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**EFFECT OF CORPORATE SOCIAL RESPONSIBILITY
PRACTICES ON INTENTION TO USE AT AYA BANK PCL**

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EFFECT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON INTENTION TO USE AT AYA BANK PCL

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ABSTRACT

The effect of CSR practices on intention to use at AYA bank PCL is the main focus of this study. Examining the moderating role of awareness between Corporate Social Responsibility Practices and intentions to use at AYA BANK PCL and analyzing the impact of these practices on intentions to use are the primary goals of the study. There are five CSR practices of independent variables which are legal responsible, economic responsible, ethical responsible, charity responsible and environmental responsible. In this study, the dependent variable is Intention to use and the moderating variable is awareness. The population is unknown and the sample size is 384 respondents according to Cochran's formula (1963). Employing a basic random sampling technique, the information gathered through a questionnaire survey. Among five Corporate Socially Responsible practices of AYA Bank PCL, the most influencing factor is ethical responsible. The environmental responsible, charity responsible, and legal responsible are significantly and positively influencing on intention to use, but economic responsible has a negative effect. While using awareness moderating effect, ethical responsible, legal responsible, and charity responsible are significantly influence on intention to use. AYA Bank PCL should focus on promoting awareness of its ethical responsible, legal responsible, and charity responsible of Corporate Social Responsibility practices, as these significantly influence customer intentions to use the bank's services.

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CHAPTER I

INTRODUCTION

The banking industry needs Corporate Social Responsibility (CSR) to build trust and credibility, enhance reputation, and gain a competitive advantage. It attracts and retains customers and top talent, contributing to financial performance through cost savings and new investment opportunities. CSR initiatives support community development and address economic inequalities, fulfilling banks' ethical obligations and aligning with stakeholder expectations. By fostering strong relationships and preparing for future challenges, CSR ensures the long-term sustainability and resilience of banks. CSR is vital for banks to maintain a positive reputation, manage risks, attract customers and talent, enhance financial performance, support social well-being, and ensure long-term sustainability (Smith.,2020).

Corporate Social Responsibility has emerged as a fundamental model in contemporary business, transcending mere profit-centric motives to encompass wider ethical, social, and environmental considerations. The importance of Corporate Social Responsibility lies in its capacity to align corporate strategies with the overarching goal of sustainable development, thereby fostering a sound effect between businesses and the societies in which they operate (Johnson,2019). As corporations exercise considerable influence over economic, environmental, and social, the integration of Corporate Social Responsibility practices becomes imperative for mitigating negative externalities and promoting positive contributions to communities.

Corporate Social Responsibility initiatives encompass a range of activities, spanning from ethical governance and sustainable company practices to charity and community involvement. These activities not only contribute to the well-being of customers but also enhance corporate reputation, customer trust, and long-term viability (Carroll, & Shabana, 2010). Furthermore, Corporate Social Responsibility is increasingly recognized as a management tool, as it helps companies navigate the complex landscape of societal expectations and regulatory frameworks. In an era where sustainability and ethical considerations are integral to corporate success, the importance of Corporate social responsibility not only speaks as an ethical imperative, but also as a strategic imperative for businesses seeking to succeed a socially conscious and interconnected global

environment. Corporate Social Responsibility initiatives can strengthen a bank's reputation and brand image, as consumers and investors increasingly prioritize socially responsible business practices. Responsible banking practices, such as ethical investment decisions and environmentally sustainable operations, not only align with evolving societal expectations but also mitigate reputational.

Consumer intention to use increase from awareness is a critical focus in exploring how consumers translate knowledge into action. Consumer awareness provide the intentions by determining perceptions and attitudes towards products, services, and brands (Saini, 2023). When consumers are aware of Corporate Social Responsibility (CSR) initiatives, for instance, the consumers may develop preferences for brands that align with their values, influencing their intention to use the business through purchases. The reliance of consumers on banks due to financial matters is a significant by highlighting the crucial role of financial institutions play in individuals' economic lives (Al-Haddad et al., 2022). The increasing utilization of banking services by consumers provides a comprehensive understanding of the life's security impacts instead of unsecured. Banks serve as primary providers of financial services, offering essential products such as savings accounts, loans, and investment opportunities. The banking industry holds dominant significance within the global economic framework, serving as a basis for financial stability, economic development, and overall prosperity. Understanding the systemic of bank's practice, the more consumers intend to use the banking sector in promoting Corporate Social Responsibility to a diverse range of individuals and businesses (Ali et al., 2023).

When customers perceive the awareness of that a bank is actively contributing to social and environmental well-being, it fosters a sense of trust and loyalty. Corporate Social Responsibility initiatives can also enhance the overall reputation of a bank, contributing to value-based aspects of the customer-bank effect. Intention to use can most readily be understood as the likelihood that a consumer intends to purchase a product. They strive to make a meaningful impact by operating in ways that benefit society and the environment.

Nowadays, consumers also believe that companies have certain responsibilities to society. Researchers suggest that banks can foster customer loyalty by improving customer satisfaction, taking into account repurchase intentions and recommendations to others (Gallarza, Gil-Saura, & Holbrook, 2011).

Consumer decision is vital to use many private banks in Myanmar provides the perceptions into the dynamics of the banking industry. AYA Bank PCL, a leading private bank in Myanmar, has garnered significant recognition for its commitment to Corporate Social Responsibility and excellence in banking services. Among its famous achievements, AYA Bank was honored as Myanmar's Best Bank for Corporate Social Responsibility by the prestigious Asia money Awards, EDGE Certificate from the Business Coalition for Gender Equality (BCGE), Additionally, "Myanmar's Best Bank for SMEs" and "Myanmar's Best Domestic Bank" from Asia money Awards. Because of corporate social responsibility's achievements, customers intend to use banking services, which emphasizes the strategic significance of CSR in influencing consumer behavior. By understanding these dynamics, banks can align the Corporate Social Responsibility efforts with consumer intention to use. Therefore, the study will focus for identifying and understanding effect between Corporate Social Responsibility and intention to use (AYA Bank PCL,2024).

1.1 Rationale of the Study

Corporate Social Responsibility (CSR) is particularly getting important in Myanmar, a country that is directing significant social and economic transitions. CSR initiatives by companies, especially in sectors like banking and manufacturing, play a crucial role in sustainable development and improving living standards. These activities can help address pressing issues such as poverty, healthcare deficiencies, and educational gaps. For instance, banks in Myanmar have engaged in various CSR efforts, including funding for educational programs, healthcare services, and environmental conservation projects. Such contributions are essential for the country's development, as they not only enhance the quality of life for many citizens but also promote a positive corporate image and build trust among consumers. Moreover, CSR practices help businesses manage risks and ensure compliance with emerging regulations, fostering a more stable and sustainable economic environment (Win & Hlaing, 2021).

Customer retention is essential for businesses as it directly impacts profitability and long-term sustainability. Finding new customers is much more expensive than keeping the ones you already have., as less sales are required expenditure and leverages established relationships. Loyal customers tend to make repeat purchases, providing a steady revenue stream, and are more likely to recommend the business to others, enhancing word-of-mouth marketing. Moreover, high customer retention rates often indicate customer satisfaction

and trust, which are critical for building a strong brand reputation. Companies with effective retention strategies can also gather valuable feedback from long-term customers, allowing for continuous improvement and innovation. This focus on retention helps in market competition and economic fluctuations (Reichheld & Sasser, 1990).

As a leading private sector bank and popular in CSR activities, AYA Bank PCL follow Compliance with Banking Regulations, Customer Protection, Data Protection and Privacy, Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF), Corporate Governance, Financial Reporting and Employment Laws. The bank's governance practices ensure that it operates with the highest standards of professionalism, adhering to regulatory frameworks to ensure transparency, fairness, and accountability in its operations. Legal responsibility, which include laws, regulations, and compliance requirements, are critical as shaping corporate governance, operational processes, thereby preventing legal liabilities and enhancing reputational standing (Aguilera & Cuervo-Cazurra, 2009). AYA Bank PCL of Myanmar's financial sector, well-known for its comprehensive banking services retail, corporate, and SME sectors, alongside strong wealth management offerings. AYA Bank PCL support job creation to offer the employees and extends access to formal financial services across the nation, encouraging economic participation and empowerment. Economic responsibility, such as market conditions, economic cycles, and financial performance, are fundamental in understanding how economic trends affect business strategies and operational growth (Porter, 1985). AYA Bank PCL's commitment to Corporate Social Responsibility goes beyond regulatory compliance, aiming to make a positive impact on both the community while encouraging the corporate culture centered on integrity and ethical conduct. Ethical responsibility involves the moral principles guiding organizational conduct, impacting stakeholder trust, brand loyalty, and long-term sustainability, and thereby encouraging a positive public image and competitive advantage (Ferrell, Fraedrich, & Ferrell, 2016). AYA Bank PCL actively engages in charitable initiatives aimed at benefiting communities across Myanmar. Through its Corporate Social Responsibility programs, the bank supports various charitable causes such as rebuilding in Nargis 2008, COVID center during COVID -19 as healthcare community development, education and foundation. AYA Bank's charitable efforts include financial contributions, volunteerism, and partnerships with non-profit organizations to address societal needs and promote sustainable development. Charitable responsibility, reflecting Corporate Social Responsibility (CSR) policies, refer to an organization's

commitment to social welfare, enhancing its image, building community relations, and leading to indirect economic benefits through improved reputation and customer loyalty (Kotler & Lee, 2005). AYA Bank PCL is actively involved in environmental initiatives aimed at promoting sustainability and reducing its ecological footprint. The bank implements green practices such as energy efficiency measures, waste reduction, and promoting environmental awareness among customers. Environmental responsibility, including sustainability practices and ecological impact, are increasingly significant as stakeholders demand environmentally responsible behavior, resulting in cost savings, regulatory benefits, and positive brand differentiation (Elkington, 1997). These factors offer the complex effects on organizational behavior and the implications for society.

AYA BANK PCL played a key role in transforming Myanmar's banking sector and agreed with a period of economic reforms in Myanmar. The bank has integrated Corporate Social Responsibility by demonstrating a strong commitment to ecological balance and environmental protection. By adopting environmentally friendly technologies and participating in conservation efforts, such as combating air pollution and embracing digitalization, AYA Bank PCL not only enhances operational efficiency but also support to broader environmental goals. AYA Bank PCL leads in green financing initiatives, encouraging SMEs and individual customers to adopt eco-friendly products and services. This commitment not only helps to reduce carbon footprints but also supports climate change mitigation efforts in Myanmar. As environmental initiatives, AYA Bank PCL engages in annual tree planting projects, underscoring its dedication to preserving natural resources. These efforts highlight the bank's proactive role in development of sustainable environment for future generations. In addition to social initiatives, there is AYA Bank football club by managing the football match and allows to promote community engagement, support youth development, advocate for healthy lifestyles, foster social inclusion and diversity, champion environmental sustainability, facilitate education and skills development, and promote values such as sportsmanship and integrity.

