

**FACTORS DETERMINING PURCHASE INTENTION OF
UNDERGRADUATES TOWARDS THE USAGE OF MODERN DRESSES**

By



EHELIYAGODAGE DILINI SASIKALA

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ABSTRACT

Dressings perform a multitude of functions in an individual's life far beyond being a basic necessity. Thus, this study intends to investigate the factors that determine undergraduate purchase intention toward modern fashion dresses. The fashion industry has a very intensive competition and companies are constantly introducing new fashions and styles to consumers every day. As students, they do not have high purchasing power. They have less monetary power as well as they have some time barriers.

The study accompanies with Quantitative research approach. Primary data as well as secondary data had been practiced by this study. Structured questionnaire was used as the method of data collection and questionnaire consist with two parts as personal information of the respondent, and research information. Questionnaire included 33 questions with five Likert scale ranging from strongly disagree to strongly agree. It has been conducted pilot test to test the reliability of the questionnaire. Purchasing intention behavior with respect to independent variables was made up using 60 students from each university, totally it's 240 university students from selected four universities. Convenience sampling method was used to make the sampling framework. It has been considered four Universities named as University of Sri Jayawardhanapura, University of Uva Wellassa, South Eastern University Sri Lanka and Eastern University Sri Lanka. Collected data were analyzed using SPSS 22.0 analysis. The data were measured using descriptive statistics, correlation and regression analysis.

It has been tries to identify Social media marketing, Sales promotion, Novelty fashion consciousness, Fashion involvement, Purchase intention has good reliability and high level. Subsequently, it has strong positive relation with Purchase Intention. Furthermore, above independent variables significantly influenced purchase intention. Results showed that consumers buy modern dresses mainly according to their consciousness of novelty fashions. Additional determining factors are social media marketing, sales promotion, fashion involvement. This research contribution for marketer and business owners.

Keywords: - *Purchase Intention, Social media marketing, Sales promotion, Novelty fashion consciousness, Fashion involvement*

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