

**The Impact of Corporate Social Responsibilities and Consumer Awareness on
Consumer Purchasing Intention with Special Reference to FMCG Industry in Sri
Lankan Context**

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In the dynamic landscape of the Fast-Moving Consumer Goods (FMCG) industry in Sri Lanka, this research aims to investigate the intricate relationships between corporate social responsibility (CSR) initiatives, consumer awareness, and their combined impact on consumer purchasing intentions. The study seeks to unravel the nuanced factors that shape consumer behaviour in the context of CSR practices adopted by FMCG companies and the level of awareness among consumers in Sri Lanka. As a quantitative research strategy, it used a structured questionnaire to obtain primary data from the sample. In the sample population, there were 140 respondents. The findings of this research can provide valuable insights to FMCG companies in Sri Lanka, aiding them in crafting effective CSR strategies that resonate with consumer values and preferences. Additionally, it contributes to the broader academic discourse on the intersection of corporate social responsibility and consumer behaviour in emerging markets.

Keywords: *Consumer Awareness, Consumer Purchasing Intention, Corporate Social Responsibilities, CSR Initiatives*