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**FUSION OF TRADITIONALISATION AND MODERNISATION IN THE  
CONSUMPTION BEHAVIOR OF THE YOUNG ADULT SRI LANKAN  
CONSUMER (WITHIN THE AGE RANGE OF 18-25 YEARS)**

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***ABSTRACT***

The young adult Sri Lankan consumer (within the age range of 18-25 years) possesses mixed characteristics that arise from the socio- cultural forces of traditionalisation and modernisation. The research problem is to what extent the fusion between the two forces affect the consumption behavior of the Sri Lankan consumer who are within the 18-25 age range category. The main purpose is to examine the interaction between modern and traditional forces that affects the consumption behavior. The interplay of the two forces brings a third distinct, ‘ postmodernism’. The methodology used for the study was based on the forces of traditionalisation, modernisation and post modernism. Data was collected through primary and secondary sources and analyzed accentuating on the research objective. The findings indicate that many young adult Sri Lankan consumers(in the age range of 18-25 years) prefer products that are not excessively traditional and excessively modernist. The two socio-cultural forces affects the consumption behavior to a great extent and this influence can be due to a variety of factors such as the environment in which the consumer was brought up in, attitude and societal expectations.

**Keywords:** postmodernism, traditionalisation, modernisation, fusion, consumption behavior