CONSUMERS' BEHAVIOUR TOWARDS BRANDED AYURVEDIC PRODUCTS IN GOA - AN EMPIRICAL STUDY

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DECLARATION

I, Mayekar Jayesh Babli, hereby declare that this thesis represents work which has been carried out by me and that it has not been submitted, either in part or full, to any other University or Institution for the award of any research degree.

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CERTIFICATE

I hereby certify that the above Declaration of the candidate, Mayekar Jayesh Babli is true and the work was carried out under my supervision.

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Mr. Mayekar Jayesh Babli

Abstract

This research investigates the factors influencing consumers' behaviour towards purchasing branded ayurvedic products by integrating the Theory of Planned Behaviour (TPB) with brand equity dimensions. The study aims to analyse the influence of TPB predictor variables on purchase intention and consumer behaviour, examine the impact of TPB determinants on consumer behaviour, and assess the mediating role of purchase intention between TPB predictors and consumer behaviour. Additionally, it explores the moderating effects of brand equity dimensions such as brand awareness, brand association, perceived quality, brand image, brand trust, and brand loyalty and demographic factors such as age, gender, educational qualification, and annual income on the relationship between purchase intention and consumer behaviour.

A structured survey questionnaire was administered to a sample of 630 respondents aged 20 years and above, residing in Goa, India, who had prior experience purchasing branded ayurvedic products. The data were analysed using Structural Equation Modelling (SEM) to examine the direct, mediating, and moderating relationships among the study variables. The findings reveal that attitude, subjective norm, and perceived behavioural control have a significant impact on purchase intention. Furthermore, attitude, subjective norm, perceived behavioural control, and purchase intention significantly influence consumer behaviour towards branded ayurvedic products. Purchase intention was found to play a significant mediating role in the relationship between TPB predictor variables and consumer behaviour, highlighting its central importance in the decision-making process.

In terms of moderation effects, the study found that brand awareness, brand association, brand image, and brand trust significantly moderate the relationship between purchase intention and consumer behaviour. However, perceived quality and brand loyalty exhibited no significant moderating effect in this context. Among demographic factors, only age demonstrated a moderately significant moderating effect on the relationship between purchase intention and consumer behaviour, whereas gender, educational qualification, and annual income did not show any significant moderating influence.

The findings provide valuable insights for companies, brand managers, and marketers operating in the branded ayurvedic product industry, particularly in emerging markets like India, where traditional values intersect with modern consumer preferences. To enhance purchase intention and actual buying behaviour, marketers should focus on shaping positive

consumer attitudes by highlighting the efficacy, authenticity, and health benefits of branded ayurvedic products. Communication strategies that emphasize trust, transparency, and cultural resonance can strengthen subjective norms and perceived behavioural control, thereby driving stronger purchase intentions. Additionally, ensuring wide product availability, maintaining competitive pricing, using clear and informative product labelling, and offering user-friendly retail experiences both online and offline can enhance consumers' perceived control and convenience, ultimately increasing their likelihood of purchase. Strengthening brand equity through consistent messaging, quality assurance, and trust-building initiatives will further reinforce the intention–behaviour link, especially among younger and middle-aged consumers who exhibit greater responsiveness to these factors. Overall, the integration of TPB and brand equity dimensions offers a comprehensive framework for understanding and influencing consumer behaviour in the branded ayurvedic product market.

Keywords: Attitude, Subjective Norms, Perceived Behavioural Control, Purchase Intention, Consumer Behaviour, Theory of Planned Behaviour, Ayurvedic Products, Brand Awareness, Brand Association, Perceived Quality, Brand Image, Brand Trust, Brand Loyalty.

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CHAPTER 1
INTRODUCTION

In India, the use of plant-based remedies derived from roots, stems and fruits has been a longstanding tradition, passed down through generations (Rakhi N. S., et al. 2024, Kavitha K., et al. 2017, Jaiswal Y., et al. 2017). This rich heritage has laid the foundation for the growing consumer interest in ayurvedic products. Consumer behaviour towards branded ayurvedic products in India is shaped by a blend of traditional values and modern health consciousness (Murugan V. 2021). Consumers carefully evaluate ayurvedic products, considering various marketing strategies and brand perceptions (Chopra P., et al. 2019). Interestingly, the concept of branded ayurvedic products is relatively new in India, emerging prominently after the liberalization of the Indian economy and the entry of multinational corporations (MNCs). Ayurveda, an ancient system of holistic healing, has seen renewed interest as consumers seek natural and sustainable alternatives to synthetic products (Dhinaiya G. M. (2019).

1.1 Overview of Ayurveda

Ayurveda is the science that focusses on how people can live long and healthy lives. The four vedas in the ancient Indian knowledge system are namely Rigveda, Samveda, Yajurveda, and Atharvaveda. Although ayurveda is not a veda in itself, it is regarded as an appendix to the Atharvaveda. Over time, ayurveda was given the status of a veda to highlight the importance of the medical sciences. The universe's creator, Brahma, is said to have taught the concepts of ayurveda to one of his ten created rishis, Dakha Prajapati, of all the texts related to ayurveda, Prajapati's texts is the most revered and ancient. According to Vagbhata's "Ashtangahrudayam," Atreya Punarvasu asked Indra to learn ayurveda after Prajapati shared his expertise with Ashwini Kumaras., who in turn passed this information to later generations. Ayurveda has two primary schools of thought they are Punarvasu Atreya the physician's school and Divodas Dhanwantari the surgeon's school (Jaiswal Y., et al.2017, Honwad S. et al. 2017, Sharma R., et al., 2017, Paliwal, M. 2020). These schools reflect ayurveda's deep connection to ancient Indian traditions evolving over millennia as a holistic system of healing and wellness rooted in the vedic tradition.

1.2 Introduction to Ayurveda

Ayurveda has been practised in India since ancient times. Ayurveda translated from Sanskrit means “The Science of Life”. 5000 years ago, Ayurveda also known as “mother of all healing” originated and descended from ancient vedic culture and was taught for thousands of years from the masters to their disciples (Dhar P., et al. 2019, Misra R., et al. 2018, Suganya R., et al. 2017, Chandiraleka E., et al. 2016). Ayurveda holds a very respectable, principled, all-inclusive contextual background in the Indian culture. Ayurveda is one of India’s ancient sciences that has stemmed from ‘The Atharva Veda’, one of the four dissections of “Vedas” (Mishra R., et al. 2018, Suganya R., et al. 2017). Ayurveda boasts five main elements i.e., earth, water, fire, air and space (Chandiraleka E., et al. 2016, Suganya R., et al. 2017, Bulsara H., et al. 2018). All these five elements are present in every living being. It is the discipline of remedial truths from ancient India that are grounded on religious convictions, art and knowledge, values and beliefs on the way of life. The lucidity of ayurveda suggests a whole new way of living that is primarily centred on truths, erudition and cognizance that every human being is inter-reliant and co-dependent with all other life forms. This philosophy is reflected in ayurveda’s approach to health, which emphasizes on maintaining balance and harmony within the body and mind by aligning with natural laws and universal energies.

Ayurvedic medicine is the oldest universal and holistic system in the world. It has taught us to perceive and get the drift of the world just as how it is related to doshas namely vata, pitta and alpha. It states that everybody is born with the same 3 doshas. The main and primitive intention of ayurvedic medicines is to ultimately uphold and preserve the health of the healthy as well as to free every individual from any sort of illness and turn the earth into a disease-free universe (Peter S., et al. 2017). Currently, this traditional medicine systems play a significant role in providing healthcare to people around the world.

1.3 Global Scenario

The growing awareness at global level has significantly contributed to the rise of ayurvedic products, not only in India but also across countries worldwide. From 1994 to 2001, the global demand for ayurvedic products increased at an annual rate of 8%. According to WHO forecasts, the worldwide ayurvedic market, currently valued at around $ 6.2 billion, is projected to reach $5 trillion by 2050 (Sharma R., et al.,

2017; Anupriya S., 2017). According to a report by Maximize Market Research, the ayurvedic market was valued at USD 11.80 billion in 2023, and its overall revenue is expected to grow at a rate of 15.63% from 2024 to 2030, reaching nearly USD 32.62 billion by 2030, given that ayurveda originated in India, a substantial portion of this market is expected to be centred here. In the UK, France, Spain, Italy, Germany, Saudi Arabia and the United Arab Emirates, ayurveda is widely used. Presently, Europe and the United States are the leading ayurvedic product markets, holding a market share of 41% and 20%, respectively (Menon K.R., 2019, Sharma R., et al., 2017). These figures underscore the international potential for ayurvedic products, reflecting a resurgence and revival of ayurveda globally similar to that seen in India (Sharma R., et al., 2017). A study by the World Health Organization (WHO) estimates that approximately 80% of the world's population relies on ayurvedic products for healthcare, primarily due to the side effects and high costs associated with modern medicine. Due to this, at present even Indian people are tending towards buying ayurvedic natural or herbal products and treatments (Anupriya S., 2017).

1.4 Indian Scenario

The Indian market is renowned for its ayurvedic and herbal products, reflecting a rich history of traditional medicine that relies on nature-based therapies to treat ailments. Among modern Indian consumers, there is an increasing belief that incorporating ayurvedic products into their daily routines including food, cosmetics, and household items promotes a healthier lifestyle (Mishra R., et al., 2018). The ayurvedic market is experiencing significant growth with an influx of new players introducing innovative products with high-quality packaging and strategic marketing tactics, suggesting a promising future for the industry. Historically, Ayurvedic companies faced challenges in attracting customers due to subpar presentation and marketing strategies. However, the new generation of entrepreneurs is adeptly addressing these issues to enhance their competitiveness (Varshney S., et al. 2023). Despite this progress, there are ongoing challenges that raise questions about ayurveda's future dominance (Patwardhan B., et al. 2015, Rao G. 2015). These challenges include maintaining authenticity, meeting regulatory requirements and adapting traditional practices to meet modern consumer expectations. All are crucial in an increasingly competitive market. However, the growing consumer preference for

such products can flourish ayurvedic companies, provided they effectively address the challenges and focused on the various parameters.

Major factors influencing the market expansion in India are rising health concerns based on the adverse effects of western medications and rising knowledge of the numerous benefits of natural and ayurvedic remedies. The market is also being helped by the great accessibility and affordability of ayurvedic products in both urban and rural areas, as well as its distribution through offline and online delivery channels. Through programmes like the creation of AYUSH, a ministry devoted to Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy, the Indian government promotes the market for ayurvedic products. It was renamed AYUSH in November 2003 after being known as the Department of Indian System of Medicine since March 1995 (Menon K.R., 2019). Ayurveda is currently a recognised medical system in India, with a market estimated to be around ₹ 8000 crore. The Indian Ayurvedic market is anticipated to expand at a pace of 12 to 15% each year. The Ayurvedic industry in India was valued at INR 748.5 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 17% between 2024 and 2032, reaching INR 3207.6 billion by 2032, according to a report by Research & Markets, the International Market Analysis Research and Consulting Group (IMARC) and (Dhar P., et al. 2019). According to Directorate General of Commercial Intelligence and Statistics (DGCI&S), India's ayurveda and herbal product exports increased by 12.4% year on year from Rs. 3,967.4 crore in FY21 to Rs. 5,014.3 crore in FY23. This remarkable growth highlights the rising consumer demand and acceptance of ayurvedic products within the domestic market.

1.5 Indian consumer behaviour

Due to a trend towards natural, holistic and ayurvedic health treatments, the study of consumer behaviour towards branded ayurvedic products has received a lot of interest recently in India (Chopra P., et al. 2019). Consumer anxiety over the negative effects of synthetic medications is one of the main factors driving demand for branded ayurvedic products. More and more consumers believe that ayurvedic products are a safer options (Rakhi NS., et al. 2024, Bharathi, et al. 2022). According to studies, greater health consciousness, increasing financial resources, and faith in traditional medicines are the main reasons why consumers are choosing branded ayurvedic products more often (Chopra P., et al. 2019). This tendency has been further

pushed by the pandemic, as people are looking for preventative healthcare choices and immune-boosting remedies (Bharathi, et al. 2022, Heri W., et al. 2023). Consumer perceptions and purchasing decisions are greatly influenced by the branding and reputation of ayurvedic industries, medicines and product acceptance is greatly aided by favourable word-of-mouth, recommendation and professional endorsements (Mahale, P. 2024, Dhar P., et al. 2019, Singh S., et al. 2022). Ayurvedic products are becoming more widely available through traditional retail stores and online, reaching a wider range of Indian consumers who are looking for natural health solutions (Sasi S., et al. 2024, Dias, E. 2024). Additionally, marketing tactics emphasising ayurveda's natural and sustainable components improve consumer impression and purchase intent (Dias, E. 2024, Malik A., et al. 2022). Positive user experiences and expert healthcare endorsements are important factors that contribute to the trust that consumers have in the legitimacy and effectiveness of ayurvedic branded items or products (Jin S., et al. 2013, Tucci V., et al. 2022, Suhartini, T. 2024).

1.6 Ayurvedic and branded ayurvedic products

Ayurvedic products are crafted from a precise combination of plants, herbs, roots, and botanicals, offering consumers natural and herbal solutions (Rakhi N. S., et al. 2024). This is particularly appealing to individuals seeking alternatives to synthetic or chemical-based products, aligning with the growing demand for natural healthcare solutions. Branded ayurvedic products are those that are marketed by reputable businesses that combine traditional ayurvedic principles with contemporary standards for consistency, safety, and quality assurance (Wang H., et al. 2023). These businesses make large R&D investments to produce formulations that are both consumer-friendly and efficacious. Branded ayurvedic products, which combine traditional knowledge with innovative promotional strategies, unique name and stringent quality control procedures, have grown to represent a significant market niche in the wellness and healthcare sectors. The growing popularity of branded ayurvedic products is indicative of a larger movement in favour of natural and integrative health care (Misra R., et al. 2021). Brands that have led this market include Dabur, Patanjali, Himalaya, etc. They provide a broad range of goods from wellness products and remedies made from herbs to nutritional supplements and personal care items. These companies make use of the rich history of ayurveda and combine it with innovative production processes and scientific validation to satisfy the needs of today's health-conscious consumers

(Sharma V., et al. 2019, Misra R., et al. 2021). Through their efforts, branded ayurvedic products have not only carved a niche in the market but have also demonstrated how modern approaches can reinforce ayurveda's significance. The combination of tradition and innovation underscores ayurveda's importance as a timeless and adaptable healthcare system in modern society.

1.7 The Importance of Ayurveda in Modern Society

Ayurveda, an integral part of India's healthcare system and cultural heritage, continues to play a pivotal role in contemporary alternative medicine (Verma S., et al. 2024, Singh C., et al. 2018). This ancient medical system, deeply rooted in the knowledge and use of medicinal plants and herbs, has been transmitted through generations and evolved with scientific advancements. Ayurveda offers a cost-effective healthcare option, addressing current medical needs while considering social and economic factors, making it an appealing choice for many peoples (Chauhan A., et al. 2015, Singh C., et al. 2018, Verma S., et al. 2024).

In recent years, there has been a remarkable increase in the global recognition and adoption of ayurvedic practices. As ayurveda emphasizes a holistic lifestyle, integrating physical, mental, and spiritual well-being, its principles have garnered widespread interest (Hankey, A. 2010). The global popularity of yoga and meditation, both of which are fundamental aspects of ayurveda, exemplifies this trend (Verma S., et al. 2024). These practices have been extensively researched and have shown significant benefits in improving mental health, reducing stress, and enhancing overall well-being (Sharma R., et al. 2020, Palileo V., et al. 2022).

Moreover, the rise of wellness tourism has contributed to the international spread of ayurvedic practices. Spa, salons offering ayurvedic treatments and massages have become popular, providing comprehensive wellness solutions that attract a diverse clients (Peltzer K., et al. 2019). This trend underscores the growing influence of Indian ayurvedic practices on the global market. The financial benefits of ayurveda are also significant. The global market for ayurvedic products and services has expanded rapidly, driven by increasing consumer interest in natural and holistic health solutions (Alisha 2019). This market growth is reflected in the rising demand for ayurvedic products, which are perceived as safe and effective alternatives to synthetic drugs (Ghate U., et al. 2022). Recent studies have explored the efficacy of ayurvedic treatments in managing chronic diseases, showcasing their potential as complementary

therapies. For instance, research has demonstrated the benefits of ayurvedic interventions in managing conditions such as diabetes, arthritis, and anxiety (Gupta R. 2024). The economic impact of this trend is significant, contributing to the growth of the ayurvedic industry and expanding the range of ayurvedic products both within India and on a global level.

1.8 Demand for Ayurvedic products in India and Internationally

The ayurvedic industry in India has experienced significant growth, with domestic consumption reaching one billion U.S. dollars. Historically dominated by a dozen major corporations, the market has seen the entry of numerous new players who have followed the lead of these established firms. The rising demand for ayurvedic products can be attributed to growing concerns about the side effects of synthetic drugs and chemical-based products. As consumers become more aware of these adverse effects, there is a noticeable shift towards traditional and natural remedies.

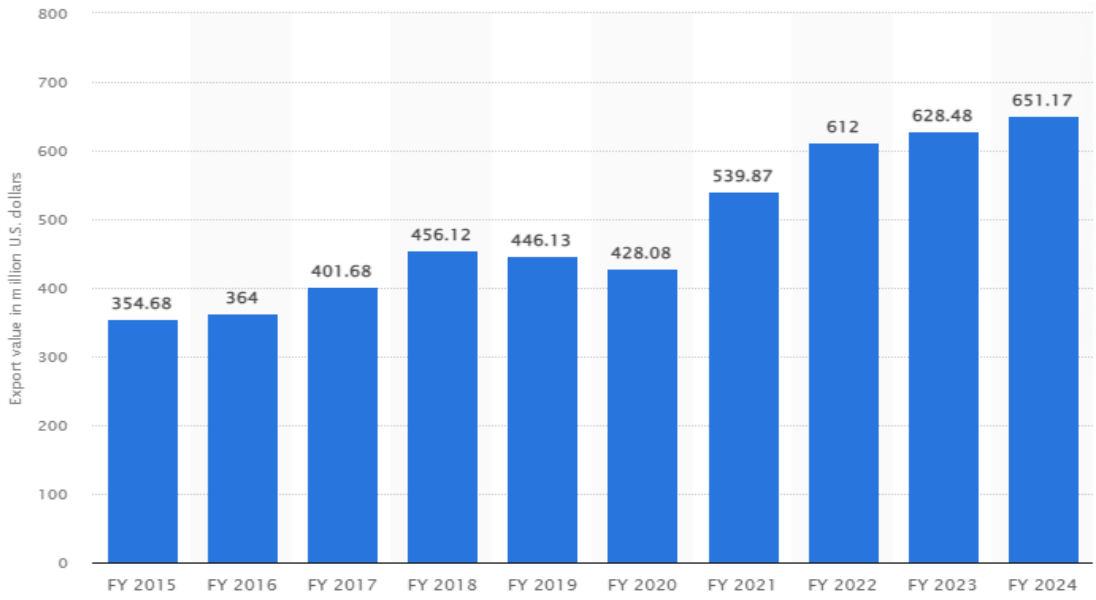


Figure No. 1.1: India's ayurvedic and herbal product export value for the fiscal years 2015–2024 (in millions of US dollars).