AYA Bank PCL has faced issues related to its Corporate Social Responsibility (CSR) activities. AYA Bank PCL stands out in Myanmar's financial sector for its proactive approach to Corporate Social Responsibility, particularly in environmental sustainability and social development. Despite its various efforts in areas such as social, environmental, and economic sustainability, the bank has encountered challenges in fully aligning its CSR practices with international standards and local expectations. One major issue is the

perceived lack of transparency and detailed reporting in their CSR initiatives. While AYA Bank has made significant contributions, such as building and donating a COVID-19 test and laboratory center through the Ayeyarwady Foundation, the detailed impacts and outcomes of these activities are not always comprehensively documented or communicated to the public (AYA Bank PCL,2024). While the bank has undertaken various projects, maintaining a consistent approach that aligns with long-term goals and community needs can be challenging. It is changing the customer behavior trend in Myanmar, CSR is getting important and customer intention to use is essential. Therefore, the banking industry competitive advantages in Myanmar, AYA Bank access when implemented now, CSR activities are effective enough for its CSR commitment because banks have to be socially responsible if and customer intention to use. Additionally, there are concerns about the consistency and continuity of their CSR efforts. Thus, my research is to study the effect of Corporate Social Responsibility Practices on intention to use at AYA Bank PCL.

1.2 Objectives of the Study

The main objective is to analyze the effect between Corporate Social Responsibility practices and Intention to use at AYA PCL. The specific objectives are

- i. To analyze the effect of Corporate Social Responsibility Practices on intentions to use at AYA BANK PCL.
- ii. To examine the moderating effect of awareness between Corporate Social Responsibility Practices and intentions to use at AYA BANK PCL.

1.3 Scope and Method of the Study

The purpose of the study is to better understand how CSR practices affect consumers' intentions to use AYA BANK PCL. The quantitative research approaches are used. The population is customer who have interacted the service of using AYA BANK PCL head office in Yangon. The sample size is 384 using Cochran's formula (1963) for infinite population. A structured questionnaire surveys collected from customers with simple random sampling method. The secondary data examine AYA BANK PCL's official documents, reports, and publications related to Corporate Social Responsibility. This includes annual reports, Corporate Social Responsibility reports, and any publicly available

information on the bank's social responsibility activities. Correlation analysis, regression analysis, and other appropriate statistical tests used to assess the effect between Corporate Social Responsibility practices and Intention to use. The data collected from February 2024 to May 2024.

1.4 Organizations of the Study

The study's goals, justification, and introduction are covered in the first chapter. The definition, theoretical underpinnings, and contributing elements of corporate social responsibility are covered in chapter 2. It explores the key influencing factors of Corporate Social Responsibility, examining previous studies and theories on intention to use. The chapter 3 focuses on Corporate Social Responsibility Practices of AYA BANK PCL. The chapter 4 presents analysis to achieve objectives. The results and discussion, recommendations, and need for more research are included in chapter 5.

CHAPTER II

THEORETICAL BACKGROUND OF STUDY

The definition and theoretical underpinnings of corporate social responsibility are covered in this chapter, along with the elements that make up corporate social responsibility—legal, economic, ethical, charitable, and environmental—as well as the connection between corporate social responsibility and the goal of the study.

2.1 Concept of Corporate Social Responsibility

Diverse academics have provided varying definitions of corporate social responsibility. For example, "actions that appear to additional some social respectable, beyond the concentration of the firm and that which is essential by law" is how corporate social responsibility is typically defined (McWilliams & Siegel, 2001). Corporate social responsibility, abbreviated as CSR, is a self-regulatory business model whose purpose is to facilitate corporations to operate in a more responsible way towards themselves and towards the society at large as well as other stakeholders. To the companies practicing corporate social responsibility (also referred to as corporate citizenship) it means that they understand what effect their actions have on society such as in reducing poverty through donations which are part of its goals among others (Jonker et al., 2003). Instead of wasteful spending on advertising campaigns to convince us about their new products every other season or promising better quality than another competitor why not assist in building schools so that children can go through formal education?

A study found that while CSR is quickly becoming a global phenomenon in Malaysia (Abu-Baker & Naser, 2000; Tsang, 1998; Branco & Rodrigues, 2006), many public companies are responding slowly to this issue. CSR includes things like environmental preservation and protection, social welfare, and preserving the communities in which they operate. The New Straits Times Newspaper (2010) reports that while there are a few foreign corporations and companies in Malaysia that are involved in corporate social responsibility projects (Amran) and only in Siti-Nabiha, 2009; Jamhari et al., 2014), the Malaysian government's efforts to promote corporate social responsibility are still not taken seriously by many companies.

Carroll (1991) created the philosophies and elements of Corporate Social Responsibility, and he believed that businesses had ethical, legal, charitable, and economic obligations to society's customers. The most formal and widely recognized the concept of Corporate Social Responsibility. For instance, enhancing employee benefits and working conditions, being mindful of human rights, abstaining from sexual and racial discrimination, defending consumer rights and interests by focusing on high-quality goods and services, preventing insider trading, shielding small companies from creditors and shareholders, funding community-based public interest initiatives, tackling pollution, and keeping an eye on environmental and social innovations.

2.2 Intention to use

Financial, legal, and ethical CSR initiatives are also impacted by the implementation of customer perspectives (J. Lee & Y. Lee, 2015). Companies that engage in CSR gain a distinctive reputation among consumers, which boosts client happiness and loyalty (Ali et al., 2020; Faridi & Naushad, 2021). Businesses that prioritize fostering a trusting environment are likely to see an increase in their customers' intention to use it. An increasing amount of studies demonstrates that higher intention to use is predicted by consumer confidence. For instance, Bruhn et al. (2012) discovered that the intention to use online banking is positively and significantly impacted by customer trust. According to Lieut al. (2007), a key predictor of e-commerce intention is customer trust. According to these studies, a high degree of customer trust can enhance usage intention.

2.3 Awareness

Customers do care about society, and if they feel that a company's CSR efforts have an impact on society, then it's probable that these initiatives also have an impact on them. Consumer purchases always have an effect on society. Time and again, history has demonstrated that customers are more likely to be drawn to companies that practice social responsibility. Carrigan and Attalla (2001) carried out a focus group interview, utilizing the awareness factor as a means of gauging customer concern regarding a company's ethical conduct. They discovered that unethical business practices had little to no effect on customers. Customers make decisions based on a number of factors, one of which is whether they endorse the product over CSR initiatives. Furthermore, customers do not

actively participate in the CSR initiatives of businesses. Carrigan and Attalla (2001) assert that customers anticipate learning about a business's commitment to corporate social responsibility. The top priorities for consumers are brand, price, quality, and/or trend. Nonetheless, Mohr, Webb, and Harris (2001) discovered that customers' purchasing decisions are influenced by their knowledge of corporate social responsibility initiatives pertaining to environmental or social concerns. Customers are drawn to businesses that actively practice corporate social responsibility because they feel more socially conscious. Product selection should take precedence over corporate social responsibility when it comes to consumer decisions because common elements like cost, brand perception, and availability of similar products all have a significant impact on what consumers choose. Studies have indicated that although customers are hesitant to invest time in determining which company is socially responsible, they are willing to pay more for products from socially conscious businesses (Sharma et al., 2013). However, few customers purchase goods from businesses that are known for engaging in unethical business practices. There are some confused customers who have little knowledge, but show a high intention to use it. Another group of consumers have high moral knowledge, but they do not intend to use it, as such, these consumers are cynical and disinterested consumers.

2.4 Corporate Social Responsibility Practices

A company's objective in implementing Corporate Social Responsibility (CSR) practices is to function morally, foster economic development, and enhance the quality of life for its workers, their families, and the communities in which they live. Carroll (1991) A lot of companies adopt this stand-alone policy. Milton Friedman's conventional theory of corporate social responsibility (CSR) was in play at first. According to Friedman (1963), a company's only goal should be to make money for its investors. When CSR gained popularity in the 1970s, its viewpoint shifted (Mohr et al., 2001). Eventually, people started to expect companies to be successful while still being morally and responsibly run. Carroll (1991) introduced a much broader classification of CSR (economic, legal, ethical, and philanthropic), and Kotler et al. developed the concept of social marketing in the final decade of the 20th century. It is now recognized under new names and connotations. Nonetheless, the definition of two CSR concepts—ethical and legal—is the primary area of emphasis for this study. Beyond legal boundaries, ethical corporate social responsibility initiatives include environmental preservation and workplace safety. Legal CSR initiatives, on the other hand, like equal employment opportunity programs, are required by law. CSR

initiatives have been embraced by many companies as a way to improve their standing and obtain a competitive edge.

Practices related to Corporate Social Responsibility (CSR) An ethical business seeks to advance economic progress and enhance the quality of life for its workers, their families, and the communities in which it operates. Carroll (1991) Many companies agree to this homemade plan. According to Friedman (1963), a company's only goal should be to make money for its investors. When CSR gained popularity in the 1970s, the way it was approached shifted (Mohr et al., 2001). Eventually, people started to expect companies to be successful while still being morally and responsibly run. Carroll (1991) introduced a much broader classification of CSR (financial, legal, ethical, and philanthropic) in the final decade of the 20th century. Kotler and others have since adopted the concept of social marketing, accepting a range of definitions and terminology. Nonetheless, the definition of two concepts of corporate social responsibility—ethical and legal—is the primary focus of the current study. Beyond the law, ethical CSR initiatives include environmental preservation and worker safety. Legal CSR initiatives, on the other hand, like equal employment opportunity programs, are required by law. CSR initiatives have been embraced by many businesses as a way to improve their standing and obtain a competitive edge.

2.5 Related Theories

In Corporate Social Responsibility (CSR), two theories are Carroll's CSR Pyramid Theory (Carroll, 1991) and Stakeholder Theory (Freeman, 1984). Carroll's framework outlines the hierarchical levels of responsibilities that organizations have towards society, ranging from economic obligations to philanthropic endeavors. Stakeholder Theory, proposed by Freeman, emphasizes the importance of considering the interests and contributions of all stakeholders affected by a company's actions, advocating for a broader, more inclusive approach to corporate decision-making and responsibility. These theories have significantly designed discussions and practices surrounding CSR, influencing how businesses integrate ethical considerations and societal impacts into their strategies and operations.

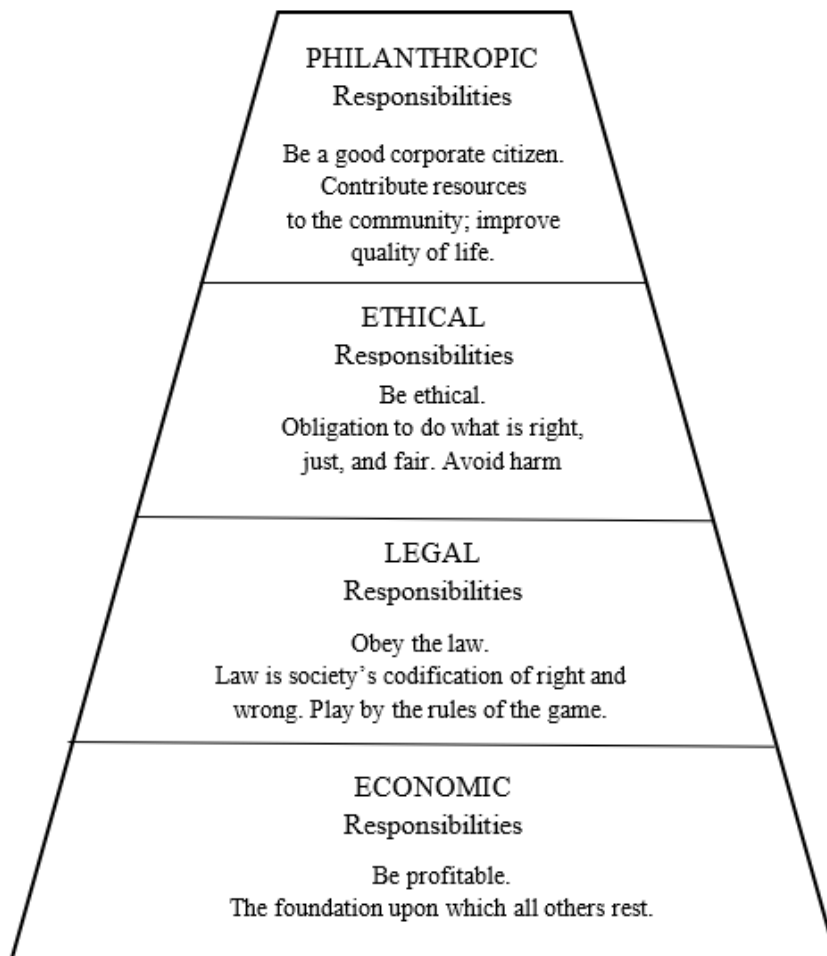
2.5.1 Carroll's CSR Pyramid Theory (Carroll,1991)

Carroll (1991) characterized corporate social responsibility as an amalgam of four social responsibility categories: philanthropic, legal, ethical, and financial. Carroll (1991) postulated that corporate social responsibility is made up of four different forms of social responsibility. These include philanthropic, legal, ethical, and economic. Business organizations are not only expected to be profitable, but also to operate in accordance with state and local government laws and regulations. As a social responsibility, a business unit is expected to operate within the law (Carroll, 1991). The most common responsibility of business organizations is financial responsibility. Since the dawn of industry, companies have created products and catered to customers' needs. A new job was created and the employee was paid. They earn a profit for the owner and provide a service to the customer (Carroll, 1991).

