

NEEDO-CONSUMPTION AFFECTING PURCHASE OF AYURVEDIC PRODUCTS: AN EMPIRICAL STUDY OF DELHI NCR REGION IN INDIA

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Abstract

In today's scenario, the purchase of Ayurvedic products is gaining grounds among consumers globally, especially in the Indian context. Despite its popularity and apparent health benefits there is a disconnect in consumers behavioural intention and actual purchase for these products. In this backdrop, the study intends to examine consumers' purchase behaviour for Ayurvedic products on lines of the 'theory of planned behaviour' (TPB) through doubleaddedset up (a) perceived value (b) long term health orientation. The study used a cross-sectional research design and data was collected from 280 Delhi/NCR consumers using Google Forms. Exploratory factor analysis was applied to initially identify the factors, then confirmatory factor analysis was carried out to confirm them. The relationship of the constructs with the purchase intention was further tested using multiple regressions. Thus, the study extends the TPB technique in a exclusive way connecting 2 additional concepts- perceived value and long term health orientation- with purchase intention.

Keywords: Needo-Consumption, Purchase intention, consumer's behaviour, Perceived Value, Attitude, Subjective Norms

1. Introduction

In recent years, the Ayurvedic products have gained immense popularity among the Indian consumers, especially as it emanates from here. Ayurvedic products are deep-rooted in the cultural beliefs and value systems of Indian users. At present there is renewed consumer's interest and inclination for Ayurvedic products in the face of debilitating lifestyle disorders and health ailments (Dhar, P. and Dey, S. 2019). Currently, During the forecast period, 2019–2024, the Ayurvedic market in India is projected to increase at a compound annual growth rate (CAGR) of 16.06%, from its 2018 market value of INR 300 billion to INR 710.87 billion by 2024. (Tech Sci Research report, FY 2019). So, there is a need for studies directed at this fast growing market which has few studies unveiling consumers' behavioral intentions for Ayurvedic products. The paradigm shift in consumers preferences towards Ayurvedic products is mainly on account of personal health benefits and the socio-ecological implications of their purchase behaviour³²(Zanoli and Naspetti, 2002). Coupled with this, the rise in consumer's environmental concerns and compliance to social norms are seen as instrumental in predicting purchase behavior for Ayurvedic products^{7,28, 33} (T. Nivetha et al, 2020). The perceived higher nutritional value and health benefits of these products has been cited as an important demand driver even in the developing nations (Kihlberg and Risvik, 2007; Nasir and Karakaya, 2014). They are primarily attracted towards Ayurvedic products on

account of environmental concern and quality of life (Inglehart and Welzel, 2010; Hoffmann and Schlicht, 2013).

Several research studies in the USA, China, Japan and India concur that customers are ready to pay additional for such items (Makatouni, 2002; Pino et al., 2012; Canavari et al., 2007). However, studies have also pointed out the challenges in the purchase of Ayurvedic products, mainly due to unavailability, lack of awareness, and high price of these products (Grunet and Juhl, 1995; Greene and Kremen, 2003). Moreover, there is a disconnect in consumers behavioural intention and actual purchase for these products that needs to be addressed, which is the basic crux behind this study. Consumer's attitude for natural/green (alternatively the Ayurvedic) products stems from 'ethical consumerism' that relates to consumers' social and ethical obligations in purchasing such products that incur low social and environmental costs implications and even from those organizations that comply with these norms. (Cho and Krasser, 2011; Giesler and Veresiu, 2014). This extends to less commercial angle and more ethical perspective in case of Ayurvedic products also. So, consumers are exhibiting marked awareness and inclination not only for these produces but also marketers/stores that endorse and sell them, e.g. Patanjali, Sree Sree, Organic India, etc as the new emergent face of the Indian Ayurvedic market. There is a major transformation in the Indian consumers' attitudes and behavioural intention towards green products which needs to be further explored (Jain and Kaur, 2004; Paul et al., 2016; Prakash and Pathak, 2017). Therefore, understanding the consumer's purchase intention for Ayurvedic products is an important area of investigation in devising suitable marketing mix strategies affecting the purchase of Ayurvedic products in India. Further, there is limited literature in support of the TPB theory in predicting the purchase of Ayurvedic goods. Most of them are stand alone in delineating the demographic and purchase patterns and very few studies have focused on the psychological influences impacting purchase intention utilizing the TPB model. This study plugs in this major research gap. It aims to identify and confirm the key antecedent constructs driving the procurement purpose, and thereby, obtaining of Ayurvedic products as per the extended theory of planned behaviour model. The major contribution of this study lies in testing the applicability of the extended TPB model, through addition of two extra concepts, i.e. Long term Health orientation, and Perceived value in explaining purchase intention for Ayurvedic products. The paper is structured in various sections, as Introduction (Section1), followed by Literature Review & Hypotheses (Section 2), Objectives & Hypotheses (Section 3), Research Model (Section 4), Research Methodology (Section 5), and Analysis & Findings (Section 6). Finally the paper presents the Conclusions & Recommendations in Section 7. Needo consumption in case of Ayurvedic Products.

