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The Relationship between Product Quality and Purchase Intention on Women's Skin Care Products in Sri Lanka, with Special Reference to Anuradhapura District

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Abstract

Most women liked to keep their appearance in superb condition, and not enough consideration was given to 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 product quality towards purchase intention on Women's skin care products in Sri Lanka with special reference to Anuradhapura District. Based on the literature review, the study found out that most of the product quality was strongly related to purchasing intention procedure. This research was an exploratory type of research with a qualitative prospective, and the population of the study consisted of above 15 years old women of the Anuradhapura District. Data collection has been undertaken as an anonymous survey for a week. Randomly selected the lady customers who use beauty products and attend to beauty centers located in Anuradhapura District. A total of 150 questionnaires were distributed to female cosmetic consumers aged between 15-65. Statistical package for social science (SPSS) 16.0 are used for statistical analysis, and the survey analyzed descriptively using tables, frequencies, and percentages. The research results showed a positive and significant relationship between product quality and purchase intention on women's skin care products in Sri Lanka. Further suggestions were provided by the researcher.

Keywords: Purchase Intention, Product Quality, Relationship, Beauty and Skin Care Products

Introduction

Background to Study

There must be concluded that beauty was, for the greater part, some quality in bodies, acting mechanically upon the human mind by the intervention of the senses. Beauty was an important part of one's personality, regardless of men or women. Healthy and beautiful looked nice on anyone. Beauty culture was a fashion these days, and people were run after it. Both boys and girls wanted to have their bodies like a prince & princess.

To identify the significance of this study, I could view this as general as well as specific. Along with its intended results, beauty cultural activities cause several unwanted side effects. These effects can happen when people start the use of new beauty elements, decrease or increase those of activities, or when you stop using these things. In that case, the following reasons are more significant in this study.

Knowledge and confirmation with evidence can be gained on the incidence that happened in reality through discussions on the research problems. Especially information gathered from doctors about incidents and what is the area they were most focused on was very important to understand the real situation of society about this subject. They provided actual incidents which were arisen from the matter that the research was going to prove.

A clear insight on the relationship between Purchase intention and product quality and recommendations of them can be maintained. Not only that, it helps to identify factors that impact the beauty culture industry and important for humans to be familiar with the potential side effects of cosmetics and hair & body treatments also. To help encouraged people to get knowledge before doing things like beauty culture. An understanding of changes that effect purchase intention and the way that be put into action can be found out.

Literature Review

Product Quality

The American Society for Quality Control defined quality as “the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs” (Kotler, 2000). Indeed quality permits to satisfy customers’ expectations.

Product quality was a basic driver of buyer intention across various categories in both goods and services market. Delivering high product quality to customers was a key strategy for improving performance in a competitive environment. Product quality was a key issue in the firms’ internationalization. The group of features and characteristics of a saleable good which determine its desirability and which can be controlled by a manufacturer to meet certain basic requirements. Most businesses that produce goods for sale 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 a key

strategy for improving performance in a competitive environment. Customers were typically unwilling to compromise on quality and considered this a basic criterion to qualify potential suppliers, being an even more important factor than price. Researchers were relatively unanimous in saying the concept of product quality largely depends on the customer’s perception. They defined product quality as “a key attribute that customers used to evaluate products.” Customers are typically unwilling to compromise on quality and consider this a basic criterion to qualify potential suppliers, being an even more important factor than price.

Purchase Intention

A proposition connected self and future action. One can think of an intention to engage in a specified behavior to reach a goal. Purchase intentions were the likelihood that a consumer bought a particular product in which resulting from the interaction of his or her need for it, attitude towards it, and perceptions of it, and, of course, from the company itself which produced the products or services. Philosophical perplexity about intention began with its appearance in three guises: intention for the future, as when intended to complete this entry by the end of the month; the intention with which someone acts, as it was typed with the further intention of writing an introductory sentence; and intentional action. (Business Dictionary, 2010)

Purchase intention was the likelihood that a consumer bought a particular product in which resulting from the interaction of his or her need for it, attitude towards it, and perceptions of it and, of course from the company itself, which produced the products or services (Samadi & Yaghoob-Nejadi, 2009).

Methodology

This research is an exploratory type of research with a qualitative prospective and the study setting in the Anuradhapura District. In this research, it is most appropriate to use the deductive approach.

Data collection undertakes as an anonymous survey for a week - the sampling attributes by using a simple random sampling technique. Random sampling is the purest form of probability sampling.

Randomly selects the lady customers who use beauty products and who attend to beauty centers locate in Anuradhapura District. A total of 150 questionnaires will distribute to female cosmetic consumers aged between 15-65.

When it came to statistical analysis, there were two classifications: descriptive statistics and inferential statistics. In a nutshell, descriptive statistics intend to describe a big hunk of data with summary charts and tables but did not attempt to conclude the population from which the sample was taken. Descriptive statistics usually involved central tendency (mean, median, mode) and dispersion (variance, standard deviation, etc.) and Inferential statistics involved to measure Multiple Linear Regression, Correlation Coefficient, and Independent sample T-test was used to test the hypotheses.

