



The Impact of Corporate Social Responsibility Initiatives of Multinational Enterprises on Consumer Purchase Intentions and the Influence of Consumer Ethnocentrism

Hasitha Boyagoda¹ , Sandun Weerasekera^{1*} 

¹Department of International Business, Faculty of Management and Finance, University of Colombo

*Corresponding Author: wmsandunw@dinb.cmb.ac.lk

ABSTRACT

This study examines the impact of Corporate Social Responsibility (CSR) initiatives of Multinational Enterprises (MNEs) on purchase intentions of Sri Lankan consumers. An online self-administered questionnaire was sent to 183 consumers of MNE products in Sri Lanka to obtain responses, while statistical techniques in the form of correlation analysis, the Sobel test, and the moderator regression analysis were used in the data analyses. Out of the three hypotheses established, H1 and H2 were accepted while H3 was rejected. In other words, sufficient evidence was established to accept a positive relationship between CSR initiatives of MNEs and consumer purchase intentions, and also consumer awareness mediated the above relationship. However, there was insufficient evidence to accept that consumer ethnocentrism moderated the relationship between consumer awareness of CSR and consumer purchase intentions.

The study helps to advance the Theory of Social Identity, which underpins the study, while also advancing the constructs of CSR, consumer awareness of CSR, consumer ethnocentrism, and consumer purchase intentions by attempting to extend related literature that has used this theory and variables. MNEs in Sri Lanka engage in a surfeit of CSR initiatives, with rather limited knowledge of its impact. Therefore, the study has implications for managers of MNEs to aid in understanding the attitudes and awareness of CSR of Sri Lankan consumers so that they can use CSR as a strategic tool in their marketing activities.

Keywords: Corporate Social Responsibility, Consumer Ethnocentrism, Consumer Awareness, Purchase Intentions, Social Identity Theory.



INTRODUCTION

Background of the Study

With the increase in globalization, products are not confined only to their countries of origin (González-Cabrera & Trelles-Arteaga, 2021), and consumers have increased exposure to countless foreign products (Klein et al., 1998). Furthermore, the expansion of international trade has increased the number of foreign companies operating in emerging economies (Kumar et al., 2011). In addition to this, customers and other stakeholders are pushing companies to be socially responsible. Successful companies are the ones that take into account the demands of stakeholders. This has resulted in companies paying more attention to being socially responsible, in addition to being profitable (Gigauri, 2012).

Wijayasinghe and Sachitra (2021) state the fact that Sri Lanka, as an emerging economy, has seen an upsurge in Foreign Direct Investments (FDI) and the arrival of MNEs in recent times. However, it was also said that although MNEs contribute to creating employment, it is a known fact that MNEs invest in developing countries like Sri Lanka to take advantage of its cheap labor. This study mentions that MNEs in Sri Lanka have attempted to increase the living standard of the rural society while trying to enhance their reputation.

The corporate culture of Sri Lanka has always considered CSR initiatives for decades, and increased importance has been given to this area over the last 10 to 20 years (Charindra, 2020). However, it is said that the intention of engaging in CSR is not clear and is said to be followed with a feeling of guilt or to follow trends. Charindra (2020) states that companies in Sri Lanka spent millions in the past on CSR projects to try and give a positive impression to society, but have created minimal social impact. However, this trend is now changing to create a

positive impact on society, rather than just spending on CSR initiatives (Charindra, 2020).

MNEs operating in Sri Lanka have committed significant amounts amidst the COVID-19 pandemic with Unilever Sri Lanka vowing Rs. 35 million for relief efforts (Daily Mirror, 2020), while Nestle Sri Lanka has donated Rs. 50 million worth of Personal Protective Equipment (PPE), food, and beverages (Daily FT, 2020), and Coca-Cola Sri Lanka has contributed an amount of Rs. 130 million in response to the pandemic (Daily Mirror, 2020). Additionally, MNEs in Sri Lanka tend to engage in CSR activities from uplifting livelihoods, engaging in career development programmes, sponsoring school events, etc. (Nestlé, 2024; Unilever Sri Lanka, 2024). Nevertheless, Fernando and Lawrence (2015) emphasized the fact that the CSR practices of companies in Sri Lanka are significantly lower when compared to developed countries like New Zealand, and the fact that there is quite a difference between the amount and type of CSR activities conducted in Sri Lanka and developed countries like New Zealand. Similar to Charindra (2020), this study also points out the fact that Sri Lankan culture also plays a major role in determining the CSR initiatives in Sri Lankan companies, while these projects mainly focus on areas where they can obtain short-term returns or savings.

Abeynayake et al. (2015) state the fact that Sri Lankan consumers are quite unaware of companies' CSR initiatives, although they expressed interest and support towards those initiatives. It was also emphasized that CSR was not a main factor when consumers intended to purchase products, which may be due to the low disposable income of the population. However, consumers may place importance on CSR initiatives of companies where the price and quality of a product are the same, and therefore, CSR activities could prove to be vital for companies

operating in competitive industries (Abeynayake et al., 2015).

Moreover, in paying attention to the concept of consumer ethnocentrism, Silili and Karunarathna (2014) have found a positive relationship between consumer ethnocentrism in Sri Lankan consumers and purchase intentions of domestic products. Consumer ethnocentrism refers to the preference of consumers to purchase domestic products over foreign products (Shimp & Sharma, 1987). Hence, given that most Sri Lankan consumers tend to be unaware of the CSR practices of MNEs (Abeynayake et al., 2015), it would be interesting to investigate whether consumer ethnocentrism would have a significant influence on the relationship between CSR practices of MNEs and the purchase intention of consumers.

Research Problem

With the increase in challenges faced by people in society, consumers are pushing companies to solve these social problems, and therefore this is an opportunity for companies to be socially responsible by not only maximizing profits but also by solving problems faced by society (Marquina & Morales, 2008). Therefore, with the increase in resources committed to CSR efforts, companies are now focusing on formulating, implementing, and measuring the returns obtained through CSR efforts (Bhattacharya & Sen, 2004).

Gigauri (2012) mentions that consumers in developing countries do not push companies to engage in CSR, and are generally unaware. It is said that MNEs invest huge amounts in CSR initiatives, and it is therefore worthwhile investigating if consumers are aware of CSR initiatives of MNEs to positively impact their purchase intentions. Therefore, it is imperative to see if the efforts of MNEs are worthwhile (Gigauri, 2012). MNEs tend to expect a positive outcome by engaging in CSR activities (Bhattacharya & Sen, 2004).

However, this expectation of higher purchase intentions due to CSR might be disrupted if consumers are unaware of them, and even if consumers are aware of CSR initiatives, this might further be influenced by their ethnocentric tendencies, as most studies have found that ethnocentric consumers are inclined to purchase local products over foreign ones (Salman & Naeem, 2015).

Therefore, it appears that there are only a few studies have been conducted concerning the impact of CSR on consumer purchase intention around the world (Chaudhary & Ali, 2016), while no study seems to have focused on the impact of CSR on purchase intentions of consumers with the moderating effect of consumer ethnocentrism. Accordingly, one can ask the question, “What is the impact of CSR on consumer purchase intentions with the moderating effect of consumer ethnocentrism in the Sri Lankan context”.

Research Questions

1. What is the impact of Corporate Social Responsibility initiatives of Multinational Enterprises on the purchase intention of consumers?
2. What is the mediating effect of consumer awareness in the relationship between Corporate Social Responsibility initiatives of Multinational Enterprises and consumer purchase intentions?
3. What is the moderating effect of consumer ethnocentrism in the relationship between consumer awareness of Corporate Social Responsibility initiatives of Multinational Enterprises and consumer purchase intentions?