In recent years. Natural products (or Ayurvedic products) consumption has risen dramatically. It also comes with self-cure instructions for preventative health measures and immune enhancement, with a focus on respiratory health. To go deeper we need to first understand the concept of needo consumption in the context of Ayurvedic products.

- ★ **Needo** is a latin word that means "need," "required," and "accessible." Needo Consumption refers to the act of eating or taking something based on a need rather than a desire.

- ★ **Consumption** - It is the act of using or taking something is referred to as consumption. It refers to how households consume commodities and services. It is a factor in determining the Gross Domestic Product (GDP) Needo (GDP).
- ★ **Ayurveda**- It is a holistic science and Indian traditional treatment. Ayurveda literally means "natural product ingredients mixed with medicines."

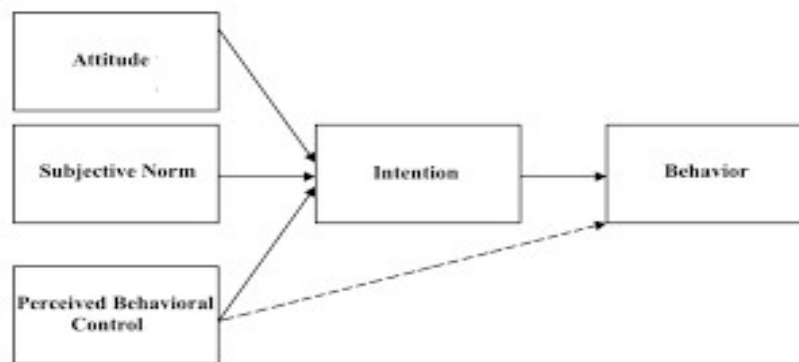
In India, the Ayurvedic diet has been followed for thousands of years and is a component of Ayurveda. It is based on ayurvedic principles and focuses on balancing various forms of energy within our bodies in order to enhance health. Unlike many other diets, the ayurvedic products diet gives us tailored advice on which foods to eat and which to avoid based on our body type. That is also well-known because it is considered to improve not only our physical but also mental health.

2. Review of Literature

Theoretical Background

There are several theories that have completely or partially applied the models, i.e. TRA, TPB & TAM to explain consumer purchase behaviour. So, in lines of TPB (Figure 1), the research comprehensively examines socio- psychological antecedents (i.e. Attitude, Subjective norms and Perceived behavioral control) impacting the intention to purchase for Ayurvedic Products. More specifically, it has been extended to include culture-specific construct of ‘Long term Health Orientation’ along with ‘Perceived Value’ construct to examine its impact on ‘Purchase intention’ that is regarded as precursor of actual purchasing behavior as per the theory.

Figure 1: Planned Behavior Theory



Source: Ajzen (1991)

The Key constructs of extended TPB model, as used in the study, are as follows:-

Attitude

Attitude refers to "the extent to which a person views the behavior in question favorably or unfavorably".(Fishbein and Ajzen, 1976).A consumer having a positive attitude will behave in the same direction resulting in a favorable outcome (Yunus Mohamad et al., 2018) Attitude has been accounted for to relate absolutely Purchase intention in a few studies from various nations across a large number of items like natural products(Zhou et al., 2013), green hotels (Han and Yoon, 2015), beverages (Birgelen et al., 2009) and tourism (Barber et al., 2010). However, this is limited in case of Ayurvedic products. But we can hypothesize that-

H1: Attitude significantly impacts the Purchase Intention for Ayurvedic products

Subjective Norms (SN)

