Decisive factors that drive consumer perceptions towards branded fashion choices in Sri Lanka

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Abstract: Clothing is a basic need of every human being entailed into fashion with the evolution of human along with their needs. An evolved human makes a statement of personality and social status in the society through fashion as it has always been a crucial social factor that portrayed society since ancient empires. This study was conducted to identify the decisive factor that drives consumer perceptions towards branded fashion choices in Sri Lanka. There were five main factors identified that can affect consumer decision on branded fashion choices in Sri Lank: social factors, psychological factors, brand related factors, product related factors and marketing tools used by the brand.

The hypotheses for the study were based on the identified factors and a survey questionnaire was developed to gather data and test the developed hypotheses. The developed questionnaire was distributed among a sample population of 300 respondents to gather data. The gathered data was processed through SPSS to conduct various tests such as normality, multicollinearity, linearity, descriptive analysis, correlation, regression and so forth. Subsequent to the conducted analyses and tests, it was identified that product related factors have the most impact on consumer perception of branded fashion choices.

Although the study was targeted at 300 respondents due to various unavoidable constraints, the information was gathered from 256 respondents. Moreover, these responses can be biased to various external factors and was not large and diverse enough to represent the entire population. Considering the fact that the study was completed in a limited time span there is ample room for improvement in the study.

Keywords: Consumer Preferences; Brands; Fashion Products

I. Introduction

The evolution of thoughts for a consumer during shopping is not simple or straightforward in the modern context and to capture the people with the same strategy is planning to fail.Fashion is a type of living for people who live in a society (McRobbie, 1999). Fashion focuses on different ages andregions according to their culture. The concept of fashion was a major social factor that portrayed the society through apparel, accessories and cosmetics even in the Egyptian, Greek and Roman empires. Historical findings explain that different types of fashion choices and preferences were influenced by the level of living in their time (Ewing, 2014). But in present, fashion is considered as a form of self-expression through which people define themselves (Cardoso, 2010). In the beginning, these fashioned consumptions were only limited to the upper class in society (McCracken, 1986). However, during the last decades, with the increase of disposable income, globalization and rapid development of technology, luxury was democratized making these goods available to a large number of customers. In the 1990s we saw a boom in global consumption of modern luxury fashion goods where products which cater luxury fashion experience were able to produce at a low cost in this period. Subsequently, consumers had more choices of products, channels as well as pricing of branded goods.

Thus, witnessed the rise in the bargaining power of the consumer while acting and choosing products in the market (Park, 2006).The rise of luxury products in South Asia only occurred recently compared to other parts of the world. Sri Lanka which is a developing country, only embraced branded fashion during the last decade with the westernization of the society instigated by globalization, an increase in income levels of consumers, advancement of technology, evolution of modern urban styles and the rise of trend-conscious customers. At present, consumer aspirations and expectations are continuously changing and consumers are becoming increasingly fashion and brand conscious.

Thanks to the acceleration of western culture, many brands have been added to the Sri Lankan market.This study intends to evaluate the decisive factors that drive consumer perception towards branded fashion choices amongst many other options available in the market. The brand comes as a vital factor when assessing the choice product.

Businesses must identify which factors affect a consumer's choices on fashion products. The fashion industry in Sri Lanka consists of many players and indicates intense competition (Jayasuriya, 2017). The fashion market of Sri Lanka consists of both non-branded and branded products from which the consumer can choose from to cater to their needs. Thus, businesses must offer products to them based on a comprehensive study of customer purchasing behavior towards fashion products and formulate strategies to enhance business performance to grow in the industry. The requirement of this study is many but can be summarized as follows.Shopping and decision making for purchasing itself have become complicated throughout the evolution of the thought process of humans. The passing of every decade has led to the consideration of many factors. Today, eco-friendly products and customer reviews are being considered by many consumers before making a purchasing decision, which in the 1990s, these same factors were not taken into consideration. This is why a study of this kind can help many businesses in building a fashion brand.

Sri Lanka is a developing country as mentioned in the outset of this proposal. There is a huge growth in the local consumer base in terms of purchasing power. The per capita income of households has grown from $3,609 in 2013 to $4,102 in 2018 enabling consumers to spend more on goods and services (Cbsl.gov.lk. 2019). In reciprocation there has been a growth in the need for International Retail Experience, this in return has seen many International Malls opening in the capital city, Colombo. Global brands have started entering the country and research of this nature will assist in understanding factors that would attract the local market towards their global brands.In addition to the above, 2% of the world's Gross Domestic Production is from the global fashion industry with a worth of $3,000 Billion (The Size of the Global Fashion Retail Market, 2019). To cater the goods of this industry, new textile and garment brands are entering the market and existing brands are expanding to new markets like Sri Lanka.

The above facts show that the industry will keep growing and global brands entering the Sri Lankan market will soon become a norm in the fashion line of choice for the local consumer. A market that is being exploited only now concludes that this research has not been conducted before and only gives more justification as to why such a study is required. Accordingly, the study of identifying the decisive factors that drive consumer perception towards branded fashion choices in the market can go a long way to understanding the finer details of the local consumer base.

II. Research Problem

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III. Research Objectives

The research objectives for this study are:

- To examine whether psychological factors affect consumer perceptions towards branded choices. If so, what are the psychological factors that drive consumer perceptions towards branded fashion choices?
- To examine whether social factors affect consumer perceptions towards branded fashion choices. If so, what are the social factors that drive consumer perceptions towards branded fashion choices?
- To examine whether product-related factors that drive consumer perceptions towards branded fashion choices. If so, what are the product-related factors that drive consumer perceptions towards branded fashion choices?
- To examine whether brand-related factors affect consumer perceptions towards branded fashion choices. If so, what branded-related factors drive consumer perceptions towards branded fashion choices?
- To examine whether marketing tools can be used by the brand influence consumer perceptions towards branded fashion choices. If so, what are the marketing tools that drive consumer perceptions towards branded fashion choices?
- To identify which factors has the most impact on driving consumer's perception towards branded fashion choices.

To deliver recommendations for fashion producers, retailers and sellers in order to implement modifications in the management,to work on effective advertising channels for better sales, to conduct campaigns and launch products applying better marketing strategies to grow and expand business.

IV. Significance of the Research

Considering the precise research gap on identifying the decisive factors that drive consumer perception towards branded fashion choices, this will enable readers to understand the impact of each variable to drive consumers' perception of branded fashion choices. Further, this will largely assist marketers to rethink their product placement, branding and advertising strategies.

The study shall also be of significant use to entrepreneurs aspiring to launch new fashion brands to identify and formulate strategies. In return, to cater to the consumer needs focusing on the survival and growth of the brand in the growing market. The innovative and consumer-based products from these entrepreneurs will increase consumer satisfaction and enhance the living style of the people in the society. The mental health and satisfaction of the consumers will be met through better quality products which will also be a valuable addition to society.

Creating the perfect platform for the entering of new products to both the local and international markets regarding consumer preferences will certainly result in healthy market competition. This will lead to an output of quality products at reasonable prices and in return increase the value of the fashion industry. Lower quality products will be eliminated through this process as people will always keep opting for durable products with better quality. Demand for branded fashions can be enhanced by making better strategies targeting specific traits of the markets. Local fashion-related manufacturers reach out to international markets by taking advantage of the discussed factors and eventually benefit the Sri Lankan economy.

Despite the practical significance of the study, there are no researches conducted on the subject in the context of Sri Lanka. Thus, the research shall be of much significance for all interested parties and future researchers in a Sri Lankan context. Theories that existed on consumer behaviour will be strengthened from the findings of the study and will be able to provide a localized perspective of the theories. New researches may make fashion brands focus more on consumer behaviour and their concerns. It can also help further the study of related researches, theories and develop new findings that will enhance the industry overall. The concluding piece of the study will be covering the necessary areas concerned with future researches.

V. Literature Review

5.1 Consumer Perception

Consumer perceptionis a marketing concept that compasses customers' impression. According to (Raji, M. N. A., Zainal,A., 2016), perception can be defined as a broad imagination that people create in their minds and interpret that imagination as a bigger meaningful picture. Also, perception can be defined as a process which involves the recognition and interpretation of stimuli which register to one's senses. (Rooks, P., Willson, J., 2000)
(Walters et al, 1989), further stated that every perception involves a person who interprets something, event or relation through the senses which may be designated as the percept.

