



Sudan University for Science and Technology



College of Graduate Studies

Deanship of Development and Quality

The Impact of Corporate Social Responsibility Practice on Customer Satisfaction

(Case study: Sudatel Telecom Group)

أثر ممارسة المسؤولية الاجتماعية للشركات على رضا العملاء

دراسة حالة: مجموعة سوداتل للاتصالات

**Thesis submitted in partial fulfillment of the requirements for the
Msc. in Total Quality Management and Excellence**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

إستهلال

قال الله تعالى:
(قُلْ أَطِيعُوا اللَّهَ وَأَطِيعُوا الرَّسُولَ فَإِنْ تَوَلَّوْا فَإِنَّمَا عَلَيْهِ مَا حُمِّلَ
وَعَلَيْكُمْ مَا حُمِّلْتُمْ وَإِنْ تُطِيعُوهُ تَهْتَدُوا وَمَا عَلَى الرَّسُولِ إِلَّا الْبَلَاغُ
الْمُبِينُ)

سورة النور الآية 54

Dedication

I dedicate this research to who encouraged me all the way long and gives me life full of love and support, who gives me strength to reach for the stars and chase my dreams ,to my beautiful gift from God

My Mother

Amal Salih Elomery

Acknowledgement

I am thankful to ALLAH who gave me the health, patience and strength to achieve this goal and complete this research.

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Abstract

The aim of this study was to investigate the Impact of Corporate Social Responsibility Practices on Customer Satisfaction from the customers' perspective of Sudatel Telecom Group, where researcher used a descriptive approach to its appropriateness for the purposes of the study.

This study was conducted on a sample of (70) customers of Sudatel Telecom Group customers. Questionnaire designed as a tool to collect data. (SPSS) software program for statistical treatments appropriate to put the study for it according to the following changes: (category, gender, educational level).

Results from the analysis of customer feedback showed positive trends about the impact of corporate social responsibility Practices on Customer Satisfaction in Sudatel Telecom Group. Also have been providing many of the recommendations that help for more improvement.

The study found that Sudatel Telecom Group is committed to adopting and applying the principle of social responsibility, which is reflected in the customers' feedback results towards the sudatel, which explained that the corporate social responsibility Practices gives a high Customer Satisfaction.

We recommend Sudatel Telecom Group to make more coordination with other companies to contribute together in social initiatives and open the suggestions door for the community to present their views about social responsibility programs.

Abstract in Arabic

هدفت هذه الدراسة إلى التعرف على أثر ممارسات المسؤولية الاجتماعية على رضا العملاء لمجموعة سودائل للاتصالات من وجهة نظر العملاء، حيث استخدم المنهج الوصفي لملاءمته لأغراض الدراسة.

أجريت هذه الدراسة على عينة قوامها (70) عميل من عملاء مجموعة سودائل للاتصالات ، وقد تم تصميم الاستبانة كأداة لجمع البيانات. وباستخدام برنامج SPSS تم إجراء المعالجات الإحصائية المناسبة لما وضعت الدراسة من أجله تبعا للمتغيرات التالية: (تصنيف العميل، الجنس، المستوى التعليمي).

نتائج تحليل آراء عملاء مجموعة سودائل للاتصالات أوضحت نواحي إيجابية عالية عن أثر ممارسات المسؤولية الاجتماعية على رضا العملاء و تم تقديم العديد من التوصيات التي تساعد على المزيد من التحسين.

توصلت الدراسة إلى مجموعة من النتائج أهمها أن مجموعة سودائل للاتصالات ملتزمة بتبني وتطبيق مبدأ المسؤولية الاجتماعية، حيث انعكس ذلك على نتائج انطباع العملاء تجاه سودائل، مما أوضح أن ممارسات المسؤولية الاجتماعية في الشركات تعطي نسبة اعلى من رضا العملاء.

كما تم تقديم بعض التوصيات لمجموعة سودائل للاتصالات لزيادة التعاون مع الشركات أخرى للمساهمة معا في المبادرات الاجتماعية وفتح باب الاقتراحات للمجتمع لتقديم وجهات نظرهم حول برامج المسؤولية الاجتماعية.

List of Contents

Content	Page
إستهلال	I
Dedication	II
Acknowledgement	III
Abstract	IV
Abstract in Arabic	V
List of Contents	VI
List of Tables	VIII
List of Figures	IX
Chapter One: Overview	
1.1 Introduction	1
1.2 Research problem	2
1.3 Importance of the research	2
1.4 Research objectives	2
1.5 Research Questions	2
1.6 Research Hypothesis	3
1.7 Research Methodology	3
Chapter Two : Literature Review	
2.1 background	5
2.2 Corporate Social Responsibility	6
2.3 Corporate Social Responsibility and Total quality management	8
2.4 ISO 26000	9
2.5 Customer satisfaction	11
2.6 Advertising and branding	12
Chapter Three : Sudatel Telecom Group and Previous studies	
3.1 Sudatel Telecom Group	13
3.1.1 About Sudatel	13
3.1.2 The Social Role of Sudatel Telecom Group	16
3.1.3 Summary of Sudatel Telecom Group Role in Social Responsibility Field	17
3.2 Previous Studies	21
Chapter Four : Materials and Methods	
4.1 Study methodology	26
4.2 Study population	26

4.3 Study sample	26
4.4 Study tool	36
4.5 Believe study tool	37
4.6 Study procedures	38
4.7 Statistical Processing	38
Chapter Five: Results of Research	
5.1 Results concerning the study questions and hypothesis	39
Chapter Six : Discussion, Conclusion and Recommendations	
6.1 Discussion	52
6.2 Conclusion	47
6.3 Recommendations	48
6.4 Suggestions for Future Studies	48
References	49
Appendix	

List of Tables

Table	Page
Table 4.1: The sample distribution by classification variable	26
Table 4.2: The sample distribution by education level	27
Table 4.3: The sample distribution by knowledge of the concept of corporate social responsibility	28
Table 4.4: Reliability and Validity	30
Table 5.1: Frequency distribution of the first axis phrases Answers	33
Table 5.2: Chi-square test results for the first axis phrases Answers	34
Table 5.3: Frequency distribution of the second axis phrases Answers	36
Table 5.4: Chi-square test results for the second axis phrases Answers	37
Table 5.5: Frequency distribution of the third axis phrases Answers	39
Table 5.6: Chi-square test results for the third axis phrases Answers	40
Table 5.7: Frequency distribution of the fourth axis phrases Answers	42
Table 5.8: Chi-square test results for the fourth axis phrases Answers	43

List of Figures

Figure	Page
Fig: 2.1: ISO 26000: 2010 Core Subjects	10
Fig: 4.1: The sample distribution by classification variable	27
Fig: 4.2: The sample distribution by education level	28
Fig: 4.3: The sample distribution by knowledge of the concept of corporate social responsibility	29
Fig: 5.1: Frequency distribution of the first axis phrases Answers	34
Fig: 5.2: Frequency distribution of the second axis phrases Answers	37
Fig: 5.3: Frequency distribution of the third axis phrases Answers	40
Fig: 5.4: Frequency distribution of the fourth axis phrases Answers	43

Chapter One

Overview

1.1 Introduction:

Interest in the social impact of business has increased markedly in the last twenty years or so. Concerns about the environmental impact of business and climate change, about standards of operating and reporting, - and a growing recognition of the potential of business as a force for good - have led governments to set up initiatives to promote notions of sustainable development and social responsibility, and companies to provide more information about their activities. It is a popular subject of teaching, learning and research, with a significant and growing body of literature.

Corporate social responsibility policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. CSR activities are now being undertaken throughout the globe.

A Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business.

Sudatel Telecom Group (STG) is one of the leading telecom companies in the region, serving the needs of customers in Sudan and Africa, and it is more telecommunications companies interested in quality programs and excellence, also it is considered one of the few institutions that have adopted the application of standard ISO: 26000.

1.2 Research problem:

To find out the impact of corporate social responsibility practices on customer satisfaction and Measure the degree of the customer satisfaction about these practices obtained on Sudatel Telecom Group.

1.3 Importance of the research:

The importance of this research is that it:

- This study will help companies that seeking to embrace the principle of corporate social responsibility in the ways and methods used in this study to develop and improve its image in the community that work in it, and win the other companies respect. Other ways, to increase its customer satisfaction on their counterparts from other companies.
- Can help the researchers who want to take benefit of this study in several aspects, to get more data to identify the nature of the study and the method used.

