

Social Responsibility Commitment and Its Impact on Customer's Satisfaction

'Field Study on the Jordanian Food Industrial Companies'

Dr. fathi Alshare

Marketing Department, Jadara University, Jordan

E-mail:dr.fathi_s@yahoo.com

Abstract

This study aimed to explore how the Jordanian food industry companies are committed to social responsibility and how this is reflected on the customer satisfaction. The study sample consisted of (612) customers who were selected randomly. The main results of the study were as follows: *The relationship between the social responsibility commitment and the customer satisfaction is statistically significant.* A significant positive relationship between customer safety and business ethics was founded. The study recommends that the Jordanian companies in the food industry should adopt business plans and strategies that reflect corporate ethics and social responsibility through safe food products that satisfy customer needs, and respect the demands of other social and charity institutions that aim to support customers' issues.

Keywords: social responsibility, Consumer protection, Consumer satisfaction, Ethics.

Introduction

As a result of the large size of markets, the subsequent increase in the number of companies, the change in the consumption patterns among customers and the increase in the cultural awareness, the so-called the social responsibility emerged as an inevitable result of the development of ideas and movements that focused on the customer protection, which contributed to the increase in profits, loyalty of the customer, trusting the trade mark, and fighting the negative claims.

The social, environmental responsibility has become the issue that is paid the most attention and challenge for the business departments at the present time because of the various problems suffered by the society; This is an evidence of the weakness of the efficiency of the previous administrative systems in dealing with the community; This led them to take into account the social and ethical considerations in the marketing practices, as well as the need for putting a balance between the conflicting interests represented by profitability, and the interests of society by satisfying the needs and desires of the customer. We, as researchers, must refer to the importance of the social, environmental responsibility and figure out the extent the managers of the industrial companies are committed to, given their importance from a social perspective and their impact on the Jordanian customer satisfaction in light of the negative practices suffered by the customer, as a result of non-compliance with certain standards and basic rights of the customer by companies whose first goal is directed towards profitability not customers.

To highlight the social, environmental responsibility, we should take the necessary procedures when developing plans and making decisions related to marketing and fields other than marketing by the managers of the Jordanian food industrial companies. Also, when companies do their tasks regarding the social responsibility, they will guarantee the support of all the members of society for its goals and development, the contribution in the success of its objectives as planned in advance, the contribution in meeting the needs of society and necessary life requirements and finally the contribution in creating new job opportunities by doing social, developmental projects.

The objective of the study

- The objective of this study is to investigate the extent of the commitment of the Jordanian food industrial companies to the social responsibility, as reflected on the Jordanian customer satisfaction.
- It also aims to determine the degree of the customer satisfaction and the extent of his assessment of the role played by the companies towards the Jordanian customer protection, as well as the extent of the commitment to the community service and the work ethics of the marketing activities.

Importance of the study

- 1-) The importance of this study stems from the fact that it may be one of the first studies on the ethical aspects of the social responsibility both in terms of community service or customer protection and satisfaction in Jordan according to the knowledge of the researcher.
- 2-) The marketing managers in the industrial companies have a prominent role in the design and development of strategies that contribute to customer satisfaction. some of the main difficulties faced by the researcher include:
 1. The lack of studies on the social responsibility among the Jordanian food industrial companies under study and its impact on the customer satisfaction.

2. The Lack of cooperation among some customers under the study with regards to expressing their opinions on the extent of interest in the social responsibility by the companies under study and their reservations concerning this.

The Problem of the study

The problem of the study is highlighted through the ambiguity surrounding business organizations regarding the concept of the social responsibility and lack of awareness of the risks that may affect the community as a result of some wrong practices from some of the departments of the industrial companies of Jordan whose main goal is achieving profits at the expense of the customer; this made the researcher highlight the aspirations of the customers in terms of rights and duties through identifying the extent of the commitment of the Jordanian food industrial companies to the social responsibility that contributes to the satisfaction of customers.

This problem will be identified through the following questions:

- 1 - Do the Jordanian food industrial companies recognize the importance of the social responsibility placed on them toward customers, employees and the society as a whole?
- 2 - What are the procedures that are used in these companies to provide the protection for the customer?
- 3 - What is the customers' assessment of the work ethics of these companies in general?

Hypotheses of the study

The study, in addressing the problem, uses the following main hypothesis:

There is no statistically significant effect of the commitment of the Jordanian food industrial companies of the social responsibility on the Jordanian customers' satisfaction.

Sub-hypotheses:

- 1) The first sub-hypothesis: there is no statistically significant effect at the level of ($\alpha = 0.05$) for the commitment of the Jordanian food industrial companies with the social responsibility for the community service on the Jordanian customer satisfaction.
- 2) The second Sub hypothesis: there is no statistically significant effect at the level of ($\alpha = 0.05$) for the commitment of the Jordanian food industrial companies of the social responsibility for the customer protection on the Jordanian customers' satisfaction.
- 3) The third sub hypothesis: there is no statistically significant effect at the level of significance ($\alpha = 0.05$) between the commitment of the Jordanian food industrial companies for the social development on both the work ethics and the customer satisfaction.

