

**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON  
CONSUMER BUYING BEHAVIOUR IN INSURANCE SERVICES  
IN AMPARA DISTRICT**



**BY**

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## ABSTRACT

The purpose of this research study is to explore the effect of Corporate Social Responsibility on Consumer Buying Behaviour in Insurance Services in Ampara District.

This research examines the existing levels of economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility and consumer buying behaviour and also examines the relationship between economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility and consumer buying behaviour and examines the impact of economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility on consumer buying behaviour in insurance services in Ampara district. Although a sample of 353 consumers was selected for this study, only 318 consumers responded. 35 consumers did not respond. Therefore, this research study relies on a data set derived its survey of 318 consumers in selected insurance companies in Ampara district.

The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis. The result indicated that economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility and consumer buying behaviour had high level. Also result indicated a strong positive relationship between economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility and consumer buying behaviour. As well as shows there is significant positive impact of economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility on consumer buying behaviour.

**Keywords:** *Corporate Social Responsibility, Economic Responsibility, Legal Responsibility, Ethical Responsibility, Philanthropic Responsibility, Consumer Buying Behaviour*

# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	i
<b>ABSTRACT</b> .....	ii
<b>TABLE OF CONTENTS</b> .....	ii
<b>LIST OF TABLES</b> .....	vii
<b>LIST OF FIGURES</b> .....	ix
<b>LIST OF ABBREVIATIONS</b> .....	x
<b>CHAPTER-1</b> .....	1
<b>INTRODUCTION</b> .....	1
1.1 Background of the Study.....	1
1.2 Research Problem/Gap.....	4
1.3 Research Questions .....	5
1.4 Research Objectives .....	5
1.5 Significance of the Study .....	6
1.6 Scope of the Study.....	6
1.7 The Organization of the Chapter.....	6
1.8 Chapter Summary.....	7
<b>CHAPTER-2</b> .....	8
<b>LITERATURE REVIEW</b> .....	8
2.1 Introduction .....	8
2.2 Corporate Social Responsibility.....	8
2.3 Economic Responsibility.....	10
2.4 Legal Responsibility.....	11
2.5 Ethical Responsibility .....	12
2.6 Philanthropic Responsibility .....	13
2.7 Consumer Buying Behaviour .....	14
2.8 Consumer Buying Behaviour towards Corporate Social Responsibility .....	15
2.9 Supporting Theories for the Study .....	15
2.9.1 Stakeholder’s Theory.....	15
2.9.2 Carroll’s Four-part Theory .....	16
2.10 Impact of Economic Responsibility, Legal Responsibility, Ethical Responsibility, Philanthropic Responsibility on Consumer Buying Behaviour .....	17

2.10.1 Impact of Economic Responsibility on Consumer Buying Behaviour.....	17
2.10.2 Impact of Legal Responsibility on Consumer Buying Behaviour.....	18
2.10.3 Impact of Ethical Responsibility on Consumer Buying Behaviour .....	18
2.10.4 Impact of Philanthropic Responsibility on Consumer Buying Behaviour	19
2.11 Chapter Summary.....	19
<b>CHAPTER-3.....</b>	<b>20</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION .....</b>	<b>20</b>
3.1 Introduction.....	20
3.2 Conceptual Framework .....	20
3.3 Definitions of Variable.....	21
3.3.1 Consumer Buying Behaviour .....	21
3.3.2 Economic Responsibility .....	21
3.3.3. Legal Responsibility .....	22
3.3.4 Ethical Responsibility.....	22
3.3.5 Philanthropic Responsibility.....	22
3.4 Operationalization.....	23
3.5 Hypothesis.....	25
3.6 Chapter Summary.....	25
<b>CHAPTER-4.....</b>	<b>26</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>26</b>
4.1 Introduction .....	26
4.2 Research Philosophy .....	27
4.3 Research Approach .....	27
4.4 Research Strategy.....	28
4.5 Methodological Choice .....	28
4.6 Time Horizon .....	28
4.7 Research Site/Area Selection .....	29
4.8 Population of the Study .....	29
4.9 Sampling Technique/ Method .....	29
4.10 Sample Size and Sampling Framework .....	30
4.11 Method of Data Collection.....	31
4.12 Research Instrument.....	31
4.13 Source of Measurement.....	32

4.13.1 Source of Measuring the Personal Information .....	32
4.13.2 Source of Measuring Research Information .....	33
4.14 The Pilot Study .....	34
4.15 Validity and Reliability of Instruments .....	34
4.16 Unit of Data Analysis .....	35
4.17 Method of Data Analysis .....	36
4.18 Method of Data Evaluation .....	36
4.18.1 Univariate Analysis .....	36
4.18.2 Bivariate Analysis .....	37
4.18.3 Multivariate Analysis .....	38
4.19 Testing Hypothesis .....	39
4.20 Data Presentation .....	40
4.21 Ethical Consideration .....	41
4.22 Chapter Summary .....	41
<b>CHAPTER-5</b> .....	<b>42</b>
<b>DATA PRESENTATION AND ANALYSIS</b> .....	<b>42</b>
5.1 Introduction .....	42
5.2 Analysis of Reliability .....	42
5.3 Data Presentation and Analysis .....	43
5.3.1 Data Presentation for Personal Information .....	43
5.3.2 Data Presentation for Research Information .....	50
5.4 Testing Hypothesis .....	66
5.4.1 Testing Hypothesis 1 .....	66
5.4.2 Testing Hypothesis 2 .....	67
5.4.3 Testing Hypothesis 3 .....	67
5.4.4 Testing Hypothesis 4 .....	68
5.5 Chapter Summary .....	68
<b>CHAPTER-6</b> .....	<b>69</b>
<b>FINDINGS AND DISCUSSIONS</b> .....	<b>69</b>
6.1 Introduction .....	69
6.2 Discussion of Personal Information .....	69
6.2.1 Gender .....	69
6.2.2 Age .....	69

6.2.3 Marital Status.....	70
6.2.4 Education Level.....	70
6.2.5 Monthly Income Level .....	70
6.2.6 Name of the Insurance Company from which consumers are availing the Insurance Services .....	70
6.2.7 The type of Insurance Services consumers get from the above mentioned company.....	71
6.3 Discussion of Research Information .....	71
6.3.1 Discussion for First Objective .....	71
6.3.2 Discussion for Second Objective.....	72
6.3.3 Discussion for Third Objective.....	74
6.4 Chapter Summary.....	76
<b>CHAPTER-7.....</b>	<b>77</b>
<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>77</b>
7.1 Introduction .....	77
7.2 Conclusions .....	77
7.2.1 First Objective of the Study.....	77
7.2.2 Second Objective of the Study .....	78
7.2.3 Third Objective of the Study .....	78
7.3 Contribution of the Study.....	79
7.4 Recommendations .....	79
7.5 Limitations of the Study.....	80
7.6 Future Research Directions .....	81
<b>LIST OF REFERENCES .....</b>	<b>82</b>
<b>APPENDIX-1.....</b>	<b>88</b>
<b>ENGLISH QUESTIONNAIRE .....</b>	<b>88</b>
<b>APPENDIX-2.....</b>	<b>92</b>
<b>SINHALA QUESTIONNAIRE .....</b>	<b>92</b>
<b>APPENDIX-3.....</b>	<b>98</b>
<b>LETTERS FROM SELECTED COMPANIES .....</b>	<b>98</b>
<b>APPENDIX-4.....</b>	<b>100</b>
<b>THE OUTPUT OF THE DATA ANALYSIS .....</b>	<b>100</b>