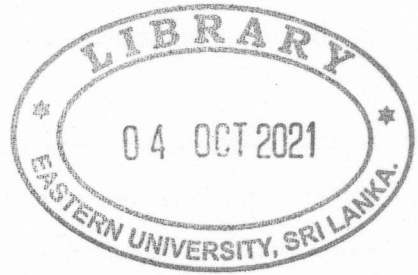


**EMPLOYEES PERCEIVED ON PRICING STRATEGIES OF
TELECOMMUNICATION SERVICE PROVIDERS IN BATTICALOA**



By:

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ABSTRACT

This study investigates the employee perceived on pricing strategies of telecommunication service providers in Batticaloa. This study was implemented with of four dimensions of pricing strategy, namely cost based strategy, competition based strategy, perceived value based strategy and penetration strategy. And employee perception is as the dependent variable. This study eliminates the empirical knowledge gap in the Batticaloa area regarding this topic. Using a structured questionnaire the data was collected from 100 employees telecommunication service providers in Batticaloa. And the collected data was analyzed by using descriptive statistics.

The findings reveal that the cost based strategy, competition based strategy high level among the respondents. And perceived value based strategy and penetration strategies are in high level among the respondents. And employee perception also high level among the respondents.

Keywords: Cost Based Strategy, Competition Based Strategy, Perceived Value Based Strategy, Penetration Strategies, Employee Perception

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