LITERATURE REVIEW

Purchase Intention

According to Spears and Singh (2004), purchase intentions refer to an individual's conscious plan to make an effort to purchase a brand. Purchase intention can predetermine the likelihood of consumers choosing to purchase products (Khan et al., 2021).

Purchase intentions have often been related to Corporate Social responsibility, for instance, Chaudhary and Ali (2016) mentioned that there is a positive relationship between CSR initiatives and consumer purchase intentions. Similarly, Gigauri (2012) went on to say that the majority of Georgian consumers took into account the CSR initiatives of companies, while many of them boycotted products of socially irresponsible companies, and would even pay more for products of socially responsible companies. On the other hand, Mohr et al. (2011) mentioned that socially responsible consumer behaviour is quite low as they focus mainly on traditional purchasing criteria such as price, quality, and convenience, rather than looking into what socially responsible initiatives these firms carry out. This might be especially relevant for developing countries Gigauri, 2012) such as Sri Lanka. Furthermore, Bhattacharya and Sen (2004) emphasised this fact by stating that some consumers go to the extent of boycotting products of companies who use CSR efforts that harm the products' fundamental features like price, and quality. Nevertheless, there are also related Sri Lankan studies that focus on MNEs using philanthropy-related CSR in the Sri Lankan context, for example, Weerasekera (2021) mentions that it is recommended to engage in CSR when consumers need it the most i.e., times of disaster, to signal that companies are ready to lend their support to the community. However, the same study also stated that consumers who strongly care about society are even willing to

switch over to products from firms that engage in social initiatives.

Therefore, this study has attempted to investigate the relationship between Corporate Social Responsibility initiatives of MNEs and the purchase intention of consumers by being in line with most related studies.

Social Identity Theory

This study is based on the Social Identity Theory that was presented by Tajfel (1974) and will also be useful in the development of the research hypotheses that have been proposed in the study. According to Ma et al. (2021), this theory states that individuals could be emotionally attached to a group and in turn could identify a sense of belongingness to that group. According to Zeugner-Roth et al. (2015), the Social Identity Theory (Tajfel, 1974), studies the relationship an individual has with a group, and the reasons for this relationship. Tajfel (1974) stated that this identity towards a social group arises from the fact that the individual knows that he/she is part of a group, and has some emotional connection with the group.

Individuals attempt to maintain a positive social identity through positive distinctions between the group that he/she is part of, and which he/she is not (Hogg, 2006, as cited in Zeugner-Roth et al., 2015). The individuals consider his/her "in-group" as the group that he/she is identified with, while all other groups are considered as "out-groups" (Turner, 2010, as cited in Zeugner-Roth et al., 2015). According to Zeugner-Roth et al. (2015), studies conducted in the past have identified that even the smallest of differences (like the preference for a particular color) could impact to the creation of different social groups.

The theory of Social Identity is relevant to this study as consumers may have ethical and social values that may attach them to a company following CSR initia-

tives. These initiatives may ignite their self-esteem and consequently make them identify with the company. This in turn may develop loyalty, and support towards such businesses in the form of their purchasing behaviour. This theory has been widely used in that have analyzed consumer behaviour studies (Akbarov, 2021; Cheah et al., 2016; Shankarmahesh, 2006; Zeugner-Roth et al., 2015) and therefore, underpins the current study as well. Moreover, related studies such as Ma et al. (2021), have adopted the social identity theory as the main theoretical framework. Therefore, by being in line with such related studies, the current study has also considered social identity theory as the main theory.

Consumer Awareness

Bhattacharya and Sen (2004) mentioned that the induction of positive behaviours from customers through CSR requires them to be aware of the company's CSR initiatives, as consumers may evaluate products using the information that they consumer is aware of (Brown & Dacin, 1997). Furthermore, Bianchi et al. (2017) found that perceived CSR had a sizeable impact on purchase intentions. This finding confirms how important it is to communicate and make consumers aware of the CSR initiatives undertaken by the company. CSR when communicated to the consumers will not only act as a strategic tool but also help to develop brand image, customer satisfaction, and loyalty all of which can influence a positive reaction toward purchase intention, which can ultimately lead to positive purchase decisions (Bianchi et al., 2017).

Sharma et al. (2018) also revealed that if consumers were aware of a company's CSR activities, they would be more likely to choose the firm's products over others. Therefore, the study mentioned that organizations may be able to develop their brands through the communication of their CSR initiatives, and that would ultimately lead to the maximization of prof-

its. Sharma et al. (2018) also stated that one of the most influential variables about CSR's impact on purchasing behaviour, was consumer awareness. Therefore, managers must take measures to arouse the moral values of consumers while educating them and making them aware of the CSR initiatives undertaken. Accordingly, it appears that the awareness held by consumers about CSR initiatives is important for it to effect on the purchase intentions

Consumer Ethnocentrism

'Ethnocentrism' was a sociological concept that was introduced by Sumner in 1906. According to Sumner, ethnocentrism was where a group of people viewed everything with their group as the focal point, with others were viewed in comparison to them, while the group in consideration had pride in themselves and the other group was looked down upon (Sumner, 1907). Bizumic (2018) stated that it is a misapprehension that causes ethnocentric parties to believe that their culture is of a higher status than other cultures. This concept was adapted to introduce the concept of 'consumer ethnocentrism' which is related to the morality concerning the consumption of domestic and foreign products (Shimp & Sharma, 1987). Shimp and Sharma (1987) were also the pioneers in devising a tool to measure the ethnocentric tendencies of consumers in their decision to purchase domestic or foreign goods.

Shimp and Sharma (1987) further emphasized the fact that consumers with ethnocentric tendencies have a habit of rejecting foreign goods as they believe it will be detrimental to the domestic economy and will also cause unemployment. Conversely, the study stated that non-ethnocentric consumers evaluate products without any bias as to the Country of Origin (COO). According to Abdalrahman et al. (2018), highly ethnocentric consumers tend to purchase and support domestic products while rejecting foreign

ones as they believe they have a sense of duty toward their nation to support its economy. However, it was also mentioned that this was only applicable when the product category had available domestic alternatives to foreign products. Highly ethnocentric consumers were even found to reject foreign goods even though they were of higher quality when compared to domestic alternatives (de Nisco, 2016).

Although consumer ethnocentrism is mostly seen in developed countries (Renko, et al., 2012), there are studies (Nadiri & Tumer, 2011; Salman & Naeem, 2015) that confirm the existence of ethnocentric tendencies in developing countries as well. These ethnocentric tendencies observed in developing economies could change (Abdalrahman et al., 2011), especially as a result of increased globalization (González-Cabrera & Trelles-Arteaga, 2021). Akbarov (2021) also stated that the ethnocentric tendencies of consumers changed across product categories, from each country of origin, and from time to time.

Furthermore, it is worth noting that consumer ethnocentric tendencies vary according to demographic characteristics as well. Demographic variables such as age, gender, education, and income level are some variables that are mostly used in analysis of consumer ethnocentrism (Muchandiona et al., 2021). In this regard, ethnocentric tendencies were found to be highest in older consumers (Abdalrahman et al., 2018; Bizumic, 2018). Watson and Wright (2000) found out that high ethnocentric levels were found in females, older, and less educated respondents. This finding is similar to the findings of Muchandiona et al. (2021). Sharma et al. (1995) also attested to the fact that there is a negative relationship between consumer ethnocentrism levels and income, as well as education. However, Sililiand Karunarathna's (2014) study found that Sri Lankan males exhibit

a higher ethnocentric tendency when purchasing domestic products when compared to females.

