

FACTORS AFFECTING TO THE PURCHASE INTENTION OF AYURVEDA SKIN CARE PRODUCTS: A STUDY OF CONSUMERS IN ANURADHAPURA DISTRICT OF SRI LANKA

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INTRODUCTION

Consumer Purchase Intention on the Ayurveda product needs to be investigated as it is one of the growing businesses against increasing competition. Moreover, the Ayurveda products industry in Sri Lanka has considered a niche market, and the level of consumption is still shallow, although it is proliferating. However, there is a dearth of studies conducted in the field of consumer behavior in the Ayurveda products industry in the Sri Lankan context. Aste (2017) mentions that while there are many academic studies in the field of organic and green food, there are only a few articles on personal care, particularly in the Asian market. As a result, the Sri Lankan market must be investigated.

Organizations must clearly identify the market's trends and current situation to survive in the market because Sri Lankan contribution is lower to the international arena. However, a fundamental issue in the current market is the lack of findings from domestic organizations that provide insight into customers. Accordingly, this study aims to find the factors that affect the Purchase Intention (PI) regarding the Ayurveda Skin Care Products (ASCP).

Based on the research question specified, the researcher developed two objectives of this study, to identify the factors influencing PI of ASCP in Anuradhapura District and the demographic variables influencing PI of ASCP in Anuradhapura District. The research's findings will have a wide range of implications. The findings will fill a gap in the literature and expand knowledge of the factors influencing purchasing intent in the Sri Lankan context. By thoroughly identifying the research area, new ideas can be generated as a result of this investigation. Marketers and other associated parties will gain explicit knowledge from this study. This study might also help identify specialized markets that need to be handled in the future and help them gain a competitive advantage.

This study aimed to determine the factors that influence customer PI for ASCP. Only a few variables were explored here due to their simplicity and ease of comprehension. The study's population was restricted to Anuradhapura District. When comparing with the study population, the sample used was insufficient. The study focused on ASCP. However, the industry encompasses a wide range of products. These are the limitations of this study.

METHODOLOGY

Independent Variables

Dependent variable

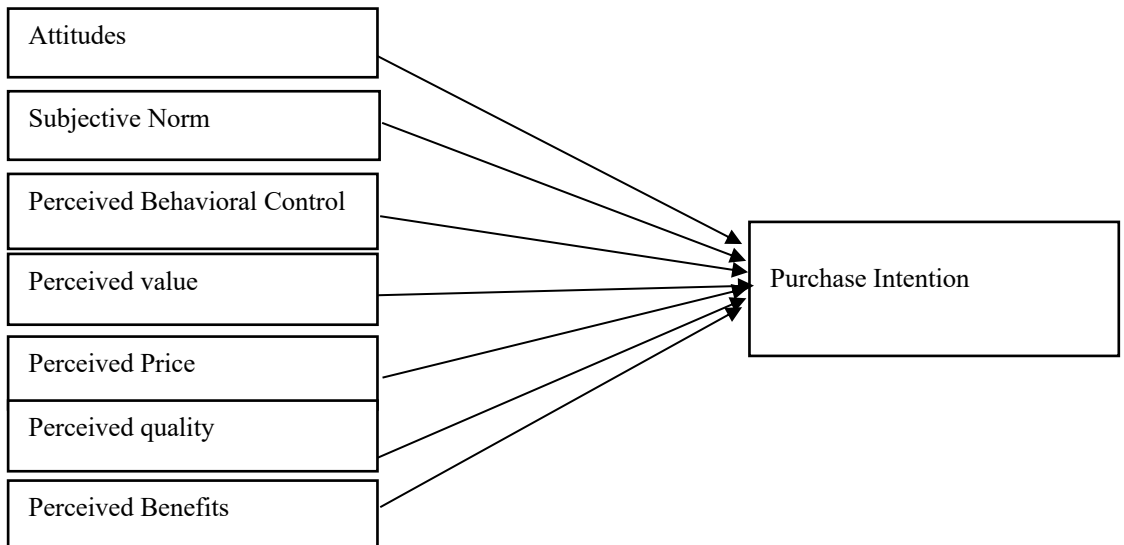


Figure 1 Conceptual Framework

With the use of previous findings, the researcher was allured to develop the hypotheses of the study as follows,

H₁: Attitudes towards purchasing ASCP has a positive effect on Anuradhapura consumers' PI.

H₂: Subjective Norm in relation to purchase ASCP has a positive effect on Anuradhapura consumers' PI.

H₃: Perceived Behavioral Control in relation to purchase ASCP has a positive effect on Anuradhapura consumers' PI.

H₄: Perceived Value towards purchasing ASCP has a positive effect on Anuradhapura consumers' PI.

H₅: Perceived Price towards purchasing ASCP has a positive effect on Anuradhapura consumers' PI.

H₆: Perceived Quality towards purchasing ASCP has a positive effect on Anuradhapura consumers' PI.

H₇: Perceived Benefit towards purchasing ASCP has a positive effect on Anuradhapura consumers' PI.

The investigation was conducted using a quantitative manner. The deductive technique was applied in this study. This research was carried out in an explanatory manner. This was a cross-sectional study conducted over a specific period.

In this study, people willing to buy ASCP in Anuradhapura were referred to as the population. Among the total population, 170 customers were selected using the convenience sampling technique for the study. This was taken from the paper (Weerasiri & Cooray, 2016), in which Roscoe (Hill, 1975) suggested the rule of thumb for choosing sample size, stating that sample sizes of 30 to 500 are adequate for the majority of studies.