Ethical responsibility comes into play when inevitable financial and legal obligations are met. Moral responsibility is not mandatory and exists in practices because the owner or company believes it is the right thing to do. Being environmentally friendly and paying employees fair wages is an example of moral responsibility. Business organizations are mandated to conduct their business according to law with ethical responsibilities (Carroll, 1991).

Society expects business plans to be good corporate citizens. This can be done by giving goodwill to the community. Goodwill can include charitable, social welfare, and financial support for an NGO. This duty is distinct from moral duty. The difference is that philanthropic obligations are not as important as moral obligations. It is simply the will of the people (Carroll, 1991).

Figure (2.1) Pyramid of Corporate Social Responsibility



Source: Carroll, 1991

The purpose of the pyramid is to illustrate how specific elements are a part of all corporate social responsibility. These components come together to form the general idea of corporate social responsibility (Carroll, 1991).

2.5.2 Stakeholder Theory (Freeman, 1984)

The positive effect between corporate social responsibility and corporate profitability is supported by stakeholder theory first introduced by Freeman (1984). Stakeholder theory defined capitalism as a concept that focuses on the overlapping influence in a firm of stakeholders, employees, investors, communities, and all 18 other

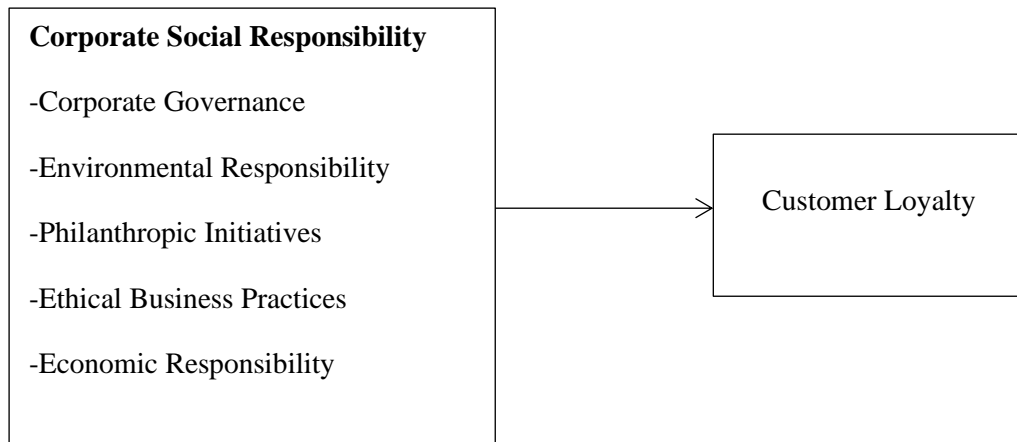
groups that have shares in the firm. Furthermore, customer considerations have become a dominant paradigm in the concept of corporate social responsibility. In the customer theory, customers are the primary customers of the organization, the primary dependency on which the organization generates revenue, and the key to business development (Freeman, 1984). Stakeholder Theory posits that businesses should consider the interests and well-being of all customers, not just shareholders. Initiatives for Corporate Social Responsibility show a company's dedication to resolving the issues of a range of clients, including client.

2.6 Previous Studies

Several researchers have discovered evidence of the influence of CSR on intention adoption (Gigouri, 2012). Another study using focus group discussions also found that corporate social responsibility of a firm would affect customers' purchase intentions in one way, keeping in mind that they should be distinguished if customers won't ask questions it is rather like waiting to be notified (by Abdullah & Budiman , 2019). Some have clarified that this view—which maintains that CSR can have a direct or indirect impact on businesses—is not the only one that highlights the complex relationship between consumer purchase intention and corporate social responsibility. It also plays a direct influence on when a company's social responsibility and customer trust are reflected in its operations. Depending on the amount of clients, their perceptions of corporate social responsibility, the organization's capacity, and the level of client support for CSR initiative. Furthermore, there is a small segment of consumers who use corporate social responsibility practices and consider them as purchasing criteria (Mohr & Webb, 2005; and Foo& Yazdanifard, 2014).

Thaithavorn & Suprawan (2019) studied research on the Loyalty in Thailand Banking Industry. This study aims to investigate how customer loyalty in the banking sector is impacted by the corporate governance aspect of corporate social responsibility. Figure (2.2) displays the conceptual framework for this investigation.

Figure (2.2) Corporate Social Responsibility Affecting to Customer Loyalty in Thailand Banking Industry

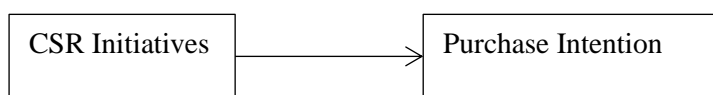


Source: Thaithavorn, R., and Suprawan, L. (2019)

Based on the results, the study will investigate how corporate governance, environmental responsibility, charitable policy, ethics, business practices, and financial responsibility are CSR factors that impact customer loyalty in the banking sector. 385 respondents were gathered by Cochran (1953) to participate in an online survey utilizing a large sample size and the formula do not finish the analysis. The data were then analyzed using a computer program. The results show that Corporate Social Responsibility (CSR) in the banking industry had multiple corporate governance, environmental responsibility, charitable initiative and financial responsibility which affect customer loyalty at 0.05 level of importance in other words, ethical business practices would customer loyalty in banking fieldwork.

The impact of corporate social responsibility on customer responses in the Indian banking sector was studied by Fatma and Rahman (2016). The relationship between CSR initiatives and purchase intention in the Indian banking industry is the study's main goal. Figure (2.3) displays the conceptual framework for this investigation.

Figure (2.3) Corporate Social Responsibility 's influence on customer responses in Indian banking sector

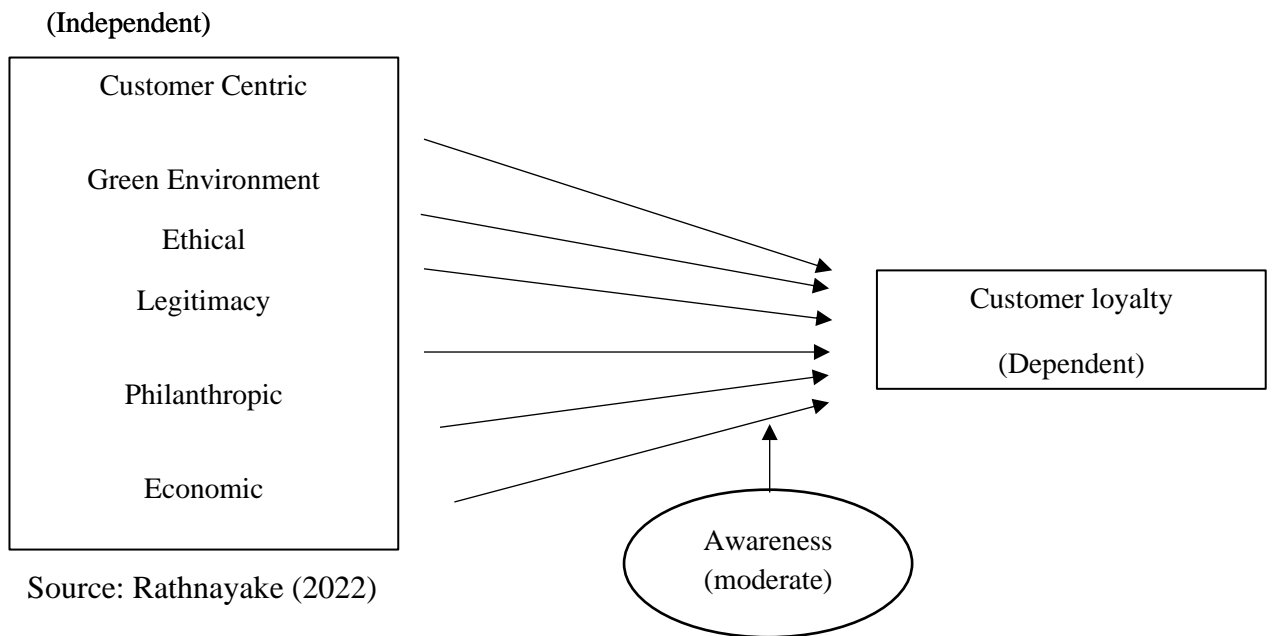


Source: Fatma, M., & Rahman, Z. (2016)

Based on the findings, the researchers determined how corporate social responsibility policies influence consumer purchase intentions in Indian retail banking. The findings show that companies are able to significantly influence consumers' purchase intentions as corporate social responsibility activities were found to influence consumers' purchase intentions where consumers were aware of separate activities that's the way it is.

Impact of Corporate Social Responsibility on Customer Loyalty of Banking Services in Sri Lanka was researched by Rathnayake (2022). The study's goal is to determine how CSR affects customers' loyalty who have a moderate level of awareness. The conceptual framework describes the connections between customer loyalty and CSR initiatives. CSR activities such as Customer Centric, Green Environment, Ethical, Legitimacy, Philanthropic and Economic are used. By investigating these factors, the study is to understanding how CSR strategies can influence customer perceptions and behaviors in the banking industry of Sri Lanka, the conceptual framework of this study is shown in Figure (2.4).

