

## **The impact of demographic and social class on purchasing intention, with special reference to fashion luxury good market in Sri Lanka**

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The study is mainly focusing the impact of demographics and social class on purchasing intention; with special reference to fashion luxury good market in Sri Lanka. In the study the demographics and social class has been taken in to consideration to measure the consumer purchasing intention. this study only limited few areas (Gampaha, Colombo, Kegalle, Kurunegala etc.). The sample population of 100 has been analyzed through the survey method and a questionnaire had been distributed in order to collect data. Correlation technique has been used to evaluate the consumer purchasing intention. By using this method Hypothesis were tested. 4 hypotheses were accepted and 1 was rejected. As of the outcome of the study that repercussion the impact of demographical and social factors are positively associated with the purchasing intention respect of the selected sample context. as a matter of fact, that reveal those variables are stimulators which are capable enough to trigger consumers purchasing intentions. Thus, the research has elaborated significant contribution of the contemporary word by proving there is positive relationship of the variables. Therefore, the researcher has suggested the further investigations in the area of purchasing intention.

**Keywords:** Purchasing intention, Demographic factors, Social factors, Impact and Luxury good.