

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE**

**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY
ON BRAND IMAGE OF MYANMAR POSTS AND
TELECOMMUNICATIONS (MPT)**

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DEPARTMENT OF COMMERCE
MASTER OF COMMERCE**

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TELECOMMUNICATIONS (MPT)**

**Submitted in Partial Fulfillment of the Requirement for the
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ABSTRACT

The purpose of this study is to identify corporate social responsibility activities of Myanmar Posts and Telecommunications (MPT) and to analyze the effect of corporate social responsibility on brand image of Myanmar Posts and Telecommunications (MPT). In this study, the primary and secondary data are used. The primary data are collected through questionnaires. This study applied the simple random sampling method and 154 MPT users are collected as a sample size. This study found that the MPT implement all the CSR activities. In addition, the finding of this study indicated that the economic responsibility, ethical responsibility and philanthropic responsibility had positively significant effect on the brand image. It can be concluded that the CSR activities form the positive perception of customers to enhance the brand image.

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LIST OF ABBREVIATIONS

2G	Second-generation Cellular Network
3D	Three-dimensionality
3G	Third-generation of Wireless Mobile Telecommunications Technology
5G	Fifth-generation Technology Standard for Broadband Cellular Networks
BAJ	Bridge Asia Japan
CDMA	Code Division Multiple Access
CEO	Chief Executive Officer
CSR	Corporate Social Responsibility
GSM	Global System for Mobile Communications
IT	Information Technology
KDDI	Kokusai Denshin Denwa Inc
MCF	Myanmar Computer Federation
MCPT	Ministry of Communications, Posts and Telegraphs
MMK	Myanmar Kyat
MOHS	Ministry of Health and Sports
MPT	Myanmar Post and Telecommunication
MPT4U	All in One Application for MPT Users
Mytel	Myanmar National Telecom Holding
NAG	Network Activities Group
NGOs	Non-Government Organizations
SMS	Short Message Service
SPSS	Statistical Package for the Social Science
TBL	Triple Bottom Line
UNICEF	United Nations Children's Fund
USD	United States Dollar

CHAPTER 1

INTRODUCTION

Corporate social responsibility (CSR) is becoming a popular topic among the business in recent year. CSR involves not only fundamental principles for the business but also voluntary activities for the society. In this 21st century, people's emotion and attention are changing to environmental and social sustainability. The weather is become changing and most of the countries faces several natural disasters and lose many human life and property. The government also busy for extra work to support people from lose of their lives and property. To match this kind of changing, organizations also engage to the program of environmental and social sustainability. So, most of the business consider CSR activities in order to meet the need of environmental and social concern.

Customers are also increasing to aware and accept corporate social responsibility when they choose products to buy. In many years ago, customers choose the product based on good quality and low price. Nowadays, customers demand the products which are safe for both people and planet. Customers choose the products or services based on not only quality and price but also the brand image. Brand image can give safety and good benefits for customers. In today's competitive market, companies are trying to get brand image for their products or services in order to choose their products among competitors. A strong brand image has many benefits such as creating confidence of their customer, creating better business-customer relationship, attracting new customer, increasing profit, easily introducing new products and services under same brand. Therefore, most of the businesses try to create good brand image through various strategies.

Corporate social responsibility (CSR) activities can make positive effect on its customer's thinking that helps in making a positive image of the organization (Naqvi, Lshtiaq, Kanwal, Ali, & Inderyas, 2013). Most of the companies become to engage in CSR with different purposes; as a strategic way for enhancing brand image or protecting brand reputation or building goodwill. And then, companies publish the social and environmental activities and their process in order to know customer about their CSR activities. Companies also choose effective channel to communicate customer about their CSR activities. CSR includes many dimensions for stakeholders

such that clean and secure working environment for employees, justify among employees, safe and good quality of products and services for the customers, obeying the government laws and regulations, not engaging in dishonest business activities and helping the sustainable environment and making effort for the improvement of the society (Razaq, 2013). CSR activities can create brand image, customer loyalty, increasing profit, good job performance, and especially competitive advantage. Moreover, corporate social responsibilities activities can lessen the social and ecological tension on the organization and can meet the expectation of the customer. Therefore, companies should accept the challenge and join the corporate social responsibilities.

CSR was being done in the vast majority in heavy manufacturing organizations for example chemical production, mining, petroleum, tobacco, liquor organizations. These organizations are more firmly checked for environmental execution than organizations in other industry. In recent years, telecommunication companies became establishes the CSR policy and implement activities because their markets are too competitive. Services are the intangible; therefore, customer cannot easily judge or estimate their quality. Customers have one way to estimate the service quality upon the brand image. Therefore, these companies are increasingly joining the CSR activities as a marketing tool. CSR activities are making a challenge for company and very costly program for short term, but saving costs for long term. CSR can sustain not only environment but also company' success.

1.1 Rationale of the Study

Traditionally, the companies focus on strategies for their business operation and profit, such as differentiation, diversification, turnaround, concentration, and globalization. In recent year ago, a popular trend is the strategic thinking of society's needs. CSR is also the strategy of considering for stakeholders (customers, employees, etc.) and society. Most of customers pay attention on environmental and social sustainability. Therefore, most of the companies are trying to engage in CSR activities to reduce the pressure of the society and build brand image.

Brand image is an important role in the lives of the product or service. This is the perception of the customers about the brand in their minds. In the purchase decision of customers, brand image play a critical role, which makes brands of great

importance for the economic situation of a company. A strong brand image can get competitive advantage.

The brand image of an operator is becoming more important in the growing popularity of mobile phone users in Myanmar. The subscriber penetration rate in Myanmar was rapidly increasing in recent year. The operators are attempting to build strong brand image in order to choose their services. Among them, MPT is the domestic telecommunication company and others are foreign companies. Most of the operators are joining the CSR policy. MPT also become to recognized the CSR policy in order to enhance brand image because the telecommunication industry is too competitive. Nowadays, MPT implements many of the CSR activities for Myanmar's citizens.

Although CSR had been implemented by MPT in Myanmar, there is less emphasis on whether their CSR activities can create positive thinking in their customers' minds. It needs to identify on the impact of their CSR activities on the brand image. By increasing the understanding and knowledge of customers' reactions and attitudes to company' involvement in CSR, firm will be able to develop more optimal CSR strategies.

1.2 Objectives of the Study

The main objectives of the study are as follows:

- (1) To explore corporate social responsibility activities in Myanmar Posts and Telecommunications (MPT).
- (2) To analyze the effect of corporate social responsibility on brand image of Myanmar Posts and Telecommunications (MPT).

1.3 Scope and Method of the Study

This study focuses on analyzing the effect of corporate social responsibility on brand image of MPT. Both primary and secondary data were used to achieve the objectives of the study. The following formula developed by Taro Yamane (1967) was used to calculate sample size.

$$\begin{aligned}n &= \frac{N}{1+N(e)^2} \\ &= \frac{23000000}{1+23000000(0.08)^2} \\ &= 156.248938\end{aligned}$$

The primary data was collected through questionnaire. Data were collected from 156 customers using simple random sampling method. After removing questionnaires with missing data, 154 questionnaires were finally taken into analysis. Secondary data is acquired from previous study, websites, published journal, and textbook. Most of the questions in the questionnaire were measured on a five-point Likert scale. The quantitative research method was used in the study. Descriptive analysis and Multiple Linear Regression (MLR) analysis were applied to determine how different dimensions of CSR affect brand image. The analytical tool used to analyze the collected data is the SPSS 25 Statistics software.

1.4 Organization of the Study

This study constitutes five chapters. Chapter one is introduction which includes rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Literature review of the study is disclosed in chapter two. Chapter three shows corporate social responsibility activities of MPT. Chapter four represents the analysis of the effect of corporate social responsibility on brand image of MPT. Chapter five shows the conclusion of the study.

CHAPTER 2

LITERATURE REVIEW

This chapter represents Carroll's corporate social responsibility (CSR) theory, brand image, corporate social responsibility and the brand image. Finally, the previous study and the conceptual framework of the study are shown in this part.

2.1 Carroll's Corporate Social Responsibility (CSR) Theory

The term CSR firstly developed by Bowen since 1950s stated that CSR is defined as the obligations of businessmen to pursue policies, to make decisions, or to follow lines of action which are desirable in terms of the objectives and values of our society (Kashyap, Mir, & Mir, 2011). The European commission defined CSR as the voluntary actions of the companies for making better society and better environment. CSR has no universal definition and many scholars and researchers define it. It is also defined by authors as the commitment of business to contribute to sustainable economic development working with the employees, their families, the local community and society at large to improve the quality of life, in ways that are both good for business and good for development. In general, many studies suggested that CSR activities have a significant influence on several consumer-related outcomes such as purchase intention, brand choice and recommendations, and customer loyalty (Sen & Bhattacharya, 2001; Werther & Chandler, 2005; He & Lai, 2014).

