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## **EVALUATION OF CONSUMER ATTITUDES TOWARDS PURCHASE INTENTION ON WOMEN'S SKINCARE PRODUCTS IN SRI LANKA: SPECIAL REFERENCE TO ANURADHAPURA DISTRICT**

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### **ABSTRACT**

Most women like to keep their appearance in superb condition and they have not enough consideration about the harm and dangerous effects being made to the body and the person. The problem was the basis for the research. This study attempted to gain knowledge about consumer attitudes towards purchase intention on Women's skincare products in Sri Lanka with special reference to Anuradhapura District. Based on the literature review, the study found out that most of the consumer attitudes were strongly related to purchasing intention procedure. Consumer attitude was related to the factors of Knowledge, Trust, Familiarity, brand image, product quality, and Advertising. This research was exploratory research with a quantitative perspective and the population of the study consisted of above 15 years older women of Anuradhapura District. Data collection has been undertaken as an anonymous survey for a week. Randomly selected the female customers who use beauty products and who attend beauty centers located in Anuradhapura District. A total of 150 questionnaires were distributed to female cosmetic consumers aged between 15-65 years old. Statistical packages for social science (SPSS) 16.0 are used for statistical analysis and the survey is analyzed descriptively using tables, frequencies and percentages. The hypotheses have been tested using Pearson correlation, Regression and multiple regression analysis indicated that Product quality was highly significantly related to consumer purchase intention and ANOVA checked the fitness of the model. The research results showed that there is a positive and significant relationship between factors of Customer attitudes (knowledge, trust, product familiarity, and product quality, advertising and brand image.) towards purchase intention on women's skincare products in Sri Lanka. The researcher provided further suggestions.

**Keywords:** *consumer attitude, purchase intention and skin care products*

## **INTRODUCTION**

The beauty is the more significant part, some quality in bodies, acting mechanically upon the human mind by the intervention of the senses. Beauty is a vital part of one's personality, irrespective of men or women. Beauty culture is a fashion in folks and people were run after it. Both boys and girls want to own their bodies like prince and princess.

Consumer's attitudes towards various beauty cultural activities were essential knowledge for successful research. Although consumer attitudes towards beauty centers are studied extensively in developing countries, limited research exists to shed light on this crucial subject in emerging market economies. Consumers were likely to make many various judgments while viewing commercials or evaluating products and services. These judgments eventually became attitudes consumers held towards the article and resulted in the consumer's purchase behavior. From an initial presentation by Assael (1998), three components of attitudes were introduced: affect (emotion), cognition (knowledge) and conation (action). Moreover, attitude was a result of learning and is strongly influenced by personal experience, family and friends and marketing. Some researches include additional or personal control and advertising and brand attitudes.

In psychology, attitudes were recognized in the concert of the most important factors that guide human behaviors. Acknowledging that not all behaviors were under complete volitional control, the concept of behavioral intentions has been introduced as an intermediate, which moderates the impact of attitudes on behaviors. An acquisition intention reflected a person's decision to perform the behavior. Also, the idea behind introducing the concept was that a choice to have interaction in an exceedingly specific behavior would be realized only to the extent that the person was full control of performing the behavior (Kuhland & Beckman, 1985). The primary benefit of the reasoned action model was that it explains and predicts purchasing behavior utilizing purchase intentions as a mediator. In the present study, it was expected that the effect of intention to buy significantly mediate the purchase of beauty activities.

Purchase intention has been widespread within the literature as a predictor of subsequent purchasing. Consumers have a better purchase intention with a well-recognized brand. Likewise, if a product had higher brand awareness, it had a better market share and a high-quality evaluation. Some researchers also mentioned that customers must have positive feelings towards a brand, and then they produced purchase intentions. Purchase intention was a measure of the willingness to shop for a product and has also been operational because of the probability that consumers bought a product or service.

## **Statement of Problem**

“How do Consumer attitudes towards beauty activities and their Intention to purchase of Women’s Skincare products?”

