

## **Factors Influencing on Purchase Intention towards Organic and Natural Cosmetics**

Kumudhini, N. <sup>1</sup> and Kumaran, S. S. <sup>2</sup>

The cosmetic industry is one of the fastest growing and essential industries in the world as well as in Sri Lanka. Usage of chemical base cosmetics cause to environmental and health issues. Meanwhile there are number of organic and natural cosmetic products are available in Sri Lankan market which is not harmful for health and environment. This issue closely related on consumer behavior. Objective of study attempted to gain knowledge about influence of Consumer Attitude, subjective norm, perceived behavioral control towards Purchase Intention of organic and natural cosmetics. This research was an exploratory type research with a quantitative prospective and the population of the study consisted in above 15 years old consumers of Colombo District. To achieve the goals of this research, the data were collected from convenience sample of 200 consumers those who are lived in Colombo District. The respondents provided the data by means of a close-ended questionnaire. Multiple regression was used for testing the hypotheses. Data analysis was conducted using SPSS19 Software. This study empirically examines that Consumer Attitudes (CA), Subjective Norm (SN), Perceived Behavioral Control (PBC), Consumers' Past Experiences (PE) the independent variable and Purchase Intention for Organic and natural Cosmetic Products (PIOC) as the dependent variable. While all four the variables are 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.

**Keywords:** *Organic and Natural Cosmetics, Purchase Intention (PI), Consumer Attitude (CA), Subjective Norm (SN), Perceived Behavioral Control (PBC)*

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<sup>1</sup> Department of Management, Eastern University, Sri Lanka (*n.kumudhini1@gmail.com*)

<sup>2</sup> Dharmanikethana place, Koswaththa, Rajagiriya, Sri Lanka. (*ksathis006@gmail.com*)