

**“THE EVALUATION OF CONSUMER ATTITUDES
TOWARDS PURCHASE INTENTION ON SKIN CARE
PRODUCTS IN NUWARAELIYA DISTRICT.**

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Abstract

Most male and female likes to keep of the appearance in superb condition and they are not enough consideration was given to the harm and dangerous effects being made to the body and to the person. This problem is the basic for the research. This study attempted to gain knowledge about Consumer Attitude towards Purchase Intention on skin care products in Sri Lanka with special reference to Nuwaraeliya District. Based on literature review the study found out that most of the Customer Attitudes were strongly related to Purchase Intention procedure. Customer Attitude was related to the factors of Knowledge, Trust, Familiarity, brand image, product quality, and Advertising.

This research was a descriptive type research with a quantitative prospective and the population of the study consist of above 15 years old male and female of Nuwaraeliya District. Data collection has been undertaken as an anonymous survey. Randomly selected the lady and men customers who use beauty products and who attend to beauty centers located in Nuwaraeliya District. A total of 150 questionnaires were distributed to male and female cosmetic consumers aged between 15-65.

Statistical package for social science (SPSS) 19.0 are used for statistical analysis and the survey analyzed descriptively using tables, frequencies and percentages. The hypothesis have been tested using Pearson correlation. Correlation study indicated that Product quality was highly significantly related to consumer Purchase Intention and the fitness of the model was checked by regression. The research results showed that there is positive and significant relationship between factors of Customer attitudes (knowledge, trust, product quality, advertising and brand image) towards Purchase Intention on skin care products in Sri Lanka. Further suggestion were provides by the researcher.

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