Additionally, when the concern about product perception of consumer arose, (Amin, Falk, Schmitt, 2014) stated that the customer perception is generated at the first impression about the product and however, the customers form a judgment about the value of a product immediately, even before the purchasing.

5.2 Brands

American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol, or design, or even a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. Brands are the core elements of the relationship between the business and the customer regarded more than a mere name of a symbol. According to (Kotler, P., Armstrong, G., Harris, L. and He, H., 2019) brands represent consumers' perceptions and feelings about a product and its performance - everything that the product or the service means to consumers.

Globalization, increase in income levels of consumers, increase in the level of literacy, the high purchasing power of customers and consciousness towards fashion has led people to switch from branded apparel than non – branded apparels in the modern world. Even though the consumer pays much more on brands, they become more loyal to the brand due to the perception they have about the respective brand. This may include the personal preference to the level of quality and comfort of the brand. Most people prefer to buy from a reputed and value-added brand, which is often judged by the consumer by analyzing the brand value, quality, price and style. (Lakshminarayana, K., Sreenivas, D. L., 2018)

According to (Mishra,S., Agrawal.A., 2015), the biggest challenge for all the brands is to create a repeated loyal consumer base. Brands always build customer loyalty by offering an excellent value, which includes factors such as styling, durability, quality fabrics, and consistent fit. There are many trends in an appalling number of customers in the industry and are more prone to move from one brand to another due to the sales promotional offers, personal comfort zone and the saturation of different brands in the market. Likewise, price offers the design and style of products influenced to change the brand from one to another. (Hassan,S.T., Hurrah,B.H., Lanja,A., 2014)

(Fernandez, 2009) Discovered the impact of branding on youths' choice of clothing and hypothesized them as the most brand-conscious demographic. The results of the study suggested that brand consciousness can be concerned as the right choice of clothing that helps youth to create an image and identity for themselves. Peer groups influenced more in their choice of brands and help in their process of socialization. Similarly, advertising is one of important factors in conferring brand values as well as for establishing an image for the brand. Celebrity presentation also creates an impact on branded clothing too; because they promote their certain attributes such as image, status, and quality. The researcher further recommended to retain the loyalty of youth; brand managers need to build an emotional attachment to create a valuable brand over others to be a competitive leader. Furthermore,

advertising has to be used to create awareness regarding the brand, influence on brand image and to impact on preferences.

(Islam,L.,Islam,M.M.,Azim,A.Y.M.A.,Anwar,R.,Uddin,M., 2014), conducted a study related to customer perceptions about local apparel products and identified that brand preferences must be created through effective advertising and brand loyalty programs.

(Verma, A.P. and Tiwari, K, 2011), targeted the medium to high potential customers and the national and international brands in the Indian context. This study focuses and measures the segment values of some brands that have stabilized their success in the Indian market and the results of the study suggested that with the increase of the income levels of the consumer, they are becoming more brand conscious.

5.3 Fashion Products

Fashion is often also seen as a 'value' added to clothes to make them desirable to consumers. The term fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture. Fashion refers to a distinctive and often habitual trend in the style where the consumer adapts to the prevailing styles in behaviors. Fashion also refers as the latest creations of textile designers and these products include apparel, footwear, accessories, watches, jewelry, cosmetics, handbags, perfumery and luggage.

(Solomon, 2009), stated that even though there was a tendency to equate fashion with clothing and footwear only, fashion can be found in almost every human activity. Fashion also can be seen in furniture, jewelry, eyewear, vehicles, hairstyle, art, food, cosmetics and many more. It is believed that fashion is more pronounced in clothing, due to conspicuousness and position as the first point of contact with people. (Agu,G., Onuoba,A., 2016)

(Khare,A., Raksh, S., 2010), conducted a study on the predictors on fashion clothing involvement among Indian youth. This study was focused on the determinants of fashion clothing as well as the importance of fashion apparel in their lives. The results of the study suggested that in developing countries, consumers are becoming conscious of fashion brands and further it shows that Indian youth was involved with branded fashion wear. There seems to be no significant difference in the involvement of males and females in fashion clothing.

VI. Methodology

6.1 The conceptual framework and operationalization of concepts

The formulated research question is: "What are the deceive factors that drive consumer perceptions towards branded fashion choices in Sri Lanka?" The conceptual model is generated with the support of literature review and the hypotheses are developed accordingly.

Figure 1: Conceptual Framework
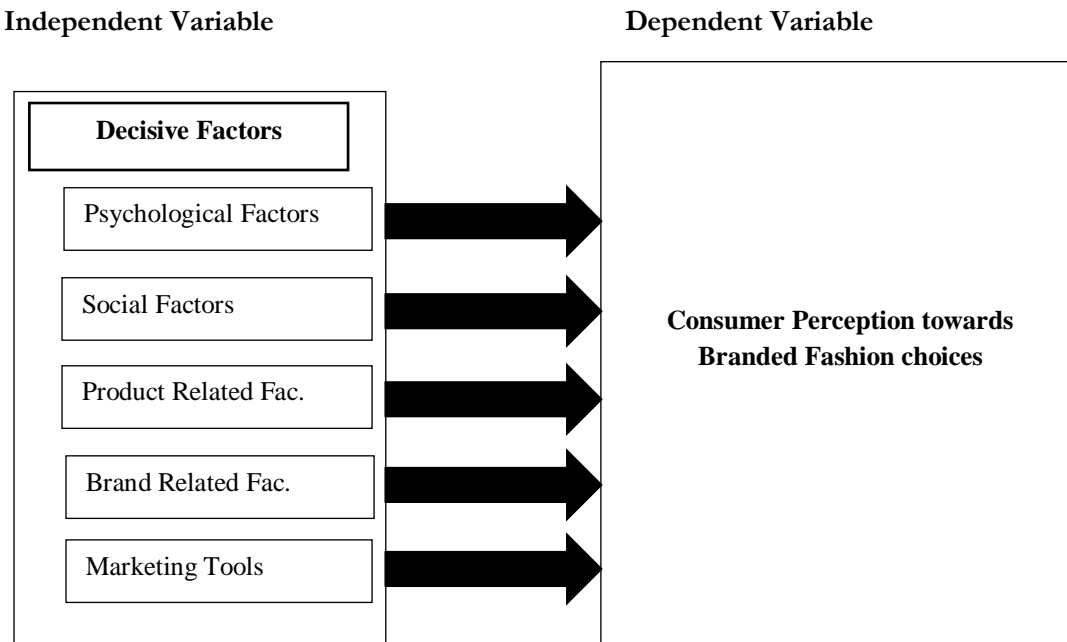
The hypotheses are developed as follows:

H1: Social factors have an impact and relationship with consumer perception towards branded fashion choices.
H2: Psychological factors have an impact and relationship with consumer perception towards branded fashion choices.
H3: Branded related factors have an impact and relationship with consumer perception towards branded fashion choices.
H4: Product related factors have an impact and relationship with consumer perception towards branded fashionchoices.
H5: Marketing tools using in branding have an impact and relationship with consumer perception towards brnaded fashion choices.
H6 (a): Social factors have the most impact on driving consumer perception towards branded fashion choices.
H6(b): Psychological factors have the most impact on driving consumer perception towards branded fashion choices.
H6 (c): Branded related factors have the most impact on driving consumer perception towards branded fashion choices.
H6 (d): Product related factors have the most impact on driving consumer perception towards branded fashion choices.
H6 (e): Marketing tools using in the branding have the most impact on driving consumer perception towards branded fashion choices.

