

**IMPACT OF MASS CUSTOMIZATION ON PURCHASE  
INTENTION: A STUDY ON FASHION BUYING  
BEHAVIOR OF SRI LANKAN MILLENNIALS**

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## **Executive Summary**

Online retailing is currently a booming segment in Sri Lankan retail industry. However, Consumers are facing several problems with the local online fashion retaining process. In the global apparel industry, e-mass customization is quickly becoming a crucial online business principle in a competitive market. Goldsmith & Freiden, (2004) mentioned that clothing products are the most appropriate product category for mass customization. On the other hand, Consumers get the opportunity to co-design their individual needs with e-mass customization according to their individual body shapes and measurements.

According to the literature, the millennials generation is expecting individuality in their lifestyle and they expecting to get a customized taste with their buying products. Globally most of the retail brands have initiated mass customization to offer that individual needs of consumers. With the development of internet technology mass customization is now into internet as E-mass customization. In the local context, there is immense potential for retailers to grow their online business with e-mass customization. Because it is reduced online purchasing issues of customers. Therefore, this research is aimed to identify the millennial consumers' purchase intention towards e-mass customization.

In order to identify that consumers, need this research is followed by the exploratory method. Survey data was gathered from 219 respondents and from five industry expertise were interviewed. Gathered Survey data were analyzed using SPSS software and interview data was analyzed manually. The findings of this research are presented in chapters four and five. According to that findings, it is proved that millennials consumers have a need for individuality. Therefore e-mass customization has huge potentials to grow in the Sri Lankan market.

Key words-E-mass customization, Co-design, Purchase intention