

## **Effect of Corporate Social Responsibility on Consumer Behaviors of Banking Sector of Sri Lanka**

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### **Abstract**

Corporate Social Responsibility is not a new trend of current business environment in Sri Lanka. Consumer Behavior is different from each other, and consumers behave different in same manner. Sri Lankan Banking Sector has involved to the Corporate Social Responsibility in current context for facing to the competitive business environment. The study aims to identify the effect of Corporate Social Responsibility on Consumer Behaviors in the Banking Sector of Sri Lanka. In addition, the study is expecting to analyze the existing of corporate Social responsibility in Banking Sector of Sri Lanka.

The study used one hundred respondents of random consumers of Banking sector in Sri Lanka asking with questionnaires about Corporate Social Responsibility activities. Five banking sector entities were interviewed to collect qualitative data on Corporate Social Responsibility of banking sector of Sri Lanka. Data were analyzed using Statistical Package for the Social Science (SPSS).

The results exhibit that the Corporate Social responsibility of banking sector influence on consumer behaviors. But the impact of Corporate Social Responsibility on consumer behavior was not generated same level of effect.

**Key words:** *Corporate Social Responsibility, Consumer Behavior and Banking Sector.*