The theoretical framework

The concept and importance of the social responsibility:

The social responsibility in terms of meaning is one of the administrative functions but it differs in the degree of impact, according to the activity that is practiced by those in charge of the administrative process, each according to his specialty; however, there are three main conditions centered around responsibility. These are: role, causality, ability. (Gundlach & Murphy, 1993, p.42).

Those focusing on the sense of the social responsibility and its potential meanings must be aware of the dimensions that it includes especially in marketing that some of the marketing thinkers provided a number of definitions for the social responsibility because of its active role in the preservation of the institution and the society in general; some consider the social responsibility as a peaceful position stemming from the positive impact of persuasion to bring about the desired change in others; accordingly, it can be defined as "the proper thinking of coexistence in love and good cooperation with others" (Elbirt & Parker, 1973, p6). However Robin & Reidenbach, (1987, p125) consider the social responsibility as " a social contract between the business organizations and the community because of the operations done by the organization towards the community". This is enhanced by another definition: "agreed- on relations, and obligations and duties related to the common effects in achieving the happiness and welfare of the society "(Engel, etal, 1990, p759). Due to the growing importance of the social responsibility and the developments accompanied by it in the social concept, there appeared a number of definitions, which tried to determine a precise definition of the social responsibility, most notably are : The definition of the Organization of the international standards (ISO): The social responsibility is "the organization's responsibility for the consequences of their decisions and activities on both the society and the environment through transparency and the ethical behavior that is harmonious with the sustainable development and the welfare of the community as well as taking into account the expectations of shareholders (ISO 26000,2007).

Based on the above, it can be said that social responsibility is considered as the permanence of the organization and the community with its members because it is considered a part of its strategies, always seeking to achieve them since customers' satisfaction is the satisfaction of the society, and thus its survival and continuity. In the midst of this urgency for the social responsibility in view of the scientific and technological progress and the economic, political, and social developments in the last century and the current century, it is necessary that the industrial companies, including the food companies pay more attention to the social responsibility rather than maximizing profits and achieving the greatest possible return for investors (Al-Tamimi, 2002, p 19).

Some experts in the economy, including the well-known economist Paul Sawuelson see that the concept of the social responsibility represents both the economic and social dimensions and that the industrial companies should not only be related to the social responsibility, but also be emerged in it seeking to achieve creativity in adopting it since such creativity contributes to their survival in the long term, brings more profits, and strengthens their competitive positions, and thus avoids governmental pressure (Schermerhorn, 2001, pp :126-127).

This confirms the view of administration by (Keth Davis) that the community needs businesses interested in social responsibility, and the international companies started raising the slogan of the social responsibility for their survival and continuity. However, as for those companies that did not pay attention to the social responsibility, they did not gain the satisfaction of either customers or the whole society. (Schermerhorn, 2001, p27).

Berkowitz & others, (1997, pp :110-112) indicate that the concept of social responsibility is located within the three basic concepts of the responsibilities of the company; they are as follows: -

1 - Profit Responsibility:

In this context, the responsibility of the company was focused on achieving profits only for investors, owners and shareholders. This responsibility is deficient.

2 - Stakeholders Responsibility: this stage came as a result of the criticisms of profitability as a unitary responsibility and the focus of the so-called responsibility focuses on the need to focus on meeting the desires of customers, workers, processors, distributors and others (Al-Hamidi,, 2003, p 38).

3 - Societal responsibility:

This concept appeared in recent decades confirming and indicating the need that companies are committed to the social responsibility towards the environment and the society in general. A number of associations called for that such as the Green peace and the Green marketing association, which called for the promotion of positive behaviors.

However, the evolution of the concept of social marketing made the departments of industrial companies pay attention to using a variety of methods by specific objectives such as growth, survival, complexity, achieving the desires of customers, social welfare, and not harming society. The evolution of marketing was accompanied by the development of the human society in response to different environmental developments.

It could be argued that the marketing concept since the end of World War II has passed through different phases in terms of the features and specifications associated with each stage.

A number of researchers such as Stanton, (1997, pp: 714), Obeidat.(1992 pp 28-24) and Mualla and Tawfiq(2009 - pp ,12-7) referred to the division of the philosophies or attitudes that prevailed in the marketing concept into main philosophies represented as follows:

The Philosophy of the production orientation, the philosophy of the selling orientation, the philosophy of the marketing orientation, the philosophy of the social marketing orientation and the social responsibility.

The philosophy of the social orientation and the social responsibility, upon which the study depends, will be highlighted. The study is different from its predecessors due to its focus on the importance of the happiness of the customer and the community in general because of the presence of the so-called process of social solidarity, through which there is a focus on studying the needs and desires of the customer and working on providing it in the appropriate time, place and price. This philosophy also indicates that the environmental complexities such as the political, legal and natural forces, such as energy, the environment and preserving it from pollution, should be imposed on all manufacturers and marketers ; Such complexities need to be cared for so as to provide a better life for mankind.

It is no longer dependent on "the survival of the institution through the process of the production of goods and services; however it is dependent on the negative effects resulting from practicing their production activities which contribute to the achievement of customer satisfaction in the place in which it operates (Obeidat,2002,p27).

There appeared many associations which defended the rights of customers, such as the Customer Protection Association of Jordan, which sought to protect the customer, through the adoption of the principle that customers get access to safe products that are clean and free of environmentally harmful waste.

