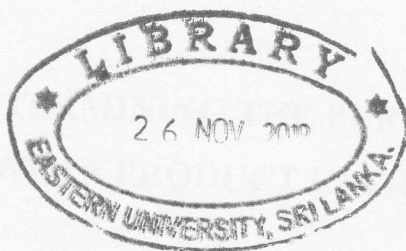


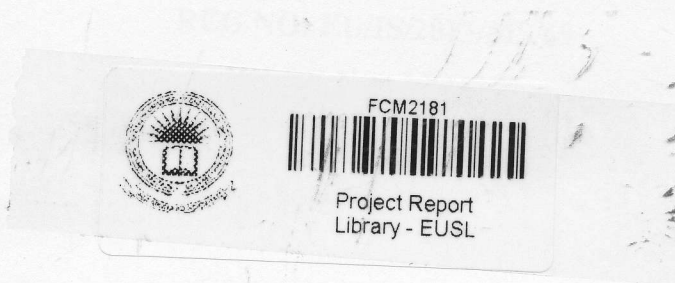
**THE FACTORS DETERMINING THE PURCHASING  
INTENTION OF FOOTWEAR PRODUCT IN TRINCOMALEE**



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## ABSTRACT

With the born of human, many physiological needs have come out and human being has looked for the solutions to be protected from negative conditions of the environment. One of them is footwear which is developed to protect feet. Footwear, which is an inseparable part of wearing, have changed in terms of their function, visual dimension and use area until today and shown diversity. The major purpose of this study is to examine the factors determining the purchasing intention of footwear products in Trincomalee. Psychographic factors and normative influencing factors have been derived from literature and these factors used to examine the determination on purchase intention of footwear consumers. Hence, value consciousness, quality consciousness, market-price mavenism, brand loyalty, variety seeking, need for cognition, deal proneness, innovativeness were used as indicators of psychographic factor meanwhile motivation to conform to expectations of reference groups and attitudes of reference groups were used as indicators of normative influencing factor. The research data were collected from Trincomalee. 300 structured questionnaires were distributed to collect data from customers and 247 were received. After data were collected from the consumers and these data were analyzed by using SPSS 22. Descriptive, correlation and regression analyses were performed to test the factors determining the purchasing intention of footwear. The finding revealed that there is a positive relationship between factors and purchase intention. Further psychographic factors and normative influencing factor have significant impact on purchase intention of footwear product consumers in Trincomalee. Most of the consumer characteristics included in this research and measurements of these characteristics were selected and developed respectively from the findings of the previous studies investigating consumer responses footwear product through other purchasing intention measurement.

**Keywords:** Purchase Intention, Determining Factors, Footwear Consumer

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