

## **Relationship between Corporate Social Responsibilities and Customer Purchase Intention in North-Western Province, Sri Lanka**

Koshila, T.G.S.<sup>1</sup> and Aruppala, W.D.N.<sup>2</sup>  
Sachinikoshila92@gmail.com<sup>1</sup>, dilini@kln.ac.lk<sup>2</sup>

In the competitive business world, the organizations have found that it is very difficult to survive. For this purpose they use various strategies where Corporate Social Responsibility takes considerable place in this regard. The emergence principles of sustainable development have an important impact on the concept of Corporate Social Responsibility. This study considered about the impact of corporate social responsibility practices which are undertaken by the companies on the customers' purchasing intentions. The data was collected from North-Western province, Sri Lanka. According to the literature findings, corporate social responsibility is identified under four variables which are economic responsibilities, legal responsibilities, ethical responsibilities and philanthropic responsibilities. Customer purchasing intention is considered under three variables, customer satisfaction, customer loyalty and customer trust. The sample was taken as the 400 of customers in North-Western province, Sri Lanka and data was collected via structured questionnaire. The study have identified that there is a moderate and positive effect of overall corporate social responsibility practices on overall customer purchase intentions. Finally suggestions were given to enhance the reliability of study through identifying limitations and suggestions will helpful for decision makers to gain competitive advantage over their rivals. Finally it has identified further research areas the study can be developed.

**Keywords:** Corporate Social Responsibilities, Economic responsibilities, Legal responsibilities, Ethical responsibilities, Philanthropic responsibilities, Customer purchase intention, Customer satisfaction, Customer loyalty, Customer trust