Some of the studies (2001 www.focal.ca)(Plazzidstarcher, 2001, pp :1-2) referred to the emergence and growth of the concept of social responsibility, which came as a result of a number of challenges, the most important of which are:

- Growth in size

The increase in the number of the industrial companies and the breadth and spread of their business around the globe as well as the increase in the number of sales exceeding the budgets of international countries may positively or negatively affect the personnel and the community in general (Feldberg, 1975, p41).

- Complexity:

It is noted that the breadth of the volume of work in the business organizations and their social needs made them adopt organizational designs different from their predecessors in a way that fit with the communities in order to achieve their goals (Robbins, 1990, p275).

- Permanence: The survival and prosperity of the institution is achieved through the profits they make; therefore, it is important to meet the needs and desires of the workers and community in general (Steiner, 1972, p22). This in turn added challenges for the business organizations in order to survive and continue; it is important that they respond to the social aspects in order to continue their mission

- Social responsibility:

The large social and environmental change in the past decades made the business organizations committed to reconsider their conception towards the qualitative life of the individuals in a way that is equivalent to their goals of survival and continuity (Frederic, 1981, pp21-22). This is due to the change in the concept of the social contract, as well as the social pressures in bearing a part of the responsibilities of the community within binding laws guaranteed by the country.

- Globalization: The international production of food products and the emergence of several international organizations concerned with the organization of these activities, such as the World Trade Organization, pushed such organizations to bear the social responsibility towards the community; also, a number of international companies (multinational) ((MNCS)) appeared focusing their promotional campaigns on the ethical aspects, which are concerned with the human rights.

- The Increase of the governmental and popular pressures: The governments and nations started calling for the customer protection and the reduction of non-responsibility, which in turn made companies waste large amounts of money if they do not abide by the rights of the customer protection and the legislations or else such companies would be exposed from the market in general.

- Disasters and ethical scandals: many international companies were exposed to ethical issues making them incur large sums of money to compensate victims or losses as a result of non-compliance with the international specifications and standards such as what happened to the "Nike" as well as the "Nestle"; "Nike" presented a pair of shoes with a logo that looks like the word "God" then it withdrew the product and made an apology to the Islamic nation and "Nestle" presented a milk for children in Africa which made the children who drink it abandon breastfeeding ; accordingly, it withdrew the product , made an apology to the countries that received it and withdrew the rest of the product in the markets (Catora, 2006 , P468).

- The rapid technological developments.

The technological developments were imposed on businesses to reconsider their commitment to the development of their products according to the wishes of customers in a way that contribute to satisfying them, especially in light of the economic transformations that began to turn to an economy based on knowledge and information, and the increase in paying attention to the human side more than focusing on the physical aspect.

Based on what is done by the industrial companies, they must redouble their efforts towards building strong relationships with customers, workers, environmentalists, and communities so that they can compete, survive and continue in the international markets and the current challenges.

The ethical strategies for the social responsibility:

Through strategic planning, companies seek to divide their environment through the environmental survey , the identification of the opportunities and threats surrounding them, as well as the identification of their strengths and weaknesses through the information available from the process of environmental survey through which managers can make good decisions about how to take advantage of these opportunities. The industrial companies usually follow a particular strategy that serves as a strategic approach to the social participation, and dealing with the issues of social responsibility; Schermerhorn, (2001, pp; 128-120) and Dibb,(1994, pp :630-632) have identified four basic strategies represented in: -

- 1 –The disruptive strategy: the fight against social requirements, and the adoption of economic responsibilities.
- 2 –The defense strategy: commitment to the minimum legal requirements, and the adoption of legal economic responsibilities.
- 3 –The adaptive strategy: the commitment to the minimum ethical requirements, and the adoption of economic, legal and ethical responsibilities.
- 4 –The Initiative strategy: taking the lead in the social entrepreneurship, and the adoption of economic, legal, moral, and rational or prudent responsibility.

*** Customer satisfaction**

Paying attention to the customer satisfaction has become a "fundamental" demand imposed by the social responsibility; companies started realizing it because of its permanence and continuity in light of the current challenges and the cultural and technological advancement as well as the rapid spread of these companies, the disintegration of geographical barriers in front of them, and the subsequent changes in the tastes , needs and

desires of customers.

Defining customer satisfaction

There are several definitions for the customer satisfaction; Smart,(2000, p1) Indicated that the customer satisfaction is determined by the organization's ability to attract and retain customers and strengthen the relationship with them. While Abonen (2000, p1) has indicated that the customer satisfaction is a key measure with a special place in the culture of the organization, and the influence extends to include continuous improvements to all of its activities.

We can say that the customer satisfaction is a measure that can be used by the company to determine the extent of company's performance meeting with the expectations of the customer; if the performance exceeds expectations, the customer will be satisfied and happy with what these companies are doing.

In light of the above, it can be noted that the customer satisfaction is important for companies, especially when showing customers' rights that should be provided by the company such as being provided with guidance, instructions, the right of being heard, the right to choose, the right of getting access to information, the right of compensation, education, having the basic needs and the right to live in a healthy, safe environment. There are many studies and research related to customer satisfaction such as:

Related Studies

It is important to review the previous efforts of researchers in order to enrich the study cognitively, and form a knowledge base.