The process of operationalizing the variables enable the greater specificity for readers to understand researcher's work which is necessary to answer the doubts as this distinguishes explanations and definitions to remove any potential ambiguities (Williamson, 2006)

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Table 1: Operationalization of variables

Concept	Dimension	Indicators
Decisive Factors	Psychological Factors	• Insight towards self-monitoring and recognition • Vulnerability to interpersonal influences • Perception of self-concept and personality • Insight towards materialism • Perception towards self-confidence • Insight of motivation
	Social Factors	• Insight of fashion trends • Perception of interpersonal influences • Perception of media exposure
	Product-related Factors	• Perception of perceived quality • Insight of variety of products • Insight on exclusiveness of the designs • Perception of comfort • Insight of price of the product • Insight of concern for the environment
	Brand-related Factors	• Insight towards brand value • Insight towards brand loyalty • Perception towards a meaningful story behind the development of the brand • Perception of the uniqueness of the brand
	Marketing tools used by the brand	• Perception of premium pricing • Insight of brand ambassadors and celebrity endorsements • Insight of offers and discounts • Insight on advertising • Perception of store location and ambience • Perception of marketing channels

6.2 Research Design & Data Collection

The main idea in the design of this research is to connect the researcher is to connect the researcher into the external world and answering and finding solution for the questions of the study (Gilbert). The design of this study mainly consists of the previously done researches relating consumer behavior and perception of people while acting in the market. Thus, consumer perception will be discussed and derived through analyzing the results of decisive factors that were identified concerning the previous researches.

Research approaches can be divided to main two categories. The inductive research approach is used to conduct a study to develop a specific theory or a model as the output (Soiferman, 2010). The deductive approach is going with the purpose of defining and testing a theory that has already been conducted and developed by previous researchers and scholars (Woiceshyn, 2018). The study shall use previous scholars' articles and models to test the viability of the existing theories thus will follow a deductive approach.

Scholars have mentioned two methods to conduct researches, namely; qualitative and quantitative. Researchers who use the approach of deductive mostly use the quantitative method and the qualitative method is used by inductive research conductors (Bryman, 2006). Since this study follows a deductive approach, the quantitative method will be used as the research method. Primary data will be used in the study and all the data will be collected using a well-structured questionnaire which was developed based on previous researches.People or items which can be divided into a certain group based on their qualities or specific traits are defined as the population (Cid Fernandes, 2001). The researcher considers the population residing in urban areas of the country as the ideal population to conduct the research. As per the collected data, approximately 4 Million people can be identified as urban people in Sri Lanka. Thus, the entire urban population of the country shall be considered as the population of the study.

A sample is specifically identified and defined as part of the population (Landreneau, 2009). The purpose of the study is to identify the decisive factors that affect the consumer perception of a specific brand. The sample will be the respondents who will be responding to the questionnaire in the research period. The researcher has taken 300 respondents as the sample of the study from the urban population of the country. Convenience sampling will be used in selecting the sample respondents to the study due to the prevailing situation.

Data is the main success factor of any kind of research (Kawulich, 2005). Thus, it is imperative to use the most appropriate and reliable sources to collect to result in the distinctive outcome of the study. Several methods have been used in previous studies and the researcher chooses the most convenient and suitable way to conduct the proposed study. A questionnaire survey is a much reliable source of data that is used in many consumer behavior related studies (Morozumi, 2005). It enables the researcher to reach multiple respondents and allows them to give actual feedback directly without the involvement of any external party.

The researcher of the study shall also develop a questionnaire based on the findings from the previous studies through which primary data shall be collected. All the factors will be measure using the Likert Scale as it enables to find the specific value related to each independent variable of the study. Also, further comments which relate to the study are important and the researcher shall enable the facility to give an open opinion with an open space at the end of the questionnaire. The questionnaire shall be distributed among the sample population online through www.uwlonlinesurveys.com.

Analyzing the data is a vital part of any kind of research project (Hsu, 2005). Every research and study shall use different analysis methods that suit the nature of the study. The primary data collected through the questionnaire shall be analyzed through a standard software tool that has been used by previous researchers as well. The Statistical Package for Social Sciences (SPSS) is the main tool used to analyze the collected data. The researcher mainly focuses on the main tests which need to be conducted quantitatively. Correlation Analysis, Multiple regression, Descriptive statistics are mainly analyzed to get the final result of the project. Demographic profiles are mainly assessed with descriptive statistics. All the demographic related data shall constitute section A of the questionnaire which discusses the general details of the respondent where basic knowledge about the respondents can be derived. Multiple regression and the correlation analysis shall identify how decisive factors mentioned in the outset collaborates with the choice of the fashion brands in the Sri Lankan context. Correlation analysis mainly focuses on how well the independent variables are engaged with the dependent variable. Multiple regression finds out how well the combination of all independent variables influences consumer perception towards branded fashion choices. The hypothesis shall be the base of the above two methods which was been derived subsequent to adequate and accurate analysis. Bar charts and other relevant charts will be used in the graphical interpretation of the thesis.
The regression analysis will be conducted based on the following formula.

$DV = \alpha + \beta PT + \beta SF + \beta PR + \beta BR + \beta MT + e$
DV = Consumer Perception
β = Constant
PT = Psychological Factors
SF = Social Factors
PR = Product Related Factors
BR = Brand Related Factors
MT = Marketing Tools used by the brand
e = Error Term

VII. Findings

The responses received through the structured questionnaire are analyzed thoroughly in different segments after studying the validity and the reliability of the measures along with the analysis of demographics, analysis of descriptive statistics and hypotheses testing.

7.1 Analysis of demographic factors

Highest percentage of the participants is in the age category of 23-30 which amounts to 71.2% and the lowest percentage of participants3% are in the age category of "over-50". Accordingly, it is distinct that the results of the

study are mainly derived from the responses of the early youth and not all age groups are covered comprehensively and equally. The higher rate of responses which is 60% were recorded by female respondents while the other 40% were recorded by male respondents. Having analyzed the previous studies, it was observed that most of the previous fashion related researches were conducted with greater interaction of female respondents. A major proportion of the respondents were undergraduates amounting to 42% of the overall responses which can be justified as a result of convenience sampling. Correspondingly, 32% of the respondents were professionally qualified while, 11% and 9% of the respondents were graduates and post graduates respectively as derives from the responses. However, 6% of the respondents were identified to have other educational levels which were not identified by the researcher in the questionnaire.

It was observed that a majority of 56% of the respondents were private sector employees, 22% of the respondents were student and the rest of the respondents were scattered between the segments of government sector, self-employed, retired and unemployed. Profession plays a main role in the selection of brands since the corporate world is changing and people opt to follow modern fashion in their work places.

It was further noticed, that 54% of the respondents are income earners of below 50,000 LKR which can be as a result of a majority of respondents being undergraduates. 26% of the respondents were earning an income of 50,000- 100,000 LKR, 13% of the respondents of 100,000- 250,000 LKR while only 7% of the respondents are earning more than 250,000 LKR. 82% of the respondents mentioned that they look into the brand only at times which implies that respondents are not attached to the brand. 12% of the respondents mentioned that they are always opt to buy branded products while 6% of the respondents does not give attention to the brand at all.

It was revealed that 86% of the respondents were sensitive to the price of the product while 14% of the respondents were insensitive to the product. Accordingly, price is a crucial factor in consumer purchasing behaviors since it serves as a main indicator in purchasing decision and reasonable prices always encourage price sensitive people to buy the respective products (Afsar, 2014). It was identified that 78% of the respondents opt to purchase both local and international brand when making purchasing decisions. Moreover, 20% of the respondents mentioned that they only seek international brand while a minority of 2% mentioned that they seek domestic brands when making purchasing decisions.

The results of demographic analysis of coffee shop visitors are shown in table 2.

Table 2: Analysis of Demographic Factors

Variable	Characteristic	%
Gender	Male	40%
	Female	60%
Age	18- 22 years	17%
	23- 30 years	71%
	31- 50 years	9%
	Above 50 years	3%
Educational Level	Undergraduate	42%
	Graduate	11%
	Professionally Qualified	32%
	Postgraduate	9%
	Other	6%
Profession	Student	22%
	Unemployed	8%
	Self-employed	10%
	Government Sector	3%
	Private Sector	56%
	Retired	1%
Income	Less than LKR 50,000	54%
	LKR 500,001 – LKR 100,000	26%
	LKR 100,001– LKR 250,000	13%

	Above LKR 250,000	7%
Buying Behavior	Yes, Always	12%
	Never	6%
	Sometimes	82%
Price Sensitivity	Yes	86%
	No	14%
Brand Preference	International Brand	20%
	Domestic Brand	2%
	Both	78%

7.2 Analysis of quantitative data collected through 5-point Likert scale

7.2.1 Testing the reliability of data

The ability of the assessment tool to reproduce the interpretations is defined as reliability that ensures stability and consistency when the same action is repeated in the analysis of the data (Cavana, 2001). Cronbach alpha is identified as a better way in measuring the reliability of a study. The Acceptable Cronbach value of the reliability is 0.7 in normal studies and this acceptance can differ according to the nature of the study.

