

**YOUTH BUYING BEHAVIOR IN ONLINE SHOPPING: WITH SPECIAL  
REFERENCE TO THE CLOTHING CONSUMERS IN SRI LANKA**

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**ABSTRACT**

Ever wonder why you click "buy" on one dress and scroll past another? This study examines the online fashion world and explores the factors that influence youth purchasing decisions. As online clothing retailers expand and competition intensifies, understanding these factors becomes essential for both businesses and consumers. This study specifically focuses on the impact of product price, online customer service, social media influence, and online clothing reviews on youth satisfaction and loyalty. Data were collected through an online structured survey of 384 consumers aged 15–29 years. The analysis, conducted using SPSS, revealed that product price plays a pivotal role in purchasing decisions, with young shoppers showing high sensitivity to cost and value for money. Online customer service, particularly in terms of prompt response and problem resolution, significantly enhances customer satisfaction and loyalty. Additionally, the study underscores the influence of social media and online clothing reviews, advertisements, influencer endorsements, and peer recommendations on buying intentions. The findings suggest that online clothing retailers must adopt competitive pricing strategies, ensure robust customer service, and engage in targeted social media marketing and the active management of online reviews to attract and retain young consumers. Retailers can increase customer satisfaction, foster loyalty, and improve sales by focusing on these areas. This study fills a gap in the literature on Sri Lankan youth's online shopping behavior, offering practical insights for succeeding in a competitive digital marketplace.

**Keywords:** Online customer service, online clothing reviews, product price, social media influence, youth buying behavior.