Al-Qaryouti and colleagues (2014) Entitled "The role of social responsibility in achieving a competitive advantage". A Case study in Zain Telecom. The study aimed to identify the extent of the impact of social responsibility with its various dimensions (paying attention to workers, focusing on customers, solving social problems, paying attention to the environment, fair competition, and contributing to the development plans) impact on what it has reached the fact that there is a positive role for the social responsibility in Zain Telecom, paying attention to workers, solving social problems and other elements in achieving a competitive advantage. The study also recommended the need for the cooperation of all companies operating in the sector by developing a clear national strategy contributing to the strengthening of their social responsibilities towards the community where it operates.

Al-Smadi (2008) In a study entitled "Marketing Research and social responsibility" referred to the moral commitment towards the community. The study indicated the extent of the commitment of marketing researchers with the ethical issues and social responsibility towards the community in providing research and marketing consulting to businesses. The study concluded that marketing researchers must develop standards that enhance taking interests in the social issues when submitting their studies to those concerned.

Danika& Sandra,(2007) In their study entitled "The company and its social, moral responsibility towards the brand." aimed to show the commitment of the pharmaceutical companies to choosing the brand which reflects the social responsibility on their products. The study concluded that the companies that are committed to the social responsibility and those that put caveats and instructions on their products have larger demand on their products than that of other competitors, in addition to working ethically in a way that satisfies customers.

Another study conducted by Anselmsson& Johansson(2007) Revolves around the promotion of understanding the classification of customers interested in various aspects of social responsibility when being evaluated as well as purchasing products and brand names from the shops that deal with the supplies. The study results refer to three dimensions: Responsibility towards the product, the human responsibility, and the responsibility towards the environment, as well as the brand names which contribute to the creation of a mental image among customers when being purchased. Narwal,(2007) Conducted a study on the disclosure of the rationale of the social responsibility taken by the banking sector in the Republic of India, which contributed to strengthening the overall performance in India. The results of the study indicated that the Indian banks have a positive view about the social responsibility, particularly through their focus mainly on education, health, balanced growth of the strata of the society, which in turn ensured the satisfaction of customers in addition to the environmental marketing.

Jari,(2003) Conducted a study entitled "Marketing and the strategies applied in the forestry industry,".this comparative study aimed to analyze the integration of the environmental issues through the development of marketing plans in the forest industry, as well as the consumption industries, where it was a comparative study based on the interviews in each of Sweden, Germany, Britain and North America to see the similarities and differences between them. The results of the study concluded that there a need to develop and adopt marketing strategies and plans that contribute to the stimulation of the relevant companies to develop forests because of their active role in the preservation of the environment.

Al-Bakri (1996) Presented a study on "the social responsibility: in the marketing perspective," that was

to find ways and standards applicable in the field of social responsibility in general and the marketing managers in particular. It concluded that the social responsibility in the facilities where the study was conducted had a keen interest in the social responsibility, and following up with the complaints of citizens to express their social responsibilities; it also supports the existence of an association of customer protection, and it had the attention of the obligation, laws and ethics of marketing .Furthermore, Al-Tuwaijri (1998) In a study on "the social responsibility of the private sector in Saudi Arabia," provided an idea from the field study on the topic of social responsibility and its role in society, and how the companies benefited from it. The results of the study indicated that of response and interaction of the companies under study with the community that their activities were limited and confined to simple activities despite their large financial abilities. In another study carried out by Al-Duwairi(2000) On "the impact of achieving total quality management on customer protection," a prospective study on a sample of hospitals in Baghdad; the objective was to identify the extent of the commitment of the administrators of hospitals to the social responsibility, in addition to measure the customer satisfaction benefitting from the service provided to him. The results of the study concluded that there is a relationship between the customer satisfaction and the health care provided within the hospital, and that the public hospitals are more committed than the private hospitals with regard to the social responsibility. Al-Taha (2002) In a study entitled with "the Social and ethical Responsibility of the production companies in providing the principle of protection for the user" that was applied on a group of Iraqi companies, referred to some negative points in terms of the realization of the companies in the study sample of the concept of social responsibility and its application. The results of the study concluded the lack of the safety of the companies under study, and the absence of a variation "in the interest in the customer rights in each of the sectors under study. Furthermore, another study presented by Ince, (2000) And entitled "The Determinants of the environmental and social disclosure of the British companies. "referred to the link between the social responsibility of the company and the characteristics of that company from the perspective of holders of interests towards the environmental influences. The study concluded that the social responsibility is not linked to the size of the company and that the type of the industry had an impact on the environment though this was not confirmed due to lack of clarity.

Obren& Robinson, (2002) Indicated in a study entitled with "the integration between the social responsibility of the organization and the competitive strategy" the need to provide incentives and initiatives to encourage studies that are interested in the field of the social responsibility of the companies in North America, and adopt effective strategies urging paying attention to the social responsibility because of its effective influence on society. The study concluded that companies must pay "large" attention to the social responsibility in order to achieve a competitive advantage at the level of the companies that are not interested.