Firms are becoming need to develop and integrate CSR into their business strategy for a long-term success, due to the social request by customers and shareholders. Since a company established, social acceptance is important for a company's survival. Therefore, companies are trying to gain social acceptance of their products, brands, and their company's image. Engaging with CSR can create a company society's acceptance. Due to high degree of similarity among most of the companies and their activities within social and environmental initiatives, a proactive CSR management in this sector is more valuable and preferable for customers (Calabrese & Lancioni, 2008). Some companies argued that CSR strategy can cost more moneys and resources of the company. But most of the companies accept and engage the CSR policy with their business activities. CSR gives benefit for not only society and company but also their stakeholders. The companies engage in CSR

activities because they can have some kind of business benefits such as a good reputation, customer loyalty etc. Good business policy with an ethical reference has more influenced on reputation of the organization.

Based on Carroll's pyramid of CSR, CSR is divided into four responsibilities. They are hierarchy – economic, legal, ethical, and philanthropic responsibility (Carroll, 1991). According to Carroll's theory, CSR include not only fundamental activities for the company but also voluntary activities for the society. Most of the business engage the Carroll's CSR practices in recent year. At present, most of organization are seeking to conform to CSR activities since stakeholders and other relevant parties often want to know about a firm's social responsibility (Wijerathna & Gajanayake). Pava & Krausz (1995) defined as CSR is the organization meeting societal responsibilities beyond profit maximization. The other author Elkington developed the triple bottom line (TBL), also known as the 3P. Elkington model concentrates on performance along the interconnected dimensions of profit (financial), people (social), and the planet (environment) (Elly Gudjonsdottir & Albina Jusubova, 2015).

When new governmental bodies established that national public policy officially recognized the environment, employees, and consumers to be significant and legitimate stakeholders of business, corporate executives find the answers how they balance their commitments to the corporation's owners with their obligations to an ever-broadening group of stakeholders who claim both legal and ethical right. Carroll explored the pyramid of CSR concept for reconcile their obligations to their shareholders with those to other competing groups claiming legitimacy. In this view, a four-part conceptualization of CSR included the idea that the corporation has not only economic and legal obligations, but also ethical and discretionary (philanthropic) responsibilities as well (Carroll, 1979). The point here was that CSR, to be accepted as legitimate, had to address the entire spectrum of obligations business has to society, including the most fundamental-economic. In 1991, these four categories or components of CSR might be depicted as a pyramid by Carroll with hierarchic order. Each of these four categories deserves closer consideration.

2.1.1 Economic Responsibility

The businesses are the entities that provide goods and services for society. The economic responsibility is all the activities that the business operates for the profit motives. The profit motive is the main purpose of doing business. Their economic activities are associated with making developments in business, manufacturing and distribution goods and services to meet the customer needs and wants with the objective of making profit. In many years ago, the critical point of business was profit maximizations for owner (shareholders). Nowadays, businesses become to consider not only profit maximizations for owner (shareholders) but also benefit for stakeholders such as customer, employee, suppliers, bankers, government. The businesses become to notice that the stakeholders are the main factors to sustain the success for long run. The stakeholders are gaining many economic benefits from a business such as investment in career development for employee, high technology for society, high quality of products or services with fair price for consumers, generate income for small retailers or suppliers. The economic responsibilities are the basis for all other business responsibilities because without it, the others become moot considerations (Carroll, 1991).

2.1.2 Legal Responsibility

The legal responsibilities are the second role of pyramid to consider. Business operates not only for the profit motives but also under the laws and regulations established by government. There are various laws and regulations for a business such as commercial law, industrial law, labor law, and other business laws which the government set. Legal obligations required by the especially consumer from organization to be fulfilled are associated with tax payment, protection of environment, laws of products and laws that promote safety and information. They are depicted as the next layer on the pyramid, but the legal responsibility is coexisting with economic responsibility of a business. The business obeys the laws and regulations when they operate economic activities for profit.

2.1.3 Ethical Responsibility

Ethical responsibility represents the principles and norms that the society accepted or prohibited for the business even though they are not codified by any laws and regulations. To be an ethical business, the business should respect the societal

value, culture, human right, gender equality, and expectations of the society, and avoid unethical operations. The business should perform in a manner with the expectations and societal norms, keep recognize new societal norms , prevent the operations which are against the culture or society value, try to be good corporate citizenship be defined as doing what is expected morally or ethically, and also sustain the corporate integrity or ethical behavior (Carroll, 1991). Business ethics is very important and effect to the stakeholders. Therefore, society and stakeholders demand the ethical performance and manners. Ethical responsibility can be assumed as coexisting with legal and economic responsibility. The ethical responsibility can make the business to obey laws and regulations wider and to operate the economic activity at the level above the required law. (Carroll, 1991)

2.1.4 Philanthropic Responsibility

Philanthropic encompasses those corporate actions that are in response to society's expectation that business be good corporate citizen (Carroll, 1991). The government or laws do not force to do philanthropic responsibilities by the business and it is only the voluntary activities. Moreover, societies appreciate the philanthropic responsibilities. So, when a business desire society's acceptance, the philanthropic responsibilities can make the society quickly to accept their products or services. The business is establishing many kinds of philanthropic programs for various stakeholders within or outside their business. The business contributes their money, facilities, or sometimes their employee for the need of the community such as school, hospital, public areas, and NGOs. Moreover, they celebrate the employee welfare, customer welfare, and donate the victims of natural disasters.

2.2 Brand Image

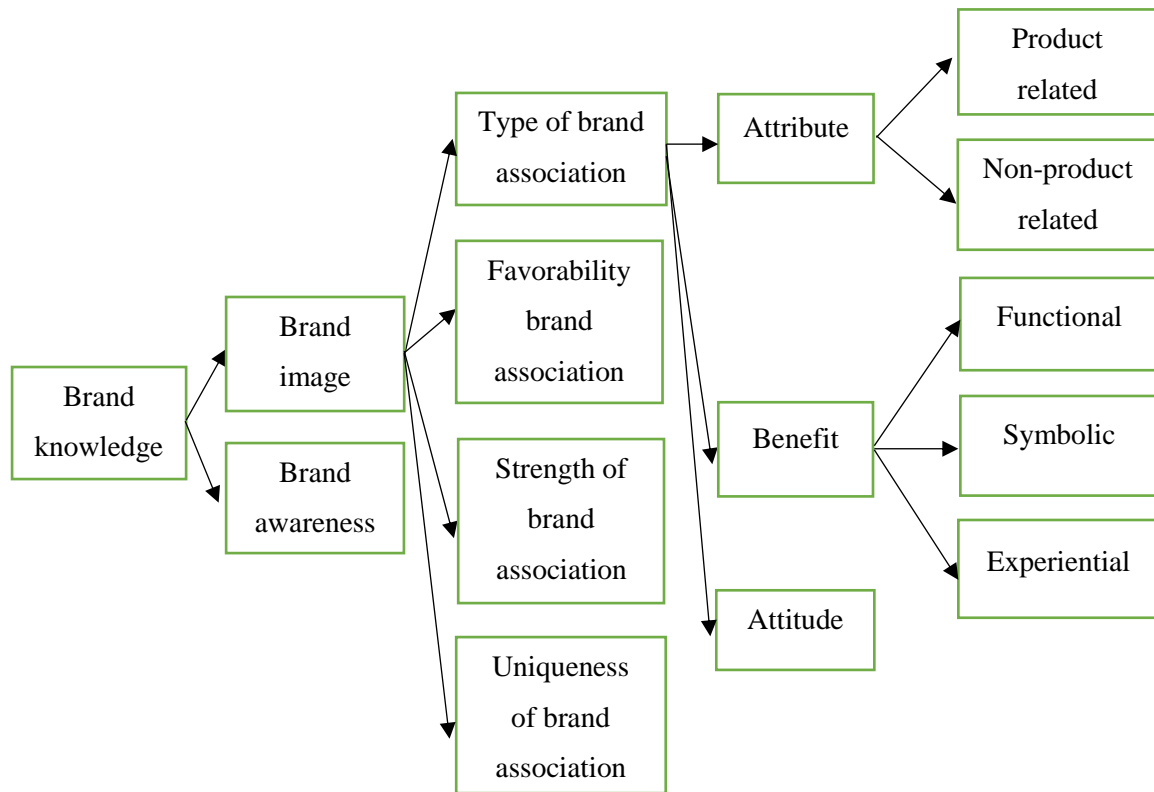
Brand image has been recognized as an important concept in marketing among businesses. Nowadays, businesses try to build the positive image of their brand. Image is a set of beliefs, ideas, and impression that a person holds regarding an object. Positive image can achieve many advantages including competitive advantage. Brand image is a perception about a brand as reflected by the brand associations held in customer (Keller, 1993). In the simple term, brand image is the perceptions of the brand in the consumer's mind. This perception is based on customer's interaction and experience with the brand and their beliefs of what the brand could be. So, brand

image is aggregate of beliefs, ideas, and impressions that a customer holds regarding the brand.