Subjective norm refers to "the perceived social pressure to perform or not to perform the behavior" (Ajzen, 1991). It relates to an individual's normative beliefs, that is, the extent to which his referent family/friends will approve or disapprove of his proposed behavior, weighted by his motivation to comply with those referents. This has a direct bearing on the consumer's behaviour especially in a collectivist culture like ours. Most studies have confirmed a significant relationship between subjective norms and purchase intention (Dean et al., 2012; Khare, 2015; Paul et al., 2016; Sumaedi et al., 2015; Teng et al., 2014; Yadav and Pathak, 2017). So, it can be hypothesized that

H2: Subjective Norms significantly impacts the Purchase Intention for Ayurvedic products

Perceived Behaviour Control (PBC)

Perceived Behaviour control is "consumer's perception of ease or difficulty in performing the behavior of interest" (Ajzen, 1991, 2002). Past research has indicated Perceived Behaviour Control as a significant predictor of purchase intention (Amaro and Duarte, 201; Arvola et al., 2008; Tarkiainen & Sundqvist, 2005; Teng et al., 2016). So, if a consumer has the requisite resources or opportunities then he is likely to take action. From this, the hypothesis drawn is that

H3: Perceived Behaviour Control significantly impacts the Purchase Intention for Ayurvedic products

Perceived Value

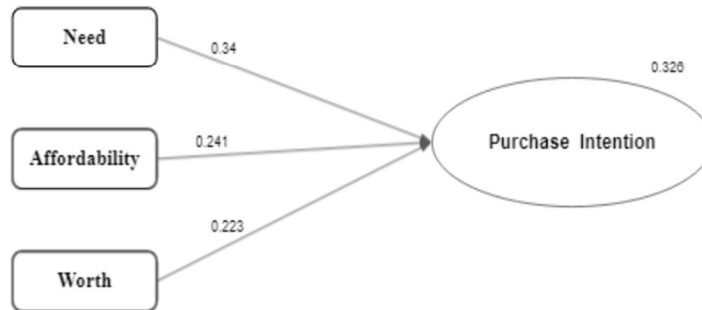
As an additional construct, the Perceived Value is considered in the extended TPB model. Perceived value refers to "the consumer's overall assessment of the net benefit of a product/service between what is received and what is given, based on the consumer's environmental desires, sustainable expectations and needs". In principle, the Perceived Value relates to the benefits- cost payoff as Ayurvedic products are purchased mainly for health benefits and are relatively costlier than counterpart's products. So, perceived value is likely to impact purchase and it can be hypothesized that *Perceived Value significantly impacts the Purchase Intention for Ayurvedic products.*

Regression

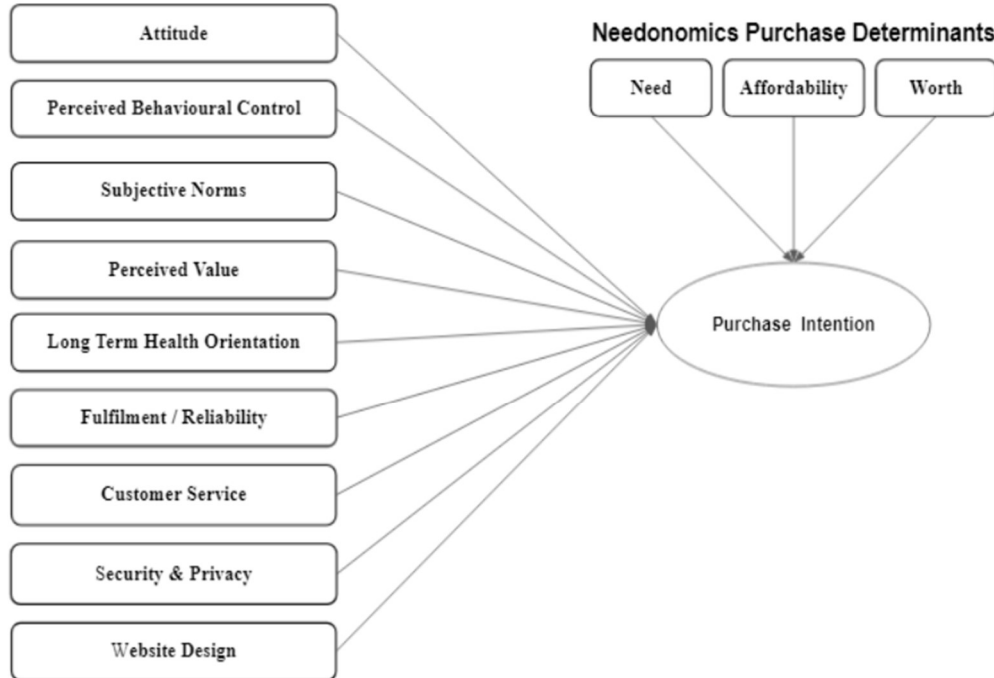
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.965	0.204		4.727	0
Need	0.34	0.036	0.38	9.388	0
Affordability	0.241	0.055	0.221	4.406	0
Worth	0.223	0.059	0.187	3.75	0