Another study by Koukolewsky,(2002) On "The Social Responsibility of the company and the job health"indicated that a link between the social responsibility of the company and the healthy work environment was conducted. The results of the study concluded that the social responsibility programs adopted by the companies play an active role in the company's progress, and its safe products that contribute to satisfy the needs and desires of customers, as well as the professional procedures that concern employees through the degree of compliance with the World Health standards. The results of the study concluded that paying attention to the employees and the community in general is the basis of making profits, and that employees have the right to get health safety conditions, as well as the job security that includes health insurance and insurance against work hazards for workers.

The bottom line is that the social responsibility of companies must reflect the conclusion linked to the social responsibility and accountability, not with regards to the stakeholders and property owners only, but also to other stakeholders, including employees, customers, government, partners, local communities and future generations. The concept of accountability is a key component of the social responsibility of companies through reports and periodicals providing policies and procedures that contribute to achieving the goals they seek.

What distinguishes this study from others?

According to the knowledge of the researcher this study is one of the first studies in Jordan that addresses the social responsibility and the customer satisfaction about the tasks of Jordanian food Industrial companies; the aim of the study is to identify the extent of the commitment of the companies under study with the ethical aspects of the social responsibility, presenting protection and community service, because of their active role in the existence and continuity of the companies, as well as commitment to the health standards and the global environment in the light of international openness, as well as its ability to compete locally and internationally.

Research Methodology

The research has two aspects:

A - Theoretical side: it relied on the descriptive, analytical method for the most important aspects in the studies related to the subject of the research in a way that serves its objectives.

B –The empirical side: It includes a survey to analyze the current situation of the social responsibility in the

Jordanian food industrial companies, where the research community and sample were identified. The researcher designed a questionnaire directed to customers and the data obtained were analyzed using distributed the SPSS and the Pearson Chi-square Correlation, Regression, means, standard deviations and other relevant methods that serve the purposes of research.

Reliability

To confirm the reliability of study tool, Cronbach's alpha equation was applied on all the items of the fields of study tool and the tool as a whole, where the reliability coefficients for the study areas ranged between (0.64-0.89), and the highest was for the field of the "social, environmental responsibility for the food companies", while the lowest was for the field of the "work ethics, "and the reliability coefficient for the tool as a whole was (0.92), which is a value that is acceptable for the purposes of the study, Table 1 shows that.

Table (1): Reliability coefficients for the fields of study and the tool as a whole.

Field	number of items	reliability coefficient
Social responsibility towards the community service	12	0.89
Customer Protection	6	0.67
Work ethics	6	0.64
Customer satisfaction	6	0.84
The tool as a whole	30	0.92

Validity:

Pearson Correlation coefficients were extracted between all the items of the fields of the study, the field to which they belong and the tool as a whole to confirm the structural honesty for the tool of the study; all of the correlation coefficients were statistically significant at the level of significance ($\alpha = 0.05$); Table 2 illustrates this.

Table 2: Pearson Correlation coefficients between the items of the study areas and the field to which they belong and the tool as a whole.

Item no.	social responsibility towards Community service		customer protection		work ethics		customer satisfaction	
	The field as a whole	The tool as a whole	The field as a whole	The tool as a whole	The field as a whole	The tool as a whole	The field as a whole	The tool as a whole
1	0.64	0.54	0.34	0.40	0.34	0.40	0.77	0.41
2	0.37	0.35	0.54	0.40	0.54	0.40	0.70	0.25
3	0.67	0.62	0.68	0.66	0.68	0.66	0.79	0.37
4	0.77	0.73	0.78	0.73	0.78	0.73	0.61	0.20
5	0.57	0.47	0.47	0.41	0.47	0.41	0.75	0.41
6	0.61	0.49	0.75	0.61	0.75	0.61	0.75	0.45
7	0.57	0.49						
8	0.83	0.82						
9	0.66	0.66						
10	0.84	0.83						
11	0.79	0.69						
12	0.85	0.79						
The field as a whole		0.92		0.93		0.93		0.46

The study sample

The study sample consisted of (700) male and female citizens who were randomly selected from the study population consisting of (Amman, Irbid and Karak) in varying degrees, depending on the size of the population of each region; they were as follows: 350 individuals from Amman, 250 individuals from Irbid, and 100 individuals from Karak. They were all retrieved in the same time they were distributed; After auditing, 88 questionnaires were invalid for the statistical analysis, so they were excluded; the analysis was conducted on 612 questionnaires, where the percentage of the males in the sample was (58.8%), while the percentage of the females was (41.2%); Also, the highest percentage of the distribution of the sample members according to the variable of age was (36.6%) for the age group (25-35 years), and the highest percentage for the distribution of the sample members according to the variable of the level of education was (28.1%) for the educational level (BA). Table 3 shows that.

Table 3: The Distribution of the study sample according to the personal variables.

variable	Category	frequency	percentage
Gender	Male	360	58.8
	Female	252	41.2
	Total	612	100.0
Age	18-25 years	36	6
	26-35 years	130	21
	36-45 years	220	36
	46-55 years	160	26
	55 years and above	56	11
	Total	612	100.0
Educational level	less than high school	108	17.6
	High School	160	26.1
	Community College	36	5.9
	BA	172	28.1
	MA	116	19.0
	Phd	20	3.3
	Total	612	100.0

Descriptive statistics means and standard deviations for all the items of each variable of the study:

The first variable: The social responsibility towards the community service:

The results showed that the arithmetic mean of the answers of respondents regarding the items of the field of the social responsibility towards the community service ranged between (3.56-4.13), the highest was item (7), "companies are committed to developing a logo of protecting the environment" by a high level degree while the lowest was item no. (8) " Companies use safe environmental materials in their products" by a medium level degree; the arithmetic mean for the field as a whole / the social responsibility towards the community service was (3.78) by a high level degree. Table(4) illustrates this.

