An attribute is some specific part of the entity-price, quality and marketing skills". The definitions offered of the corporate reputation fall into two schools of thought: The Analogous School of Thought; the Differentiated School of Thought.

The analogous school perceived the corporate reputation as synonymous with the corporate image. It has been suggested that this school is largely supported by early writings in the field throughout the 1960s and 1970s. The reasoning for this is that the corporate image was a more fashionable area for research during this period. Reputational content of the corporate level of reputation may be derived from the inside and the outside of a firm's boundaries. Spence (1974) states that 'the outcome of a competitive process in which firms signal their key characteristics to constituents to maximize social status'. Corporate reputation perceived as the net perceptions of a firm's ability to meet the expectation of all its stakeholders. In general, the reputation of a firm perceived as the strong relationship between the customers and the firm, which viewed as client relationship building. That considered being an important element that contributes to successful firm (Hebson, 1989); (Howard, 1998); (Fombrun C., 1996). Schweizer and Wijnberg (1999) and Howard (1998) indicate that corporate reputation has been classified as a component of a firm's pool of resources. Therefore, an exceptional reputation should enhance the well-being of any firm, it will separate and distinguish the firm from its competitors.

According to Caruana and Chircop (2000), Fombrun (1996) the definitions of corporate reputation have considered four main elements: corporate reputation represents the net effective or emotional reaction based on the overall estimation in which a firm is held by its constituents. The object specific components based on the facts that the firm is well known: good or bad past actions (Brown, 1995). At this point corporate reputation is defined as a set of economic and non-economic attributes ascribed to a firm and

inferred from the firm's past behavior (Weigelt & Camerer, 1988). Information cues actions that result from direct and indirect experiences and information received (Fombrun & Shanley, 1990).

Corporate social responsibility and brand image

Nowadays, customers have influential CSR expectations on companies and this influence is growing stronger due to the increased importance of CSR. As mentioned earlier, customers have expectations on the value system (which includes both emotional and social values) (Popoli, 2011). Brands based on emotional values are more protected from competitive erosion (Martínez, Pérez, & Rodríguez, 2014). CSR can be seen as an emotional aspect of brand image which enhances a company's competitive advantage (Martínez, Pérez, & Rodríguez, 2014). If a company's positioning strategy is based on its' CSR activities, the core values are permeated by the core values of CSR (Du, Bhattacharya, & Sen, 2010). One outcome of integrating CSR into the marketing strategy is to insure the brand from attacks (Werther & Chandler, 2005). This means that CSR can work as a "damage insurance" to protect the brand. A company with a strong brand is less likely to have problems with e.g. reputation (Casado-Díaz, Nicolau- González, Ruiz-Moreno, & Sellers-Rubio, 2014). When CSR is communicated, it becomes a strategic branding tool to manage customer's expectations (Werther & Chandler, 2005).

Du, Bhattacharya & Sen (2007) state that CSR initiatives form a positive customer's attitude and behavior. This in turn strengthens the company's brand image, which is one of the main reasons for the company to engage in CSR activities (Du, Bhattacharya, & Sen, 2007) (Swedish trade federation, 2014). CSR and brand image are strongly linked to each other. CSR is becoming a core component that affects brand image in a positive way and is therefore considered to be a strategic necessity, rather than something that only contributes to the customer's social value (Salmones, Crespo, & Bosque, 2005); (Cretu & Brodie, 2007) ; (Werther, Jr, & Chandler, 2005) ; (Idowu & Leal Filho, 2009); (Wu & Wang, 2014). Casado Diaz *et. al.* (2014) state that customers favor companies that are involved in CSR. When customers perceive a company as socially responsible, they will be positively influenced when evaluating the service quality. Customers assume that social responsibility is linked to high service quality

and may therefore use CSR information to decrease the uncertainty of a service (Casado-Díaz, Nicolau- González, Ruiz-Moreno, & Sellers-Rubio, 2014).

Martínez, Perez and Rodriguez del Bosque (2014) state that CSR has a positive influence on brand image which in turn engages the customer in brand loyalty. Furthermore, the authors show that a strong brand image increases the word of mouth and the purchase intentions in a positive way (Martínez, Pérez, & Rodríguez, 2014). However, it is important to effectively communicate the company's CSR actions to increase the customers' awareness and attitude, in order for them to develop a strong brand image (Martínez, Pérez, & Rodríguez, 2014). The service industry is the fastest growing sector and, as mentioned previously, even product-based companies are to some extent developing their businesses into service businesses. Consumers today have more knowledge of sustainability and an increased awareness of companies' actions which means that CSR has gained influence. Meanwhile, brand image is becoming known as one of the most important marketing components. Still, the number and the scope of the research on how the different CSR dimensions influence brand image is limited and needs further investigation.

Naqvi et al. (2013) conducted a study on the Impact of Corporate Social Responsibility in different FMCG's in Pakistan. The findings show significant relationships exist between corporate social responsibility and brand image, which consists of brand awareness, brand loyalty, and perceived quality and brand satisfaction.

Corporate social responsibility and corporate reputation

Many theoretical and empirical studies have demonstrated that CSR has a significant positive effect on the corporate image of a company. For instance, Turban and Greening (1997) indicate that independent dimensions of corporate social performance are positively related to firms' reputation. Similarly, Siltaoja (2006) suggests that companies that maintain ethical behavior as part of the CSR and not compromise on their license by engaging in wrong activities to gain profitability in the short term are able to enhance the corporate image. According to Abdullah and Aziz (2013), initiation and effective management of CSR programs is important for a company because it shapes the corporate identity of the company and strategically ensures the achievement of the ultimate business asset-corporate reputation in the long term. Fombrun & Shanley

(1990) suggest that a level of corporate charitable donations is associated positively with corporate reputation. Quevedo-Puente *et al.* (2007) puts it this way; there is no controversy that CSR influences firm's reputation. McWilliams *et al.* (2006) argue that CSR can be considered a form of strategic investment because it contributes to the building and sustaining of corporate reputation. Kwarteng *et al.* (2016) have documented that sustainability constructs (economic, social and environment) have a positive impact on the corporate image. Thus, the implementation of CSR programs helps to build a positive reputation and brand image of a company, and Porter and Kramer (2006) suggest that many companies use reputation to justify social actions.

Brammer & Millington (2005) analyzed the determinants across industries of corporate reputation of large UK companies. They find that companies with higher levels of philanthropic expenditures are perceived as more socially responsible and enjoy stronger reputations than those with lower expenditures. Lai *et al.* (2010) find the relationship between CSR and brand performance is partially mediated by corporate reputation. This implies that buyers' perceptions about suppliers' CSR initiatives positively relate to corporate reputation. Ker-Tah Hsu (2012) finding suggests CSR initiative enhances corporate reputation along with brand equity and customer satisfaction. advertising effect of CSR initiatives on corporate reputation is only informative, managers should employ CSR initiatives to build corporate reputation without expecting to build policyholder numbers in the short term. In other words, managers should invest in CSR only for CSR itself without any other purpose when building corporate reputation. Similarly, Famiyeh *et.al.* (2016) examined the impact of CSR on firm's reputation, the result revealed CSR initiative does enhance the firm's reputation as well as their overall performance in terms of profit, sales growth and market share.

2.3 Empirical review

2.3.1 Review of journal articles

The government requires enterprises to have adequate corporate social responsibility (CSR) and as such must prepare CSR reports to detail the avoidance of improperly obtained profits. Selling price is no longer the sole factor of purchase behavior to ensure that customers acquire better goods and a higher quality of service. The corporate image of enterprises within an industry has become the key factor of purchase behavior.

Therefore, the implementation of CSR will not only affect corporate image, but also affect customer satisfaction and loyalty. This paper attempts to investigate whether or not CSR serves to enhance corporate image, customer satisfaction and loyalty in the telecommunication industry. After the questionnaire process was completed, regression studies were used to test the hypotheses. The results show that the implementation of CSR in the telecommunication industry has a positive impact on corporate image, customer satisfaction and loyalty (Hsu, 2018).

This study, first, aims to trace the evolutionary path of definitions and perspectives on corporate social responsibility (CSR) particularly during the last fifty years or so and then examine the Nepalese financial service and manufacturing sector managers' strategic and moral views on CSR. Besides, it also seeks to measure the CSR performance of companies and examine the relationship between management views on CSR and actual CSR performance. The study finds that the trend on CSR thinking has moved from philanthropy to better stakeholder relations and competitive/strategic advantage of organizations and even nations. In Nepalese context, however, the moral view on CSR is stronger than strategic view on CSR. Likewise, the actual CSR efforts are not as greener as the views are. Responsibility towards government seems to be highest and the responsibility towards society is the lowest in both the sectors. Analysis also reveals that overall CSR performance of companies is much more correlated to the moral view on CSR than to the strategic view on CSR. In this context, the government, pressure groups and other stakeholders are also required to further encourage socially responsible corporate behavior for more equitable and just society (Chapagain, 2012). 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 (Alam & Rubel , 2014).

