

CONSUMER BUYING BEHAVIOR ON ANTI-AGEING FACE CREAM

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ABSTRACT

The determination of the consumer preference on natural anti-ageing face cream is an essential need for current Sri Lankan cosmetics industry because it is the current trend that natural anti-ageing face cream is being converted to value added forms due to high customer orientation. Among the value added products, Aloe Vera and Papaya natural anti-ageing face cream are two of the excellent products which have emerged in modern cosmetic industry. Therefore, industry must be able to determine the values and requirements of their existing and potential customers on these products. Hence, it is important for the Sri Lankan cosmetics Industry to develop and validate a diverse array of metrics to comprehensively capture the attitudes and feelings of modern cosmetics consumers. Therefore, this study aims to explore what product attributes consumers consider in purchasing Aloe Vera and Papaya natural anti-ageing face creams within and across online shopping channels in Batticaloa district. This was done using a conjoint analysis of consumer preferences based on data collected from 130 online consumers using purposive sampling technique. Results indicate that the most important attributes are volume and ingredients of natural anti-ageing face cream. Further, if a new anti-ageing cream to be introduced to Batticaloa customers, the best product attribute combination will be 100 ml, Papaya day cream in tub container. To determine the socio-cultural factors affecting purchasing behavior of Aloe Vera and Papaya natural anti-ageing face cream descriptive and Multinomial Regression analysis have been used. The results of Multinomial Regression analysis reveal that working location, health consciousness, skin allergic interactions, skin allergic symptoms, skin type of consumer and the usage duration of one face cream tube or tub are the significant determinants of purchasing behavior of Aloe Vera and Papaya natural anti-ageing face creams in Batticaloa district.

Key words: Consumer preference, Multinomial regression analysis, Conjoint analysis, Natural anti-ageing face creams.