Primary data were collected through a questionnaire, and Secondary data were collected through other literature like Journal articles and information from different sources.

The collected data were examined and interpreted using a statistical package for social science (SPSS 21).

RESULTS AND DISCUSSION

Table 1 Test of Normality

Kolmogorov-Smirnov Test	
Variable	Sig
AT	0.230
SN	0.151
PBC	0.203
PV	0.060
PP	0.152
PQ	0.200
PB	0.202
PI	0.070

The sig values of the K-S test were more significant than 0.05; the sample can be considered normally distributed. According to the Test of Multicollinearity, all tolerance values of independent variables are more significant than 0.10, and all VIF values are lower than 10. Therefore, the results indicate no multicollinearity issues within the independent variables. According to factor analysis, correlation values lay between 0.3 and 0.9. It indicates no discrimination and convergent validity issues in the data set. According to the table, all KMO values are more significant than 0.5, implying that sampling is adequate for measuring variables. Most of the mean is below 2.00, which means most of the respondents of the survey were given their answers at a satisfactory level about below, and some of the mean values are greater than 2.00, which means some of the respondents of the survey were given their answers at a moderate level. Then also, standard deviations of the questions are lower than one, indicating participants' responses varied in a small range.

Table 2 Reliability of Study

Variable	No. of items	Crochbach Alpha	Result
AT	05	0.778	Acceptable
SN	04	0.701	Acceptable
PBC	04	0.710	Acceptable
PV	05	0.810	Good
PP	06	0.712	Acceptable
PQ	06	0.858	Good
PB	04	0.705	Acceptable
PI	08	0.853	Good

According to the Table Cronbach's values of all dimensions of the dependent and independent variables are greater than 0.7. Therefore, all variables are acceptable and highly reliable and questions are internally consistent of the research study.

Table 3 Analysis of Demographic Factors

	Sig. Value of ANOVA Test	Sig Value of T Test
Gender		0.712
Age	0.712	
Marital Status	0.014	
House Hold Income	0.001	
Educational Level	0.032	
Nature of the Job	0.001	
Amount Spent on Cosmetics	0.002	

According to the Table, the results can be concluded as significant differences in marital status, House Hold Income, Education level, Nature of the Job, Amount Spent on Cosmetics with the PI, and gender; age has no significant difference in PI.

Table 4 Correlation between Independent variables and Purchase Intention

		PI	AT	SN	PC	PV	PP	PQ	PB
PI	Pearson Correlation	1	0.359**	0.393**	0.619**	0.632**	0.275**	0.395**	0.699**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000

**Correlation is significant at the .001 level

*Correlation is significant at the 0.05 level (2-tailed).

As per the table, it can be concluded as there are significant and positive relationships between the above variables and PI. Therefore, the results supported all the hypotheses of the study.

Table 5 Multiple Regression Analysis

R=0.819		R ² =0.671		Adjusted R ² = 0.657	Sig.=0.000	Durbin Watson= 2.187
Model	Unstandardized Coefficient	Std. Error	Standardized Coefficient	t	Sig.	
	B		Beta			
1	Constant	0.257	0.119		2.162	0.320
	AT	0.019	0.049	0.21	0.381	0.704
	SN	-0.224	0.059	-0.280	-3.770	0.000
	PC	0.190	0.058	0.201	3.257	0.001
	PV	0.255	0.060	0.294	4.270	0.000
	PP	0.556	0.056	0.053	1.003	0.317
	PQ	0.018	0.060	0.019	0.302	0.763
	PB	0.515	0.059	0.631	8.757	0.000

a. Dependent Variable: Purchase Intention

According to the table R² value, 67.1% PI was explained by the study's independent variables, and 32.9% PI is described by the other factors that exist beyond the study. According to the

study results, Durbin- Watson's value was 2.187, implying that there were no autocorrelations in the sample. The significant value of the study was 0.000, and it indicates that there is a significant relationship between independent and dependent variables. As per the table, three independent variables were significant at the level of 0.05, and remain four were not significant at the level of 0.05.

CONCLUSIONS AND IMPLICATIONS

All seven hypotheses supported the results of correlation analysis, multiple regression analysis accepted only four hypotheses, and three were rejected. It can be concluded that Subject Norm, Perceived Behavioral Control, Perceived Value, and Perceived Benefits have a positive relationship with PI. However, Attitudes, Perceived Price, and Perceived Quality are partially related to PI.

The researcher recommended that enterprises use promotion and other methods to attract consumers' attention to ASCP. The government can also cultivate people's attitudes through social media and spread the benefits of ASCP. The researcher recommended that enterprises build experienced retailers as effective and reliable information channels. Marketers are recommended to enhance their pricing strategies.

The organization should be developed a distribution channel that covers all areas. Production firm can develop their unique packages more than competitors. The researcher recommended that all Ayurveda production firms get permission from the relevant authority and should be mentioned in the package. Firms should also use common ingredients for production and mention what ingredients have been used. Firms can do market research and development to identify methods that increase product quality than competitors. Manufacturers can provide customized products to the categories that have not been focused on just yet.

Future researchers can have different variables in the same area regarding this ASCP. Future studies could be conducted on a large sample to get more accurate information. The PI regarding the SKCP can be examined by covering other areas or the whole of Sri Lanka. Future researchers can take cultural differences to conduct the same study. Moreover, products such as oral care, hair care, and cosmetics can be taken to future studies.

Keywords: Ayurveda skincare products, independent variables, purchase intension

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