



**Faculty of Management Studies**  
Rajarata University of Sri Lanka, Mihintale

NOV 27  
**2025**

# SYMPOSIUM PROCEEDINGS

4<sup>TH</sup> INTERNATIONAL RESEARCH  
SYMPOSIUM ON MANAGEMENT

*Intelligent Enterprises: Merging Talent and Technology for Transformation*

2025 **irsm**



## **4<sup>th</sup> International Research Symposium on Management (IRSM 2025)**

***“Intelligent Enterprises: Merging Talent and  
Technology for Transformation”***

**27<sup>th</sup> November 2025**

## **ABSTRACTS**



**Faculty of Management Studies  
Rajarata University of Sri Lanka  
Mihintale, 50300  
Sri Lanka**

Copyright:

© November 2025

Faculty of Management Studies, Rajarata University of Sri Lanka.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission of the publisher. The views and opinions expressed in the abstracts are those of the authors and do not necessarily express the opinions of the Editorial Board.

ISSN:

2651-0006

Published by:

Faculty of Management Studies,  
Rajarata University of Sri Lanka,  
Mihintale. 50300  
Sri Lanka.  
Tel/Fax: +94 252266810  
Web: fms.rjt.ac.lk/irsm2025  
E-mail: [irsm@mgt.rjt.ac.lk](mailto:irsm@mgt.rjt.ac.lk)

Recommended Citation  
for an Abstract in this  
Proceeding Book:

Sudari, P.G.S. & Jameel, A.L.M. (2025). Impact of Blockchain Technology on Enhancing the Efficiency of Financial Reporting in Financial Sector in Sri Lanka. *Symposium Proceedings of the 4<sup>th</sup> International Research Symposium on Management*, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka, 2.

Impact of User-Generated Content and Electronic Word-of-Mouth on Purchase Intention: The Mediating Role of Consumer Engagement on Facebook with special reference to Beauty Care Industry in Sri Lanka <b>K.H.T. Amarasinga, H.M.U.S. Hendedniya, and R.A.S. Weerasiri</b>	233
Factors Influencing on Consumer Purchase Intentions for Home Appliances: A Study based on Central Province of Sri Lanka <b>K.Y.D.G. Yapadikari and W.M.R.B. Weerasooriya</b>	234
Impact of Service Center Atmospheric Factors on Customer Loyalty in Automobile Service Industry in Kandy District of Sri Lanka <b>W.M.M.S. Weerasekara and M.A.I.T. Marasinghe</b>	235
Exploring the Role of Social Psychological Drivers in Small Scale Textile Business Environment of Northern Province of Sri Lanka <b>M.M.M. Lochani, J.A.D.P.M. Kumarasinghe, R.A.G.N. Ranasinghe, M.G.R.D. Kumara, M.M.S.L. Kumarasinghe, R.M.K.D. Rajapaksha, K.K.T.D. Kodithuwakku, D.H.T. Wickramasekara, M.D.D. Bandara, R.M.O. Rajapaksha, and S. Dilogini</b>	236
Examining the Influence of Korean Entertainment Culture on Purchase Intentions of Sri Lankan Gen Z <b>D.M.P.P. Dasanayake and N.H.K. Cooray</b>	237

## Operations and Total Quality Management

Impact of Lean Manufacturing Tools on Waste Reduction in Apparel Industry in North Western Province of Sri Lanka <b>R.S.N. Harshani and W.M.P.G.R. Pushpakumara</b>	239
Factors Influencing Inventory Management Practices in Economic Center Operations in Sri Lanka with Reference to Dambulla, Meegoda and Keppetipola <b>W.I.D. Thisera and T.M.O.K.K. Bandara</b>	240
Impact of Lean Manufacturing Methods on Wastage Reduction of Apparel Industry in Western Province of Sri Lanka <b>K.M.I. Harshamali and T.M.O.K.K. Bandara</b>	241
Impact of Total Quality Management Practices on Innovation in Fashion Design Industry in Colombo District of Sri Lanka <b>S.M.N.P. Jayarathna and W.M.P.G.R. Pushpakumara</b>	242

## Exploring the Role of Social Psychological Drivers in Small Scale Textile Business Environment of Northern Province of Sri Lanka

M.M.M. Lochani<sup>1,\*</sup>, J.A.D.P.M. Kumarasinghe<sup>2</sup>, R.A.G.N. Ranasinghe<sup>3</sup>, M.G.R.D. Kumara<sup>4</sup>,  
M.M.S.L. Kumarasinghe<sup>5</sup>, R.M.K.D. Rajapaksha<sup>6</sup>, K.K.T.D. Kodithuwakku<sup>7</sup>, D.H.T.  
Wickramasekara<sup>8</sup>, M.D.D. Bandara<sup>9</sup>, R.M.O. Rajapaksha<sup>10</sup>, and S. Dilogini<sup>11</sup>

*Department of Marketing, Faculty of Management Studies and Commerce,  
University of Jaffna, Jaffna, Sri Lanka<sup>1-11</sup>*

\*Corresponding author: [lochanim35@gmail.com](mailto:lochanim35@gmail.com)

### Abstract

Despite the significant presence of small-scale textile businesses in Northern Sri Lanka, little is known about how social and psychological factors influence consumer behaviour in this context. Understanding these drivers is critical for improving business performance, customer loyalty and community engagement. This study aims to explore how social psychological factors such as identity expression, peer influence and emotional attachment affect consumer behaviour and the success of small-scale textile businesses, providing actionable insights for local business management and community development. A qualitative approach was adopted to capture in-depth perspectives from both consumers and business owners, gaining a deeper understanding of how social and psychological factors shape their buying decisions. Researchers collected data through two semi-structured interviews with the owner and employee and six focus group discussions with consumers (three with regular customers and three with non-regular customers) of a small-scale textile in Northern Sri Lanka. These participants were selected through purposive sampling. Interviews with the owner and employee revealed that business practices emphasizing personal relationships, consistent product quality and community engagement are central to building brand trust. Focus group discussions with consumers highlighted the importance of affordability, fashion trends, peer influence, and emotional attachment to supporting local businesses. The study highlights the importance of local values, trust and customer loyalty for the success of small-scale textile businesses. Practical implications include improved management practices, customer engagement strategies, and fostering group identity among loyal customers. Socially, the findings promote the empowerment of local communities, strong trust-based consumer-producer relationships, inclusion and building authenticity. This research presents a novel application of social psychology to the textile industry.

*Keywords:* local values, qualitative approach, small-scale business environment, social psychological factors, thematic analysis