Dependent Variable: Purchase Intention

Needonomics - Purchase Intention Regression Model



Model



Long Term Health Orientation

Long-term orientation, another additional construct, is “cultural orientation that deals with time—past, present, and future—to foster virtues oriented towards future rewards, in particular perseverance and thrift”. A person having long term orientation is more socially inclined and closely knit with his cultural traditions (Furrer et al., 2000). This reflects in his attitude towards Ayurvedic products which is closely connected with the Indian culture and tradition and so, influences purchase intention. Previous studies have shown the link between long-term orientation and attitude towards products (Joreiman, et al., 2004; Sarıgöllü, 2009; Sharma, 2010). Since ayurvedic products comply with health benefits and our cultural values. So, we can hypothesize that

H5 :Long-term health orientation significantly impacts the Purchase Intention for Ayurvedic products

3. Objectives and Hypotheses

The objectives of the study are:

1. To determine and validate the antecedent/determinants affecting the purchase of Ayurvedic Products

2. To ascertain the relationship between these determinants and consumer's Purchase In

3. To examine the relationship between consumer's needo consumption and Purchase Intention for Ayurvedic product.

Table 1: Hypotheses of the Study

S. No.	Hypotheses
H1	Attitude significantly impacts purchase intention for Ayurvedic products.
H2	Subjective Norms significantly impacts purchase intention for Ayurvedic products.
H3	Perceived Behavioural Control significantly impacts purchase intention for Ayurvedic products.
H4	Perceived Value significantly impacts the purchase intention for Ayurvedic products
H5	Long Term Health Orientation significantly impacts purchase intention for Ayurvedic products.

4. Research Model

The following research model has been explained through below mentioned figure:

Figure 2: Hypothesized Research Model

Attitude
 Perceived behavioural Control
 Subjective Norms
 Perceived Value of Need
 Long term Health Orientation

Purchase Intention ----- Actual Purchase

5. Research Methodology

Sampling

For the study the convenience sampling method has been used to obtain responses from 280 consumers from Delhi/NCR which was collected Google form questionnaire survey and for the data analysis advanced statistical techniques in SPSS v 25 and AMOS v 25 was used.

Measures

In the study, A four-item test was used to measure attitude from Kim and Han (2010), Three-items were accepted as of Chan and Lau (2002) to measure Subjective Norms, 5 items from Kim and Han (2010) to assess Perceived Behavioural Control. Long Term Health Orientation was measured from Joireman et al, (2004) while Perceived value measures were taken from Lichtenstein, D. R. et al, (1993). Purchase Intention was measured using the 3-item scale from Paul et al. (2016).

Table 2: Sourcing of Constructs

Construct	Source
Attitude	Kim and Han (2010)
Perceived Value	Lichtenstein, D. R., et al, (1993)
Perceived Behavioural Control	Kim, Y., and Han, H. (2010).
Subjective Norms	Chan, R. Y., and Lau, L. B. (2002).
Long Term Health Orientation	Joireman, J. A., et al, (2004).

6. Analysis and Findings

6.1 Socio Economic Profile of Respondents

Socio-Economic spread of the respondent consumers who have purchased Ayurvedic products in the past 6 months to 1 year is presented in table 3.