## **LITERATURE REVIEW**

### **Attitudes**

According to Eagly and Chaiken (1993), the attitude was an expression of favor or disfavor toward an individual, place, thing or event (the attitude object). Heider (1946) described attitudes as the most distinctive and indispensable concept in contemporary social psychology. Attitudes fairly often are available in pairs, one conscious and, therefore, the other unconscious.

In a psychological sense, attitude was defined as a tendency that's expressed by evaluating a selected entity with a point of favor or disfavor (Eagly & Chaiken 1993). Bentler and Speckart (1979) defined it also as a cognitive operation involving positive or negative valences, feelings, or emotions. Attitude was a vital part of the study of consumer behavior.

### **Purchase Intention (PI)**

A proposition is a connected self and future action. One can think about an intention as an inspiration to have interaction during a specified behavior to achieve a goal. Purchase intentions were the likelihood that a consumer bought a selected product during which resulting from the interaction of his or her need for it, attitude towards it and perceptions of it and, in fact, from the corporate itself, which produced the products or services. Purchase intention was the likelihood that a consumer bought a selected product during which resulting from the interaction of his or her need for it, attitude towards it and perceptions of it and of course from the corporate itself which produced the products or services (Samadi & Yaghoob 2009) in line with the Ramayah, & Jantan (2003) was analyzed purchase intention together with the attitude measures used for predicting actual purchase behavior.

### **Knowledge**

Attitudes provided the meaning (knowledge) for life. The knowledge function referred to our need for a world that was consistent and relatively stable. This allowed us to predict what was likely to happen, and so gave us a sense of control. Customer Knowledge about a product, product packaging/design and celebrity endorsement were factors that have an indirect relationship with purchase intention while the direct relationship with the perceived value of the product. When purchasing any product, customers often rely on personal memory/knowledge to make decisions.



### **Trust**

Product trust is the consumer's confidence and willingness to rely on a particular product as they believed that the brand performed according to their expectations. Trust has got many different definitions. Trust has been defined as a significant dimension of a business relationship in which both parties can rely on their promises. Trust can depreciate uncertainty and vulnerability and increase integrity among parties, especially in the case of online commerce, which trusts can build up a strong image.

### **Product Familiarity**

Product familiarity may be examined concerning the knowledge structure of an individual's long-term memory. It has become increasingly clear that a decision maker's current knowledge of a topic affected the processing of new, topic-related information. During the process of defining future purchases, the familiarized products were staying on top of consumers' minds.

### **Perceived Quality**

Quality was the ability of a product to satisfy a consumer's needs and requirements (Brucks & Zeithaml 1991). Perceived quality can be defined as the perception of a consumer about the overall excellence and superiority of a brand, which was directly related to his/her satisfaction. Quality was the best indicator of the product's durability, reliability, precision, and other valued attributes. It provided added value and constructive perception of a brand to affect consumers' brand evaluation. The high-quality perception often depended on consumers' distinct liking and beliefs toward the brand. Thus, a brand may contain quality attributes, but it may not satisfy customers' preference if it does not fit with their perceptions and beliefs of high quality.

### **Product Quality**

Product quality was a fundamental driver of buyer intention across a good range of categories in both goods and services market. Delivering high product quality to customers was an essential strategy for improving performance in an exceedingly competitive environment. Product quality was a key issue in the firms' internationalization. There have been several exciting research questions that may be asked regarding the relationships between product quality and internationalization. The group of features and characteristics of a saleable good which determine its desirability and which might be controlled by a manufacturer to fulfill specific basic requirements. Most businesses that produce goods available have a product quality or assurance department that monitors outgoing products for consumer acceptability.

Product quality was, therefore, largely a perceptual construct as many variables influenced a product's performance, durability, fit and finish, reliability, and other related aspects. Delivering high product quality to customers was an essential strategy for improving performance in an exceedingly competitive environment. Customers were typically unwilling to compromise on quality and regarded this necessary criterion to qualify potential suppliers, being a fair, more important factor than price.