Source: ***https://www.statista.com/statistics/652418/Export-Value-of-Ayurvedic-and-Herbal-productsIndia/.DGCI&S, Rajya Sabha.***

In contrast with the same period a year earlier, India's exports of herbal and ayurvedic product increased 3.6% in the fiscal year 2023–24, reaching $ 651.17 million. In 2023–2024, the nation exported 10.63 crore kilogrammes of herbal and ayurvedic goods, up from 12.25 crore kilogrammes the year before. The value has

increased from $628.48 million in 2022–2023. During the first half of the current fiscal year 2023-24, India imported around Rs. 285 crore worth of ayurvedic and herbal products and exported about Rs. 2,425 crore amount. According to statistics from the Directorate General of Commercial Intelligence and Statistics (DGCI&S), India's trade surplus in the industry increased by 12.3% annually between FY 21 and FY 23. The growing trend during the current fiscal year is continued by the shipments from April to September 2023, which account for almost half of the total exports of herbal and ayurvedic goods over the 12 months of the previous fiscal year. According to the Department of the Ministry of Ayush, India imported Rs. 753.8 crore worth of herbal and ayurvedic products during FY23, a rise from Rs. 590.7 crore in FY21.

Exports increased by 2.68 percent in 2022–2023 compared to $ 612.12 million in 2021–2022. Exports increased dramatically in the fiscal years 2020–21 and 2021–22 before that nation reported a slower growth rate. In 2020–21, the sector's exports increased by 26.12% to $ 539.88 million from $428.08 million in the year previous year. The exports then showed a 13.38% increase in 2021–2022, reaching $ 612.12 million. It should be mentioned that the years during which the world experienced the COVID-19 pandemic also saw an increase in exports. The Ministry of Ayush has previously asserted that throughout the pandemic, there has been an increase in the use of ayurvedic goods, particularly for health and wellbeing. Additionally, the government took steps to advertise medical systems, emphasising how they might boost users' immunity and general health. According to the Ministry of Ayush, India exports around $1.54 billion (₹ 11,400 crore) worth of products in total.

The growing demand for natural treatments for minor illnesses has led to a significant increase in the worldwide market for ayurvedic products. In fiscal year 2023-24, over 63.3% of India's herbal and ayurvedic products imported by the USA, Germany, and Italy. Together, exports to the following ten nations totalled $ 412 million, representing a 5.10 percent increase over the $ 392 million exported to the top 10 nations in 2022–2023.

Table No. 1.1: The leading countries importing India's herbal and Ayurvedic products during 2023–2024

The leading countries importing India's herbal and Ayurvedic products during 2023–2024.		
Countries	**Value (₹ in crores)**	**Value (in US $)**
USA	1518.65	183.30
Germany	519.62	62.63
Italy	300.29	36.20
China	231.20	27.93
UAE	208.26	25.11
France	134.44	16.21
UK	134.16	16.81
Nepal	129.78	15.68
Australia	124	14.97
Russia	113.83	13.77

Source: ***https://www.eximpedia.app/blog/ayurveda-medicine-export-from-india and DGCI&S.***

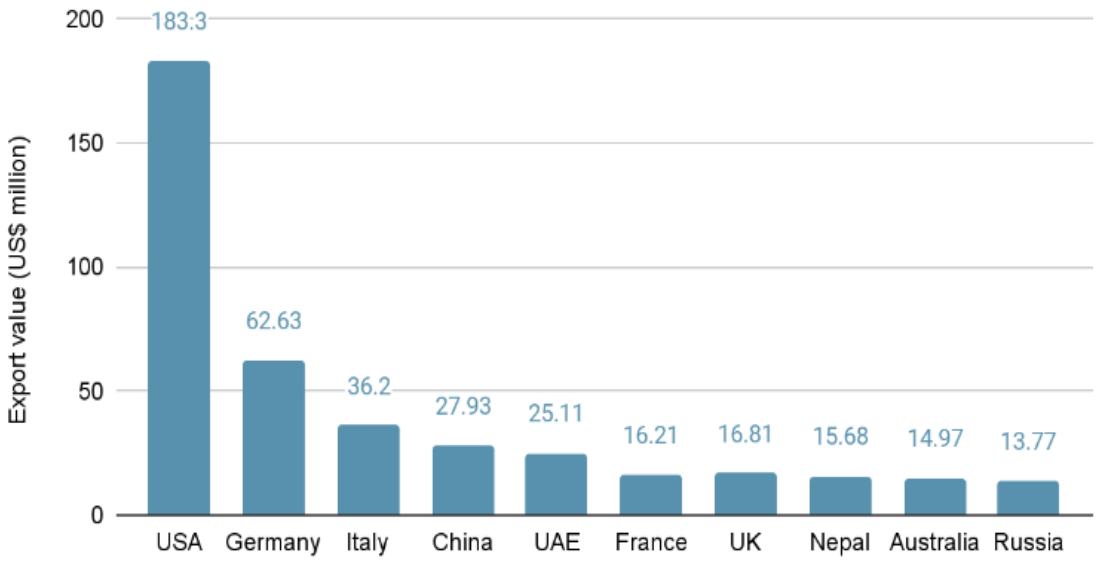


Figure No. 1.2: The leading countries importing India's herbal and Ayurvedic products during 2023–2024

Source: ***https://www.eximpedia.app/blog/ayurveda-medicine-export-from-india and DGCI&S.***

During the fiscal year, the United States ($183.30 million), Germany ($62.63 million), Italy ($36.20 million), China ($27.93 million), United Arab Emirates ($25.11 million), France ($16.21 million), United Kingdom ($16.81 million), Nepal ($15.68

million), Australia ($14.97 million), and Russia ($13.77 million) were the top ten countries for exporting the ayurvedic and herbal products from India. Italy ($36.20 million), Germany ($57.62 million), and the United States ($171.78 million) were in the top three for the fiscal year 2022–2023. During the fiscal year 2023–2024, exports to the top 10 countries totalled ₹ 3414.24 crore, an increase from ₹ 3149.06 crore the year before.

1.9 Significance of the study

Ayurveda is the greatest medical contribution of India to the world during medieval times. Ancient texts refer to this particular form of medicine being practised in India. Dhanvantari the father of ayurveda, has developed several medicines of ayurveda in the historical time. Prominent surgeons of India during that time namely "Charka" and "Samhita" have been known to perform complicated surgeries with the help of ayurvedic medicines. With the rising global demand for ayurvedic products, it is essential to establish standardized quality measures and enhance the brand image of Indian ayurveda on an international level. Thus, the roots of ayurveda go deep in the Indian context although its traces can also be found in neighbouring Asian countries such as Srilanka. With this view, ayurvedic products are important for the health and well-being of an individual. In recent times allopathic products have taken over the ayurvedic products in terms of their widespread usage popularity. However, recently a trend has changed. It has been noticed that most people are now preferring to take ayurvedic products as well as medicines compared to allopathic medicines.

The Indian market for branded ayurvedic products has changed significantly in the last ten years. Products made with natural and ayurvedic substances have become more popular than those made with chemicals. Consumers' desire for life spans that are long and healthy, their growing knowledge of the harmful effects of chemical-based products, their better educational backgrounds, their increasing spending power, and changing pattern of living are all contributing factors to this trend. Companies from both domestic and foreign markets are competing for customers' attention by offering convenient and innovative branded ayurvedic product alternatives. For manufacturers and marketers, maintaining loyalty among consumers is still a difficult task. Promoting the purchase and use of branded ayurvedic products is essential given the specific interest among consumers.

Keeping this view in mind the present research aims to examine consumer behaviour using the Theory of Planned Behaviour (TPB) Model. This study is designed to analyse how TPB influences consumer behaviour regarding branded ayurvedic products. Additionally, the research will investigate the moderating roles of brand equity dimensions and demographic variables on intention and consumer behaviour.

1.10 Scope of the Study

Ayurvedic products have grown significantly in the domestic and foreign markets in recent years. This growth has been further amplified by impulsive buying patterns observed during the COVID-19 pandemic, as consumers sought to boost their immune systems in the absence of a vaccine. Ayurveda's rich cultural legacy in India has played a crucial role in this trend. Due to consumers' increasing preference for natural and traditional health treatments, ayurvedic companies in India have seen a significant growth over the last few decades. This study uses the Theory of Planned Behaviour (TPB) as its fundamental model and is primarily focused on analysing customer behaviour towards branded ayurvedic products. This study targets individual consumers who have purchased branded ayurvedic products within the past 12 months and are at least 20 years old, as individuals of this age are considered matured enough to make independent purchasing decisions. The state of Goa in India, which has a diversified and health-conscious population offers a representative sample for analysing these behaviours.

The research is grounded in the Theory of Planned Behaviour (TPB) and aims to evaluate the influence of TPB on consumer behaviour towards the purchase of branded ayurvedic products. The study examines actual consumer behaviour, specifically those who have purchased these products. Additionally, the moderating role of brand equity on consumer purchasing behaviour is assessed through various dimensions of Aaker's Brand Equity Model, including brand awareness, perceived quality, brand association, brand image, brand trust, and brand loyalty. The study also considers the impact of demographic factors on these behaviours.

1.11 Research Problem

One of the oldest herbal systems, ayurveda, has been practiced extensively in India and is deeply ingrained in the country's culture. Despite its historical significance and proven efficacy ayurveda has not achieved widespread acceptance, due to a lack

of awareness about its benefits, ineffective marketing techniques, poor packaging, etc. Over time, the busy lifestyles of modern society have led to a preference for immediate remedies for diseases, causing a shift towards allopathic and homoeopathic products. These alternatives gained popularity due to their affordable prices, quick relief, easy availability, effective promotional activities, attractive packaging and user-friendly methods.

Over the period there is a significant change in consumer behaviour observed towards branded ayurvedic products. Consumers have become more aware of the adverse effects of allopathic medicines. The rising need for branded ayurvedic products reflects this change. Consumers appreciate the long-term health benefits of ayurvedic products, recognizing the importance of spiritual and quality aspects of healthcare.

Several studies have adopted the Theory of Planned Behaviour (TPB) to examine consumer behaviour towards organic products, natural products and herbal products (Ahmed, N., et al., 2021; Canova, L., et al., 2020; Carfora, V., et al., 2021; Dangaiso, P., 2023; Dorce, L., et al., 2021; Faletar, I., et al., 2021; Furnham, A., et al., 2001; Hasan, H., et al., 2020; Hoppe, A., et al., 2013; Imani, B., et al., 2021; Khan, Y., 2022; Köse, Ş. G., et al., 2021; Kushwah, S., et al., 2019; Le, M. H., et al., 2022; Li, L., et al., 2021; Nguyen, T. H. N., et al., 2022; Nivetha, T., et al., 2020; Nuryanto, I., et al., 2021; Photcharoen, C., et al., 2020; Saxena, S., et al., 2024). There are, however, very few studies that have explicitly used TPB in Ayurvedic products (Chandran, S., et al., 2020; Chakraborty, D., et al., 2022).

A wide range of factors such as attitude, subjective norms, health consciousness, social impact, buying intentions, loyalty to brands, awareness levels, etc. and socioeconomic variables have been studied by several researchers in relation to consumer buying behaviour (Pathmaperuma et al., 2018; Suriyage et al., 2023; Poyearleng et al., 2019; Usharani M. et al., 2020; Mubarak M. et al., 2020; Hoppe A. et al., 2013; Sharifuddin J. et al., 2012; Ali M. et al., 2021; Sasi S. et al., 2024; Wee C. H. et al., 2014; Nandhini S. et al., 2024; Krishnakumare B. et al., 2017; Singh A. et al., 2017; Joshi R. et al., 2018; Handranata Y. et al., 2019; Aadi A. et al., 2024; Sultana M., 2024; Minacho S. et al., 2024; Ravindran D. et al. 2023, Sumarto L. et al. 2023).
Only a limited number of studies have investigated the moderating role of variables such as brand awareness, brand association, perceived quality, brand image, brand loyalty, brand trust, and demographic factors in relevant studies (Abdulfattah A., 2021;

Majeed M. et al., 2024; Wang X. et al., 2010; Alwan M. et al., 2022; Youl Ha H., 2009; Agustini N. et al., 2024; Gonzalez I. et al., 2024; Shi J. et al., 2024; Kaytaz M. et al., 2018; Erangi M. et al., 2019; Li G. et al., 2021; Yang Q. et al., 2023; Rehman S. et al., 2019; Yada A. et al., 2021; Gundala R. et al., 2022; Leonidou L. et al., 2015; Limbu Y. et al., 2023; Brito et al., 2023). However, similar studies have also explored elements such as perceived price, environmental concern, and familiarity with green brands (Martinez S., 2020; Hoang H. et al., 2019; Dorce L. et al., 2021; Siyal S. et al., 2021).

In the context of branded ayurvedic products, it was noted that the moderating effect of variables like socioeconomic status and brand equity dimensions has not been extensively investigated. Although research on organic, natural, and herbal products has made extensive use of the TPB, there is a clear lack of applicability of TPB towards ayurvedic products. Thus, it was determined to use the TPB framework with its predictor variables and investigate how the relationship between intention and behaviour is moderated by brand awareness, brand association, brand image, perceived quality, brand loyalty, brand trust, and demographic factors.

Thus the following questions are intended to be addressed by this study.

1.12 Research Questions

1. How do attitudes towards branded ayurvedic products affect consumers' purchase intentions and behaviour?
2. What is the effect of subjective norms on the purchase intention and consumer behaviour towards branded ayurvedic products?
3. In what ways does perceived behavioural control affect consumers' purchase intentions and behaviour for branded ayurvedic products?
4. How do purchase intentions affect consumer behaviour towards branded ayurvedic products?
5. To what extent does purchase intention mediate the relationship between the Theory of Planned Behaviour predictor variables and actual purchase behaviour of branded ayurvedic products?
6. How do brand equity dimensions moderate the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products?
7. How do demographics factors moderate the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products?

1.13 Objectives of the Study

1. To analyse the effect of the theory of planned behaviour predictor variable on Purchase Intention.
2. To examine the impact of TPB determinants on consumer behaviour towards branded ayurvedic products.
3. To analyse the impact of purchase intentions on consumer behaviour towards branded ayurvedic products.
4. To analyse the mediating effect of purchase intention on the association between theory of planned behaviour predictor variables and consumer behaviour.
    a. To analyse the mediating effect of purchase intention on the association between attitude and consumer behaviour.
    b. To analyse the mediating effect of purchase intention on the association between subjective norms and consumer behaviour.
    c. To analyse the mediating effect of purchase intention on the association between perceived behavioural control and consumer behaviour.
5. To examine the moderating impact of brand equity dimensions (Brand awareness, Brand association, Perceived quality, Brand image, Brand trust, Brand loyalty) on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.
    a. To examine the moderating impact of brand awareness on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.
    b. To examine the moderating impact of brand association on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.
    c. To examine the moderating impact of perceived quality on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.
    d. To examine the moderating impact of brand image on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

e. To examine the moderating impact of brand trust on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

f. To examine the moderating impact of brand loyalty on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

6. To examine the moderating impact of demographics factors (Age, Gender, Educational qualification and Annual income) on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

a. To examine the moderating impact of age on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

b. To examine the moderating impact of gender on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

c. To examine the moderating impact of educational qualification on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

d. To examine the moderating impact of annual income on the relationship between purchase intentions and consumer behaviour towards branded ayurvedic products.

1.14 Research Plan

In the initial phase of this research, a comprehensive review of the existing literature on ayurvedic products was conducted to gain a foundational understanding of the concepts. Subsequently, an in-depth review of the literature on consumer behaviour was also undertaken to acquire substantial knowledge about consumer attitudes and behaviours. Existing theories used in previous studies in the domain of consumer behaviour were probed to develop an understanding the further usage of the same. Scholarly journal articles and books provided the essential theoretical background necessary to develop an understanding of the key concepts utilized in this study.

During the second phase, an exploratory qualitative study was performed with the primary objective of capturing consumers' attitudes towards branded ayurvedic products. This phase also involved identifying various brand equity dimensions and examining their impact on actual consumer behaviour.

In the third phase, relevant theories related to consumer behaviour were identified and the constructs were reviewed through an extensive literature review. The existing theoretical framework was refined by incorporating additional constructs as moderators. Research questions and research objectives were formulated to facilitate the development of hypotheses. Questionnaires were designed and conducted content validity and face validity tests to ensure the reliability and validity of the newly developed model. Additionally, data were collected from various respondents to conduct the pilot study.

In the fourth phase, the questionnaires were given to the respondents in person as part of a quantitative study. To analyse Exploratory Factor Analysis the data were collected from 400 respondents and also the data obtained from 630 respondents were analysed using Confirmatory Factor Analysis (CFA) to validate the measurement model. Given the complexity of the proposed models that involved multiple constructs and variables, Structural Equation Modelling (SEM) was employed to test the hypothesized relationships. The analysis was conducted using IBM SPSS Statistics Version 27 and Smart-PLS version 4 software to ensure strong statistical evaluation and validation of the model.

1.15 Chapterization Scheme

The thesis is structured into seven chapters, each chapter focusing on different aspects of the research. Here is a brief overview:

Chapter 1 lays the groundwork by introducing the study. It begins with an overview of ayurveda, touching on its global and Indian contexts and explores sub topics such as Indian consumer behaviour, ayurvedic and branded ayurvedic products, the relevance of ayurveda in modern society and the growing demand for ayurvedic products both domestically and internationally. This chapter also emphasizes the significance of the study and outlines the research problem. It further provide the scope

of the research, presents the guiding research questions, objectives of the study and the overall research plan.

Chapter 2 reviews the various theories related to consumer behaviour including the theory of planned behaviour and examines their applications in prior studies. Additionally, it includes literature review on factors influencing consumer behaviour, the effects of mediators and moderators in related studies. This chapter concludes by identifying the research gap from the review of literature.