Figure (2.4) Impact of Corporate Social Responsibility on Customer Loyalty of Banking Services in Sri Lanka



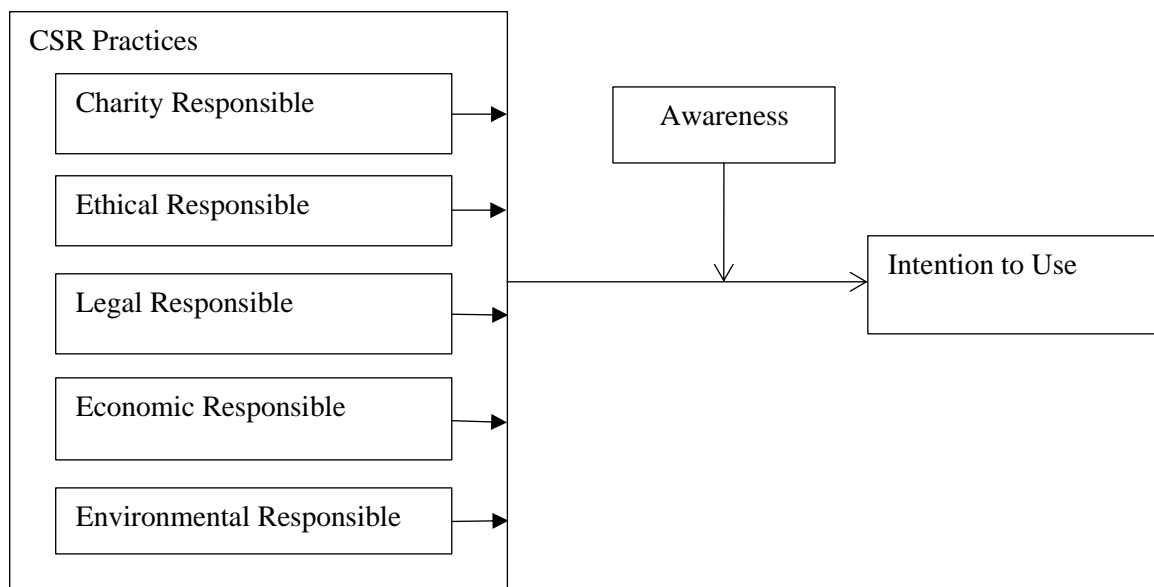
The results indicate that Rathnayake (2022) investigated the extent to which consumers were aware of CSR initiatives and the effect CSR had on customer loyalty. The results indicated that there was a significant impact on consumers, who followed efficient

complaint procedures, adhered to safety and legal regulations, ensured moral behavior, and helped maintain the sustainability of the environment.

2.7 Conceptual Framework of the Study

The study used independent variables of Corporate Social Responsible Practices such as environmental responsible, consumer responsible, charity responsible, legal responsible which are based on Carroll (1991). The conceptual framework explores the effect Corporate Social Responsible Practices and Intention to use.

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation (2024)

Working Definitions

1. Legal Responsible CSR Practice:

Legal responsible CSR practices involve a bank's commitment to conducting its operations in full compliance with all relevant laws and regulations. This includes adherence to financial regulations, data protection laws, and other legal requirements, ensuring that customers are served within the bounds of the law.

2. Economic Responsible CSR Practice:

Economic responsible CSR practices in banking focus on contributing to the overall economic development of the communities in which the bank operates. This

involve providing responsible lending, supporting local businesses, and local economy, job creation and offering SME business financial literacy programs to empower customers economically.

3. Ethical Responsible CSR Practice:

Ethical responsible CSR practices emphasize a bank's commitment to ethical conduct in all aspects of its business. This includes transparent and fair dealings with customers, ethical investment practices, and responsible management of financial products to ensure that customers are treated with integrity and respect.

4. Charity Responsible CSR Practice:

Charity responsible CSR practices involve a bank's engagement in philanthropic activities and charitable initiatives aimed at addressing social issues. This may include financial contributions to community projects, supporting education, healthcare, or disaster relief efforts, demonstrating the bank's commitment to giving back to society.

5. Environmental Responsible CSR Practice:

Environmental responsible CSR practices in banking entail efforts to minimize the bank's ecological footprint and promote sustainable practices. This could involve adopting environmentally friendly policies within the institution, supporting eco-friendly projects, and offering green financial products that encourage customers to make environmentally conscious choices.

6. Intention to Use

The willingness or inclination of people to use a specific good or service is known as intention to use. It is crucial to comprehending consumer behavior and projecting their future course of action.

7. Awareness

Awareness is the extent to which individuals are knowledgeable about a company's commitment to ethical, social, and environmental responsibilities. It encompasses customers' understanding of the company's initiatives beyond its core

products or services, including its contributions to social causes, environmental sustainability, and ethical business practices.

CHAPTER III

OVERVIEW OF AYA BANK PCL

This chapter is to propose AYA Bank PCL's Corporate Social Responsible Practices and provide background information of the bank. Accordingly, this chapter identify AYA Bank PCL's background, its vision, mission and employees, organizational structure, and its corporate social responsibility activities.

3.1 Overview of Banking Industry and CSR activities in Myanmar

The banking industry in Myanmar has undergone significant transformation and development, especially since the country embarked on a series of economic reforms starting in the early 2010s. This chapter provides an overview of Myanmar's banking sector, covering its historical context, current landscape, regulatory environment, key players, and the challenges and opportunities it faces.

Myanmar's banking sector has a long history, with its roots tracing back to the British colonial period when the first banks were established. Post-independence, the industry was nationalized in the 1960s, which led to a period of stagnation and limited development. The economic isolation and central planning policies during the military rule further constrained the growth of the banking sector. It wasn't until the early 2010s, with the advent of democratic reforms and economic liberalization, that the banking industry began to revitalize.

Today's banking landscape in Myanmar is comprised of a combination of foreign, private, and state-owned banks. In order to maintain stability and promote growth, the Central Bank of Myanmar (CBM) has taken on the role of supervising and regulating the banking sector in recent years. The sector is dominated by state-owned banks, including the Myanmar Foreign Trade Bank (MFTB), Myanmar Investment and Commercial Bank (MICB), and Myanmar Economic Bank (MEB). These banks are crucial in implementing government policies and providing financial services to underserved areas. The liberalization of the banking sector has led to the emergence of several private banks. Major players include AYA Bank, KBZ Bank, CB Bank, and Myanmar Apex Bank (MAB). These banks have been instrumental in introducing modern banking services, expanding financial inclusion, and fostering competition.

The banking industry in Myanmar faces several challenges, including: **Regulatory Compliance:** Ensuring that banks comply with evolving regulations and international banking standards remains a significant challenge. **Technological Infrastructure:** While there has been progress, the technological infrastructure in many banks is still underdeveloped, limiting the ability to offer advanced digital banking services. **Financial Inclusion:** Despite improvements, a large portion of the population remains unbanked or underbanked, posing a challenge for financial inclusion efforts

Despite these challenges, the banking sector in Myanmar also presents numerous opportunities: **Digital Banking:** The rise of digital banking and fintech presents opportunities for banks to reach underserved populations and offer innovative financial products. **Economic Growth:** Myanmar's economic growth and increasing foreign investment create a favorable environment for the banking sector to expand and diversify. **Financial Inclusion Initiatives:** Government and private sector initiatives aimed at increasing financial literacy and inclusion provide opportunities for banks to expand their customer base. **Partnerships and Collaborations:** Collaborations between local and foreign banks can bring in expertise, technology, and capital, fostering further development in the sector.

Corporate Social Responsibility (CSR) activities by banks in Myanmar have become increasingly prominent as these financial institutions recognize their role in contributing to social and economic development. Many banks are investing in educational initiatives, such as scholarships, building schools, and providing educational materials to underprivileged children. For example, KBZ Bank has been known for its scholarships and education support programs aimed at enhancing educational opportunities for youth in Myanmar. In healthcare, banks support projects by funding hospitals, clinics, and mobile health services. Yoma Bank has participated in various health-related CSR activities, including funding health facilities and community health programs. Environmental sustainability is another key focus, with initiatives such as tree planting campaigns and environmental awareness programs. AYA Bank has engaged in environmental conservation projects, including tree planting and promoting sustainable practices. Community development is supported through infrastructure development, disaster relief efforts, and aid for local businesses. CB Bank has been active in supporting community development through various projects, including disaster response and rural development programs. Financial literacy is also a significant area of focus, with banks providing

education to improve the financial knowledge of the population, especially in rural areas. UAB Bank conducts financial literacy programs to educate people about banking and financial management. Additionally, banks are involved in cultural preservation by supporting cultural events, festivals, and heritage site preservation. For example, some banks sponsor cultural festivals and support initiatives to preserve Myanmar's cultural heritage. These CSR activities highlight the commitment of banks in Myanmar to not only enhance their business operations but also to contribute positively to the broader society (Khin, 2020; Aung & Maung, 2019; Win & Hlaing, 2021).

3.2 AYA Bank PCL in Myanmar

AYA Bank is one of the top banks in Myanmar's private sector. The Central Bank of Myanmar granted the Development Bank a license on July 2, 2010. Later, the Financial Institutions Act of 2016 awarded it a full banking license. AYA Bank was established on March 11, 2010, and on July 14, 2010, it was officially registered as a private company limited by shares. Since then, the national budget's stability has been the contribution (AYA Bank PCL, 2024).

AYA Bank was reorganized as a Public Company Limited on December 30, 2022, with the goal of focusing on long-term growth, value, and sustainability. The Bank is committed to implementing a strategic plan that requires strong financial controls, transparency, stringent reporting requirements and deadlines for public disclosure. By moving from the private sector to the public sector, ownership will eventually be distributed among the shareholders of the general public, enabling them to benefit from the success of the company through increased profitability (AYA Bank PCL, 2024).

With its main office located in Yangon, AYA Bank provides services to small and medium-sized enterprises, individuals, government agencies, and major organizations through its nationwide branch network. We are linked to both the larger Asia region and the world through our extensive network (AYA Bank PCL, 2024).

AYA Bank is among the biggest banks in the nation, serving its 260 locations. One of the main factors that has contributed to our success and allowed us to develop quickly over the years is our sizable and devoted customer base. AYA Bank PCL places a strong emphasis on building long-lasting relationships with customers, offering the greatest possible customer service, and using technology to quickly increase the number of clients

it serves. The range of products and services offered by AYA Bank PCL, including retail banking, corporate banking, trade finance, and treasury services. It provides insights into the bank's efforts to introduce modern banking technologies and enhance customer convenience through digital banking solutions. The diversity of financial products, such as savings and current accounts, loans, and electronic banking services, is discussed to illustrate how AYA Bank PCL meets the needs of different customer segments (AYA Bank PCL, 2024).

AYA Bank is always seeking the excellent commitment of Corporate Social Responsibility to fulfill its mission of becoming Myanmar's leading commercial. The following are the corporate values of AYA Bank: excellence, teamwork, integrity, honesty, care, and sincerity. In order to keep long-term partnerships with its customer, AYA Bank encourage to continue their Corporate Social Responsibility Practices (AYA Bank PCL, 2024).

For strategic investment partners, management's initiatives to digitize, enhance its human resource base, and introduce innovative goods and services across all market areas have produced ongoing, substantial value development. The bank's customer base has dramatically increased as a result of its continued focus on providing industry-leading service, fostering customer loyalty, and utilizing technology to draw in and retain new clients. To ensure stability and growth, the bank intends to strengthen its governance, risk, and compliance structure further. Corporate Social Responsibility is an essential component of AYA Bank's business initiatives, representing our commitment to provide the best possible service to society. AYA Bank PCL understand that they have a duty to the public and stakeholders, and they work hard to have a significant influence by conducting business in a way that is environmentally and socially beneficial (AYA Bank PCL, 2024).

The nine directors of the Board of Directors are represented in the organizational structure of AYA Bank by the Executive Chairman, Managing Director, four additional Executive Directors, and three Independent Non-executive Directors. Developing the company's long-term vision and strategic objectives, assessing management performance, and establishing an efficient internal control system are just a few of the Board's responsibilities. Using the board's strategic goals as a guide, the chairman communicates the company direction that the board of directors has determined. The chairman acts as an inspiration and mentor to the Bank, assisting it in clearly communicating and exhibiting its

core values. The Chief Social Officer stands direct accountability to Corporate Affair Department, the bank's Corporate Social Responsibilities activities, in addition to guaranteeing the proper implementation of practices at the lowest possible level. This managing director is also responsible for supervising daily activities. The Managing Director receives direct reports from five Chief level executives (AYA Bank PCL, 2024).

