

The Impact of the Brand Image on the Consumer Buying Behaviour of Generation Z with Special Reference to the Clothing Sector: A Comparative Study between Males and Females of Sri Lanka

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This study aims to examine the impact of brand image on Generation Z's consumer buying behaviour in the clothing sector in Sri Lanka. The data were collected using a structured questionnaire. The regression and correlation analyses were used to examine the impact of brand image on consumer buying behaviour. The study's results show a positive and significant impact of brand image on consumer buying behaviour. Moreover, it can be identified that brand association mainly impacts consumer buying behaviour compared to other dimensions. Other dimensions considerably influence buying behaviour. The questionnaire was distributed among respondents but only got one hundred twenty responses. Using SPSS version 22.0, the sample, consisting of 120 respondents in the Western province of Sri Lanka as a clothing brand user base, was used in this research. The main limitation of this study is that it only focuses on the western province of Sri Lanka. Finally, the survey result would benefit other marketers in the clothing industry and other relevant parties interested in this industry.

Keywords: *Brand Association, Brand Image, Clothing Sector, Consumer Buying Behaviour*