Table 3: Conbrach Alpha

Test	Reliability CA	Number of Indicators
Standard	0.7<	
Psychological Factors	0.817	8
Social Factors	0.713	5
Product-Related Factors	0.813	6
Brand Related Factors	0.711	6
Marketing Tools used by the brand	0.773	7

The table above shows that all dimensions have reached above 0.7 Cronbach alpha value. It indicates that all the variables are in an acceptable range in the reliability dimension.

7.2.2 Testing the validity of data

The ability to measure the actual purpose of the test is defined as Validity (Phelan, 2005). Keiser – Meyer – Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity can be used to decide the appropriateness of factor analysis to test the construct validity. KMO of sampling adequacy is used to decide, whether the sample size is large enough to conduct the factor analysis and it should be greater than 0.5 to be a valid instrument.

Table 4: Validity Test

Test	Validity	
	KMO	**Sig**
Standard	0.5<	0.05<
Psychological Factors	0.654	0.000
Social Factors	0.735	0.000
Product Related Factors	0.647	0.000
Brand Related Factors	0.832	0.000
Marketing Tools used by the brand	0.651	0.000

According to the above Table, KMO for Psychological Factors is 0.654, Social Factors is 0.735, Product Related Factors is 0.647, Brand Related Factors is 0.832 and Marketing Tools used by the brand is 0.651.

Results of Bartlett's test of Sphericity indicate that all the factors are significant at 0.000, which is less than 0.05. Based on these results, it can be concluded that factor analysis is appropriate. In this study, the KMO measure of sampling adequacy for all variables is greater than 0.5 hence this instrument is validated.

7.3 Missing Values and Outliers

Data collection was conducted using the developed questionnaire as mentioned in the previous chapter. Collected data was then exported into a MS excel document and then injected to the SPSS software. The researcher conducts the analysis through the SPSS software and initially choses to consider the missing values and outliers. Accordingly, no missing values were identified from the responses since the mandatory answer option was applied for all questions by the researcher to help avoid missing values from responses. Considering the outliers, 4 outliers were identified and deleted from the collected 260 responses.

Table 5: Missing Value Test

	Case Processing Summary					
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
IV1	256	100.0%	0	0.0%	256	100.0%
IV2	256	100.0%	0	0.0%	256	100.0%
IV3	256	100.0%	0	0.0%	256	100.0%
IV4	256	100.0%	0	0.0%	256	100.0%
IV5	256	100.0%	0	0.0%	256	100.0%

IV 1 – Social factors
IV 2 - Psychological factors
IV 3 - Brand- related factors
IV 4 - Product-related Factors
IV 5 - Marketing tools used by the brand

7.4 Normality

The collected data should be normally distributed to get a better output from the analysis (Jarque, 1987). If the data set does not align with the condition of normality, the reliability of the output shall result in a lesser range. The

researcher measure normality through SPSS for this study regardless of the other numerous ways that can be used. Kurtosis and skewness are a reliable measure used by the researcher to identify the normality in the data set.

Table 6: Test of Normality

Variable	Skewness	Kurtosis
IV 1	-.046	-.191
IV 2	.077	-.225
IV 3	-.381	1.741
IV 4	-.786	2.274
IV 5	-.206	.757

In a normality test, if the skewness is within the range of +2 and -2, and the kurtosis is within the range of +3 & -3 then the distributed data are normally patterned (Bai, 2005). Having analyzed the data, it can be seen that all five variable values are within the range referred to the factors of Kurtosis and skewness. Accordingly, as per the skewness and kurtosis indication, the data set is normally distributed.

For further clarification and confirmation of the data, the researcher conducts the normality test using another measure which is the use of Histograms.
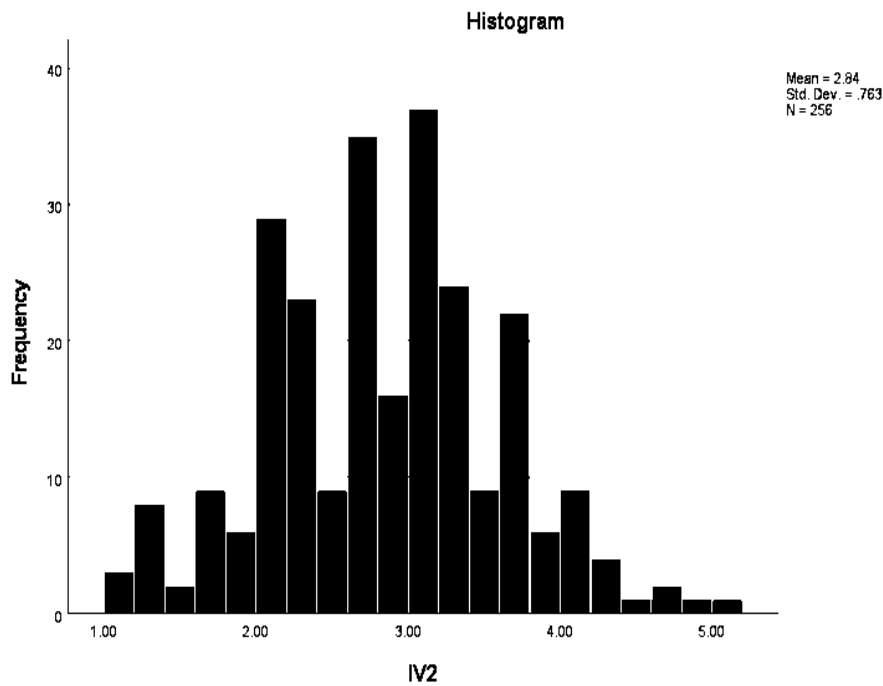
7.4.1 Social Factors

Figure 2: Histogram – Social Factors
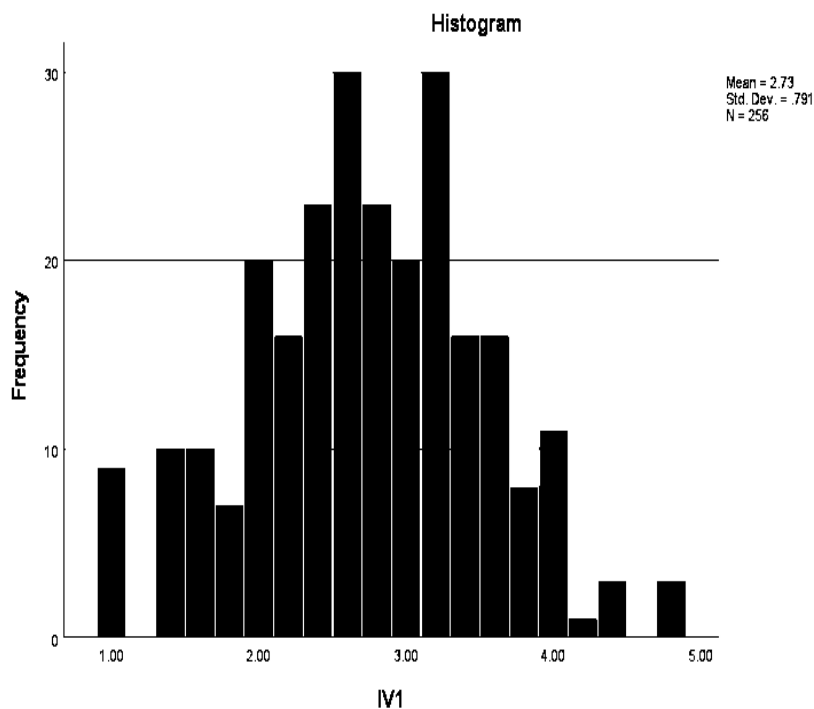
A standard pattern is the bell –shaped curve known as the "normal distribution" on histogram (Maravi, 2010). In a normal distribution, points likely to occur on one side of the average as on the other. This can be considered as somewhat bell-shaped curve and hence it can be concluded that the data set is normally distributed (Das, 2016). Accordingly, as per the above histogram, data set is normally distributed for the social factors.