Table 3 : Demographic Profile

		N	%
Gender	Female	136	48.60%
	Male	144	51.40%
Age	Below 25 years	51	18.20%
	26 - 35 years	94	33.60%
	36 - 45 years	74	26.40%
	46 - 55 years	50	17.90%
	Above 55 years	11	3.90%
Education	Upto 12th Class	15	5.40%
	Graduation	106	37.90%

	Post Graduation	143	51.10%
	Doctorate / Ph.D	16	5.70%
Income			
	Less than Rs.5 lakhs	144	51.40%
	Rs. 5 lakhs - Rs.10 lakhs	113	40.40%
	Rs. 11 lakhs - Rs.15 lakhs	20	7.10%
	More than 15 lakhs	3	1.10%
Occupation			
	Professional	202	72.10%
	Housewife	3	1.10%
	Business	18	6.40%
	Self Employed	57	20.40%

6.2 Purchase Patterns for Ayurvedic Products

Next, their purchase patterns for Ayurvedic products are analysed, in terms of Awareness, Frequency of Purchase, Brand familiarity and Reasons of purchase, as given in the table 4.

Table 4: Purchase Patterns for Ayurvedic Products

Level of Awareness		
	N	%
Very low	9	3.20%
Low	24	8.60%
Average	161	57.50%
High	69	24.60%
Very High	17	6.10%
Frequency of Purchase		
	N	%
Once in Fortnight	31	11.10%
More than Once in Fortnight	24	8.60%
Once in a Month	163	58.20%
Once in 3 months	47	16.80%

Once in 6 months	15	5.40%
Brand Familiarity		
	N	Percent
Patanjali	265	30.10%
OrganicIndia	50	5.70%
Shree Shree	23	2.60%
Dabur	153	17.40%
Himalaya	151	17.20%
Zandu	69	7.80%
Baidyanath	63	7.20%
Patanjali Health	106	12.00%
Total	880	100.00%
Reasons for Purchase of Ayurvedic Products		
	N	Percent
Healthier	113	32.80%
Tastier	11	3.20%
Natural	200	58.10%
Environment	20	5.80%
Total	344	100.00%

6.3 Exploratory Factor Analysis

In order to achieve the first objectives, the antecedent constructs from the extended TPB framework were subject to Exploratory Factor Analysis (using the Principal Component Analysis, PCA). But prior to this, the suitability of data for Exploratory Factor Analysis was checked. The Kaiser-Meyer-Olkin measure of sampling adequacy, KMO (.832) and Bartlett test of sphericity was found significant $\chi^2 = 4605.842$, $p < .05$ for proceeding with EFA (table 5).

Table 5: KMO and Bartlett's Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.832

Bartlett's Test of Sphericity	Approx. Chi-Square	4605.842
	Df	253
	Sig.	0

Table 6: Factor Loading, Variance and Reliability of the Constructs

Construct	Statement	Code	Factor Loading	Variance (%)	Reliability
Perceived Behavioural Control	Whether or not I buy Ayurvedic products in place of conventional products is completely up to me.	PBC1	0.918	28.93	0.931
	I have resources, time and willingness to purchase Ayurvedic products.	PBC2	0.905		
	I am confident that I can purchase Ayurvedic products when I want.	PBC3	0.873		
	I can purchase Ayurvedic products as I can understand the descriptions written on the product pages.	PBC4	0.841		
	There are likely to be plenty of opportunities for me to purchase Ayurvedic products.	PBC5	0.889		
Long Term Health Orientation	Ayurvedic products are healthier and more nutritious than other products.	LTHO1	0.84	14.361	0.94
	High composition of chemicals in other products encourages me to prefer Ayurvedic products.	LTHO2	0.861		
	Consumption of Ayurvedic products naturally develops a healthy body and mind	LTHO3	0.804		
	Ayurvedic products consumption ensures healthy and safety of family	LTHO4	0.921		
	Ayurvedic products consumption prevents life threatening diseases like cancer	LTHO5	0.892		

