

**THE STUDY ON CORPORATE SOCIAL RESPONSIBILITY
TOWARDS THE CUSTOMER ATTITUDES: SPECIAL
REFERENCE TO PEOPLE'S BANKS IN BADULLA DISTRICT**

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Abstract

Since corporate social responsibility CSR has become a vital and involving concept in today world, companies are involving CSR activities with the intention of gaining competitive advantage. Therefore identifying customer attitude towards CSR is important. The society and customer expect marketers to involved their business in social responsible manner. Thus the CSR becomes necessary for businesses to adopt customer attitude to full fill the social expectations of their customer's and society. Hence marketers are expected to develop a socially respectable business behavior. This study examined the research problem of weather CSR influence customer attitude in People's Banks. This research was carried out with the objectives of analysis and evaluating the influence of CSR on customer attitude in People's Banks. Furthermore conceptual model has been developed to understand the level of influence of the research variable namely economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility on CSR.

All the People's Banks customers in Badulla district was concerned as population of the research and 385 sample was selected from the population by using convenience sampling method. Structured questionnaire were used to collect data from the selected samples. Univariate and Bivariate analysis we used identifying the answer for the research question of this study. Hence mean, standard deviation, correlation and regression analysis were performed.

Through the analysis, it was identified that there is a strong positive customer's attitude among the People's Bank customers in Badulla district. And also, it was identified that significance influence of CSR on customer's attitude within that ethical responsibility has highest impact on customer's attitude than other three independent variables.

Key Words-

Customer's Attitude, Economic responsibility, Legal responsibility, Ethical Responsibility, Philanthropic responsibility, corporate social responsibility.

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