A brand can be perceived differently by different customers. The different types of associations regarding brand image are divided into three components: attribute, benefits, and attitudes (Keller, 1993). Firstly, attributes are descriptive features of the products or services. These attributes are categorized into two dimensions: product-related attributes and non-product-related attributes. Secondly, the benefits are the value that the customer link to the service attributes. These benefits can be categorized as functional benefit, experiential benefit and symbolic benefits. The functional benefit meets the customer's basis need (physiological and safety needs) to solve a certain problem and correspond to the product-related attributes. Experiential benefits also meet the customer's need for experience, pleasure, well-being, stimulation etc. and correspond to the product-related attributes. Symbolic benefits usually correspond to non-product-related attributes and relate to underlying needs for social approval or personal expression. Attitude, the third components, are described as consumers' overall evaluation of a brand. Positive attitude can derive the brand image.

Brand image can be assumed as the objective and mental feedback of the consumer when consuming a brand. Brand image cannot be created by management but this is determined by the customers. Therefore, positive brand image enhances the goodwill and brand value of the organizations.

Figure 2.1 The Brand Knowledge Model by Keller, 1993



Source: Keller (1993)

Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word-of-mouth and other aspects of the brand experience. Brand image includes the totality of consumers' opinions about, experience with, and attitudes towards a company or organization and their brand as compared with that of competitors. Brand image is pivotal in apparel purchase behavior because it impacts consumer preference and purchase intentions as well as their willingness to pay a premium price and recommend the brand to others.

2.3 Corporate Social Responsibility and Brand Image

The economic activities and brand image are interconnected. Consumers are more and more often making their purchasing decisions based on the brand image, rather than on the product itself. Brand image can be an important driving force of customer loyalty which can increase the profit. Having a recognized brand is critical to their business success because customers buy products or services they know and trust. Confidence is earned through positive customer interactions and experience with the brand. Creating favorable impressions will result in potential customers

considering their brand at time of purchase. No matter what their product or services is, it can be branded by creating the right brand expectations in the minds of their target customers. The more they able to differentiate their brand, the more customers will understand their unique selling proposition and gravitate to your brand.

Economic responsibility is the fundamental activity of a business. Business does economic activities to earn profit. Economic activities are all the activities carried out by a company with the purpose of profit. It encompasses the purchasing, production, marketing, selling and distribution, consumption of goods and services to consumers. Moreover, any activities involving money or the exchange of products or services are economic activities. The primary aim is to get income, profit and wealth. The secondary aim is to make the consumers know the products and services available. The economic activities are categorized into three categories such as operating, investing, and financing.

For a company which engages with CSR policy, economic responsibility has a little differentiate with the above. Economic responsibility is an interconnected field that focuses to strike a balance between business, environment, and philanthropic practices. Economic responsibility abides by, the set standards of ethical and moral regulations. In this context, companies try to find out a solution that can facilitate their business growth and generate profit by benefitting the community and our society. Economic decisions are made by considering their overall effects on society and business at the same time. Therefore, the company provides products and services that are suitable with the society's need. A product is made by a company and can be purchased by a consumer in exchange from money while brands are built through consumer perceptions, expectations, and experiences with all products or services under a brand umbrella. When customer satisfied from the product, there would be positive word of mouth and that would improve brand image. Brand image refers to the perception in the marketplace with customers and among competitors. The business must understand how pricing impacts the image of the brand. While it can be tempting to adjust a brand's price to increase its competition in the marketplace, this is not always a winning strategy and it can have a larger than expected impact on brand image.

Legal responsibilities are not only liable to the individuals in the society but also to the businesses in the society. As business is an entity itself, it must also follow laws and rules. Every business has a responsibility to operate within the boundaries

set by the various commissions and agencies at every level of the government. These rules and regulations are set for maintaining balance and the greater good of the society. A law-abiding enterprise is a socially responsible enterprise as well. The business does economic activities within the boundaries of regulations of various law such as labor law, environmental law, and criminal law. For example, it is a business's duty to pay taxes to the government and keep its account books clean as it helps the government to track the economic state of the company.

The consumers choose the law-abiding enterprise rather than the law-violating enterprise. Law-abiding enterprise can give safety for the consumers. The consumers offer trust and confident on the products of law-abiding enterprise. Therefore, it can enhance the brand image. An economy where 70% to 80% of market value are derived from hard-to-assess intangible assets such as brand image, goodwill, and intellectual capital. If the company violates any laws or regulations or face the lawsuit, the organization may lose a certain part of its existing customer base and reduce the brand image. There are many risks of negative publicity – loss of trust, negative effect on sales, damage on brand image, and damage on brand association. An organization can avoid the lawsuits by following all related laws and regulations.

The ethical responsibility points out the practices and policy for the business which are accepted or prohibited by the society. These are not identified by any government and code. Therefore, it is the standards beyond the laws and regulations. These exhort the business to be fair and justice. The ethical companies focus on the right thing to get a better society and environment. In considering ethics, there are many dimensions for the company such as stakeholder, universal right, sustainable development and the common good for society. The company should be attentive on the stakeholder's morale. Moreover, the company should respect the universal rights and set the policy based on human rights, labor rights and respects the environment. The companies try to get sustainable development for the business and aimed at achieving human development considering present and future generations. The companies also try to do good something for the society. The company faces many challenges to be ethical business because ethics are dynamic things and these are raised newly and timely. Therefore, the business should try to know the updated ethics and social norms. The ethics effect the brand or corporate image of the business.

Nowadays, consumers pay attention not only the products but also the company's behavior. Therefore, the business implements the ethical behavior. They should avoid the discriminations (gender, race, or religious) among the employees and should make the equal pay for equal work and equal opportunity. The society against the exploitation of child labor. Therefore, the business should avoid the child labor. If the executives aware of child labor, they should make to support the child back into school through a training and scholarship programme. When consumer aware of the lawsuit of the company which is violated the ethic or social norms, the company's image and brand image will deteriorate. Therefore, the company attempt to follow the ethics for daily or everything the company does. A company which has good ethic can create positive association in consumer's mind. Placing ethics can create strong brand image and establish solid long-term relationships. Moreover, strong brand image by having ethics can get fair competition among competitors.

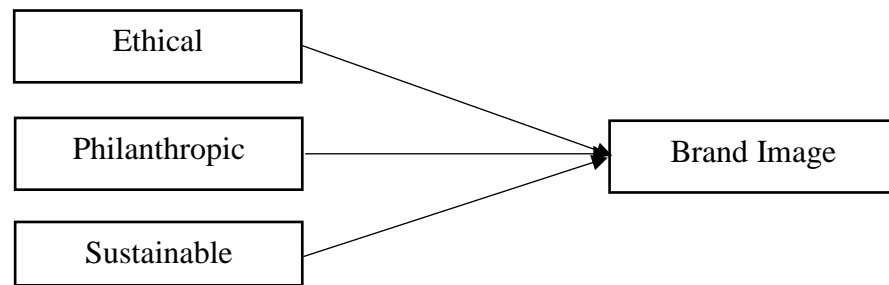
Philanthropic responsibility indicates all the corporate actions that are in response to society's expectation to be good corporate citizens (Carroll, 1991). Philanthropy is a voluntary or discretionary activity of the business. They are societal desire and expectations from the business. Philanthropy cannot generate financial return but it can indirectly increase the profit and create the intangible value such as brand image & reputation. Moreover, doing philanthropic activities can create the societal recognition for the business. In reality, philanthropic responsibility should be done by sincere effort. Some business makes donation to the charity for solving their problem or bad image or bad impact of their business operations. These activities are just a nonprofit activity and not deploy them for cover the company's bad impact. When consumers notice this kind of activities, they become to be doubtful on the philanthropic activities. Therefore, the business should implement philanthropic activities with the sincere and clear objective for society.

Some corporations keep separate department for philanthropic program and donation projects. The business performs in a manner such as contribution of money, resources for donation and charity, making scholar programs for education, donation money for patient who can't afford treatment, donate for natural disaster victims, and contribute for the community involvement. These can provide better life of society. This can generate significant of the company's image in the consumer's mind. These activities are costly for the business but benefit for the long-term relationship with the stakeholders and society.

2.4 Previous Studies

Elly Gudjonsdottir & Albina Jusubova (2015) investigated the relationship between CSR activities and brand image of Hotel, service industry. Especially, they discovered the effect of three dimensions of CSR practices on brand image: ethical dimension, philanthropic dimension, and sustainable dimension.