On a similar note, Vuoung and Giao (2019), have found the moderating effect of consumer ethnocentrism between perceived brand globalness and consumer purchase intention. Hence, the current study has also considered consumer ethnocentrism as a moderator on the relationship between CSR initiatives of MNEs and the purchase intention of consumers.

Corporate Social Responsibility

Carrol (1991) was the pioneer in introducing the concept of Corporate Social Responsibility (CSR). He introduced a pyramid-shaped structure with economic, legal, ethical, and philanthropical dimensions. In addition to the dimensions above, the environmental dimension is also gaining increasing attention of customers as they believe that companies should engage in environmentally friendly practices (Sardianou et al., 2012).

Amini and Beinstock (2014) emphasized the fact that the companies that integrate CSR into their business are the most advanced companies, which could be because companies are paying attention to the demands of stakeholders, as satisfying them ultimately determines the success or failure of companies. This is emphasized through the United Nations (UN) Global Compact – Accenture Chief Executive Officer (CEO) Study, where 93 percent of the participating 766 CEO's have mentioned that CSR was a critical success factor for their firms (Cheng et al., 2011). The importance of incorporating CSR activities is evident by the fact that 90 percent of the Fortune-500 companies engaged in CSR initiatives (Luo & Bhattacharya, 2006). It was also pointed out by Sharma et al. (2018) that the most profitable companies would be the ones that are sustainable, as consumers would be willing to spend on products of com-

panies engaging in sustainable practices with the intention of giving back to society.

Mohr et al. (2001) stated that there was a significant proportion of customers who were concerned with the CSR initiatives that a company undertakes when making purchasing and investing decisions. In addition, this study stated that businesses can achieve their objectives simultaneously while being philanthropical. Therefore, companies should take care to understand what customers expect from them, and engage in CSR with pure intentions to give back to society, while not compromising key product cues to initiate a successful CSR policy (Mohr et al., 2001).

Hypotheses Development

The Theory of Social Identity (Tajfel, 1982) has been widely incorporated in many scholarly articles when explaining the behavior of consumers with organizations that engage in CSR initiatives (Ma et al., 2021). CSR leads to consumers identifying with the company engaging in CSR, which ultimately leads to positive behavioural actions (Sen & Bhattacharya, 2004). Adding to this fact, Liiand Lee (2011) also stated the fact that the strategic management of the social identity of a company may cause consumers to identify with the company, and in turn inspire positive behaviour in terms of purchases. Accordingly, the following hypothesis has been proposed;H1: There is a positive relationship between CSR and consumer purchase intention.

Ma et al. (2021) stated that one reason companies engage in CSR initiatives is to grab the attention of consumers, and in line with the Social Identity Theory, consumers being engaged and aware of the company's CSR activities helps spread good word about the company while developing a positive perception among consumers. This study also stated that as consumers identify with the company,

they begin to back the company and give their support. Sen and Bhattacharya (2004) noted that consumer awareness is essential to invoke positive behaviors and reactions to CSR, and therefore the following hypothesis has been proposed;H2: Consumer awareness mediates the relationship between CSR and consumer purchase intentions

According to Bizumic (2018), one of the fundamental social identities that have been present for a long time is "ethnicity". "Ethnicity" can be regarded as a significant social identity as it satisfies fundamental emotional needs (McCauley, 2008, as cited by Bizumic, 2018), and also because it has evolved over a long period over generations (Rushton, 2005). Moreover, the concepts of ethnocentrism (Bizumic, 2018), and consumer ethnocentrism (Huang et al., 2010), originate through the social identity created through "ethnicity". According to Bizumic (2008), with the evolution of mankind, people have developed a mindset in which they consider their "in-group" superior when compared with the "out-groups", and consumer ethnocentrism will reinforce the notion of ethnocentrism, whereby individuals will prefer products of their "ingroup" (home country) over products of "out-groups" (foreign countries). Therefore, consumer ethnocentrism will be positively related to the purchase of domestic products (Salman & Naeem, 2015), and will be negatively related to the purchase of foreign products (Cheah et al., 2016) as the purchase of foreign products might be detrimental to the local economy (Shimp & Sharma, 1987). Therefore, in the context of this study, consumer ethnocentrism may moderate the relationship between CSR initiatives of MNEs and consumer purchase intentions of MNE products (foreign products), as it can negatively affect this relationship. Considering the above facts and findings, the following hypothesis has been proposed;H3: Consumer ethnocentrism moderates the

relationship between CSR initiatives of MNEs and consumer purchase intention of MNEs products. Therefore, the relationships which are elaborated under these hypotheses can be illustrated in Figure 1.

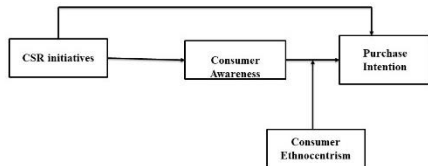


Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

This study has adopted a quantitative methodology based on positivist epistemology. Accordingly, an online self-administered questionnaire was distributed among a convenience sample of 183 consumers above the age of 18 years. The sample, sample size, and convenience sampling method of the current study can be aligned with similar studies that have been conducted in Sri Lanka (Karunaratne & Wanninayake, 2019; Silili & Karunaratna, 2014). Further convenience sampling is frequently used in consumer behaviour related studies (Safeer et al., 2020). As justified in the introduction and literature review sections, consumer awareness is identified as a mediating variable similar to Surainto et al. (2020), while consumer ethnocentrism has been considered as a moderating variable (Teng, 2020). Further in operationalising the variables of the current study, items in the questionnaire were adopted from Singh et al. (2007), for 'Purchase Intention' (the dependent variable), items relating to 'Consumer Awareness' (mediating variable) were adopted from Rousseau and Venter (1995), while 'Consumer Ethnocentrism' (moderating variable) related items were adopted from Sharma (2015) and 'Corporate Social Responsi-

bility' (independent variable) related items were adopted from Maignan (2001). All items in the questionnaire except the demographic variables were measured using a seven-point Likert Scale, with 1 being "strongly disagree", 2 being "disagree", 3 being "slightly disagree", 4 being "neither agree nor disagree", 5 being "slightly agree", 6 being "agree", and 7 being "strongly agree".

DATA ANALYSIS

Data Profile

After sharing the questionnaire, 185 responses were received, however, after removing missing data as part of the data cleaning process, only 183 responses were considered. The questionnaire was shared based on a convenience sampling method whilst taking care to obtain responses without any bias of gender, age, income, and education. Table 1 presents the attributes of the respondents.

Table 1: Sample Attributes

Attribute	Detail	Frequency
Gender	Male	91
	Female	92
Age	18 to 24	70
	25 to 39	52
	40 to 54	54
	55 and above	17
Income	Less than 17133	32
	17133 to 35000	17
	35001 to 79000	58
	Above 79000	86

Education	Ordinary Lev-	2
	el	11
	Advanced	55
	Level	55
	Undergraduate	60
	Graduate	
	Post graduate	

Multivariate Assumptions

In considering the multivariate assumptions of normality, homoscedasticity, and multicollinearity, all coefficients of skewness and kurtosis are less than 1 which indicates normality (Klein, 2005). Next, in terms of measuring homoscedasticity, the residuals are randomly distributed without having a systematic pattern with an equal spread of residuals around the 0 point. Therefore, residuals are not powerful and there is no heteroscedasticity. Finally, in terms of multicollinearity, the Collinearity statistics indicate that there is no multicollinearity problem and independent variables are not highly or perfectly correlated, as the VIF are all less than 10.

