

The Factors Influencing on Purchase Intention towards Beauty Care Products in Jaffna District

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Abstract

beauty has been a dominant theme in western art, in which an "ideal beauty" is a person who is admired, or possesses features widely attributed to beauty in a particular culture. Since prehistoric era, both males and females are consuming beauty care products in their own. Females also relate beauty care products as anti-aging agents so they always demand a perfect beauty image from a single product. Lack of literature enriched theories in cosmetic purchase and factors, this study identified the factors influencing purchase intention towards beauty care products. After the end of prolonged war purchase intention towards cosmetics products has been improved, and need to have a clear picture on the factors influencing purchase intention on beauty care products. This study collected data from 200 women customers on the influence of factors on purchase intention towards cosmetic products. factors influencing on purchasing intention beauty care products were identified from the literatures and explored to a special context. such variables, as Age, Civil status, Brand, Income, Education, Product knowledge, Price, Promotion, Past experiences, Product quality and Word of mouth. were explored through EFA analysis in SPSS, this study revealed that the Brand, Education, Price and Civil status which are mostly influencing on purchase intention through the ranking variable brand has been identified as most influencing factor for the purchase intention towards beauty care products.

Key words: beauty care products, purchase intention, Exploratory Factor Analysis

Introduction

Beauty is based on what the viewer feels and getting attraction towards a person look and personality. It is differing from person to person. Skin, face, hair, body are determining a person appearance and beauty. Nowadays most people pay attention on concerning their beauty. Particularly women always concerning on their beauty. As a result, the beauty care products usage among women in Jaffna is dramatically increasing. This is because of the increasing self-awareness of women due to post war situation, increasing number of working women, education, increased number of beauty parlours furthermore most of the women want to become fashionable.

All women deserve to be appreciated, respected, and admired. When a woman improves her appearance, an amazing thing happens. People begin to pay attention to her, listen to her, seek her company, ask her opinion. women become more confident, and this makes her look even better! As her confidence grows, so does the respect she receives – at work, at home, everywhere. As her insecurity falls away, she becomes more daring, self-assured, courageous; she finds she can do anything. Her life improves in every way. For the 30 years of civil war Jaffna women haven't been consider the beauty as their concern because they thought of their survival in the country. But now they are very much concern on beauty and related aspects, and women are now thinking on variety of