

## **ABSTRACT**

This research was conducted to identify the influence of Ethical business practices on consumer purchasing decision by considering Sri Lankan fashion retail brands. In this research, the concept of Ethical business practices, the factors determining Ethical business practices, Consumer purchasing decision, and the relationship between ethical business practices and consumer purchasing decision was taken as research objectives. Using a deductive research approach method first the objectives were studied through a literature review and both qualitative and quantitative data been collected and quantitative data been analysed using SPSS software. In terms of ethical business practices, Consumer concern, consumer knowledge, EBP in marketing, Product development and manufacturing and human resource management was taken into consideration. The correlation analysis resulted in Consumer knowledge, ethical business practices in product development and manufacturing and human resource management has a significant positive impact on the consumer purchasing decision.