

## IDENTIFYING THE DETERMINANT OF CONSUMER'S PURCHASE TENDENCY TOWARDS HERBAL COSMETICS: A RESEARCH BASED ON MINUWANGODA DIVISIONAL SECRETARIAT

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**Abstract:** *Particularly individuals are increasingly careful towards beauty which prompts making an immense market for cosmetics products, especially for herbal cosmetics products. During the last few years herbal cosmetics industry has rapidly increased because of customer trends towards the appearance-driven lifestyle. So, herbal cosmetics have growing demand in the market. The purpose of this study is to identify the determinants that influence to consumers' purchase tendency towards herbal cosmetics. The study collected primary data using a structured questionnaire and two hundred individuals were selected through convenience sampling methods from Minuwangoda Divisional Secretariat which represent urban and rural sector. The data were analyzed by using Binary Logistic Regression model. As a results of the study geographical area, no side effect, residential area, health conscious and marital status had been identified as the factors that affect to consumer's purchase tendency towards herbal cosmetics.*

**Keywords:** Herbal cosmetics, Consumer's purchase tendency, Cosmetics industry

### Introduction

Beauty and cosmetics is a trending concept in present day society. Beauty is a characteristic of a person's appearance and this concept is the idea of mankind. In regularly said that "Beauty is subjective depending on each person's preferences" (Jawahar & Tamizhijyothi, 2013). Beauty can be characterized in different ways. Many American dictionaries also defined beauty in differently. As per every one of those definitions, beauty implies being appealing, engaging and enchanting. Beauty is not quite the same as individual to individual as of their grin, eye highlights, skin tone, cash, position, instruction and the method for talking, frame of mind and so forth (Baldemgr & Funda, 2010). A person's beauty has both inner and outer, however genuine magnificence dependably originates from inside. Most people try to maintain their outward appearance. With no expansion both male and female keep up their beauty. For that purpose, they use cosmetics.

Cosmetics are identified as resources or products. Those are used to improve or change the appearance of the persons face or body. Many cosmetics are produced to use for the purpose of cleansing, beautifying and enhancing the attractive features and promoting alternating one's appearance. Individuals in each progress use beauty care products to secure and enhancing their skin, hair and body (Britton, 2012). In generally, cosmetics are mixtures of chemical compounds and some of cosmetics

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