

**A STUDY ON THE FACTORS INFLUENCING ON BUYING
BEHAVIOUR OF FEMALE CONSUMERS TOWARDS
COSMETIC PRODUCTS IN JAFFNA DISTRICT**



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ABSTRACT

The research attempts to study on the factors influencing on buying behavior of female consumers towards cosmetic products in Sri Lanka settings, specifically with reference to Jaffna District. Due to the ever increasing competition in the retail industry specifically in cosmetic product, retailers try to increase their revenue in any means possible while the shoppers try to increase the value that get as well. To understand the real scenario, this study has specially focused on female consumers and undertaken mainly four variables of external stimuli, internal stimuli, situational product related factors and demography factors. The finding of this study investigated, which factor is really influenced them to make buying behavior of female consumers towards cosmetic products.

The descriptive research used with the respondents of 150 female consumers who have experienced buying behaviour on cosmetic products in Jaffna district. The simple random sampling used to analyze the collection of the data from the selected female consumers. Data were collected through questionnaire and the analysis was conducted by SPSS with the measures at levels of univariate, cross tabulation and chi square. The finding of the present study suggest that, the external stimuli, internal stimuli, and situational product related factor are having the high level with buying behavior of female consumers towards cosmetic products in Jaffna.

Keywords: External Stimuli, Internal Stimuli, Situational product related factor, Demography factors.

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