1.4 Research objectives:

The research aim to identify the impact of corporate social responsibility Practices on Customer Satisfaction.

1.5 Research questions:

- **Main question:**

Is there any impact of corporate social responsibility on customer satisfaction for STG?

- **Sub questions:**

1. To what extent the STG committed to the concept of social responsibility?
2. Do the implemented social responsibility programs consistent with the community needs?
3. Is the community aware of the social responsibility activities?

1.6 Research hypothesis:

- **Main hypothesis:**

There is significant impact of Corporate Social Responsibility on the customer satisfaction.

- **Sub hypothesis:**

There is no relationship between the education level and the impact of corporate social responsibility on the customer satisfaction.

1.7 Research Methodology:

In this thesis researcher used the descriptive analysis approach; because it is fit with the nature subject.

1.7.1 Information Sources:

- **Primary sources:**

Questionnaire as a key tool to search, designed specifically for this purpose.

- **Secondary sources:**

- Books.
- Researches and academic studies and references.
- Reports and records of the institutions and relevant authorities.
- Specialized studies in the study field.
- Web sites relevant.

1.7.2 Study limitation:

- **Subject limitation:**

Sudatel Telecom Group.

- **Time limitation:**

2015 - 2016

- **Place limitation:**

Khartoum state.

1.7.3 Study Terminology:

- **Corporate Social Responsibility:**

The corporate social responsibility program in Sudatel Telecom Group.

- **Customer satisfaction:**

is a term frequently used in marketing. It is a measure of how the services supplied by Sudatel Telecom Group meet or pass customer expectation. .

Chapter Two

Literature Review

2.1 background

In recent years, a growing number of companies are adopting various corporate social responsibility (CSR) initiatives - the voluntary incorporation of social and environmental issues into a company's business model and operations (European Commission 2001) – in an attempt to meet the needs and expectations of a range of stakeholders, including but not confined to the company's shareholders (Ioannou and Serafeim, 2014)

Corporate social responsibility (CSR) has become an integral part of business practice over the last decade or so. In fact, many corporations dedicate a section of their annual reports and corporate websites to CSR activities, illustrating the importance they attach to such activities. But do such activities create value for the firm's shareholders or do they focus too much on other stakeholders, thereby lowering firm value? (Servaes and Tamayo, 2013)

A major question for business historically has been whether corporate decision makers should be concerned with issues other than profitability. Adam Smith (1863) argued that business owners, in the pursuit of profit, will ultimately produce the greatest social good because of the invisible hand of the marketplace. Many contemporary thinkers, however (e.g., Petkus and Woodruff 1992; Smith 1995) believe that conditions that impede the effectiveness of the invisible hand are often present. These include, among other factors, the lack of consumer information and imperfect competition. For this reason, there is a growing literature attempting to define what it means for a company to be socially responsible (Mohr et al, 2001).

CSR scores have increasingly become more credible but also more easily comparable across industries and geographies. The adoption and

implementation of CSR policies as well as the availability of CSR scores, has in fact generated a growing interest by financial markets, and investment analysts in particular (Eccles et al, 2011). Accordingly, given the pivotal role that financial markets play in the allocation of scarce capital resources and in the derivation of a company's market value, understanding whether and in what ways these markets assess a firm's CSR scores is critical (Ioannou and Serafeim, 2014)

2.2 Corporate Social Responsibility (CSR):

Corporate social responsibility, also called corporate conscience, citizenship, social performance, or sustainable responsible business, is a form of corporate self-regulation integrated into a business model. (Sridevi, 2011)

Corporate Social Responsibility (CSR) has been receiving much attention lately from many organizations. Defined as “the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large” (Holme and Watts, 2000) it has been recognized as a source of sustainable development (Brammer and Pavellin, 2006) and has become an emerging imperative (Baladi, 2011). In short, CSR can no longer be something complementary or temporary (Yunus, 2007) .

ISO 26000 defines the social responsibility of an organisation as: “the responsibility for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that:

- contributes to sustainable development, health and the welfare of society
- takes into account the expectations of stakeholders
- is in compliance with applicable law and consistent with international norms of behavior
- is integrated throughout the organisation and practiced in its relationships” (<https://www.tuv.com>).

CSR is a broad concept, so it is not surprising that there are a variety of meanings given to this term. Mohr (1994) groups the definitions into two general types: (1) multidimensional definitions and (2) definitions based on the concept of societal marketing. Multidimensional definitions delineate the major responsibilities of companies. Of these, Carroll's (1991) work has received the most attention. He suggests that CSR includes four kinds of responsibilities or dimensions: economic, legal, ethical, and philanthropic. In his model, each dimension of CSR can be examined in relation to the various stakeholders of the organization (e.g., owners, customers, employees, the community, and the public at large). The societal marketing concept can be used to define CSR at a more abstract level. Kotler (1991) defines the societal marketing concept as doing business in a way that maintains or improves both the customer's and society's well-being. Petkus and Woodruff (1992) extend this concept, defining CSR to include both avoiding harm and doing well (Mohr et al. 2001).

The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. As globalization accelerates and large corporations serve as global providers, these corporations have progressively recognized the benefits of providing CSR programs in their various locations. CSR activities are now being undertaken throughout the globe (Sridevi 2011).

The scale and nature of the benefits of CSR for an organization can vary depending on the nature of the enterprise, and are difficult to quantify. However, businesses may not be looking at short-run financial returns when developing their CSR strategy (Sridevi 2011).

Carroll (1979) classified CSR obligations toward society into four main groups, which he built into a CSR pyramid comprising four layers of responsibilities: economic, legal, ethical, and philanthropic ones. Starting from

the bottom, economic responsibilities encompass, as their name indicates, responsibilities that are economic in nature.

Companies have an economic responsibility to make profit in order to be able to continue to provide goods and services that society needs and wants at reasonable prices. They also need to pay their employees, increase value for their shareholders, and take care of the interests of their other stakeholders.

2.3 Corporate Social Responsibility and Total Quality management:

Several studies refer to an explicit or implicit linkage between CSR and TQM. For example, Hazlett et al. (2007) identify commonalities in CSR and TQM by examining their various definitions. Kok et al. (2001) search for direct measures of CSR within TQM award systems. Detert et al. (2000) consider TQM from an organizational culture perspective and discusses the —values‖ that are necessary for effective implementing and sustaining TQM, thereby providing the theoretical building blocks for a discussion of common or shared values in TQM and CSR. McAdam and Leonard (2003) extending the discussion of —values‖ by viewing CSR and TQM through the lens of ethics to identify ethical values which they indicate, are shared by TQM and CSR. Rothschild (2000) considers the impact that that TQM has had on creation of a more just and democratic workplace and the resulting effects experienced by society. To some extent, each of these studies contributes building blocks for the development of a theory linking CSR to TQM. As a group, they base the linkage between CSR and TQM on shared meanings and values that underlie both TQM and CSR—or a common —culture or —ethical that is necessary and perpetuated by both CSR and TQM.

2.4 ISO 26000:

ISO has a membership of 163 national standards bodies from countries large and small, industrialized, developing and in transition, in all regions of the world. ISO's portfolios of standards provide business, government and society with practical tools for all three dimensions of sustainable development: economic, environmental and social. ISO standards make a positive contribution to the world we live in. They facilitate trade, spread knowledge, disseminate innovative advances in technology, and share good management and conformity assessment practices. ISO standards provide solutions and achieve benefits for almost all sectors of activity, including agriculture, construction, mechanical engineering, manufacturing, distribution, transport, medical devices, information and communication technologies, the environment, energy, quality management, conformity assessment and services (ISO, 2009).

ISO 26000 – an international guidance standard on social responsibility – is a relatively new market governance mechanism. It was adopted in September 2010 following a five-year process of negotiation which centered on a multi-stakeholder International Working Group on Social Responsibility (WGSR) – one of the biggest and most diverse working groups ever established by the International Organization for Standardization (ISO). The working group involved up to 450 nominated experts from ISO members in more than 90 countries (Halina Ward – 2012).

➤ **ISO 26000 Core Subjects:**

After recognizing the seven principles, an organisation should address the following core subjects in order to identify the issues and priorities that are relevant for the organisation:

1. Organizational governance.
2. Human rights.
3. Labor practices.
4. Environment.
5. Fair operating practices.
6. Consumer issues.
7. Community involvement and development.

