



**CUSTOMER PERCEPTIONS ON PRACTICE OF ETHICAL
BEHAVIOR OF RETAILERS IN SUPER MARKET**

DENAGAMA VITHARANAGE MADUSHANI NISANSALA

1715



Project Report
Library - EUSL

2016



ABSTRACT

Customer Perception refers to how customers view a certain product/brand based on their own conclusion, these conclusions are derived from the customers' overall experience. Ethical Behavior is acting in ways consistent with what society and individuals typically think are good values. Ethical behavior of retailer is affecting for the customer perceptions in the supermarket.

The main objective of this study is to identify the customer perception on practice of Ethical Behavior of Retailer in Super market. Furthermore, the level of customer perception on practice of ethical behavior of retailers in supermarket is studied. The level of practice of ethical behavior in trading of retailer, level of practice of ethical behavior in advertisement and promotion of retailer, level of practice of ethical behavior in additional services of retailer are calculated through the questionnaires distributed to customers in supermarket at the Hambantota district. This study selected the sample based on Convenience Sampling method. The sample size of the research is 180 customers who use the supermarket in the Hambantota district. The collected data are analyzed by using SPSS.

The data collected in the study were analyzed using univariate analysis. The study tries to find out mean, standard deviation for customer perception on practice of ethical behavior of retailer in supermarket. The findings suggest that all the variables have high level of customer perception on practice of ethical behavior of retailer in super market. This research study can use to Small & Medium Enterprises too.

Keywords: *customer perception, practice of ethical behavior of retailer*



TABLE OF CONTENTS

Acknowledgement	i
Abstract	ii
Table of Contents	iii
List of Tables	vii
List of Figures	viii
I. Chapter One	
1.1. Background of the Study	01
1.2. Problem Statement	03
1.3. Research Questions	04
1.4. Objectives of the Study	04
1.5. Significance of the study	05
1.6. Scope of The Study	05
1.7. Chapter Summary	06
2. Chapter Two	
2.1. Introduction	07
2.2. Defining retailing	07
2.2.1 Retailing	07
2.2.2 Types of Retailing	07
2.3. Concept of Ethics	09
2.3.1 Definition of Ethics	09
2.3.2 Definition of Unethics	09
2.3.3 Ethical Behavior	10
2.3.4 Unethical Retailer's Practices	10
2.4. Ethical Behavior of Retailer	10
2.4.1 Ethical Behavior in Trading	11
2.4.2 Ethical Behavior in Advertisement	11
2.4.3 Ethical Behavior in Additional Services	12
2.5. Customer Perceptions on practice of ethical behavior of retailer	13
2.5.1 Customer Loyalty	14
2.5.2 Customer Satisfaction	14
2.5.3 Customer Switching Behavior	15
2.5.4 Customer Complaint Behavior	15

06 JUL 2017

17

2.6 Summary	17
3. Chapter Three	
3.1 Chapter introduction.....	18
3.2 Conceptualization	18
3.2.1 Ethical behavior of retailer	18
3.2.1.1 Ethical Behavior in Advertisement.....	18
3.2.1.2 Ethical Behavior in Additional Services	19
3.2.1.3 Ethical Behavior in Trading.....	19
3.2.2 Customer Perceptions on practice of ethical behavior of retailer.....	20
3.3 Operationalization of variables	21
3.4 Chapter Summary.....	21
4 Chapter Four	
4.1 Chapter Introduction.....	22
4.2 Research Design	22
4.3 Sampling.....	22
4.4 Data Collection.....	23
4.4.1 Source of data	23
4.4.2 Structure of the Questionnaire	23
4.5 Data presentation.....	25
4.5.1 Method of Data presentation	25
4.5.2 Data analyzing and Evaluation	25
4.5.2.2 Univariate Analysis.....	26
2.6 Chapter Summary.....	27
5 Chapter Five	
5.1 Chapter Introduction.....	28
5.2 Analysis of reliability of the instrument.....	29
5.3 Data Presentation.....	29
5.3.1 Frequency distribution analysis of respondent by personal characteristics	29
5.4 Data presentation for the research variable.....	37
5.4.1 Frequency Distribution	37
5.4.2 Univariate Analysis.....	39
5.5 Chapter Summary.....	43



6	Chapter Six	
6.1	Chapter Introduction.....	44
6.2	Discussion on personal factors	44
6.3	Discussion on Research Information.....	44
6.4	Chapter Summary.....	49
7	Chapter Seven	
7.1	Chapter Introduction.....	50
7.2	Conclusions.....	50
7.3	Recommendations.....	51
7.4	Limitations.....	51
7.5	Chapter Summary.....	51
	References.....	52-54

Appendix

Appendix - 1: The Questionnaires used for the study