

**WHEN CINEMA MEETS FASHION. A STUDY ON THE
IMPACT OF SHORT FASHION FILMS ON GENERATION Z
FASHION PURCHASING DECISIONS IN SRI LANKA**

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ABSTRACT

Fashion marketing in retail sector is witnessing a transformation due to rapid technological developments. Hence, this paves the way to retailers and fashion marketers to use different promotional tools to influence the fashion buying decisions of their consumers. Short fashion films are such novel approach to Sri Lankan context. The combination of audio and visuals with an enchanting storyline captivates the consumers and leverage the image of the brand. They also improve the consumer shopping experiences and support the brand to stay competitive.

The biggest future challenge for marketing and consequently for retailing is generation Z, since members of this generation seem to behave differently as consumers and are more focused on innovation. Their focus on fashion buying decisions is vastly different from their earlier generations.

The aim of this paper is to explore the possibility of short fashion films to influence the fashion buying decisions of Gen Z. Thus, a deductive approach is used with a mix method to gather information. A series of structured in- depth interviews and questionnaire were conducted with Gen Z consumers in the urban areas of Sri Lanka.

The findings showed that smart technologies have a significant influence on generation Z consumers' experiences. It also has greater impact on short fashion films. Moreover, this group of consumers expects various new devices and electronic processes to be widely available. Thus, offering consumers an omni channel experience with faster transactions would allow short fashion films to operate in seamless mode along all the platforms. In addition, content relevant to daily lifestyle, environment/social issue arouse their buying intentions. Hence, short fashion films have the capacity to create an intimate dialogue between the brand the consumer.

Thus, short fashion films are operated as a medium that influence generation Z fashion decisions. The relevant theoretical and practical implications are also provided in the study.