

Factors Influencing on Purchase Intention for Men's Fairness Cream Products in Sri Lanka

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This study examining the factors which influence on purchase intention for men's Fairness cream products in Sri Lanka". Today the fairness cream market is a competitive market due to the increase usage of men's cosmetic products in Sri Lanka. Businesses in Sri Lanka have the opportunity to focus on this market, analyze the market and address the consumer touch points to attract and retain consumers to their business and with their brands.

Cosmetics industry is spending billions to attract customers and to increase the loyalty towards their brands without having an idea of factors influencing male consumers to purchase the fairness cream products. To invest this money effectively, businesses should be able to identify the consumer touch points and address them to drive sales.

There is no research conducted for the purchasing factors influencing on men's fairness cream market in Sri Lanka, therefore this research study contributes knowledge to the world. As per research study data it was find out that Brand, Product Quality and Place of distribution has a significant strong uphill positive relationship with purchasing intention of men's fairness cream products, Price and Promotion have a moderate uphill positive relationship with purchasing intention of men's fairness cream products. This research provides guidelines to obtain knowledge to identify the most prominent factors influencing the purchase of men's fairness cream products in Sri Lanka.

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