Chapter 3 describes the research methodology adopted for the study. It provides details about the research onion model, the quantitative research design, the sampling methods and sample size, as well as the mechanisms and procedures used for data collection and tools used for data interpretation.

Chapter 4 focuses on the formulation of hypotheses and conceptual frameworks for the study. It also includes the proposed research models that guide the study.

Chapter 5 explains the process of developing measurement scales for the constructs used in the study. It provide details of conducting exploratory factor analysis to ensure the reliability and validity of the scales.

Chapter 6 discusses confirmatory factor analysis and measurement models. It presents results on the influence of TPB predictor variables on purchase intention and consumer behaviour through structural modelling and path analysis. This chapter also examines the mediating role of purchase intention, the moderation effects of brand equity dimensions and demographic variables. It also provide the Importance-Performance Map Analysis (IPMA) to highlight the significance of constructs in predicting consumer behaviour.

Chapter 7 concludes the thesis by summarizing the key findings, offering a detailed discussion and conclusions of the study. It highlights theoretical contributions of the study, managerial implications, and its limitations while also suggesting avenues for future research in the field.

CHAPTER 2
REVIEW OF LITERATURE

A review of literature is a thorough overview and critical examination of existing knowledge on a certain issue. It entails analysing previous research, finding research gaps and then creating a context for subsequent investigation (Hart C. 1998). This procedure is critical for researchers because it lays the groundwork for subsequent research and adds to academic discourse by offering a comprehensive knowledge of the subject. Through the prior study findings provided by the review of literature, researchers may learn what has previously been investigated and what has not yet been thoroughly examined (Ridley D. 2012). By doing this, it facilitates the identification of knowledge gaps that may be filled in subsequent studies (Boote D., et al. 2005). Furthermore, it creates the framework for the current investigation, ensuring that the research is supported by a strong theoretical framework.

2.1 Framework of Theories

The theoretical background serves as the cornerstone of any research, offering a structured framework to understand and analyse the key variables under investigation. It establishes the foundation by integrating established theories and models relevant to the topic. Examining the existing literature highlights the pivotal concepts, constructs and relationships that inform the study's objectives and hypotheses. For this research, the focus lies on understanding consumer behaviour particularly in the context of branded ayurvedic products and related product. Theories such as the Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB), Decomposed TPB, Behavioural Reasoning Theory (BRT), Norm Activation Theory (NAT), Consumption Value Theory (CVT), Value-Belief Norm (VBN) Theory, Innovation Resistance Theory (IRT), Push Pull Mooring Theory (PPM), Attitude – Behaviour – Context (ABC) Theory and Self Determination Theory (SDT) are explored to identify how attitudes, intention and behaviour shape consumer choices.

2.1.1 Theory of Reasoned Action

Fishbein and Ajzen (1975) conducted landmark research with the introduction of the Theory of Reasoned Action (TRA), a comprehensive framework for understanding human behaviour. Beliefs, attitudes, intentions, and behaviours are all

examined by the TRA (Ajzen & Fishbein, 1980). This idea holds that the main factor influencing a person's behaviour is their intention. Subjective norms and attitude are two important aspects that impact intention (Chatzidakis A., et al. 2007). By identifying the antecedents of intention, the TRA can help predict behaviours and guide the development of targeted interventions. By changing basic beliefs, these approaches intend to change behaviour. The variables affecting behaviours have been empirically explored with the help of the TRA. It has been frequently used across marketing and social psychology fields to explain a variety of behaviours (Ajzen, 1991; Presson C. C., et al., 1984). An individual's positive or negative evaluation of carrying out a certain activity is referred to as attitude towards behaviour in the context of the TRA framework. If a person believes that the behaviour generates primarily good results, they are more likely to have a positive attitude. Conversely, negative attitudes arise when the behaviour is linked to primarily negative effects. The impact of significant others (individuals or groups) on an individual's decision-making is reflected in subjective norms (SN). Figure No. 2.1 illustrates the framework of the Theory of Reasoned Action.

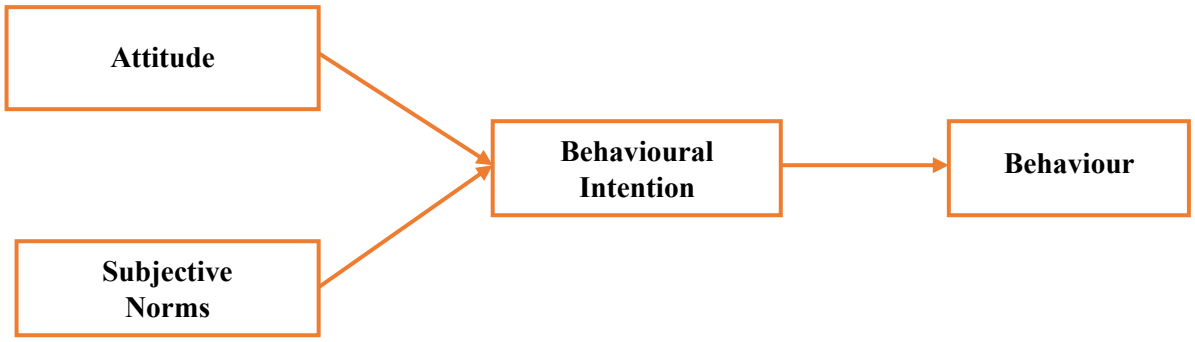


Figure No. 2. 1: The Theory of Reasoned Action (Source: Fishbein and Ajzen 1975)

2.1.2 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), a framework designed to forecast and explain human behaviour in particular circumstances is used in this study. In order to overcome the drawbacks of the Theory of Reasoned Action (TRA), TPB was developed (Ajzen, 1991). TPB's main goal is to offer a thorough conceptual and methodological approach to studying the variables affecting consumer behaviour (Ajzen, 2015). TPB states that perceived behavioural control and an intention to engage in or refrain from a certain behaviour activities are the most direct predictors

of that behaviour. By influencing intentions, perceived behavioural control can have a direct and indirect impact on behaviour (de Leeuw et al., 2015). According to TPB, its three important antecedents have an impact on behavioural intention, which in turn influences buying behaviour (Ajzen, 1991,1985). Three categories of accessible beliefs are influenced by TPB antecedents. According to Ajzen (1991), attitudes are shaped by behavioural beliefs that represent the perceived positive aspect or negative aspects of a behaviour. Normative beliefs pertain to one's perception of how important others, which include close friends, fellow workers, family members, and those who benefit from one's expert guidance, would prefer one to interact with others. Control beliefs, which are related to the perceived availability of resources and the existence of barriers that might either help or restrict the capacity to carry out the behaviour that have an impact on perceived behavioural control (Ajzen, 2015). This theory is now one of the most widely recognized and utilized social-psychological frameworks for understanding and forecasting human behaviour. Figure No. 2.2 illustrates the framework of the Theory of Planned Behaviour.

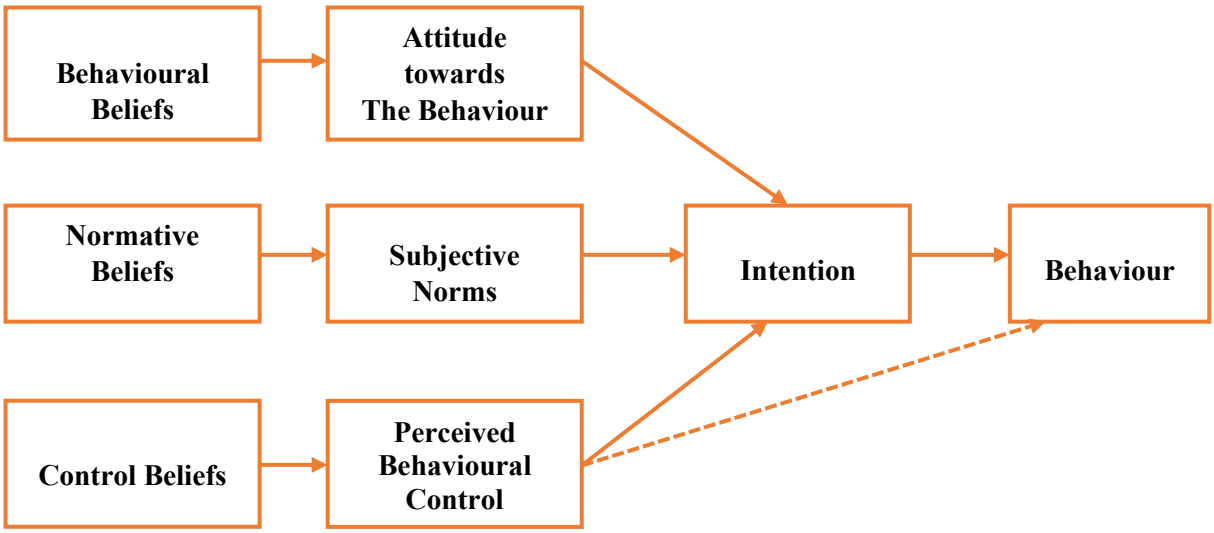


Figure No. 2.2: The Theory of Planned Behaviour (Source: Ajzen, 1991)

2.1.3 Decomposed Theory of Planned Behaviour

This theory was introduced by (Taylor S., et al. 1995) to builds upon the Theory of Planned Behaviour (TPB). This extended framework is designed to better explain user behaviour by analysing the relationships between beliefs, attitudes, intentions, and behaviour of the various peoples. The multi-dimensional belief structure in this theoretical framework is composed of control, normative, and attitudinal beliefs. The primary determinant of actual behaviour is the desire to utilise.

This theory focused on the identifying three core elements such as attitudes, subjective norms and perceived behavioural control that provide insight into the factors influencing individual intentions.

2.1.4 Behavioural Reasoning Theory (BRT)

Behavioural Reasoning Theory (BRT), introduced by (Westaby 2005), provides a thorough framework for investigating the motivational and cognitive processes that underlie people's participation in particular behaviours. A key idea in BRT is the concept of reasons, which are the mental arguments people make in favour of (pro-reasons) or against (con-reasons) in a certain course of action. Fundamental belief, universal motives, intention, and actual behaviour are all the important factors. The idea emphasises values as deeply held convictions that influence how people rank and evaluate various factors. Furthermore, behavioural intentions are shaped by the interaction of global motives, such as attitudes (either favourable or unfavourable behaviour), subjective norms (social pressure), and perceived behavioural control (confidence in one's ability to perform the behaviour), which reflect on to actual behaviour of the consumer (Ryan J., et al. 2018, Westaby, 2005, Ajzen I., et al. 1986).

2.1.5 Norm Activation Theory (NAT)

According to Schwartz's (1977) Norm Activation Theory (NAT), consumers' awareness of difficulties and their potential negative effects, as well as their sense of personal accountability for these results, impact their personal norms, which in turn drive behaviour. According to (Gifford R., et al. 2014) knowledge of need, understanding of consequences, societal norms and personal norms are the main factors in NAT. Numerous studies have used the Norm Activation Theory (NAM) to explain a variety of pro-environmental behaviours including as recycling, buying eco-friendly products, conserving energy and making sustainable travel decisions. (Zhang, Y., et al. 2013, Hunecke, M., et al. 2001, Park, J., et al. 2014, Onwezen, M.C., et al. 2013)

2.1.6 Consumption Value Theory

By defining the values that impact consumer purchase behaviour, the Consumption Value Theory (CVT) introduced by Sheth J. et al. (1991), offers a thorough framework for understanding consumer decision-making. CVT concentrated

on the reasons why consumers select a particular product category over another, why they pick a particular brand over another, and why they decide to purchase or not purchase (or use) a particular product. The theory identifies five fundamental aspects of value they are functional, social, emotional, epistemic, and conditional that have an impact on consumer behaviour. The practical and useful advantages that a product or service offers to the customer are referred to as functional value. It is based on various characteristics of the product including price, quality, dependability and durability. When consumers place a high priority on a product's capacity to carry out its intended purpose. When a product is linked to particular social groups or when a person's social status is raised, social value is created. It illustrates the impact of product ownership or use. The emotions or affective states that a product or service arouses in a consumer are linked to its emotional value. Emotionally valuable products are those that arouse feelings of happiness, ease, enthusiasm or feelings of nostalgia that meet emotional requirements.

The drive for novelty, curiosity or knowledge is the source of epistemic value. Products that offer novel experiences, fulfil intellectual curiosity, or interrupt monotony are sought after by customers driven by epistemic value. It is especially important for customers who want to experiment with or test newly introduced products. Conditional value is created when a product meets a short-term or situational requirement in particular circumstances.

2.1.7 Value-Belief Norm (VBN) Theory

By combining values theory with the New Environmental Paradigm (NEP) theory, Stern et al. (1999 and 2000) developed the value-belief-norm (VBN) theory, which is based on Norm Activation Theory (NAM). This theory include five variable namely personal values, NEP, awareness of adverse consequences, ascription of responsibility to self and personal norms. The personal values are defined as biosphere is concerned with the environment, altruistic is concerned with other people's well-being and egoistic is concerned with one's own advantages. Regarding the theory's belief section, NEP explains how the consumer sees the world from an ecological perspective, AC explains how the behaviour affects things that the consumer values, and AR is the perception of the individual's capacity to minimise the behaviourally identified threat. Personal norms pertaining to the feeling of personal responsibility to engage in environmental friendly activity.

2.1.8 Innovation Resistance Theory (IRT)

Ram and Sheth (1989) developed the Innovation Resistance Theory (IRT), which offers a framework for identifying why buyers could be reluctant to embrace new innovations in spite of their possible advantages. Innovations frequently changes centuries-old traditions, habits, and norms. According to IRT, functional and psychological barriers are the two main causes for the consumer resistance. The usage barrier is one type of functional barrier that appears when an invention necessitates major behavioural adjustments or is incompatible with daily habits. The risk barrier depends on how consumers perceive the risk associated with new product, whereas the value barrier arises when a new product is evaluated against its predecessor or alternative based on performance and financial worth and the new product is determined to be lower on both metrics. Additionally psychological barriers include the tradition barrier, which appears when an innovation involves a shift in societal norms and traditions as well as the social and familial values of consumers and the image barrier, which appears when a new product or innovation is negatively associated with its current product line or brand.

2.1.9 Push Pull Mooring Theory (PPM)

Lee S. (1966) originally introduced the Push-Pull-Mooring (PPM) Model as a theoretical framework to explain the behaviour of migrants. In order to create the PPM model, Moon B. (1995) modified the model by including mooring effects. Since then, it has been widely adopted in studies of consumer behaviour to examine the reasons for brand/ product switching and the adoption of substitute goods/services. According to the model, consumers' decisions are influenced by three primary elements. Push factors are negative impacts or disappointment that persuade consumers to stop purchasing the initial product. Pull factors are favourable factors that attract the consumers towards alternative products. Mooring effects refers to certain individual limitations that make it easier for consumers to shift from particular product or service to another. The effects on both pull and push factors may either be increased or decreased by these mooring variables (Bansal H. S. et al., 2005, Jung J. et al., 2017, Chang I.C. et al., 2014, Moon B.1995)

2.1.10 Self Determination Theory (SDT)

In the 1980s, Edward L. Deci and Richard M. Ryan created the Self-Determination Theory (SDT). Self-Determination Theory (SDT) is a psychological theory that explains human growth, motivation and happiness. It emphasises at how both internal and external variables influence behaviour, highlighting the value of relatedness, competence and autonomy in promoting self-motivation and mental well-being. Two categories of motivation are intrinsic and extrinsic. A person's sense of ingrained focus of control, which is reliant on their degree of dedication and inner resolve to complete a task is represented by intrinsic motivation. Extrinsic motivation (EM) views the motivating component of consumer-performed actions as a duty, commitment or accountability. According to (Deci E. L., et al. 1985), EM categories into four different type they are known as integrated regulation, identifiable regulation, external regulation and introjected regulation.

2.1.11 Attitude – Behaviour – Context (ABC) Theory

Guagnano G., et al. (1995) established the Attitude–Behaviour–Context (ABC) Theory, which clarifies the constantly changing interaction of personal attitudes, behaviours and contextual elements that determine the behaviours of people. According to this concept, whereas behavioural intentions are greatly influenced by personal attitudes, the actual expression of these goals depends on external contextual circumstances that may either encourage or discourage action. In order to examine how consumer behaviour influences consumers' intentions to make purchases, this study also applies the ABC theory (Guagnano G., et al. 1995). A mean-end strategy as proposed by (Feldman C., et al. 2015), suggests consumers should first match their decisions to the advantages they want to get from their choices. The ABC theory was used in a meta-analytic research by Dhir A., et al. (2021) to analyse anti-consumption behaviours. In order to show how attitudes, behaviours and contextual variables interact to impact consumers' decisions to participate in anti-consumption behaviour, their research synthesised the previous literature.

Two of the most popular and adapted models to figure out how ethically mindful consumers make decisions about what to buy includes in the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) (Ajzen, 1991). In order to examine consumer behaviour with regard to products made from ayurveda and holistic products, several research have expanded TPB by adding new constructs

(Nivetha T., et al. 2020). Furthermore, a number of theories have been used to study consumer behaviour, including DTPB, NAT, CVT, BRT, Innovation Resistance Theory, Push-Pull-Mooring Theory, Value-Belief-Norm, and Self-Determination Theory. These frameworks have turned out to be extremely useful in researching the factors influencing consumer behaviour, especially when it comes to natural, organic, herbal, and ayurvedic products. Findings from research that has used these models are discussed below.

Chandran S. R, et al. (2020) examine how brand awareness and usage impact brand loyalty, particularly in the context of ayurveda as an alternative medicine based on TRA and TPB and hierarchical regression and structural equation modelling (SEM) were used to analyse the data. According to the results, consumer attitudes are positively impacted by awareness of ayurveda, and this in turn has a positive effect on product awareness and usage. Additionally, the study shows that consumer satisfaction with the product and brand is strongly correlated with both product usage and brand usage, and that satisfaction with the product is positively related to product loyalty while satisfaction with the brand is positively related to brand loyalty.

Furnham A., et al. (2001) examined the factors influencing the intentions and actual consumption of homoeopathy over a one-month period using the TRA and extended TPB. With a sample size of 349 respondents who filled out a TPB questionnaire, and 139 participants were approached by telephone to provide details on their real-life homoeopathic usage. The findings confirmed that the TPB is a good indicator of homoeopathic intentions and actual use. With attitudes, subjective norms and perceived behavioural control appearing to be highly significant predictive factors of intention, the study discovered that the TPB greatly improved the predictive usefulness of the TRA. Additionally, it was shown that intention was found to be a strong predictor of behaviour, and intention and behaviour both were significantly predicted by past behaviour.