Figure 2.2 CSR's Effect on Brand Image

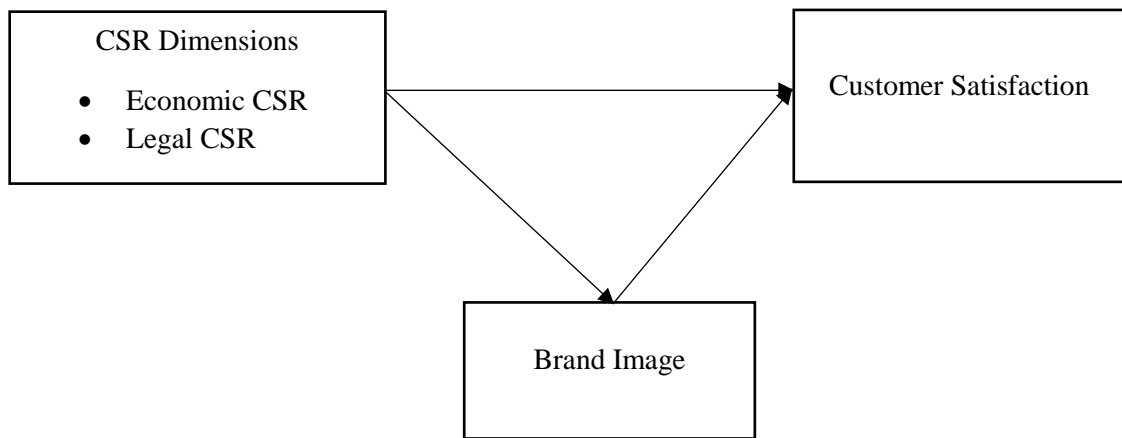


Source: Elly Gudjonsdottir & Albina Jusubova (2015)

The proposed model was tested on a sample size of 73 hotel guests living in a CSR friendly hotel in Malmo, Swedon using explanatory research design. This study applied the quantitative method in a questionnaire. This result showed that there is a strong positive relationship between all the CSR dimensions and brand image. However, the ethical dimension on brand image was rather strong. The philanthropic and the sustainability dimensions had a weak effect on brand image. The finding indicated that the hotel guests will choose the hotel with an ethical manner.

Aideed Bashir & Abeera Amir explored the two CSR dimension (economic and legal activities) and customer satisfaction with the mediating role of brand image with integrated approach.

Figure 2.3 CSR Dimensions and Customer Satisfaction: The Mediating Role of Brand Image from the Perspective of the Hotel Industry

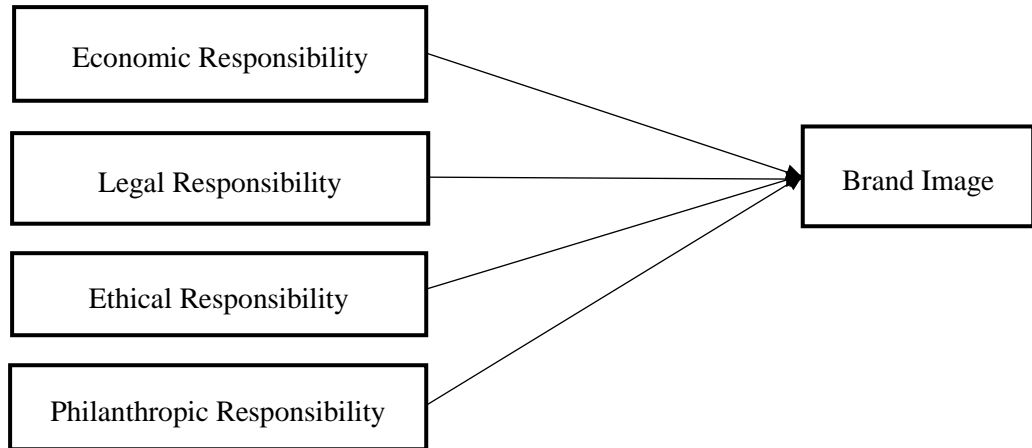


Source: Aided Bashir & Abeers Amir (2019)

The proposed model was tested on a sample of 212 hotels based in Pakistan. Quantitative research was applied in this study. The result of this study indicated that both CSR dimensions (economic and legal) positively impact on customer satisfaction whereas brand image acts a strong mediating factor between CSR dimensions and customer satisfaction. The finding of this study showed that hotels need to consider CSR more efficiently and effectively. When efforts of hotels made on CSR activities tend to result in improved image and increased satisfaction level.

Ho Thi Hai Thuy & Ha Hien Minh (2020) investigated the relationship between CSR and brand image of Co.opmart – a well-known supermarket chain Viet Nam. Particularly, they explored the effect of four dimensions of CSR on brand image: economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility.

Figure 2.4 The Impact of CSR on Brand Image: A survey amongst Gen Z Consumers' Perception toward a Supermarket Chain in Vietnam



Source: Ho Thi Hai Thuy & Ha Hien Minh (2020)

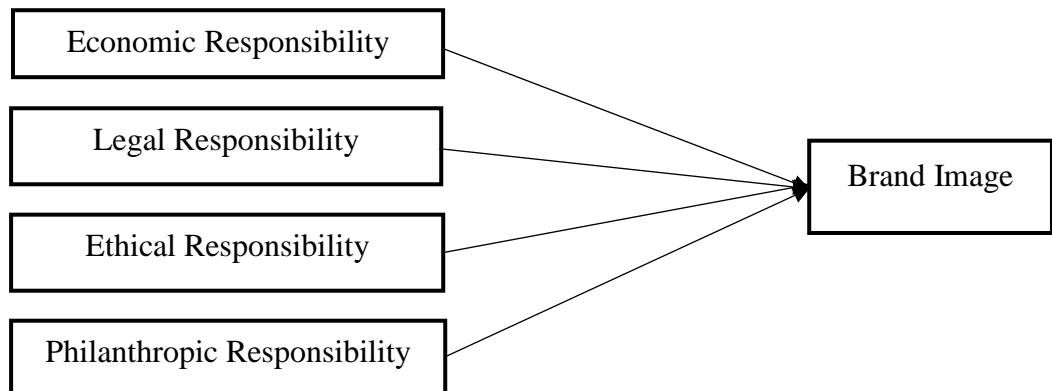
This study used simple random sampling method and the data is randomly collected from 250 respondents. Quantitative method was applied in a questionnaire. The findings of this study indicated that the ethical and philanthropic responsibility significantly effect on brand image of supermarket chain.

2.5 Conceptual Framework of the Study

The conceptual framework of this study is adopted from the framework of Ho Thi Hai Thuy & Ha Hien Minh (2020). This study aimed to investigate effect of each of CSR activity (economic, legal, ethical, philanthropic) on brand image of MPT.

Figure 2.5 Conceptual Framework of the Study

Corporate Social Activity



Source: Adopted from Ho Thi Hai Thuy & Ha Hien Minh (2020)

In the conceptual framework of the study, there are two parts. The first part is the independent variables: economic, legal, ethical, and philanthropic responsibility. The Carroll's CSR theory is applied for independent variables. The second part is brand image of the operator. The brand image is measured by Keller's model: type of brand association, favorability brand association, strength of brand association and uniqueness of brand association.

CHAPTER 3

CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF MPT

This chapter represents Myanmar telecommunication market which shows the history and development of telecommunication industry. The next part is the profile and corporate social responsibility activities of Myanmar Posts and Telecommunications (MPT).

3.1 Myanmar Telecommunication Market

In many years ago, Myanmar was one of the underdeveloped telecommunication markets in the world. The first wireless network was launched in 1999 based on Code Division Multiple Access (CDMA) Technology. Then Global System for Mobile communication (GSM) has been introduced in 2002 and 3G network was commercially launched in 2008. For many years ago, MCIT (or MCPT previously) has acted as Myanmar's telecommunication regulator and owns the primary telecommunication operator, MPT. MCPT supervised both the media and telecommunication industry. At that time, MPT is the only GSM mobile operator in the country that serves 2G and 3G networks for Myanmar.

MPT (state owned operator) acts as a monopolistic operator in Myanmar until 2013 (before entering new foreign operators). Myanmar's telecommunication industry included one of the last underdeveloped telecommunication markets in Asia until 2013. At that time, Myanmar exist as a separate country and did not allow to enter the foreign investment because Myanmar's economy was closed economy. Only MPT provides of fixed and mobile telephone services for Myanmar' people. The SIM-cards were extremely expensive and it cost around US\$ 1500 to 3000 in the market. Only a few percent of population could own the fixed and mobile phone. MPT covered a small area of the country. The connection network was extremely low and the level of voice was terrible that it was sometimes impossible to carry on conversation. The service fee was so high. MPT provide three main categories- the postal services, telegraph services and telephone services, for domestic and international communication. Using internet was not popular among people. Internet services were provided by just a few providers: MPT, public company Yatanarpon

Teleport, and privately owned Red Link Communications, Sky Net, and other Fiber to The Home providers.