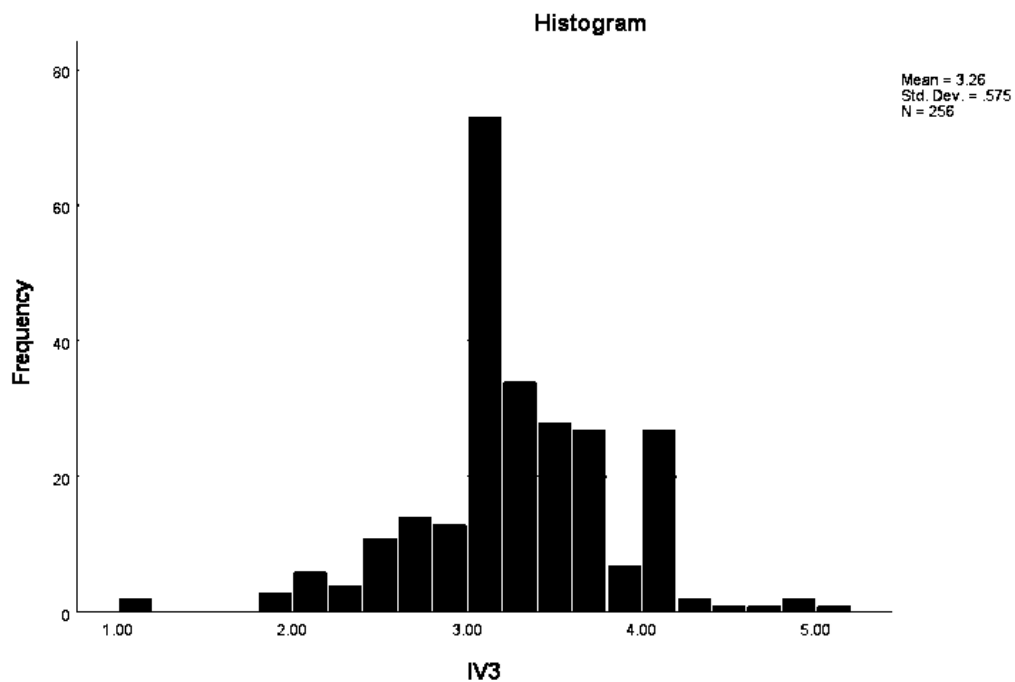### 7.4.2 Psychological Factors

Figure 3: Histogram – Psychological Factors

A standard pattern is the bell –shaped curve known as the "normal distribution" on histogram. As per the above histogram, data set is normally distributed for the psychological factors.
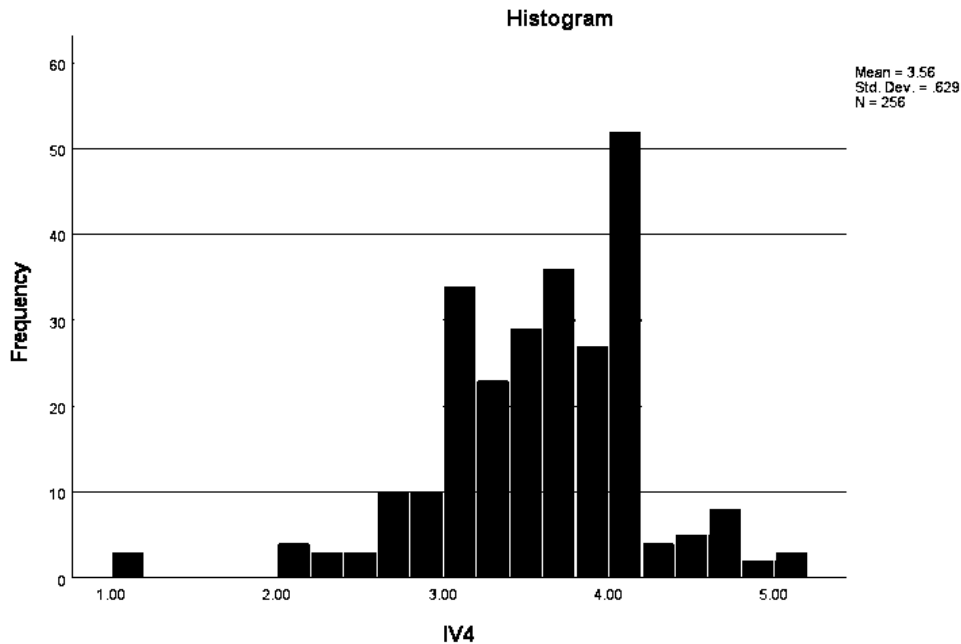
7.4.3 Brand-Related Factors

Figure 4: Histogram – Brand Related Factors

A standard pattern is the bell –shaped curve known as the "normal distribution" on histogram. As per the above histogram, data set is normally distributed for the brand related factors.

7.4.4 Product Related Factors

Figure 5: Histogram – Product Related Factors

A standard pattern is the bell –shaped curve known as the "normal distribution" on histogram. As per the above histogram, data set is normally distributed for the product related factors.

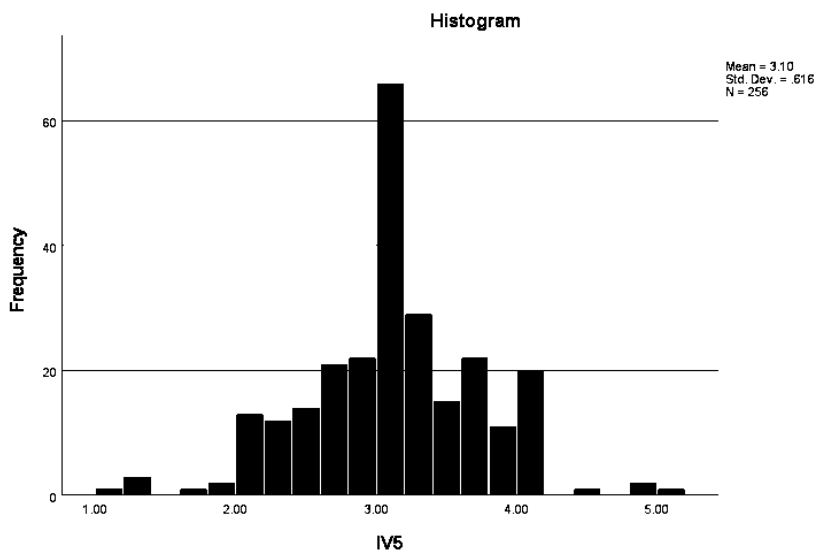### 7.4.5 Marketing tools used by the brand

Figure 6: Histogram – Marketing Tools

A standard pattern is the bell –shaped curve known as the "normal distribution" on histogram. As per the above histogram, data set is normally distributed for the marketing tools used by the brand.Having analyzed both the histogram and kurtosis and skewness tests, it can be confirmed that all data meets the condition of normality.

7.5 Multicollinearity

Multicollinearity should be avoided from the data set to get a better result in the analysis (Farrar, 1967). Multiple regression cannot be applied if multicollinearity exists in the data set. Having analyzed various tests that can be used to identify the collinearity of the data set suggested by earlier researchers, it was decided to conduct the VIF in measurement of the same.

Table 7: Multicollinearity

Coefficients					
Model		95.0% Confidence Interval for B		Collinearity Statistics	
		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.558	1.321		
	IV1	-.145	.069	.450	2.223
	IV2	.094	.325	.414	2.416
	IV3	-.022	.251	.523	1.914
	IV4	.039	.288	.523	1.912
	IV5	.194	.462	.471	2.123

As per previously conducted studies, if the VIF value is greater than 10, it implies that multicollinearity exists in the data set. Subsequent to the above results it is clear that all VIF values are below 10 thus confirming that there is no multicollinearity in the data set. All previous studies that undertake the VIF test to measure collinearity has identified it to be an effective means of measurement of collinearity (Alin, 2010).

7.6 Linearity

Linearity identifies if there is a linear relationship between the chosen variable of the study. If the graphical representation of the plot results in a horizontal line, it implies that there is a linear relationship between the respective variables. As per the below results, no horizontal lines were identified throughout the results of the variables. Moreover, all variable has a positive relationship with the other variable with varied levels of relationships between the variables.