This empirical study examines the current CSR practices of Telecom organizations in Bangladesh such as Grameenphone Ltd, Banglalink, and Teletalk Bangladesh Ltd. It documents the common people's perception and evaluation about the CSR practices of telecom industries in Bangladesh. By focusing on the current boom of mobile operators and their ever increasing subscribers in Bangladesh, this paper further analyzes what has currently been practiced as part of CSR activities and what ordinary people think and evaluate these practices. Such analysis will reveal the rhetoric vs. realities of CSR practices of the booming telecom industries in Bangladesh with millions of subscribers and billion-dollar revenue earnings each year. Although CSR practices have been considered as part of a major business ethics globally, this paper documents a very glaring picture of such practices in Bangladesh. Many common people just believe that CSR practices are just cosmetic, rhetoric, and in paper only without any substantial impact in real life. This paper highlights some expectations of the common people from the telecom organizations in Bangladesh, thereby suggesting some propositions for further strengthening their CSR activities. Methodologically, this study has incorporated views from different stakeholders and beneficiaries of telecom industries in Bangladesh. A mixed method, using both qualitative and quantitative techniques has been adopted to have desirable outcomes. This study suggests that a real sharing of revenue earned from telecom industries through CSR activities may contribute towards a more livable, sustainable and equitable society (Sarker, 2014).

CSR has been outlined as voluntarily additional legal duties of organization to serve environment and community. This voluntarily actions of corporate help them to develop reputation in forms of brand loyalty and good image in the mindset of consumers. The present study examines how corporate social responsibility (CSR) is related to the reputation of Indian business. Perceptual data on CSR towards business reputation were collected from 100 rational consumers through primary data - questionnaire survey. Hard data on financial performance (FP) of the companies were

obtained from secondary sources. A questionnaire for assessing CSR was developed with respect to most important stakeholder – Customers. A composite measure of CSR was obtained by aggregating survey questionnaire. The study confirms that socially responsible firm maintains ethics and earns reputation which improves financial performance (Yadav, 2014).

This study explores the relationship between corporate social responsibility and corporate reputation in the context of Pakistan. Interest of business organizations in CSR has increased significantly in recent years. The notion of CSR has not only received academic attention but it is becoming mainstream practice for business organizations all round the world. However, in the context of developing countries like Pakistan dimensions of CSR are still under explored. In this research, we took only one outcome of CSR i.e. corporate reputation. To achieve the objectives of this research, survey method was used in which data was collected through questionnaire. Cement industry of Pakistan has been taken as unit of analysis. In this research, four dimensions of CSR have been studied: environment oriented responsibilities, customer oriented responsibilities, community oriented responsibilities, and legal responsibilities. The collected data was analyzed with the help of inferential statistics. Results of this study show that there is a strong relationship between CSR and corporate reputation in cement industry of Pakistan (Khan, Majid, Yasir, & Arshad, 2013).

In this review, the primary subject is the ‘business case’ for corporate social responsibility (CSR). The business case refers to the underlying arguments or rationales supporting or documenting why the business community should accept and advance the CSR cause’. The business case is concerned with the primary question: What do the business community and organizations get out of CSR? That is, how do they benefit tangibly from engaging in CSR policies, activities and practices? The business case refers to the bottom-line financial and other reasons for businesses pursuing CSR strategies and policies. In developing this business case, the paper first provides some historical background and perspective. In addition, it provides a brief discussion of the evolving understandings of CSR and some of the long-established, traditional arguments that have been made both for and against the idea of business assuming any responsibility to society beyond profit-seeking and maximizing its own financial wellbeing. Finally, the paper addresses the business case in more detail. The goal is to

describe and summarize what the business case means and to review some of the concepts, research and practice that have come to characterize this developing idea (Carroll & Shabana, 2010).

The competition for customers among telecommunication firms in Malaysia is fierce. The competition among them is not only limited to new customers but also to the respective customer base. In this fiercely competitive environment, existing customers are frequently exposed to offers and counter offers from the competing firms. At the same time various persuasive messages being made to encourage customers to switch their service provider. Perhaps the corporate reputation of a firm could provide certain competitive edge which could ensure the growth and survival of a firm into the future amid the highly competitive environment. This study attempts to assess the influence of corporate reputation of the firms on their competitive advantage in the market from the customers' perspective. The study sampled 600 individual customers who have been using the mobile service at a minimum of three years. The selected respondents have been experiencing the service provided by more than one telecommunication operators. The data were collected using self-administered questionnaires and analyzed using Structural Equation Modeling (SEM) in AMOS 6.0. The study found that the direct impact of firms' corporate reputation on their competitive advantage in the market is not significant at $\alpha = 0.05$. Instead, the corporate reputation has an indirect impact on competitive advantage through perceived value and perceived quality of the service. In other words, the firms should communicate their favorable corporate reputation effectively to the market so that the customers' perception level towards their products and service would arise.

In other words, the firm's corporate reputation could only help the marketability of its products or services if it could trigger the positive perception of quality and value of products or services in the mind of their potential customers. The findings provide important implications to the telecommunication operators in their effort to increase their customer base and, more importantly, to ensure the interest the customers towards the firm is preserved (Awang & Jusaff, 2009).

This study aims at examining the impact of Corporate Social Responsibility (CSR) on Customer Loyalty (CL) within the Telecommunication sector in the State of Qatar, the market in Qatar consists of two telecommunication providers; Ooredoo Qatar and

Vodafone Qatar. Moreover, the study examines whether selected demographics (gender, age, income level and educational level) play any role in moderating the potential relation between CSR and CL. In order to accomplish this, the study utilized a descriptive analytical methodology and a quantitative research approach utilizing survey strategy. Using personally submitted questionnaires, 476 filtered and screened questionnaires were analyzed using SPSS software. The study revealed that customers perceived CSR activities as an essential element for them and for the operating organizations as well, moreover their awareness of such activities was salient through their responses to the questionnaire in place, and as a result, CSR activities were found to have a positive direct significant impact on CL. As for the suggested demographics, gender, age, and educational level didn't play any significant effective role in moderating the impact of CSR on CL.

On the other hand, the Income Level slightly enhanced the original relationship between CSR and CL, as the higher the income level, the more CSR activities impact CL. Based on the results of the study, the researchers recommend that telecommunication providers should continue conducting CSR activities and focus more on ethical, economic, and environmental dimensions of CSR. Providers should also work on communicating their CSR activities to the public and customers to increase customer loyalty and maintain their market share. Recommendations for future research based on the results are also provided (al-Abdallah & Ahmed, 2018).

reputational status. In this context, corporate reputation (hereafter, CR) plays a very specific role because stakeholders make their decisions based on the reputational status of the firm in question. Given the importance of CR as an important intangible asset that firms should carefully manage, understanding its antecedents and consequences is of strategic importance. Examining CR from a multi-stakeholder perspective, this study aims to investigate first the effect that corporate social responsibility (hereafter, CSR) has on CR as an antecedent and then the effects that CR has on the behaviors of customers, employees, and investors as different stakeholder groups. To test the hypothesized relationships, an online questionnaire is conducted to a convenience sample of 172 respondents and the results are computed using multiple regression analyses. The results confirm not only that as an antecedent, CSR has a strong positive

effect on CR but also that CR has a strong positive effect on the behaviors of customers, employees, and investors (C, E, E.E., & D,b, 2012).

Customer loyalty is considered to be a key ingredient in enhancing the survival of businesses especially in the situations faced by highly competitive industries. This study assessed the relationship between corporate image and customer loyalty. While the antecedents of customer loyalty connected with the marketing mix factors have been well investigated, much still remains to be studied regarding some of the intermediate conditions created by the marketing mix factors and customer loyalty. This study sought to investigate the relationship between the dimensions of corporate image and customer loyalty in the mobile telecommunication market in Kenya. The study was guided by several hypotheses that tested the nature of the relationship between corporate image and customer loyalty using four dimensions of corporate image, namely service quality, chief executive officer (CEO) reputation, brand image, and physical evidence. The study adopted the descriptive survey research design and used a multi-stage stratified sampling technique to target 320 respondents from among students across campuses of Kenyatta University (KU).

Primary data was obtained using a structured five-point Likert scale questionnaire and analyzed using Pearson product-moment correlation coefficient and regression analysis to test the degree of association between the dependent and the independent variables. The study registered a high response rate of 97.8% from the target respondents. The findings of the study based on the correlation analysis indicated that the four dimensions of corporate image positively correlate with customer loyalty at $p < 0.01$. The regression analysis results however showed that even though the four dimensions correlate with customer loyalty, only service quality and brand image significantly predict customer loyalty. The regression model used explained 25% variation in the dependent variable. The null hypotheses one and four were supported while hypotheses two and three were not. The study concluded that of the four dimensions of corporate image, brand image and service quality predict customer loyalty within the Kenyan mobile telecommunication sector. The study suggests that future research undertakes integrate aspects of quality management into the dimensions of corporate image in order to predict variations in customer loyalty (Agyei & James M. Kilika, 2014).