Table (4) Descriptive statistics: means and standard deviations for all the items of the field of the social responsibility towards community service

No.	Item	mean	standard deviation	rank	Grading level
1	it helps companies in contributing in funding service projects such as schools and hospitals	3.75	0.88	7	high
2	companies sponsor events and occasions	3.78	0.78	6	high
3	companies contribute with the relevant authorities in supporting poor students to continue their studies	3.79	1.11	5	high
4	companies develop their products to support the national economy	3.95	1.08	3	high
5	companies provide support for public and private entities to carry out cultural activities	4.03	0.88	2	high
6	companies pay attention to people with special needs such as presenting scholarships	3.75	1.30	7	high
7	companies are committed to developing a logo for preserving the environment	4.13	1.01	1	high
8	companies use safe environmental materials in their products	3.56	1.26	12	moderate
9	companies do not waste their natural resources in their products	3.60	1.23	9	moderate
10	companies use modern techniques to avoid the causes of environmental pollution / land and air	3.58	1.43	10	moderate
11	companies have a contingency plan in case of environmental disasters	3.83	1.44	4	high
12	companies follow modern techniques to get rid of waste and manufacturing residues	3.58	1.41	10	moderate
The field as a whole / social responsibility towards community service		3.78	0.81		

The second variable: The customer protection:

The results showed that the mean of the answers of respondents for the items of the field of customer protection ranged between (3.62-4.04); the highest was item (2) "The company teaches customers how to use their products through salesmen" by a high level degree and the lowest was item (3) "companies always seek to move away from misleading advertising to promote their products" by medium level degree; the mean for the field as a

whole / Customer Protection was (3.78) by a high degree. Table (5) illustrates this.

Table (5): Descriptive statistics and standard deviations for all the items of the field of customer protection.

No.	Item	mean	standard deviation	rank	Grading level
G	companies take into account the tastes of customers and the cultural dimension in designing the cover	3.82	1.12	2	high
2	The company teaches customers how to use their products through salesmen	4.04	0.96	1	high
3	companies always seek to move away from misleading advertising to promote their products	3.62	1.23	6	moderate
4	companies pay appropriate compensation to the customer in cases of damage caused by using their products	3.71	1.37	4	high
5	companies offer incentives to stores which display their products in a safe method for customers	3.82	1.01	2	high
6	companies use international quality standards when launching their products in the market	3.64	1.40	5	moderate
the field as a whole / Customer Protection		3.78	0.81		high

The third variable: **work ethics**:

The results showed that the arithmetic mean of the answers of respondents for the items of the field of work ethics ranged between (3.50-4.10); the highest was item (3) "companies require their processors to take into account their ethical principles by a high evaluation degree and the lowest was item (1) "the companies message and goals correspond with the goals of the community" by a medium evaluation degree. the arithmetic mean for the field as a whole / work ethics was (3.77) by a high evaluation degree. Table (6) illustrates this.

Table (6): Descriptive statistics means and standard deviations for all the items of the field of work ethics.

No.	Item	mean	standard deviation	rank	Grading level
1	the companies message and goals correspond with the goals of the community	3.50	1.15	6	moderate
2	companies work to fight against the administrative corruption in all its forms among workers	3.75	1.40	3	high
3	companies require their processors to take into account their ethical principles	4.10	1.12	1	high
4	companies develop a moral evidence in their programs that is clear to all employees	3.73	0.88	4	high
5	companies provide the cover, which bears the slogan that expresses the moral values at work	3.67	1.05	5	moderate
6	the continuous updating of the cover contributes to strengthening the customers' loyalty to the food companies and their products	3.89	1.02	2	high
the field as a whole / work ethics		3.77	0.66		high

The Fourth variable: **customer satisfaction**

The results showed that the arithmetic mean of the answers of respondents on the answers of the sample members for the items of customer satisfaction ranged between (3.71-4.20); the highest was item (5) "I feel safe when buying the products of these companies" by a high evaluation degree while the lowest was item (3) "The quality of the products of these companies in the market is excellent in general" by a high evaluation degree; the arithmetic mean for the field as a whole / customer satisfaction was (4.00) by a high evaluation degree. Table 7 illustrates this.

Table (7): Descriptive statistics means and standard deviations for all the items of the field of customer satisfaction.

