

## **Impact of Subjective Norms on Purchase Intention of women's skin care products in Sri Lanka giving special attention to Anuradhapura city area**

**K.G.D.R. Bandara and M.G.S. Pathmini**

*Department of Business Management, Faculty of Management Studies,*

*Rajarata University of Sri Lanka, Mihintale, Sri Lanka.*

Corresponding author: [dhanushkabandara92@gmail.com](mailto:dhanushkabandara92@gmail.com)

### **Abstract**

Women in the modern world prefer to keep their appearance beautiful. Women pay more attention to usage of cosmetics. However, they are not much aware about the effect of such cosmetics to their health and safety. Therefore, this study aims to gain empirical knowledge about the impact of subjective norms on purchase intention of women's skincare products in Sri Lanka giving special attention to Anuradhapura city area. Subjective norms were identified as one of the major factors to customers' purchase intention. Normative belief and motivation to comply were identified as major dimensions of the subjective norms. This research was an exploratory type study with a qualitative perspective. Both primary and secondary data were considered for the study. The population of the study consisted of women above 18 years old who are living in Anuradhapura City area. A sample of 100 women was selected using convenience sampling method and a questionnaire was used in the data collection. Primary data collection was undertaken as an anonymous survey during the week days. Female customers aged between 18-45, who attend to beauty centers and shops located in Anuradhapura City area were selected as respondents. Data analysis was performed using descriptive statistics, Pearson correlation, regression and multiple regression analysis with assist of Statistical Package for Social Science 16.0. The results showed that there is significant relationship between subjective norms and customers' purchase intention. Normative belief and motivation to comply also showed significant effect on purchase intention of women's skin care products. Ultimately, it was indicated that social culture is highly and significantly influence on consumer purchase intention in beauty culture industry.

**Keywords:** *Motivation to comply, normative belief, purchase intention, subjective norms.*