

**THE IMPACT OF PERSONAL FACTORS ON
CONSUMER BEHAVIOR: SPECIAL REFERENCE
TO FASHIONABLE LUXURY GOODS IN
NUWARAELIYA DISTRICT**



By

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ABSTRACT

The study is mainly focusing the impact of personal factors on purchasing behavior of fashionable goods in Nuwara-Eliya district. Factors such as purchase amount, brand choice, social factors, purchase timing are factors which will influence the buying decision of the consumers. In the study the personal factors have been taken into consideration to measure the consumer purchasing behavior. This study only limited to Nuwara-Eliya district.

Over recent decades, the global fashionable luxury goods market has grown dramatically; however, information on luxury goods consumption is limited in research literature. The impact of personal factors on purchasing behavior of fashionable luxury goods in Nuwara-Eliya district is highly debated topic in the literature. The literature on consumer behavior with personal factors is very complex

For this study, consumers in Nuwara-Eliya were selected. Data were collected by distributing the structured 34 item questionnaires to 200 consumers. The sample consists with employed consumers in Nuwara Eliya district. Further it divided as educational level, income level, type of occupation, gender wise and stage of life cycle. With the help of these collected data were analyzed using IBM SPSS 19.

Finally when consider the overall consumer behavior in Nuwara- eliya district was high level. When we see the impact of personal factors, economic situation is significantly positively impacted to the consumer behavior of fashionable luxury goods. And education level, occupation, gender and stage of life cycle were impact to the consumer behavior of fashionable luxury goods in Nuwara-Eliya District. But it can't say as conclusively.

Finally the objectives setup by the researcher was successfully achieved. Therefore these findings will help the marketers to establish the strategy to attract the customers in Nuwara-Eliya District.

Key Words: Consumer behavior, Personal factors, Fashionable luxury goods

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