

Consumer Attitude towards Purchase Intention for Cosmetic Products

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The cosmetic industry is one of the fastest growing and essential, but cut-throat industries in the world as well as in Sri Lanka. As such, it is useful to identify the Consumer Attitude towards Purchase Intention for Cosmetic Products. This study attempted to gain knowledge about influence of Consumer Attitude towards Purchase Intention. This research was an exploratory type research with a qualitative prospective and the population of the study consisted in above 15 years old consumers of Batticaloa District. To achieve the goals of this research, the data were collected from convenience sample of 200 Eastern University Students those who are lived in Batticaloa District. The respondents provided the data by means of a close-ended questionnaire. Pearson's Correlation was used for testing the hypotheses. Data analysis was conducted using SPSS19 Software. This study empirically examines that Consumer Attitudes (CA) as the independent variable and Purchase Intention for Cosmetic Products (PIC) as the dependent variable. While both the variables individually have high level attributes, the Pearson's correlation analysis explores a positively significant linear relationship between CA and PIC. This implies that the PIC can be predicted with the nature of CA. The correlation coefficient between the CA and PIC indicates that the CA is useful to explain the variation in PIC.

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