

Factors Influencing Consumers' Purchase Intention of Ecofriendly Apparel (With Special Reference to Colombo District Millenials)

H.R.K.H. Handagama*, C.J.P. Kulathilake and R.M.M.C. Rajapaksha

*Department of Management Sciences, Faculty of Management, Uva Wellassa University, Badulla,
Sri Lanka*

**Corresponding Author E-mail: kumudipa95@gmail.com, TP: +94705614775*

The ecofriendly apparel is an emerging concept in Sri Lanka. The purpose of the study was to examine consumers' purchase intention towards eco-friendly apparel by investigating the effects of their expectations, perception, subjective norms, perceived behavioral control, and attitudes. The study was selected six eco-friendly outlets and collected data from 150 millennials who live in Colombo the questionnaire was used as the data collecting technique. Millennials were selected by using a simple random sampling method. Descriptive statistics, correlation analysis, and regression analysis were used to analyze data with the support of the SPSS 22.0 version. The purpose of the study was to examine consumers' purchase intention towards eco-friendly apparel by investigating the effects of their expectations, perception, subjective norms, perceived behavioral control, and attitudes. Based on the result all the independent variables have positive relationship with dependent variables. All the independent variables (expectation, perception, subjective norms, perceived behavioral control, and attitudes) positively impact on purchase intention. As well as subjective norms are the most impacting predictor of purchase intention. This study provides recommendations and suggestions to sales and marketing managers should implement marketing strategies to enhance purchase intention concerning the factors of eco-friendly apparel. Hence marketing managers, fashion designers, and relevant policymaker need to identify what are the factors influencing purchase intention towards eco-friendly apparel with special reference to Colombo districts millennials.

Keywords: Attitude and Purchase intention; Ecofriendly apparel; Expectation, Millennials; Perception; Subjective norms; Perceived Behavioral Control