# The Impact of Corporate Social Responsibility (CSR) on Emotional Brand Attachment with the Special Reference of Manusath Derana: The Moderating Effect of Cause Related Marketing (CRM)

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The purpose of this study is to investigate the impact of Corporate Social Responsibility (CSR) on emotional brand attachment, with the aim of enhancing the understanding of CSR as a marketing tool within the television media industry. The research questions addressed include examining the relationship between corporate social responsibilities and emotional brand attachment, and determining how cause-related marketing acts as a moderator in this relationship. Carroll's Pyramid served as the conceptual framework for this study. A quantitative research design will be employed to explore the relationship between CSR dimensions and emotional brand attachment. The analysis will utilize both descriptive and inferential statistics. It is hypothesized that Ethical Responsibility, Philanthropic Responsibility, and Economic Responsibility will have a positive and significant impact on emotional brand attachment. The study's population comprises CSR-benefited television viewers, with a sample size of 386 selected from CSR-benefited viewers of TV Derana in the Western Province. Data was collected through a self-administered questionnaire. The findings indicate a strong positive relationship between all CSR dimensions and emotional brand attachment, while a negative relationship was observed between CSR and emotional brand attachment, moderated by cause-related marketing. This study contributes to a better understanding of the effect of CSR on emotional brand attachment in the Sri Lankan context.

*Keywords: Cause-Related Marketing (CRM), Corporate Social Responsibility (CSR), Economic Responsibility, Ethical Responsibility, Philanthropically Responsibility*