

**THE IMPACT OF RESOURCE COMMITMENT ON REVERSE
LOGISTICS AND CUSTOMER LOYALTY; A STUDY BASED ON
SELECTED RETAIL CONSUMER ELECTRONIC COMPANY IN SRI
LANKA**

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DECLARATION

I hereby attest that all the content presented in this thesis/dissertation is entirely my original work. I affirm that I have not included any material that has been previously submitted for an academic degree or diploma at any other educational institution, without proper citation. Furthermore, to the best of my knowledge and belief, this work does not incorporate any previously published or authored material by another individual, except when due acknowledgment is provided within the text. I retain the right to use this content, whether in its entirety or in part, in future publications, including articles or books.

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I hereby confirm that the candidate mentioned above has conducted research for their PhD/MPhil/Master thesis/dissertation under my guidance. I can attest to the accuracy and truthfulness of the declaration made by the student.

Supervisor's Name: Dr. Ranil Sugathadasa

Supervisor's Signature: _____
Date: _____

UOM Verified Signature

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ABSTRACT

This study aimed to investigate the impact of reverse logistics resource commitments on customer loyalty in Sri Lanka. The study objectives were achieved by analyzing data collected from a sample of 100 customers who have experienced returning products to retailers in the past six months. The research methods included a self-administered questionnaire survey and data analysis using SPSS software.

The obtained research findings of this particular study revealed that there is a positive connection between return policies, speedy solutions, service recovery, and user-friendly communication channels, and customer loyalty. On the other hand, there is a negative correlation between a lack of these reverse logistics resource commitments and customer loyalty.

The data analysis results indicated that the majority of customers are neutral in their experience level with reverse logistics processes. Additionally, the study found that 85% of customers have had previous return experiences with retailers, and all respondents have bought products that were returned.

Based on the findings, the study recommends that retailers in Sri Lanka should focus on implementing customer-centric reverse logistics resource commitments to enhance customer loyalty. This could include clear return policies, quick and effective solutions, efficient service recovery, and user-friendly communication channels. By doing so, retailers can build trust and enhance customer satisfaction, which ultimately leads to customer loyalty.

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