Figure 7: Linearity
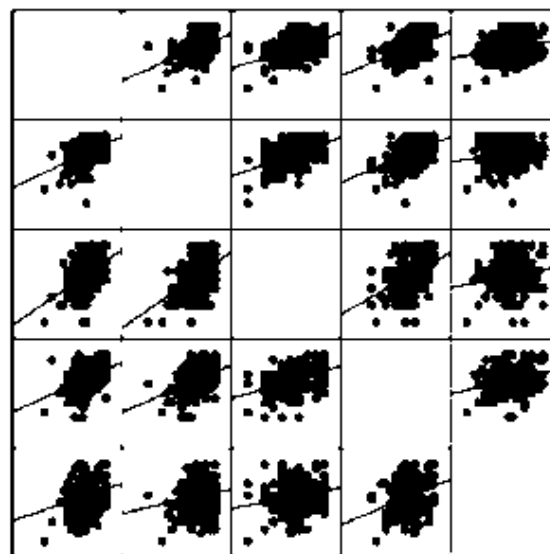
7.7 Descriptive Statistics

Table 8: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
IV1	256	1.00	4.80	2.7289	.79060	.625
IV2	256	1.00	5.00	2.8355	.76331	.583
IV3	256	1.00	5.00	3.2627	.57474	.330
IV4	256	1.00	5.00	3.5588	.62940	.396
IV5	256	1.00	5.00	3.0970	.61550	.379
DV1	256	1.00	5.00	3.4055	.61674	.380
Valid N (listwise)	256					

A total of 256 respondents were considered for analysis after excluding the outliers of the study. As per the above table, product related factors have the highest mean value of 3.5588 among the independent variables of the study. Social factors portray the lowest mean value while its maximum statistic level did not reach 5.00 as per the records, being the only factor within that range. It should be noted that social factors portray the highest standard deviation and variance in the data set as well. The mean value of the data set not reaching 4 can be considers a significant trait that is conventional to this data set.

7.7 Correlation Analysis

Correlation shows the relationship between the dependent variable and the independent variable (Huberty, 2003). If the correlation value comes in a positive value, there is a positive correlation among the variables and if the correlation value comes in a negative value, there is a negative correlation among variables.

Table 9: Correlation

	IV 1	IV 2	IV 3	IV 4	IV 5
Pearson Correlation	.574**	.590**	.623**	.686**	.654**
Significant Level	0.488	0.000	0.098	0.010	0.000

In correlation, if the value is more than 0.8 it implies that there is a strong relationship between the variables. Subsequent to the above table, it can be observed that all variables show a correlation value of more than 0.5 and most importantly, all values were positive. This indicates that both independent variables and dependent variables portray a positive behavior as per the ratio. Product related a factor reveals the highest correlation value of 0.686 with a significant value of 0.010. Marketing tools portray the next highest correlation value of 0.654 with a significant value of 0.000.

Most importantly, it should be noted that all factors display moderate relationship between independent and dependent variables with values more than 0.5 along with positive coordination among each variable.

7.8 Multiple Regression Analysis

Measuring Impact that comes from the independent variable over the dependent variable is defined as the multiple regressions (Licht, 1995). Variables which act freely without the interaction of any circumstance is defined as the independent variable. Variables which act according to the impact from other variables are defined as dependent variables. When executing multiple regressions, the execution must be based on a set of standard assumptions. The standard assumptions needed in building multiple regressions re as follows;

1. The independent variable should be measured either continuously or categorically.
2. The dependent variable should be measured on an interval or ratio level
3. The data set should hold the independence of observations. The Durbin- Watson statistics is used for measurement.
4. Existence of linearity between the dependent variables and each of the independent variables.
5. The data set should correspond with the notion of multicollinearity. Multicollinearity occurs when there are two or more independent variables that exist with a value of correlation with each other. Tolerance limits and variance inflation factors are commonly used to test multicollinearity.
6. There should be no significant outliers
7. Ultimately, the researcher is required to check whether the residual (errors) isnormally distributed. Common histograms, normal P-P plots and Q-Q plot of the student zed residuals can be used for assessment.

7.8.1 Regression Model

Table 10: Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	IV5, IV4, IV1, IV3, IV2[b]	.	Enter

a. Dependent Variable: DV1

b. All requested variables entered.

Table 11: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.675[a]	.456	.445	.45929	1.873

a. Predictors: (Constant), IV5, IV4, IV1, IV3, IV2
b. Dependent Variable: DV1

R value

R value measures the existence of multiple correlations within the data set. The value should be more than 0.5 for the reliability of the study. Accordingly, 0.67 value is better to conduct the study.

R ² value

R² value measures the explanatory ability of the developed model. The value is ranges between 0% to 100%. The standard acceptable level of the R² is 0.50. In this study, the R² value is 0.456 which is typical in human behavior related studies. If the study is concerned with human behavior, a R² value below 0.5 also can be accepted. Accordingly, since the study is on the branded fashion choices of consumers which is an aspect human behavior, the above value can be accepted.

Adjusted R2

This value measures the explanation of the power-dependent after adding the freedom level into the model. Accordingly, the R² has declined to a value of 0.445 after the combination of freedom.

Durbin Watson value

The independence level of the observations has been measured through the Durbin Watson value. As per the model summary, the Durbin Watson value of the study is 1.873. If the Durbin Watson value is closer to 2, then that value can be accepted. Accordingly, the Durbin Watson value of the study can be accepted.

7.9 Hypothesis Testing

Table 12: Hypothesis Testing

	IV 1	IV 2	IV 3	IV 4	IV 5
Pearson Correlation	.574**	.590**	.623**	.686**	.654**
Significant Level	0.488	0.000	0.098	0.010	0.000

Testing Hypothesis 1- Social factors have an impact and relationship with consumer perception towards branded fashion choices.

Table 13: Hypothesis 1 – Social Factors

Variable	IV 1
Pearson Value	.574**
Significant level	0.488

The hypothesis can be tested by using the P-value (sig level) of each B coefficient of independent variables. The significant level which can be accepted is below 0.05 and all variables below 0.05 can be identified which has a significant impact.
The P-Value of the social factor variable is 0.512 which has a higher value than the accepted level of 0.05 and social factors do not have a significant impact on consumer perception towards branded fashion choice. Here the probability of rejecting H1 is 51.2%. Base on the result H1 can be rejected.

Testing Hypothesis 2-Psychological factors have an impact and relationship with consumer perception towards branded fashion choices.

Table 14: Hypothesis 2 – Psychological Factors

Variable	IV 2
Pearson Value	.590**
Significant level	0.000

The P-Value of the psychological factor variable is 0.512 which is existing within the accepted level of 0.05 and psychological factors have a significant impact on consumer perception towards branded fashion choice. Here probability of accepting H2 is 100% and base on the result H2 can be accepted.

Testing Hypothesis 3- Brand related factors have an impact and relationship with consumer perception towards branded fashion choices.

Table 15: Hypothesis 3 – Brand Related Factors

Variable	IV 2
Pearson Value	.623**
Significant level	0.098

The P-Value of the brand-related factors variable is 0.902 which has a higher value than the accepted level of 0.05 and brand-related factors do not have a significant impact on consumer perception towards branded fashion choice. Here the probability of rejecting H3 is 90.2%. Base on the result H3 can be rejected.

Testing Hypothesis 4- Product related factors have an impact and relationship with consumer perception towards branded fashion choices.

Table 16: Hypothesis 4 – Product Related Factors

Variable	IV 2
Pearson Value	.686**
Significant level	0.010

The P-Value of the product-related factors variable is 0.90 which is existing within the accepted level of 0.05 and product-related factors have a significant impact on consumer perception towards branded fashion choice. Base on the result H4 can be accepted.

Testing Hypothesis 5- Marketing tools used by the brand have an impact and relationship with consumer perception towards branded fashion choices.

Table 17: Hypothesis 5 – Marketing Tools

Variable	IV 2
Pearson Value	.654**
Significant level	0.000

The P-Value of marketing tools used by the brand variable is 100 which is existing within the accepted level of 0.05 and marketing tools used by the brand have a significant impact on consumer perception towards branded fashion choice. Base on the result H5 can be accepted.

Testing Hypothesis 6(a)-Social factors have the most impact on driving consumer perception towards branded fashion choices.

