

## **The Role of Corporate Social Responsibility in Enhancing Brand Equity; the Post-War Scenario**

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**ABSTRACT.** The objective of this research is to identify what sort of impacts that the Corporate Social Responsibility (CSR) initiatives of Unilever Sri Lanka in the Northern and Eastern provinces on its Brand Equity by using a portrayed conceptual model. The variables Corporate Social Responsibility as independent variable and Brand Equity as dependent variable in the conceptual model were taken.

The data were collected using a questionnaire survey of 100 respondents inclusive of shareholders, women and employees with different background in the Northern and Eastern Province. The sample was 70 percent customers, 15 percent shareholders, 14 percent employees and 1 percent marketing consultant. The sampling method was random sampling in which it was taken the systematic sampling. The researchers conducted descriptive statistics, a factor analysis and correlation and regression modeling using SPSS 16.0 software package for the purpose of analyzing the data collected. The results of this research showed that the continuous and higher the investments on CSR initiatives enabled the organization to build their brand equity in the Northern and Eastern Province. In the perspective of shareholders in relation to the CSR initiatives of Unilever Sri Lanka, the CSR definitely would create a good community relation. Subsequently, it would derive in getting continuous investment, as the results of which, it would help increase the brand equity of the company. In the scenario of women, Unilever Sri Lanka has made a tremendous contribution to the entrepreneurship of women, and their career as well, and the entrepreneurs also have got the positive perception, as a results of which, the company could be able to change the attitude of the women. Subsequently, they could become as a powerful advocates. In the scenario of employees, proper trainings were given in the field of CSR.

**Key words:** Corporate Social Responsibility, Triple Bottom Line, and Brand Equity.

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