

**THE INFLUENCE OF CUSTOMER-BASED CORPORATE REPUTATION
ON CUSTOMER CITIZENSHIP BEHAVIOR - SPECIAL REFERENCE OF
RETAIL SHOPS IN BATTICALOA**



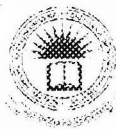
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ABSTRACT

Customer-Based corporate Reputation is an important predictor which create the Customer Citizenship Behavior through commitment and loyalty. Therefore, the aim to conduct this study is to identify the influence of Customer-Based corporate Reputation on Customer Citizenship Behavior. There are four variables used in this study which are Customer-Based corporate Reputation (independent variable), Customer Citizenship Behavior (dependent variable), Commitment and loyalty (mediating variables)

This study is mainly considers primary data. The primary data were collected through closed structure questionnaire from 200 respondents who are the customers of retail shops in Batticaloa. The collected data was analyzed by using, univariate, and correlation and regression analysis.

Based on the finding of the study, it concludes that Customer-Based corporate Reputation, Customer Citizenship Behavior, Customer commitment and Customer loyalty have high level among respondents. And the CBR has strong positive relationship with commitment, loyalty and CCB and commitment & loyalty has strong positive relationship with CCB. The findings also revealed that commitment and loyalty mediate the effect of CBR positively on CCB. CBR has high level among customers and that's why they are committed and loyal to the shops and that creates high level of CCB among the customer.

Consequently, these research findings have provided some useful insight and feedback to customers, retail industries and Sri Lankan government to improve and understanding of Customer-Based corporate Reputation and Customer Citizenship Behavior in the future.

Key words: Customer-Based corporate Reputation, Customer Citizenship Behavior, Customer commitment and Customer loyalty.

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