### **Advertising**

Advertising was a sort of communication for marketing and went to encourage, persuade, or manipulate an audience (viewers, readers, or listeners; sometimes a selected group) to continue or take some new action. There is an argument that in keeping with the influential theory of advertising, much of advertising works on the premise that it can have a bearing on the knowledge, attitudes, beliefs and behavior of a consumer. Advertising can persuade consumers to get a product that they need never used before. However, in keeping with the weak theory of advertising, consumers' buying behavior and pattern of buying are more supported than by exposure to advertisements. The weak theory of advertising suggested that individuals only concentrate on the advertisements of these products that they need prior knowledge of, in other words, products that they were already using or products that they need to be heard of before.

### **Research Gap**

A variety of researcher related to Consumer attitudes towards purchase intention done by academic researchers and scholars and they focused on fast-moving goods, electrical goods, and automobile products. There is a broader range of markets and choices of women's skincare products in the Anuradhapura district. There are no barriers for marketers to customers. Consumer attitudes also make longer impacts on purchase intention as well. In this particular situation, there is a gap for researchers to find out the Consumer attitudes towards purchase intention on women skin related products.

## **RESEARCH METHODOLOGY**

This research is exploratory research with a quantitative perspective and the study setting in Anuradhapura District.

### Conceptual Model

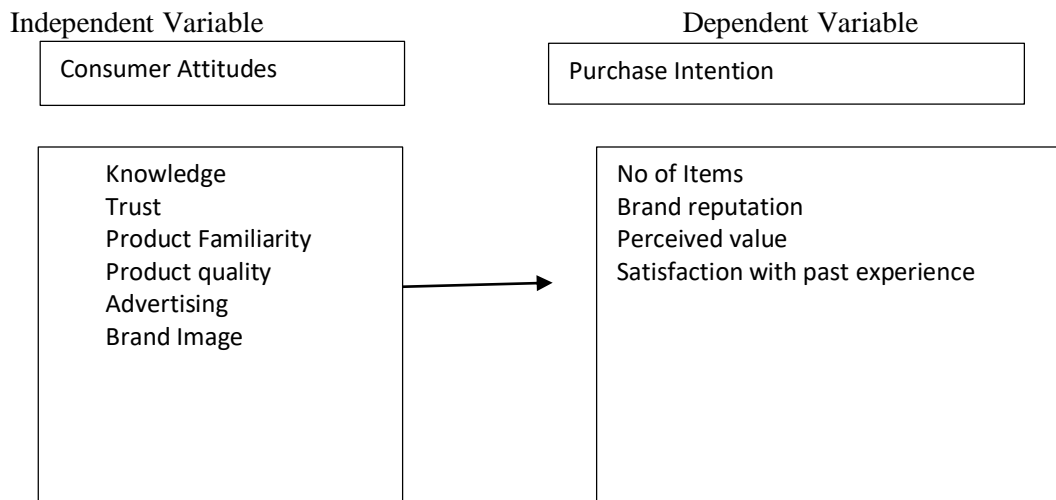


Figure 1: Conceptual Model

Source: Bentler and Speckart (1979)

### The hypotheses of the study

**H<sub>1</sub>:** Attitude is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

**H<sub>2</sub>:** Knowledge is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

**H<sub>3</sub>:** Trust is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

**H<sub>4</sub>:** Product familiarity is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

**H<sub>5</sub>:** Product Quality is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

**H<sub>6</sub>:** Advertising is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

**H<sub>7</sub>:** Brand Image is related to Purchase intention on women’s skincare products in Anuradhapura District significantly and positively.

### **Data collection**

Data collection was undertaken as an anonymous survey for a week—the sampling attributes by using a convenience sampling technique. Randomly selected the female consumers who used beauty products and who attended beauty centers located in Anuradhapura District. A total of 150 questionnaires were distributed to female cosmetic consumers aged between 15-65 years old.