2.3.2 Summary of articles

During the previous studies, the results obtained by researchers in the context of CSR and its relationships with corporate reputations has varied. While research carried out in the western and more developed world have found strong relationships existing between CSR and corporate reputation, whereas the studies in Asia have results that show a low or moderately significant relationship between CSR and reputation. This could be down to the fact that Asian consumers are not as aware of CSR as are western consumers, and also that they are more conscious about price in their daily consumptions.

While all previous research has clearly stated that CSR activities have an impact on corporate reputation, the researcher would like to test the extent to which the results obtained in different settings can be applied to this research. Looking at the results of the studies, the researcher has been able to come up with variables that are essential to the study of the phenomenon of the effects of CSR on brand image which leads to corporate reputation. The previous researches have shown that when determining factors for corporate reputation that consumers often look towards product/service quality as one of the motivating factors.

2.4 Research gap

A review of the literature on the corporate social responsibility of Nepal is very few. There is lack of study on the dimensions of corporate social responsibility in telecommunication sectors in Nepal. There are also no sufficient international empirical studies that have been conducted on the dimensions of corporate social responsibility in international telecommunication sectors and other company. Till now, there is no published empirical study that identifies the dimensions of corporate social responsibility and corporate reputation in Nepal telecom corporation. Thus considering these research gaps particularly in Nepalese context, this study proposes a framework to analyze the relation between corporate social responsibility and brand image and corporate reputation.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter is designed to explain the research methods used to meet the stated objectives of the study. The methodologies undertaken in relation to the research paradigm are sampling process, data collection and analysis techniques to study the effect of corporate reputation on corporate social responsibility are explained in this chapter. This chapter also explains the collection procedure of data and methodology used by researcher for analyzing the available data. It includes preparation of the questionnaire to be answered by the people. A description of method and procedure employed for collecting and analyzing the data has been explained.

3.2 Research design

A descriptive as well as explanatory research was carried out for the purpose of carrying out this research. The findings of this research were based upon the primary survey. The data had been collected by formulating a set of questionnaire and the questionnaire was distributed to the respondents. The questionnaire was self-administered. The findings had been totally based in the data and facts provided by sampled respondent. A quantitative approach was chosen in this study as the researcher was interested in measuring variables by using questionnaires to assess corporate social responsibility and it 's corporate reputation. This research study has specific data and are collected from a sample of Nepal telecom users and Nepal telecom employees.

3.3 Population and sample

This research projects are academic research. In order to make generalizations for the research investigation, the appropriate sample size has to be considered, though there is limitation of time to complete this research project. A reliable and valid sample should enable to generalize the findings from the sample to the population under investigation. Telecommunication sector is selected for the study as there is involve in corporate social responsibility and corporate reputation. The study is conducted with a purpose to investigate the relationship between corporate social responsibility and corporate reputation in Nepal telecom. The Nepal telecom product user and employee

is population of this study were taken for study through convenience sampling technique.

3.4 Nature and sources of data

The study is based on primary data as well as secondary data. The secondary data are collected both from published and unpublished sources. As well as primary data collected through questionnaires from Nepal telecom product users and employee. Annual report of Nepal telecom corporation, Other sources include journals, articles, books and research studies and Questionnaires.

3.5 Data collection procedure and instrument

This research employed both primary and secondary data. A survey is used as the research method. The primary data are collected from the survey questionnaire. However, the analysis part only included the primary data, secondary data are used for literature review (books, journals, article and magazines). In the process of conducting this research, data are collected from various branches of Nepal telecom and Nepal telecom product users in Kathmandu. Sample size is 150 questionnaire distribute the NTC user and NTC office staffs. A structured questionnaire is prepared and distributed to the respondents, and valid responses are collected after distribution.

3.6 Data processing procedure and data analysis methods

The data obtained from the different sources are in raw form. The raw data is processed and converted into required form. For this study, required data are taken from the primary data (questionnaire) and secondary data source (telecom annual reports) and presented in this study. For presentation, different tables and charts are used. Besides this, primary data collected from different sources, are also presented whenever required.

In order to get the concrete results from the research, data are analyzed by using different types of tools. As per topic requirements, emphasis is given on statistical tools rather than financial tools and hypothesis. For this study following statistical tools are used.

Arithmetic mean:

Arithmetic Mean has been widely used in this study. It has been used to calculate the average for demography due to unavailability of complete data. This tool has been used to calculate the single figure that can represent the whole data for the period. The Arithmetic Mean of age, gender, qualification and experience etc. have been calculated in this study. It is computed by using following formula:

$$\text{Mean } (\bar{x}) = \frac{\sum x}{n}$$

Where,

\bar{x} = Mean

$\sum x$ = Sum of all the Variable X

n = Variables involved

Standard deviation:

Standard Deviation is a tool to measure the risk. Standard Deviation has been used wherever the mean is calculated to study the deviation of the data from the mean. Here, standard deviation is used as a measure of dispersion. It has also been used as a measure to identify the risk. Higher the deviation greater the risk and vice versa. Mathematically, it is defined as the positive square root of their arithmetic mean of squares of the deviation of the given observations from their arithmetic mean of a set of value. Here, it is denoted by the letter sigma S.D. and (δ). It can be computed by using following formula:

$$\text{SD } (\delta) = \sqrt{\frac{1}{n} \sum (x - \bar{x})^2}$$

Coefficient of correlation

A correlation coefficient is statistical measure or the degree to which changes to the value of one variable predict change to the value of another. In positively correlated variables, the value increase or decrease in tandem. In negatively correlated variable, the value of one increase as the value of the other decrease. Correlation coefficients are expressed as values between +1 and -1. A coefficient of +1 indicates a perfect positive correlation. A change in the value of one variable will predict a change in the same direction on the second variable. A coefficient of -1 indicates a perfect negative correlation: a change in the value of one variable predicts a change on the opposite

direction in the second variable. Karl Pearson coefficient of correlation is usually denoted by 'r'.

Coefficient of variation

The coefficient of variation (CV) is a statistical measure of the dispersion of data points in a data series around the mean. The coefficient of variation represents the ratio of the standard deviation to the mean, and it is a useful statistic for comparing the degree of variation from one data series to another, even if the means are drastically different from one another.

Coefficient of Variation

$$C.V = \frac{S.D.}{Mean} \times 100\%$$

Regression analysis

Regression analysis is used as a tool of determining the strength of relationship between two variables. Thus, it is a statistical value of one variable when the value of other variables is known. The unknown variables which have to be predicted are called dependent variable and the known variable is called independent variable.

Linear Regression Model:

$$\hat{Y} = \alpha + \beta_i X_i + e_i$$

Where,

\hat{Y} = Dependent variable

X_i = Independent Variables

α = Constant

β_i = Coefficient of slope of regression model

e_i = Error term

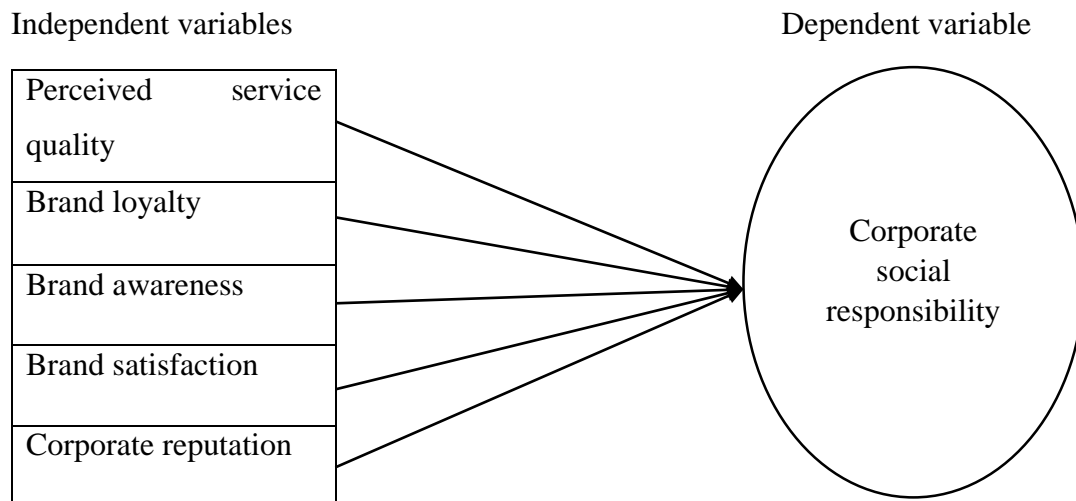
3.7 Research framework and definition of variable

Research frameworks are structured from a set of broad ideas and theories that help a researcher to properly identify the problem they are looking at, frame their questions and find suitable literature. Most academic research uses a conceptual framework at the outset because it helps the researcher to clarify his/ her research question and aims. The

dependent variable and independent variables were derived from the study of different literatures.

The research framework for the research “Effect of corporate reputation on corporate social responsibility” A case study of Nepal Telecom: is shown below.