No.	item	arithmetic mean	standard deviation	rank	Evaluation degree
1	companies provide satisfactory variety of products that meet all my needs	4.12	1.11	2	high
2	I am satisfied with the prices of the products offered by these companies	4.07	1.03	4	high
3	The quality of the products of these companies in the market is excellent in general	3.71	1.21	6	high
4	I am very satisfied with the treatment of shops dealing with the products of those companies	4.09	1.05	3	high
5	I feel safe when buying the products of these companies	4.20	1.00	1	high
6	I do not hesitate in promoting the products of companies that contribute to solving social issues	3.80	1.12	5	high
the field as a whole / customer satisfaction		4.00	0.79		high

Testing the hypotheses of the study:

The main hypothesis is: there is no statistically significant effect at the significance level of ($\alpha = 0.05$) between the Jordanian industrial companies' commitment to the social responsibility and the Jordanians customers' satisfaction.

it is subdivided into the following hypotheses:

1) The first sub-hypothesis: there is no statistically significant effect at the level of significance ($\alpha = 0.05$) between the commitment of the Jordanian food industrial companies to the social responsibility towards the community service and the Jordanian customers' satisfaction.

To confirm the validity of this hypothesis, Pearson correlation coefficient was extracted between the fields of the social responsibility towards the community service and customers' satisfaction, where the correlation coefficient between the two fields was (0.14), which is a statistically significant value at the level of significance ($\alpha = 0.05$), and this indicates the presence of a statistically significant effect between the realization of the managers of Jordanian industrial companies of the social responsibility towards community service and the Jordanian customers' satisfaction; Table (8) illustrates this.

Table (8): Pearson correlation coefficients between the fields of the social responsibility towards community service and customers' satisfaction.

Variable	correlation coefficient	statistical significance
Social responsibility towards community service	0.14	0.00
Customer satisfaction		

To study the impact of the commitment of Jordanian industrial companies to the social responsibility towards community service on the Jordanian customer satisfaction, simple regression analysis has been applied where the correlation coefficient (R) was (0.14), a value that is statistically significant indicating a statistically significant degree between the fields of (social responsibility towards the community service, and customer satisfaction), and the value of (R-square) was (0.02), a value that is statistically significant explaining the ability of the field of "social responsibility towards the community service" in influencing the customer satisfaction; the value of the test (F) was (11.71) by a statistical significance of (0.00), a value that is statistically significant at the level of significance ($\alpha = 0.05$); As for the ratio of the effect of the field of "the social responsibility towards the community service" on the customer satisfaction, which represents the value of (β), it has reached (14%) and the value of (T) was (3.42), which are positive and statistically significant values at the level of significance ($\alpha = 0.05$), and this shows a positive and statistically significant impact for the realization of the Jordanian industrial companies of the social responsibility towards the community service on the Jordanian customer satisfaction. Table (9) illustrates this.

Table (9): The results of simple regression analysis to study the extent of the commitment of the Jordanian industrial companies of the social responsibility towards community service on the Jordanians' customer satisfaction.

Variable	β	T	R	R-square	F	statistical significance
Social responsibility towards the community service	0.14	3.42	0.14	0.02	11.71	0.00
Customer satisfaction						

From above, it is evident that there is a statistically significant effect at the level of significance ($\alpha = 0.05$) for the commitment of the Jordanian industrial companies of the social responsibility towards the community service and the Jordanian customer satisfaction; therefore, the first hypothesis of the study is rejected.

2) The second hypothesis: there is no statistically significant effect at the level of significance ($\alpha = 0.05$) for the commitment of the Jordanian industrial companies of the customer protection and the Jordanian customer satisfaction.

To confirm the validity of this hypothesis, Pearson correlation coefficient was extracted between the fields of the customer protection and the customer satisfaction, where the correlation coefficient between the two fields was (0.24), a value that is statistically significant at the level of significance ($\alpha = 0.05$), and this indicates the presence of statistically significant effect for the commitment of the Jordanian industrial companies to protect the customer protection and the Jordanian customer satisfaction. Table (10) illustrates this.

Table (10): Pearson correlation coefficient between the fields of customer protection and customer satisfaction.

Variable	correlation coefficient	statistical significance
Customer Protection	0.24	0.00
Customer satisfaction		

To study the impact of the commitment of the Jordanian industrial companies of the customer protection on the Jordanian customers' satisfaction, simple regression analysis has been applied, where the value of the correlation coefficient (R) was (0.24), a value that is statistically significant indicating a statistically significant degree of correlation between the fields of (customer protection, and customer satisfaction). the value of (R-square) was (0.06) which is a statistically significant value explaining the ability of the field of "customer protection" in influencing the customer satisfaction, and the value of the (F) test was (9.22) by a statistical significance of (0.00), a value that is statistically significant at ($\alpha = 0.05$). As for the ratio of the effect of the field of "customer protection" on the customer satisfaction, which represents the value of (β), it has reached (26%) and the value of (T) was (3.04) which are positive and statistically significant at the level of significance ($\alpha = 0.05$), and this shows a positive and statistically significant impact for the commitment of the Jordanian industrial companies of customer protection on the Jordanian customers' satisfaction; Table (11) illustrates this.

Table (11): The results of simple regression analysis to study the impact of Jordan's commitment to industrial companies for customer protection on the Jordanian customers' satisfaction.

Variable	β	T	R	R-square	F	statistical significance
Customer Protection	0.26	3.04	0.24	0.06	9.22	0.00
Customer satisfaction						

From above, it is evident that there is a statistically significant effect at the level of significance ($\alpha = 0.05$) for the commitment of the Jordanian food industrial companies for the customer protection on the Jordanian customers' satisfaction; therefore, the second hypothesis of the study is rejected.