Fig: 2.2: ISO 26000: 2010 Core Subjects



Source: Discovering ISO 26000: 2010

2.5 Customer satisfaction:

Previous researches have given significant importance to customer satisfaction. Satisfaction can be defined as a features or characteristics that can full the either a need or want of a consumer in better way than competitors. Although this satisfaction explained by different researchers in different ways. If a company provides a product according to the requirements of their consumers it will lead the satisfaction of those consumers. The higher or lower satisfaction of a consumer will depends upon the quality of brand characteristics that offered by a company. This consumer satisfaction which contributes for the future money making for a company. For the retention of consumer, it is important to satisfied consumers. The unsatisfied consumers of a company do not take time to switch that brand.. A low quality service is such type of service which does not fulfill the requirements and also lead to dissatisfaction. However its all depends upon that which segments a company is targeting and what are their expectations for that product.

Customer satisfaction is the key factor which is used to measure the company internal and external performances and assigning funds to each and every activity. And there are strong relations between satisfaction and loyalty.

According to Shankar, V., Amy, K. Smith, A. K., & Rangaswamy, A. (2003) , “In business you get what you want by giving other people what they want”.

Gilbert A, Churchill, JR., and Carol Surprenant (1982), In marketing the marrow thought is customer satisfaction because it indicates the customer loyalty towards any service or product. The Company can generate maximum profit via customer satisfaction. Thus customer satisfaction is momentous in present world to run the business perfectly.

Finally the basic component of business success is customer satisfaction.

2.6 Advertising and branding:

To promote on CSR programs, advertising is a marketing channel for sending the message, creating market demands and strengthening the brands. The advertising should be built on proactive CSR programs rather than reactive CSR to gain more sustainability (Hawkins, 2006). As the investors and customers remember corporate media, they will recognize the brand and perceive the benefits of CSR products. This can protect new competitors to entrance into the market. Additionally, branding is a valuable asset of companies, the more strength it is, the more sustainability achievement (Chutkaew, 2006).

Chapter Three

Sudatel Telecom Group and Previous Studies

3.1 Sudatel Telecom Group

3.1.1 About Sudatel :

- Sudatel Telecom Group (STG) is one of the leading telecom companies in the region, serving the needs of customers in Sudan and Africa established on **13th September 1993**.
- STG offers various telecom services and keeping its competitive edge with other companies. STG main services include provision of mobile services, fixed-line services, as well as carrier and wholesales services.
- STG provides services in 2G, 3G, and NGN technology levels. STG services are expanded into many cities and rural areas, achieving the widest coverage and most significant presence.
- STG is running now a telecom business (telecom operators) in five African countries (Sudan - Mauritania – Senegal – Ghana and Guinea Conakry) covering the areas of Mobile, fixed, Internet and broadband services.
- STG is the first Sudanese company to be listed on the regional stock markets. On 4th July 1997, it was enlisted on Khartoum Stock Exchange. On 6th November 2000, it was enlisted on Bahraini Stock Market and on Abu Dhabi Stock Market on 31st March 2003.
- STG deals with investors from Saudi Arabia, Yemen, Qatar, Bahrain, Iran, Oman and Jordan and with more than 14 Local and Regional Banks as well as more than 80 Sudanese and Regional Companies.
- Since it is foundation STG paid more than 36 million dollar for the social responsibility activities to cover the needs in education, health, water projects.

➤ **Vision:**

Our vision is to provide sudatel services to every Sudanese house ,make our customers enjoy a better life through our modern products and services that are tailored to their needs and capabilities ,and to advance its surrounding communities and help in developing them in all walks of life.

➤ **Mission:**

STG main mission has been to enrich the economical ,cultural and social life in the African continent through the spirit of communication ,change the prevailing ignorance into an in-depth knowledge which it provides through communication services, information transmission and internet.

➤ **The 10 Values:**

- Teamwork.
- Customer driven.
- Integrity.
- Creativity.
- Enhanced performance

➤ **A wards and achievements :**

- Sudatel was awarded Achievement Medal by the President of the Republic.
- Sudatel is the first Sudanese company whose shares are circulated in Abu Dhabi and Bahrain Exchange markets.
- Sudatel is the first company in the Middle East to use digital systems
- Sudatel is the first Arab company to win ISO award
- Sudatel has the largest digital network that covers most parts of Sudan.
- Sudatel uses 3G technologies to provide excellent data and voice services.
- Sudatel services cover more than 900 towns and villages.
- Sudatel has more than 10,000 kilometer of fiber optic network.
- Sudatel is a leading telecom company, seeking to meet customer needs, profit increase employee satisfaction.
- Sudatel has attracted many investors from Saudi Arabia, UAE, Qatar, Yemen, Bahrain, Iran, Oman and Jordon as well as 14 local and regional banks and 80 local and international companies.
- Sudatel has shares in the capitals of the Regional African Satellite Communication Organization (RASCOM), Thuraya satellite Telecommunication Company and Arab cables company.
- Sudatel plays a prominent role in economic development.
- The great development of telecom services in Sudan has attracted investors in other national fields.
- Modern telecom services have spare much time and effort.

- Sudatel services help many companies to establish their own networks, connect them with their branches and facilitate electronic trading.
- Sudatel advanced services have helped in providing modern educational services such as live broadcasting of conferences and electronic libraries.
- Sudatel has contributed in flourishing economy and providing job opportunities.
- Sudatel provides services to benefit both urban and rural communities.
- Sudatel targets both regional and international markets.
- Sudatel has ambitions and plans to seek out new clients in regional and international markets.
- Sudatel has connected a fiber optic network with Egypt and Ethiopia.
- Sudatel has shares in the Eastern Africa Submarine cable System (EASSY) that extends across many African countries to get to its destination in South Africa.
- Sudatel has conducted studies for the river cable that extends from the White Nile to Kenya and Uganda.

3.1.2 The social role of Sudatel Telecom Group:

Sudatel's concept of social responsibility is based upon a true Islamic vision: an integrated system for social rights defined by Islam for all people in wealth and money. In Islam, solidarity, which is a main pillar within this framework, extends beyond materialistic aspects to include the spiritual ones wherein Sudatel has learnt from the good mankind experiences and the fruits of the international criteria defined by specialized humanitarian institutions in line with its values and ethical criteria. Sudatel affirms its resolute adherence to the ethical principles and reliable work practices in all its dealings and transactions. Sudatel has considerably contributed in realizing sustainable development, improved the living standards of its workers and their families as well as local communities and the society as a whole, and preserved the environment and has taken full commitment of communal service as a strategic option.

Within its social responsibility, Sudatel has exerted great efforts towards the shareholders: society, government, stockholders, subscribers, workers,

importers and civil society organizations. Sudatel has adhered to the principle of transparency and governance as an integral part of responsibility. These efforts have resulted in the following achievements:

STG considers social responsibility at the core of its duty. STG has been involved in communal support since 1999 when its first program of this type was launched. At first it allocated 2 million dollars each year for this purpose, and then it was raised to 4 million dollars per year. The unique Community Support Program of STG is a 7-year-old activity with a 2 million USD annual sum available to meet pressing community needs. The program focuses on social issues such as hygiene, medical, learning, water supply, peace, information technology and orphan support. The program yielded fruitful projects all over the country especially in remote and peripheral areas.

3.1.3 Summary of Sudatel Telecom Group role in social responsibility field:

➤ Community Service:

- established large communications networks whose fabric network only exceeds 10,000 kilometers in length, connected with neighbouring countries of Egypt, Saudi Arabia, and Ethiopia and more connections are under way with other countriesThe sponsor of investment conference in the Arab food security
- Sudatel takes part in major telecom projects in Africa such as the Eastern Africa Submarine cable System (EASSY), and ACE in West Africa, as well as SAS 1 and SAS 2 that connect Sudan with Saudi Arabia across the Red Sea Inauguration GOROOSHI service
- Sudatel has been allocating \$2 million since 1999 to support vulnerable segments of the population and to build partnerships with institutions

through implementation of valuable projects in the fields of health, education, orphan sponsorship and development in general.

