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IS CONSUMER SOCIAL RESPONSIBILITY AN OUTPUT OF RELIGIOSITY

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ABSTRACT

Corporate Social Responsibility is researched academically. But the question arises that what is the responsibility of consumer in business. This question paved a way to research on consumer social responsibility (CnSR). Religiosity is researched in business. Therefore, the objective of this research is to study whether religiosity influences on CnSR. Religiosity is measured through intrinsic religiosity and extrinsic religiosity and CnSR is measured through using six constructs: responsibility for critical appraisal, responsibility for action, responsibility for social impacts, responsibility for environmental impacts, responsibility for solidarity and responsibility for supporting. The academic community of Eastern University, Sri Lanka was taken to administer the questionnaire. The findings suggest that religiosity has strong impact on the CnSR.

Intrinsic Religiosity plays vital role in influencing responsibility for environmental impact and solidarity. This pioneering venture is undertaken to ascertain the contribution of religiosity to inculcate consumer ethics in consumer. Further research to emphasize the impact of consumer social responsibility should be done in different group of consumers to ascertain the generalization of the construct.

Keywords: Consumer Social Responsibility, Intrinsic Religiosity, Extrinsic Religiosity