

**THE EVALUATION OF CONSUMER ATTITUDE, PERCEIVED
BEHAVIORAL CONTROL, SUBJECTIVE NORMS ON
PURCHASE INTENTION OF ORGANIC AND NATURAL
COSMETICS PRODUCTS SPECIAL REFERENCE TO
COLOMBO DISTRICT**



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ABSTRACT

The cosmetic industry is one of the fastest growing and essential industries in the world as well as in Sri Lanka. In Sri Lanka, environment and health issues are increasing day by day because of usage of chemical base cosmetics. In other Asian countries because of these issues of using chemical ingredients in cosmetics the customers are shift to organic and natural cosmetic. The idea of organic and natural cosmetic is still new to the residents of Sri Lanka. But there are number of organic and natural cosmetic products are available in Sri Lankan market. The question is why consumers are still not shift to organic and natural cosmetic. This issue closely related with purchase intention of consumers towards organic and natural cosmetic product. Objective of study is to evaluate the customer attitudes, subjective norm, perceived behavioral control on purchase intention of organic cosmetic product in Sri Lanka with special reference to Colombo district. Based on the theory of planned behavior the study tries to achieve this objective. In particular, this research examines the influence of consumer values on attitude toward buying organic and natural cosmetic product, the influence of attitude, subjective norm, and perceived behavioral control on purchase intention for organic and natural cosmetics, the effect of consumers' past experiences on their purchase intentions for organic and natural cosmetic products. The quantitative method was used and data were collected through questionnaires. Two hundred (200) respondents selected as sample of the study by using simple random sampling method in Colombo divisional secretariat in Colombo district. The data were analyzed using pearson correlation and multiple regression analysis. The findings of this research indicated that only two consumer values, environmental consciousness and appearance consciousness, influenced positive attitude toward buying organic and natural cosmetic products. In addition, the results revealed that attitude, subjective norm, perceived behavioral control, and past experiences significantly predicted purchase intention for organic and natural cosmetic products. And consumer attitude is the best predictor of PIOC. The results of this study also suggest that retailers can develop effective marketing strategies emphasizing ecological beauty, product safety, and affordable prices to increase consumers' intentions to buy organic and natural cosmetic products.

Key words: organic and natural cosmetics, purchase intention, consumer attitude.

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