Reliability

This study has incorporated existing scales to be used in the survey. Although this study has used existing scales, there is an expectation to report the reliability of the scales used in the study (Iacobucci & Duhachek, 2003). For the purpose of testing the internal consistency and reliability of the summed-up scales, the researcher has considered Cronbach's Alpha, which is the most popular method of reliability analysis (Iacobucci & Duhachek, 2003). The results of the Cronbach Alpha test are given in Table2.

Table 2: Cronbach Alpha - Reliability Tests

Variable	Cronbach's Alpha	Number of Items
Purchase In-	0.871	5
tention	0.882	7
Consumer Awareness	0.931	24
Consumer Ethnocentrism	0.936	16
Corporate So-		
cial Responsi-		
bility		

The Cronbach's Alpha value for the scale employed to test purchase intentions have yielded a value of 0.871, while the consumer awareness scale, consumer ethnocentrism scale, and Corporate Social Responsibility scale have scores of 0.882, 0.931, and 0.936 respectively. A Cronbach's Alpha value of 0.7 is considered to be sufficient to guarantee the internal consistency of summed-up scales used in the study (Nunnally, 1978). Operationalization of variables has been carried out with the use of a 7-point Likert scale. As there is internal consistency in all scale items, no items have been dropped.

Validity of the Regression Model

The effect of individual factors on purchase intention has been tested through the application of the Classical Linear Regression Model (CLRM). Table 3 provides the results of the model summaries.

Table 3: Model Summaries - Factors Affecting Purchase Intentions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.632	.399	.389	.51344	2.144

Note. Predictor variables include CSR, CE, and CA

against Dependent variable PI.

According to the model summaries given in Table 4, the coefficient of determination (R Square) is 0.399. This indicates the proportion of the dependent variable (purchase intention) explained by the regression model (Nagelkerke, 1991). The Rsquared statistic is useful to determine the effectiveness of the multiple regression model, and a value of over 0.3 is considered to be sufficient (Freund & Wilson, 2003). Thus, this model is effective as the R squared value is 0.399. Freund and Wilson (2003) also point out that the R squared value may be overvalued if there are a smaller number of observations and a high number of independent variables, and therefore the adjusted R squared value should also be taken into account when determining the effectiveness of the regression model. However, there is not much of a difference between the R squared and adjusted R squared values. This suggests that no unnecessary independent variables have been included, and 38.9% of the variation in purchase intentions have been explained by the model.

The multiple correlation coefficient is used to evaluate the degree to which the dependent variable predicts the dependent variable (Abdi, 2007). The multiple correlation is 0.632, and thus indicates how the independent variables jointly correlate with purchase intentions. As the value is 0.632, the CSR, consumer awareness, and consumer ethnocentrism variables jointly correlate with the pur-

chase intention variable. As all these variables are jointly related, no variable is skipped in the analysis.

The results of the regressions ANOVA are given in Table 4.6. The probability of the F statistic is 0.000. This means that it is highly significant and the regression model is jointly highly significant, and is therefore an appropriate model. The variables, CSR, consumer awareness, and consumer ethnocentrism, jointly affect the purchase intention variable. In addition to this, the Durbin Watson Statistic is 2.144, and hence the residuals are independent, as the value is between 1.5 and 2.5.

Table 4: Regressions ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	31.301	3	10.434	39.579	.000
Residual	47.188	179	.264		
Total	78.489	182			

Note. Predictor variables CSR, CA, and CE have been presented against dependent variable PI

The effect of individual variables on the dependent variable is given in the Table 5

Table 5: Coefficients- Individual's Effect

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Standard Error			
(Constant)	1.971	.456		4.324	.000
CA	.400	.053	.475	7.578	.000
CE	-.044	.046	-.056	-.963	.337
CSR	.312	.073	.270	4.296	.000

Note. Dependent variable PI

The probability of consumer awareness is also highly significant as the significance value is 0.000. The individual Beta value is 0.400. Therefore, consumer awareness also has a highly significant positive effect on purchase intention. However, consumer ethnocentrism is individually insignificant as the significance value is 0.337, but has a joint influence with other variables.

According to the standardized coefficients of Beta (B), researcher ordered the effect of these variables. Consumer awareness is the most influential factor as it has the highest absolute standardized beta coefficient of 0.400. The second most influential factor is the CSR variable which has a beta coefficient of 0.312. The least influential is consumer ethnocentrism with a beta coefficient of -0.044.

Hypotheses Testing

This section analyses the research hypotheses that have been proposed in the study to accomplish the research objectives of determining whether there is an impact of CSR initiatives of MNEs on the purchase intentions of consumers, examine whether there is a mediating effect of consumer awareness in the relationship between Corporate Social Responsibility initiatives of Multinational Enterprises and consumer purchase intentions, and to ascertain whether consumer ethnocentrism moderates the relationship between consumer awareness of CSR initiatives of MNEs and consumer purchase intentions. The three hypotheses have been tested with the use of Correlation Analysis, the Sobel Test, and the Moderator Regression Analysis respectively, and are presented below.

Positive relationship between CSR and consumer purchase intention

The researcher has analyzed the relationship between CSR and purchase intentions as shown in Table 6, with the use of Pearson's Correlation Analysis.

Table 6: Correlations Analysis – Relationship Between Purchase Intention and Other Variables

		PI
CA	Pearson Correlation	.579**
	Sig. (2-tailed)	.000
	N	183
CE	Pearson Correlation	-.042
	Sig. (2-tailed)	.574
	N	183
CSR	Pearson Correlation	.448**
	Sig. (2-tailed)	.000
	N	183

Note. ** indicates significance at p=0.000

The correlation coefficient provides an inference about the strength of two variables (Freund & Wilson, 2003). According to the Correlation Analysis, the coefficient of correlation of these two variables, is 0.448, which indicates that there is a highly significant, positive, and moderate relationship between CSR and purchase intentions. The probability of a relationship between purchase intention and CSR is 0.000. therefore, this relationship is highly significant as the probability is less than 1%. This suggests that the increase in CSR initiatives of MNEs increases consumer purchase intentions. Therefore, we can accept the first research hypothesis; H1: There is a positive relationship between CSR and consumer purchase intention.

Consumer Awareness Mediates the Relationship Between CSR and Consumer Purchase Intentions

A variable is said to “function as a mediator to the extent that it accounts for the relation between the predictor and the criterion” (Barron and Kenny, 1986, p.1176). The mediating effect of consumer awareness on the relationship between CSR and consumer purchase intentions has been analyzed with the use of the Sobel Test, as this is a popular method of testing mediation effects (Koopman et al, 2014). Table 7 shows the evaluation of the significance of the relationship between CSR and purchase intentions using simple regression. Consequently, the Sobel Test was carried out.

Table 7: Effect of CSR on Purchase Intention

Model	Unstand-ardized Coeffi-cients	Stand-ardized Coeffi-cients	t	Sig.
	B	Std. Error	Beta	
1 (Con-stant)	2.850	.472		6.043 .000
			.448	
CSR	.518	.077		6.748 .000

Note. Dependent Variable PI

As there was a highly significant relationship between the two variables, further simple regression analyses were carried out to determine the beta values and standard errors of the relationships between CSR and consumer awareness as depicted by table 4.10, and consumer awareness and purchase intentions as depicted by the Table8.

