

A STUDY ON INFLUENCE OFCORPORATE SOCIAL RESPONSIBILITY
ON THE CUSTOMER ATTITUDES IN AVIVA NDB INSURANCE
COMPANY WITH A SPECIAL REFERENCE TO THE MANMUNAI-NORTH
BATTICALOA DIVISIONAL SECRETARIAT AREA

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ABSTRACT

Since corporate social responsibility CSR has become a vital and involving concept in today's world, companies are involving CSR activities with the intention of gaining competitive advantage. Therefore identifying consumer attitude towards CSR is important. Their fore society and customer expect marketers to involve their business in society responsible manner. Thus it becomes necessary for the corporate social responsibility business to adopt customer attitude to fully fill the social expectations of their customers and society hence marketers are expected to develop a socially respectable business behavior. This study examined the research problem of whether CSR influences customer attitude in AVIVA NDB. This research was carried out with the objectives of analysis and evaluating the influence of CSR on customer attitude in AVIVA NDB.

This study examined the research problem of this study is to identify the consumer's attitude towards different aspects of CSR in AVIVA NDB with special reference to the Manmunai north divisional secretariat area furthermore conceptual model has been developed to understand the level of influence of the four research variable on CSR.

Four research questions were formed to test the influence of CSR on customer attitude of the AVIVA NDB questionnaire methodology has been applied for this research and questionnaire were used to collect data 200 questionnaire were issued and collected data were analyzed and evaluated low moderate and high level influence of research variable on CSR on customer attitude of the AVIVA NDB this study found that there is a positive influence of CSR that there is a positive influence of CSR on customer attitude at a moderate level.

Key Words-

Customer Attitude, Economic responsibility, Legal responsibility, Ethical Responsibility, Philanthropic responsibility, corporate social responsibility

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