### **Data processing, scaling and presentation**

Information collected or generated by the researcher for the project immediately at hand was primary data. This research was based on primary data, which was collected through a survey, which was collected fresh. The data gathering instrument was a self-administered questionnaire. For a cross-cultural comparison, an English version of the questionnaire was developed. It was distributed to the female customers who used beauty products and who attended beauty centers located in Anuradhapura District.

It consisted of three parts. Part A checked consumer attitudes using 56 questions and it checked Knowledge, trust, product familiarity, product quality, advertising and brand image in the questionnaire. Part B checked purchase intention using ten questions under the measures of number of items, brand reputation, perceived value and satisfaction with experience. All measurement scales followed relative literature reviews. The study adopted a 5-Likert point scale from 5 to 1 representing strong agree, agree, undecided, disagree, strongly disagree for positive answers and Negative answers labeled as Strongly disagree to strongly agree. It was a psychometric scale commonly involved in research that employs questionnaires. It was the most widely used approach to scaling responses in survey research, such that the term was often used interchangeably with a rating scale, or more accurately the Likert -type scale, even though the two were not synonymous. In the questionnaire, Part C consisted of general information such as district, divisional secretariat, race, age, marital status, education, occupation and income.

The research was prepared and data are transferred from questionnaires to the survey analyzed descriptively using tables, frequencies and percentages. Statistical packages for social science (SPSS) 16.0 was used for statistical analysis. After the data has been collected, SPSS is used to analyze the result of all the responded questionnaires. The SPSS provided the result in the

full range of statistics among respondents ‘ demographics such as their sex, age, and income, and so on.

## DATA ANALYSIS

**Table 01: Reliability Measurement**

Dimensions	No of items	Alpha Values
Knowledge	15	0.796
Trust	11	0.847
Product Familiarity	8	0.731
Product Quality	11	0.731
Advertising	5	0.940
Brand Image	6	0.840
Purchase Intention	10	0.859

In this study, Descriptive statistics usually involved measures of central tendency (mean, median, mode) and measures of dispersion (variance, standard deviation, etc.)

**Table 02: Descriptive Analysis**

	N	Range	Min	Max	Mean	Std. Dev	Var
Attitude	150	2	3	5	3.83	.312	.097
Knowledge	150	2	3	5	3.86	.340	.115
Trust	150	3	2	5	3.78	.420	.177
Familiarity	150	2	3	5	3.66	.387	.150
ProductQuality	150	2	3	5	4.14	.388	.150
Advertising	150	3	2	5	3.69	.732	.536
BrandImage	150	2	3	5	3.87	.390	.152
Intention	150	2	3	5	4.13	.356	.127

*Source: Survey results, 2018*

## Regression Analysis

**Table 03: Multiple Regression results of factors affecting to Purchase Intention**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.677	.333		5.038	.000
Knowledge	-.120	.083	-.115	-1.452	.149
Trust	.071	.074	.084	.966	.336
Familiarity	.165	.076	.179	2.183	.031

Product Quality	.387	.074	.421	5.256	.000
Advertising	.108	.037	.221	2.883	.005
Brand Image	.011	.070	.012	.158	.875

## a. Dependent Variable: Intention

*Source: Survey results, 2018*

Regression analysis can be used to predict the values of dependent variables given the values of one or more independent variables by calculating a multiple regression equation. The research has obtained data on knowledge, trust, product familiarity, product quality, advertising, brand image and purchase intention on women's skincare products by using 150 people in the Anuradhapura district.

A negative relationship between knowledge and Purchase intention was found. The other four variables, such as trust, product familiarity, product quality, advertising and brand image, were found as positive relationships between purchase intentions. The results had indicated product quality was the most critical factor to consider as basically for the purchase intention. Because the standardized coefficient of the beta was 0.421 and the significant value was 0.000( $p < 0.05$ ).

