

## **Role of Brand Experience in Driving Consumer Purchase Intention of Retail Fashion Brands in Western Province, Sri Lanka**

**A S Metaramba**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*metaramb-bm18283@stu.kln.ac.lk*

**Nisal Gunawardane**

Department of Marketing Management, University of Kelaniya, Sri Lanka  
*nisalgunawardane@kln.ac.lk*

This study explores brand experience's impact on repurchase intentions among fashion-conscious consumers, addressing a gap in research that has primarily focused on its broader influence. Some studies suggest a negative or insignificant link, prompting further investigation. This research assesses brand experience through four dimensions: sensory, affective, behavioural, and intellectual experiences. This quantitative research study gathered data from 320 respondents in the Western province through a meticulously designed questionnaire. The analysis was conducted with the support of SPSS software. This research emphasises brand experience's vital influence on fashion retail repurchase intentions, filling a literature gap by uncovering its often-overlooked impact. Previous research centered on brand loyalty and experience and overlooked their direct effect on repurchase intention. Still, these research findings establish a clear link, providing essential insights into fashion retail consumer behaviour. The study advises fashion retailers to prioritise sensory, behavioural, and intellectual experiences for effective brand development, enabling managers to make informed decisions about enhancing the target audience's brand experience in the industry. Based on a sample size of 320 respondents, the study provides valuable insights for a specific region. Still, potential limitations in generalisability to other provinces in Sri Lanka underscore the need for broader geographical exploration and larger sample sizes in future research for enhanced representativeness.

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