In 2013, there were major changes in the telecommunication industry. Myanmar government started taking steps to open up the telecommunication market and allowing the foreign investment in telecommunication industry. The monopoly of the state-owned telecom services was expected to end with the recent developments in granting new mobile telecom licenses to two new international private mobile operators. The government calls the tender for two new operators. The Myanmar Telecommunication Operator Tender Evaluation and Selection Committee selected Norwegian Telenor Group and Ooredoo of Qatar as winners of the bidding. The government gave the licenses for these two operators. The licenses allow the operators to build and operate a nationwide wireless network for 15 years. Both the new operators launched their services mid of 2014. When the foreign operators start their operation, a new sim card selling for US\$ 1.5 came into the market and at this price almost anyone could purchase one. This period can be called mobile market boom. It seems like ex-monopoly operator MPT is struggling against the newcomers. They joined with Japan's KDDI and Sumitomo to form the MPT-KDDI-Sumitomo Joint Operations to stay competitive.

It was 2014 when market expansion accelerated the most. In this way mobile phone use has spread rapidly amongst the people of Myanmar, and has now become an essential part of everyday life. The expansion of mobile phone has grown rapidly and now reach the rural regions of Myanmar. Moreover, coverage is improving throughout Asia, thereby improving the convenience of mobile phone use in many regions. In term of quality, telecommunications have become more stable, and use for business has also improved tritely. Mobile phones continue with the introduction of 4G services and new mobile phone models with high functionally.

Until 2017, there were three companies providing mobile phone services in Myanmar, including MPT, Telenor, and Ooredoo. In January 2017, Viettel of Vietnam also entered the market by establishing a tie-up with a Myanmar company. The new company is Myanmar National Tele & Communications Co. Ltd. (Mytel). Mytel plans on carrying out USD 2 billion in investment in the future, with a target of mid-2018 for start of business. Now there are four companies operating mobile phone services in Myanmar, one is domestic and three of them are foreign companies. The four companies are heated competition, bringing cheaper and better mobile phone

services in Myanmar. Myanmar's mobile market has experienced very rapid growth in recent years. The telecommunications business environment is now said to be a good one, and is headed for further progress and developments. Myanmar has a lot of room for growth in the internet market. The internet diffusion is likely to grow. The internet will generate more business opportunity. As of December 12, 2017, there were 137 companies providing internet related services in Myanmar, including four mobile phone companies and all other types of telecommunications related companies.

The outbreak of the Coronavirus in 2020 is having a significant impact on production and supply chain globally. During the coming year the telecom sector to various degrees is likely to experience a downturn in mobile device production, while it may also be difficult for network operators to manage workflows when maintaining and upgrading existing infrastructure. Overall progress towards 5G may be postponed or slowed down in some countries.

In a very competitive global market, mobile telecommunication companies must strive to portray a picture of themselves as highly socially responsible companies. Active involvement in socially beneficial programs provides extra advantages to the company.

Generally, involvements in CSR activities are inspired by several construct motivational factors and follow the agency theory assumption. One of the primary motivating factors is the belief that CSR can increase long term profitability and sustainability of the company as well as enhance the reputation of the organization. Myanmar telecommunication companies has understood that they actively involved in CSR as the customer-oriented factors in their business operation. Overall, it can be concluded that all of the four mobile telecommunication companies in Myanmar have high initiative in CSR activities with several constructive motives.

3.2 Profile and Corporate Social Responsibility Activities of Myanmar Posts and Telecommunications (MPT)

MPT is the first telecommunication service provider in Myanmar, which is a state-owned operator in 10 years ago, providing fixed and mobile telecommunication services to people and enterprise in Myanmar. The operator has been dominating the development of the telecommunication industry in Myanmar for over 130 years. In July 2014, MPT contracts as joint-venture with a Japanese Company which is KDDI

Corporation & Sumitomo Corporation. Today, it operates a nationwide network infrastructure, with the widest mobile network coverage of 96% throughout Myanmar.

MPT provides not only telecom services but also supports for communities as well in various sectors. MPT become emphasize the effort on its Corporate Social Responsibility (CSR) activities and programs. With supporting for development of digital infrastructure, the programs are intended as improving the lives of the people. MPT implement four CSR: economic, legal, ethical, and philanthropic responsibility.

MPT is aiming to assist for the digital change by providing superior services through fast and reliable connectivity for customers and the business with the team of engineers, technologists and executives and employee. MPT provides various quality services and promotion to their customers. MPT created the MPT4U Application for customer convenience. The customer can easily top up, check remaining balance, play Hti Pauk games, buy special package, take loan balance and balance transfer on MPT4U with data free MPT4U app. They also create the MPT club for every MPT users. MPT club is a reward privilege program for all MPT users and make better MPT experience.

MPT complies with the legal and regulatory obligations. Moreover, privacy policy set for the customer safety. Protection of customer's personal information is important to MPT and they disclosed how to collect, process, and protect personal information. Personal information means all the information that may identify who the customer is. Not only they comply with the laws and regulations set by government body but also they set the term and conditions for their customers which are clearly disclosed in their websites. Moreover, MPT always pay its taxes on a regular and continuing basis. According to the list of tax collections made by union ministries for the second half of 2017-18 Financial Year, MPT paid about 30 million. According to Public Accounts Committee of the Union Parliament, MPT topped the list of commercial tax payers over a three-year period with over 118 billion Kyats.

MPT provides full and accurate information abouts their services to their customers. MPT act their operational consistent with the moral values of society by respecting all mobile phone users without considering their gender, race. MPT's advertisement are ethical manners. MPT values the female and gender equality. Women are employed in 46% of its workforce, with 37% in senior management positions of MPT.

MPT aim at giving back a little part of profit to the community by way of its CSR programs that focus on three main CSR categories: Education, Health and Business Incubation and many remarkable moments has been built together with the people and authorities. MPT participate the following CSR activities by involving local community, NGO organizations and government body. MPT also execute nationwide blood donation program. This program is to raise the awareness of the public awareness to the importance of blood and to motivate volunteers to donate clean blood for medical use. More than 3000 people, including MPT staffs and volunteers donated their valuable blood at National Blood Centre in Yangon, and other 17 regional hospitals nationwide.

MPT also execute the nationwide tree planting activities since 2017. This program is the “MPT Green Movement”. MPT has planted over 12,000 trees by 8000 people under that program. It is mobilizing the local community to participate in this program and activities for sustaining of Myanmar society, ecology and healthcare. This planting program can reduce the risk of disasters, carbon emanation, and expect to motivate the public to sustain the natural environment.

MPT foster nationwide clean campaign in 18 regions since 2018. MPT frequently make clean-up campaigns, namely “Clean and Fresh to Move Forward” with MPT employees, family volunteer and local community. This program aim at enhancing the awareness of the important of maintaining clean environment for everyone. With a healthy environment, it helps prevent harmful effects of health and improve quality of life, especially future generations.

MPT also focus on the development of young generations in various areas and supports them for their ideas and dreams. MPT collaborate with MCF, Myanmar’s apex ICT federation, and implement the Myanmar Youth Technopreneurship Development Program 2019, focusing on the development of younger generations. The young people submit their projects and they chose three winning teams and gave them a prize which include Ks8 million and a 6-month rent free working space at MCF’s tech business incubation center, Kanaung Hub. This program focused on the entrepreneurs from technical field to be trained and developed for useful for the society and people’s everyday lives.

MPT focus on receiving the clean water for drinking and using for rural areas where have rare the water sources. MPT implement the “Clean and Sustainable Water Program” partner with Network Activities Group (NAG) and Bridge Asia Japan

(BAJ). This program supports the struggles of communities in water-scarce areas by ensuring the supply of clean water and improving hygiene for everyone. MPT has donated a total of 25 tube wells and reservoir ponds in clean water shortage areas and about 50,000 people get access to use clean water.

In 2020, Myanmar faces the Covid-19 crisis. MPT helps various CSR initiatives for the nationwide fight against the Covid-19. MPT operator provides the B2B high-speed dedicated fiber internet services and Wi-Fi access at the Ayeyarwaddy Test & Care Center which is located at the Mandalay Thiri Stadium in Mandalay. This newly opened center has been established by the Ministry of Health and Sports (MOHS) with the support of Ayeyarwaddy Foundation as part of the nationwide fight against Covid-19. The frontline medical professionals, volunteers, essential medical services and patients are provided with high-speed internet connectivity to more than 60 Covid-19 treatment and quarantine centers across all States and Regions.

Moreover, MPT donates the cash and material support. MPT make a donation of Ks. 100 million and 20 million received from generous MPT customers to National-Level Central Committee on Prevention, Control and Treatment of Coronavirus Disease 2019. MPT provide the MPT customers who willing to donate the cash for combating of Covid-19 or other natural disasters by making SMS donation services platform. MPT also donate the basic food for the nationwide orphanages.

MPT, as a highly socially responsible operator of Myanmar, performs a wide range of corporate social responsibility (CSR) activities in various areas including environment, healthcare, education and natural disaster relief project support. Moreover, MPT supports not only communication services for Myanmar people in rural areas but also water tubes and reservoir ponds for people in clean water shortage areas.

