The Determinant of Purchase of Clothing Products

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There is no denying the fact that the clothing retailers dictate the way we dress ourselves. Youngsters, in particular, are easily influenced by the latest fashion trends. Now fashion shows are being organized even in smaller towns and children as young as three years want to wear the latest model clothes. All of these are signs of the growing influence of clothing industry.

Examine the determinants of purchase of clothing products with special reference to university students in Sri Lanka is the main objective of this study. A variety of literature in the particular fields was gathered in order to identify specific elements of determinant factors of clothing purchase intention. The majority of the primary data was gathered using a well-structured questionnaire. The sample comprised of 100 male and female university students who lives in Colombo district. The data analysis carried out using SPSS where a factor analysis was initially carried out to measure Reliability and Validity of the study. Next it was examine of how various determinant factors affect students' clothing purchase intention and degree of their association with the purchase intention by conducting regression analysis.

According to the analysis, Simple Linear regression shows all factors (Country of origin, Reference group influence, perceived quality, Emotional value and Brand) affect significantly to the clothing purchase intention. Therefore the study concludes that all variables that were taken as independent have significant impact on Clothing Purchase intention.

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