In their study, Testa et al. (2018) investigated how attitudes, perceived behavioural control, behavioural intention, knowledge, subjective norms and health belief influence consumers' actual purchasing decisions for organic food. The study was based on the extended TPB and included a sample of 79 Italian customers. Structural Equation Modelling (SEM) was performed to examine the associations

between the variables. The finding of the study revealed that the subjective norms had a negative impact on actual purchasing behaviour, an intention to purchase organic food had a positive impact. There was also a positive association of perceived behavioural control and health consciousness on attitudes towards purchasing organic food. The study also showed that buying intentions were significantly impacted by consumer knowledge of organic goods.

Khan Y. (2022) the study utilized the extended TPB framework to explored purchasing behaviour is influenced by the predictor variable of the Theory of Planned Behaviour (TPB) as well as other factors, such as health, environmental and food safety concerns. Data analysed from a final sample of 778 respondents. To assess the relationships between variables, Smart-PLS software was utilised to implement the method of Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings revealed that purchasing intention and behaviour had a significant positive association with all TPB antecedents. Whereas, food safety, health and the environment concern also had a positive impact on attitude. The study found that trust did not significantly moderate the attitude-purchase intention relationship and also Price consciousness was not found to significantly moderate the relationship between purchase intention and buying behaviour.

Tengli A. et al. (2022) focused on the variables influencing the intentions and behaviour of Indian consumers with relation to buying natural cosmetics. Both male and female consumers buying behaviours were examined using TPB. Structural equation modelling (SEM) was used to assess the associations between variables after data from a sample of 335 people in India were gathered. The results concluded that attitudes towards natural cosmetics and the environment had a significant and positive impact on purchase intentions that in turn influenced purchase behaviour. Purchase intention were significant and influenced by perceived behavioural control as well. Attitudes towards the cosmetics products, as well as purchase intentions, were indirectly impacted by product knowledge, as well as impacted purchase behaviour. However, subjective norms were found to have no significant positive effect on either purchase intentions or purchase behaviour.

Setiawati H., et al. (2018) conducted a study to evaluate the TPB's applicability to purchase organic foods. Six factors were incorporated into the study model they are

purchase intentions, subjective norms, perceived behavioural control, attitudes towards organic foods, environmental awareness and health awareness. SEM was used to analyse data gathered from a sample of 140 respondents. Author summarised the conclusion by saying that there is significant and positive relationship between the intention for purchasing organic goods, attitudes towards organic foods, subjective norms, health & environment awareness and perceived behavioural control. Purchase intentions for organic food have been negatively influenced by environmental and health awareness.

Dangaiso P. (2023) investigated the relationship between perceived consumer longevity and adoption behaviour in Zimbabwe using Expectancy-Disconfirmation Theory and TPB. 256 valid responses were obtained from a convenience sample cross-sectional survey. The study confirmed that the intentions to adopt green practices were statistically significant and positively associated with green attitudes, subjective norms and perceived behavioural control. Additionally, adoption of organic food behaviour was shown to be substantially influenced by green behavioural intentions, which in turn had a favourable impact on perceived customer longevity.

A research by Rejeki S., et al. (2021) examined the variables influencing attitudes and intentions to purchase organic vegetables. Six factors were included in the study, which used the Theory of Planned Behaviour (TPB) framework such as perceived behavioural control, price, packaging, quality, attitude and subjective norms. The associations between these factors were assessed using structural equation modelling. The results revealed that although packaging had a negative influence on attitudes towards buying organic vegetables, the price variable had a positive impact. Attitude was also shown to be significantly and favourably influenced by quality. Likewise there was a positive relationship between purchase intention and the TPB predictor variables.

Photcharoen C., et al. (2020) expanded the Theory of Planned Behaviour (TPB) by integrating health concerns and health knowledge to investigate the elements influencing the purchasing intention for organic coconut cosmetic goods. 613 respondents provided data for the survey, which was carried out among Bangkok, Thailand residents. Research results show that there is positive and significant association between purchase intentions for organic coconut cosmetics and attitude,

subjective norms, perceived behavioural control and health concerns. On the other hand, it was discovered that health knowledge had negative impact on purchasing intentions.

Nuryanto I., et al. (2020) used the Theory of Planned Behaviour (TPB) to forecast consumer intentions to purchase herbal products during the COVID-19 pandemic. Purposive sampling was used to gather data from a sample of 120 respondents who were respondents of Tolak Angin in Semarang. The study findings proved that behavioural intentions to buy herbal products were positively and significantly impacted by attitude and perceived behavioural control. Subjective norms had no significant impact on purchase intentions, despite having a positive relationship with purchase intention.

Using the Theory of Planned Behaviour (TPB) as the conceptual framework, Nivetha T., et al. (2020) carried out a study to determine the factors impacting consumer attitudes towards buying herbal personal care products. Consumer knowledge and appearance consciousness were taken into account in the study as antecedents of attitude. Data analysis was conducted using the Partial Least Square (PLS) method. The outcomes showed consumers attitudes were positively impacted by both appearance consciousness and consumer knowledge, with consumer knowledge having a stronger effect than appearance consciousness. In addition to the above result the study further discovered that purchase intention was positively and significantly influenced by attitude, subjective norms and perceived behavioural control.

Widyaningtyas D., et al. (2020) used the TPB to investigate how attitudes and health in forecasting consumer intentions to buy herbal products. The study focused on consumers in Indonesia, where herbal products like Jamu, a popular traditional Indonesian remedy, are widely used due to their natural ingredients and lack of side effects. The assumptions were investigated using Structural Equation Modelling (SEM) and data were gathered from a purposive sample of 100 respondents from Indonesia. The analysis proved that attitude is positively influences on consumer intention whereas, health factor is not significantly and positively influence on intention to purchase product.

Saxena et al. (2023) analysed consumer intentions and behaviours associated with the consumption of organic food using the TPB model. To evaluate the suggested paradigm, quantitative data was gathered from 212 actual respondents. The findings indicated that purchase intention was found to be influenced positively by customer attitude, perceived behavioural control and subjective norms in a statistically significant way. The study also showed that buying intention also had a significant and positive effect on actual purchasing behaviour.

Hasan H., et al. (2020) conducted a study aiming to investigate how attitudes, perceived behavioural control and subjective norms influence consumers' intention using the Theory of Planned Behaviour. The study employed multiple regression analysis to evaluate the impact of key variables outlined in the TPB predictor variables on consumers' intention. The findings revealed that attitudes had the strongest positive influence on buying intentions. Subjective norms did not positively influence the shaping buying intention. Whereas perceived behavioural control also had significant and positive effect on buying intention driven by the strength of control beliefs and moderate control factors.

Canova L., et al. (2020) explored the role of trust and its impact on buying behaviour using the TPB framework. The study analysed a relational model where trust, as a background element influenced the traditional TPB constructs. Structural equation modelling was used for the analysis of data collected from two convenience samples of 464 Italian individuals. The research demonstrated that there was a strong and positive effect of attitude on intention to purchase the product, whereas subjective norms and behavioural control had significant but slightly lesser effects on purchase intentions. Significantly, PBC had an adverse association with future purchasing patterns. In both the studies, trust was shown to be a critical factor that positively influences attitude and social norms, in the case of behavioural control trust was favourable towards organic fruits and vegetables. Additionally, because trust has a positive effect on attitudes, subjective norms and PBC, it has an indirect relationship with purchase intentions and behaviours.

Prinkle et al. (2022) investigate the Theory of Planned Behaviour, the antecedents of attitudes and the intentions of consumers to purchase organic food. By combining VBN and TPB theory, anticipated environmental concern and health

consciousness elements were included. Data was collected from 300 consumers and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The study found that both environmental concern and health consciousness were strong and significant factors influencing consumers' attitudes. The willingness of customers to buy organic food was significantly influenced by the TPB constructs.

Voon J., et al. (2011) aimed to examine the variables influencing Malaysian consumers' willingness to purchase organic food using TPB model and analysed data collected from 421 respondents. The investigation shows that attitude had the most significant direct and indirect positive impact on willingness to purchase although it also had a positive impact on affordability and subjective norms. It was also found in the research that there is significant positive but lesser impact of subjective norms on willingness to purchase. Affordability did not show a significant relationship with willingness to purchase. The study also shown that WTP directly and significantly influenced actual purchase behaviour.

Thøgersen J., et al. (2012) sought to explore the early adoption of organic food in China and understand consumer motivations for purchasing environmentally and ethically enhanced products and also the factors influencing consumer behaviour in this emerging market. The findings indicated that, similar to patterns observed in Western Europe, Schwartz's idea of universalism principles is strongly associated with China's early acceptance of organic food, which emphasize concern for the welfare of others and the environment. Consumers' attitudes toward purchasing organic food were significantly shaped by beliefs about its health benefits, superior taste and environmental sustainability. Social norms were found to have a minimal impact on purchase intentions. Additionally, past experience with organic food was shown to positively influence attitudes.

Hoppe A., et al. (2013) used the Theory of Planned Behaviour and Schwartz Value Theory to investigate how consumers make decisions, feel about and value towards food that is organic. The study involved interviews with 450 consumers in Porto Alegre, Brazil. The findings revealed a strong market presence of organic products and a predominantly favourable attitude toward them. Compared to conventional choices, consumers thought organic food was healthier, tastier, more

natural and ecologically friendlier. But they also thought organic food was more costly and less attractive to the eye.

Ahmed N., et al. (2020) used an extended TPB to examine the factors influencing young consumer intentions to purchase organic food. Additionally, the study investigated the moderating and mediating effects of environmental awareness and environmental concerns. Structural equation modelling was used to analyse the data using a sample of 515 respondents. The findings demonstrated that young people's buying intentions were significant and positively influenced by attitude, subjective norms, and perceived behavioural control. Furthermore, it was shown that attitude had a positive effect on environmental concerns, which in turn had a significant effect on purchasing intentions. The relationship among attitude and purchase intentions was positively mediated by environmental concerns. Additionally, the association between attitude, subjective norms, and perceived behavioural control and purchase intentions were positively moderated by environmental awareness.

Dorce L., et al. (2021) investigated, using an extension of the Theory of Planned Behaviour (TPB) paradigm, the factors influencing Brazilian consumers' intentions and behaviours regarding organic vegetable purchases. The study incorporated additional variables, including perceived health benefits, perceived sustainability benefits and perceived price into the TPB model. PLS-SEM was used to analyse data from 504 individuals. The study highlighted that theory of planned behaviour predictor variable was positively influenced by purchase intention. Purchase behaviour was significantly predicted by both intention and perceived behavioural control, with intention having the most significant effect. The association between perceived sustainability benefits and intention, as well as the relationship between perceived health benefits and purchasing intention were both mediated by attitude. The association between intention and actual behaviour was moderated by perceived price.

Imani B., et al. (2021) investigated the applicability of the extended Theory of Planned Behaviour (ETPB) in understanding Iranian students' intentions to purchase organic food. The study collected data from 340 participants to analyse the influence of various factors on their purchasing intentions. The findings demonstrated that

attitude, perceived behavioural control, and subjective norms all had significant effects on students' intentions to buy organic products. Additionally, the extended TPB revealed the critical role of moral norms and environmental concerns in shaping purchase intentions. Environmental concerns were also found to significantly influence attitudes toward organic products. Health consciousness emerged as a highly impactful factor, significantly affecting both students' attitudes toward and intentions to purchase organic products.

Setiawan M., et al. (2023) used Behavioural Reasoning Theory (BRT) to investigate the factors influencing Indonesian consumers' intentions to buy natural personal care products. The study found that environmental concerns and health consciousness played significant roles in influencing reasons for choosing natural PCP, which in turn positively impacted consumer attitudes. It has been demonstrated that these positive attitudes significantly influence consumers' intention to buy natural PCP. However, attitudes, environmental concerns and health consciousness were not associated with reasons against eating natural PCP. Furthermore, the relationship between attitude and personal values was positive and mediated by the reasons for eating personal care products.

Tandon A., et al. (2020) analysed the relationship between attitudes, reasoning, values and purchase intentions, as well as the moderating effects of food safety concerns and purchasing involvement using BRT. The study highlighted that values were shown to be positively correlated with both reasons for and against buying the products, as well as attitudes and reasons supporting purchase decisions leading to favourable purchase intentions. Reasons played as a full mediator in the relationship between values and attitudes, underscoring their crucial function in influencing the opinions of consumers. We discovered that attitudes partially mediate the relationship between reasoning and purchase intentions, further highlighting the significance of good attitudes in influencing purchasing behaviour. Food safety and purchasing involvement, however, did not appear to have any moderating effect.

Li L., et al. (2021) used the diffusion of innovation paradigm to examine the influence of consumer innovativeness in the consumption of organic food. Social and hedonistic innovativeness were the two variables into which the study divided consumer innovativeness. The results showed that consumer knowledge, attitudes and

adoption behaviour regarding organic food were significantly and positively associated with both social and hedonistic innovativeness. Both customer perceptions and the acceptance of organic food are positively impacted by knowledge among consumers. Likewise, it has been demonstrated that consumer attitudes directly and positively influence the behaviour of the consumers. The adoption of organic food was also found to be positively influenced by social and hedonistic innovativeness with consumer attitudes and knowledge acting as a mediating factor.

Talwar S., et al. (2021) investigated the moderating impacts of brand love and image barriers as well as the facilitating and inhibiting variables impacting consumer attitudes towards natural products using EVT. Four major variables were highlighted by the study, such as pricing constraints, natural content, environmental concern and health consciousness. The findings showed that health consciousness and natural content had a significant and positive relationship with consumers' attitudes toward natural food products. On the contrary, price barriers were found to have a significant negative effect on attitudes. Additionally, the research revealed that brand love played a moderating and positive role in enhancing the impact of health consciousness on consumer attitudes. The image barrier moderated the relationship between price barriers and attitudes.

Sadiq M., et al. (2020) examined consumer resistance to eco-friendly cosmetic products using IRT, incorporating the moderating roles of environmental and health concerns. The findings revealed that several barriers significantly deterred purchase intentions for eco-friendly cosmetics. Usage barriers were found to negatively impact towards purchase intentions. Similarly, value barriers, traditional, image barriers and risk barriers demonstrated negative associations with purchase intentions. Environmental concern was shown to moderate the relationship between eco-friendly cosmetic purchase intentions and the value and image barriers, strengthening the positive impact of these associations. However, it did not moderate the influence of usage, risk or traditional barriers. On the other hand, health concern moderated the relationships between purchase intentions and risk and traditional barriers, positively affecting these associations. However, it did not have a moderating effect on the associations with usage, value or image barriers.

Kushwah S., et al. (2019) used the Innovation Resistance Theory to investigate the relationship between several consumer obstacles and purchasing decisions, including purchase and ethical consumption intentions and consumer behaviour. The study used structural equation modelling to analyse data from 452 customers. The analysis confirmed that image and risk barriers had an insignificant effect on purchase intentions, whereas, the value barrier had a negative impact on both ethical consumption intentions and purchase intentions. Purchase and ethical consuming intentions have a direct impact on purchase behaviour. Furthermore, the association between behaviour and intentions for ethical consumption was mediated by purchase intention. The results of the moderation study showed that buying involvement moderated the relationship among the value barrier, buying intentions and ethical buying intentions while failing to indicate the significant and positive result with most of the relationships. The associations between the image barrier, the value barrier and purchase intentions were positively moderated by environmental concerns.

Le M., et al. (2022) aimed to examine the factors influencing organic food purchase intention by integrating the TPB and Norm Activation Model into a unified framework, mediating the role of attitude and personal norms. Using SEM, the study examined 611 valid responses from Vietnam. The study found that environmental awareness and consumer knowledge had a strong and positive effect on attitude. Social norms, personal norms, behavioural control, attitude and knowledge were found to have a significant and positive relationship with purchase intention. The study also revealed that social norms positively influenced personal norms. The relationship between environmental awareness, knowledge and purchase intention was shown to be significantly and positively mediated by attitude. Personal norms significantly but partially mediated the association between social norms and purchase intention.

Faletar I., et al. (2021) investigated how the Norm Activation Theory explains the intention to buy organic vegetables. The study concentrated on the main components of the theory, such as knowledge of need, awareness of consequences, societal norms, and personal norms. The findings indicated that when it came to buying organic vegetables awareness of need exerted a strong and positive influence on personal norms. Personal norms were significantly and favourably impacted by

societal norms as well, but the impact was comparatively weaker. On the other hand, there was no statistically significant correlation between personal norms and awareness of consequences. The study also revealed that consumers' decision to buy organic vegetables was statistically significant and positively impacted by both societal and personal norms.

Nguyen T., et al. (2021) conducted a study to identify the important elements within the PPM model and their effect on consumers' switching intention towards traceable agricultural products. The findings revealed a significant and positive relationship between perceived information asymmetry and perceived risk uncertainty, however, no significant relationship was observed between fear of seller opportunism and perceived risk uncertainty. The study showed that perceived seller quality was positively impacted by perceived trust. Perceived product quality was found to be positively associated with both perceived trust and perceived seller quality. Consumer switching intention was significantly and positively influenced by perceived risk uncertainty, willingness to pay premium prices and health consciousness. The relationship between perceived risk uncertainty and switching intention was shown to be significantly and positively moderated by willingness to pay premium prices whereas the relationship between perceived product quality and switching intention was found to be insignificant. The association between perceived risk uncertainty and switching intention was not supported by health consciousness, although it significantly moderated the effect of assessed product quality on switching intention.

Tandon A., et al. (2020) The study used Self-Determination Theory (SDT) to analyse the relationships between attitudes, purchasing behaviour, intrinsic and extrinsic motives towards organic food, as well as the moderating effects of trust and environmental concerns. The findings revealed that attitude did not have a significant influence on buying behaviour. Attitudes towards organic food were positively associated with intrinsic motivation. Study shows that there was no significant relationship between intrinsic motivation and purchasing behaviour. Integrated regulation was shown to have a significant and positive relationship with both attitude and buying behaviour. Introjected regulation did not display any significant association with attitude and buying behaviour. External regulation, on the other hand,

demonstrated a significant relationship with both attitude and buying behaviour. Trust played a moderating role in the relationship between introjected regulation and buying behaviour, while its influence on the associations between other types of motivation and behaviour was insignificant also, environmental concern did not moderate the relationships between user motivation and buying behaviour.