Table 8: Effect of CSR on Consumer Awareness

Mod el	Unstand-ized Coeffi-cients	Stand-ardize d Coef-fi-cients	t	Sig.
	B	Std . Error	Beta	
1 (Con-stant)	2.532	.579		4.372 .000
			.382	
CSR	.524	.094		5.565 .000

Note. Dependent Variable CA

Table 9: Effect of Consumer Awareness on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.221	.296		10.895	.000
CSR	.488	.051		9.556	.000

Note. Dependent Variable PI

The Sobel Test returned a value of 4.817. This value falls under the rejection region according to the normal distribution under 5% confidence. Therefore, H2: Consumer awareness mediates the relationship between CSR and consumer purchase intentions, and is accepted.

Further analyses were carried out to determine if the mediating effect identified above is of partial or full effect. For this purpose, the Sobel Test was evaluated by taking consumer awareness variable as the independent variable, the CSR variable as the mediating variable, and the purchase intention variable as the dependent variable. Tables 10, 11 and 12 represent the beta values and standard error values that were obtained similar to the above process.

Table 10: Effect of Consumer Awareness on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.221	.296		10.895	.000
CSR	.488	.051		9.556	.000

Note. Dependent Variable PI

Table 11: Effect of Consumer Awareness on CSR

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.523	.290		15.584	.000
CSR	.279	.050		5.565	.000

Note. Dependent Variable CSR

Table 12: Effect of CSR on Purchase Intentions

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	2.850	.472		
			6.043	.000
CS	.518	.077		
			6.748	.000
CA				
Moderator				

Note. Dependent Variable PI

The Sobel Test returned a value of 4.295, which falls under the rejection region of a normal distribution with 5% confidence. Hence, we can conclude that the mediating effect of consumer awareness on the relationship between CSR and purchase intentions is of a partial nature.

Consumer Ethnocentrism Moderates the Relationship Between CSR Initiatives of MNEs and Consumer Purchase Intentions of MNEs Products

A moderator variable is a “qualitative or quantitative variable that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable” (Barron & Kenny, 1986, p.1174). Table 13 provides the analysis of the moderating effect of consumer ethnocentrism on the relationship between consumer awareness and purchase intentions that was carried out with the use of a moderator regression model.

The results of the moderator regression model suggest that the P value of moder-

ator is insignificant. This means that we can accept the null hypothesis, meaning there is no moderator effect. Therefore, there is insufficient evidence to accept H3: Consumer ethnocentrism moderates the relationship between CSR initiatives of MNEs and consumer purchase intention of MNEs products.

Table 13: Individual Beta Values of Moderator Regression Model

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	1.790	.445		
			4.027	.000
CS	.311	.073	.269	
			4.252	.000
CA	.405	.053	.481	
			7.579	.337
Moderator	.018	.042	.026	
			.430	.000

Note. Dependent variable PI

DISCUSSION

Discussion of Hypotheses

Relationship Between CSR and Consumer Purchase Intentions

The first hypothesis attempts to analyze if CSR initiatives of MNEs have a positive effect on the purchase intentions of consumers. This research hypothesis facilitates the achievement of the chief research objective of the study; to identify the impact of CSR initiatives of MNEs on the purchase intentions of consumers. The results of the statistical tests conducted, confirm that there is a positive relationship between the CSR initiative

and consumer purchase intentions in line with existing literature (Bhattacharya & Sen, 2004; Gigauri, 2012; Smith, 1996). These responses align with the findings of Gigauri (2012), who tries to determine the factors that have an effect on the purchase intentions of consumers in Georgia with the use of self-administered questionnaires and quantitative data analyses. Therefore, it can be said that MNEs can induce positive customer reactions by pursuing CSR initiatives.

Mediating Effect of Consumer Awareness on the Relationship Between CSR and Consumer Purchase Intentions

This hypothesis was proposed to examine if the relationship in hypothesis 1 is mediated by consumer awareness. In line with previous studies such as Bhattacharya and Sen (2004), who tried to determine the consumer reactions of CSR as well as the objectives of companies when implementing CSR, there was enough evidence to accept that consumer awareness partially mediates the relationship between CSR and consumer purchase intentions. This fact is in line with previous studies such as Carrigan and Attalla (2001), who try to determine the role of company ethics and communication of such initiatives in purchase behavior, and indicate that only a few customers chase after such information. Therefore, it is essential that CSR information of companies is made available to customers with ease in order to influence their purchase intentions.

Consumer Ethnocentrism Moderates the Relationship Between Consumer Awareness of CSR Initiatives of MNEs and Consumer Purchase Intention of MNE Products

This hypothesis helps to understand if consumer ethnocentrism moderates the relationship between consumer awareness of CSR and consumer purchase intentions. The results of the statistical tests indicated insignificant results, and thus

there was insufficient evidence to accept this hypothesis. This finding might be different from studies such as Vuoung and Giao (2019), which have found the moderating effect of consumer ethnocentrism between perceived brand globalness and consumer purchase intention. In addition to this, the responses of the sample indicate that the respondents had slightly low ethnocentrism levels. Therefore, no sufficient evidence was found to indicate that consumer ethnocentrism affected the purchase intentions of MNE products in the Sri Lankan context.

Implications to theory and practice

In terms of theoretical implications, there seems to be a dearth of research on CSR and MNEs due to the difficulties associated with the definition of the concept of CSR (Rodriguez et al., 2006). Therefore, this study will contribute to expanding the existing literature on consumer responses to CSR initiatives of companies (Bhattacharya & Sen, 2004; Chaudhary & Ali, 2016; Gigauri, 2012; Maignan, 2001; Mohr et al., 2011; Smith, 1996; Tian et al., 2011). In addition to this, the present study will also extend the literature (Akbarov, 2021; Brewer, 1979; Brown, 2000; Shankarmahesh, 2006; Sen & Bhattacharya, 2004; Tajfel, 1974; Zeugner-Roth et al., 2015) associated with the underlying theory of the study, namely, the Theory of Social Identity. Furthermore, this study will help expand the existing literature on consumer ethnocentrism (Abdalrahman et al. 2018; Akbarov, 2021; Bizumic, 2018; de Nisco, 2016; Hersche, 1992; Klein et al., 2006; Nadiri & Tumer, 2011; Renko et al., 2012; Salman & Naem, 2015; Shimp & Sharma, 1987; Silili & Karunarathna, 2014; Tabassi, 2012; Watson & Wright, 2000) and also on MNEs (Akdogan et al., 2012; Campbell et al., 2011; Karunaratne & Wanninayake, 2018; Kolk et al., 2015; Netemeyer, 1991; Weerasekera, 2021; Wijayasinghe & Sachitra, 2021).

In terms of managerial implications of this study, the findings would assist managers to devise specific marketing campaigns based on their CSR initiatives as a strategic tool to positively influence the behavior of consumers. Additionally, the insights into consumer preferences would be useful for both managers of MNEs and domestic companies for promotional campaigns. Managers of domestic companies can also take insight from the present study when devising their promotional campaigns, to not emphasize the 'Sri Lankan' nature of their products as the respondents have a low level of consumer ethnocentrism. Furthermore, MNEs can advertise their foreign goods as status symbols to convey their high quality and value, when compared to local products.