- provided support to Khartoum Teaching Hospital, Ear, Nose and throat Unit, Khartoum Dental Teaching Hospital, Rural Ambulance Services, national campaigns to eradicate Malaria, providing telecommunication services to national ambulance services and supporting huge numbers of patients to get medication outside Sudan.
- Sudatel Telecom Group has spent 10,858,607 Sudanese pounds to implement 91 health service projects all over Sudan
- implemented 55 projects for water service including construction of water plants, networks, reservoirs and water pumps.
- Sudatel Sponsorship Programme supports 1500 orphans every month through 23 voluntary national organizations.
- Sudatel has implemented qualitative projects touching up the dire need of the society in this respect: the students' seating project where more than 16,000 students have been seated, 13 school integrated labs have been implemented in high secondary schools in Khartoum and the states, science and lab teachers have been trained on them, 510 university female students have been sponsored and mosques have been established in schools within the framework of "a mosque for each school" project.
- Sudatel has supported the lab of Education, Science and Arts faculties in the University of Khartoum with modern 75 computers and now preparations are being made to provide equipment and devices for radio and TV studio in the media department in Omdurman Islamic University.
- the fasting bag project was implemented for more than 3500 families, more than 60 mosques were carpeted

- Direct support has been provided for more than 1000 citizens for serious treatment cases and surgeries which the patients were unable to cover their expenses.

➤ **Shareholders:**

Sudatel's administration has worked to gain the highest possible profits despite the current circumstances of the telecom markets and the company's external investment expansions which are expected to gain large profits during the next years. Sudatel's administration has also endeavored to preserve the prices of shares in Khartoum and Abu Dhabi exchange markets and to keep the good reputation of Sudatel as a pioneer in telecommunications services.

➤ **The staff:**

Sudatel has been keen to provide competitive wages for them compared to the marketplace and the global economic recession. Sudatel has constantly implemented training and development programs for them both inside Sudan and abroad to improve their skills and professional proficiencies. Distinguished job circumstances, comfortable work facilities have been provided for them in addition to transport, health and medical care for them and for their families.

➤ **Subscribers:**

Sudatel has adopted the subscriber driven philosophy in all its transactions. It provides integrated voice and data services with the latest available technologies in the world with high quality and at reasonable prices.

➤ **Governmental regulations:**

Sudatel has strictly adhered to governmental legislations and regulations pay taxes, alms (zakat) and other charges and contributed in solving social problems such as unemployment, contributed in rehabilitating and training different sectors of the society through Sudacad which prepares post-graduate students for the work market and grants them specialized diplomas. Also, the national training project has trained dozens of the citizens in the field of technological illiteracy and easy learning courses and the regular courses of the academy.

➤ **Competitors:**

Sudatel has adhered strictly to sincerity and integrity in dealing with competitors and stick to the fair competition terms. Sudatel provides its infrastructure for the competitors to provide their services at reasonable prices. Sudatel takes part in foreign exhibitions for telecom, information and social responsibility to reflect the bright national image in this field.

➤ **Contractors, agents and importers:**

Sudatel has dealt with a wide range of companies and individuals in the fields of networking and service marketing, something creates great job opportunities for the social interests at reasonable prices for their services based on the principle of the mutual interest. They regularly receive their payments by Sudatel adhering to honesty in dealing and participation for high quality.

➤ **Trade unions and societies:**

Sudatel has allowed the workers to form their unions that take care of their interests in cooperation with the administration. A remarkable budget is allocated for this purpose from the sum total of profits.

Also supports the workers in the fields of marriage and births, is also affiliated to the trade union. It provides electrical and electronic equipment in installments for the workers. Sudatel also sponsors the Holy Quran society for memorization and recitation of the Holy Quran and encourages the religious spirit among the workers through various programs.

3.2 Previous studies

Study No. 1:

Entitled “**The Impact of Corporate Social Responsibility on Investment Recommendations**” By Ioannou and Serafeim - 2014

In their article, they empirically test for the link between the weakening of the agency logic through the emergence of a stakeholder orientation and investment analysts’ recommendations for firms with high CSR scores, using a large sample of publicly traded US firms for the period 1993 to 2007. Specifically, using consensus (mean) analyst recommendation in the focal firm-year as the dependent variable, and a composite CSR strengths score constructed with data from Kinder, Lydenberg and Domini (KLD) as the independent variable of interest, They found that in the early 1990s, analysts issue more pessimistic recommendations for firms with high CSR scores. Over time and leading to 2007, analysts issue increasingly less pessimistic and eventually, optimistic recommendations for firms with higher CSR scores. In addition, they argued that more experienced analysts as well as higher status brokerage houses are more likely to be the first to shift their reactions towards less pessimistic (more optimistic) recommendations for such firms. They developed and provided evidence for a more nuanced understanding of the sociological processes associated with the perceptions and assessments of firms with high CSR scores by analysts during times of change in the prevailing institutional logic.

Study No. 2:

Entitled “**The Impact of CSR Practices on Customer Satisfaction and Retention**” By Zubair Hassan and Aishath Nareeman and Namuwonge Pauline-2011

The main purpose of this research was to examine the impact of customer perception of corporate social responsibility (CSR) practices or initiatives undertaken by foreign multinational retailers in Malaysia on customer satisfaction and retention. A conceptual framework comprises of 4 elements (economic, legal, ethical and philanthropy) developed by Carroll (1991) is used to examine the CSR practices and its impact on customer satisfaction and retention. Also this study examines the impact of customer satisfaction on customer intention to retain with the business.

The results shows that there was a significant and positive impact of CSR dimensions of ethical, and philanthropy on both customer satisfaction and retention.

The result also shows legal CSR positive and significant impact on customer intention to retain with the retailer. Also this research shows that economic CSR do not have a significant impact on both customer satisfaction and retention. This result is confirmed by correlation analysis as well except for economic CSR. Correlation analysis shows that there economic CSR positively and significantly correlated with both customer satisfaction and retention. Also this research found that there is a significant and strong positive relationship between improved customer satisfaction and retention.

This study concluded that improving customer perception of CSR practices such as legal, ethical and philanthropy CSR will improve both customer satisfaction and retention. Therefore managers working in retail sector should take initiatives to improve customer perception of CSR practices to enhance customer satisfaction and retention.

Study No. 3

Entitled “**The possibility of the application of accounting for social responsibility by public shareholding companies**” By Al Lulu.2010

The study aimed to identify the extent of awareness of public shareholding companies listed on the Palestine Securities Exchange for the concept of social responsibility, and stand on the interest of those areas of social responsibility, and accounting corporate disclosure, and examine the viability of the application of social responsibility accounting.

The study has applied to questionnaires distributed to the community of study that consisting of public shareholding companies listed in the (PSE) and the 37 companies. The researcher used descriptive statistical methods and tests of T-test, ANOVA test.

The study has concluded to a lot of results, First: the management of Public Shareholding Companies listed on the (PSE) knows the of social responsibility concept of the broad sense, but they have not stress the different areas the same attention, consumers are the priority, followed by human resources then the environment and finally the local community. Second: The application of the social responsibility accounting requires to recognize of management about the concept of (SRA), and provide efficient accounting staff provided an, and accounting models to measure the costs and social benefits availability, and requires the legislation and laws apply on companies, Third: The public shareholding companies listed on the Palestine Securities Exchange have elements of the application of (SRA), Fourth: The results of the survey annual financial reports explain that the social disclosure is not enough, as some companies disclose more descriptive, and the rest have almost the disclosure of their social-existent.

Study No. 4

Entitled “**Impact of social responsibility on competition in the Palestinian telecommunication company from the perception of customers**”

By: Nazzal et al -2012

The purpose of this study was to investigate impact of social responsibility on competition in the Palestinian telecommunication company from the perception of customers A Case Study of Jawal Company where researchers used a descriptive approach to its appropriateness for the purposes of the study. The researchers using a program (SPSS) for statistical treatments appropriate to put the study for it according to the following changes: (sex, place of residence, educational level, field work).

The study found that:

1. To operate the company to increase concern for the environment through the use of means of communication to avoid potential pitfalls in the future of the environment through means of modern and technologically advanced
2. Work on the development of efficient workers continued to increase efficiency and improve productivity.
3. Attention to three more new customers to the company and who did not got chances attention as customers of the former remains the image of the company in the minds of its customers to increase confidence and loyalty.

Study No. 5

Entitled “**Impact of Applying ISO 26000 (Corporate Social Responsibility) on Competitive advantage from the customers’ perspective**”

” By Eltuhami Abdelunim Eltahir Eltuhami - 2015

The purpose of this study was to investigate the impact of applying ISO 26000: 2010 (Corporate Social Responsibility) on competitive advantage from the customers’ perspective of Faisal Islamic Bank- Sudan.

The study found that Faisal Islamic Bank of Sudan is committed to adopting and applying the principle of social responsibility, which is reflected in the customers’ feedback results towards the Bank, which explained that the adoption of ISO 26000 standard gives a high competitive advantage for corporate.