Figure 3.1 Research framework



Sources: (Alam & Rubel , 2014).

Impacts of Corporate social responsibility on customer satisfaction in telecom industry of Bangladesh. *ABC Journal of Advanced Research*, 2014). 26-38.

CHAPTER 4

RESULT AND DISCUSSION

This chapter is based on the analysis, discussion, and interpretation of data collected during the study. The analysis is mainly based on primary data which were collected through the questionnaire filled by 138 respondents. The data has been analyzed with references to the objectives of the study as mentioned in the chapter I. The data are presented with tables and diagrams to make it convenient possible to interpret.

The chapter is sub-divided into five parts. The first part deals with the respondents' profile. It gives detail information regarding the respondents' gender, age, income level & occupation. The second part analyses and interprets the collected data through descriptive analysis. The third part deals with testing all those hypotheses formulated for this research. The fourth part deals with regression analysis. Lastly, the final part of this chapter deals with discussion and inferences that are drawn.

4.1 Data presentation and analysis

4.1.1 Respondent's profile

This section deals with the demographic analysis and interpretation of primary data collected through questionnaires. The analysis of demographic profile is done by the interpretation of the responses collected. Respondents profile was categorized according to their gender, age, income level and occupation. The respondents of the research were those people who use NTC and services. 150 respondents were selected for this study and the questionnaire were distributed to them through personal visit. Out of the 150 questionnaires, only 138 valid responses were collected. Hence, the response rate was 92 percent.

Gender of respondents

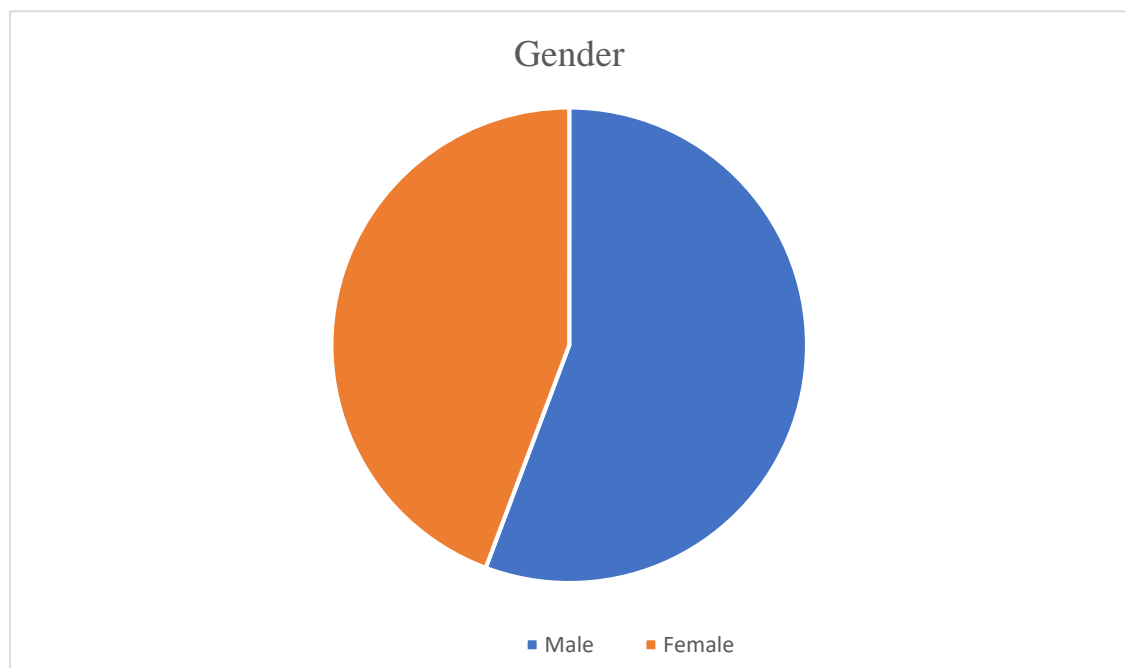
The gender of respondents consists of male and female. The aim was to determine the percentage of distribution of respondents by gender. The frequency and percentage of the gender of the respondents is depicted in Table 4.1 and Figure 4.1.

Table 4.1: Distribution of respondents based on gender

Gender	Frequency	Percent
Male	76	55.1
Female	62	44.9
Total	138	100.0

Source: Field survey, 2020

Figure 4.1 Distribution of respondent based on gender



Source: Field survey, 2020

Table 4.1 and figure 4.1 show the gender distribution of the respondents. The number of male respondents was 76 and that of female respondents 62. The percentage of male respondents was 55.1% and that of female respondents was 44.9%. The aim of the research was to make the sample size equal but the independent selection brought out a difference in the number of male and female respondents.

Age of respondents

The questions in this section were aimed to find out how individuals perceived CSR. The age of the respondents is categorized into five different groups as below 18-23 years, 24-29 years, 30-35 years, 36 years and above. The tabulations of age groups were generated to explore the distribution of the age group of the respondents. This was to

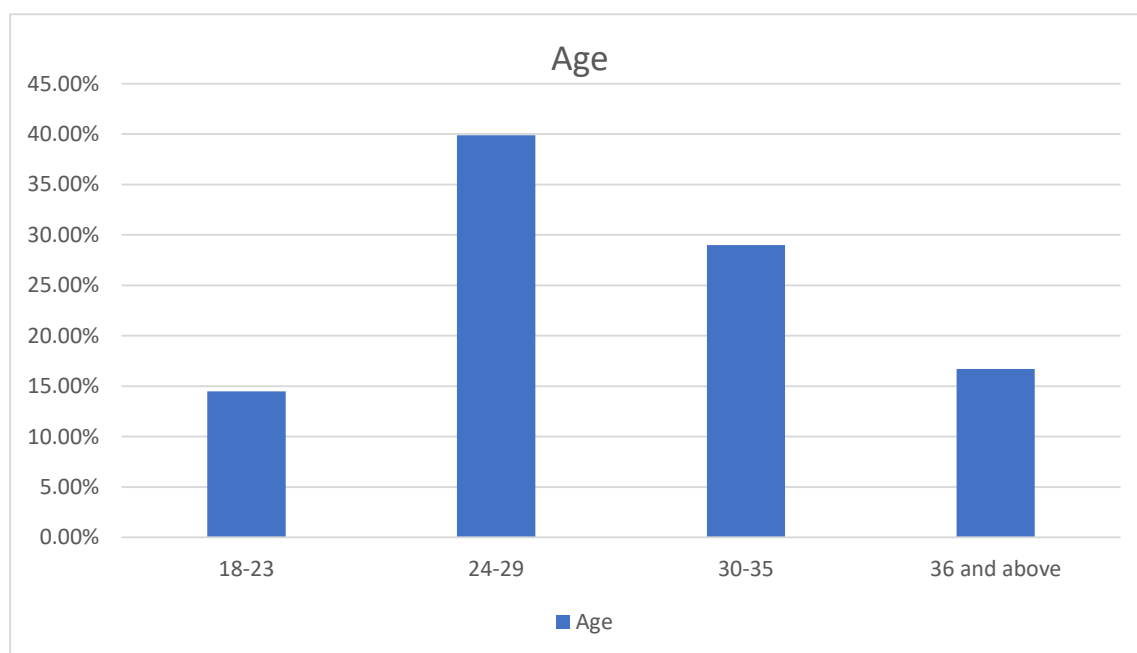
determine the percentage distribution of the age groups of person who responded as shown in Table 4.2 and Figure 4.2.

Table 4.2: Age group of respondents

Age	Frequency	Percent
18-23	20	14.5
24-29	55	39.9
30-35	40	29.0
36 and Above	23	16.7
Total	138	100.0

Source: Field survey, 2020

Figure 4.2 Distribution of respondents based on Age



Source: Field survey, 2020

Table 4.2 and figure 4.2 show the age group of the respondents, where majority of them represented 24-29 years' age groups which was 39.9%. Similarly, 29% respondents were from 30-35 year age group, 16.7% respondents were from 36 and above year age group, 14.5% respondents were from 18-23 year age group.

Income of the respondents

The income level of the respondents is categorized into four groups as below NPR 10,000 between NPR 10,000 to NPR 20,000, between NPR 20,000 to NPR 30,000 and more than NPR 30,000. The tabulation of income was generated to explore the income level of the respondent in a month. The frequency distribution of respondents as per their income is shown in Table 4.3 and Figure 4.3.

