

**A STUDY OF YOUNG WORKING WOMEN'S PURCHASE
INTENTION TOWARDS ORGANIC COSMETIC PRODUCTS**



BY

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Abstract

This study examined the influence of Health Consciousness, Environmental Consciousness, Price Consciousness, Availability and Brand on Attitude towards purchasing organic cosmetic products of women employees in selected manufacturing companies in Ampara. The independent variables of this study are Health Consciousness, Environmental Consciousness, Price Consciousness, Availability and Brand. The dependent variable is Attitude towards purchasing organic cosmetic products. This research study relies on a data set derived from its survey of 300 women employees who are working in selected manufacturing companies in Ampara.

A structured questionnaire was used as the method of data collection. Stratified random sampling method was used to make the sampling framework and quantitative research approach used for this research study. This research has three objectives. So, the data were analyzed using descriptive statistics, correlation and regression analysis to achieve the objectives. The results show that Health Consciousness, Environmental Consciousness, Price Consciousness, Availability and Brand have significant positive impact on Attitude towards purchasing organic cosmetic products.

According the findings, there is a positive impact and relationship of Health consciousness, Environmental Consciousness, Price Consciousness, Availability and Brand on Attitude towards purchasing organic cosmetic products.

Keywords: *Health consciousness, Environmental consciousness, Price consciousness, Availability, Brand, Attitude towards purchasing, organic cosmetic products.*

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