Perceived Value of Needs	I get what I pay for online.	PV2	0.935	12.684	0.891
	Ayurvedic Products purchased are worth the money paid	PV3	0.922		
	Ayurvedic Products are low priced	PV4	0.74		
	Ayurvedic Products provide value I want in a product”,	PV5	0.635		
	Ayurvedic Products provide quality I get for the price I pay	PV6	0.697		
Attitude	I feel good (positive self image) when I purchase Ayurvedic products	ATT1	0.807	9.513	0.875
	I don't mind paying a higher price for Ayurvedic products.	ATT2	0.909		
	I feel Ayurvedic products are natural.	ATT3	0.854		
	I feel Ayurvedic products promote health for all.	ATT4	0.714		
Subjective Norms	My family thinks that I should purchase Ayurvedic products	SNO1	0.781	7.612	0.842
	My close friends who are important to me think I should purchase Ayurvedic products	SNO2	0.834		
	Most people who are important to me would want me to purchase Ayurvedic products	SNO3	0.886		
	Most people around me purchase Ayurvedic products	SNO5	0.714		

As per the results of EFA (table 6), the total variance accounted for by the 5 factors, so extracted is 73.1%. The 5 key antecedent constructs influencing the purchase of Ayurvedic products are - Perceived Behavioural Control (variance= 28.93%), Long term Health Orientation (variance= 14.361%), Perceived Value (variance= 12.684%), Attitude (variance= 9.513%), and Subjective norms (variance= 7.612%). These constructs were further confirmed and validated using the Confirmatory factor Analysis, CFA as presented in the section 6.4

6.4 Confirmatory Factor Analysis (CFA)

Based on theoretical background the exploratory factor analysis and CFA is further administered to validate the antecedents and ascertain the convergent and discriminant validity of the antecedent

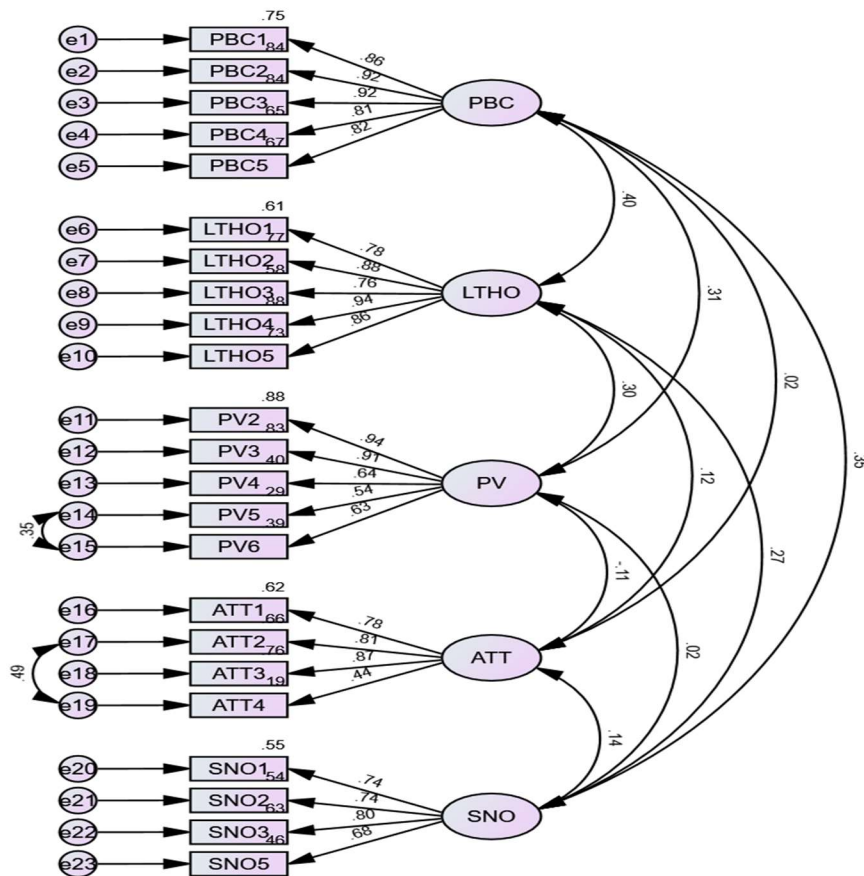
builds, using AMOS v25. Depending on how the latent variables or constructs are structured important model components are displayed in figure 3. Holtzman and Leich (2014) state that while doing CFA, a number of fit statistics are available to help assess the model's suitability for the given data, as indicated in Table 7.