Limitations and avenues for future research

Although there is evidence on people spend more on ethically, socially, and environmentally friendly products, there are some studies that indicate an attitude-behavior gap (Gupta & Ogden, 2006). Hence, future studies can examine the effect of CSR initiatives on purchase decisions, rather than on purchase intentions to eliminate this gap. Moreover, the generalizability of this study can be affected due to the smaller sample size, accordingly, future studies can improve the sample size and technique to obtain better outcomes in generalizability in a diverse country such as Sri Lanka.

In addition to that, qualitative aspects can also be incorporated when collecting data to obtain an in-depth analysis based on the opinions of consumers. The study collects data at a point in time and hence may not provide for the formation of a causal relationship (Ma et al., 2021). Therefore, it would be advisable if future research could move its focus towards gaining an in-depth understanding of consumers and constructs of the study

with the use of a qualitative method of analysis (Seers, 2011).

CONCLUSION

Studies have indicated that MNEs increasingly use CSR initiatives to increase their legitimacy in host countries (Weerasekera, 2021). This study has, therefore, been formulated to examine if CSR initiatives of MNEs have an impact on consumer purchase intentions in the context of Sri Lanka. In addition to this, the researcher has also analyzed the mediating effect of consumer awareness on the relationship between CSR and purchase intentions, while also examining the moderating effect of consumer ethnocentrism on the relationship between consumer awareness of CSR and purchase intentions. This research extends the existing literature available on CSR and consumer purchase behavior as well as on the Theory of Social Identity.

Two of the three hypotheses that were proposed in order to achieve the research objectives, were supported, while the other had insufficient evidence for its support. Analyses of responses of an online survey questionnaire distributed among 183 consumers was used for the purpose of gaining evidence to support the proposed hypotheses. The first hypothesis was tested with the use of correlation analyses. Thereby, it was found that there was a positive relationship between CSR initiatives of MNEs and consumer purchase intentions. The second hypothesis was tested through the Sobel test, out of which sufficient evidence was present to conclude that there was a partial moderating effect of consumer ethnocentrism on the relationship between CSR and consumer purchase intentions. Moderator Regression Analysis was used to test whether consumer ethnocentrism moderates the relationship between consumer awareness of CSR and consumer purchase intentions. However, the final

hypothesis was not supported due to insufficient evidence.

A two-fold consideration of implications can be identified with regard to this study. Firstly, the present study advances existing literature on the Theory of Social Identity, and the CSR initiatives of MNEs. Secondly, the study has several practical implications on managers. Some such implications are the useful insights on Sri Lankan consumer attitudes towards CSR and its impact on consumer purchase intentions, their preferences and levels of consumer awareness of CSR initiatives, and their levels of consumer ethnocentricity and its effect on consumer purchase intentions. The study emphasizes the need for using CSR as a strategic tool to enhance and induce positive consumer behaviors, while mentioning the importance of communicating CSR initiatives, and promoting the products possibly as status symbols.

REFERENCES

- Abdalrahman, M., Fehér, I., & Lehot, J. (2018). The influence of consumer ethnocentrism on consumer purchase intention of domestic food products. *GazdaságÉsTársadalom*, 3–4, 126–140. <https://doi.org/10.21637/gt.2018.3-4.08>
- Abdi, H. (2007). Multiple correlation coefficient. *Encyclopedia of Measurement and Statistics*, 1–8. <https://personal.utdallas.edu/~Herve/Abdi-MCC2007-pretty.pdf>
- Abeynayake, N. R., Marasinghe, M. P. Y. D., & Anjalee, G. H. I. (2015). Do consumers care about corporate social responsibility? An empirical investigation in Colombo district, Sri Lanka. *International Journal of Novel Research in Marketing Management and Economics*, 2(1), 49–54.
- Aguilar-Rodríguez, I. E., & Arias-Bolzmán, L. G. (2021). Lifestyle and purchase intention: The moderating role of education in bicultural consumers. *Journal of International Consumer Marketing*, 31(1), 20–38. <https://doi.org/10.1080/08961530.2021.2020702>
- Akbarov, S. (2021). Consumer ethnocentrism and purchasing behavior: moderating effect of demographics. *Journal of Islamic Marketing*, 13(4), 898–932. <https://doi.org/10.1108/jima-02-2020-0047>
- Akdogan, M., Ozgener, S., Kaplan, M., & Coskun, A. (2012). The effects of consumer ethnocentrism and consumer animosity on the re-purchase intent: The moderating role of consumer loyalty. *Emerging Markets Journal*, 2(1), 1–12. <https://doi.org/10.5195/emaj.2012.15>
- AlAnazi, A. A., Shamsudin, F. M., & Johari, J. (2016). Linking organizational culture, leadership styles, human resource management practices and organizational performance: Data screening and preliminary analysis. *American Journal of Management*, 16(1), 70–79. http://www.na-businesspress.com/AJM/AlAnaziAA_Web16_1_.pdf
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bhattacharya, C., & Sen, S. (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9–24. <https://doi.org/10.2307/41166284>

- Bizumic, B. (2019). Effects of the dimensions of ethnocentrism on consumer ethnocentrism. *International Marketing Review*, 36(5), 748–770. <https://doi.org/10.1108/imr-04-2018-0147>
- Brewer, M. B. (1979). In-group bias in the minimal intergroup situation: A cognitive-motivational analysis. *Psychological Bulletin*, 86(2), 307–324. <https://doi.org/10.1037/0033-2909.86.2.307>
- Brunjes, K. (2021, October 14). *Age Range by Generation*. Beresford Research. <https://www.beresfordresearch.com/age-range-by-generation/>
- Campbell, J. T., Eden, L., & Miller, S. (2011). Multinationals and corporate social responsibility in host countries: Does distance matter? *SSRN Electronic Journal*, 84–106. <https://doi.org/10.2139/ssrn.1928016>
- Carrigan, M., & Attalla, A. (2001). The myth of the ethical consumer – Do ethics matter in purchase behaviour? *Journal of Consumer Marketing*, 18(7), 560–578. <https://doi.org/10.1108/07363760110410263>
- Charindra, (2020, October 17). *Why CSR is being phased out for greater “impact.”* The Morning - Sri Lanka News. <https://www.themorning.lk/why-csr-is-being-phased-out-for-greater-impact/>
- Chaudhary, S., & Ali, M. (2016). The spillover effect of CSR initiatives on consumer attitude and purchase intent: The role of customer-company identification with the moderating effect of awareness. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 10(2), 368–387. <https://hdl.handle.net/10419/188258>
- Cheah, I., Phau, I., Kea, G., & Huang, Y. A. (2016). Modelling effects of consumer animosity: Consumers’ willingness to buy foreign and hybrid products. *Journal of Retailing and Consumer Services*, 30, 184–192. <https://doi.org/10.1016/j.jretconser.2016.01.018>
- Cheng, B., Ioannou, I., & Serafeim, G. (2011). Corporate social responsibility and access to finance. *SSRN Electronic Journal*, 1–43. <https://doi.org/10.2139/ssrn.1847085>
- Daily FT. (2020, April 24). *Nestlé contribution to battle COVID-19 reaches Rs. 50m*, Daily FT. *Daily FT*. <https://www.ft.lk/CSR-Events/Nestl%C3%A9-contribution-to-battle-COVID-19-reaches-Rs-50-m/38-699159>
- Daily Mirror. (2020, April 10). *Unilever Sri Lanka commits Rs. 35 million towards Covid-19 relief efforts - Press releases*, Daily Mirror. <https://www.dailymirror.lk/Press-Releases/Unilever-Sri-Lanka-commits-Rs-35-million-towards-Covid-19-relief-efforts/335-186487>
- Daily Mirror. (2020, April 29). *Coca-Cola pledges Rs. 130 Million to ‘make a difference’ in Sri Lanka’s fight against COVID-19*, Daily Mirror. *Daily Mirror*. <https://www.dailymirror.lk/Press-Releases/Coca-Cola-pledges-Rs-130-Million-to-Make-a-Difference-in-Sri-Lankas-fight-against-COVID-19/335-187432>
- Dain, S. (2016, May 27). *Local companies have to make CSR count*, Daily FT. <https://www.ft.lk/Front-Page/local-companies-have-to-make-csr-count-experts/44-544390>
- de Nisco, A., Mainolfi, G., Marino, V., & Napolitano, M. R. (2016). Effect of economic animosity on consumer ethnocentrism and product-country images. A binational study on the perception of Germany during the Euro crisis. *European Management Journal*, 34(1), 59–68.

