



CUSTOMER SELECTION OF TELECOMMUNICATION COMPANY:
FROM THE POINT OF CSR PERSPECTIVES

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ABSTRACT

The research study is about to the customer selection of telecommunication company : from the point of CSR perspectives". The study was done to identify he correlation of CSR initiatives and customer selection towards Telco company and to identify the preference CSR initiatives by customer. The study will focus on the Carroll's pyramid which are the economic responsible, legal responsible, ethical responsible, and philanthropic responsible. From the study, valuable information and suggestion were gather which is important to improve CSR initiatives in the future. Moreover, the information can be use as a tool for Telco company to fulfil the need of the demanding consumer now day. Moreover, 200 respondents have been selected randomly around Kota Kinabalu which categorized as a convenience sampling method. Other than questionnaire, personal interviews also been conducted during the study where opinion and suggestion been collect. As a result, the research run through smoothly whereby the data can be acquire accurately. Finally, the entire research done to identify the correlation of CSR initiatives and customer selection towards Telco company and customer most preference CSR initiatives by customer which the result are valuable for firm and organization to improve their CSR initiatives, services and product in future times in order to compete in competitive market.