Wang J., et al. (2021) conducted a study to explore the impact of organic appeals in advertisements on consumer motivations and purchase intention focusing on the mediating and moderating role of intrinsic motivation and emotional appeals employing the Stimuli-Organism-Response model and SDM Theory. The study concludes that there is a significant positive relationship between organic appeal advertisements and intrinsic motivation. Intrinsic motivation was also found to be statistically significant and positively associated with purchase intention. The study also revealed that emotional appeals significantly influenced intrinsic motivation. The direct relationship between emotional appeals and purchase intention was not found to be significant. Purchase intention and organic appeal ads were shown to be positively related to intrinsic motivation, which was found to act as a mediator. Emotional appeals moderated the relationship between organic appeals advertisements and intrinsic motivation.

Vergura T., et al. (2019) examined how six environmental stimuli shaped hedonic and utilitarian attitudes, influencing organic personal care products using the S-O-R model. The findings highlighted that consumer knowledge had a significant and positive influence on both utilitarian and hedonic attitudes. However, the natural content and ecological welfare factors did not exhibit a significant impact on utilitarian attitudes. The study revealed that sensory appeal and higher-quality perception had a significant and positive association in shaping both utilitarian and hedonic attitudes. However, price evaluation did not have a statistically significant effect on utilitarian or hedonic attitudes. It was discovered that customers' intentions to buy organic PCP were significantly influenced by both utilitarian and hedonic attitudes.

Kose S., et al. (2021) examined the relationships between health consciousness, perceived value of organic food, eco-friendly LOHAS inclinations, and purchase intention for organic food using consumption value theory. The results

revealed that consumer willingness to buy organic food was positively impacted by their health consciousness and eco-friendly LOHAS inclination. While financial and functional values were not significantly associated with purchase intention, emotional and social values were shown to have a significant positive influence. Additionally, all aspects of the perceived value of organic food were favourably correlated with health consciousness and eco-friendly LOHAS inclinations.

Yang Q., et al. (2023) used the VBN model by adding health values, health consciousness, healthy eating beliefs and faith in organic food as motivators for consumer behaviour. The study used 571 Chinese university students who eat organic food as a convenience sample. The result revealed that healthy eating beliefs were significantly impacted by health values and health consciousness which in turn had a favourable impact on consumer awareness and ascription of responsibility. Additionally, it was discovered that consumer awareness positively impacted the ascription of responsibility and that healthy eating attitudes had a substantial impact on consumer awareness. According to the study, a willingness to eat organic food was strongly impacted by personal norms and trust in organic food and this intention in turn had significant effects on actual consumption behaviour.

Carfora V., et al. (2021) tested a theoretical model that incorporates the Value-Belief-Norm (VBN) theory, the Theory of Planned Behaviour (TPB), and customers' trust as a mediator to investigate the predictors of consumers' intention to purchase natural food. The study found that attitude and perceived behavioural control had a significant and positive impact on consumers' intention to purchase natural food, while subjective norms did not exhibit a significant effect. Furthermore, personal norms were found to significantly influence the intention to purchase natural food. These personal norms were positively influenced by the ascription of responsibility, which was also positively associated with consumer awareness. Consumer awareness, in turn, was positively and significantly influenced by pro-environmental beliefs. The study also highlighted an indirect effect of general pro-environmental beliefs on the intention to purchase natural food, mediated through awareness of consequences, ascription of responsibility and personal norms. Additionally, attitude was found to mediate the relationship between pro-environmental beliefs, consumer awareness,

trust and intention. Finally, the study revealed a direct positive relationship between trust and the intention to purchase natural food.

2.2 Factors influencing consumer behaviour

Pathmaperuma C., et al. (2018) investigated the factors influencing the behaviour of female consumer towards skincare products using TRA. To evaluate the associations between belief, attitude, normative influence and consumer behaviour, the study used correlation and linear regression analysis. The results showed a positive correlation between purchase intention and normative influences as well as a positive correlation between buy intention, belief and attitude. Additionally, it was shown that there is a positive and significant influence of belief, attitude and normative influence on purchase behaviour. The study highlighted the mediating role of purchase intention which significantly strengthened the relationship between belief, attitude, normative influence and purchasing behaviour.

Suriyage R., et al. (2023) conducted a study to investigate the factors affecting consumers' decisions to purchase herbal products. The research utilized descriptive statistics, correlation analysis and multiple regression analyses to examine the relationships between various factors and consumer behaviour. The results showed that customer purchasing decisions were significantly and positively correlated with perceived value, trust, product price, social impact, and health consciousness. Social influence was the most significant factor among others. The study further confirmed that all the examined factors health consciousness, social influence, product pricing, perceived value and trust had a favourable and significant impact on customer purchasing decisions.

Nguyen T., et al. (2021) examined the important variables influencing consumers' intentions to buy organic food products, paying special attention to the moderating effects of trust and availability constraints. To analyse the data, the researchers used Structural Equation Modelling (SEM) on a sample of 305 Vietnamese consumers of organic food. The results revealed that consumer attitude towards organic food products were significantly and positively impacted by variables such as food safety, health advantages and nutritional value. On the other hand, it was discovered that lack of knowledge had a negative impact on consumer attitudes. It's interesting to note that although price barriers had a positive impact on

purchase intention but, consumer attitudes towards organic products were not significantly influenced by environmentally friendly features. Furthermore, the association between consumer attitudes and purchase intentions was shown to be positively moderated by trust in certifications, whereas the relationship was negatively moderated by the limited availability of organically grown foods.

Poyearleng C., et al. (2019) to examine what factors influence consumer decision to buy organic vegetables. A sample of 323 respondents was chosen for the study using convenience and random sampling techniques and the data was analysed using multiple linear regression models and factor analysis. The findings showed that the most essential variables influencing consumer behaviour were location, product and promotion. Purchase behaviour was also shown to be significantly and positively influenced by perceived product attributes and knowledge. However, it has been demonstrated that attitudes towards certain products and health knowledge significantly but negatively affect consumer behaviour. Similar study by Khanal H. (2019) was to investigate how Nepalese customers' purchasing decisions about ayurvedic goods are influenced by factors such as product information, price, location and advertising. The findings revealed that product information and advertising, which have a positive impact on consumer purchasing behaviour. In contrast, location was found to have a negative effect on consumer behaviour. The study also found that in the Nepalese context, the price of ayurvedic products had no significant impact on decisions regarding purchases.

Bulsara H., et al. (2017) conducted a study to explore the factors that drive consumers' desire to purchase products. The findings revealed that a significant preference for ayurvedic medicine exists among consumers due to its absence of side effects, cost-effectiveness, use of natural ingredients and ability to address health issues at their root. However, the study also noted that many consumers opt for allopathic medicine, valuing its quick relief, ease of availability and suitability for emergencies.

Usharani M., et al. (2020) conducted a study to examine the influence of green marketing on consumer purchasing behaviour toward organic products. The research revealed that consumer awareness of green products has significantly increased, driven by concerns about the harmful effects of inorganic alternatives. This growing

awareness has led to a significant impact of green marketing in shaping consumer preferences and encouraging the adoption of organic products. The findings highlighted that green marketing strategies effectively influence purchasing decisions, especially among certain demographic groups. Female respondents and individuals with graduate-level education demonstrated a higher inclination toward organic products, indicating their greater sensitivity to environmental concerns and green marketing campaigns. The study emphasizes the critical role of green marketing in promoting sustainable consumer choices, reflecting a shift in purchasing behaviour influenced by ecological awareness and targeted marketing efforts.

Mubarak M., et al. (2020) conducted a study to identify the factors influencing purchase intentions to buy herbal products. Using correlation and multiple regression analysis, the study assessed the relationships between various factors and purchase intentions. The findings showed that customer purchase intention and perceived quality, value, price, and advertisement were significantly positively correlated. However, buying intentions were significantly impacted negatively by perceived risk. The survey also showed that the most crucial factors influencing consumer decisions to buy herbal products were perceived quality, risk, price and trust. In contrast, other variables examined in the study were not found to have a significant impact.

Tsakiridou E., et al. (2008) carried out a study to investigate the attitudes and behaviours of Greek consumers about organic goods and to determine the variables influencing these attitudes and behaviours. The study provided important findings using a random quota sampling of 660 respondents. It was shown that Greek consumers were knowledgeable about environmental and health problems, actively searching out information about food's nutritional value and preferring products free of chemical contaminants. According to the study, the majority of consumers thought that eating organic food mostly meant eating fruits and vegetables. Higher income levels also had a positive effect on attitude with education emerging as a significant factor. Compared to consumers with lower incomes, individuals with higher incomes had more positive effect on organic food. Attitudinal differences were also observed across age groups with individuals over 51 years showing the most positive attitudes. Compared to private sector workers and entrepreneurs, public sector workers and retired employees showed a greater preference for organic food. Additionally, past

organic product experiences had a significant impact on future purchasing decisions. Concerns about health and the environment were shown to be important factors influencing attitudes, perceptions and consumption trends for organic products.

Ramli N. et al. (2021) conducted a study to investigate the relationship between consumer awareness and attitudes towards buying herbal goods and demographic variables. The findings revealed that among the demographic variables examined, age was the only factor that demonstrated a significant relationship with customers' awareness and attitudes toward herbal product purchases. Other demographic variables, including income, employment, education and gender on the other hand, did not significantly influenced with awareness or attitudes towards the purchase of herbal products.

Ayaviri-Nina V., et al. (2022) investigated the elements affecting customer attitudes and behaviour while buying organic products. The study found that cultural and demographic profiles do not exhibit a significant or positive relationship with consumer behaviour. However, emotional, feeling and motivational factors were identified as having a significant and positive impact on consumer attitudes toward organic products.

Hoppe A., et al. (2013) used the Theory of Planned Behaviour (TPB) and Schwartz's Value Theory as analytical frameworks to investigate consumer attitudes, values and decision-making processes about organic food. The study revealed that consumers have highly favourable opinions about organic products with a high degree of penetration. People believed that organic foods were more natural, tasty, healthier and eco-friendly. Additionally, the results showed a significant relationship between attitude and actual consumption behaviour.

Sharifuddin J., et al. (2012) conducted a study to investigate the internal and external variables influencing the consumption of herbal products. The study was based on a sample of 450 respondents and provided comprehensive insights into the determinants of consumer behaviour in this category. The results showed that the use of herbal products was significantly impacted by demographic characteristics, including age, income, status and state. The buying of herbal products was found to

be significantly and positively impacted by internal variables such as personality and lifestyle. External variables that positively impacted consumer purchasing decision comprised advertising, packaging, shop location, brand, flavour, ingredients, quality and price. Additionally, the survey found that most respondents favoured herbal-based drinks and beverages items, which they consumed most frequently.

Ali M. et al. (2021) conducted a study to examine the factors influencing consumers' decisions to purchase ayurvedic products. The study highlighted that ayurvedic products have historically been a preferred choice in India due to their medicinal value and deep-rooted cultural significance. The rich tradition of ayurvedic medicine, often referred to as "hand remedies," plays a vital role in healthcare practices, offering trusted methods and knowledge passed down through generations. Ayurvedic treatments are considered reliable for addressing both common and complex health issues without side effects. The results showed that because of their medicinal properties and low cost, consumers favour ayurvedic medicines for everyday usage. Consumers' purchase decisions about these items are greatly influenced by elements including price, features, promotion, and packaging. Additionally, the taste and freshness of ayurvedic products were identified as key factors attracting consumers, along with their natural and health-focused attributes. However, the study also noted challenges such as higher prices and occasional quality concerns, which can impact consumer happiness. In similar research conducted by Sasi S. et al. (2024) found that Kama ayurveda is the most well-known brand in the ayurvedic cosmetics market. The study also revealed that a number of factors, such as online ratings, loyalty to the brand, promotions or discounts, excellent customer service, after-sale feedback, cost-effectiveness, budget variables, image of the brand, purchasing choices, and product quality positively influence consumer behaviour towards online ayurvedic cosmetic brands.

Wee C., et al. (2014) to investigate consumer perception, intentions and actual purchasing behaviour in respect to organic food products. Using the Theory of Planned Behaviour as a framework, the research analysed data from 288 completed questionnaires collected in Malaysia. The results showed that perception of safety, health advantages, environmental concerns and animal welfare had a significant impact on their intention to purchase organic food. However, perceived quality was

not found to have a significant effect on purchase intentions. The study also showed that buying intentions had a significant and positively influence on actual purchasing behaviour. The desire to buy organic food products was statistically significant for both male and female respondents. Age was also found to have a significant influence on buying intentions. Both monthly income and level of education significantly influenced consumers intention to purchase organic food. Additionally, the study highlighted that consumers from both urban and rural areas exhibited a positive and significant relationship toward purchasing organic food products.

Nandhini S., et al. (2024) sought to analyse the variables affecting consumers' decisions to purchase ayurvedic cosmetics. The study identified a number of factors influencing customer preferences and purchase choices in this market. The results revealed that factors significantly influenced the purchase of ayurvedic cosmetics, including the quality of the product, reputation of the brand, product details, packaging, pricing, incentives and accessibility. Consumer preference has a significant difference with demographic parameters such age, gender and marital status while there is no significant difference found with education and occupation. Economic factors, including monthly income and expenditure on ayurvedic cosmetics, were also shown to significantly influence customer preference. Additionally, the study discovered a significant positive relationship between consumer purchasing behaviour and socioeconomic factors such as age, marital status and gender. However, no such association was observed for employment or level of education. Furthermore, economic variables had a significant positive impact on consumer purchasing decisions.

Krishnakumare B., et al. (2017) examine consumer purchasing patterns towards organic food goods using information gathered from 240 respondents. The study shed light on the psychological and demographic variables affecting consumers' choices for organic and non-organic food products. The results indicated that awareness levels and demographic factors such gender, age, place of residence, education, occupation and yearly income were statistically positively associated. Users of organic food were shown to have a favourable attitude towards these items, whereas those who did not consume them showed a negative perspective. The study further revealed that consumers of organic food were significantly different from non-

organic based on demographic parameters such as gender, family income, level of education and professional position. Customers who favoured foods that were organic were shown to be positively impacted by psychological variables such as attitude, perception, belief and intention.

Raj V., et al. (2018) conducted a study to examine the factors shaping consumer attitudes toward organic products. Exploratory Factor Analysis (EFA) was used to investigate the main factors impacting customer perceptions and preferences based on data gathered from 206 respondents. The results showed that the most important factor influencing customers to buy organic products was socially conscious purchasing. High costs and limited availability on the other hand, were shown to be obstacles that adversely affected customer perceptions of organic products.

Shobha et al. (2023) examined the variables affecting Bangalore consumers' behaviour for organically grown products. Studies revealed that consumer purchasing behaviour was significantly and positively predicted by awareness of health hazards, quality of life and the accessibility of organic products. All of these variables worked together to influence the region's consumer choice towards organic goods. Similar study conducted by Singh A., et al. (2017), people believe that organic foods are healthier, containing greater amounts of nutrients and less harmful to the environment than conventional meals. According to the report, consumers are increasingly choosing organic food items and are even ready to pay more for such products. The study found that customer perceptions of organic food products are significantly impacted by products price, subjective norms, concern about health and knowledge. Actual purchasing behaviour is positively impacted by attitude and purchase intention. The association between factors and purchasing behaviour is positively mediated by attitude and purchase intention. Age, income and education were found to have a positive effect on purchase behaviour.

Dalal R., et al. (2024) investigated the variables affecting customer intentions with regard to ayurvedic baby products. The results showed that consumer intentions towards ayurvedic baby products are favourably influenced by price and value perception, perceived health advantages, brand credibility and confidence, the safety and quality of the product, cultural and social variables. According to Melovic B., et al. (2020), the main determinants of consumer buying habits are pricing, methods of

distribution, marketing and organic products. Price and marketing are powerful indicators of consumer approval and purchase decisions. Furthermore, it was shown that customer perceptions and attitudes towards market offers were highly impacted by the price-to-quality ratio, difficulties with distribution, attitudes towards organic food products and the usage of contemporary media as a promotional tool.

Joshi R., et al. (2018) investigated the variables affecting Patanjali brand product choices in the Kathmandu Valley. The results showed that consumer choices are strongly influenced by affordability, quality, accessibility, awareness of the brand, product diversity, health conscience and packaging. According to Handranata Y., et al. (2019) investigated the variables that affect consumers' purchasing decisions for organic food products, focusing on perceived availability, perceived price, subjective norms, health awareness and organic food knowledge. The study found that buyer behaviour regarding organic food is greatly influenced by availability, health awareness, and purchasing intention.

Tleis M., et al. (2019) states that the main factors influencing the consumption of organic food in Lebanon are enjoyment, peace of mind and quality of life. Others who often ate organic food showed a higher priority for their family's health and the environment, whereas others who ate organic food less frequently gave personal satisfaction more importance. The study also showed that children's health and environmental concerns have significant effects on this market segment's purchase decisions.

Aadi A., et al. (2024) examine the variables influencing consumer behaviour about the usage of medicinal plants for treatment. The results showed that consumer behaviour is significantly and positively impacted by quality, trust, reference groups and cultural factors. However, the study found that availability and price factors do not significantly affect consumer behaviour toward medicinal plants.

Sultana M. (2024) sought to examine the variables impacting Bangladeshi consumers' decisions to buy organic food. The study collected responses from 435 organic food buyers from a variety of urban and suburban Chattogram locations. Nine important elements impacting purchase decisions were identified by the study using Factor Analysis and Confirmatory Factor Analysis (CFA) as primary analytical

techniques. The most important of these was perceived value, which was followed by promotional strategies, accessibility, health consciousness, attitudes, trust, personal norms and perceived behavioural control. All dimensions show a strong positive correlation with perceived value. In contrast, there is a negligible negative correlation between trust and personal norms, availability, attitudes and environmental concerns. Likewise, there is a significant positive association between attitudes and environmental concerns and perceived behavioural control. Furthermore, there is no significant positive association between the promotional strategies and health consciousness. The results of this study also indicate that the nine factors perceived value, promotional strategy, accessibility, attitudes, trust, environmental concern, personal norms, perceived behavioural control and health consciousness all have an impact on consumers' organic purchase decisions.

Minocha S., et al. (2024) investigated at how consumer opinions of organic skincare products affect their intentions to buy and their subsequent purchasing habits. The results showed that consumer attitudes of organic skincare products are strongly and positively influenced by good health, environmentally friendly and attractiveness concerns. These attitudes also have a beneficial impact on buying intentions, which in turn have significant effects on actual purchasing behaviour. The study outlined a distinct process whereby attitudes develop, which is followed by purchasing intentions, and are subsequently followed by actual behaviour. Additionally, it was discovered that past experiences positively moderated the association between behaviour and purchase intention, Subjective norms, however, had no moderating influence on this association.

