

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

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Changing life style of Sri Lankan youth has leads to strong demand for Fairness creams in Sri Lanka. Sri Lankan market is gradually creating an environment for Cosmetic market. Based on the trend analysis of the market reputed companies and brands have felt the need for behavioral study to reach men's consumer market in Sri Lanka. In the Global context researchers has taken place with reference to the men's grooming products but in Sri Lankan context no researches has taken place to find out the purchasing factors affecting for men's Fairness cream products. According to the finding of the research, readers able to find out the touch pints towards the men's Fairness cream products. With the help of this research study business organizations be able to gain knowledge regarding what are the mainly highlighting factors which can be highlight in men's advertisements for Fairness cream, Identify the prominent factors consumers considering when purchasing a men's Fairness cream. The Main objective of this study was to find out the factors affecting on the Purchasing intention on men's Fairness cream in Sri Lanka.

Sample size was 250, represent male respondents from Colombo area, was selected for the survey, where 40% representing age between 16-25, 20% representing age between 25-30, 20% representing age between 30-35, and balance 20% representing age between 35-40. Descriptive statistic and Inferential statistics was used to analyse the data. Under Descriptive statistic method using charts, mode, median, percentages. Under Inferential statistics method using Quantitative analysis such as Co -relations Coefficient technique. As a software package used SPSS 16th Version.

Brand, Product Quality and Place of distribution has a significant strong uphill positive relationship with purchasing intention of Fairness cream products and Price and Promotion is having a moderate uphill positive relationship. Therefore Product quality, price, promotion, Brand, place of distribution having a most influencing factors and sensitive factors to drive sales and to shift the brand.

Key Words: *Purchase intention, fairness Cream, Sri Lanka*