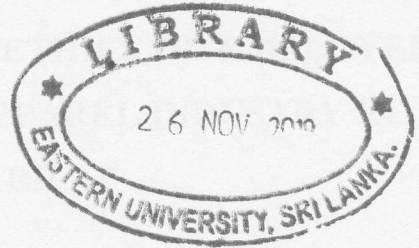


**THE EFFECT OF WORK PLACE ETHICS ON EMPLOYEE  
ATTRACTION, LOYALTY IN APPAREL INDUSTRY IN  
KEGALLE DISTRICT**



By:

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## ABSTRACT

This study attempts to empirically analyzed the effect of work place ethics on employee attraction and loyalty in apparel industry in Kegalle district. Where the employee attraction and loyalty are the dependent variables, while the work place ethics is independent variable. This study conducted with the 200 workers from the selected three factories of apparel industry in kegalle district. Work place ethics is a code of conduct that guide to the workers' ethical behavior and influence the development of ethical culture within the work place. This study is mainly focused on the ethical behavior of the employers towards the employees. It can be said that the loyalty of the employees towards the company mainly based on how they get treated. The motivation of the employees, the retention (the turn over), and the attendance all these factors depend on the way the employers treat the employees.

With the empirical finding and literature attain, the companies with a strong ethical and identity achieve greater degree of employee attraction and loyalty, which in turn, has a positive effect on the employee loyalty of apparel companies. In order to analysis this causality; the study has used Likert scaling questionnaires. The primary data were processed and analyzed using computer Statistical package for the Social sciences 19.0 (SPSS) program.

According to the result of the study, level of workplace ethics among apparel employee's loyalty was high, some kind of reasons were affected to build high level of workplace ethics in apparel employees. And the results show that there is high level Employee loyalty in the apparel employees of the kegalle district. the finding of the study found that there was a moderate positive and significant relationship between workplace ethics and respect employees, conductive environment, freedom of work, recognize employee problem.

Finally, the findings were showed that to do innovative things. And also the findings of the present study found that workplace ethics was more associated with employee loyalty tendency.

**Keywords:** (*Workplace ethics, employee loyalty, Respect employees, conductive environment Freedom of work Recognize employee problem, employee motivation employee retention employee attendance, employee loyalty*)

# CONTENTS

Acknowledgement .....	i
Abstract .....	ii
Table of Contents .....	iii
List of Tables .....	vii
List of Figures .....	viii
Abbreviations .....	xi

## CHAPTER ONE

1.1. Background of the Study .....	1
1.2. Problem Statement .....	3
1.3. Research Questions .....	4
1.4. Research Objectives .....	4
1.5. Significance of the Study .....	5
1.6. Scope of the Study .....	5
1.7. Assumptions .....	5
1.8. Limitations .....	5
1.9. Chapter Summary .....	6

## CHAPTER TWO

2.1. Introduction .....	7
2.2. Ethics .....	7
2.3 workplace Ethics .....	8
2.4 Benefits of work place Ethics' .....	9
2.5 Ethics, morals and values .....	13
2.6 Ethics Vs., legal .....	14
2.7 Employee attraction and loyalty .....	15
2.8 defining Employee loyalty .....	15
2.9 Employee Loyalty at the workplace .....	17
2.10 Factors on Employee loyalty .....	19
2.11 work Place ethics And Employee Loyalty .....	22
2.12 Summary .....	23



## CHAPTER THREE

3.1. Introduction .....	24
3.2. Conceptualization of variable.....	24
3.3. Conceptualization of Variables .....	25
3.3.1 Respect employees .....	25
3.3.2 Conducive environment.....	25
3.3.3 Freedom of work.....	26
3.3.4 Recognize employee problem.....	26
3.3.5. Employee Motivation .....	27
3.3.6 Employee Retention.....	27
3.3.7 Employee Attendance.....	28
3.4. Operationalization of Variables.....	28
3.5. Summary.....	29

## CHAPTER FOUR

4.1. Introduction .....	30
4.2. Study Design .....	31
4.2.1 Research Method.....	31
4.2.2 Study Setting .....	31
4.2.3 Time Horizon .....	30
4.2.3 Sampling Method .....	31
4.3 Sample design and population .....	32
4.3.1 Target population.....	32
4.3.2 Sample and Sampling Technique.....	32
4.3.3 Selection of the Respondents .....	32
4.4 Data Collection Method.....	32
4.5 Methods of Measurements.....	32
4.6 Method of Data Analysis, Evaluation and Presentation .....	33
4.6.1 Data Analyzing and Evaluation .....	33
4.6.1.1 Reliability Analysis and Evaluation.....	34
4.6.2 Univariate Analysis and Evaluation.....	34
4.6.2.1 Descriptive Statistics.....	35
4.6.3 Bivariate Analysis and Evaluation.....	35

4.6.3.1 Correlation .....	35
4.6.3.2 Regression Analysis and Evaluation.....	36
4.7. Formulation of Hypothesis .....	36
4.7.1 Decision Rule for Rejection of Null Hypothesis .....	37
4.8 Summary.....	37

## CHAPTER FIVE

5.1. Introduction .....	38
5.2. Reliability Analysis .....	38
5.3. Data Presentation.....	39
5.3.1 Data Presentation of Personal Information .....	39
5.3.1.1 Apparel Distribution .....	39
5.3.1.2 Employee position of the sample .....	40
5.3.1.3 Age Range.....	41
5.3.1.4 Gender position of the sample .....	42
5.3.1.5 Educational qualification .....	43
5.3.2 Data Analysis for Research Information .....	44
5.3.2.1 Level of Workplace ethics .....	45
5.3.2.1.1 Level of Respect employees .....	46
5.3.2.1.2 Level of Conductive environment .....	47
5.3.2.1.3 Freedom of work.....	48
5.3.2.1.4 Level of Recognize employee problem .....	49
5.3.2.1.5 Level of Employee motivation.....	50
5.3.2.1.6 Level of Employee retention.....	51
5.3.2.1.7 Level of Employee attendance.....	52
5.3. The Correlation Analysis .....	53
5.3.1 The Simple Regression Analysis .....	53
5.4. Chapter Summary.....	55

## CHAPTER SIX

6.1. Introduction .....	56
6.2. Discussion .....	56
6.2.1 Discussion of Personal Information .....	56
6.2.1.1 Apparel Distribution .....	56

6.2.1.2 Employee position of the sample .....	56
6.2.1.3 Age Range the Sample .....	57
6.2.1.4 Gender distribution of the sample .....	57
6.2.1.5 Educational qualification .....	57
6.2.2 Findings from Level of Workplace ethics.....	57
6.2.3 Findings from Level of Employee loyalty .....	58
6.2.4 To explore the relationship between Workplace ethics and Employee loyalty among the apparel employees .....	58
6.2.5 Findings from Hypothesis Testing – Correlation Analysis .....	58
6.2.6 To identify the most influencing factor affect to the Workplace ethics on Employee loyalty.....	59
6.3. Chapter Summary .....	60

**CHAPTER SEVEN**

7.1. Introduction .....	61
7.2. Conclusion.....	61
7.3. Recommendations .....	62
7.4. Limitations of the Study .....	63
7.5. Suggestions for Future Research.....	64

REFERENCES .....	65
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**APPENDIX**

APPENDIX 01.....	70
APPENDIX 02.....	78