3.3 Corporate Social Responsibility Practices of AYA Bank PCL

From 2013 to 2017, AYA Bank's shareholders were honored to receive the title of "Best Private Bank in Myanmar" annually. AYA Bank was honored as Myanmar's Best Bank for Corporate Social Responsibility by the prestigious Asia money Awards, underscoring its proactive efforts in promoting responsible business practices and contributing positively to the community. The bank's dedication to gender equality has also been acknowledged with the EDGE Certificate from the Business Coalition for Gender Equality (BCGE), recognizing its initiatives to foster inclusivity and gender balance within its workforce. Additionally, AYA Bank has received accolades such as "Myanmar's Best Bank for SMEs" and "Myanmar's Best Domestic Bank" from Asia money Awards, highlighting its excellence in supporting small and medium enterprises and its overall contribution to Myanmar's financial sector. These awards not only affirm AYA Bank's leadership in CSR and sustainable practices but also underscore its commitment to delivering exceptional banking services that meet the diverse needs of its customers while making a positive impact on society (AYA Bank PCL, 2024).

Corporate Social Responsibility Practices are integral to AYA Bank PCL's operations, aligning with legal, economic, environmental, ethical, and charitable dimensions. The bank's commitment to Corporate Social Responsibility extends across various domains, reflecting its dedication to sustainable development and community welfare. AYA Bank PCL, one of Myanmar's leading financial institutions, integrates Corporate Social Responsibility into its core operations, focusing on legal, economic development, environment, ethical and charity engagement. In community development, AYA Bank PCL supports educational initiatives by funding scholarships, improving school infrastructure, and partnering with educational institutions. The bank also invests in healthcare projects, including funding medical facilities, organizing health camps, and supporting public health campaigns. Additionally, AYA Bank PCL contributes to

infrastructure development by building community centers and providing clean water facilities (AYA Bank PCL, 2024).

3.3.1 Legal Responsibility

As a financial institution operating in Myanmar, AYA Bank PCL follow legal responsibilities and obligations. As compliance with Banking Regulations, AYA Bank PCL obey to all banking laws and regulations established forth by the Central Bank of Myanmar (CBM) and other relevant regulatory bodies. This includes requirements related to capital adequacy, liquidity ratios, reporting standards, and operational guidelines. AYA Bank PCL 's customer protection is legally obligated to protect the interests of its customers. This involves safeguarding customer deposits, ensuring fair treatment in financial transactions, and providing accurate and transparent information about banking products and services. Data protection and privacy of AYA Bank PCL must comply with laws and regulations related to data protection and privacy. This includes safeguarding customer information, obtaining consent for data usage, and implementing measures to prevent unauthorized access or disclosure of sensitive information. Strong AML and CTF procedures are implemented by AYA Bank in accordance with Anti-Money Laundering (AML) and Counter-Terrorism Financing (CTF) laws to stop dishonest activities like money laundering and terrorist financing. These procedures include customer due diligence, transaction monitoring, and reporting suspicious activity to regulatory bodies. In terms of Corporate Governance, AYA Bank maintains effective corporate governance practices, including a clear organizational structure, competent management oversight, and accountability mechanisms that ensures compliance with legal and regulatory requirements while promoting ethical conduct and responsible decision-making. The Financial Reporting of AYA bank is obligated to prepare and submit accurate financial reports in accordance with accounting standards and regulatory requirements which ensures transparency in financial operations and enables stakeholders to assess the bank's financial health and performance. AYA Bank follow employment laws with labor laws and regulations governing employment practices, including provisions related to wages, working hours, occupational health and safety, and employee rights (AYA Bank PCL, 2024).

3.3.2 Economic Responsibility

Economically, AYA Bank PCL's Corporate Social Responsibility Practices contribute to the financial development of Myanmar by fostering financial inclusion,

supporting SMEs, and promoting sustainable business practices. The bank provides microfinance services to empower individuals and small businesses, stimulating entrepreneurship and economic growth. AYA Bank supports the growth of SMEs, which are vital to economic development and employment creation. This includes providing financial products to the needs of SMEs, such as microfinance loans and business advisory services. Moreover, AYA Bank PCL's support for SMEs through loan products and advisory services helps create employment opportunities and drive economic prosperity (AYA Bank PCL, 2024).

3.3.3 Ethical Responsibility

AYA Bank PCL emphasizes ethical standards across its operations, ensuring fairness, integrity, and respect for all stakeholders. Key aspects of its strategy of Training and Development, the recent comprehensive training session focused on enhancing employee skills in banking services, workplace ethics, and customer service. This initiative reflects the bank's commitment to maintaining high ethical standards in service delivery. As business conduct, AYA Bank conducts its business with honesty, transparency, and accountability, fostering trust and credibility among customers, employees, and the community. Ethical business practices are integral to their operations. The bank's CSR initiatives prioritize societal well-being and promote ethical business practices. This includes initiatives that contribute positively to communities and support sustainable development goals. AYA Bank held monthly leadership empowerment session to promote a culture of ethics and integrity, ensuring that ethical considerations guide decision-making at all levels of the organization. AYA Bank PCL integrates ethical principles into its corporate strategy, aiming to uphold trust, credibility, and responsible business practices across its operations and community engagements (AYA Bank PCL, 2024).

3.3.4 Charity Responsibility

Charitably, AYA Bank PCL engages in philanthropic activities aimed at addressing social issues and improving the quality of life for communities. After Cyclone Nargis devastated Myanmar in 2008, AYA Bank responded with vital support. The bank provided financial assistance, relief supplies, and engaged in community support efforts to aid affected populations. AYA Bank's swift and compassionate response demonstrated its commitment to Corporate Social Responsibility and supporting communities in times of crisis. In following year, AYA Bank PCL supported the Ayeyarwady Center, a 400-bed

COVID-19 treatment facility in Thuwanna, was built in seven days by the Ayeyarwady Foundation with guidance from the Ministry of Health and Sports. It started receiving patients on September 19, 2020. The center features treatment units, an ICU, examination rooms, PPE changing rooms, dormitories for health workers, and various support facilities like a control center, medical equipment store, and video communication systems. The Ministry of Health and Sports provided essential hospital equipment, while the Ayeyarwady Foundation managed additional supplies and donations. AYA Bank encourages employee volunteerism during COVID-19 by facilitating opportunities for employee to participate in charity events, community service activities, and fundraising campaigns. In honor of International Women’s Day on March 8, 2023, AYA Bank celebrated the invaluable contributions of women within its organization. Under the theme of Embrace Equity, the bank expressed appreciation to its female employees with the gift of flowers. AYA Bank confirmed its commitment to equity and flexibility, emphasizing their integral role in the organizational culture. The gesture recognized and thanked all inspirational women who contribute significantly to shaping the bank’s success and attitude. Through its charitable endeavors, AYA Bank PCL demonstrates its commitment to corporate citizenship and social responsibility, making a positive impact on society beyond its core banking activities (AYA Bank PCL, 2024).

3.3.5 Environmental Responsibility

AYA Bank PCL prioritizes environmental sustainability through comprehensive green banking practices, conservation efforts, and sustainable finance initiatives. AYA Bank PCL has made significant contributions to the conservation of Inle Lake over three years, focusing on maintaining its environmental integrity and supporting Myanmar's tourism image. Their efforts include using specialized equipment and professional employees to struggle aquatic weeds and algae, which threaten the lake's ecosystem. Additionally, AYA Bank PCL has funded infrastructure projects like connecting roads between thirty-four villages, demonstrating their commitment to community development alongside environmental conservation. These initiatives underscore Ayeyarwady Foundation's dedication to preserving natural resources and improving local livelihoods in Myanmar. The Corporate Affairs Department leads tree planting activities in Bago Township and donates to local schools and monasteries as part of their CSR initiatives. Partnering with UNEP, AYA Bank supports the "Towards a Solution to Eliminate Plastic" exhibition to raise awareness about waste-related environmental issues to obtain the Public

Awareness. AYA Bank PCL has implemented a "Green Office" initiative aimed at promoting sustainability and reducing environmental impact within its operations. It promotes digital banking to minimize paper use, implements energy-efficient operations, and reduces its environmental footprint. AYA Bank invests in reforestation, wildlife protection, and climate change mitigation projects to support biodiversity and ecosystem restoration. As sustainable finance, the bank offers financial products that support environmental sustainability, such as loans for renewable energy projects. AYA Bank integrates sustainability into its operations and community initiatives to promote environmental preservation and sustainable development (AYA Bank PCL, 2024).

Corporate Social Responsibility Practices and awareness of AYA Bank PCL encompass legal compliance, economic development, environmental sustainability, ethical conduct, and charitable contributions. By integrating Corporate Social Responsibility into its business strategy and operations, the bank not only fulfills its corporate responsibilities but also contributes to the well-being and prosperity of Myanmar's society and environment. By effectively communicating these efforts and engaging with customers, the bank not only enhances its reputation but also contributes to the broader societal and commercial development of Myanmar. AYA Bank PCL's Corporate Social Responsibility Practices are designed to create lasting positive impacts on the communities it serves, reflecting a forward-thinking approach to corporate responsibility and sustainability (AYA Bank PCL, 2024).

3.4 Reliability Test

Test uniformity is what reliability means. A dependability coefficient can be used in a number of different ways. Most of the time, Cronbach's Alpha is used. Its value runs from 0 to 1, which can be thought of as a correlation coefficient.

Table: (3.1) Reliability Test

Items	Cronbach's Alpha
Legal Responsibility	0.867
Economic Responsibility	0.891
Ethical Responsibility	0.841
Charity Responsibility	0.852
Environmental Responsibility	0.863
Awareness	0.853
Intention to Use	0.842

Source: Survey data, May, 2024

According to Table, it could be practical that of all values are good reliability because of higher than 0.8 (i.e., the values of Cronbach's Alpha 0.841, 0.842, 0.852, 0.853, 0.863, 0.867 and 0.891 are higher than 0.8). And then the alpha value of intention use is 0.842 indicating that reliability is located. Therefore, this factor is internally consistency and reliability to analyze the effect of Corporate Social Responsibility Practices on intention to use at AYA Bank PCL.

CHAPTER IV

ANALYSIS OF EFFECT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON INTENTION TO USE AT AYA BANK PCL

The research design and analysis methodology used to examine the impact of corporate social responsibility practices on intention to use at AYA Bank PCL are presented in this chapter. In order to identify the variables influencing intention to use, the study examines corporate social responsibility practices using multiple regression analysis and descriptive statistics.

4.1 Research Design

This study's main goal is to determine how CSR practices affect users' intentions to use products. Both primary and secondary data sources are used in this study. The population includes AYA BANK PCL customer who have interacted the service of using AYA BANK PCL head office in Yangon. The sample uses Cochran's formula (1963) for infinite population is shown as following:

$$n_0 = \frac{z^2 pq}{e^2}$$
$$n_0 = \frac{1.96^2 * 0.5 * 0.5}{0.05^2} = 384$$

The variables in these formulas are:

n = the sample size

e = the desired level of precision

p = the estimate proportion of the population

q = 1-p

A standardized questionnaire with a 5-point Likert scale was used to gather primary data. The survey is divided into two sections: the first collects participant demographic information, and the second evaluates elements related to corporate social responsibility. The secondary data examined AYA BANK PCL's official documents, reports, and

publications related to Corporate Social Responsibility. This includes annual reports, Corporate Social Responsibility reports, and any publicly available information on the bank's social responsibility activities. Correlation analysis, regression analysis, and other appropriate statistical tests used to assess the effect of Corporate Social Responsibility Practices and Intention to use. The data collected from February 2024 to May 2024.