Table 18: Hypothesis 6(a)-Impact of Social Factors

Variable	IV 1
Pearson Value	.574**
Significant level	0.488

The correlation value of the social factors is 0.574 and that is the lowest value in correlation values. H6(a) can be rejected.

Testing Hypothesis 6(b)- Psychological factors have the most impact on driving consumer perception towards branded fashion choices.

Table 19: Hypothesis 6(b)-Impact of Psychological Factors

Variable	IV 2
Pearson Value	.590**
Significant level	0.000

The correlation value of the psychological factors is 0.590 and that is the second-lowest value in correlation values. H6(b) can be rejected.

Testing Hypothesis 6(c)- Brand related factors have the most impact on driving consumer perception towards branded fashion choices.

Table 20: Hypothesis 6(c)-Impact of Brand Related Factors

Variable	IV 2
Pearson Value	.623**
Significant level	0.098

The correlation value of the brand-related factors is 0.623 and that is the third-lowest value in correlation values. H6(c) can be rejected.

Testing Hypothesis 6(d)- Product related factors have the most impact on driving consumer perception towards branded fashion choices.

Table 21: Hypothesis 6(d)-Impact of Product Related Factors

Variable	IV 2
Pearson Value	.686**
Significant level	0.010

The correlation value of the product-related factors is 0.686 and that is the highest value in correlation values. H6(d) can be accepted.

Testing Hypothesis 6(e)- Marketing tools using in the branding have the most impact on driving consumer perception towards branded fashion choices.

Table 22: Hypothesis 6(d)-Impact of Marketing Tools

Variable	IV 2
Pearson Value	.654**
Significant level	0.000

The correlation value of the marketing tools used by the brand is 0.654 and that is the second-highest value in correlation values. H6(e) can be rejected.

Various studies have come up with various results on the fashion choices with the selected independent variables. So that enables, the conventional result on the conducted study relating the fashion industry.

VIII. Conclusions

According to many researchers, there are many decisive factors that drive consumer perceptions towards branded fashion choices in Sri Lanka.Most of the consumers expected a lower price with a wider choice of color and design.According to (Saluja, 2016), consumers prefer more to shop with friends and family members. Friends, family members, celebrities, magazines are highly influenced by their apparel choices too. (Lakshminarayana, K., Sreenivas, D. L., 2018) revealed the consumer buying behaviors towards branded apparel in selected cities in their study. In Karnataka, according to the findings a significant portion; 19.5 percent of the respondents would consult their brother and/or sister before the purchase of apparel and respondents who are employed were influenced by their co-workers and would value their suggestions.

Peer influence plays a huge role in their choice of brands and aids in their socialization process. Further celebrity endorsements had a huge impact on branded clothing too because they promote certain attributes like image, quality and status. (Fernandez, 2009). Customers were influenced by family members, friends, brand ambassadors and co-workers toward the branded apparels over non branded (Mishra,S., Agrawal.A., 2015). The majority were influenced by family members and friends. Moreover, most of the people were brand conscious.Most of the shoppers on branded apparel were highly influenced by factors such as reference groups, attractiveness, price range and celebrity endorser(Meeran,S., Ranjitham, 2016).Peer group influence and social advertising have a positive impact on fashion consciousness among the customers in all age groups(Leung,A.C.Y., Yee,R.W.Y., Lo,E.S.C., 2015). Moreover, social advertising offers a platform for consumers to share information and interest in products and purchases. This results in the need for retailers to develop user-friendly social networks.

Most of the moderate fashion-conscious consumers value product fittings as the most crucial factor in fashion purchase decisions on clothing and footwear (Agu A.G. and Onuaba O.A., 2016). Further, the study also reveals that psychological variables such as attitude, perception, self-concept, personality and motivation are important decisive factors of consumer behaviors in fashion. In conclusion, the study recommends that fashion producers must focus extensively on products that provide the perfect fit for their customers while adopting individualized marketing up to a satisfactory level and customization strategies that consider the psychological factors of their

customers. Self- monitoring and self-concept have an impact on fashion consciousness among consumers of the age group of 18-23(A. C. Y. Leung, R. W. Y. Yee and E. S. C. Lo, 2015).Further, the study also suggests that media exposure has a positive influence on the fashion consciousness of the consumers in the above segment. Therefore, the research recommends that retailers should come up with the right advertising message that would influence the self-monitoring and self-concept of young consumers. In Addition, the study also recommends that the retailers should select appropriate advertising channels to enrich the information on the experience of luxury fashion to the respective demographic of consumers.

Expensive fashion products were mostly preferred or purchased when the price and the name of the designer or brand are shown(De Lace, J, 2011). It was also suggested that psychographics such as consumer attitudes, opinions and values have a significant influence on consumer preferences towards branded fashion products. The study also shows that the fashion retail stores with high price points are capable of appealing their consumers from a psychological perspective as the traditional metrics were seen as inadequate. Further, people are more motivated towards satisfying their self-concept, desires and choices belong to a specific social group and the esteem needs.Psychological factors such as branding, style, price, color, store set up and design has a significant impact on the purchase intentions of consumers in the fashion industry (Kumar. P and Kanchan, 2017).

Psychological factors such as personal values, quality, price and perfect fit had a significant positive influence on buying decisions of the consumers in the apparel market (Imran M.Y, 2019).Clothing is not a mere covering but it's how people reflect their self-image (Kodzoman. D, 2019). Besides, it states that it's a social norm where it functions as a form of adornment and acts as an expression of a person's choice or style.

The preference to be in line with the latest styles and as branded apparel reflects their status or social class. This confirms that consumers are willing to pay a premium for branded apparel (Lakshminarayana.K and Sreenivas.D. L, 2018). Likewise, durability, quality and availability of a variety are the other factors that influence the consumers to prefer more branded apparel.Brand, comfort and quality are the main factors that influence the buying behavior of customers towards branded apparel in comparison to non-branded apparel (Mishra, S., Agrawal, A., 2015). The study finds that 50% of customers prefer branded apparel over non-branded apparel due to various factors such as highly recognized brand names, availability of a wide variety and unique product attributes and transparent prices that attract the customers towards branded apparel. Moreover, the study suggests that the latest fashion trends have a significant impact on attracting customers towards branded apparel.

The results from the study by (Dharamdasani, D., Sharma, M., 2017) revealed that brand awareness has a considerable impact on the intention purchase as it easily persuades the recognition of the brand and makes the purchase decision on that particular brand. On the contrary, the cognitive brand association depicted that the consumers prefer products that offer good performance, value, durability and reliability. The emotional brand association illustrated that the consumers are emotionally attached to the brand and prefer products similar to their social status, personality or brands that are admired by their family and friends.Consumers tend to be uncertain when a brand is absent as they need to provide greater emphasis on the attributes of the product such as comfort, design and the fit on non-branded products(Lazzi, A., Santovito, S., 2016). Therefore, the study suggests that consumers who prefer branded clothing are reassured by the presence of a brand when choosing while non-branded clothing needs more emphasis. Then it states that the success of a brand in the apparel industry appears to be more related to cognitive attributes.

Frequency of purchase, place of purchase, shopping time, the reason behind the purchase, need for brands, expected price, number of pieces of clothes purchased and fabric preferences have a significant impact on the purchasing decisions of consumers towards branded apparel (Sreerekha, T., Kumar, S. P., 2018). However, the quality and price were the most crucial factors that affect the consumers purchasing decisions as they require value for money and also make comparisons between the prices offered by the competitors. Additionally, brand retailers should maintain high-quality standards to create more awareness for the brand.Price and the brand name were the significant attributes that were considered the most by the customer when purchasing branded apparel(Ahuja, N., 2015). As per the study, 80% of consumers perceived that the brands in the fashion industry act as a status symbol. The study states that the brand is an assurance and a guarantee for a definite standard of quality. The brand name and logo have a significant impact on the consumers' buying decisions where an attractive logo and brand name play a crucial role in the minds of the customer which encourages repeat purchases.