Table 4.3 Distribution of respondent on the basis of income

Income level	Frequency	Percent
Below NPR 10,000	37	26.8
NPR 10,000 to 20,000	23	16.7
NPR 20000 to 30000	35	25.4
Above NPR 30000	43	31.2
Total	138	100.0

Source: Field survey, 2020

Figure 4.3 Distribution of respondent on the basis of income

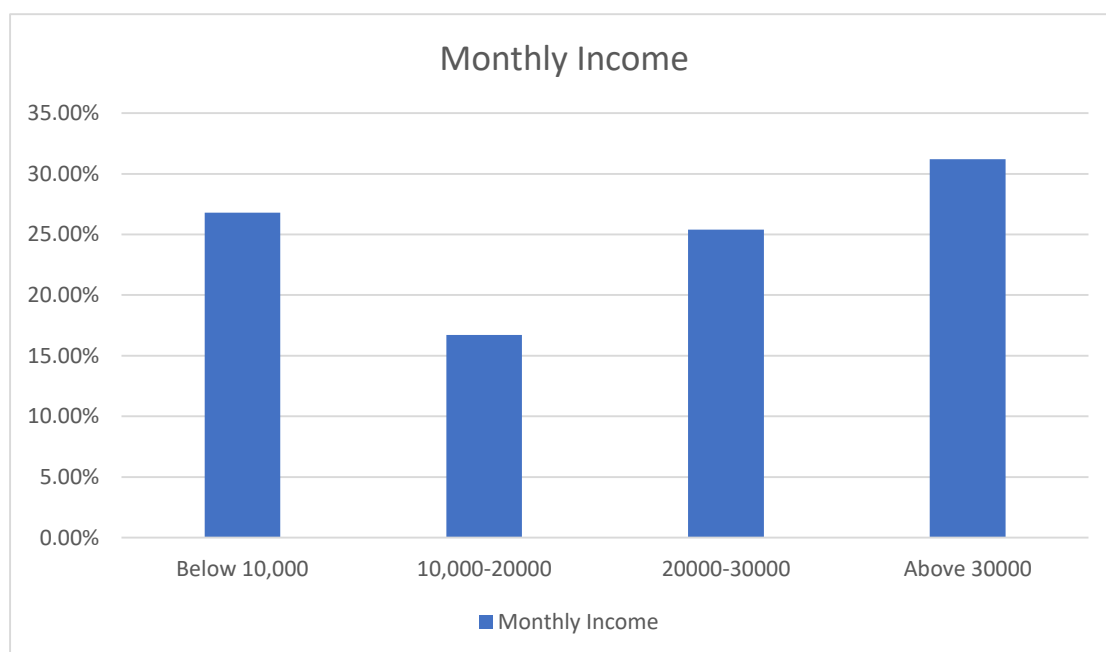


Table 4.3 shows the monthly income of respondents. Majority of the respondents had income of 30000 or above which was responded by 31.2% of respondents. 26.8%

respondents had income below 10000. Similarly, 25.4% respondents had income of NPR.20000-30000 and 16.7% respondents had income of NPR.10000-20000 respectively.

Occupation of the respondents

The occupation of the respondents is categorized into five groups as below student, employee manager, Unemployed, entrepreneur. The frequency distribution of respondents is shown in Table 4.4 and Figure 4.4.

Table 4.4 Distribution of respondent on the basis of occupation

Position	Frequency	Percent
Student	23	16.7
Employee	62	44.9
Manager	13	9.4
Unemployed	20	14.5
Entrepreneur	20	14.5
Total	138	100.0

Source: Field survey, 2020

Figure 4.4 Distribution of respondent on the basis of occupation.

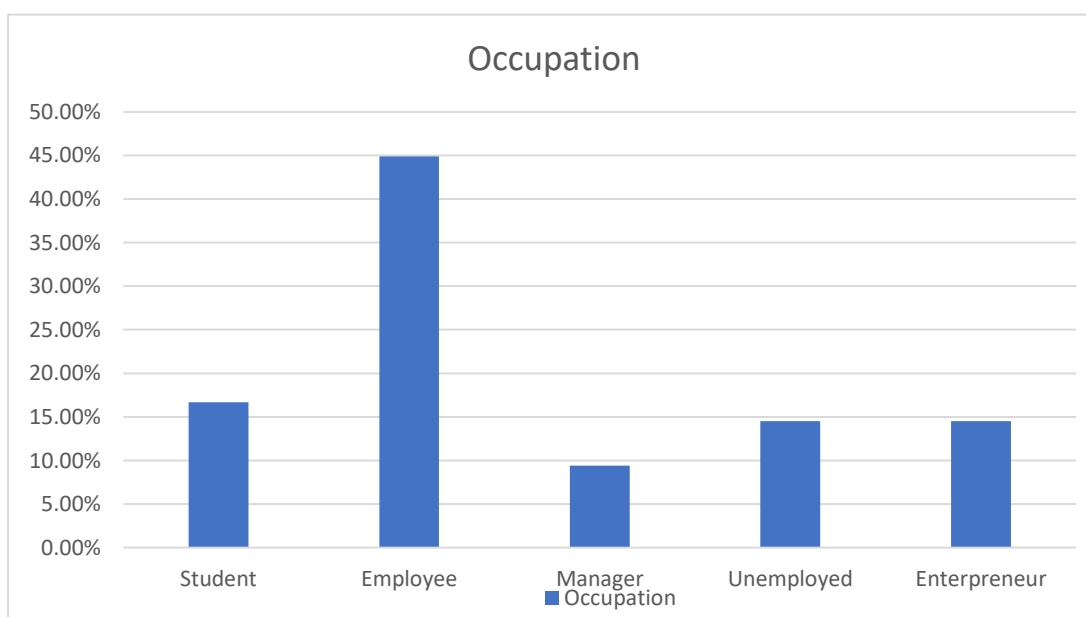


Table 4.4 and figure 4.4 shows the occupation of respondents. Majority of the respondents of this study as an employee which was responded by 62 respondents

(i.e.44.9%) and then 23 respondents (i.e. 16.7%) as a student. Similarly, 20, 20 respondents (i.e.14.5%)as an unemployed and entrepreneur and 13 respondents (i.e. 9.4%) as a manager respectively.

4.1.2 Descriptive analysis

This section deals with the descriptive analysis of the data collected through the questionnaires during the research process. Descriptive statistics is the discipline of quantitatively describing the main features of a collection of data. Descriptive statistics help us to simplify large amounts of data associated with these variables in a sensible way. Descriptive analysis incorporates calculation of statistical measures such as mean, standard deviation, including minimum (min) and maximum (max) values. For this purpose, 'Five Point Likert Scale' questions were asked to the respondents which scaled from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree) for all variables in survey research. Number of respondents (N) in each question item was 138. Questions related to each determinants and their descriptive statistic are shown below which shows the agreement level of the respondents.

4.1.3 Descriptive statistics of corporate social responsibility

This section deals with the descriptive analysis of the data collected through the questionnaire during the research process. Here descriptive analysis incorporates.

Table 4.5: Descriptive statistics of corporate social responsibility

Code	Statement of Questionnaire	Mean	Std. Deviation
CSR1	NTC emphasizes the importance of its social responsibility to the society.	4.00	.498
CSR2	NTC contributes to school & parks according to the needs of the society.	4.04	.585
CSR3	NTC contributes to campaigns and project that promote the well-being of the society.	4.22	.628
CSR4	NTC participates in activities which aim to protect and improve the quality of the natural environment.	4.07	.562
CSR5	NTC makes sufficient financial contribution to charities.	4.01	.689
CSR6	NTC provides full & accurate information about its products to the customers.	4.28	.683
CSR7	NTC tries to help the government in solving social problem.	4.49	.653
	Corporate Social Responsibility	4.16	0.35

Source: Field survey, 2020

The results in Table 4.5 show the descriptive statistics of an individual item and as whole of corporate social responsibility. There are seven statements used to measure the CSR. Each of the 138 respondents submitted their responses in the five-point Likert scale. The table shows that CSR7 has the highest mean and CSR4 has the lowest. The highest mean of 4.49 indicates that it is the most agreed statement, stating that NTC provides full & accurate information about its products to the customers. Lowest mean of 4.00 shows that respondents agreed by the statement, NTC emphasizes the importance of its social responsibility to the society. The aggregate mean of idealized

influence attributed was 4.16(i.e SD 0.35) which indicates good consistency level in the data. The descriptive statistics of CSR is strongly agree with their statement.it means that the CSR and corporate reputation is positive relation with each other's.

4.1.4 Descriptive statistics of brand awareness

Table 4.6: Descriptive statistics of brand awareness

Code	Statement of Questionnaire	Mean	Std. Deviation
BA1	The names of these brands are well-known.	4.14	.611
BA2	I can recognize their brands among competitive brands.	4.25	.577
BA3	These are the leading brands among competitors.	4.35	.721
	Brand Awareness	4.25	.515

Source: Field survey, 2020

Table 4.6 shows the descriptive statistics of an individual item and as a whole of brand awareness. Mean of all item were above the level 4.0. Among these statement, the statement code "BA3" had score the highest mean of 4.35 (i.e. S.D 0.721) and statement with code "BA1" had score the lowest mean of 4.14 (i.e. SD 0.611). The aggregate mean of idealized influence attributed was 4.25(i.e. SD 0.515) which indicates good consistency level in data. This shows that the respondents positive response on brand awareness .it means that the brand awareness is important factor of increase in corporate social activities.