**Table 04: Model Summary**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.652 <sup>a</sup>	.425	.401	.276

## b. Dependent Variable: INTENTION

*Source: Survey results, 2018*

$R^2$  (Coefficient) assumes that every independent variable in the model helped to explain variation in the dependent variable. It meant the percentage of explained variation as if all independent variables the model affect the dependent variable. An  $R^2$  of 1 indicated that the regression line perfectly fits the data. According to the  $R^2$  and adjusted  $R^2$  values of 0.425 and 0.401 respectively, both indicated that there was a high degree of goodness of fit of the regression model. It also meant over 40% of the variance in the dependent variable (purchase intention) could be explained by the regression model.

**Table 05: ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.038	6	1.340	17.607	.000 <sup>a</sup>
	Residual	10.880	143	.076		
	Total	18.918	149			

a. Predictors: (Constant), Brand Image, Familiarity, Advertising, Product Quality, Knowledge, Trust

c. Dependent Variable:  
intention

Source: Survey results, 2018

The F test was 17.607 the significance ('Sig') of 0.000. This meant that the probability of these results occurred by chance was less than 0.05. Therefore, a significant relationship was presented between consumer attitudes and purchase intention.

**Table 06: Multiple Regression results of factors affecting to Purchase Intention**

Source:  
results,  
Table 8

that

related

Dimensions	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	Sig.
Knowledge	.226	.051	.045	7.970	.000
Trust	.433	.187	.182	34.076	.000
Product Familiarity	.418	.175	.169	31.358	.000
Product Quality	.592	.351	.346	79.886	.000
Advertising	.392	.154	.148	26.841	.000
Brand Image	.315	.099	.093	16.338	.000

Survey  
2018  
showed  
data

to six

dimensions of the study. According to those results of R<sup>2</sup> and Adjusted R<sup>2</sup>. Product quality was the main important factor in purchasing Intention. Trust, product familiarity and Advertising also held middle contribution to the Purchase Intention and Knowledge and Brand Image were given low support to the dependent variable.

Now, the answers given to two questions in the questionnaire, not mentioned before, were discussed hereinafter. 47 of them said 'YES' to the first question, "do you use both day and night cream?" while 103 said 'NO.' The reasons given for not doing it was daily use were allergic to someone; they were too busy to use it, not enough money to buy it and the

expensiveness of the product. The second question was, “Which of these following factors are important to you when purchasing skincare products?” The answers were categorized as firstly important, secondly important and thirdly important under these criteria: Brand, Affordability, Package, Naturalness, quality and Promised effects. The majority gave precedence to product quality. Naturalness to the second and thirdly important fact was the Affordability (Table 9).

## **CONCLUSION AND RECOMMENDATIONS**

The demographic characteristics gave a transparent image of respondents. Sinhalese women of 15-24 age groups in Nuwaragam Palatha Eastern secretarial division were the key respondents. Closer to them come the people 25-34, earning the proportion of 36.7%. Among respondents, the majority were single women with income below Rs.5000 per month and Students. This was explained clearly to the young women further as a time of life took charge to take care of their beauty. Especially, young girls are taking care of their beauty and sweetness products.

Next, Independent variables and variables were analyzed. Per the answers given to the questionnaire, the norm of customer attitudes was high. Related dimensions like Knowledge, Trust, Product quality, advertising and Brand image had a mean value in a high level. Product quality came first in mean values while Brand image came in second. Purchase intention in variable had a high norm, while variance value was 0.356. It also showed a high-performance level.

On all correlation analysis, Hypotheses test was conducted in entering SPSS data; answers were categorized under 5 to 1 labeling positive answers strongly confirm to strongly disagree and negative answers strongly disagree to strongly agree. Overall, consumer attitudes and get intention had a powerfully positive relationship. Product familiarity, product quality and Trust dimensions and intention had strong and ideal relationships while Knowledge, Advertising and Brand image had weak positive relationships.