- <https://doi.org/10.1016/j.emj.2015.09.003>
- Fernando, S., & Lawrence, S. (2015, January). *CSR practices: A comparison between a developed and a developing country* [Conference paper]. Proceedings of the environmental and sustainability management accounting network (eman) global conference 2015.
- Freund, R. J., & Wilson, W. J. (2003). *Statistical Methods* (2nd ed.) [E-book]. Academic Press. Retrieved June 26, 2022, from https://fmipa.umri.ac.id/wp-content/uploads/2016/03/Rudolf_J._Freund_William_J._Wilson_Statistical_BookZZ.org_.pdf
- Klein, G. J., Ettenson, R., & Krishnan, B. C. (2006). Extending the construct of consumer ethnocentrism: When foreign products are preferred. *International Marketing Review*, 23(3), 304–321. <https://doi.org/10.1108/02651330610670460>
- Gigauri, I. (2012). Impact of corporate social responsibility on consumer purchase decision. *American-Eurasian Journal of Scientific Research*, 7(5), 207–211. <https://doi.org/10.5829/idosi.aejsr.2012.7.5.1110>
- González-Cabrera, C., & Trelles-Arteaga, K. (2021). Consumer ethnocentrism and purchasing intention in developing countries. *Retos Revista de Ciencias de La Administración y Economía*, 11(21), 165–179. <https://doi.org/10.17163/ret.n21.2021.10>
- Gupta, S., & Ogden, D. T. (Eds.). (2006). *The attitude-behavior gap in environmental consumerism*. APUBF.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate Data Analysis (7th Edition)*. Pearson.
- Herche, J. (1992). A note on the predictive validity of the CETSCALE. *Journal of the Academy of Marketing Science*, 20(3), 261–264. <https://doi.org/10.1007/bf02723413>
- Hoang, X. L., Nguyen, T. K. C., Ly, H. M., Luong, T. T., & Nguyen, T. T. Q. (2020). The moderating role of CSR associations on the link between brand awareness and purchase intention. *The Journal of Asian Finance, Economics and Business*, 7(6), 233–240. <https://doi.org/10.13106/jafeb.2020.vol7.no6.233>
- Huang, Y. A., Phau, I., Lin, C., Chung, H. J., & Lin, K. H. C. (2008). Allocentrism and consumer ethnocentrism: The effects of social identity on purchase intention. *Social Behavior and Personality: An International Journal*, 36(8), 1097–1110. <https://doi.org/10.2224/sbp.2008.36.8.1097>
- Iacobucci, D., & Duhachek, A. (2003). Advancing alpha: Measuring reliability with confidence. *Journal of Consumer Psychology*, 13(4), 478–487. https://doi.org/10.1207/s15327663jcp1304_14
- Karunaratne, L., & Wanninayake, W. (2019). Consumer ethnocentrism and Its influence on impulsive buying behavior in Sri Lankan milk powder market: The moderation effect by the consumer impulsiveness traits. *Kelaniya Journal of Management*, 7(2), 1–14. <https://doi.org/10.4038/kjm.v7i2.7574>
- Kaynak, E., & Kara, A. (2002). Consumer perceptions of foreign products. *European Journal of Marketing*, 36(7/8), 928–949. <https://doi.org/10.1108/03090560210430881>
- Khan, S., Rashid, A., Rasheed, R. & Amirah, N. A. (2021). Designing a

- knowledge-based system (KBS) to study consumer purchase intention: the impact of digital influencers in Pakistan. *Sustainability*, 15(4), 2878. <https://doi.org/10.3390/su15042878>
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89. <https://doi.org/10.2307/1251805>
- Kolk, A., Dolen, W. V., & Ma, L. (2015). Consumer perceptions of CSR: How is China different? *International Marketing Review*, 32(5), 492–517. <https://doi.org/10.1108/imr-03-2014-0091>
- Koopman, J., Howe, M., & Hollenbeck, J. R. (2014). Pulling the Sobel test up by its bootstraps. *Principles and Practice in Reporting Structural Equation Analyses. Psychological Methods*, 7(1), 224–244. <https://doi.org/10.1037/1082-989x.7.1.64>
- Kumar, A., Fairhurst, A., & Kim, Y. K. (2011). Ethnocentric tendencies of Indian consumers: impact on preference for domestic versus foreign products. *The International Review of Retail, Distribution and Consumer Research*, 21(4), 323–341. <https://doi.org/10.1080/09593969.2011.595496>
- Lii, Y. S., & Lee, M. (2011). Doing Right Leads to Doing Well: When the type of CSR and reputation interact to affect consumer evaluations of the firm. *Journal of Business Ethics*, 105(1), 69–81. <https://doi.org/10.1007/s10551-011-0948-0>
- Luo, X., & Bhattacharya, C. (2006). Corporate social responsibility, customer satisfaction, and market value. *Journal of Marketing*, 70(4), 1–18. <https://doi.org/10.1509/jmkg.70.4.1>
- Ma, R., Cherian, J., Tsai, W. H., Sial, M. S., Hou, L., & Álvarez-Otero, S. (2021). The relationship of corporate social responsibility on digital platforms, electronic word-of-mouth, and consumer-company identification: An application of Social Identity Theory. *Sustainability*, 13(9), 1–17. <https://doi.org/10.3390/su13094700>
- Maignan, I. (2001). Consumers' perceptions of corporate social responsibilities: A cross-cultural comparison. *Journal of Business Ethics*, 30, 57–72. <https://doi.org/10.1023/A:1006433928640>
- Marquina, P., & Morales, C. E. (2012). The influence of CSR on purchasing behaviour in Peru and Spain. *International Marketing Review*, 29(3), 299–312. <https://doi.org/10.1108/02651331211229778>
- Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45–72. <https://doi.org/10.1111/j.1745-6606.2001.tb00102.x>
- Morsing, M., Schultz, M., & Nielsen, K. U. (2008). The 'Catch 22' of communicating CSR: Findings from a Danish study. *Journal of Marketing Communications*, 14(2), 97–111. <https://doi.org/10.1080/13527260701856608>
- Nadiri, H., & Tümer, M. (2010b). Influence of ethnocentrism on consumers' intention to buy domestically produced goods: an empirical study in North Cyprus. *Journal of business Economics and Management*, 11(3), 444–461. <https://doi.org/10.3846/jbem.2010.22>
- Nagelkerke, N. J. D. (1991). A note on a general definition of the coefficient of determination. *Biometrika*, 78(3), 691–692.