4.1.5 Descriptive statistics of brand loyalty

Table 4.7: Descriptive statistics of brand loyalty

Code	Statement of Questionnaire	Mean	Std. Deviation
BL1	The products of NTC are my first choice	4.13	.743
BL2	Even with many choices, I shall not choose alternative brands.	4.04	.875
BL3	I am loyal to these brands of NTC	4.30	.679
	Brand Loyalty	4.16	0.63

Source: Field survey, 2020

Table 4.7 shows the descriptive statistics of an individual item and as a whole of brand loyalty. Mean of all item were above the level 4.0. Among these statement, the statement code "BL3" had score the highest mean of 4.30 (i.e. S.D 0.679) and statement with code "BL2" had score the lowest mean of 4.04 (i.e. SD 0.875). The aggregate mean of idealized influence attributed was 4.16(i.e. SD 0.63) this data are shows the relationship between brand loyalty and corporate social responsibility is very interdepend in each other.

4.1.6 Descriptive statistics of brand satisfaction

Table 4.8: Descriptive statistics of brand satisfaction

Code	Statement of Questionnaire	Mean	Std. Deviation
BS1	The products of NTC usually meet my expectations	4.16	.595
BS2	The products of NTC are at the desirable level	4.20	.614
BS3	The products and services of NTC completely satisfy my telecommunications needs	4.23	.697
	Brand Satisfaction	4.19	0.49

Source: Field survey, 2020

Table 4.8 shows the descriptive statistics of an individual item and as a whole of brand satisfaction. Mean of all item were above the level 4.0. Among these statement, the statement code "BS3" had score the highest mean of 4.23 (i.e. S.D 0.697 and statement with code "BS1" had score the lowest mean of 4.16 (i.e. SD 0.595). The aggregate mean of idealized influence attributed was 4.19(i.e. SD 0.49) which indicates good consistency level in data. The aggregate mean of corporate reputation is 2.62 with standard deviation of 1.170. This shows that the respondents positive response on brand satisfaction .it means that the brand satisfaction is important factor of increase in corporate social responsibility activities.

4.1.7 Descriptive statistics of perceived service quality

Table 4.9: Descriptive statistics of perceived service quality

Code	Statement of Questionnaire	Mean	Std. Deviation
PSQ1	The network coverage of NTC is good	4.18	.607
PSQ2	The voice quality of NTC is good	4.27	.657
PSQ3	The data services of NTC are fast and reliable.	3.83	.763
PSQ4	NTC provides simplified billing resolution of billing issues.	4.22	.651
PSQ5	The customer service representatives are knowledgeable.	4.24	.611
	Perceived Service Quality	4.15	0.40

Source: Field survey, 2020

Table 4.9 shows the descriptive statistics of an individual item and as a whole of perceived service quality. Mean of all item were above the level 4.0. Among these Statements, the statement code "PSQ2" had score the highest mean of 4.27 (i.e. S.D 0.657) and statement with code "PSQ3" had score the lowest mean of 3.83 (i.e SD 0.763). The aggregate mean of idealized influence attributed was 4.15(i.e SD .40) .This shows that the respondents agree that perceived service quality of NTC helps in increasing in corporate social responsibility.

4.1.8 Descriptive statistics of corporate reputation

Table 4.10: Descriptive statistics of corporate reputation

Code	Statement of Questionnaire	Mean	Std. Deviation
CR1	NTC has good reputation among its users.	4.20	.486
CR2	NTC is well respected & well thought of service provider in Nepal.	4.32	.526
CR3	NTC is reputable service provider.	4.22	.563
CR4	NTC has a superior status among competitors.	4.61	.559
	Corporate Reputation	4.34	0.32

Source: Field survey, 2020

Table 4.10 shows the descriptive statistics of an individual item and as a whole of Corporate Reputation. Mean of all item were above the level 4.0. Among these statements, the statement code " CR4" had score the highest mean of 4.61 (i.e. S.D 0.559) and statement with code "CR1" had score the lowest mean of 4.20 (i.e. SD 0.486). The aggregate mean of idealized influence attributed was 4.34(i.e SD 0.32) which indicates good consistency level in the data. This shows that the respondents response on corporate reputation is a very important factor of increase in corporate social responsibility.

4.1.9 Correlation between corporate social responsibility corporate reputation and brand image

Descriptive analysis was conducted on the independent variables brand image factors (Brand Loyalty, Brand Awareness, Brand Satisfaction, Perceived Service Quality) and the dependent variables corporate social responsibility. The analysis continued with correlation analysis with the aim of testing research hypothesis of this research study. The two hypotheses were presented. Correlation analysis was used to answer these two hypotheses. Weak correlation coefficients were 0 indicates no linear relationship, weak correlation coefficient ranged from 0 to 0.30, moderate correlation coefficient ranged from 0.30 to 0.70 and strong correlation coefficients ranged from 0.70 to 1.0. Interpretation of correlation analysis in this research study was based on the scale of interpreting as described. Correlation analysis, using Pearson correlation was conducted on all independent and dependent variables. The sample size for this research study was 138 participants. The result of the correlation analysis was presented in Tables 4.11 presented the correlation analysis between the brand image independent variable and the dependent variable, corporate social responsibility. Table 4.12 presented the correlation analysis between the corporate reputation independent variable and the dependent variable, corporate social responsibility.

4.1.10 Correlation of corporate social responsibility and brand image

The Pearson Correlation coefficient between the independent variable brand image (i.e. brand awareness, brand loyalty, brand satisfaction, perceived quality and dependent variable corporate social responsibility. The brand awareness, and CSR is 0.283 which implies that the two variables are positively correlated. The positive coefficient of correlation is 0.283 at 1% significant level. Brand loyalty, brand satisfaction, perceived

quality and CSR is 0.565 ,0.485 and 0.499 respectively which implies the two variables are positively correlated. The positive coefficient of correlation at 1% significant level.

Table 4.11: Correlation of corporate social responsibility and brand image

Brand image		Corporate social responsibility
Brand awareness	Pearson correlation	.283**
	Sig. (2-tailed)	.000
	N	138
Brand loyalty	Pearson correlation	.565**
	Sig. (2-tailed)	.000
	N	138
Brand satisfaction	Pearson correlation	.485**
	Sig. (2-tailed)	.000
	N	138
Perceived service quality	Pearson correlation	.499**
	Sig. (2-tailed)	.000
	N	138

** Correlation is significant at the 0.01 level (2-tailed).

Source: Field survey, 2020

4.1.11 Correlation of corporate social responsibility and corporate reputation

The Pearson Correlation coefficient between the independent variable Corporate reputation and dependent variable corporate social responsibility. Corporate reputation and CSR is 0.299 which implies that the two variables are positively correlated. The positive coefficient of correlation is 0.299 at 1% significant level.

Table 4.12: Correlation of corporate social responsibility and corporate reputation

Corporate reputation		Corporate social responsibility
Corporate reputation	Pearson correlation	.299**
	Sig. (2-tailed)	.000
	N	138

** Correlation is significant at the 0.01 level (2-tailed).

Source: Field survey, 2020

4.1.12 Hypothesis testing

Hypothesis testing is the use of statistics to determine the probability that a given hypothesis is true. Hypothesis testing is done by using inferential analysis. Inferential analysis tests hypothesis to determine if absorbed differences between groups or variable are real or occur simply by chance. If sample data are not consistent with the statistical hypothesis, the hypothesis is rejected. Each hypothesis is tested and analyzed individually and the analysis is done with a system design for statistical analysis (SPSS). Each hypothesis is tested on the basis of the Pearson's correlation coefficient presented in table 4.11 and 4.12.

Hypothesis 1

H1: Corporate social responsibility has a significant relationship with brand awareness. The Pearson correlation results showed a positive moderate-to-strong correlation $r(138) = 0.283$ $p < 0.01$, indicating a significant relationship between CSR and brand awareness. As a result, alternative hypothesis H1 is accepted.

Hypothesis 2

H2: Corporate social responsibility has a significant relationship with brand loyalty. The Pearson correlation results showed a positive moderate-to-strong correlation $r(138) = 0.565$ $p < 0.01$, indicating that the above stated hypothesis H2 is accepted i.e. corporate social responsibility has a significant relationship with brand loyalty.

Hypothesis 3

H3: Corporate social responsibility has a significant relationship with brand satisfaction. From the correlation analysis, there is a positive correlation between. The correlation is significant because the p-value is less than alpha i.e. 0.485 $p < 0.01$ which means that the result obtained from the sample can be generalized. Hence we reject the null hypothesis at 1% level of significance so that the above stated hypothesis H3 is accepted i.e. corporate social responsibility has a significant relationship with brand satisfaction.

Hypothesis 4

H4: Corporate social responsibility has a significant relationship with perceived service quality from the correlation analysis, there is a positive correlation between corporate social responsibility and perceived service quality the Pearson correlation results

showed a positive moderate-to-strong correlation $r(138) = 0.499$ $p < 0.01$, Hence, indicating that the above stated hypothesis H4 is accepted i.e. corporate social responsibility has a significant relationship with perceived service quality.