According to the research, in Anuradhapura District, women between the age bracket 15-24 and 25-34, young and middle-aged, were the mass use of the skincare products. In keeping with these people, skincare products of excellent quality, of well-known brands, of popular markets always gave fewer side effects. To explain these more clearly and accurately, customer attitudes named as experimental variables and get intention as variables were supported



literature review. Consumer attitudes were selected to 6 dimensions. They were knowledge, trust, product familiarity, product quality, advertising and brand image. These six dimensions were analyzed, using hypotheses, on the way associated with purchase intention. In keeping with its data, as there was an ideal positive relationship between mainly customer attitudes and get the intention, consumer attitudes directly affected Purchase intention. In clarified good consumers, attitudes increased purchase intention and ban consumer attitudes created decreased purchase intention. Product quality was a significant factor. In keeping with the solution given to the questionnaire, the performance level of quality was high. Product quality and get intention were two variables that had a perfect positive relationship. People attended to search for good quality when buying and using skincare products. There was a negative relationship between Knowledge and get the intention. These clarified consumers were not having enough knowledge about skincare products. While the answers for knowledge were in high-performance level, the weak relationship between knowledge and get, intention could decrease purchase intention. Strong positive relationships existed between product familiarity and intention. It revealed that the consumer planned his future purchases through product familiarity. Everybody often bought products that were familiar to them. This is confirmed to reduce bad risks.

Advertising and intention had weak positive relationships. In keeping with the research results, advertising could not persuade customers to shop for particular products. Consumers failed to take much notice about message or media advertising. Brand image and intention had weak positive relationships. These clarified consumers did not believe what they purchased skincare products. While the answers for the trust were in high-performance level, the weak relationship between trusts and get, intention could decrease purchase intention.

The literature review revealed there had been only a few types of research on Consumer attitudes towards Purchase Intention on women's skincare products. Hence, any future research, if wiped out broadly, could give more accurate and better results. And also customers always preferred to shop for quality products that were familiar to them. Therefore, by developing customer attitudes on knowledge, the connection between knowledge and get intention might be closer and powerful. Advertising might be affecting a customer's attitudes. So consumer's attitudes might change for the better by good quality and successful advertising. This may suggest that skincare products should listen to their advertising within the future and

consider who their target group for every advertisement is and this might also affect purchase intention. When beauty salons provided their services to the customer they have to make beforehand their customer responsive to adverse incidence and must do allergic testes on them before doing any facial, using creams, etc. it is better, on doing similar researches, the effect of Purchase intention and consumer attitudes might be researched separately. The questions in similar research could better be simple, easy to fill, short.

Lack of girls considered the affordability and package of a skincare product to be one determining factor when choosing which product to shop for and plenty of women also purchased skincare products on sale. Thus, it is recommended that skincare products would use marketing and commercial techniques within the future. One logical suggestion for future research might be studying what happens after the buyer has purchased a skincare product.

This study focused on looking for what are the Attitude factors that result in a specific purchase intention, but it would be interesting to check the post-purchase intention of consumers associated with the buying of skincare products. Another suggestion would be to check the differences in purchase intention associated with different skincare products and compare the differences. This may be very beneficial to the businesses operating within the industry to grasp.

### **Test of Hypotheses**

**Table 04: Test of Hypotheses**

<b>Hypotheses</b>	<b>Correlations</b>	<b>Results</b>
<b>H<sub>1</sub>:</b>	0.566	Accepted
<b>H<sub>2</sub>:</b>	0.226	Accepted
<b>H<sub>3</sub>:</b>	0.433	Accepted
<b>H<sub>4</sub>:</b>	0.418	Accepted
<b>H<sub>5</sub>:</b>	0.592	Accepted
<b>H<sub>6</sub>:</b>	0.392	Accepted
<b>H<sub>7</sub>:</b>	0.315	Accepted

*Source: Survey results, 2018*

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