

# THE IMPACT OF MATERIALISM ON FASHION CONSCIOUSNESS: THE MODERATING EFFECT OF INTERNET INNOVATIVENESS

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This study examines the fashion consciousness of young adults in Sri Lanka, and explain the impact of materialism on fashion consciousness and the moderating effect of Internet innovativeness on the relationship between materialism and fashion consciousness. Materialism can be defined as the importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states. In a material-oriented society, consumers value the possession of material things (e.g. clothing) and buy more than needed. Materialistic consumers use clothing as a means to symbolize social status, prestige, and success (Beverly and Dennis 1997). They are highly involved with clothing, are fashion leaders, and purchase the newest styles and premium brands (Jane and Seung 2011). A survey was used to collect the data from 200 respondents using a structured questionnaire. The non – probability sampling technique of convenient sampling method has been used for collecting the data. A structured questionnaire was used to examine the impact of materialism on fashion consciousness of respondents. To test the model Partial Structural Equation Modeling (PLS SEM) was used with SMART PLS. Study found that materialism significantly predicts the fashion consciousness. However, there is no moderating effect of Internet innovativeness on the relationship between materialism and fashion consciousness. Theoretical and practical implications are discussed.

**Keywords:** *Fashion consciousness; Materialism; Internet innovativeness*

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