Hypothesis 5

H5: Corporate social responsibility has a significant relationship with corporate reputation. From the correlation analysis, there is a positive correlation between CSR and corporate reputation. the Pearson correlation results showed a positive moderate-to-strong correlation $r(138) = 0.299$ $p < 0.01$, Hence, indicating that the above stated hypothesis so that the above stated hypothesis H5 is accepted i.e. corporate social responsibility has a significant relationship with corporate reputation. Thus, there exists a significant positive relationship between corporate social responsibility and corporate reputation.

4.1.13 Regression analysis

A correlation analysis can only tell whether or not a strong relationship exists between two variables. But even if a correlation coefficient indicates that a strong relationship exists between two variables, we still do not know the exact shape of the relationship between the two variables. A regression analysis provides us with more information about the slope of the relationship. It is used to describe the nature of a relationship and to make predictions. So, for deeper understanding of the relationship between corporate social responsibility, brand image and corporate reputation conducted the regression analysis.

Multiple regression analysis was conducted first, in order to identify relationships between the various independent and dependent variables. The advantage of conducting multiple regression analysis included the ability to evaluate multiple independent variables. Multiple regression analysis can avoid premature focus on a single predictor and non-optimal combinations of predictors. Additionally, multiple regression analysis allows for the development of a more sophisticated model of the relationship of variable, where simple linear regression analysis may provide results that may be misleading, due to the complexity of the interactions of multiple independent variables. Based on the result of the multiple regression analysis, simple linear regression analysis was used to further refine the models of independent and dependent variables. This section determines which independent variable explains variability in the outcome, how

much variability in dependent variable is explained by independent variables and dependent variable, and which variables are significant (over other variables) in explaining the variability of the dependent variable. Multiple regression was used to explore the impact of independent variables (Brand Loyalty, Brand Awareness, Brand Satisfaction, Perceived Service Quality and Corporate Reputation) dependent variable (corporate social responsibility).

Linear regression model

$$\hat{Y} = \alpha + \beta_i X_i + e_i$$

Where,

\hat{Y} = Dependent variable (Corporate Social Responsibility)

X_i = Independent Variables (Brand Loyalty, Brand Awareness, Brand Satisfaction, Perceived Service Quality and Corporate Reputation)

α = Constant

β_i = Coefficient of slope of regression model

e_i = Error term

4.1.14 Brand image, corporate reputation and corporate social responsibility

Table 4.13: Output of regression coefficient, ANOVA and R^2 of model 1

Predictor	Coefficients		t-value	Sig.
	B	Std. Error		
(Constant)	2.173	.356	6.100	.000
Brand Awareness	-.020	.058	-.339	.735
Brand Loyalty	.185	.057	3.248	.001
Brand Satisfaction	.133	.065	2.036	.044
Perceived Service Quality	.158	.082	1.919	.057
Corporate Reputation	.020	.092	.222	.825
R	.607			
R Square	.369			
Std. Error of the Estimate	.28084			
F-value(5,132 d.f)	15.422			
Sig. of F text	.000	Significant at 5% level of significance		
Model 1: $\hat{Y} = 2.173 - 0.20X_1 + 0.185X_2 + 0.133X_3 + 0.158X_4 + 0.020X_5$				

Source: Field survey, 2020

Table 4.12 shows the finding of regression analysis between Corporate Reputation, Brand Image (Brand Loyalty, Brand Awareness, Brand Satisfaction, Perceived Service Quality) and corporate social responsibility. R value 0.607 indicated the moderate to strong positive relationship between corporate reputation, brand image, brand satisfaction, brand awareness, brand loyalty, perceived service quality and corporate social responsibility. Similarly, R-square value of 0.369 states that 36.9% change in CSR was due to brand image and corporate reputation while remaining 63.1% is the unexplained variability. Regression coefficient (B1) of brand awareness, brand loyalty, brand satisfaction, perceived service quality and corporate reputation were -0.020, 0.185, 0.133, 0.158 and 0.020, Which illustrate that 1-unit increase in corporate reputation will bring 0.020-unit increase in corporate social responsibility. Standard error of the estimate of 0.28084 indicates the variability of the observed value of Corporate Social Responsibility from regression line is 0.28084 units. The sig. of F test is 0.000 which is less than 0.05 that means model 1 is significant at 5% level of significant.

The correlation coefficient had shown that there is significant correlation between corporate social responsibility and brand image and corporate reputation.

4.2 Major finding

In this study, the main purpose was to understand and analyze the corporate reputation through corporate social responsibility (CSR). With the aim of finding relationship between corporate reputation and leadership corporate social responsibility as depicted in theoretical framework survey questionnaire where developed which include demographic profile, and corporate social responsibility survey, the data was collected from Nepal telecom office and NTC product user's at randomly selected at Kathmandu valley. The survey was carried out using convenience sampling from those randomly selected NTC office and NTC product user obtained 138 valid responses. The collected data were analyzed using computing software (Microsoft excel and SPSS). Descriptive analysis was made during the analysis correlation analysis and regression analysis conducted to find the relationship between corporate reputation and corporate social responsibility.

The major finding or results of the study are summarized as below The research has addressed the following important issues:

- i. The factors influencing corporate reputation through CSR.
- ii. The relationship of independent variable with dependent variable.
- iii. The most important factors that influence corporate social responsibility.

The research is descriptive and explanatory in nature. The overall research method is conducted through the collection of primary data. With reference to the demographic profile, the study focused on four components: gender, age, income level and occupation. Out of 138 respondents in this survey, 76 were male i.e. 55.1% and 62 were female i.e. 44.9%. Similarly, among the respondents in this survey 14.5% were under 24 years, 39.9% were in the age group of 24- 29 years, 29% were in the age 30-35 years, 16.7% were in the age 35 and above. Similarly, out of 138 respondents, 26.8% had income below NPR 10,000, 16.7% had income between NPR. 10,000 – NPR 20,000, 25.4% had income between NPR. 20,000 – NPR 30,000 and 31.2% had income above NPR. 30,000 Furthermore, out of total 138 respondents in this survey 16.7% were students, 44.9% were employees, 9.4 % were manager, 14.5% were Unemployed, remaining 15.09% were entrepreneur. The descriptive statistics study and the hypothesis test were conducted and the final result was presented. The results obtained from descriptive statistics for the dependent variables and independent variables are summarized as below:

- i. The overall average mean value of corporate social responsibility is 4.16 which shows that respondents agree that CSR is positive relation with corporate reputation.
- ii. The overall average mean value of brand awareness is 4.25 which shows that respondents are agree that brand awareness and CSR is positive relation.
- iii. The overall average mean value of brand loyalty is 4.16 which shows that respondents are agree with brand loyalty and CSR is positive relation.
- iv. The overall average mean value of brand satisfaction is 4.19 is shows that respondents are agree that brand satisfaction and CSR is positive relation.
- v. The overall average mean value of perceived service quality is 4.15 which shows that respondents agree that perceived service quality is important factor that affect corporate social responsibility.
- vi. The overall average mean value of corporate reputation is 4.34 which shows that respondents agree on corporate reputation are important factor of corporate social responsibility.

4.3 Discussion

The main purpose of this study is to study and analyze the relationship of corporate social responsibility and corporate reputation. This study helps to determine to what extent corporate social responsibility, perceived service quality and brand image influence corporate reputation.

The sample for the research was taken from consumer at Kathmandu valley of Nepal. The result of this research show that perceived service quality is the most significant drivers of brand image among CSR activities & PSQ. The result is somewhat similar to Crespo & García (2016) who argued that good quality services are often the benchmark in creating a positive brand image for a company. Similarly, this statement is also supported by the results of other studies which state that first interaction when customers receive the quality of service will determine how the brand image is formed in the minds of consumers (Huei & Chiek, 2015); (Hashmi, Khalid, Akram, Saeed, & Rizwan, 2014); (Benazira & Suryadana, 2012); (Malik & Nasir, 2011).

Similarly, CSR does leave a significant impact on the BI itself. The finding is supported by Werter & Chandler (2005) “when CSR is communicated, it becomes a strategic branding tool to manage customer’s expectations.” Du, Bhattacharya & Sen (2007) state that CSR initiatives form a positive customer’s attitude and behavior. This in turn strengthens the company’s brand image, which is one of the main reasons for the company to engage in CSR activities. Multiple regression analysis was also conducted to explore the relationship of moderating variables (BI) on dependent variable (CR). The correlation coefficient had shown that there is significant correlation between BI and CR. This result is consistent with the finding of Wang *et. al.* (Wang, Kandampully, Lo, & Shi, 2006), relationship may work both ways depending on the scenario, as corporate reputation may be influenced by brand image. Similarly, Nguyen & Gaston (2001) suggests that the degree of brand loyalty which is a part of brand image has a tendency to be higher when perceptions of institutional reputation.