- <https://doi.org/10.1093/biomet/78.3.691>
- Nestle Sri Lanka. (2024). *Press releases*. <https://www.nestle.lk/media/pressreleases>
- Netemeyer, R. G., Durvasula, S., & Lichtenstein, D. R. (1991). A cross-national assessment of the reliability and validity of the CETSCALE. *Journal of Marketing Research*, 28(3), 320. <https://doi.org/10.2307/3172867>
- Nunnally, J. C. (1978). *Psychometric Theory* (2nd ed.). McGraw-Hill.
- Papadopoulos, D., Dimitriadis, E., Chatzoudes, D., & Andreadou, O. (2011). The impact of corporate social responsibility (CSR) policies on perceptions and behavioral intention of Greek consumers. *Scientific Bulletin - Economic Sciences*, 10, 93–102. https://www.researchgate.net/publication/227486585_The_impact_of_Corporate_Social_Responsibility_CSR_policies_on_perceptions_and_behavioral_intention_of_Greek_consumers
- Ranasinghe, R., & L. (2020). Sri Lanka, the culturally diverse mobile tropical island: A review on ethnic and cultural conflict and postwar tourism mobilities. *International Journal of Asian Business and Information Management*, 11(3), 1–22. <https://doi.org/10.4018/ijabim.2020070108>
- Rodriguez, P. L., Siegel, D. S., Eden, L., & Hillman, A. (2006). Three lenses on the multinational enterprise: Politics, corruption and corporate social responsibility. *SSRN Electronic Journal*, 1–35. <https://doi.org/10.2139/ssrn.900544>
- Rosenbaum, M. S., & Wong, I. A. (2009). Modeling customer equity, SERVQUAL, and ethnocentrism: a Vietnamese case study. *Journal of Service Management*, 20(5), 544–560. <https://doi.org/10.1108/09564230910995134>
- Rushton, J. P. (2005). Ethnic nationalism, evolutionary psychology and Genetic Similarity Theory*. *Nations and Nationalism*, 11(4), 489–507. <https://doi.org/10.1111/j.1469-8129.2005.00216.x>
- Safeer, A. A., He, Y., Lin, Y., Abrar, M., & Nawaz, Z. (2021). Impact of perceived brand authenticity on consumer behaviour: An evidence from generation Y in Asian perspective. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-09-2020-1128>
- Salman, M., & Naeem, U. (2015). The impact of consumer ethnocentrism on purchase intentions: Local versus foreign brands. *Lahore Journal of Business*, 3(2), 17–34. <https://doi.org/10.35536/ljb.2015.v3.i2.a2>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson.
- Seers, K. (2011). Qualitative data analysis. *Evidence Based Nursing*, 15(1), 2. <https://doi.org/10.1136/ebnurs.2011.100352>
- Shankarmahesh, M. N. (2006). Consumer ethnocentrism: An integrative review of its antecedents and consequences. *International Marketing Review*, 23(2), 146–172. <https://doi.org/10.1108/02651330610660065>
- Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26–37. <https://doi.org/10.1007/bf02894609>
- Shimp, T. A., & Sharma, S. (1987). Consumer ethnocentrism: Construction and validation of the CETSCALE.

- Journal of Marketing Research*, 24(3), 280.
<https://doi.org/10.2307/3151638>
- Silili, E. P., & Karunaratna, A. C. (2014). Consumer ethnocentrism: Tendency of Sri Lankan youngsters. *Global Journal of Emerging Trends in E-Business, Marketing and Consumer Psychology*, 1(1), 1-15.
- Smith, N. C. (2003). Corporate social responsibility: Whether or how? *California Management Review*, 45(4), 52–76.
<https://doi.org/10.2307/41166188>
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53–66.
<https://doi.org/10.1080/10641734.2004.10505164>
- Surianto, M. A., Setiawan, M., Sumiati, S., & Sudjanto, S. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. *Management Science Letters*, 10(14), 3235-3242.
<https://doi.org/10.5267/j.msl.2020.6.015>
- Tabassi, S., Esmailzadeh, P., & Sambasivan, M. (2012). The role of animosity, religiosity and ethnocentrism on consumer purchase intention: A study in Malaysia toward European brands. *AFRICAN JOURNAL OF BUSINESS MANAGEMENT*, 6(23), 6890–6902.
<https://doi.org/10.5897/ajbm11.2867>
- Taghian, M., D'Souza, C., & Polonsky, M. (2015). A stakeholder approach to corporate social responsibility, reputation and business performance. *Social Responsibility Journal*, 11(2), 340–363. <https://doi.org/10.1108/srj-06-2012-0068>
- Taherdoost, H. (2019). What is the best response scale for survey and questionnaire design; Review of different lengths of Rating Scale / Attitude Scale / Likert Scale. *International Journal of Academic Research in Management*, 8(1), 1–10.
<https://hal.archives-ouvertes.fr/hal-02557308/document>
- Tajfel, H. (1974). Social identity and intergroup behaviour. *Social Science Information*, 13(2), 65–93.
<https://doi.org/10.1177/053901847401300204>
- Teng, W. (2020). Importance of corporate image for domestic brands moderated by consumer ethnocentrism. *Journal of Product & Brand Management*, 29(3), 257-272.
<https://doi.org/10.1108/JPBM-09-2018-2020>
- Tian, Z., Wang, R., & Yang, W. (2011). Consumer responses to corporate social responsibility (CSR) in China. *Journal of Business Ethics*, 101(2), 197–212.
<https://doi.org/10.1007/s10551-010-0716-6>
- Unilever Sri Lanka. (2024). Press releases.
<https://www.unilever.com.lk/news/press-releases/>
- Voung, B. N., & Giao, H. N. K. (2019). The impact of perceived brand globalness on consumers' purchase intention and the moderating role of consumer ethnocentrism: An Evidence from Vietnam. *Journal of International Consumer Marketing*, 32(1), 47-68.
<https://doi.org/10.1080/08961530.2019.1619115>
- Wang, T. (2017). Social identity dimensions and consumer behavior in social media. *Asia Pacific Management Review*, 22(1), 45–51.
<https://doi.org/10.1016/j.apmr.2016.10.003>
- Watson, J. J., & Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European Journal of Market-*

- ing, 34(9/10), 1149–1166.
<https://doi.org/10.1108/03090560010342520>
- Weerasekera, S. (2021), *Mitigating Liabilities of Foreignness: investigating the consumer legitimacy of post disaster philanthropy initiatives by Multi-National Enterprises* [Unpublished master's thesis], University of Colombo.
- Wei, Y. (2008). Does consumer ethnocentrism affect purchase intentions of Chinese consumers? Mediating effect of brand sensitivity and moderating effect of product cues. *Journal of Asia Business Studies*, 3(1), 54–66.
<https://doi.org/10.1108/15587890880000491>
- Weston, R., & Gore, P. A. (2006). A brief guide to Structural Equation Modeling. *The Counseling Psychologist*, 34(5), 719–751.
<https://doi.org/10.1177/0011000006286345>
- Wijayasinghe, S., & Sachitra, V. (2021). Corporate citizenship behaviour and rural livelihoods: A study on multinational corporations in Sri Lanka. *Vidyodaya Journal of Management*, 7(1), 81–104.
<https://doi.org/10.31357/vjm.v7i1.4910>
- Zeugner-Roth, K. P., Žabkar, V., & Diamantopoulos, A. (2015). Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A Social Identity Theory perspective. *Journal of International Marketing*, 23(2), 25–54.
<https://doi.org/10.1509/jim.14.0038>