

Drivers of the Purchasing Intention of Fair-Trade products: Special Reference to the Cosmetics Industry in Sri Lanka

Jayaweera N S

Department of Marketing Management, University of Kelaniya, Sri Lanka
nimashasewwandi98j@gmail.com

D G P K Gayathree

Department of Marketing Management, University of Kelaniya, Sri Lanka
poornima@kln.ac.lk

The study reported in this paper identified the drivers of the purchasing intention of fair-trade cosmetics products in Sri Lanka according to the extended Theory of Planned Behavior (TPB). The growth in the sale of fair-trade products has increased interest in understanding the factors influencing fair-trade purchase intention. To test the hypotheses, this study was conducted with 337 respondents in Sri Lanka through an online survey, and data were analyzed using SPSS version 26. The finding demonstrates that attitude, perceived behavioral control, and subjective norms positively and significantly impact fair-trade purchase intention in the cosmetics industry in Sri Lanka. Further analyses reveal that the added two variables, moral obligation and self-identity, also have a significant positive relationship with fair-trade purchase intention. The study analysis attempts to find the solutions to the research objectives. FT is a characteristic that sets one brand apart from its rivals and increases its value. The brand is viewed as a valuable item by customers who can use it to connect with their identities and develop a strong affinity, which a business must preserve. Hence, the researcher recommended that companies further identify drivers of the purchasing intention of fair-trade products in the cosmetics industry in Sri Lanka.

Keywords: *Attitude, Moral Obligation, Perceived Behavioral Control, Self-Identity, Subjective Norms*