CHAPTER 4

ANALYSIS ON THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE

In this chapter, the data analysis explores the effects of corporate social responsibility on brand image of MPT. Accordingly, the 154 responds from MPT users were selected for the study. Firstly, the research design was discussed. This chapter examines the demographic profile of respondents, customer perceptions on CSR activities on MPT, reliability test and effect of CSR on brand image.

4.1 Research Design

The research approach chosen for the study quantitative research and qualitative research method was applied in this study by conducting the effect of CSR on brand image of MPT. In line with this method, descriptive research and inferential analysis is carried out to measure the effect of corporate social responsibility on brand image of MPT. The questionnaire consists of two main parts: the first part is concerned with demographic factors of MPT users and the second part is related to the CSR on brand image of MPT. 154 questionnaires were distributed to MPT users. This questionnaire consists of 36 questions regarding the MPT users' perception on brand image of MPT operator. The four dimensions of CSR which includes economics responsibility, legal responsibility, ethical responsibility and philanthropic responsibility are to be rated with five-point Likert scale.

Primary data are collected from questionnaire survey. The current study focusses on MPT users only. 154 mobile users are randomly collected as a sample size. Secondary data is acquired from previous study, websites, articles, published journal, and textbook. The data was collected from MPT users on October 2020. Data was planned to analyze by using descriptive and multiple regression statistics. The raw data was calculated SPSS 25 Statistics software and interpreted using descriptive analysis. Multiple regression analysis is used to determine the association between dependent variable and independent variables.

4.2 Demographic Profile of the Respondents

Descriptive analysis is the elementary transformation of data in a way that describing the basic characteristics and summarize the data in a straightforward and understanding manner. Thus, one of the most common ways to summarize a set of data is to construct a frequency distribution which is a set of data organized by summarizing the number of times a particular value of a variable occurs (Zikmund et al., 2010). Besides, it is use to describe demographic characteristic of the respondents such as gender and education background.

Table 4.1 Respondents by Gender

Gender	No. of Respondents	Percent
Male	46	29.9
Female	108	70.1
Total	154	100.0

Source: Survey Data (2020)

Table 4.1 shows that 70.1 percent of respondents were female and 29.9 percent of respondents were male.

Table 4.2 Respondents by Age

Year	No. of Respondents	Percent
Under 20	3	1.9
21-30	97	63.0
31-40	34	22.1
41-50	17	11.0
51-60	2	1.3
Over 60	1	0.6
Total	154	100.0

Source: Survey Data (2020)

Table 4.2 shows the age group of the respondents. Among them, the largest age group of the respondents was between 21 and 30 years old. This study found that 1.9 percent of respondents were under 20 years old, 22.1 percent were between 31 and 40 years, 11.0 percent were between 41 and 50 years and 1.3 percent were between 51 and 60 years and 0.6 percent were over 60 years old.

Table 4.3 Respondents by Type of Education

Type	No. of Respondents	Percent
High School	2	1.3
University	14	9.1
Graduate	59	38.3
Post Graduate	79	51.3
Total	154	100.0

Source: Survey Data (2020)

Table 4.3 shows that education level of the respondents classified into five groups. The majority of the respondents were post graduate which had 51.3 percent of the total respondents. The respondents who were high school students were 1.3 percent, respondents with attending university were 9.1 percent and graduate respondents was 38.3 percent.

Table 4.4 Respondents by Occupation

Type	No. of Respondents	Percent
Student	24	15.6
Government Sector	63	40.9
Private Sector	38	24.7
Business Owner	5	3.2
Others	24	15.6
Total	154	100.0

Source: Survey Data (2020)

Table 4.4 shows the occupation of the respondents. It was found that 15.6 percent were students, 40.9 percent were employee in government sector, 24.7 percent were employee in private sector, 3.2 percent were business owner and 15.6 percent were others (unemployed or housewife). Generally, most of the respondents were employee government sector.

4.3 Reliability Test

Reliability is a concept used to evaluate the quality of research. Reliability is about the consistency of a measure whether the results can be reproduced under the same conditions.

Reliability analysis is conducted by computing the Cronbach's alpha. The result of the study is presented in Table 4.5.

Table 4.5 Reliability Test

Variables	No. of Items	Cronbach's Alpha
Economics Responsibility	7	0.784
Legal Responsibility	7	0.785
Ethical Responsibility	8	0.781
Philanthropic Responsibility	7	0.930
Brand Image	7	0.880

Source: Survey Data (2020)

According to Table 4.5, it is found that Alpha value for philanthropic responsibility is the highest among variables at 0.930 which has excellent reliability to measure. Besides that, the Alpha values for economic, legal and ethical responsibilities were 0.784, 0.785, and 0.781 respectively which indicated that these responsibilities have good reliability. The Alpha value for brand image was 0.880 which means excellent reliability. Therefore, these variables are internally consistency and reliability to analyze the search.

4.4 Descriptive Statistics

The mean values of economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility and brand image are presented.

4.4.1 Economic Responsibility

Economic responsibility is a fundamental responsibility of CSR and is measured with 7 statements. To identify the perception of the MPT users on the economic responsibility of the MPT, the mean values are as follow:

Table 4.6 Economic Responsibility

No.	Statements	Mean
1.	The operator offers quality products and services.	3.38
2.	The operator provides fair pricing.	3.35
3.	The operator seeks for excellence by providing a various service, professional performance and achieving high profit.	3.50
4.	The operator that maintains a strong competitive position will be able to attract more customers	4.03
5.	I would use the services of operator that maintain a high level of operating efficiency.	4.13
6.	The operator targets sustainable growth which considers future generations.	3.64
7.	I am willing to pay more to get services from an operator that carries for the well-being of our society.	4.37
	Overall Mean	3.77

Source: Survey Data (2020)

According to the Table 4.6, respondents had highest mean value at perception of “I am willing to pay more to get services from an operator that carried for the well-being of our society” which mean score was 4.37. This result showed that MPT users pay attention to social activities. And most of the respondents had lowest level of perception of “the operator provides fair pricing” which mean score was 3.35. The MPT users want better service with lower price. The overall mean value was between 4.2 and 3.41. Accordingly, it was found that respondents have high perception on the economic responsibility of the MPT.

4.4.2 Legal Responsibility

Legal responsibility is the second responsibility in the CSR hierarchy and is measured by 7 statements. To identify the perception of the MPT users on the legal responsibility of MPT, the mean value given by the respondents are as follow:

Table 4.7 Legal Responsibility

No.	Statements	Mean
1.	The operator avoids unfair competition.	3.52
2.	The operator complies with legal regulations safety and promptly.	3.39
3.	The operator always pays its taxes on a regular and continuing basis.	3.40
4.	The operator would co-operate with its competitors on social responsibility projects.	3.30
5.	The operator endeavors to create employment opportunities.	3.42
6.	The operator that respects the laws will appear in a favorable image.	4.16
7.	It is necessary for the operator's products and services to meet minimal legal requirement.	4.26
	Overall Mean	3.64

Source: Survey Data (2020)

According to the Table 4.7, respondents had highest mean value at perception of “it is necessary for the operator’s products and services to meet the minimal legal requirement” which mean score is 4.26. This result showed that MPT users believe the laws and regulation can give safety. And, most of the respondents had lowest level of perception to the statement of “the operator would co-operate with its competitors on social responsibility projects” which mean score was 3.30. The result showed that the MPT users want the operator do the project for society. The overall mean value was between 4.2 and 3.41. Accordingly, it was found that the MPT users had high perception on the legal responsibility of the MPT.

4.4.3 Ethical Responsibility

Ethical responsibility is the third responsibility of CSR hierarchy and is measured by 8 statements. To identify the perception of MPT users on the ethical responsibility of MPT, the mean value given by the respondents are follows:

Table 4.8 Ethical Responsibility

No.	Statements	Mean
1.	The operator emphasizes the importance of its social responsibilities to society	3.31
2.	The operator provides full and accurate information about its products to consumers	3.54
3.	The operator respects consumer rights beyond the legal requirements	3.18
4.	Customer satisfaction is highly important for this operator.	4.42
5.	A good operator protects the moral rights of its employees, customers and shareholders.	3.88
6.	Transparency and dialogue with clients and stakeholders are necessary.	4.18
7.	The operator values female employees.	3.36
8.	The operator adverts are ethical.	3.55
	Overall Mean	3.68

Source: Survey Data (2020)

According to the Table 4.8, the statement “customer satisfaction is highly important for this operator” had the highest mean value of perception which mean score was 4.42. It was found that MPT users expect that the operator should focus on the customer satisfaction. And most of the respondents had lowest level of perception of “the operator respects consumer rights beyond the legal requirements” which mean score was 3.18. This result indicated that the MPT users pay attention on the consumer rights. As the overall mean value was between 4.2 and 3.41, the MPT users had high perception on the ethical responsibility of the MPT.

