

## **Factors Affecting Clothing Sector Small Scale Business Performance Under Covid 19: Evidence from Colombo District Sri Lanka**

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### **ABSTRACT**

**Introduction:** This study examines factors affecting the small-scale clothing business performance under COVID 19.

**Design/Methodology/Approach:** This study used small clothing business performance as the dependent variable. The price, quality, openness economy and presence of the branded store are used as the independent variables. The Simple and Multiple Linear Regression models were used to analyze the data.

**Findings:** The findings of the study show that the clothing sector small business performance has a negative significant impact on price. The quality has a positive significant impact on the clothing sector small business performance. The Openness economy and the presence of branded store has a negative significant impact on the clothing sector small business performance.

**Conclusion:** The findings of this study show that during COVID 19, the demand for clothing SMEs is elastic. Further, clothing SMEs are threatened by international competition.

**Keywords:** *COVID 19, SMEs, Colombo, Clothing Business*