

Study on Consumer Behavior towards Branded Garment Products in Sri Lanka (Special Reference to Gampaha District)

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In the current world situation, by each and every minute customer needs and wants are rapidly changing due to globalization. Consumer's buyer behavior and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer. But here the researcher only focuses her attention to four factors, such as social, cultural, psychological and marketing mix. Here in this, the researcher specially focuses the attention into Gampaha district's consumer and their purchasing behavior. So this research is very important to identify, the role played by branded clothes on consumer's perception in Sri Lankan context. The Sri Lankan fashion industry also contributes a considerable amount to the economy. Also the research is significant not only to marketers and organizations, but also to other segments like: entire society, business community, entrepreneurs, customers, policy makers, etc.

The key objective is to examine the influence of Socio- cultural factors behind customer behavior towards branded garment products.

Questionnaire based sample analysis is the base of this study. The sample consisted of 100 respondents who live in Gampaha. Those questions were used to measure the opinions of customers, and critically evaluated by using SPSS.

The conclusion of this study is that there is no strong relationship between factors (social, cultural, psychological and marketing mix) with the Gampaha district consumer's buying behavior.

Key Words: *Consumer Behaviour, Buying Intention, Purchasing Behaviour*