Alhamad A., et al. (2023) investigated Turkish consumers' purchasing patterns for products that are environment friendly, emphasising the influence of green marketing and consumer attitudes. The study that was based on the Theory of Planned Behaviour (TPB) used regression and correlation analysis to examine data from 385 Turkish consumers. The results showed a strong positive correlation between attitudes towards consumers, purchasing behaviour and green marketing. It has been demonstrated that in Turkey, decisions to buy green products are strongly influenced by both green marketing techniques and favourable consumer attitudes.

Ravindran D., et al. (2023) examined the variables influencing consumers' behaviour to buy organic food. The study found that there was no association between respondents' age and their attitudes about the impact of organically grown products on lifestyle or between their educational attainment and attitudes about the quality of organic products. However, a significant difference was observed between income levels and attitudes toward organic products, economic factors shape consumer perceptions of organic food affordability. Perception, attitude and buying intention were found to be psychological variables that significantly influenced the consumer behaviour. There may be a lack of understanding or trust between organic and non-organic food, since the survey also found that the consumer's belief in organic food items was insignificant across both categories. Similar study carried out by Jibril A., et al. (2019) to investigate how particular socioeconomic factors and the level of product processing affect consumer behaviour about herbal products. The results showed that the usage of herbal products was not positively correlated with gender, age and employment. The degree of product processing was found to have a positive impact on consumer buying habits, the study also discovered that there is a significant positive relationship between consumers' educational levels and the purchase of herbal products.

Sumarto L., et al. (2023) analysed attitude, perceived uniqueness and perceived healthiness affected the intentions of consumers to buy organic food, which in turn affected their actual purchasing behaviour. The study collected data from 780 people and analysed it using Structural Equation Modelling (SEM). The findings revealed that buyer attitudes towards organic food products are strongly and positively impacted by perceived healthiness as well as considered uniqueness. Additionally, it was found that the actual consumption of organic food products was significantly influenced by these favourable attitudes.

Singh N., et al. (2024) investigated the variables impacting Indian consumers' purchasing intentions and behaviour with regard to green cosmetics, with a focus on both male and female customers. The study revealed that environmental concerns were found to have no significant impact on purchase intentions and product knowledge. The study also found that subjective standards had no significant effect on buy intentions for green cosmetics, while perceived behavioural control showed an

insignificant impact on purchase behaviour. However, actual purchase behaviour was significantly and positively impacted by consumer intentions.

Jhamb D., et al. (2023) used health consciousness as a moderating variable to analyse how consumers' attitudes towards organic personal care products affected their brand love, brand trust, altruism and environmentally friendly consumption behaviour. They also looked at how environmentally friendly consumption behaviour affected their intentions to make continuous purchases. The study, which was based on behavioural reasoning theory gathered information from 364 Indian participants who had previously used organic personal care products. The findings revealed that attitude of the consumers had a significant impact on altruism, brand love and brand trust. Altruism and brand love had a significant influence on environmentally friendly buying habits, which in turn had a significant impact on purchase intentions. A significant moderating relationship between purchasing intentions and environmentally friendly purchasing behaviour has been identified as health consciousness. Remarkably, the study discovered that environmentally friendly purchasing behaviour had not been influenced by brand trust.

A research by Swetha V. (2024) analysed the attitudes, preferences and motivations influencing buyer decisions for products made from organic ingredients. The findings revealed that consumer behaviour toward organic products is positively influenced by perceived awareness, health awareness, concerns regarding the environment, pricing, trust and brand image. Serebrennikov D., et al. (2024) sought to examine how consumer attitude, subjective norm, behavioural control and sustainable buying behaviour, among other behavioural drivers, affected the purchase habits of consumers of organic food in various EU nations. The findings revealed that organic food purchase behaviour is highly and positively influenced by consumer attitudes, subjective standards and behavioural control.

Owarzany R. (2022) examines the elements that influence Indian and Nepalese customers' attitudes, intentions and actual purchase behaviour regarding organic food goods. He study utilised the Mann-Whitney test and Smart PLS to analyse the data from a sample of 600 people. The results showed that the trust in green organic food is positively impacted by elements including safety, awareness and product features. The study demonstrated that buyer attitudes are significantly impacted by perceived

good health, psychological value and social worth. Positive buying intentions influence from attitudes, ultimately result in the consumers green purchasing behaviour.

2.3 Mediators Variables in Related Studies

Taufique R., et al. (2018) investigated the factors that lead Ecologically Conscious Consumer Behaviour (ECCB) in young Indian urban consumers. The study looked at how different factors affected ECCB through behavioural intention using a snowball sampling strategy and an analysis approach based on structural equation modelling. The results showed that through behavioural intention, consumer attitudes had a significant and positive indirect impact on ECCB. Similarly, through behavioural intention, it was discovered that perceived consumer effectiveness was found to have a significant and positive indirect impact on ECCB. On the other hand, the study found insignificant impact of subjective norms through behavioural intention.

A study by Pan J., et al. (2024) aimed to elucidate Chinese consumers' intents to purchase organic food. To investigate the suggested hypotheses, the study used SEM with 350 respondents. The results indicated that health consciousness, attitude and purchasing intention are all positively influenced by food safety consciousness. Both attitude and purchase intention were shown to be positively impacted by health consciousness, while attitude was found to have a significantly positive impact on purchase intention. Furthermore, the study revealed that attitudes play a role in mediating the associations among food safety, health consciousness and intention to buy. In a similar vein attitudes, purchasing intention and food safety are all partially mediated by health consciousness. Additionally, it was discovered that the association between food safety consciousness and purchase intention was sequentially mediated by health consciousness and attitude.

Tang Y., et al. (2013) investigated the mediating role of consumer attitudes in shaping the factors that influence purchase intentions toward green products among Chinese consumers. The study found important insights into the dynamics of green product buying intention through analysing data from 408 valid respondent using multiple regression and recursive regression models. The findings demonstrated that consumer attitude has a direct positive impact on purchase intention. Additionally, the

study found that consumer attitude partially mediates the influence of perceived efficacy belief and functional value, while fully mediating the effect of environmental concern on purchase intention. Interestingly, neither attitude nor purchase intention were shown to be significantly correlated with consumer awareness of government policy.

Abrar M., et al. (2018) investigate consumer attitudes and how they affect intentions to buy green textile products in developing nations. The Theory of Planned Behaviour (TPB) framework was expanded in this study, and Smart PLS 3 was used for data analysis. The findings highlighted that consumer attitudes towards green textile products were significantly and positively impacted by ecological concern, consumer awareness, health concerns and personal norms. Subjective norms however, shown to have no impact on consumer attitudes. The study also showed that attitudes acted as positive mediators in the interactions among consumer awareness, ecological concern, subjective norms, personal norms and health concern.

Zhao H., et al. (2021) investigated how product price and packaging interact to affect consumer purchasing decisions, with a specific focus on the mediating role of customer satisfaction. The study offered important insights into how consumers make decisions based on data from 367 students and analysis using AMOS Structural Equation Modelling (SEM). The results indicated that product packaging and price had significant impacts on the decision-making process of buyers. The satisfaction of customers was also found to be an important mediator, showing partial mediation in the case of product packaging and full mediation in the association between product pricing and purchasing behaviour.

Kafiya R. (2024) examined the mediating effects of environmental knowledge and concern on consumer purchasing behaviour towards organic cosmetics. Data from 2,171 genuine respondents collected and a structural equation modelling technique were used in the study, which yielded important insights into the variables affecting green purchase decisions. The findings revealed that consumers' decisions to buy organic cosmetics are impacted negatively by green scepticism. On the other hand, it was discovered that purchasing behaviour was positively influenced by environmental concern and knowledge. Furthermore, the negative effect of green scepticism on organic purchase behaviour has been mitigated by environmental knowledge, which

revealed as a key mediator. In a similar vein, the association between green scepticism and purchase behaviour was also significantly mediated by environmental concern. Hussain A., et al. (2022) investigated how attitudes functioned as a mediator in the link between the purchase behaviour of organic food and a number of influencing factors, such as price barriers, personal attributes and green marketing strategies. The study employed convenience sampling to collect responses from 260 organic food consumers and utilized correlation analysis and structural equation modelling (SEM) for data analysis. The results concluded that consumer attitudes positively and significantly mediate the relationship between organic food purchase behaviour and crucial factors such as ecological concern, food hygiene, health concern and organic food consciousness. The study also revealed that the influence of pricing barriers and green marketing strategies on consumer behaviour was shown to be significantly and positively mediated by attitudes.

Nadifa A., et al. (2023) investigated the impact of consumption value on green purchasing intentions for organic food with a focus on the mediating roles of attitude and green trust. The study used PLS-SEM to analyse answers from 265 individuals in a cross-sectional manner. The results demonstrated that consumer attitudes are favourably influenced by functional value, social value, emotional value and conditional value. Green trust is significantly influenced by functional, emotional and conditional values, while social value has an insignificant impact. Similar trends were seen in green buying intentions, where social value had an insignificant effect while functional, emotional and conditional values were positively associated. Study also indicate that green trust did not mediate the association between consumption value factors and buy intention, and it had a negligible impact on green purchase intention. Attitude demonstrated a significant mediating role, connecting consumption values to green purchase intentions.

Chakraborty D., et al. (2022) used an initial trust-mediated framework based on the Theory of Consumption Values to investigate the impact of consumption values on customer intention to buy ayurvedic products. The study found that social values had no significant effect on purchase intention, whereas, other four consumption values had significant and positive impact. Furthermore, the link between

consumption values and the intention to buy ayurvedic products positively mediated by trust.

Neiba N., et al. (2024) investigated how consumer intentions to purchase organic products in Manipur were impacted by green marketing, green consumption values and green marketing approaches. The study tested the proposed associations using conditional process modelling and structural equation modelling (SEM) on a sample of 285 respondents. The results showed that green advertising, green referrals from others, ecological labelling, green organic products, functional value and emotional value significantly and positively affect organic purchase intentions. The study also shown that consumer product attachment functions as a significant and positive mediator, enhancing the associations between organic buy intentions, green marketing strategies, green consumption value and green referrals from others. The association between green advertising and purchase intentions was insignificantly mediated by consumer product attachment. Additionally, it was determined that environmental consciousness was another important mediator that had a positive impact on the relationships among organic buy intentions, green marketing strategies, green consumption value and green referrals from others.

Nasir N. (2023) used the Theory of Consumption method to examine how consumption values, attitudes and perceived behavioural control interact and affect consumers' intentions to purchase organic food. The study discovered that attitude towards buying organic food were significantly and positively affected by factors associated with consumption values. The study also revealed that attitude were found to be significant mediating factor, statistically associating the intention to purchase organic food with consumption values. Perceived behavioural control significantly and positively moderated the relationship between attitudes and purchase intentions.

Paul J., et al. (2016) investigated the relationship between environmental concern and the intention to purchase green products with an emphasis on the mediating effect of TPB variables. After analysing data from 521 respondents using Structural Equation Modelling (SEM), the study provided important new information on green buying habits. The results demonstrated that, social norms did not

substantially affect purchase intention, whereas attitude and perceived behavioural control had significant and positive impact on intention to buy organic products. Purchase intention and TPB predictor factors were revealed to be positively impacted by environmental concern. The study also showed that TPB variables served as significant mediators enhancing the association between environmental concern and an intention to buy green products.

According to Kamboj K., et al. (2022) examine consumer attitudes, intentions and actual purchase behaviour regarding organic fruits and vegetables are influenced by their hedonic and health values. The study offered significant insights on green consumer behaviour by employing PLS-SEM to analyse cross-sectional information from 202 Indian customers. The results showed that consumer attitudes towards green purchasing are favourably influenced by perceived good health, hedonic and social influences. Green purchasing behaviour was found to be positively influenced by these attitudes, which in turn had significant effects on purchase intentions. The study also revealed that purchase intention positively mediate the gap between green buying attitudes and actual behaviour.

Ayaz M., et al. (2024) explored the determinants of consumer purchase intentions for organic food, emphasizing the roles of attitudes and environmental concerns as mediators and moderators. The study analysed data from 274 respondents in Jinju and Changwon, South Korea, using PLS-SEM. The results showed that attitudes towards buying organic food are significantly influenced by perceived behavioural control, ethical consciousness and social norms. These attitudes in turn, were shown to have a positive impact on purchase intentions. Furthermore, attitudes mediated the associations among ethical consciousness, perceived behavioural control, social norms and intentions to purchase food.

Leong T., et al. (2015) to evaluate the mediating role of intention in the interaction between internal and external factors influencing consumption behaviour. Study include both internal and external factor influencing including advertising and media coverage, perceived behavioural control, social norms, concern about health, product features and ecological concern. The research used Structural Equation Modelling (SEM) to analyse data from 410 individuals in Malaysia. The results showed that intention acted as a complete mediator, an association between six

important constructs, advertising and media coverage, consumer behaviour, perceived behavioural control, ecological concern, product features, concern about health and knowledge.

Wong W., et al. (2021) examined the role of food safety attitudes and awareness of organic labelling as mediators in the association between green product awareness and intentions to purchase organic food. To examine the relationship between variables, the study used Structural Equation Modelling with data gathered from 404 respondents via systematic random sampling. The outcomes showed that intentions to buy organic food were not significantly influenced by awareness of green products. However, attitude towards food safety and organic labelling were both positively influenced by green product awareness. Green product awareness and intentions to buy organic food were mediated by two factors such as awareness of organic labelling and attitudes towards food safety.

Liu C., et al. (2022) examined the impact of information on organic and food safety on Chinese consumers' purchasing intentions, with a focus on value orientations as mediators. The study used Structural Equation Modelling (SEM) to analyse the proposed relationships using information from a structured survey of 206 consumers of organic food. The results showed a significant relationship between environmental value orientation and information about organic and food safety. Information about organic foods had a relationship with hedonic value and health orientations. Study further showed that purchase intentions were positively associated with information on organic foods, food safety, environmental orientation and hedonic orientation. Additionally, the association between knowledge about organic food and purchasing intentions was mediated by hedonic and environmental orientations.

Najm A., et al. (2024) used personal attitude as a mediating variable to investigate the moderated mediation effect of ethnicity in the association between several characteristics and purchase intention. The study investigated the ways in which purchase intention is influenced by human attitudes about ecological concerns, social norms, health reasons, Halal certification, the layout of packaging, prior experiences and pricing. Ethnicity was found to be a significant moderating factor in the mediation process. In particular, consumers' ethnicity had a significant impact on the mediation effect of personal attitude in the interactions between price, purchase

intention, social norms, health aspects, Halal certification, layout of packaging and prior experiences.

Hernandez S., et al. (2021) investigated how customer desire mediated the association between attitude and intention to buy. The study found a significant relationship between good attitudes and purchase intention, with consumer attitude having significant effects on both consumer desire and purchase intention. Additionally, it was discovered that consumer's desire significantly influenced purchase intention, highlighting its function as a motivating element in consumer choice. The findings demonstrated that the association between consumer attitude and purchase intention was strengthened by the mediating role of consumer desire.

Zheng T., et al. (2024) investigated the mediated role of flow experience in the relationship between traditional, cultural factors and Generation Z consumers' buying intentions. The study used regression analysis and correlation to identify significant relationships using data from 645 respondents. The findings showed that various types of cultural factors, including scene-based, object-based and symbolic components significantly improved purchasing intention. Additionally, flow experience acted as a mediator significant the association between these cultural factors and the intents of consumers to make purchases.

Shahid S., et al. (2024) studied the impact of green promotion on the choices of consumers to buy products with environmental labels, emphasising the mediating function of trust. To evaluate the suggested model, 255 participants' data were examined using AMOS's Structural Equation Modelling (SEM) tool. The results showed that consumer willingness to buy products with environmental labels is positively influenced by their responsiveness to green advertising. Furthermore, it was shown that consumer intents to buy ecolabel items are significantly moderated by both system and personal trust.

Ohuonu O., et al. (2024) looked at how socioeconomic factors mediate academic staff members' intention to buy organic food in Nigerian institutions. In order to evaluate the interaction between attitudes, motives, subjective norms, obstacles and information sources pertaining to organic food, the study examined the responses on behalf of 304 academic staff members from different

institutions in southeast Nigeria. The results showed that attitudes about the advantages of eating organic food, as well as motives, subjective norms and an intention to buy organic food products were significantly positively associated. The study also showed that purchase intention was significantly correlated negatively with awareness and information sources. It has been demonstrated that the association between attitudes, motives, subjective norms, obstacles, information sources and purchase intentions is significantly mediated by socioeconomic factors.

Imiru G. (2023) performed a study to investigate the mediating impact of green buying intention between its antecedents and green purchasing behaviour among Ethiopian customers. The study discovered a number of important determinants of green purchase intention using data from 319 valid responds that were analysed using structural equation modelling. There was statistical significant and positive association between cognitive elements, personality features, ecological trust, ecological advertising, ecological packaging, expensive prices for environmentally friendly goods, consumer religious direction and green perceived valued, quality, risk and green purchase intention. Study further indicate that the intention to make green purchases was not significantly impacted by elements including perceived behavioural control, perceived consumer efficacy, ecological concern, peer pressure and social norms. It was shown that the association between consumer environmentally friendly purchasing behaviour and its antecedents was mediated by green purchase intention.

Ahsan F., et al. (2022) used the Theory of Planned Behaviour to analyse the factors influencing consumers' intentions to purchase organic cosmetics. The focus of the study was to determine how health value serves as a mediator in this framework. Correlation and multiple regression analysis were used to examine the data gathered from 300 respondents in Sri Lanka's Western Province. The outcomes showed that purchase intention for organic cosmetics was significantly and positively impacted by attitude, social norms and perceived behavioural control. Furthermore, the association between attitude and purchase intention was significantly mediated by health value. Ayyub S., et al. (2021) investigated the influence of trust in determining organic food purchasing intentions in a South Asian developing nation. The results showed that purchasing intention is directly and significantly impacted by knowledge regarding

organic food. The intention to buy organic food was also found to be favourably impacted by moral attitude and health consciousness was found to be a significant influence on organic food purchasing. Another important consideration was the naturalness of organic products, which had a positive impact on consumers' intentions to buy. Trust was found to be a significant mediator, statistically relating an intention to buy organic food to disclosed knowledge, moral attitude, health consciousness and the sense of naturalness.

