

**IMPACT OF CUSTOMER PERCEPTION IN THE PRACTICE OF  
ETHICAL BEHAVIOR OF RETAILERS ON CUSTOMER SATISFACTION  
IN BADULLA DISTRICT**



**By**

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## ABSTRACT

Now a day in Sri Lanka retail businesses are the fastest growing in the retail market. Therefore, customer satisfaction is the main tool in the retail business. Then retailer ethics are very important to satisfy customers. So, the main purpose of this study is to identify the impact of customer perception in the practice of ethical behavior of retailers on customer satisfaction. The study variables are TS, AP, AS and ASD.

This study conduct four objectives. To achieve those objectives, the target population was considered as customers who are buying merchandise from retails in Badulla district. Data were collected from randomly selected 100 customers by using questionnaires. The collected data were analyzed by using descriptive, correlation, and multiple regression analyze.

Univariate analysis use to measure the level of independent variables of the study (TA, AP, AS, ASD). And in this study all the objectives of the research were measured through descriptive analysis to find the level of independent variable. The researcher was found that the level of customer satisfaction among ethical behavior of retailer was high level (major part of the decision attribute) which range from 3.5 to 5.

And here the relationship among independent (TA, AP, AS, ASD) and dependent variable (CS) were tested through correlation analysis and variable has high positive relationship between independent and dependent variable. Then to test the impact of independent variable (TA, AP, AS, ASD) on dependent variable(CS) researcher included multiple regression analysis to analyze the effect and the result shows each independent variable significantly impact on customer satisfaction.

This research study provides suggestions and recommendation. Every retailer or marketer can use this study and focused to satisfy customer and build market base.

***Keywords: Customer perception, ethical behavior of retailer, Customer satisfaction (CS), Trading activities (TA), Advertising & promotion (AP), Additional service (AS), After sale dealing (ASD)***

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