CHAPTER FOUR

Materials and Methods

This chapter contains a description of the materials and methods followed by the researcher for determining the study population and sample, the study tool, the verification steps of the accuracy and stability of the search tool, also a description of the study design and statistical methods that used in data analysis.

4.1 Study methodology:

This study based on theoretical background of methodology and the quantitative design using a hypothesis testing approach.

4.2 Study population:

Sudatel Telecom Group customers in sudan about 8.000.000 people and the original population for this study is the customer of khartoum state about 1.000.000 people .

We have 250.000 customer in Bahri city and this is the sub population study.

4.3 Study sample:

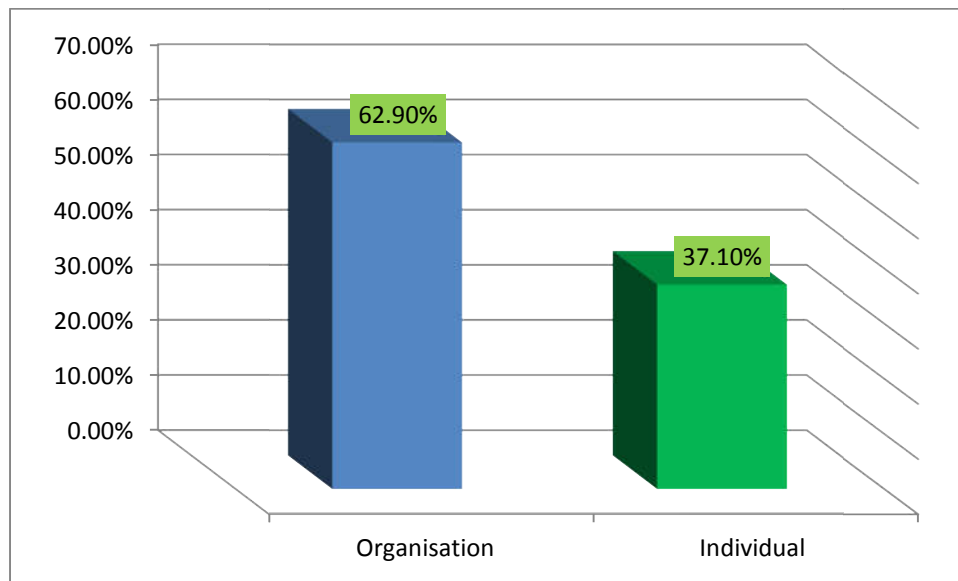
The study sample consisted of (70) from Sudatel Telecom Group customers in Bahri city , were selected as the stratified random method. The tables below show the distribution of the sample according to the variables.

Table 4.1: The sample distribution by classification variable

Classification	Frequencies	Percentage%
Organisation	44	62.9%
Individual	26	37.1%
Total	70	100%

Source: prepared by researcher, using SPSS, 2016

Figure 4.1: The sample distribution by classification variable



Source: prepared by researcher, using SPSS, 2016

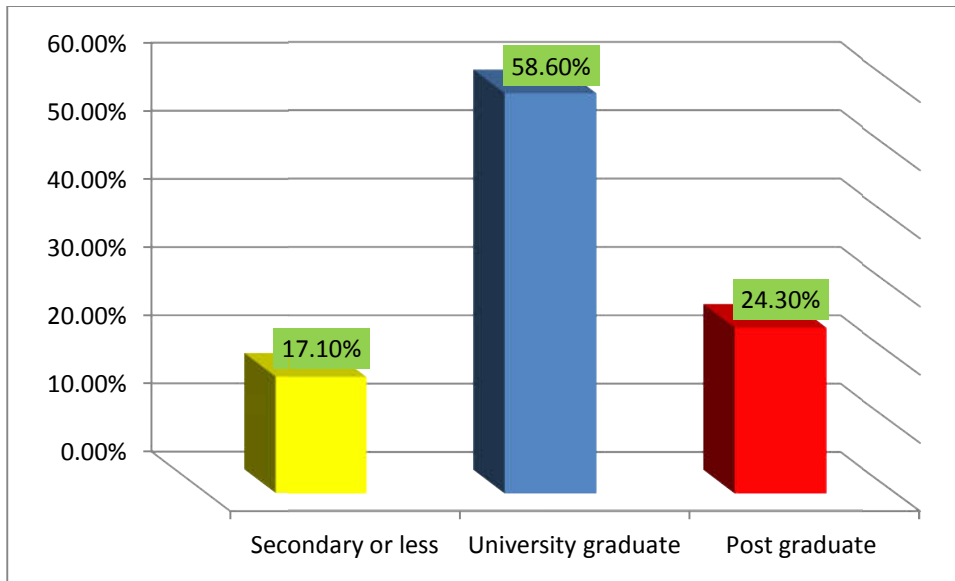
From table (4.1) and figure (4.1) we note that the classification of most individuals study are organisation by (44) and with (62.9%) while the total number of whom classification is individual (26) by (37.1%).

Fig 4.2: The sample distribution by education level variable

Education Level	Frequencies	Percentage%
Secondary or less	12	17.1%
University graduate	41	58.6%
Post graduate	17	24.3%
Total	70	100%

Source: prepared by researcher, using SPSS, 2016

Fig: 4.2: The sample distribution by education level



Source: prepared by researcher, using SPSS, 2016

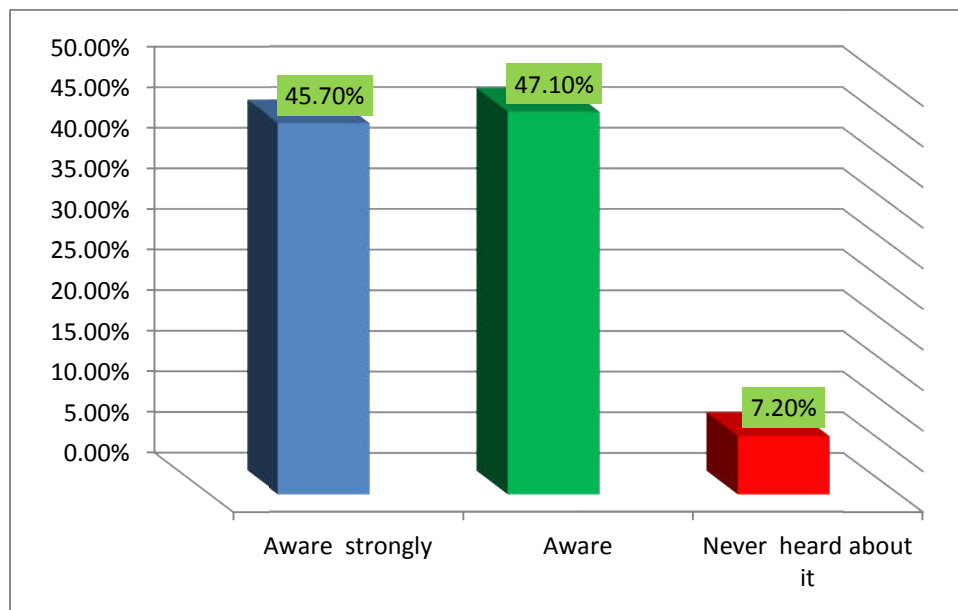
From table (4.2) and figure (4.2) we note that the Education Level of most individuals study are university graduate by (41) and with (58.6%), followed by whom education level is post graduate by (17) with (24.3%) while the total number of whom education level is secondary or less (12) by (17.1%).

Table 4.3: The sample distribution by knowledge of the concept of corporate social responsibility

Extend of knowledge	Frequency	Percentage
Aware strongly	32	45.7%
Aware	33	47.1%
Never heard about it	5	7.2%
Total	70	100%

Source: prepared by researcher, using SPSS, 2016

Fig: 4.3: The sample distribution by knowledge of the concept of corporate social responsibility



Source: prepared by researcher, using SPSS, 2016

From table (4.3) and figure (4.3) we note that the extend of knowledge of most individuals study are aware by (33) and with (47.1%), followed by whom extend of knowledge is aware strongly by (32) with (45.7%) while the total number of whom extend of knowledge is never heard about it (5) by (17.1%).

4.4 Study tool:

The researcher has developed a study tool to become a tool for data collection in this study, and that a review of previous literature on the subject of the impact of social responsibility on the customer satisfaction. The study tool include on the three main parts are:

The first: deals with the general demographic information about the respondent on the questionnaire.

The second: was devoted to measure the extend of customers knowledge about the concept of corporate social responsibility of Sudatel Telecom Group.

The third: was devoted to measure the impact of social responsibility on the customer satisfaction of Sudatel Telecom Group from a customer perspective has included study tool is sufficient to cover all the paragraphs of the object of study.

