

**Impact of Key Buying Determinants on Purchasing Intentions of Fashion Clothing: Special Reference to Gen x and Millennials in Western Province Sri Lanka**

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This study aims to examine the impact of key buying determinants on purchasing intentions for fashion clothing, specifically focusing on Gen X and millennials in the Western Province of Sri Lanka. The study primarily investigated materialism, fashion consciousness, brand engagement, and reference group influence as key determinants of fashion clothing purchases. Based on various studies, a research model was developed, and a quantitative research approach was employed. The study population comprised Gen X and millennials in the Western Province, with a convenient sampling method used to select the sample. Data was collected through a structured questionnaire administered via an online survey. Correlation and linear regression analyses were conducted to test the hypotheses. The findings revealed a positive and strong relationship between three key buying determinants: materialism, brand engagement, and fashion consciousness and the purchasing intentions of fashion clothing among Gen X and millennials in the Western Province. Additionally, the research indicated that the fourth variable, reference group influence, did not have a significant impact on purchasing intentions for fashion clothing. These findings can assist decision-makers and marketers in the fashion industry to better understand consumer behavior and develop effective strategies for achieving improved results in this sector.

**Keywords:** *Brand Engagement, Fashion Consciousness, Fashion Clothing Involvement, Gen X, Materialism, Millennials*