

**POPULARITY OF HERBAL BASED FACE WASHES AMONG
FEMALES IN COLOMBO DISTRICT OF SRI LANKA**

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ABSTRACT

Herbal medicinal product sector is identified as one of key areas of promoting in Sri Lanka. Among those products herbal cosmetics take major place among females because most females prefer herbal over synthetic to enhance their beauty by providing a healthy skin with nutrients. Among herbal cosmetics the most popular item is herbal based face washes which are free from synthetic chemicals and have lesser side effects than synthetic. Thus Sri Lankan cosmetic companies tend to produce face washes using herbal plants and parts as main ingredients. Therefore, this research was conducted to determine the popularity for herbal based face wash among females with in Colombo district. General objective of research is to determine the factors affecting on popularity of herbal face wash among females while specific objective was to assess the consumer preferences for attributes and their levels regarding face washes. To accomplish objectives a semi structured questionnaire was prepared and direct interviews were conducted with females who visited super markets using convenient sampling method. There are 170 super markets and 10% was selected as a sample using simple random sampling. For econometric analysis firstly, probit regression was used. Results show the factors which are affected for face washes users. Face washes users were herbal users, synthetic users and both herbal and synthetic users. Therefore multinomial logit regression was used as second analysis. Results showed affected factors for herbal and synthetic users separately. Conjoint analysis was used to identify the most important attributes for the popularity of face washes.

Key words: Herbal based face washes, probit regression, Multinomial logit regression, conjoint analysis