4.2 Demographic Characteristics of Respondents

This section displays the profiles of the respondents who participated in the study. This section includes the respondents' age, gender, work history, job responsibilities, and level of education. Frequency distributions and percentage distributions are used to evaluate and summarize all of the data gathered from the completed surveys. The demographic profile of a selected customer's frequency analysis is displayed below.

Table (4.1) Demographic Profile of Respondents

Particular	Frequency	Percent
Total Number of Respondents	384	100
Gender		
Male	99	25.8
Female	285	74.2
Age (Years)		
20-30		
31-40	33	8.6
41-50	205	53.4
61-60	125	32.5
	21	5.5

Occupation		
Student	3	0.8
Professionals	360	93.7
Self-employed	21	5.5
Income		
MMK 160,000 – MMK 999,999	101	26.3
MMK 1,000,000 – MMK 1,499,999	66	17.2
MMK 1,500,000 – MMK 1,999,999	15	3.9
Above MMK 2,000,000	202	52.6
Education Level		
Some College	3	0.8
Bachelor’s Degree	241	62.7
Master’s Degree or higher	140	36.5
Marital Status		
Single	137	35.7
Married	226	58.8
Separated/Divorced	21	5.5
Awareness of AYA Bank PCL CSR		
Legal Responsible	0	0.0
Economic Responsible	48	12.5
Ethical Responsible	17	4.4
Charity Responsible	206	53.7

Environmental Responsible	113	29.4
Sources from CSR activities awareness		
Website	36	9.4
Social Media	243	63.3
Word of mouth	90	23.4
Others	15	3.9

Source: Survey data, May, 2024

According to this table, the survey conducted among 384 respondents provides comprehensive insights into demographic characteristics, AYA Bank PCL preferences, and awareness of AYA Bank PCL's Corporate Social Responsibility activities. The sample population comprises 25.8% males and 74.2% females. The age indicates that the majority of respondents, 53.4%, are aged between 31 and 40 years, while 8.6% are aged 20-30, 32.5% are aged 41-50, and 5.5% are aged 51-60. In terms of occupation, a predominant 93.7% of respondents are professionals, with a minor representation of students (0.8%) and self-employed individuals (5.5%).

Income levels among respondents show that 52.6% earn above MMK 2,000,000, while 26.3% have incomes ranging from MMK 160,000 to MMK 999,999, 17.2% earn between MMK 1,000,000 and MMK 1,499,999, and 3.9% fall within the MMK 1,500,000 to MMK 1,999,999 bracket. Regarding educational response, 62.7% hold a Bachelor's degree, and 36.5% have a Master's degree or higher, with only 0.8% having some college education. Marital status data show that 58.8% are married, 35.7% are single, and 5.5% are separated or divorced.

Interest in Corporate Social Responsibility activities is predominantly in Charity Responsibility (53.6%), followed by Environmental Responsibility (29.4%), Economic Responsibility (12.5%), and Ethical Responsibility (4.4%).

The sources of AYA Bank PCL's Corporate Social Responsibility activities indicates that the majority of respondents (63.3%) learn about these activities through social media, with 243 individuals reporting this source. Word of mouth is the second most common source, cited by 90 respondents, accounting for 23.4%. Information from the bank's website is reported by 36 respondents, which constitutes 9.4% of the sample.

Finally, 15 respondents, or 3.9%, mention other unspecified sources as their primary means of learning about AYA Bank PCL's Corporate Social Responsibility activities.

4.3 Perception on Corporate Social Responsibility Practices

The survey analysis conducted on various dimensions of Corporate Social Responsibility within AYA Bank PCL offers valuable insights into customer perceptions and attitudes. It serves as an introduction to the findings, outlining the key areas of focus and the overarching trends observed. By highlighting the similarities and differences in customer feedback across the following categories: legal responsibility, economic responsibility, ethical responsibility, charitable responsibility, environmental responsibility, and intention to use.

Table (4.2) Scoring Range of Likert Scale

No.	Mean Score	Interpretation
1	Very Low	1.00 – 1.80
2	Low	1.81 – 2.60
3	Moderate	2.61 – 3.40
4	High	3.41 – 4.20
5	Very High	4.21– 5.00

Source: Best, 1977

4.3.1 Legal Responsible

Four statements are used to test customers' perceptions of legal responsibility, and the aggregate mean value is shown. Table (4.3) displays the mean value for each Legal Responsible statement as well as the overall mean value.

Table (4.3) Customer Perception on Legal Responsible

Sr.	Items	Mean	Std Dev
1	Supporting adhere to all applicable laws and regulations.	3.80	0.67
2	Supporting the labor law and integrity in their business practices.	4.05	0.63
3	Being transparent about its legal responsibilities and compliance efforts.	3.79	0.74
4	Supporting Legal responsibility practices have on overall perception of its CSR.	3.82	0.78
Overall Mean		3.86	

Source: Survey data, May, 2024

According to the table, the analysis of customer perception Legal Responsible regarding AYA Bank PCL, the highest scores are supporting the labor law and integrity in their business practices, the mean score is 4.05 and supporting Legal responsibility practices have on overall perception of its CSR, the mean score is 3.82 respectively. The overall mean of Customer perception on Legal Responsible of AYA Bank PCL is 3.86 which show AYA Bank is weak transparency about its legal responsibilities and compliance efforts. Therefore, the factors of being transparent about its legal responsibilities and compliance efforts should be improved.

4.3.2 Economic Responsible

Five statements are used to test how customers feel about being economically responsible, and the general mean is shown. Table (4.4) shows the general mean value as well as the mean value for each statement of Economically Responsible.

Table (4.4) Customer Perception on Economic Responsible

Sr.	Items	Mean	Std Dev
1	Supporting 's economic responsibility practices have on my overall perception of its CSR.	3.78	0.75
2	Seeking out products/services from brands that demonstrate economic responsibility.	3.90	0.71
3	Supporting local SME businesses and the local economy.	3.91	0.75
4	Being important in job creation and business practices.	3.80	0.75
5	Willing to pay a premium for products/services that are ethically produced or contribute positively to the economy.	3.89	0.71
Overall Mean		3.86	

Source: Survey data, May, 2024

According to the table, the analysis of customer perceptions Economic Responsible regarding AYA Bank PCL, the high scores are supporting local businesses and the local economy, the mean score is 3.91 and seeking out products/services from brands that demonstrate economic responsibility, the mean score is 3.90 respectively. The overall mean of Customer perception on Economic Responsible of AYA Bank PCL is 3.86 which show AYA Bank is weak supporting 's economic responsibility practices have on my overall perception of its CSR. Therefore, the factors of supporting 's economic responsibility practices have on my overall perception of its CSR should be improved.

4.3.3 Ethical Responsible

Customer perceptions of Ethical Responsibility are assessed through four statements, and the aggregate mean is disclosed. The aggregate mean value and the mean value for each statement of Ethical Responsible are presented in Table (4.5).

Table (4.5) Customer Perception on Ethical Responsible

Sr.	Items	Mean	Std Dev
1	Being transparent about its ethical practices and values.	3.97	0.72
2	Demonstrating social and environmental responsibility in its operations.	3.93	0.69
3	Expecting the respond if it were to face an ethical dilemma.	3.90	0.71
4	Being actively engaging with and supporting local communities.	4.04	0.73
Overall Mean		3.96	

Source: Survey data, May, 2024

According to the table, the analysis of customer perceptions Ethical Responsible regarding AYA Bank PCL, the high scores are being actively engaging with and supporting local communities, the mean score is 4.04 and being transparent about its ethical practices and values, the mean score is 3.97 respectively. The overall mean of Customer perception on Ethical Responsible of AYA Bank PCL is 3.96 which show AYA Bank is weak respond if it were to face an ethical dilemma. Therefore, the factors of respond if it were to face an ethical dilemma should be improved.

4.3.4 Charity Responsible

The aggregate mean is determined by testing the perception of customers regarding charity responsibility through the use of five statements. Table (4.6) displays the mean value for each statement of Charity Responsible and the aggregate mean value.

Table (4.6) Customer Perception on Charity Responsible

Sr.	Items	Mean	Std Dev
1	Being actively involved in charitable giving and community service.	4.37	0.73
2	Being transparent about their charitable initiatives and where the donations are directed.	4.41	0.72
3	Supporting local charities and community projects.	4.36	0.73
4	Being involvement in charitable activities influence the perception of the brand.	4.21	0.81
5	Purchasing products/services from AYA Bank that donate a portion of their proceeds to charitable causes.	4.29	0.77
Overall Mean		4.14	

Source: Survey data, May, 2024

According to the table, the analysis of customer perceptions Charity Responsible regarding AYA Bank PCL, the highest scores are being transparent about their charitable initiatives and where the donations are directed, the mean score is 4.41 and being actively involved in charitable giving and community service, the mean score is 4.37 respectively. The overall mean of Customer perception on Charity Responsible of AYA Bank PCL is 4.14 which show AYA Bank is weak in involvement in charitable activities influence the perception of the brand. Therefore, the factors of being involvement in charitable activities influence the perception of the brand should be improved.

4.3.5 Environmental Responsible

Five statements are used to test customers perceptions of environmental responsibility, and the total mean is shown. Table (4.7) displays the mean value for each Environmentally Responsible statement as well as the overall mean value.

Table (4.7) Customer Perception on Environmental Responsible

Sr.	Items	Mean	Std Dev
1	Demonstrating a commitment to environmental responsibility.	4.12	0.77
2	Seeking out products/services that are environmentally friendly or sustainable.	3.91	0.76
3	Being transparent about their environmental practices and efforts to reduce their environmental impact.	4.02	0.75
4	Disposing of products at the end of their lifecycle.	3.92	0.79
5	Preferring products that use sustainable packaging materials, minimize single-use plastics, and recycling programs and waste reduction initiatives.	3.93	0.79
Overall Mean		3.98	

Source: Survey data, May, 2024

According to the table, the analysis of customer perceptions Environmental Responsible regarding AYA Bank PCL, the high scores are demonstrating a commitment to environmental responsibility., the mean score is 4.12 and being transparent about their environmental practices and efforts to reduce their environmental impact., the mean score is 4.02 respectively. The overall mean of Customer perception on Environmental Responsible of AYA Bank PCL is 3.98 which show AYA Bank is weak in seeking out products/services that are environmentally friendly or sustainable. Therefore, the factors of seeking out products/services that are environmentally friendly or sustainable should be improved.

4.3.6 Awareness

Five statements are used to gauge customers' perception of awareness, and the overall mean is disclosed. Table (4.8) displays the overall mean value as well as the mean value for each assertion of awareness.

Table (4.8) Customer Perception on Awareness

Sr.	Items	Mean	Std Dev
1	Rate the overall awareness of AYA Bank PCL's CSR activities.	4.17	0.80
2	Being familiar with AYA Bank PCL's Corporate Social Responsibility (CSR) activities.	4.30	0.81
3	Being important AYA Bank PCL 's involvement in CSR activities when choosing a banking service.	4.27	0.70
4	Rating the visibility of AYA Bank PCL's CSR activities in the community.	4.09	0.90
5	Being effective AYA Bank PCL's CSR communication, strategy is in raising awareness among its customers.	4.16	0.85
Overall Mean		4.20	

Source: Survey data, May, 2024

According to the table, the analysis of customer perceptions on Awareness regarding AYA Bank PCL, the highest scores are being familiar with AYA Bank PCL's Corporate Social Responsibility (CSR) activities, the mean score is 4.30 and being important AYA Bank PCL 's involvement in CSR activities when choosing a banking service, the mean score is 4.27 respectively. The overall mean of Customer perception on Awareness of AYA Bank PCL is 4.20 which show AYA Bank is weak in visibility of AYA Bank PCL's CSR activities in the community. Therefore, the factors of the visibility of AYA Bank PCL's CSR activities in the community should be improved.