Continuum

In the questionnaire there use 5 point Likert scales to evaluate the progress. (answers.com, 2011)

Based on the variables questionnaire was prepared, and according to that questionnaire, a mean value for each question was calculated as flows.

Table 1: Decision Rule of the Questionnaire

Range	Results
$3.68 < X_i \leq 5.0$	performances High level
$2.34 < X_i \leq 3.67$	performances Moderate level
$1.0 \leq X_i \leq 2.33$	performances Lower level

Source: Develop for research

Table 3: Descriptive Statistics of the Product Quality

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Product Quality	150	2	3	5	4.14	.388	.150
PQF	150	2	3	5	4.30	.388	.151
PQA	150	2	2	5	3.97	.493	.243
Valid N (listwise)	150						

Source: Survey results, 2018

The figures indicated by table 3 mean the value of the product Quality was 4.14. According to the continuum figure, it was held at a high level. The mean values of dimensions were Features of a product (PQF) was 4.30, and the Ability to satisfy the stated needs (PQA) was 3.97. The first dimension is held at a high level. The mean of the Product

Results and Discussion

Reliability Measurement

Table 2: Reliability Measurement

Dimensions	No of items	Alpha Values
Product Quality	11	0.731

The Cronbach alpha was used to test the consistency of questions. It was suggested the scale item scores attributable to the true score of the potential construct, where scale variance was broken down into true variation in the underlying construct and error; most scholars suggest that the Cronbach alpha was at least reach 0.7. The Cronbach alpha should be located in 0.7-0.98, which means high reliable; otherwise, only Cronbach alpha below 0.60 should be rejected.

Descriptive Analysis

To measure the variable of Product Quality, there were 11 questions. A five-point Likert scale was used to measure the impression of the customers about consumer attitudes. The score of the Product Quality can fell within the upper and lower limit of 55 and 11, respectively. In addition to that, this factor is discussed using two main dimensions as Features of a product (PQF) and the Ability to satisfy stated needs (PQA). For analysis purpose, these values were transformed to different statistics as depicted in table 2.

quality is almost “agree.” The Standard Deviation was 0.388, which was shown the smallest dispersion.

Correlation Test

The value in each cell of the table was the Correlation Coefficient. The value can take on any value between -1 and +1. According to Table

4, the correlation between Product Quality and Purchase Intention was 0.592. This means that the two variables are precisely related and that, as the value of one variable was increased. The results show that there was a positive relationship between Product Quality and Purchase Intention. The found relationship is statistically significant as correlation was significant at 0.05 level (1-tailed). Also, p-value was less than 0.01 level of significance. Therefore it can be statistically claimed that there was a significant and positive relationship between these two variables ($r=0.592$, $p<0.01$)

Table 4: Correlation between Product Quality and Purchase Intention

Correlations			
		Product Quality	Intention
Product Quality	Pearson Correlation	1	.592**
	Sig. (1-tailed)		.000
	N	150	150
Intention	Pearson Correlation	.592**	1
	Sig. (1-tailed)	.000	
	N	150	150

** Correlation is significant at the 0.01 level (1-tailed)

Source: Survey results, 2018

Regression Analysis

In this study, multiple regression analysis was used to provide a relationship between the set of predictors and the outcome factor (purchase intention). To meet the objective of the study, one model was developed. The model included the only attitude as the independent variable and one dependent variable (purchasing intention).

A positive relationship between product quality and Purchase intention was found (Table 5).

Table 5: Multiple Regression Results of factors Affecting to Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Product Quality	.387	.074	.421	5.256	.000

a. Dependent Variable: Intention

Source: Survey results, 2018

Conclusion and Recommendations

At first, according to the reliability test done on the questionnaire, the Cronbach's alpha value on the whole questionnaire was 0.731 (Table 2). As this was higher than 0.7 in Cronbach's alpha value statistically, the entire questionnaire was correct and reliable.

According to its data, as there was a perfect positive relationship between product quality and purchase intention, it took .592 of the correlation value. As well as according to descriptive statistics and regression analysis, it proves that the product quality directly affected Purchase intention.

People tended to look for good quality when buying and using skin care products. The customer intended to have the best quality skin care products for the money be paid. When the customers had high quality regard for the product quality person bought, they would buy it repeatedly, though it was pretty expensive.

One logical suggestion for future research could be studying the factors except for product quality such as knowledge, trust, brand image, etc. affect purchase intention. This study focused on finding out what is the relationship between quality and purchase intention. Still, it might be interesting to study the relationship of other factors with the purchase intention of consumers related to the buying of skin care products. Another suggestion would be to study the differences in purchase intention related to different skin care products and compare the differences. This might be very beneficial to the companies operating in the industry to know. It would be recommendable to study further the differences in even younger women compared to even older women. It would be interesting to study the differences and similarities in the purchasing intention of teenagers and 60 to 70-year-old women.

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