Table 7: Model Fit Measures

CMIN/DF	NFI	RFI	IFI	TLI	CFI	SRMR	RMSEA
3.033	0.861	0.838	0.902	0.886	0.901	0.078	0.065

According to Bagozzi and Yi (1988), the IFI, NFI, and CFI should all be greater than 0.9, the RMSEA value should be less than 0.08, and the goodness of fit to degrees of freedom ratio should not be greater than three (Carmines and MacIver, 1981). Table 7 indicates how the model fits the data because the allowed values of CFI, NFI, and IFI are greater than or equal to 0.90. Moreover, the value of RMSEA is equal 0.065 and the value of CMIN/DF is 3.033. These figures demonstrate how well the model fits the data. The model is shown in figure 3.

Figure : CFA Model



Assessment of Validity

Table 8 displays the results of the assessment of discriminant validity ($AVE > MSV$, $ASV < AVE$) and convergent validity ($CR > 0.7$; $AVE < CR$; $0.5 < AVE$). For each of the five criteria, CR is greater than 0.7 and AVE is greater than 0.5. Table 8 demonstrates that for all parameters, CR is greater than AVE. Thus, it may be said that the measurement model's elements have adequate convergent validity. According to the measuring methodology, for every factor, MSV is less than AVE. Moreover, ASV is lower than AVE across the board. Thus, we are able to validate the measurement model's discriminant validity.

Table 8: Model Validity Measures

	CR	AVE	MSV	MaxR(H)	PBC	LTHO	PV	ATT	SNO
Perceived Behavioural Control	0.937	0.75	0.157	0.946	0.866				
Long Term Health Orientation	0.926	0.715	0.157	0.942	0.396* **	0.846			
Perceived Value	0.859	0.56	0.094	0.935	0.307* **	0.296* **	0.749		
Attitude	0.827	0.558	0.021	0.876	0.022	0.116†	- 0.113†	0.747	
Subjective Norms	0.828	0.547	0.125	0.833	0.353* **	0.268* **	0.016	0.144*	0.74

Significance of Correlations: † $p < 0.100$, *** $p < 0.001$

It was observed in the CFA model that unstandardised statistics of all items of all constructs were significant at 95% confidence level and all items have factor loading more than 0.6. It can be concluded that constructs as explored in EFA are validated through CFA as shown in table 9.

Table 9: Regression Weights

Unstandardized Regression Weights							Standardised Regression Weights
			Estimate	S.E.	C.R.	P	Estimate
PBC1	<---	PBC	1				0.864
PBC2	<---	PBC	1.219	0.056	21.815	Significant	0.916

PBC3	<---	PBC	1.19	0.054	21.899	Significant	0.918
PBC4	<---	PBC	1.122	0.065	17.235	Significant	0.808
PBC5	<---	PBC	1.082	0.062	17.585	Significant	0.817
LTHO1	<---	LTHO	1				0.783
LTHO2	<---	LTHO	0.997	0.06	16.655	Significant	0.877
LTHO3	<---	LTHO	0.915	0.066	13.847	Significant	0.761
LTHO4	<---	LTHO	1.14	0.063	18.13	Significant	0.938
LTHO5	<---	LTHO	1.02	0.063	16.13	Significant	0.857
PV2	<---	PV	1				0.94
PV3	<---	PV	1.033	0.045	22.897	Significant	0.913
PV4	<---	PV	0.846	0.068	12.437	Significant	0.636
PV5	<---	PV	0.581	0.059	9.851	Significant	0.637
PV6	<---	PV	0.685	0.056	12.147	Significant	0.626
ATT1	<---	ATT	1				0.785
ATT2	<---	ATT	1.238	0.09	13.752	Significant	0.814
ATT3	<---	ATT	1.34	0.094	14.207	Significant	0.874
ATT4	<---	ATT	0.538	0.079	6.837	Significant	0.647
SNO1	<---	SNO	1				0.742
SNO2	<---	SNO	1.251	0.112	11.116	Significant	0.736
SNO3	<---	SNO	1.339	0.114	11.777	Significant	0.796
SNO5	<---	SNO	1.19	0.115	10.323	Significant	0.679

Thus, we can confirm the key antecedent constructs, as Attitude, Subjective Norms, Perceived Behavioural Control, Perceived Value, and Long Term Health Orientation. Next, the relationship between these antecedent constructs as impacting the purchase intention, is given in section 6.5.