3) The third hypothesis: there is no statistically significant effect at the level of significance ($\alpha = 0.05$) for the commitment of the Jordanian food industrial companies for the work ethics on the satisfaction of customers.

To confirm the validity of this hypothesis, Pearson correlation coefficient was extracted between the fields of work ethics and customer satisfaction, where the correlation coefficient between the two fields was (0.38), a value that is statistically significant at the level of significance ($\alpha = 0.05$), and this indicates the presence of a statistically significant effect between evaluating the commitment of the Jordanian food industrial companies for work ethics and the Jordanian customer satisfaction; Table (12) illustrates this.

Table (12): Pearson Correlation coefficients between the fields of work ethics and customer satisfaction.

variable	correlation coefficient	statistical significance
Work ethics	0.38	0.00
Customer satisfaction		

To study the impact of evaluating the work ethics on the satisfaction of the Jordanian customers, simple regression analysis was applied where the value of the correlation coefficient (R) was (0.38), a value that is statistically significant indicating a statistically significant degree of correlation between the fields of (work ethics and customer satisfaction), and the value of (R-square) was (0.15), a value that is statistically significant explaining the ability of the field of "work ethics" in influencing the customer satisfaction, and the value of the (F) test was (25.65) by a statistical significance of (0.00), a value that is statistically significant at the level of significance ($\alpha = 0.05$). As for the ratio of the effect of the field of "work ethics" on the customer satisfaction, which represents the value of (β), it has reached (45%) and the value of (T) was (5.06) which are positive and statistically significant values at the level of significance ($\alpha = 0.05$), and this shows a positive and statistically significant impact for evaluating the work ethics on the satisfaction of the Jordanian customers. Table (13) illustrates this.

Table (13): The results of simple regression analysis to study the impact of evaluating work ethics on the Jordanian customers' satisfaction.

variable	β	T	R	R-square	F	statistical significance
Work ethics	0.45	5.06	0.38	0.15	25.65	0.00
Customer satisfaction						

From above, it is evident that there is a statistically significant effect at the level of significance ($\alpha = 0.05$) between the evaluation of the work ethics for the companies on the Jordanian customer satisfaction; therefore, the third hypothesis of the study is rejected.

Results: The present study concluded the following results:

As noted above, the importance of this study comes from the fact that it might be one of the first studies that address the topic of social responsibility in the Jordanian food industrial companies, because of its positive effects on both the customer satisfaction in general and the industrial companies; the results of this study agree with Smadi (2008) about the moral obligation towards community, (Danika & Sandra, 2007): the social responsibility in terms of the brand and its commitment to the caveats and instructions (Obren & Robinson, 2002), and (Juni, 2003) as well as other relevant studies in the field of social responsibility and environmental issues because of its active role in achieving a competitive advantage for the industrial companies and its role in the sustainability of the company, as well as maintaining the customer satisfaction. The study reached to the following results:

- There is a statistical significance at the level of significance ($\alpha = 0.05$) between the commitment of the Jordanian industrial companies of the social responsibility towards the community service and the Jordanian customer satisfaction, which demonstrates the commitment of the industrial companies under study with the importance of the social responsibility for the customer satisfaction, which is reflected on its performance towards the community service, as well as the customer satisfaction; this makes such companies reconsider their policies towards the community for the fact that their first and last goal is to make profits at the expense of the customer.
- The results indicate the existence of a statistically significant effect at the level of significance ($\alpha = 0.05$) for the commitment of the Jordanian industrial companies for the customer protection on the Jordanian customers' satisfaction, which makes the Jordanian food industrial companies under study committed to meeting and protecting the needs and desires of the customer through presenting information that contribute to and assist in the educational counseling, when dealing with the food products in a way that is similar to those of the competitive companies without the slightest degree of suspicion in regards with the products.
- The existence of a statistically significant effect at the level of significance ($\alpha = 0.05$) for the commitment to the work ethics on the customer satisfaction, where the study showed that the commitment of the food industrial companies under study with the work ethics plays an active role in stimulating the customer towards the food products, especially those that conceive and mislead customers motivating them for purchasing such products.

Recommendations: In light of the results, I suggest some recommendations that aim to pay attention to the social responsibility and its commitment by the food companies of Jordan in order to achieve customer satisfaction and community service in general:

- The food industrial companies adopt effective plans and strategies that contribute to and reflect what the

companies do towards the social responsibility and customer satisfaction, in addition to paying attention to the calls of associations and commitment to the governmental and international legislations in terms of the quality standards or paying attention to the social issues.

- The companies' commitment to the standards of customer protection for the food products in terms of clarifying the instructions and the adequate information about the products which should be safe and friendly to the environment.
- It is important that the food industrial companies supervise the wrappers that are healthy through the rapid decomposition which does not affect the environment.
- The government compels those companies to open a section that is related to the social issues in each company that become under the supervision of the government due to its active role in achieving the social security, as well as the social and moral solidarity to the society.

Future trends

The researcher recommends some future studies in order to form a comprehensive vision about the importance of social responsibility towards the community shaping a knowledge base for the extent of the interest in social and environmental issues:

The need for further studies in other industrial sectors for their role in the social responsibility, such as the cellular communication companies because of the radiation environmental effects on the customer, chemical detergents companies, electrical appliance companies, quarries, medical waste and other relevant studies.

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