Sagung A. et al. (2015) explored the impact of attitude in moderating the association between consumer knowledge and intention to purchase green products. The study made clear that attitudes and intentions to buy green products are significantly and favourably influenced by consumer awareness. The results also showed that attitude acts as a powerful mediator increasing the influence of customer knowledge on purchase intention.

Yaseen N., et al. (2011) analysed resellers' perspectives on how brand profitability and buy intention are impacted by perceived quality, loyalty of consumers and awareness of the brand, with a focus on the role of mediating of purchase intention. The findings indicated that perceived quality emerged as a key variable that strongly influenced profitability, but brand awareness and consumer loyalty had no significant direct impact on profitability. The study also showed that purchase intention is significantly influenced by perceived quality, customer loyalty and brand awareness taken together. The mediating analysis showed that purchase intention acts as a mediator between perceived quality and profitability.

2.4 Moderators Variables in Related Studies

By altering the degree or direction of the association between an independent variable and a dependent variable, a moderating variable affects that relationship (Edwards J., et al. 2007). When a third variable influences the relationship between two related conceptions, changing the strength of their relationship, this moderating effect takes place (Hair J., et al. 1998). Usually, moderators are used to explain differences in associations, especially when there is an unexpectedly weak, inconsistent or even strong link between a predictor and an outcome variable (Kim J., et al., 2001, Lai Y. 2013). As a result, depending on the moderator's value, moderation

alters the relationship's form or strength (Dawson J. 2014). These relationships, which are sometimes called moderator effects, demonstrate how a third variable may step in and affect how an independent variable and a dependent variable are related (Aguinis H. 2004, Aiken L., et al. 1991). The role of the moderator factors investigated by the researchers is mentioned below.

A research by Abdulfattah A. (2021) examined the variables affecting consumers' intention to buy organic food with an emphasis on the moderating effect of organic food awareness. Data from 299 respondents served as the basis for the investigation, which looked at the associations using structural equation modelling. Research findings showed that healthy living awareness, social expectation and ecological issues all had a significant influence on organic food purchasing intentions. It was shown that the attributes of organic food had insignificant impact on consumer intents to buy. The study found that the association between purchase intentions and the factors influencing the intake of organic food is not significantly moderated by awareness of organic food.

Majeed M. et al. (2024) investigated the moderating effects of online environment, brand awareness and perceived threat on the association between attitude and intentions to purchase luxury fashion goods online. The study used Smart PLS-SEM to analyse data from 267 fashion buyers in Pakistan. Research findings indicate that product awareness, price consciousness, perceived pleasure, perceived ease of use and perceived utility all have a significant and positive relationship with online luxury purchase intentions. The association between attitude and purchase intentions was also shown to be positively moderated by brand awareness, perceived threat and online atmospherics.

Wang X., et al. (2010) investigated the influence of brand trustworthiness on consumers' brand intentions to purchase, with an emphasis on the moderating effects of brand awareness and brand image. The results showed that consumer's buying intentions are significantly positively impacted by brand trustworthiness. Study also revealed that the association between brand trustworthiness and purchase intention was significantly moderated by both brand awareness and brand image. In a research of Jordanian online buyers, Alwan M., et al. (2022) investigated the moderating role of brand equity in determining the association between digital marketing and purchase

intention. The PLS-SEM method was used to analyse data gathered from a sample of 254 IKEA Jordan online buyers. The results showed that purchase intention is greatly influenced by digital marketing, especially through social networking and digital word-of- mouth. Study further shown that the association between digital marketing and purchase intention was moderated by brand equity.

Doddy M., et al. (2019) investigated the controlling role of brand awareness on the interaction between brand association and zakat payment intention in Indonesia. The results showed that the intention to pay zakat has been significantly affected by brand association. However, brand awareness did not improve or change the link between brand association and zakat payment intention, as seen by the lack of significance in both its moderating impact and its interaction with brand association.

A research by Chankoson T., et al. (2019) used brand awareness as a moderating variable to investigate how brand relationship and emotional attachment affect word-of-mouth behaviour among Thai internet users. The study used PLS-SEM analysis to examine data from 500 Thai women who were online buyers of clothing products. The findings revealed that word-of-mouth behaviour is positively influenced by brand awareness, brand relationship and emotional attachment. The result further revealed that the association between feelings of attachment and word-of-mouth was positively moderated by brand awareness. There was no statistical significance moderating effect of brand awareness in the association between the brand relationship and word-of-mouth.

Youl H. (2009) investigated the moderating impact of satisfaction, brand associations and brand loyalty on the association between service quality and brand equity. The results showed that overall perceived service quality and service quality in physical shopping have a favourable impact on brand equity. Satisfaction was found to significantly moderate the relationship between physical retailing service quality and brand equity, but not the association between total perceived service quality and brand equity. Similarly, the relationship between brand equity and perceived service quality, either physically or generally was not significantly moderated by brand associations. While brand loyalty had no significant moderating impact on the association between overall perceived service quality and brand equity, it did

positively moderate the relationship between physical retailing service quality and brand equity. A study by Wu W., et al. (2015) investigated that brand association moderate the interaction between experiential standards, attachment to the brand and affection for the brand. 323 Taiwanese and Indonesian cosmetic users have been interviewed for the study. The results showed that happiness, aesthetically pleasing and entertainment elements had a significant impact on attachment towards brand and affection for the brand among consumers whose personalities closely resemble those of a brand. Furthermore, people who have a strong relationship with a brand are more likely to increase the influence of these experiential element on the attachment towards brand and affection for the brand.

Luo H., et al. (2015) examine the moderating influence of perceived logistical service quality on the associations between online consumers' satisfaction, trust and desire to repurchase. Both EFA and CFA technique were used to evaluate the associations in the data that came from a survey of 209 consumers who purchased goods online. The results revealed that perceived quality has two moderating effects. It has a negative moderating effect on the association between consumer intent to repurchase and trust in online businesses. In contrast, it favourably modifies the association between trust and buyer satisfaction with purchasing products through the internet.

Aydin I., et al. (2024) conducted a study to examine the how perceived quality moderately affected the relation between communication via word of mouth and trust. The research utilized a convenience sampling method to collect data from 233 participants and the hypotheses were tested using structural equation modelling and the Process Macro technique. The results showed that communication is not directly impacted by trust, communication was directly positively impacted by perceived quality, which was found to be significantly positively impacted by trust. The result further revealed that association between communication via word of mouth and trust was not moderated by perceived quality.

Agustini N., et al. (2024) conducted a study to evaluate the factors influencing the willingness to purchase skincare goods on TikTok, with a special emphasis on the moderating effect of brand image. The study used the technique of Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyse primary data gathered

from 267 active TikTok users who were interested in skincare products. The results showed that purchase intentions have been significantly raised by social media marketing efforts. While online customer reviews, influencer endorsements also have a positive influence on purchase intentions. However, it was discovered that purchasing intentions were not impacted by price consciousness. Furthermore, brand image had a limited moderating effect since it had no significant impact on the association between influencer endorsements, online customer reviews and purchase intentions.

The similar study conducted by Gonzalez I., et al. (2024) looked at whether the link between loyalty and consumer satisfaction among Chilean consumers is moderated by the fast-food restaurants' brand image. The study examined data from a random group of 1,000 fast-food clients using structural equation modelling. The results demonstrated that the external environment, service quality and product quality are critical elements that have a positive and significant impact on consumer satisfaction and subsequently significantly influence customer loyalty. However, the study found that when it comes to fast food consumption, brand image has no moderating effect on the association between satisfaction and loyalty.

A research by Erangi M., et al. (2019) examined at how trust affected the interaction between the intention to buy and the actual behaviour to buy herbal and ayurvedic beauty care products. The study that included data from 265 female students discovered that, buying intention significantly influences actual purchase behaviour. Trust was also found to be a significant moderating factor, which strengthened the association between the desire to buy and the actual behaviour to buy herbal and ayurvedic beauty care products.

Bezbaruah S., et al. (2022) investigated the connections among 498 Indian consumers of natural food products between consumer values, brand trust, false news risk and system trust. The results showed that gender had no significant impact on brand trust, whereas, age had a significant influence. Universalism's dual function of promoting trust and lowering vulnerability to false information was highlighted by its positive relationship with brand trust and a negative relationship with the danger of fake news. Furthermore, brand trust had an inverse relationship with the likelihood of

false news, neither brand trust nor the danger of false news were significantly correlated with willingness to change. The study also showed that the association between brand trust and the danger of false news was negatively moderated by system trust.

Li G., et al. (2021) investigated the function of environmental concern as a mediator and green trust as a moderator in the association between ecological values and environmentally friendly product purchasing intentions. The results showed that egoistic values had a negative effect on the intention to purchase environmentally friendly products, but altruistic and biospheric values had a positive effect. The association between environmental values and a willingness to purchase green products was shown to be mediated by environmental concern. The association between environmental concern and an intention to purchase environmentally friendly products was positively moderated by green trust.

A research by Yang Q., et al. (2023) analysed the moderating effect of trust in food that is organic on the association between organic food consumption and personal norms. The study, based on data from 300 youth participants in Bangladesh, revealed several significant relationships. It was discovered that healthy eating attitudes were positively and significantly impacted by health values and health motivation that in turn had a positive effect on awareness of the consequences. Along with attitudes about healthy eating, awareness of the consequences had a favourable and positive impact on personal norms and significantly impacted the ascription of responsibility. Study further revealed that consumption of organic food was positively and significantly impacted by personal norms. Green trust had a significant moderating impact, strengthening the association between organic food consumption and personal norms.

In their study, Zheng G., et al. (2021) examined the variables affecting young Bangladeshi consumers' behaviour to buy organic goods. Purposive sampling was used to gather primary data from 464 respondents and SEM method was used for analysis. The results showed that purchase intention, which in turn affected the actual purchase of organic foods, was significantly influenced by health awareness, ecological consciousness, food safety consciousness, price consciousness, uniqueness

consciousness and trust. It was shown that trust increased the chance of buying organic products by positively moderating the association between purchase intention and actual purchase. Price consciousness on the other hand, showed a negative moderating influence on this association. Price consciousness did not have any moderating effect on the association between purchase intention and ecological consciousness.

A research by Rehman S. et al. (2019) examined the relationship between consumer intentions to buy and online purchasing behaviour and moderating impacts of commitment and trust in these relationships. The results showed that consumer intent to buy was positively and significantly influenced by attitude, social norms, perceived behavioural control, perceived utility and perceived simplicity of use. Study also indicate that the all five independent variables and online purchasing behaviour were positively mediated by consumer purchase intention. It was shown that the association between consumer intention to purchase and online buying behaviour was significantly moderated by trust and commitment.

Bonn M., et al. (2016), trust was used as a moderating variable to investigate how consumer opinions of the environmentally friendly practices of organic wine suppliers and the qualities of organic wine impacted behavioural intentions. To assess the suggested associations, the researchers used Hierarchical Multiple Regression Analysis using data gathered from 471 respondents. The findings demonstrated consumer opinions about the sustainable methods of organic wine manufacturers positively influenced behavioural intentions, while opinions about organic wine vendors had no effect on behavioural intentions. It was shown that pricing showed an adverse association with behavioural intentions, whereas environmental and health factors had a significant effect. There was no significant interaction found between consumer behavioural intentions regarding organic wine and sensory qualities. The study also revealed that opinions of retailers' sustainable practices and behavioural intentions were shown to be significantly moderated by trust, but was found to have no moderating effect between perceptions of producers' sustainable practices and behavioural intentions. Trust demonstrated a positive relationship with health, price and behavioural intentions, while it did not moderate the influence of environmental or sensory characteristics of organic wine on behavioural intentions.

Shi J., et al. (2024) investigated the influence of greenwashing on consumer buying intentions, with a particular emphasis on the moderating power of brand loyalty. According to a study that used data gathered from 339 Chinese consumers and analysed through SEM. The study revealed that impact of greenwashing significantly negative on intentions to purchase, indicating that misleading environmental claims by brands diminish consumer trust and reduce their willingness to purchase, but the results also showed that this relationship is moderated by brand loyalty. Similar study conducted by Khan S., et al. (2021) examined at how consumer brand loyalty affected the interaction between greenwashing by businesses and consumer purchasing behaviour. Data was gathered from 250 individuals using a convenient sampling method and the Hayes Process model evaluation, regression analysis and Pearson correlation were used for analysis. The results showed that greenwashing significantly but negatively affected consumer purchasing behaviour. Furthermore, the association between greenwashing and consumer buying behaviour was positively moderated by brand loyalty.

A research by Kaytaz M., et al. (2018) studied at how brand awareness as well as brand loyalty affected the association between online impulsive purchase behaviour and variables including perceived cheap price, browsing habits and time constraints in Turkey. The results showed statistically significant and positive associations between online impulsive buying behaviour, browsing behaviour, time constraints and perceived cheap price. Furthermore, these associations were found to be significantly and positively moderated by brand loyalty.

Lee Y., et al. (2010) investigated the moderating effects of brand loyalty on the association between marketing activities and customers' purchasing decisions in the context of Taiwanese consumers of organic food. The methods of hierarchical regression analysis and Pearson correlation analysis were used to examine the data from 300 respondents. Research findings showed that purchasing decisions made by consumers are significantly and favourably impacted by promotional activities. It also revealed that brand loyalty significantly moderated the association between marketing activities and purchase decisions and had a direct positive impact on decision-making about purchases.

Other moderating variables have also been examined in the study.

Misra R. et al. (2018) studied the impact of consumer ethnocentrism and Social responsibility in business on pricing perception and brand choice for ayurvedic products. 151 respondents from the Delhi-NCR area participated in the study and used statistical methods including factor analysis and regression analysis to examine the data. The results showed that pricing fairness, social responsibility in business and consumer ethnocentrism all had a significant impact on choosing a brand of ayurvedic products. It was discovered that the relationship between price fairness and brand choice may be positively moderated by both ethnocentrism and social responsibility in business.

Martinez S. (2020) conducted a study to examine the significance of environmental concern and its moderating role in consumer behaviour. A sample of 195 respondents from different Spanish cities participated in the study and structural equation modelling (SEM) was used to examine the data. The results demonstrated that attitudes and purchase intention and attitudes and word-of-mouth (WOM) intention are positively moderated with environmental concern. Environmental concern however, had no moderating impact on the associations between trust and satisfaction. In a similar study conducted by Hoang H., et al. (2019) examined how environmental concerns could moderate the consumption of organic food in Vietnam within the framework of the TPB. The results showed that consumers' intentions to buy organic food were significantly and favourably impacted by theory of planned behaviour predictor variables. It has been found that purchasing intentions and attitude were significantly moderated by environmental concerns.

A research by Dorce L., et al. (2021) looked at the variables affecting Brazilian consumers' intentions and behaviours while buying organic vegetables, focused on the moderating effect of perceived price on the interaction between intention and behaviour. The data were analysed using structural equation modelling with partial least squares using a sample of 504 individuals. According to the study, purchase intention was positively impacted by attitude, social norms, as well as perceived behavioural control, all of which were statistically significant. It was discovered that the associations between attitude, social norms, perceived behavioural control and actual buying behaviour were partially mediated by purchase intention. The

association between behaviour and purchase intention was statistical significantly moderated by perceived price.

Siyal S., et al. (2021) studied the moderating influence of knowledge regarding green brands on the association between eco-friendly brand positioning, attitude towards the environmentally friendly brand, ecological concern and ecological buying intention in Pakistan. Purposive sampling was used to gather data for the quantitative study, which had a cross-sectional design. The PLS-SEM technique was used to analyse the 396 valid responses. The results showed that ecological concern, brand positioning and brand attitude all positively and significantly affect consumers' intentions to make environmentally friendly purchases. The study further revealed that the association between environmentally friendly buying intention, ecological concern and attitude towards environmentally friendly products was positively moderated by green brand knowledge. The association between green brand positioning and ecological buying intention however, was not substantially moderated by green brand knowledge.

Qayyum A., et al. (2022) analysed the detrimental impacts of excessive product packaging, greenwashing and Eco-confusion on sustainable brand equity, with an emphasis on the moderating effect of brand credibility. The study found that excessive product packaging was proven to be a significant indicator of greenwashing and green confusion. Greenwashing has a detrimental impact on sustainable brand equity. A moderating element that was shown to be useful in reducing the adverse associations between greenwashing and sustainable brand equity was brand credibility. However, the moderating effect of brand credibility on the relationship between eco-confusion and sustainable brand equity was found to be insignificant.
Sahioun A., et al. (2023) aimed to explore the influence of environmentally friendly marketing, green products and sustainability concerns on the attitudes of Jordanian consumers towards purchasing green buildings, with a particular focus on the moderating role of green product awareness. 357 valid questionnaires were gathered for the study using a convenience sample technique and multiple regression analysis was utilised to examine the results. The results showed that consumer attitude were positively and significantly affected by environmentally friendly marketing, green goods and sustainability concerns. Green product awareness was found to play a

significant moderating role in the relationship between these factors and consumers' attitudes.

Ho T., et al. (2019) conducted a study examining the enhancement of customer value effects on brand equity through the moderating roles of environmentally friendly marketing and green brand loyalty. The results showed that the positive association between customer value and brand equity was amplified by the significant moderating effects of environmentally friendly marketing and green brand loyalty. It was shown that the relationship between brand equity and behavioural intention was significantly moderated by self-expressive advantages and social responsibility.

Demographic factors are essential for understanding and explaining the impact in the marketing domain, however moderators remain inadequately represented in research (Roslow S., et al. 2000). To distinguish across population groups and investigate their requirements, preferences and behaviours, these variables include attributes like age, gender, education, income, social position and nationality are crucial (Kotler P., et al. 2002). According to (Serenko A., et al. 2006) the importance of demographic characteristics as moderating factors in understanding the link between independent and dependent variables. In conceptual models, they are also frequently suggested as moderating elements (Tarhini A., et al. 2014, Venkatesh V., et al. 2012). Demographic factors that have significant impacts on how consumers behave and make decisions about green products (Bhowal A., et al. 2016). This section discusses previous studies that have analysed consumer behaviour segmentation based on demographic factors.

Yada A., et al. (2021) investigated the moderating impacts of demographic characteristics such age, gender, income and education as well as the factors affecting the desire to make green purchases. The results of multiple regression analysis showed that demographic factors significantly moderated the relationships between these variables. The associations between personal norm, ecologically conscious, attitude and desire to make green purchases were significantly by age. It was shown that there is significant and moderating impact of gender on purchase intention and personal norm, income had a strong moderating influence on the associations between environmentally friendly buying intention and personal norm, attitude and perceived buyer effectiveness. The impact of individual norms and attitudes towards

environmental behaviour on the desire to make green purchases was significantly moderated by education.