6.5 Correlation between Antecedents and Purchase Intention for Ayurvedic Products

Multiple regression analysis was performed to ascertain the relationship between these antecedents and Purchase Intention for Ayurvedic Products. The regression model (figure 4) was significant with R square of 0.612. The Coefficients and their significance have been shown in table 10.

Figure 4: Regression Model

Attitude

Perceived Behavioural Control

Subjective Norms

Purchase Intention _____ Actual Purchase

Perceived Value of Need

Long Term Health Orientation

The empirical results show that (H1) Attitude significantly impacts (β 0.436) purchase intention for Ayurvedic products. (H2) Subjective Norms significantly impact (β 0.249) purchase intention for Ayurvedic products. (H3) Perceived Behavioural Control significantly impacts (β 0.133) purchase intention for Ayurvedic products. (H4) Perceived Value significantly impacts (β 0.164) purchase intention for Ayurvedic products. (H5) Long Term Health Orientation significantly impacts (β 0.168) purchase intention for Ayurvedic products.

Table 10: Regression Coefficients and Significance

R Square	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
0.612					
(Constant)	-0.276	0.205		-1.347	0.179
Attitude	0.43	0.04	0.436	10.779	0
Subjective Norms	0.224	0.043	0.249	5.234	0
Long Term Health Orientation	0.17	0.052	0.168	3.25	0.001
Perceived Value	0.183	0.046	0.164	3.966	0
Perceived Behavioural Control	0.125	0.051	0.133	2.471	0.014
Dependent Variable: Purchase Intention					

All hypotheses were supported at the 1% significance level, these suggest that all these determinants significantly impact purchase intention for ayurvedic products.

7. Conclusions & Suggestions

This study looked at the expanded TPB model, which incorporated attitude, subjective norms, perceived behaviour, and long-term health orientation and perceived value as extra dimensions. The findings offer factual backing for each of the five antecedent constructs influencing consumers' intentions to purchase Ayurvedic items. Thus, the extended TPB model and its variables are empirically shown to be applicable in this study as important predictors of the desire to purchase Ayurvedic items. In summary, the best predictor of purchase intention is attitude, which is followed by subjective norms, perceived value, long-term health orientation, and perceived behavioural control. It can also be concluded that Attitude, Subjective Norms were relatively stronger predictors than the Perceived Behavioral Control as per the original TPB model. Since the Ayurvedic products market is still growing, consumers either do not have ample resources or are not confident to purchase them. But Attitude and Subjective norms are strongly favourable. So, the implication to marketers is to reduce consumer's dissonance through proper communications, create strong referrals from family, friends and opinion leaders and make the products widely available at competitive prices to consumers. Marketers can also align purchase with promoting green values, environmental cause and health preservation in the long run. There is often a concern regarding product authenticity. So, building awareness and brand trust is very important for Ayurvedic products. The perceived value to consumers can be enhanced by providing the right kind of products at the right price to consumers. Besides, the other important implication to marketers is to promote Ayurvedic products on long rem health benefits for the complete family. For this they need to effectively target more consumers who are health conscious and devise suitable communication mix to reach out to them.

Table 11: Hypotheses Results

S. No.	Hypotheses	Result
H1	Attitude significantly impacts purchase intention for Ayurvedic products.	Accepted
H2	Perceived Value significantly impacts purchase intention for Ayurvedic products.	Accepted
H3	Perceived Behavioural Control significantly impacts purchase intention for Ayurvedic products.	Accepted
H4	Subjective Norms significantly impact purchase intention for Ayurvedic products.	Accepted

H5	Long Term Health Orientation significantly impacts purchase intention for Ayurvedic products.	Accepted
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8 Limitations and Directions for Future Research

The empirical outcomes of the study are consistent with the theoretical history and also with the general belief on the subject matter. However, there are certain imitations. For Instance, the study is confined to Delhi/NCR, so there is a concern of location biases. The study is particularly quantitative employing the cross-sectional research design. So, longitudinal and qualitative research study can be directed for future studies. Similar study can be taken up in different locations but with caution. The scope of the study can also be broadened by including intervening and situational elements, like price, availability, degree of involvement etc. In these lines, the scope of the study extends to other related constructs, like green values, environmental knowledge, consumer innovativeness, consumer involvement etc that can be investigated in future research studies. Besides, this study has been constructed on TPB model only, so other models can also be considered in future studies, like the TAM, UTAUT models, etc.

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