4.3.7 Intention to use

Five statements are used to test customers' perceptions of their intention to use, and the aggregate mean is disclosed. Table (4.9) displays the overall mean value as well as the mean value for each declaration of intention to use.

Table (4.9) Customer's Perception on Intention to use

Sr.	Items	Mean	Std Dev
1	Trying to open AYA bank Acc if it adopts CSR practices.	4.25	0.80
2	Willing to switch to AYA Bank Acc that has stronger CSR practices, even if it means slightly higher fees or inconvenience.	4.25	0.77
3	Being priority that AYA Bank PCL demonstrates a commitment to CSR practices.	4.00	0.82
4	Influencing CSR practices on my decision-making process when choosing a bank.	4.17	0.78
5	Being satisfied with the current mechanisms for providing feedback on CSR practices within AYA Bank PCL.	4.17	0.78
Overall Mean		4.17	

Source: Survey data, May, 2024

According to the table, the analysis of customer perceptions on Intention to use regarding AYA Bank PCL, the highest scores are Trying to open AYA bank Acc if it adopts CSR practices, the mean score is 4.25 and willing to switch to AYA Bank Acc that has stronger CSR practices, even if it means slightly higher fees or inconvenience., the mean score is 4.25 respectively. The overall mean of Customer's perception on Intention to use of AYA Bank PCL is 4.17 which show AYA Bank is weak in demonstrating a commitment to CSR practices. Therefore, the factors of AYA Bank PCL demonstrates a commitment to CSR practices should be improved.

4.4 Analysis of the Effect of Corporate Social Responsibility Practices on Intention to use

Regression analysis offers a thorough examination of the variables impacting AYA Bank PCL customers' perceptions of corporate social responsibility. The analysis attempts to clarify the impact of these factors on customer perceptions through the evaluation of various dimensions of Corporate Social Responsibility, such as Legal Responsibility, Economic Responsibility, Ethical Responsibility, Charity Responsibility, and Environmental Responsibility. Overall, the findings highlight the significance of Corporate Social Responsibility initiatives and intention to use by highlighting the importance of aligning these initiatives with customers' expectations to enhance corporate reputation and sustainability efforts. A presentation of the results of the multiple regression analysis can be found in Table (4.10).

Table (4.10) Effect of Corporate Social Responsibility Practices on Intention to use

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.674	0.207		3.259	0.001	
Legal Responsible	0.169**	0.059	0.136	2.853	0.005	2.131
Economic Responsible	-0.217***	0.057	-0.164	-3.83	0.000	1.726
Ethical Responsible	0.511***	0.059	0.461	8.651	0.000	2.66
Charity Responsible	0.198***	0.054	0.179	3.688	0.000	2.205
Environmental Responsible	0.201***	0.044	0.2	4.562	0.000	1.794
R Square	0.597					
Adjusted R Square	0.591					
F-value	111.875***					

Source: Survey data, May, 2024

Notes: *** significant level at 1%, ** significant level at 5%,

The regression model is a good fit for the data, as indicated by the R Square value of 0.597, which means that approximately 59.7% of the variance in the intention to use is explained by the CSR practices included in the model. The Adjusted R Square value of 0.591 further confirms the strength of the model by accounting for the number of predictors used. The F-value of 111.875 is significant ($p < 0.001$), indicating that the overall model is significant to intention to use. Legal responsibility has a positive and significant on intention to use ($B = 0.169$, $p = 0.005$). The standardized coefficient (Beta) of 0.136 shows a positive influence. VIF of 2.131 indicates no serious multicollinearity. Economic responsibility has a negative and significant on intention to use. ($B = -0.217$, $p < 0.001$). The standardized coefficient (Beta) of -0.164 indicates a negative influence. VIF of 1.726 indicates no significant multicollinearity. Ethical responsibility has a strong positive and significant on intention to use ($B = 0.511$, $p < 0.001$). The standardized coefficient (Beta) of 0.461 indicates a positive influence. VIF of 2.660 indicates moderate multicollinearity but within acceptable limits. Charity responsibility has a positive and significant on intention to use ($B = 0.198$, $p < 0.001$). The standardized coefficient (Beta) of 0.179 suggests a positive influence. VIF of 2.205 indicates no serious multicollinearity. Environmental responsibility has a positive and significant on intention to use ($B = 0.201$, $p < 0.001$). The standardized coefficient (Beta) of 0.200 indicates a moderate positive influence. VIF of 1.794 indicates no significant multicollinearity.

4.4.2. The Moderating Effect of Awareness between Corporate Social Responsibility Practices and intentions to use

The impact of Corporate Social Responsibility on Intention to use is investigated using multiple regression analysis. It is critical to think about the specific corporate social responsibility components that most effectively reflect intention to use with moderating effect of awareness. The multiple regression analysis result is presented in Table (4.11).

Table (4.11) The Moderating Effect of Awareness between Corporate Social Responsibility Practices and intentions to use

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-1.91	0.802		-2.382	0.018	
Legal Responsible	0.877***	0.33	0.707	2.653	0.008	140.727
Economic Responsible	-0.283	0.238	-0.215	-1.191	0.234	64.257
Ethical Responsible	1.173***	0.276	1.059	4.253	0.000	122.705
Charity Responsible	-0.691***	0.253	-0.623	-2.736	0.007	102.835
Environmental Responsible	-0.025	0.177	-0.025	-0.141	0.888	61.465
Awareness	0.988***	0.189	1.042	5.219	0.000	79.004
Legal Responsible Awareness	-0.188***	0.07	-1.194	-2.674	0.008	394.62
Economic Responsible_Awarness	0.061	0.054	0.337	1.133	0.258	175.082
Ethical Responsible_Awarness	-0.207***	0.06	-1.463	-3.418	0.001	362.785
Charity Responsible_Awarness	0.185***	0.059	1.323	3.144	0.002	350.659
Environmental Responsible_Awarness	0.015	0.041	0.114	0.38	0.704	178.343
R Square	0.812					
Adjusted R Square	0.807					
F-value	146.23***					

Source: Survey data, May, 2024

Notes: *** significant level at 1%, ** significant level at 5%, * significant level at 10%

The regression model demonstrates a high degree of fit with an R Square value of 0.812, indicating that approximately 81.2% of the variance in the intention to use is explained by the CSR practices included in the model. The Adjusted R Square value of 0.807 confirms the strength of the model, adjusting for the number of predictors. The F-value of 146.23 is significant ($p < 0.001$), signifying that the overall model is highly significant on intention to use. Legal responsibility has a positive and significant on intention to use ($B = 0.877$, $p = 0.008$). The high VIF value of 140.727 and low tolerance (0.007) indicate multicollinearity with this variable. Economic responsibility has a

negative, but it is not significant ($B = -0.283$, $p = 0.234$). The VIF value of 64.257 indicate high multicollinearity. Ethical responsibility has a strong positive and significant impact on the dependent variable ($B = 1.173$, $p < 0.001$). The high VIF value of 122.705 and low tolerance (0.008) point to significant multicollinearity. Charity responsibility has a negative and significant on intention to use ($B = -0.691$, $p = 0.007$). The VIF value of 102.835 indicate severe multicollinearity. Environmental responsibility has a negative, but it is not significant ($B = -0.025$, $p = 0.888$). The VIF value of 61.465 is high multicollinearity. Awareness has a strong positive and significant on intention use ($B = 0.988$, $p < 0.001$). The VIF value of 79.004 indicate significant multicollinearity. Legal Responsibility and Awareness has a negative and significant ($B = -0.188$, $p = 0.008$) with a standardized coefficient (Beta) of -1.194. Economic Responsibility and Awareness is not significant ($B = 0.061$, $p = 0.258$) with a standardized coefficient (Beta) of 0.337. Ethical Responsibility and Awareness has a negative and significant ($B = -0.207$, $p = 0.001$) with a standardized coefficient (Beta) of -1.463. Charity Responsibility and Awareness has a positive and significant ($B = 0.185$, $p = 0.002$) with a standardized coefficient (Beta) of 1.323. Environmental Responsibility and Awareness is not significant ($B = 0.015$, $p = 0.704$) with a standardized coefficient (Beta) of 0.114. The high VIF values (ranging from 175.082 to 394.62) for this interaction indicate multicollinearity.

CHAPTER V CONCLUSION

The research findings on the subject are compiled in this chapter. It is broken down into three primary sections: suggestions for future research, conclusions and discussion, and recommendations.

5.1 Finding and Discussion

The findings of this study provide valuable insights into the perception of AYA Bank PCL's Corporate Social Responsibility practices and their impact on customer intentions to use the bank's services.

The findings reveal several key understandings into the demographic characteristics, preferences, and awareness of AYA Bank PCL's Corporate Social Responsibility (CSR) activities among 384 respondents. The majority demographic profile of the respondents indicates female participants and a significant representation in the age group of 31-40 years. The occupational distribution predominantly comprises professionals with a high level of education, hold a Bachelor's degree and possess a Master's degree or higher and interest in Charity Responsibility among respondents.

The overall perception of respondents is both legal and economic responsibilities have the same mean score, indicating that respondents perceive the importance of a AYA Bank compliance with laws and its economic performance equally. These scores are relatively moderate, while these aspects are considered important, they might not be the top priority for respondents. Ethical responsibility has a slightly higher mean score than legal and economic responsibilities. Ethical responsibility, which involves doing what is right even beyond legal requirements, is valued slightly more by the respondents. Charity responsibility, which includes corporate philanthropy and community involvement, has a higher score than legal, economic, and ethical responsibilities. This indicates a strong appreciation for AYA Bank that actively engage in charitable activities and contribute to societal well-being. Environmental responsibility is rated nearly as high as ethical responsibility, indicating significant importance placed on a AYA Bank efforts to protect the environment. This aligns with growing public awareness and concern over

environmental issues. Awareness has the highest mean score in the table. This could imply that respondents believe being informed and aware of a company's CSR activities is crucial. It might also reflect the importance of transparency and communication regarding CSR efforts.

The first objective of the study is to identify the effect of Corporate Social Responsibility Practices on Intention to use. The result of regression analysis reveals significant relationships between CSR practices and intention to use. Legal Responsible shows a positive and significant effect on intention to use that as legal responsibility increases, intention to use increases. Economic Responsible has a negative and significant effect, indicating that increased economic responsibility leads to a decrease intention to use. Ethical Responsible shows a strong positive and significant effect on intention to use, indicating that higher ethical responsibility is associated with higher values of intention to use. Charity Responsible also has a positive and significant effect that increased charitable responsibility correlates with an increase on intention to use. Similarly, Environmental Responsible shows a positive and significant effect indicating that greater environmental responsibility leads to a higher intention to use. Multicollinearity does not appear to be a concern, as the Variance Inflation Factor (VIF) values are all below of 10. There are a significant portion of the variance in intention to use, with Ethical Responsible having the strongest positive effect and Economic Responsible showing a negative effect. The multiple regression analysis highlights that high level of awareness positively influences intention to use, an increased emphasis on economic responsibility tends to have the opposite effect by prioritizing economic considerations may demonstrate lower intention to use the resources or services being evaluated. However, Economic Responsible indicates a significant impact on intention to use because of being important in job creation and business practices of AYA Bank can increase the level of intention to customers.