4.4.4 Philanthropic Responsibility

Philanthropic responsibility is the last responsibility of the CSR hierarchy and is the voluntary activities and is measured by 7 statements. To identify the perception of the users on the philanthropic responsibility of the MPT, the mean value given by the respondents are follow:

Table 4.9 Philanthropic Responsibilities

No.	Statements	Mean
1.	The operator provides grants to support the local community such as supporting college students.	3.16
2.	The operator allocates part of its profits to support charitable organizations.	3.24
3.	The operator contributes in enhancing infrastructure to support the local community (such as roads, hospitals, and schools).	3.11
4.	The operator contributes in volunteer campaigns to preserve the environment (such as providing awareness campaigns).	3.16
5.	The operator supports investment projects towards a “green environment”.	3.12
6.	The operator contributes in solving problems related to environmental pollution, such as support natural resources recycling projects.	3.04
7.	The operator contributes to improve the appearance of civilization and cleanliness of cities and streets	3.03
Overall Mean		3.12

Source: Survey Data (2020)

According to the Table 4.9, the highest mean value of 3.24 indicated that “the operator allocates part of its profits to support charitable organizations”. MPT provide more effort on charitable organizations. Moreover, most of the respondents had the lowest mean value of perception of “the operator contributes to improve the appearance of civilization and cleanliness of cities and streets” which the mean value was 3.03. The perceptions of the MPT users were moderate level because the overall mean value was between 3.4 and 2.61.

4.4.5 Brand Image

Brand image is the perception of customer about the brand in the customer’s mind. To identify the perception of users on MPT’s brand image, the brand image is measured by 7 statements.

Table 4.10 Brand Image

No.	Statements	Mean
1.	The name of this operator is well known in the industry.	4.41
2.	I can recognize this brand among competing brands.	3.92
3.	I think that this operator has a good overall image.	3.64
4.	I think that there is a reason to buy this brand instead of others.	3.66
5.	This operator brand is different from competing brands.	3.52
6.	I can recall some characteristics of this brand.	3.42
7.	The operator provides a sense of self-esteem.	3.36
Overall Mean		3.70

Source: Survey Data (2020)

According to the Table 4.10, the highest mean value indicated that “the name of this operator is well known in the industry” and its mean score was 4.41. Most of the respondents can recognize this brand among competing brands. The lowest mean value indicated that “the operator provides a sense of self-esteem” and its mean value was 3.36. Most of the respondents were weak at recalling some characteristics of MPT. Generally, the perception of brand image of MPT are high because the overall mean value was between 4.2 and 3.41.

4.5 Corporate Social Responsibility Activities of MPT

In this section, corporate social responsibility activities in MPT are analyzed. These four dimensions of CSR are economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility. Regarding these dimensions, MPT users asked to rate their respond of agreement on each statement, and then mean value for the dimension is calculated.

The analysis is presented in Table 4.11.

Table 4.11 Corporate Social Responsibility Activities of MPT

Variables	Mean	Level of Perception
Economics responsibility	3.813	High
Legal responsibility	3.707	High
Ethical responsibility	3.753	High
Philanthropic responsibility	3.812	High

Source: Survey Data (2020)

Table 4.11 indicated that the corporate social responsibility activities of MPT from the point of view of customer's perception. The mean value of economic responsibility was highest because MPT implements most of the economic responsibility and customers are willing to pay more to the operator that carries well-being for the society. The mean value for philanthropic responsibility was high because MPT allocates part of the profits to support charitable organizations. The mean value of ethical responsibility was high because customers think that the operator respect consumer rights beyond the legal requirements. The mean value for legal responsibility was high because customers think that the operator co-operate with its competitors on social responsibility projects.

4.6 Effect of Corporate Social Responsibility on Brand Image

The following Table represents the effect of corporate social responsibility on brand image of MPT through regression analysis. The findings are as followed:

Table 4.12 Effect of Corporate Social Responsibility on Brand Image

Variable	Unstandardized Coefficient		T	Sig
	B	Std. Error		
(Constant)	-.190	.292	-.652	.516
Economics Responsibility	.389***	.095	4.097	.000
Legal Responsibility	.088	.103	.854	.395
Ethical Responsibility	.417***	.125	3.349	.001
Philanthropic Responsibility	.183***	.054	3.382	.001
R square	0.552			
Adjusted R square	0.540			
F-value	45.878***			
Sig (P-value)	.000			

Source: Survey Data (2020)

Note: *** indicates that significant at 1 percent level and ** indicates that significant at 5 percent level.

According to the finding, the R square was 52.2%. The adjusted R square value of 0.540 explains about 54% of the total variance of brand image was determined by four CSR activities. The F-value was 45.878*** and P-value was 0.000 at the 1% significant level.

Regarding the regression analysis, economic responsibility, ethical responsibility, and philanthropic responsibility had a significant effect on the brand image of MPT. However, the legal responsibility had insignificant effect on its brand image of MPT.

This result showed that the economic responsibility had significant effects on brand image. Offering the quality products and services and fair pricing lead to enhance brand image in customers' mind. The ethical responsibility significantly effects on brand image. MPT users prefer the ethical operator which operates with the moral value of society, respecting all mobile phone users without discrimination, offering accurate information. The philanthropic responsibility had significant effects on brand image. The MPT users have positive perception concerned with social and environmental concern. The legal responsibility had insignificant effect on brand image. Paying taxes, complying with legal regulations and safety of the operators do not influence on the perception of MPT user on brand image.

CHAPTER 5

CONCLUSION

This chapter represents the conclusion of the study, which includes finding and discussion of the study, suggestions and recommendations, and needs for future study.

5.1 Findings and Discussion

The purpose of this study is to analyze the effect of corporate social responsibility on brand image of MPT. This study takes into account all of four CSR dimensions of Carroll: economic, legal, ethic, and philanthropic responsibilities. These responsibilities were analyzed separately to see what effect they had on brand image.

The results of this study indicated that most of the MPT users are female, post graduate and government employee because it has the highest percentage of the total respondents. According to the reliability test, all of the dependent variable (brand image) and independent variables are consistent of the measures and strengthen the reliability of the factor in this study.

Moreover, each of the dependent variables and independent variables are tested by the mean value to measure the perception of the MPT users. According to the result, the MPT users have positive perception on all four factors of the CSR activities. Among them, the economic responsibility has the highest perception of the MPT users because the overall mean is highest value. Then, the result shows that the brand image of MPT has a great perception of their users, meaning that MPT users recognize MPT as a strong brand image among the competing operators. It is found that MPT users recognize all the CSR activities implemented by MPT and its brand image.

The result of whether each dimension of the CSR activities effect on brand image of MPT shows that the economic, ethical and philanthropic responsibility had a significant effect on brand image. However, the legal responsibility had insignificant effect on brand image.

The economic responsibility of MPT significantly effect on brand image of MPT. This mean that the economic responsibility is the desired action by the users.

Consumers become to make purchase decision based on brand image rather than the product only. The MPT provides the quality products and services with fair pricing which can give the brand image. Then, the ethical responsibility of MPT significantly effect on brand image. MPT users expect the operator to be ethical operation for customers and society. MPT users pay attention not only the products but also the company's behavior. A company which has ethical manner can create positive association in the consumer's mind. Moreover, the philanthropic responsibility of MPT effect on the brand image of MPT because MPT performs in a manner such as contribution of money and resource for charity, making education supporting programs, donation for the natural disaster victims, and participating the community involvement.

According to the result, it can be concluded that the CSR activities implemented by MPT have effect on brand image. The MPT users consider the quality of connection, bill for services, ethical manners, and donation or participate for the society improvement while choosing the operator. They recognized and expect these activities from the operator.

5.2 Suggestions and Recommendation

This study shows that customers of MPT recognize the four CSR activities. Thus, MPT should focus on CSR activities for society. The major outcome of corporate social responsibility is not only to gain the long-term success but also to enhance the customers' positive perception (brand image). As it is found that the MPT users have the highest perception on practices of social responsibility, the companies should provide clear information about CSR to their customer and public.

According to the finding of the study, the economic responsibility, ethical responsibility, and philanthropic responsibility are more effect on the brand image but the legal responsibility has insignificant effect on brand image. Then, call center should also monitor the feedback from customers to analyze the customer perception on the services and CSR activities. Therefore, the customers will be more comfortable and know what they want. When an operator provides customers with high quality products and services and accurate information, the customers feel care about them. The findings also indicate that when a company ethically perform, the customers' trustworthy, loyalty and recognition can be obtained.

The results of this study indicate that the CSR activities effect on brand image. The brand image is important for every company's product; therefore, it needs to create and enhance the brand image. To enhance the brand image, it is important to consider the customer's way of identifying with the brand. In addition, a brand needs to consider how customers respond towards CSR activities in order to create brand image. Hence, the management should pay attention on CSR practices and have a good CSR plan to meet the customer's demand. CSR practices should be accurately executed and the message towards the customer has to be clear for a positive response.

