

**THE STUDY ON INFLUENCE OF CORPORATE SOCIAL
RESPONSIBILITY ON CONSUMER ATTITUDE OF LICENSED
LIFE INSURANCE COMPANIES WITH SPECIAL REFERENCE
TO GAMPAHA DISTRICT**

YAPA APPUHAMILLAGE JANANIE NILUSHIKA YAPA



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Department of Management

Faculty of Commerce and Management

Eastern University, Sri Lanka

ABSTRACT

Corporate Social Responsibility (CSR) and consumer attitude are two concepts that are becoming increasingly important to organizations. According to literature review, there are four aspects of CSR, such as economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility. Similarly, consumer attitude has three dimensions, such as cognitive, affective and conative. In accordance with literature review and observation there are literature and empirical knowledge gaps regarding the relationship and impact between CSR and consumer attitude. This study was conducted to fill these gaps with seven objectives of the insurance companies in Gampaha district. Those are to identify the level of economic responsibilities in CSR, identify the level of legal responsibilities in CSR, identify the level of ethical responsibilities in CSR, identify the level of philanthropic responsibilities in CSR, identify the level of consumer attitude towards CSR, identify the relationship between CSR and consumer attitude and identify the impact of CSR on consumer attitude.

This research study is a quantitative one. The sample was drawn from licensed life insurance companies' consumers in Gampaha district and it consists of 200 respondents. Structured questionnaire was used to collect the primary data from the sample, and data were analyzed by using univariate and bivariate analyses. Under the univariate analysis mean and standard deviation are calculated to measure the level of CSR and consumer attitude. Pearson correlation coefficient was calculated to measure the relationship between independent variable (CSR) and dependent variable (consumer attitude). Multiple regression analysis was used to measure the impact of CSR on consumer attitude.

According to the research findings the level of economic responsibilities, legal responsibilities, ethical responsibilities, philanthropic responsibilities and consumer attitude is high. The relationship between CSR and consumer attitude is strong positive. The study revealed that CSR affect positively and significantly consumer attitude at insurance companies in Gampaha district. The findings of this study is useful in future enlarging and enriching applications of these concepts in practice.

Keywords: Corporate Social Responsibility, Independent Variable, Dependent Variable

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