

## **A Critical Analysis of Online Consumer Buying Behavior of Cosmetics Products in Sri Lanka**

Savinda, K. W. K.<sup>1</sup> and Wedasinghe, N.<sup>2</sup>

Consumer behavior is dynamic and differed from one product to another due to dissimilarities in the Social, Cultural, Psychological and Personal factors. Cosmetics are one of the essential products in Sri Lanka which the consumer demand has been shifted to the virtual platform as a result of current COVID-19 pandemic, development of IT platforms and computer literacy of the consumers, convenience, less time and cost. Insufficient research findings and research gaps were identified in Sri Lanka and global previous literature with related to the consumer purchasing behavior of cosmetics. Therefore, this study was conducted to achieve research objectives of identifying significant factors, any correlation and to form a new model related to the online consumer buying behavior of Sri Lanka. Qualitative and quantitative techniques were utilized to analyze the data which extracted form a structured questionnaire and a Likert scale questionnaire. Significant factors, a cumulative impact and a strong correlation were identified in the data analysis which satisfied the research objectives. A new model was constructed based on the research findings.

**Keywords:** *Buying behavior, Cosmetics products, Online consumer, Sri Lanka cosmetics purchasing*

---

<sup>1</sup> The Open University of Sri Lanka [kalinga.savinda22@icloud.com]

<sup>2</sup> General Sir John Kothelawala Defense University of Sri Lanka [nirosha@kdu.ac.lk]