The second objective of the study is to identify the moderating effect of awareness between Corporate Social Responsibility Practices and intentions to use. The regression analysis reveals several significant findings variables such as "Ethical Responsible," "Awareness," and their respective interaction "Legal Responsible Awareness," "Ethical Responsible Awareness," and "Charity Responsible Awareness" demonstrate significant effects. "Ethical Responsible" shows a strong positive relationship, indicating that higher levels of ethical responsibility are associated with increased values of the intention to use. Awareness also shows a positive relationship, indicating that greater awareness

corresponds to higher values of intention to use. The interaction terms high correlation on intention to use when combined with their main effects. These findings emphasize the significant influence of ethical responsibility and awareness on the result, emphasizing their interaction in determining intention to use. The multiple regression analysis highlights that high level of awareness positively influences intention to use, an increased emphasis on legal responsibility and ethical responsibility tends to have the opposite effect by prioritizing legal responsibility considerations may demonstrate lower intention to use the resources or services being evaluated. The more awareness of CSR has to be more weaken the relationship with legal responsibility and intention to use. The more awareness of CSR has to be more weaken the relationship with ethical responsibility and intention to use. The negative moderating effect of CSR practices on the relationship between legal responsibility, ethical responsibility and intention to use. The more awareness of CSR has to be stronger the relationship with charity responsibility and intention to use. The positive moderating effect of CSR practices on the relationship between charity responsibility and intention to use.

5.2 Suggestions and Recommendations

Based on the findings and discussion, the suggestions and recommendations are proposed to enhance AYA Bank PCL's effect of Corporate Social Responsibility practices on intention to use.

Regarding to the ethical responsible, AYA Bank PCL should continue emphasizing ethical practices in its CSR initiatives. This could include transparent governance, ethical investment practices, and ethical considerations in business operations. Enhancing communication about these practices can further strengthen their impact on customer intention to use.

Environmental responsible of AYA Bank PCL should focus on sustainability initiatives. This should involve reducing environmental footprint, promoting green financing options, and supporting environmental conservation efforts. Increasing awareness of these initiatives among customers could enhance their perceived value and drive usage intentions.

Regarding to the charity responsible AYA Bank PCL could explore partnerships with reputable charities aligned with community interests. Communicating the impact of

these partnerships and encouraging customer engagement could increase the perceived benefits of supporting charitable causes.

Legal responsible of AYA Bank PCL should continue ensuring compliance with legal standards and regulations. Strengthening legal frameworks and governance practices can enhance trust and credibility among customers, thereby positively influencing their intention to use the bank's services.

Economic responsible of AYA Bank PCL should emphasize the positive economic impacts of its CSR initiatives, such as job creation programs, support for local businesses, and economic development projects. By highlighting these benefits could mitigate the negative perception and increase intention to use among customers.

AYA Bank PCL should prioritize communication and education initiatives to enhance awareness of its CSR practices among customers. By utilizing multiple channels such as social media, community events, and corporate reports can effectively convey the bank's commitment to CSR and its positive impact on stakeholders. Increasing awareness can lead to higher perceived value and trust, thereby improving intention to use. AYA Bank PCL can sustain its positive impact on customer intention to use its services.

5.3 Needs for Further Study

It is recommended that other researchers use a large focus group sample to obtain specific data and allow more time for the data collection process. Moreover, the exploring different dependent variables such as Brand Reputation and Customer Loyalty could provide a more understanding of the impact CSR activities on various aspects of customer behavior and performance. Future research can suggest the Influence of CSR Practices on Customer Loyalty. Future research can build on the current study's findings, providing a more detailed and comprehensive understanding of the impact of CSR activities on customer intention use and customer loyalty across different banking contexts.

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Appendix 1

EFFECT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON INTENTION TO USE AT AYA BANK PCL

This study is being conducted by Yangon University of Economics students as the part of Corporate Social Responsibility research. This is a questionnaire survey about AYA PCL and will take you around 10 Minutes. This study is intended for educational purpose only, and not for any commercial purposes. The questionnaire is randomly distributed among AYA PCL at ROWE Head Office.

Gender

- Male
- Female

Age

- 20-30
- 31-40
- 41-50
- 51-60

Occupation

- Student
- Professionals
- Self-employed

Income

- MMK 160,000 – MMK 999,999
- MMK 1,000,000 – MMK 1,499,999
- MMK 1,500,000 – MMK 1,999,999
- MMK 2,000,000 – Above

Education

- High School or lower
- Some College
- Bachelor's Degree
- Master's Degree or higher

Marital Status

- Single
- Married
- Separated/Divorced
- Widowed

Which level are you interested in CSR?

- Legal Responsible
- Economic Responsible
- Ethical Responsible
- Charity Responsible
- Environmental Responsible

Do you know CSR activities of AYA Bank PCL from which sources?

- Website
- Social Media
- Word of mouth
- Others

Instruction: Using the 5-point scale below. Rate the following questions by placing a check in the box. Please answer the question honestly. Do not leave each item unanswered.

Scale: Strongly Disagree – (1), Disagree – (2), Neither/Nor agree –(3), Agree – (4) and Strongly Agree –(5).

No	Descriptions	1	2	3	4	5
	Legal Responsible					
1	I feel that AYA Bank support adhere to all applicable laws and regulations.					
2	I feel that AYA Bank support the labor law and integrity in their business practices.					
3	I feel that AYA Bank is transparent about its legal responsibilities and compliance efforts.					
4	I support AYA Bank's legal responsibility practices have on my overall perception of its CSR.					
	Economic Responsible					
1	I support that AYA Bank 's economic responsibility practices have on my overall perception of its CSR.					
2	I actively seek out products/services from brands that demonstrate economic responsibility.					

3	I support local SME businesses and the local economy.					
4	I feel that AYA Bank is important in job creation and business practices to you.					
5	I would be willing to pay a premium for products/services that are ethically produced or contribute positively to the economy.					
	Ethical Responsible					
1	I feel that AYA Bank is transparent about its ethical practices and values.					
2	I support that AYA Bank demonstrates social and environmental responsibility in its operations.					
3	I would expect AYA Bank to respond if it were to face an ethical dilemma.					
4	I feel that AYA Bank is actively engaging with and supporting local communities.					
	Charity Responsible					
1	I prefer to support AYA Bank that are actively involved in charitable giving and community service.					
2	I feel that AYA Bank is transparent about their charitable initiatives and where the donations are directed.					
3	I prefer AYA Bank that support local charities and community projects.					
4	I feel that AYA Bank's involvement in charitable activities influence my perception of the brand.					
5	I prefer to purchase products/services from AYA Bank that donate a portion of their proceeds to charitable causes.					
	Environmental Responsible					
1	I feel that AYA Bank support demonstrate a commitment to environmental responsibility.					

2	I actively seek out products/services that are environmentally friendly or sustainable.					
3	I support that AYA Bank is transparent about their environmental practices and efforts to reduce their environmental impact.					
4	I typically dispose of products at the end of their lifecycle.					
5	I prefer products that use sustainable packaging materials, minimize single-use plastics, and recycling programs and waste reduction initiatives.					
	Awareness					
1	I rate the overall awareness of AYA Bank PCL's CSR activities.					
2	I am familiar with AYA Bank PCL's Corporate Social Responsibility (CSR) activities.					
3	It is important AYA Bank PCL's involvement in CSR activities when choosing a banking service.					
4	I rate the visibility of AYA Bank PCL's CSR activities in the community.					
5	I am satisfied of being effective AYA Bank PCL's CSR communication, strategy is in raising awareness among its customers.					
	Intention to use					
1	I try to open AYA bank Acc if it adopts CSR practices.					
2	I am willing to switch to AYA Bank Acc that has stronger CSR practices, even if it means slightly higher fees or inconvenience.					
3	It is priority me that AYA Bank PCL demonstrates a commitment to CSR practices.					
4	CSR practices have influenced on my decision-making process when choosing a bank.					

5	I am satisfied with the current mechanisms for providing feedback on CSR practices within AYA Bank PCL.					
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Appendix 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.597	.591	.4618
2	.901 ^b	.812	.807	.3177

a. Predictors: (Constant), EvR, ER, LR, CR, EtR

b. Predictors: (Constant), EvR, ER, LR, CR, EtR, Awareness, ER_Awareness, EvR_Awareness, EtR_Awareness, CR_Awareness, LR_Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.285	5	23.857	111.875	.000 ^b
	Residual	80.608	378	.213		
	Total	199.892	383			
2	Regression	162.347	11	14.759	146.230	.000 ^c
	Residual	37.545	372	.101		
	Total	199.892	383			

a. Dependent Variable: Intention

b. Predictors: (Constant), EvR, ER, LR, CR, EtR

c. Predictors: (Constant), EvR, ER, LR, CR, EtR, Awareness, ER_Awareness, EvR_Awareness, EtR_Awareness, CR_Awareness, LR_Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.674	.207		3.259	.001
	LR	.169	.059	.136	2.853	.005
	ER	-.217	.057	-.164	-3.830	.000
	EtR	.511	.059	.461	8.651	.000
	CR	.198	.054	.179	3.688	.000
	EvR	.201	.044	.200	4.562	.000
2	(Constant)	-1.910	.802		-2.382	.018
	LR	.877	.330	.707	2.653	.008
	ER	-.283	.238	-.215	-1.191	.234
	EtR	1.173	.276	1.059	4.253	.000
	CR	-.691	.253	-.623	-2.736	.007
	EvR	-.025	.177	-.025	-.141	.888
	Awearness	.988	.189	1.042	5.219	.000
	LR_Awearness	-.188	.070	-1.194	-2.674	.008
	ER_Awearness	.061	.054	.337	1.133	.258
	EtR_Awearness	-.207	.060	-1.463	-3.418	.001
	CR_Awearness	.185	.059	1.323	3.144	.002
	EvR_Awearness	.015	.041	.114	.380	.704

a. Dependent Variable: Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.674	.207		3.259	.001		
	LR	.169	.059	.136	2.853	.005	.469	2.131
	ER	-.217	.057	-.164	-3.830	.000	.579	1.726
	EtR	.511	.059	.461	8.651	.000	.376	2.660
	CR	.198	.054	.179	3.688	.000	.454	2.205
	EvR	.201	.044	.200	4.562	.000	.557	1.794
2	(Constant)	-1.910	.802		-2.382	.018		
	LR	.877	.330	.707	2.653	.008	.007	140.727
	ER	-.283	.238	-.215	-1.191	.234	.016	64.257
	EtR	1.173	.276	1.059	4.253	.000	.008	122.705
	CR	-.691	.253	-.623	-2.736	.007	.010	102.835
	EvR	-.025	.177	-.025	-.141	.888	.016	61.465
	Awearness	.988	.189	1.042	5.219	.000	.013	79.004
	LR_Awearness	-.188	.070	-1.194	-2.674	.008	.003	394.620
	ER_Awearness	.061	.054	.337	1.133	.258	.006	175.082
	EtR_Awearness	-.207	.060	-1.463	-3.418	.001	.003	362.785
	CR_Awearness	.185	.059	1.323	3.144	.002	.003	350.659
	EvR_Awearness	.015	.041	.114	.380	.704	.006	178.343

a. Dependent Variable: Intention