4.5 Believe study tool:

The study was presented on number of validators in the field of study, so the measure became in the final form.

Reliability and Validity:

Stability means that measure gives the same results if used more than once under similar conditions.

Reliability is defined as the extent to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials.

Validity is defined as the extent to which the instrument measures what it purports to measure. and calculate in many ways represents the easiest being the square root of the reliability coefficient

$$\text{Validity} = \sqrt{\text{Reliability}}$$

Researcher calculates the reliability coefficient of the scale used in the questionnaire by alpha equation and the results as follows:

Table4.4: Reliability and Validity:

reliability coefficient	validity coefficient
0.89	0.94

Source: prepared by researcher, using SPSS, 2016

Notes from the results table (4.4) that all reliability and validity coefficients for questionnaire is greater than (50%) and close to the one, This indicates that the questionnaire is characterized by high reliability and validity, and makes statistical analysis acceptable.

4.6 Study procedures:

I have been conducting this study, according to the following steps:

1. Preparation of the study measurements of the final image.
2. Identify the study sample.
3. Distribute the study tool on the study sample, and retrieval, where distributed (70) questionnaires, have been retrieved (70), which formed the study sample.
4. Enter the data into the computer and processed statistically using the Statistical Package for Social Sciences (SPSS).
5. Extracting, analyzing and discussing the results.

4.7 Statistical Processing:

Data are encoded and processed statistically using the Statistical Package for Social Sciences (SPSS).

Statistically processors used:

To achieve the objectives of the study and to verify hypotheses, statistical methods were used the following:

- 1 - charts.
- 2 - frequency distribution of the answers.
- 3 - percentages.
- 4 - alpha equation, to calculate the reliability coefficient.
- 5 - median.
- 6 - Chi-square test for the significance of differences between the answers.

To get results as accurate as possible, has been used SPSS statistical software, which indicates a shortcut to Statistical Package for Social Sciences.

CHAPTER FIVE

Results of Research

This study aimed to identify the impact of corporate social responsibility on the customer satisfaction of Sudatel Telecom Group from the perspective of customer view point, also aimed to identify the impact of the study variables (Classification and education level) on the impact of corporate social responsibility on the customer satisfaction of Sudatel Telecom Group from the customers view point.

To achieve the objective of the study, questionnaire was prepared and to ensure its sincerity, and the coefficient of stability, and after the data collection process, are encoded and entered a computer and processed statistically using the Statistical Package for Social Sciences (SPSS) Here are the results of the study according to the sequence of questions, and hypotheses:

5.1 Results concerning the study questions and hypothesis:

The final result of study is there are no statistically significant differences of the impact of corporate social responsibility practices on customer satisfaction due to the study hypothesis.

To answer the questions of the study and verification of hypotheses will be calculated median for each of the phrases in the questionnaire and which show views of individuals the study, which was given Grade (5) as a weight for each answer " Strongly agree", and grade (4) as a weight for each answer "agree" grade (3) as a weight for each answer " don't know ", grade (2) as a weight for each answer, " Disagree" and grade (1) as a weight for each answer " Strongly disagree".

To know Trends answer, by calculated median. And then i will use the Chi-square test to know the significance of differences in answers.

- **Discussion the first axis**

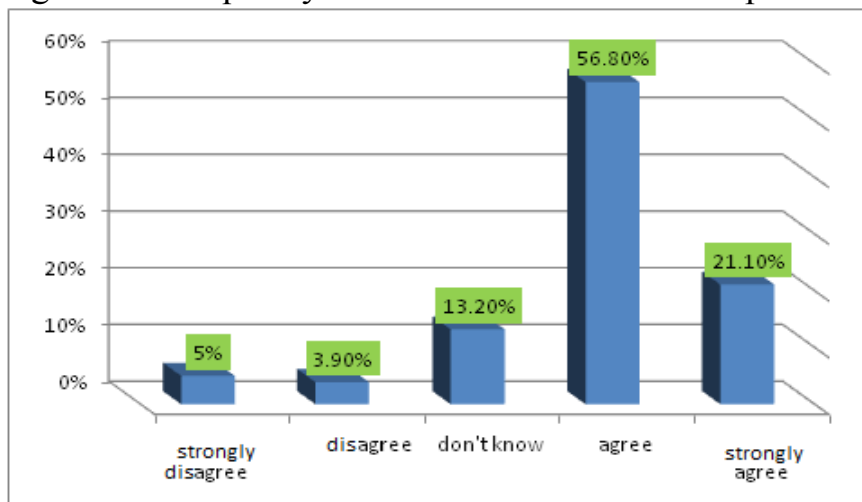
" Social responsibility towards society "

Table 5.1: Frequency distribution of the first axis phrases Answers:

No.	Phrases	Frequency and percentages%				
		Strongly agree	agree	don't know	Disagree	Strongly disagree
1	sudatel mission and goals consistent with society goals and values	17 24.3%	43 61.4%	4 5.7%	2 2.9%	4 5.7%
2	sudatel contributes to the reduction of the unemployment problem to society	12 17.1%	42 60%	10 14.3%	2 2.9%	4 5.7%
3	sudatel initiates the projects delivery of core voluntary community such as schools, roads, hospitals, housing and other programs	14 20.2%	36 51.4%	14 20%	3 4.3%	3 4.3%
4	The support provided by sudatel in the interest of society	16 22.9%	38 54.3%	9 12.9%	4 5.7%	3 4.3%
Axis		59 21.1%	159 56.8%	37 13.2%	11 3.9%	14 5%

Source: prepared by researcher, using SPSS, 2016

Figure 5.1: Frequency distribution of the first axis phrases Answers:



Source: prepared by researcher, using SPSS, 2016

Table 5.2: Chi-square test results for the first axis phrases Answers:

No.	Phrases	Chi-square value	α -value	Median	Trend
1	sudatel mission and goals consistent with society goals and values	85.29	0.000	4	Agree
2	sudatel contributes to the reduction of the unemployment problem to society	74.86	0.000	4	Agree
3	sudatel initiates the projects delivery of core voluntary community such as schools, roads, hospitals, housing and other programs	51.86	0.000	4	Agree
4	The support provided by sudatel in the interest of society	59.00	0.000	4	Agree
Axis		263.71	0.000	4	Agree

Source: prepared by researcher, using SPSS, 2016

From the table above:

- The value of chi-square for the first phrase is (85.29) with (α value= $0.000 < 0.05$), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the second phrase is (74.86) with (α value = $0.000 < 0.05$), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the third phrase is (51.86) with (α value = $0.000 < 0.05$), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the fourth phrase is (59.00) with (α value = $0.000 < 0.05$), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

The value of chi-square for all phrases in the first axis (263.71), with (α value = $0.000 < 0.05$) and figure (5), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

We conclude from the above that the first axis “**Social responsibility towards society**” has been achieved and in favor of agree.

Discussion the second axis

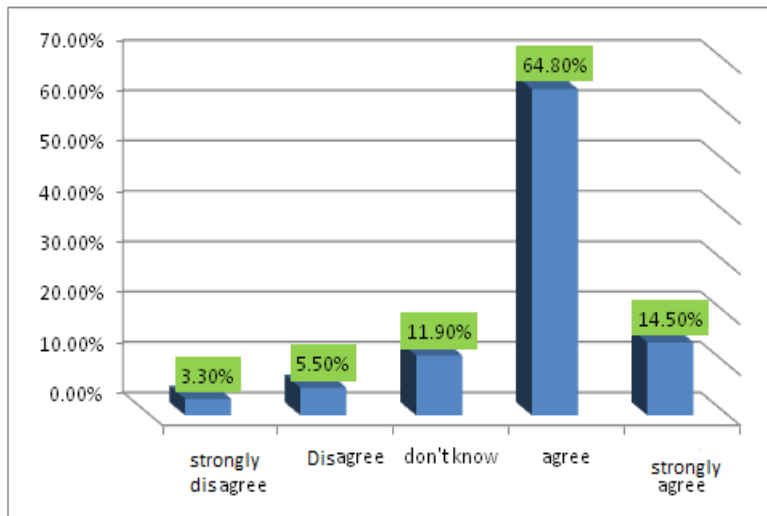
" Social responsibility towards customers "

Table 5.3: Frequency distribution of the second axis phrases Answers:

No.	Phrases	Frequency and percentages%				
		Strongly agree	agree	don't know	Disagree	Strongly disagree
5	sudatel cares about the customer complaints and work to recover them urgently	8 11.4%	49 70%	4 5.7%	5 7.1%	4 5.7%
6	sudatel is committed to the method of transparency in dealings with customers	13 18.6%	37 52.9%	10 14.3%	6 8.6%	4 5.7%
7	sudatel is committed to implement the agreements concluded with customers at the certain time	8 11.4%	44 62.9%	13 18.6%	4 5.7%	1 1.4%
8	sudatel interested in establishing good relations with customers	11 15.7%	45 64.3%	9 12.9%	4 5.7%	1 1.4%
9	sudatel provides a unique and acceptable cost and easy services to its customers	9 12.9%	50 71.4%	6 8.6%	3 4.3%	2 2.9%
10	sudatel staff characterized moral optimum values	12 17.1%	47 67.1%	8 11.4%	1 1.4%	2 2.9%
Axis		61 14.5%	272 64.8%	50 11.9%	23 5.5%	14 3.3%

Source: prepared by researcher, using SPSS, 2016

Figure 5.2: Frequency distribution of the second axis phrases Answers:



Source: prepared by researcher, using SPSS, 2016

Table 5.4: Chi-square test results:

No.	Phrases	Chi-square value	α value	Median	Trend
5	sudatel cares about the customer complaints and work to recover them urgently	110.14	0.000	4	Agree
6	sudatel is committed to the method of transparency in dealings with customers	50.71	0.000	4	Agree
7	sudatel is committed to implement the agreements concluded with customers at the certain time	86.14	0.000	4	Agree
8	sudatel interested in establishing good relations with customers	90.29	0.000	4	Agree
9	sudatel provides a unique and acceptable cost and easy services to its customers	117.86	0.000	4	Agree
10	sudatel staff characterized moral optimum values	103.00	0.000	4	Agree
Axis		543.452	0.000	4	Agree

Source: prepared by researcher, using SPSS, 2016

From the table above:

- The value of chi-square for the fifth phrase is (110.14) with (α value =0.000 < 0.05) , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the sixth phrase is (50.71) with (α value =0.000 < 0.05) , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the seventh phrase is (86.14) with (α value =0.000 < 0.05) , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the eighth phrase is (90.29) with (α value =0.000 < 0.05) , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the ninth phrase is (117.86) with (α value =0.000 < 0.05), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the tenth phrase is (103.0) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

The value of chi-square for all phrases in the second axis (543.45), with (α value =0.000 < 0.05) and figure (6), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

We conclude from the above that the second axis " **Social responsibility towards customers** " has been achieved and in favor of agree.

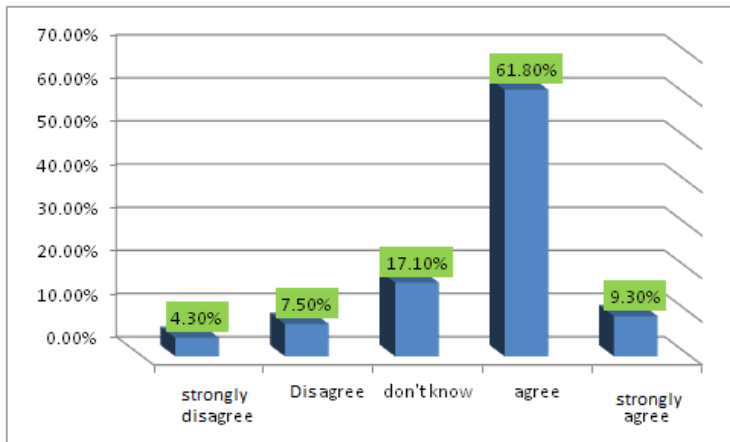
- **Discussion the third axis:**
" Social responsibility towards the environment "

Table5.5: Frequency distribution of the third axis phrases Answers:

No.	Phrases	Frequency and percentages%				
		Strongly agree	agree	don't know	Disagree	Strongly disagree
11	Environment protection is the most important pillars of the sudatel values and culture	9 12.9%	42 60%	12 17.1%	3 4.3%	4 5.7%
12	sudatel contributes with the relevant authorities in maintaining a clean environment	6 8.6%	42 60%	13 18.6%	6 8.6%	3 4.3%
13	sudatel pays high attention for the internal and external environment	4 5.7%	48 68.6%	9 12.9%	6 8.6%	3 4.3%
14	sudatel has an emergency plan for the environmental disasters	7 10%	41 58.6	14 20%	6 8.6%	2 2.9%
Axis		26 9.3%	173 61.8%	48 17.1%	21 7.5%	12 4.3%

Source: prepared by researcher, using SPSS, 201

Figure 5.3: Frequency distribution of the third axis phrases Answers:



Source: prepared by researcher, using SPSS, 2016

Table 5.6: Chi-square test results:

No.	Phrases	Chi-square value	α value	Median	Trend
11	Environment protection is the most important pillars of the sudatel values and culture	73.86	0.000	4	Agree
12	sudatel contributes with the relevant authorities in maintaining a clean environment	73.86	0.000	4	Agree
13	sudatel pays high attention for the internal and external environment	104.71	0.000	4	Agree
14	sudatel has an emergency plan for the environmental disasters	70.43	0.000	4	Agree
Axis		318.107	0.000	4	Agree

Source: prepared by researcher, using SPSS, 2016

From the table above:

- The value of chi-square for the eleventh phrase is (73.86) with (α value =0.000 < 0.05), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the twelfth phrase is (73.86) with (α value =0.000 < 0.05), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the thirteenth phrase is (104.71) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the fourteenth phrase is (70.43) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

The value of chi-square for all phrases in the third axis (318.11), with (α value =0.000 < 0.05) and figure (7), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

We conclude from the above that the third axis " **Social responsibility towards the environment** " has been achieved and in favor of agree.

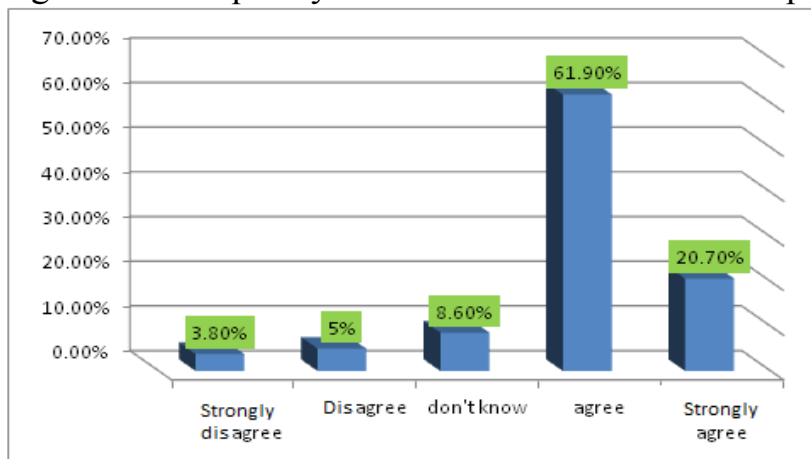
- **Discussion the fourth axis:
"The impact of customer focus"**

Table 5.7: Frequency distribution of the fourth axis phrases Answers:

No.	Phrases	Frequency and percentages%				
		Strongly agree	Agree	don't know	Disagree	Strongly disagree
15	The caring about customer will create a good image for sudatel	16 22.9%	47 67.0%	2 2.9%	2 2.9%	3 4.3%
16	The establishment of programs for the definition about sudatel group services will help to create a positive image of sudatel	11 15.7%	45 64.3%	10 14.3%	3 4.3%	1 1.4%
17	Providing awareness programs to the community enhances its good image of sudatel	13 18.6%	44 62.9%	7 10%	4 5.7%	2 2.9%
18	The care of cultural ,social , and sporting activities enhances its good image of sudatel	16 22.9%	40 57.1%	7 10%	5 7.1%	2 2.9%
19	The social responsibility program projects contributed to support the marketing efforts for sudatel	12 17.1%	39 55.7%	10 14.3%	5 7.1%	4 5.7%
20	services price cut enhances the image of the sudatel	19 27.1%	45 64.3%	0 0.0%	2 2.9%	4 5.7%
Axis		87 20.7%	260 61.9%	36 8.6%	21 5%	16 3.8%

Source: prepared by researcher, using SPSS, 2016

Figure 5.4: Frequency distribution of the fourth axis phrases Answers:



Source: prepared by researcher, using SPSS, 2016

Table 5.8: Chi-square test results:

