

# **Factors Affecting on Female Consumers' Purchasing Behavior of Skin Care Products**

With special reference to brands certified by Sri Lanka Ayurvedic Drugs  
Corporation

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business  
Management in Entrepreneurship and Management*

Index number: UWU/EX/12/0225

Name of the candidate: C.R.Pathmaperuma

Year 2016

Factors Affecting On Female Consumers' Purchasing Behavior Of Skin Care Products. With Special Reference to Brands Certified By Sri Lanka Ayurvedic Drugs Corporation

**Abstract**

The lush and extravagant growth of the cosmetics and beauty care industry has ensured a continuous demand for cosmetic products; specially skin care, captivating the attention of female consumers in a flattened globalized world. This study was conducted with the purpose of examining in depth, the factors affecting on female consumers' purchasing behavior of skin care products, exclusively containing ayurvedic ingredients. In order to fulfill the objectives of the study, Fishbein and Ajzen's TRA model (1975), was incorporated into the conceptual framework. A survey was conducted by distributing structured questionnaires pre-tested for female consumers in Colombo District. The respondents within the sample were selected using simple random sampling and multi – stage sampling methods. Gathered data were analyzed thereafter, by using descriptive statistics, correlation coefficient and regression analysis embedded with mediation effect in SPSS version 23. The findings of the research demonstrate that beliefs, attitudes and normative influences have a positive effect on purchase intention and purchasing behavior of female consumers. The leading brands in the domestic arena were 4ever Skin Naturals and Nature's Beauty Creations. The key products purchased were, face wash, cleansers and cream. Thus, TRA Model clearly elaborates the concept of female consumer behavior and the influencing factors in purchasing ayurvedic skin care products within the Sri Lankan setting. As managerial implications development of a clear vision towards building a sustainable market by local manufacturers, uniting the brand image with the herbal (Ayurvedic) image since the consumer tends to move towards a greener product range, prolonging brand loyalty and creation of local market potentiality for entrepreneurs with innovative product ranges focusing on herbal ingredients and local brand promotions could be introduced.

Key words: TRA model, consumer behavior, skin care brands, purchase intention, marketing