

A STUDY ON THE CUSTOMER RESPONSE TO ETHICAL
BEHAVIOUR OF RETAILER

By

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ABSTRACT

Ethics in retailing pose certain critical issues. Retailers may use certain ethical standards that guide decision making when confronting questionable situations that may not be covered by law. Retail sales have been selected as an important frame of reference as the retail salespeople are likely to encounter situations that could be ethically troublesome. The aim of this paper is to investigate the customer response to ethical practices of retailers.

Since economy and marketing are shifting from a goods to a service dominant logic, creating and directing memorable customer experiences in retail store environments has become a valuable differentiation strategy. While customer experiences continually receive more attention in literature, knowledge about how to induce experiences often lacks definitions of central concepts and empirical support. Given that different authors have acknowledged an environment's ability to change consumer emotions and thereby affecting consumer responses, different attempts have been made to capture the mediating role of emotions on consumer responses in the retail store. The purpose of this paper is to contribute to this literature by investigating the applicability measurement of customer response and ethical consideration of retailers.

Many organization tries to achieve their organizational goals like profit maximization, high market share and survival. In market, consumers have certain expectation from the retail and tend to rely on retailers. If the role of does not create any positive change in good relationship, all the resources spend in wasted of each brand organizations. Therefore, this studies about "*The customer response to ethical behavior of retailer*", which is one of the most competitive markets in Mannumai North D.S Division in Batticaloa District.

This study was collected 200 questionnaires from 48 G.N Divisions in Mannumai North in Batticaloa District. Data were analyzed and evaluated by Univariate techniques. For this study, only three types of shops are considered such as super market, discount stores and convenience shop. However, the main thing is the marketer want to identify that all these shops ethical behavior is strongly (0.871) in influencing the customer response.

The study considers ethical behavior as independent variable with five appropriate dimensions and customer response as dependent variable. The study found that this independent variable dimensions indicate high level (mean Value is 4.107) in ethical behavior. Particularly, price is (4.2022) highly influence in ethical behavior. Overall view the ethical behavior is strong influence (0.871) the customer response of ethical behavior of retailer. Eventually, this report recommends some actions for improving the customer response to ethical behavior of retailer.

Keywords: *ethical behavior of retailer and customer response*

Resarcher



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