



MA in Fashion Business Management

**FINAL PROJECT REPORT**

The impact of factory rejects of high end International branded products available in the market on the fashion middle market brands in Sri Lanka

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Word Count – 14521

(Excluding Acknowledgement, Abstract, table of contents and references)

## **ABSTRACT**

The consumer's buying behaviour is dictated by the purchase intention. Unless something unforeseen happens, the consumer is likely to proceed. The brand's influence can also be seen in the apparel segment. Previous studies have shown that the influence of a brand name on a consumer's purchase of branded clothing is strong. However, in Sri Lanka, the subject of brand personality has been relatively unexplored. According to literature, there are two groups that can still buy branded clothes, the one that doesn't have the buying power and the one that still wants to buy. However, due to the country's economic situation, the latter tends to buy low-cost rejected products in the market. Defected and rejected garments can be found in Sri Lanka's market. These are mainly due to the factory's failure to meet its export targets. Theoretical frameworks such as Theory of rejected clothing products and theory of luxury/ semi luxury branded clothing products were used to determine the relationship between these factors. According to Saunders's research onion, this research carries both positivism and Interpretivism philosophies because its structure and use of empirical methods make it an ideal candidate for hypothesis development. The development of the hypothesis was carried out using both inductive and deductive methods. The study was conducted through an exploratory method, and the data collected from the participants was analyzed using software programs, such as SPSS. Its findings will be presented in four chapters and five. According to the findings, it is proven that the demand for rejections of high-end international branded products that are available in the market on fashion middle market brands in Sri Lanka is significantly impacted by economic benefits, hedonic benefits, materialism, and previous experience.