According to the result of the effect of CSR on brand image, the economic, ethical and philanthropic activities significantly effect on the brand image. Therefore, MPT should pay attention on these three CSR activities. They should develop positive perception between the company and the customers by communicating the clear information about the companies and their CSR activities. Most customers want to sustain their services quality and activities for society. When company provides their expectation, they feel positive perception in their minds.

5.3 Needs for Future Study

This part will be descried the limitation and further studies. Firstly, this study focuses on CSR activities (economic, legal, ethical, philanthropic responsibility) and brand image of MPT. The result is based on only 154 sample size. For future research, the research may re-examine based on larger sample size for larger populations. It is suggested to conduct the survey of customers of other operators.

Moreover, this study focuses only on Carroll's CSR activities, further studies may conduct only internal CSR and only external CSR activities on brand image in telecommunication industry. Then, further studies may observe the effects of CSR practices on other independent variables such as customer loyalty, purchase intention.

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**The Effect of Corporate Social Responsibility on Brand Image
Questionnaire**

Dear respondents,

The questionnaire is a tool of collecting data in order to investigate the effect of corporate social responsibility on brand image in telecommunication industry, to be submitted in a partial fulfillment of the requirement for Master of Commerce and Accounting Program. The results of this questionnaire will be used to academic purpose only.

Therefore, I would appreciate your giving me part of your valuable time to answer the questionnaire. Your help is crucial to this research. Your cooperation will be highly appreciated.

Thank You for Your Cooperation.

Researcher:

Ma Wah Wah Pyae Oo

Section A

1. Gender

- Male
- Female

2. Age

- Under 20 years
- 21 year – 30 year
- 31year – 40 year
- 41year - 50 year
- 51 year – 60 year
- Over 60 year

3. Education

- High School
- University Student
- Graduate
- Post Graduate
- Others

4. Occupation

- Student
- Government Sector
- Private Sector
- Business Owner
- Others

5. Which mobile operator do you mainly used?

- MPT
- Ooredoo
- Telenor
- Mytel

Section B

Corporate Social Responsibility

(1) = Strongly Disagree (2) = Disagree (3) = Neutral (4) = Agree
(5) = Strongly Agree

No.	Economic Activities					
1.	The operator offers quality products and services.	1	2	3	4	5
2.	The operator provides fair pricing.					
3.	The operator seeks for excellence by providing a various service, professional performance and achieving high profit.	1	2	3	4	5
4.	The operator that maintain a strong competitive position will be able to attract more customers.	1	2	3	4	5
5.	I would use the services of operator that maintain a high level of operating efficiency.	1	2	3	4	5
6.	The operator targets sustainable growth which considers future generations.	1	2	3	4	5
7.	I am willing to pay more to get services from an operator that carries for the well-being of our society.	1	2	3	4	5

No.	Legal Activities					
1.	The operator avoids unfair competition.	1	2	3	4	5
2.	The operator complies with legal regulations safety and promptly.	1	2	3	4	5
3.	The operator always pays its taxes on a regular and continuing basis.	1	2	3	4	5
4.	The operator would co-operate with its competitors on social responsibility projects.	1	2	3	4	5
5.	The operator endeavors to create employment opportunities.	1	2	3	4	5
6.	The operator that respects the laws will appear in a favorable image.	1	2	3	4	5
7.	It is necessary for the operator's products and services to meet minimal legal requirement.	1	2	3	4	5

No.	Ethical Activities					
1.	The operator emphasizes the importance of its social responsibilities to society.	1	2	3	4	5
2.	The operator provides full and accurate information about its products to consumers.	1	2	3	4	5
3.	The operator respects consumer rights beyond the legal requirements.	1	2	3	4	5
4.	Customer satisfaction is highly important for this operator.	1	2	3	4	5
5.	A good operator protects the moral rights of its employees, customers and shareholders.	1	2	3	4	5
6.	Transparency and dialogue with clients and stakeholders are necessary.	1	2	3	4	5
7.	The operator values female employees.	1	2	3	4	5
8.	The operator adverts are ethical.	1	2	3	4	5

No.	Philanthropic Activities					
1.	The operator provides grants to support the local community such as supporting college students.	1	2	3	4	5
2.	The operator allocates part of its profits to support charitable organizations.	1	2	3	4	5
3.	The operator contributes in enhancing infrastructure to support the local community (such as roads, hospitals, and schools).	1	2	3	4	5
4.	The operator contributes in volunteer campaigns to preserve the environment (such as providing awareness campaigns).	1	2	3	4	5
5.	The operator supports investment projects towards a “green environment”.	1	2	3	4	5
6.	The operator contributes in solving problems related to environmental pollution, such as support natural resources recycling projects.	1	2	3	4	5
7.	The operator contributes to improve the appearance of civilization and cleanliness of cities and streets.	1	2	3	4	5

No.	Brand Image					
1.	The name of this operator is well known in the industry.	1	2	3	4	5
2.	I can recognize this brand among competing brands.	1	2	3	4	5
3.	I think that this operator has a good overall image.	1	2	3	4	5
4.	I think that there is a reason to buy this brand instead of others.	1	2	3	4	5
5.	This operator brand is different from competing brands.	1	2	3	4	5
6.	I can recall some characteristics of this brand.	1	2	3	4	5
7.	The operator provides a sense of self-esteem.	1	2	3	4	5

APPENDIX - B**Frequency Table****Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	29.9	29.9	29.9
	2	108	70.1	70.1	100.0
	Total	154	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.9	1.9	1.9
	2	97	63.0	63.0	64.9
	3	34	22.1	22.1	87.0
	4	17	11.0	11.0	98.1
	5	2	1.3	1.3	99.4
	6	1	.6	.6	100.0
	Total	154	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.3	1.3	1.3
	2	14	9.1	9.1	10.4
	3	59	38.3	38.3	48.7
	4	79	51.3	51.3	100.0
	Total	154	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	15.6	15.6	15.6
	2	63	40.9	40.9	56.5
	3	38	24.7	24.7	81.2
	4	5	3.2	3.2	84.4
	5	24	15.6	15.6	100.0
	Total	154	100.0	100.0	

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
E1	154	1	5	3.38	.818
E2	154	1	5	3.35	.926
E3	154	2	5	3.50	.909
E4	154	2	5	4.03	.836
E5	154	1	5	4.13	.913
E6	154	1	5	3.64	.877
E7	154	1	5	4.37	.800
Valid N (listwise)	154				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
L1	154	1	5	3.52	.777
L2	154	1	5	3.39	.795
L3	154	1	5	3.40	.852
L4	154	1	5	3.30	.810
L5	154	1	5	3.42	1.083
L6	154	2	5	4.16	.825
L7	154	1	5	4.26	.846
Valid N (listwise)	154				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Et1	154	1	5	3.31	.771
Et2	154	1	5	3.54	.887
Et3	154	1	5	3.18	.826
Et4	154	1	5	4.42	.807
Et5	154	1	5	3.88	.907
Et6	154	1	5	4.18	.896
Et7	153	1	5	3.36	.766
Et8	154	1	5	3.55	.825
Valid N (listwise)	153				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
P1	154	1	5	3.16	.930
P2	154	1	5	3.24	.833
P3	154	1	5	3.11	.933
P4	154	1	5	3.16	.828
P5	154	1	5	3.12	.878
P6	154	1	5	3.04	.877
P7	154	1	5	3.03	.914
Valid N (listwise)	154				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BI1	154	1	5	4.41	.789
BI2	154	2	5	3.92	.885
BI3	154	1	5	3.64	.830
BI4	154	1	5	3.66	.958
BI5	154	1	5	3.52	.887
BI6	154	1	5	3.42	.934
BI7	154	1	5	3.36	.961
Valid N (listwise)	154				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
V49	154	1.71	5.00	3.7718	.55689
V50	154	2.14	5.00	3.6354	.55438
V51	154	2.25	5.00	3.6771	.51312
V52	154	1.00	5.00	3.1215	.76553
V53	154	1.86	5.00	3.7032	.67710
Valid N (listwise)	154				

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.782	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.786	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.779	8

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.931	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.879	7

Regression

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	V52, V49, V50, V51 ^b	.	Enter

a. Dependent Variable: V53

b. All requested variables entered.

Model Summary ^b								
Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	
1	.743 ^a	.552	.45929	.552	45.878	4	149	

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.712	4	9.678	45.878	.000 ^b
	Residual	31.432	149	.211		
	Total	70.144	153			

a. Dependent Variable: V53

b. Predictors: (Constant), V52, V49, V50, V51

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.190	.292		-.652	.516
	V49	.389	.095	.320	4.097	.000
	V50	.088	.103	.072	.854	.395
	V51	.417	.125	.316	3.349	.001
	V52	.183	.054	.207	3.382	.001

a. Dependent Variable: V53

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2969	5.1847	3.7032	.50301	154
Residual	-1.29058	1.44453	.00000	.45325	154
Std. Predicted Value	-2.796	2.945	.000	1.000	154
Std. Residual	-2.810	3.145	.000	.987	154