

# THE IMPACT OF CUSTOMER PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND LOYALTY IN BANKING INDUSTRY IN SRI LANKA (WITH SPECIAL REFERENCE TO KURUNEGALA DISTRICT)

Chethana, H.A.N<sup>a</sup>., Wijenayaka, H.M.D.S<sup>b</sup>

<sup>a</sup>*SANASA Campus, Kegalle, Sri Lanka*

<sup>b</sup>*University of Kelaniya, Sri Lanka*

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Corporate social responsibility (CSR) is regarded as good strategic marketing tool and public attention to CSR is increasing. This research, study the impact of customer perception of CSR on brand loyalty in Sri Lankan banking industry, focusing on legal and ethical responsibility as two dimensions of CSR. Ethical and legal responsibility were independent variables and brand loyalty was dependent variable. Each of these dimensions were measured by three different indicators. Using convenience sampling approach, customers' existing for more than 5 years of the People's bank, Sampath bank and SDB bank in Kurunegala district were the sample of the study. There was a positive significant relationship between ethical responsibility and brand loyalty and also legal responsibility and brand loyalty. The banks can use CSR to differ from other banks. Banks can introduce modified CSR at which point banks have to be concerned about which responsibility provides higher value to customers and which is improve brand loyalty.

**Keywords:** *Brand loyalty; Corporate social responsibility (CSR); Ethical responsibility; Legal responsibility*

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