No.	Phrases	Chi-square value	α value	Median	Trend
15	The caring about customer will create a good image for sudatel	107.2	0.000	4	Agree
16	The establishment of programs for the definition about sudatel group services will help to create a positive image of sudatel	91.14	0.000	4	Agree
17	Providing awareness programs to the community enhances its good image of sudatel	85.29	0.000	4	Agree
18	The care of cultural ,social , and sporting activities enhances its good image of sudatel	68.14	0.000	4	Agree
19	The social responsibility program projects contributed to support the marketing efforts for sudatel	59.00	0.000	4	Agree
20	services price cut enhances the image of the sudatel	67.49	0.000	4	Agree
Axis		498.60	0.000	4	Agree

Source: prepared by researcher, using SPSS, 2016

From the table above:

- The value of chi-square for the fifteenth phrase is (107.29) with (α value =0.000 < 0.05) , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the sixteenth phrase is (91.14) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the seventeenth phrase is (85.29) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the eighteenth phrase is (68.14) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the nineteenth phrase is (59.00) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.
- The value of chi-square for the twentieth phrase is (67.49) with (α value =0.000 < 0.05), , this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

The value of chi-square for all phrases in the fourth axis (232.000), with (α value =0.000 < 0.05) and figure (8), this indicates that there is significant differences at the level (5%) between answers of study individuals and in favor of agree.

We conclude From the above that the fourth axis " **The impact of customer focus** " has been achieved and in favor of agree.

CHAPTER SIX

Discussion, Conclusion and Recommendations

6.1 Discussion:

This chapter includes a presentation and discussion of the most important findings of the study and providing the conclusion and a set of recommendations that came out from the study results. The study was conducted on a sample of Sudatel Telecom Group customers. The researcher distributed the questionnaires to (70) customers and retrieved (70), which formed the study sample. The data were input into the computer and processed statistically using the Statistical Package for Social Sciences (SPSS). After extracting and analyzing the results have been interpreted as the following:

Observed from the study results, rising the dimension of social responsibility towards the society from the viewpoint of the STG customers, and this result can be explained by the STG commitment to the concept of social responsibility and implementation of a number of primers important to the community and the sponsorship of useful programs and activities for the community, which strengthens the positive customer sense of the STG role to the society.

Shown through the analysis of the first area of the questionnaire which (social responsibility towards society) there is a positive image for the sudatel to adopt this specification, where the results were mostly positive, and this is the first advantage for the STG.

Shown through the analysis of the second area of the questionnaire which (social responsibility towards customers) there are positive views support the STG to continue this principle in customer service, so this point also feature very high advantage for the STG.

Shown through the analysis of the third area of the questionnaire which (social responsibility towards the environment) there are some opinions that oppose the presence of a large interest of the company's commitment to the

environment, but most of the results were positive so this point considered an advantage for the STG.

Shown through the analysis of the fourth area of the questionnaire which (the impact of customer focus) customer feedback about STG has a good reputation.

Evidenced by the results of the study, the impact of social responsibility practices on the customer satisfaction of Sudatel Telecom Group from the viewpoint of the customer got a high degree of satisfaction.

With respect to the results on the assumptions study where it was found by the results of the examination of the hypotheses that there is no statistically significant differences in the significance level ($\alpha=0.05$) in the sample estimates of the impact of social responsibility on the customer satisfaction of Sudatel Telecom Group attributed to variables (classification and education level).

The results obtained were logical, since the study variables (classification and educational level) did not represent a significant difference through viewpoints of the STG customers. Customers' feedbacks were general, regardless customer background in terms (classification and education level).

6.2 Conclusion:

From this study we can conclude that:

1. The concept of corporate social responsibility began to deepen and spread in the community and the people they are aware about the social responsibility activities.
2. The implemented social responsibility programs in STG consistent with the community needs.
3. Sudatel leadership is committed to the principle of social responsibility.
4. There are no statistically significant differences of the impact of corporate social responsibility practices on customer satisfaction due to the study hypothesis.
5. The STG customers are satisfied about the socially role of the Sudatel.

6.3 Recommendations:

After analyzing the results of the questionnaires distributed to Sudatel Telecom Group customers, and study carried out Social Support Programs through previous years and considered donations adhered to by the sudatel to set up community programs.

This research recommends that further research will help solving limitations of it's by taking the following points in account:

1. Open the suggestions door for the community to present their views and suggestions about social responsibility programs.
2. Deploying social programs and activities via the media and Documenting the events and occasions sponsored; because it improves the sudatel image.
3. Coordination with other companies to contribute together in social initiatives.
4. I wish all the companies to applying social responsibility programs and make Sudatel Telecom Group as a role model.

6.4 Suggestions for Future Studies:

I would suggest that some future studies to be conducted in (The impact of social responsibility on the competitive advantage).

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Appendix

جامعة السودان للعلوم والتكنولوجيا
كلية الدراسات العليا
عمادة التطوير والجودة
ماجستير إدارة الجودة الشاملة والامتياز
استبانة بحث علمي

السادة: عملاء مجموعة سوداتل للاتصالات

تحية طيبة وبعد

نضع بين أيديكم استبانته لأغراض البحث العلمي لموضوع "تأثير ممارسات المسؤولية الاجتماعية للشركات على رضا العملاء" يرجى التفضل والتعاون بالإجابة على جميع العبارات الواردة في الاستبانة ونؤكد بأن المعلومات التي سيتم جمعها من خلال إجاباتكم ستحاط بالسرية التامة وتستخدم لأغراض البحث العلمي والصالح العام لذلك نأمل تعاونكم والإجابة على هذه الأسئلة بموضوعية.

الباحث:

علياء عبدالله محمد احمد محمد علي

اولا: المعلومات الشخصية:

1. التصنيف: مؤسسة فرد
2. المستوى التعليمي ثانوي فأقل جامعي دراسات عليا
3. ما هو مدى إدراكك بمفهوم المسؤولية المجتمعية للشركات:
 مدرك بشدة مدرك لم اسمع به

م	الفقرات	أوافق بشدة	أوافق	لا أعرف	معارض	معارض بشدة
المجال الأول: المسؤولية الاجتماعية تجاه المجتمع						
1	تتوافق رسالة سوداتل وأهدافها مع أهداف وقيم المجتمع					
2	تساهم سوداتل بالتقليل من مشكلة البطالة بالمجتمع					
3	تبادر سوداتل في انجاز المشاريع الطوعية الأساسية للمجتمع من مدارس وطرق ومستشفيات وبرامج إسكان وغيرها					
4	إن الدعم الذي تقدمه سوداتل يصب في مصلحة المجتمع					
المجال الثاني: المسؤولية الاجتماعية تجاه العملاء						
5	تهتم سوداتل بشكاوى العملاء والعمل على حلها بصورة عاجلة					
6	تلتزم سوداتل بمنهج الشفافية في كل معاملاتها مع العملاء					
7	تلتزم سوداتل بتنفيذ الاتفاقيات التي تبرمها مع عملائه وبالوقت المناسب					
8	ساهمت مشروعات برنامج المسؤولية الاجتماعية في سوداتل في خلق علاقات طيبة مع مشتركيها					
9	تقدم سوداتل خدمات فريدة ومقبولة التكاليف وسهلة الاستخدام لعملائها					
10	يتحلى موظفو سوداتل بالقيم الأخلاقية المثلى					
المجال الثالث: المسؤولية الاجتماعية تجاه البيئة						
11	تعد حماية البيئة من أهم مرتكزات قيم وثقافة سوداتل بشكل عام					
12	تساهم سوداتل مع الجهات ذات العلاقة في المحافظة على نظافة البيئة					
13	تولى سوداتل بيئتها الداخلية والخارجية اهتماماً مقدرًا					
14	لدى سوداتل خطة للطوارئ في حال حدوث كوارث بيئية					
المجال الرابع: أثر التركيز على العملاء						
15	الاهتمام بالعمل يخلق صورة ذهنية جيدة عن سوداتل					
16	إقامة البرامج والمسابقات للتعريف بخدمات مجموعة سوداتل تساعد على خلق صورة إيجابية عن سوداتل					
17	تقديم برامج توعوية للمجتمع يعزز الصورة الجيدة لسوداتل					
18	رعاية النشاطات الثقافية والاجتماعية والرياضية يعزز الصورة الجيدة لسوداتل					
19	ساهمت مشروعات برنامج المسؤولية الاجتماعية في دعم الجهود التسويقية لسوداتل					
20	تخفيض أسعار الخدمات يعزز صورة سوداتل					