



**A STUDY ON THE MOTIVATIONAL FACTORS  
INFLUENCE TO PURCHASE LUXURIOUS APPAREL  
BRANDS  
(WITH SPECIAL REFERENCE TO FEMALE CONSUMERS IN  
COLOMBO DISTRICT)**

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Immense competitive market for apparel has identified Luxury fashion as one of the most contemporary inclination in the industry. Global competition tends to expand the luxury apparel market in Asian countries rather a world phenomenon. The storied iconic brands in the fashion industry, are synonymous with exceptional fashion clothing rely on Sri Lanka as their topmost apparel sourcing destination. Conceptual framework adopted from Dubois and Czellers (2001) six dimension model and study explores the motivational factors on purchase ; excellent quality, very high price, scarcity and uniqueness, aesthetic and poly-sensuality, ancestral heritage and personal history of the brand and superflouesness to purchase luxurious apparel brands in Sri Lankan context. The objectives are to identify the most influencing factor towards purchasing luxurious apparel brands and to identify the relationship between motivational factors and consumer buying behaviour towards purchasing luxurious apparel brands. Both primary and secondary data has been collected and sample consists of 200 respondents consume luxurious apparel in Colombo district and adopted correlation coefficient and Multiple Linear Regression for analyze the data. Findings revealed the weak positive relationship between motivational factors and consumer buying behaviour and excellent quality has been identified as the most significant factor. Since Sri Lanka is a tourist destination, more luxury fashion outlets can be established rather creating a novel market avenue. Design the aesthetic value in apparel, uniqueness and excellent quality could be identified as managerial implications and awareness on luxurious apparel brands is crucial excessively.

***Key Words*** – *Luxurious Fashion, Motivational Factors, Consumer Buying Behaviour, Marketing, Brand*