Mostly the result of the research has been discussed under relevant table of analysis or with each hypothesis testing. Results of correlation showed significance relationship among of all the variables at $p < 0.01$ (two tailed). The strongest correlation is between corporate reputation and corporate social responsibility at 0.607. This research was entirely focused corporate reputation and its relationship with corporate social

responsibility of telecommunication sector in Nepal. The sample for the research was taken from employee in Nepal telecom office and telecom product users in Kathmandu valley. A review of the corporate reputation and corporate social responsibility are very strong relation in society in telecommunication sector. There is lack of study on the dimensions of examine the relationship between corporate reputation and corporate social responsibility of telecommunication sector in Nepal. but there has been no many research entitled around the world, many research was contributed in different dimensions of corporate social responsibility.

CHAPTER 5

SUMMARY AND CONCLUSIONS

In the previous chapter, the data analysis and hypotheses testing was done according to the objectives of the study. This chapter presents summary and conclusion of the research. It is divided into four sections. This chapter gives a brief overview of findings of the study. It also draws inferences and conclusion from the finding which will lead to make generalizations. Contribution of the study was discussed in this chapter. Based on the study, some recommendations have also been made.

5.1 Summary

In this study, the main purpose was to understand and analyze the corporate reputation through corporate social responsibility (CSR). Based on the literature review, various relevant independent variables were identified. The independent variable includes, corporate reputation and brand image which has significant relationship with corporate reputation. Specifically, this study sought to examine whether these independent variables has relationship with corporate reputation. brand image (dependent variable). The study focused on the CSR practices adapted and the perceived service quality of NTC via consumer. The conceptual framework of the study was developed on the basis of dependent and independent variables identified through literature review.

The overall plan of a research study was presented in third chapter. Convenience sampling was used as data collection procedure. The data was collected with the help of self-administered questionnaire. The study was conducted based on the sample size 138. The questionnaire was made available to the respondents through mail and through direct distribution of questionnaire in different locations. This was done as per ease of respondents as well as the researcher. Before conducting the survey for the research, pilot test was conducted with the help of respondents. This was done to identify the reliability of the research as well as the questionnaire developed. The participants were asked to comment on the format and appropriateness of questions, and to suggest any items that they believe to be included in the questionnaire. This was done to check the validity of research and questionnaire. In view of their suggestions, several amendments were incorporated into some questions that improved the clarity. Similarly, reliability

scores are expressed numerically as a coefficient. This was tested with the help of Cronbach's alpha which resulted that the research to be reliable.

5.2 Conclusion

Nowadays, competition is more intense in the manufacturing and services sectors, which makes corporate reputation more prominent than past. Corporate reputation leads to a positive face to face advertising, creating substantial obstacles for opponent, invigorating company in responding competitive threats, creating more sales and more revenue and declining customers' sensitivity to opponents' marketing efforts. Corporate reputation is, generally, important from various aspects. Positive corporate reputation helps organization determine predictable growth in terms of sales and increase brand image and equity. Furthermore, it is more likely that customers familiar with an organization brand recommend it to their friends and relatives, hence, affect product evaluation and feedback cycle of organization, which has a vital importance in recent business environment.

The aim of this study was to understand the relationship of CSR on corporate reputation from the perspective of the consumers. The results of the study are believed to put significant contribution to practice and literature since CSR can be defined as a new, but rapidly growing platform for relationships building with various stakeholders and forming positive image of the brands in their eyes. As true for every philanthropically activities, CSR is eagerly explored, dug up, and utilized by the companies. Therefore, research is timely and needed to ensure some direction in this quest. The results of this study shows perceived service quality, brand image, corporate, brand loyalty and CSR are significant drivers of corporate reputation. Corporate reputation is positively affected by the advertised CSR and the quality of services perceived by the customer. Thus, companies may work on conducting more CSR activities to draw the attention of their consumers. Companies that want to run effective CSR campaigns should take into consideration the values offered to the society through these campaigns and what makes the consumers more likely to be develop positive corporate reputation.

Since the degree to which CSR commitments translate into corporate benefits is contingent on how well consumers recall and recognize CSR endeavors (Green & Pelozo, 2011), the limited respondent knowledge of CSR should be of concern to managers. The study clarifies that the extent to which consumers are aware of,

interested in and able to remember CSR initiatives depends not only on the explicitness of CSR communication, but more inherently, on their level of involvement in CSR decision-making. Managers failing to encourage interactive CSR communication offer limited incentives for consumers to feel influential and gain emotional value from a brand image. Executives are encouraged to listen and respond to ethically conscious and influential young adult consumers through communication which is open to their suggestions in terms of influencing CSR initiatives and directions. The implications are that engaging consumers in CSR decision-making can protect and enhance their brand image and CSR. Thus, the research shows that the corporate social responsibility has relationship with the corporate reputation. The information that obtained will be able to give helpful information to the business personnel and executive in identifying the factors that corporate reputation. It helps them to further understand and intensify CSR activities for higher corporate reputation.

The information of this research, may an industry or organization as well as other businesses to take the right action in building corporate reputation via number of CSR activities.

5.3 Implications

It is known that corporate social responsibility is being more popular among all level of organization which has been able to draw the attention of researchers. The primary objective of this research is to study influence of effect of CSR on corporate reputation, from extensive literature review. Besides PSQ, BL, BS, BA and BI are the relationship with CSR. So, other variables can be taken into consideration for future research. So there are lots of areas which need further study and some recommendations are follows:

- i. This study is purely an academic research, so sample size is small. For the professional
- ii. research purpose, in order to reduce the error and to make the result more pervasive sample size should be increased.
- iii. This research was confined within Kathmandu valley.
- iv. This study has taken only considers PSQ and BI which affect corporate reputation at through CSR. Besides there might be other factors relating to CSR and corporate reputation. So other variables can be taken into consideration for future research.

- v. The data were collected only survey form and. Further studies can collect the response through conducting a detailed interview technique to understand the CSR and corporate reputation.

Whilst the research has limitations common to qualitative research in terms of its generalizability, the research objective of exploring a relatively under-researched area of CSR and its effects on corporate reputation made the choice of a qualitative research methodology appropriate. The influence of interactive CSR vs non-interactive CSR communication would be an interesting avenue for future research, exploring in particular the degree to which interactive CSR communication has a similar potential influence on corporate reputation for corporations operating in other sectors, consumer segments and national contexts.

Finally, this research provides a scope for several other researchers who want to research in CSR and its relationship with corporate reputation. It can aid NTC marketing team in the development of strategies to develop corporate reputation. So, it leaves a room for further research to expand and explore more related strategies.

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APPENDIX I

Effect of corporate reputation on corporate social responsibility

(A Case Study of Nepal Telecom)

Survey Questionnaire

Dear Sir/Madam,

I would like to inform you that I am undertaking a research work on “Effect of corporate reputation on corporate social responsibility: A Case Study of Nepal Telecom” to meet the partial requirement of MBS Degree in Management from Tribhuvan University. You are kindly requested to fill up the following questionnaire according to what takes place in your work environment. Your honest opinion is extremely valuable for completing this research. All answer to questions will be treated confidentially.

1. Gender

Female () Male ()

2. Age

18-23 ()

24-29 ()

30- 35 ()

36 to above ()

3. Income level (per month)

Less than 10000 NPR ()

Between 10000 to 20000 NPR ()

Between 20000 to 30000 NPR ()

More than 300000 NPR ()

4. Occupation

Student ()

Employee ()

Manager ()

Unemployed ()

Entrepreneur ()

For each statement please express your opinion by making the extent to which you believe to be true. Measurement scale:

1= Strongly disagree

2 = disagree

3 = neither agree nor disagree

4 = agree

5 = strongly agree

Corporate social responsibility

S.N.	Statement of Questionnaire	1	2	3	4	5
1	NTC emphasizes the importance of its social responsibility to the society.					
2	NTC contributes to school & parks according to the needs of the society.					
3	NTC contributes to campaigns and project that promote the well-being of the society.					
4	NTC participates in activities .which aim to protect and improve the quality of the natural environment.					
5	NTC makes sufficient financial contribution to charities.					
6	NTC provides full & accurate information about its products to the customers.					
7	NTC tries to help the government in solving social problem.					

Brand image

Brand awareness		1	2	3	4	5
8.	The names of these brands are well-known.					
9.	I can recognize their brands among competitive brands.					
10.	These are the leading brands among competitors.					
Brand loyalty						
11.	The products of NTC are my first choice					
12.	Even with many choices, I shall not choose alternative brands					
13.	I am loyal to these brands of NTC					
Brand satisfaction						
14.	The products of NTC usually meet my expectations					
15.	The products of NTC are at the desirable level					
16.	The products and services of NTC completely satisfy my telecommunications needs					
Perceived service quality						
17.	The network coverage of NTC is good					
18.	The voice quality of NTC is good					
19.	The data services of NTC are fast and reliable					
20.	NTC provides simplified billing resolution of billing issues					
21.	The customer service representatives are knowledgeable					

Corporate reputation		1	2	3	4	5
22.	NTC has good reputation among its users.					
23.	NTC is well respected & well thought of service provider in Nepal.					
24.	NTC is reputable service provider.					
25.	NTC has a superior status among competitors.					