(Narayana, L. K., Sreenivas, D. L, 2016)Factors such as product attributes, store attributes, occupation, the income of the customer have a significant positive influence on consumers buying behavior towards branded apparel. The study states that increasing brand consciousness among consumers is increasing preferring apparel with popular brand images or logos. Consumers also perceive that their fashion sensibility act as a means of expressing themself among other consumers. Further, young consumers with higher disposable income prefer more of high quality and expensive branded apparel.Thestore-specific attributes and demographic factors also influence the decision of purchasing branded apparel over the non-branded ones.Product attributes have a positive influence on consumer characteristics which in turn encourages the purchase of branded apparel(Rajput, N., Khanna, A., 2014). Various features such as style, durability and price have a strong influence on consumer preferences towards the purchase of branded apparel. The study suggests that apparel products are comprised of various physical attributes that are perceived differently by different consumers and the preferences also differ based on the shopping orientations. Therefore, it was recommended that the sellers must provide apparel with the best fit with a quality that provides value for money.According to the findings of the research conducted by (Shafi, S. I., Madhavaiah, C., 2014) on shoppers buying behavior towards apparel products in Bangalore city reveals that the factors such as product attributes, purchase intention, reference group, store attributes, income and occupation have a significant positive influence on the buying behavior of consumers towards branded apparel.

The study reveals that the product attributes such as brand, design, size and quality positively correlate with the purchase decision of customers in the branded apparel industry. Therefore, it was suggested that the apparel stores should enhance and develop product attributes to attract more customers towards branded apparel.Product attributes and store attributes have a positive influence on the consumer's intention to purchase apparel(Hasan, A., 2018). The study suggests that product attributes such as physical comfort, appearance, representation and functionality have a significant impact on the purchasing decision of consumers in the branded apparel industry. The results also suggest that more focus on apparel attributes is essential to establish an intention to purchase as the product attributes were the strong predictor of purchase decision of apparel in comparison to other factors included in the study.

(Shamout, M. D., 2016) Researched the impact of promotional tools on consumer buying behavior in the retail market and the results of the study suggested that there is a significant relationship between discounts, free samples and offers. The consumers buying behavior during a sales promotion which were statistically proven. The sales promotion tool plays a major role to stimulate the customers towards purchasing any prompted product which would increase the seller's top line and the bottom line. Therefore, the study concludes that consumer buying decisions can be influenced through various promotional tools; price discounts, samples and other offers such as 'buy one get one free'.Advertising makes an affirmative impact on the brand commitment which directly affects the perception of consumers before making any purchase decisions(Khan, A. A., Jadoon, S., Tareen, N. A. K., 2016). Advertising also creates brand awareness where it reminds the customer of which brand that needs to be selected when making a purchase decision. Customers will not purchase a particular brand unless brand awareness is created through promotional tools because brand awareness gives the customer the ability to recall or remember the brand's information.

(Sawant, R. P., 2012) Performed a study to discover the impact of advertising on brand awareness and consumer preference with special reference to men's wear and the results suggested that provoking the customers through advertising was a crucial factor for encouraging the purchase of branded apparel. Intense advertising was primarily responsible for creating brand recognition and popularizing the brand among the customers. Advertising was considered as the most preferred option to obtain information on the brands and their latest releases. Further, the study also revealed that most men preferred to see and pay attention to the advertisement on the brands of their choice.(Chandra, S., Mazumdar, S., 2018) Researched the impact of sales promotional tools on the consumer buying behavior in the apparel retailing business and the study suggested that price discounts have a significant impact on the purchase decisions of apparel. Private label brands would be benefited if they offer promotional offers at the time of introduction as it has a significant impact on the purchasing decision of apparel. The study also suggests that promotional offers should be decided based on the price sensitivity factor as the male population is the buyer and the females and the kids are considered to be consumers in most South Asian contexts.According to the results of the study conducted by (Chakraborty, P., Suresh, A. S., 2018) on factors of consumer buying behavior and its influence on consumer perception towards value fashion retail in the Bengalaru city, revealed that promotional tools, store location and impulsive buying have a significant impact on consumers buying behavior towards branded apparel.

Hoarding as a promotional strategy considered to be the most important factor that influences customers in terms of the visibility of a brand. Further, discounts as a promotional strategy were also revealed as one of the most influencing factors in terms of visibility of the brand to the customers out of which vouchers played a dominant role.(Kanat, S., Atilgan, T., Ofluoglu, P., 2013) conducted a study to understand the effects of advertisement on the buying behavior of consumers in the clothing sector in Turkey and discovered that the advertising in the clothing sector directly influenced the consumers in Turkey. The impact of advertising on Turkish consumers differed based on the demographic variables such as gender, age and income. As per the study, the television advertisement was the most effective mode of advertising for Turkish consumers in the clothing industry. Apart from this, the consumers were also influenced by fashion magazines and billboards. Further, the higher frequency of broadcasting of advertisements triggers the desire of Turkish customers to purchase branded apparel products.

Gilbert's model of consumer decision making will be used to analyze the impact of marketing tools on consumer buying behavior. This model was developed by (Gilbert, D.C., 1991) which distinguishes between two levels of factors that influence buyer behavior. The first level comprises psychological variables such as perception and learning whereas the second variable includes differences such as interpersonal influences developed during socialization.

As per the Pearson values, product-related factors have the highest value and it has the highest impact towards the dependent variable. Accordingly, it is distinct that product-related factors should be thoroughly concerned by the marketers towards better marketing for their products. All the factors have an impact on the product and as discussed earlier only product-related factors, psychological factors and marketing tools have a significant impact. Thus, main concerns should be on these factors in the practical implications. However, this result can be varied with a different sample of respondents.

IX. Implications and Recommendations

Accordingly, social factors and brand-related factors have an insignificant positive relationship with the dependent variable. However, every independent variable has a positive relationship with the dependent variable and psychological, product-related and marketing tools have a significant relationship with the dependent variable. As illustrated by these findings, it is safe to say that brands and the importance of the social factors towards consumer perception have been decreased over time. In previous studies, these factors had a significant relationship with the dependent variable and now it has come to an insignificant level with this study. As per the Pearson values, product-related factors have the highest value and it has the highest impact towards the dependent variable. Accordingly, it is distinct that product-related factors should be thoroughly concerned by the marketers towards better marketing for their products. All the factors have an impact on the product and as discussed earlier only product-related factors, psychological factors and marketing tools have a significant impact. Thus, main concerns should be on these factors in the practical implications. However, this result can be varied with a different sample of respondents.

This study is a rare study that concerned the fashion choices of consumers and used factors were not integrated with the same study. As per the findings, the main focus should be on product-related factors, marketing tools and psychological factors. These factors should be considered by the management of the companies when conducting the campaigns and launching products. Psychological factors are an untouched area that going with the identifying through this study. In the future, this factor can be caused for a major impact on the branded choices and need to be thoroughly considered with relevant controls. Product-related modifications should be included for a better consumer perception level for the chosen brand. Further factors except these variables should be identified by the management of the companies to go with better marketing strategies.

The study is concerned with some limitations with uncontrollable aspects according to the current situation. The data collection will be conducted in a smaller period and the sample is much lower considering the limited timeline. And also, the personal biases can be included in the responses and reliability test value can be at a lower level with this case. However, when considering the human behavior related researchers, it can be expected to lower the level of value in the reliability test. Also, with the pandemic situation researcher is going with a limited geography scale. Different people in different regions may have different opinions apart from the concluded results. So that also comes as a limitation in the study. Also, time that can be spent with the respondents also on a lesser level and respondents may not give their response with much concern. So, the final output may differ from the actual result

with that type of response. Also, there are not many researches and studies which consider the branded fashion choice of the consumers.

As mentioned earlier, there are some limitations to this study. The sample of the study is much lower when considering the population of the study. Hence, the future research should be conducted with more sample size. And the sampling technique was taken as convenient sampling due to the current situation in the country. Therefore, most of the responses were came through below under 30 people. Other age groups also need to be captured through further researches and sampling techniques need to be changed according to the situation. Also, the study should be focusing on a wide geographical area covering all Sri Lanka and that could give a better outcome than the conducted study. Also, the next studies should be conducted using new independent variables to get a different outcome from this project.

Hence, the relationship between the variables has been identified and the impact of the variables towards the dependent variable also discussed. Management implications were suggested by the researcher and some limitations have been identified which is conventional to the study. Finally, further researches concerns were briefed referring to the limitations and for a better outcome through the study.

X. Acknowledgements

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