

**An Investigation of the Influence of Marketing Mix (4Ps) and Their
Relative Importance on Cosmetic Purchase Intention of Youth
Generation in Sri Lanka**

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This article aims to analyze the impact and the importance of the marketing mix: product, price, place and promotion, on the purchase intention of cosmetics products of the young generation in Sri Lanka. Based on a review of the literature, this study develops an integrative model, and it was tested using data collected from 384 undergraduate candidates of universities and institutions of higher education established under the purview of the University Grants Commission of Sri Lanka through an online survey. Secondary data is obtained from textbooks, journals, articles, websites, and previous theses. According to descriptive statistics, respondents agree upon the influence of product and price on consumer purchase intention. Respondents are less likely to agree upon the influence of place and promotion on consumer purchase intention. The study concluded that product and price have the greatest influence on consumers, which have become major considerations for consumers when purchasing cosmetics. Also, it could be concluded that location and promotion affect the intention to purchase cosmetics products to some extent. These findings contribute to understanding how close marketing mix elements are to consumers today and illustrate how those elements influence purchase intention. Therefore, firms can adopt the results of this study to find out the most appropriate points when marketers try to reach consumers through the marketing mix in the current situation.

Keywords: *Cosmetic Purchase Intention, Place, Price, Product, Promotion*