

**STUDY ON DETERMINANT FACTORS AND PURCHASE  
INTENTION OF SKIN CARE PRODUCTS; WITH SPECIAL  
REFERENCE TO KANDY DISTRICT SKIN CARE INDUSTRY**

**By**

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## ABSTRACT

Beauty and skin care has been an interesting and emerging interest of all the human beings since stone age. Even though women are mostly associated with this concept men are increasingly adopting to the trends in beauty and skin care needs. This trend has created a rapid growth in skin care industry.

Examine the study on determinant factors and purchase intention of skin care products of Kandy district skin care industry is the main objective of this study. A variety of literature in the particular fields was gathered in order to identify specific elements of influence factors of purchase intention of skin care product.

The majority of the articles were gathered using well-structured questionnaire. The sample comprised of 200 male and female skin care users who lives in Kandy district. The data analysis carried out using SPSS 19.0 where a factor analysis was initially carried out to measure Reliability and Validity of the study. Next examine degree of their association with the purchase intention by conducting regression analysis and how various influence factors affect someone's purchase intention of skin care products.

According to the analysis personal variable has the major influence on skin care purchase intention and past experience, perceived behavioral control and subjective norms have a positive influence on skin care purchase intention.

Finally the study concludes that there is no any vary by gender to the influence factors of skin care purchase intention, with reference to Kandy district skin care industry.

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