Gundala R., et al. (2022) analysed the impact of gender as a moderating variable in the interactions between subjective norms, attitude and purchase intention in the context of American consumers of organic food. 633 respondents participated in the study, which tested the proposed associations using multi-group moderation analysis and covariance-based structural equation modelling. The results showed that whereas attitude had a positive and significant impact on purchase intention, subjective norms had a favourable and significant impact on both. Study further indicate that gender significantly moderated the relationships between subjective norms and both attitude and purchase intention, as well as between attitude and purchase intention.

Leonidou L., et al. (2015) examined the causes and effects of travellers' environmental attitudes and behaviours. The study, which involved 234 international visitors, indicated that the development of environmentally friendly attitude was favourably influenced by important factors such deontological positioned legal adherence and political involvement. The research highlighted the moderating effects of demographic variables including gender, age, education and income, on the relationships between deontological positioned legal adherence, political involvement and environmentally friendly attitude.

Limbu Y., et al. (2023) analysed how purchase intention was impacted by knowledge about organic food, attitudes towards buying organic food and subjective norms. They found that self-efficacy acted as a mediating factor and that gender and educational attainment may operate as moderators. The study found that self-efficacy acted as a mediating factor between purchase intention and organic food knowledge, attitudes and subjective norms. However, the research revealed that the association between self-efficacy and purchase intention was not significantly moderated by gender and educational level. In the similar study conducted by Shatnawi Y., et al. (2019) investigated how demographic factors moderated the association between demographics and green purchasing behaviour among 360 respondents from Jordan. The result found that environmental attitude, social pressure as well as personal norm had a significant and positive impact on environmentally friendly buying behaviour.

Other psychographic characteristics, such as distrust, perceived consumer efficiency, environmental care and knowledge of the environment were shown to have no significant effect on environmentally friendly buying behaviour. The associations between environmental cares, knowledge about the environment, perceived consumer efficiency, distrust and environmentally friendly buying behaviour were not significantly impacted by the moderating effects of socioeconomic variables including gender, age, income and levels of education. Brito Y., et al. (2023) also observed a similar outcome. According to the study, demographic variables including age, gender and income had an insignificant effect on green trust and had no moderating effect on the associations between green trust, ecological awareness, commitment and prior experience. The association between ecological awareness and green trust however, was found to be significantly moderated by educational.

Rizwan S., et al. (2021) analysed the relationship between brand equity and intentions to purchase with an emphasis on the moderating impact of demographic characteristics. The study found that purchasing intention is significantly positively impacted by brand equity. However, different demographic characteristics had different moderating effects. It was discovered that the association between brand equity and purchase intention was not significantly moderated by age, income or religion. On the other hand, brand equity and purchase intention were shown to be significantly moderated by education.

Alharthey B. (2019) investigated the effects of ecologically friendly goods on perception, intent to purchase, consumer purchasing decisions and ecological awareness, using sociodemographic traits as moderating factors in Saudi Arabia. Based on data collected from 247 respondents and analysed using regression methods, the study discovered a strong and favourable association between consumer perceptions of ecologically friendly products. However, no significant relationships were observed between green products and awareness of the environment, intent to purchase, purchase choices. Moreover, the associations between green products and the factors that are dependent were not significantly moderated by socioeconomic variables.

Moon S. (2021) investigated the moderating effects of demographic characteristics including age and gender on intention using the Theory of Planned

Behaviour paradigm. The result found that TPB dimensions were the significant predictor of intention. There was no significant interaction between intention, frequency of dining, and previous behaviour. The findings also showed that age had a moderating influence on the links between perceived behavioural control and intention, as well as between previous behaviour and intention, whereas gender significantly moderated the association between subjective norms and intention and insignificant between previous behaviour and intention.

Li Y., et al. (2019) used the Theory of Planned Behaviour (TPB) paradigm to explore the factors determining Chinese consumer decisions to purchase organic food, with an emphasis on gender as a moderator. The study used model comparison and multi-group analysis to examine data from 260 valid responded. The results concluded that the association between attitude and behavioural intention was significantly moderated by gender. However, gender did not significantly moderate the relationships between subjective norms, perceived behavioural control and behavioural intention.

Dagher G., et al. (2015) investigated the role of gender in regulating the association between ecological concern and attitude towards purchasing green products behaviour among Lebanese consumers, using socialisation theory. Using data from 326 completed surveys and hierarchical moderated regression analysis, the study indicated that both ecological concern and environmental attitude positively affected green consumer purchasing habits. Result also indicate that gender had a significant moderating influence on the associations between ecological concern and attitudes towards green consumer purchasing habits.

Sewwandi J., et al. (2022) examined the impact of environmental ads, perception of eco-labels, and perception of eco-brands on green buying behaviour, with a focus on the moderating effects of demographic factors such as gender and education. The study found that green buying behaviour was most positively influenced by environmental ads, which were followed by the perception of eco-labels and eco-brands, both of which had a positive effect. While gender was not found to have a significant moderating effect on the relationships between environmental ads, perception of eco-labels, and perception of eco-brands and green buying behaviour.

Education had a significant moderate effect on the interaction between eco-label and eco-brand perceptions and green buying behaviour.

2.5 Research Gap

The literature study on the findings of consumer behaviour has been carefully examined from several perspectives. It is clear that the majority of research has concentrated on analysing how consumers behave while purchasing the organic, natural and herbal products. However, it was also determined that only a limited number of studies have specifically addressed ayurvedic products, particularly branded ayurvedic products. This gap, revealed through the literature review, emphasises the necessity for more research. In this regard, the current study gives light on consumer behaviour towards branded ayurvedic products.

The literature review found that the theory of planned behaviour has been extensively used to examine consumer behaviour in natural, organic and herbal products. However, more than a small proportion of behaviour has not been thoroughly analysed by any particular model or theory. In particular, there is still an extensive absence of research on the use of the TPB model with branded ayurvedic products. The relationship between TPB predictor factors including attitude, subjective norms and perceived behavioural control and purchase intention, as well as how purchase intention influences consumer behaviour towards branded ayurvedic products, is particularly lacking in comprehensive studies. By investigating the impact of TPB predictive variables on purchase intention and examining the association between purchase intention and consumer behaviour in the context of branded ayurvedic products, this study attempts to fill this gap.

There is a significant lack of research examining the moderating effects of socioeconomic variables and brand equity dimensions such as perceived quality, brand image, brand awareness, brand loyalty, brand trust and brand association on the relationship between purchase intentions and actual purchase behaviour. The purpose of this study aims to bridge this gap by investigating how in the context of branded ayurvedic products, demographic characteristics and brand equity dimensions moderate the relationship between purchase intentions and actual behaviour of consumers.

However, the current research aims to examine the impact of the Theory of Planned Behaviour (TPB) predictor variables and purchase intention on consumer behaviour towards branded ayurvedic products. Furthermore, it investigates how socio economics variables and brand equity dimensions such as brand image, brand association, brand awareness, perceived quality, brand trust, brand loyalty have impact on purchase intention and behaviour of the consumer.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology serves as the blueprint for the research architecture, crucially impacting the results and their meaningful interpretation. It entails a systematic and theoretical analysis of the methods applied in a given field of study, encompassing the principles, procedures and techniques utilized for data collection, analysis and interpretation (Kothari C. 2004). The chapter begins by discussing the most suitable research philosophy for the study, as well as the well-known research approach and identification of research problem. It then highlights the primary procedures undertaken during this research. After that, the chapter give a thorough explanation of the research methodology, the strategy for research, time horizon, kind of data collected or used and statistical techniques used to analyse and interpret the results. In order to provide a complete framework for guiding multiple layers of decision-making in the development of the research methodology, this study uses the research onion model that was presented by (Saunders M., et al. 2023).

3.1 Research Onion Model

The research onion framework that is shown in Figure No. 3.1 offers a visual representation of the key aspects that must be planned and examined to develop a strong research methodology. Essentially, it serves as a step-by-step guide for structuring a research methodology and the research onion layers are interconnected and interdependent (Saunders M., et al. 2023). The topmost layer focusses on to the research philosophy that determines the underlying worldview of the research and influences the methodological approach that follows. The next layer determines the logical reasoning used in the study by addressing the research approach. The research choice layer determines how qualitative and quantitative data are incorporated and involves choosing a mono-method, mixed-method or multi-method approach. Next layer in the research onion is the time horizon, it determines that the study will use a longitudinal or cross-sectional method. At the centre of the onion the techniques and procedures specify the exact ways in which data is collected and analysed. This

structured framework ensures that every layer of the research process is systematically addressed and executed.

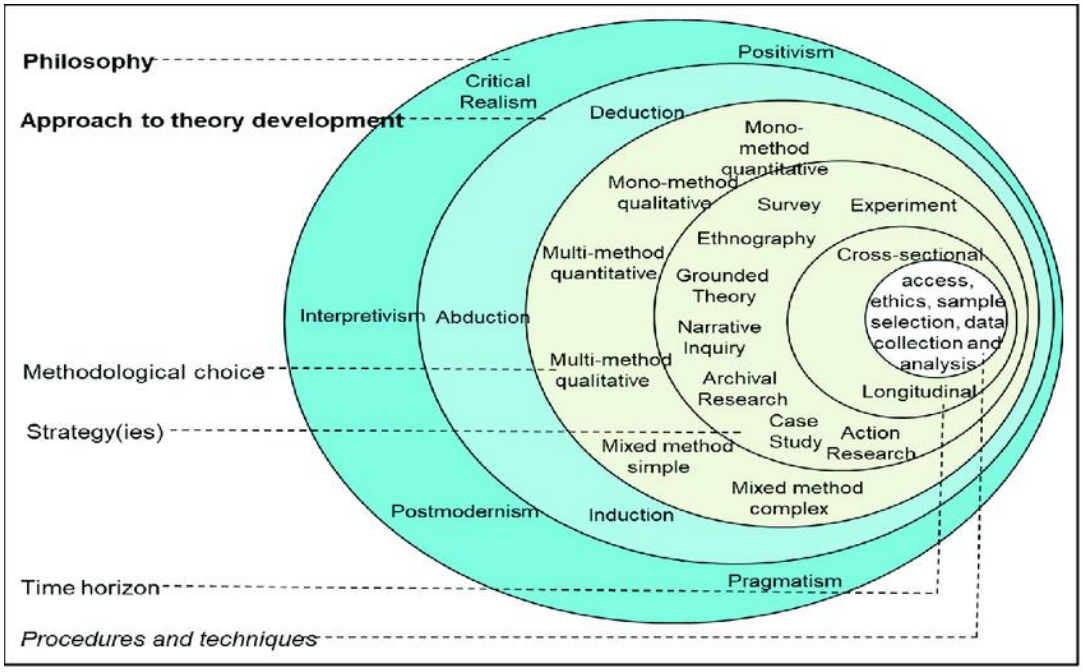


Figure No. 3. 1: Research Onion Model

Source: Saunders M., et al. 2023

3.1.1 Research Philosophy

The process of observation and belief intended to promote the expansion of knowledge is known as research philosophy (Priyanka M. 2021). It may be divided into groups according to its subjective or objective approach (Haydam N., et al. 2020). As it lays the groundwork for the collection, analysis and interpretation of data, a well-defined research philosophy is crucial to developing a successful research plan (Creswell J. 2003). According to Saunders M., et al. (2015), research philosophy referred as assumptions and beliefs about the nature and sources of knowledge that support research. There are five recognised research philosophies they are Positivism, Interpretivism, Pragmatism, Critical Realism and Postmodernism.

The two most often used philosophies in social science literature are positivism and interpretivism. Positivism associated primarily with quantitative research focuses on surveys with structured questionnaires and statistical data analysis. On the other hand, interpretivism is mostly employed in qualitative research (Junjie M., et al. 2022).

Positivism emphasises unbiased realism, in which measurements and observations are free from bias, further note that positivism assumes a fixed, measurable reality (Nunkoo R. 2018). With the goal of reducing qualitative human activities to measurable statistical data, positivist research success is measured by how closely findings match those of other researchers (Mohammad Ali I. 2024). Modern research's methodological approaches have been heavily impacted by positivism, which emphasises the significance of objectivity, repeatability and the use of statistical techniques for hypothesis testing (Bryman A. 2016). In a similar way (Silverman D. 2000) state that a theory based on prior study or observational evidence is usually the starting point for positivist researchers, who then develop hypotheses to test the theories and gather evidence to either confirm or disprove them and they might make changes and carry out more testing in light of the findings. By focussing on an objective interpretation of fact and data gathered from questionnaires and experiments, this research embraces the philosophy of positivism.

3.1.2 Research Approach

In the research onion model, the research approach represents the second layer. This represents the overall plan and strategy used to solve the research problem and successfully achieve the overall objectives of the study. It determines the process of developing, testing and improving theories and knowledge. The three types of research approaches that can be utilized are the deductive approach, the inductive approach and the abductive approach.

The deductive approach also referred to as testing theory. It is mostly used in quantitative research and is strongly linked to positivist philosophy. This method starts with a well-established theory, from that the hypotheses are developed and carefully examined using empirical data. Data gathered is then used to confirm or disprove the findings (Bryman A., et al. 2015, Saunders M., et al. 2023).

The inductive approach that was also referred to as building a theory, and is mostly connected to qualitative research and interpretivist philosophy. This method places a strong emphasis on using empirical data analysis to develop new theories. In order to generate new theories, it starts with the gathering and methodical examination of data, from that hypothesis are developed (Creswell J. 2014, Bryman A., et al. 2015). This approach, however, is criticised for having the potential to be falsified

since researchers may find it difficult to successfully combine hypotheses with empirical data because of a lack of experience (Bendassolli P. 2013).

A research methodology that incorporates aspects of both deductive and inductive reasoning is called the abductive approach. It focusses on investigating unexpected or insufficient observations and coming up with logical justifications for them. This approach is particularly useful when existing theories are insufficient to address new phenomena, as it allows researchers to iteratively move between data and theory to refine understanding (Saunders M., et al. 2023).

Using a deductive research approach, the researcher examines the relationships between independent and dependent variables in this study. The above approach is consistent with a quantitative methodology and positivist philosophical perspective. Since established theories on consumer behaviour exist in academic studies, the deductive approach is perfectly suited for the research. This approach allows for hypothesis testing and theory validation by employing systematic empirical data collection and analysis, ensuring a methodical exploration of the research problem.

3.1.3 Research Methodological Choice

The methodological choice is the third layer in the research onion model that emphasises choosing a method for conducting research, addressing the research problem and identifying solutions. According to (Saunders M., et al. 2023) this layer categorizes research designs into mono-method, multi-method and mixed-method.
The mono-method in the research onion framework is the use of a single research technique for gathering data using a qualitative or quantitative technique throughout a study (Melnikovas A. 2018). This choice ensures consistency in data collection and analysis techniques, aligning with the researcher's philosophical position and research objectives. In order to collect and interpret data, a researcher may only make use of single quantitative technique via survey or single qualitative technique through in-depth interviews. In contrast to other approaches, the mono-method relies completely on one technique and methodology throughout the study, neither combining qualitative and quantitative methodologies nor integrating different data gathering techniques.

According to Tashakkori A., et al. (2003), the multi-method approach in the research onion entails using many data gathering techniques within the same

methodological tradition either qualitative or quantitative. To increase the depth of the data, a research may use qualitative techniques like interviews and observations. In a similar manner a multi-method quantitative research collects quantitative data through questionnaires and observation and then uses statistical tools to analyse the data. This strategy enhances the strength of findings by cross-verifying results through different techniques while maintaining methodological coherence. The multi-method approach's primary feature is that it avoids combining quantitative and qualitative methodologies.

According to Bowen P. et al. (2017), the mixed-method approach in the research onion include combining qualitative and quantitative research methods in a single study. This combination gives researchers a more comprehensive view of the study by enabling them to leverage the strengths of both methodologies. Quantitative research may be used to collect general numerical data, while qualitative interviews provide more in-depth information about the experiences of respondents. Mixed-method research and mixed-model research are its two subcategories (Mik-Meyer N. 2020). Sequential and parallel data collection and analysis methods are both used in mixed-method research, although qualitative and quantitative analyses are kept separately. Although both methods are used in the course of the research, they are not merged together in the analysis. Mixed-model research, on the other hand combines quantitative and qualitative techniques for data collecting and interpretation. This strategy makes it possible to apply both approaches at various points in the research process, as when developing research questions. Additionally, it makes it easier to convert qualitative data into numerical codes for statistical analysis or quantitative data into qualitative explanations for interpretation.

To guarantee uniformity and comprehensiveness in the research, the researcher implemented the mono-method approach in this study that involve a single data gathering technique and statistical procedure.

3.1.4 Research Strategy

The fourth layer of the research onion model is the research strategy which is the framework or course of action the researcher has decided upon to accomplish the objectives of the study and provide answers to the research questions. It chooses the precise techniques and strategies for gathering, evaluating and interpreting data in accordance with the research design and philosophical position of the study.

Experiments, surveys, case studies, ethnography, grounded theory, archival data strategy, action research and narrative inquiry are the techniques of research strategy (Saunders M., et al. 2009).

In order to determine cause-and-effect relationships, an experimental strategy is adjusting one or more independent variables and observing the impact on dependent variables. In scientific study when it is possible to manipulate variables, this method is often used (Alturki R. 2021). In order to isolate the effects of the altered variables, researchers provide rigorous control by methodically changing circumstances while testing hypotheses.

A survey method uses instruments like structured questionnaires to collect data from a sample population (Bryman A. 2016). In domains like as marketing and social research, it is a popular technique for gathering quantitative data (Gamage A. 2025). Surveys aim to collect information by asking a representative sample of people questions about their beliefs, attitudes and behaviour (Baker M., et al. 2003). Structured survey questionnaires are easy to give and assess because they frequently include closed-ended questions with specified response choices. This makes it simple for researchers to compare responses obtained from participants (Saunders M., et al. 2023). In addition by employing survey questionnaires, empirical data that is necessary for quantitative assessments of theoretical frameworks using descriptive as well as inferential statistics may be achieved.

In a case study, a specific person, group, organisation, or event is thoroughly examined in relation to its actual circumstances. This strategy is particularly useful for exploring complex phenomena where the boundaries between the phenomenon and context are not clearly defined (Safi A., 2021, Robson C. 2002).

Ethnography, associated with an inductive research approach, involves researchers collecting data directly in the field within a social environment (qualitative research). This method focuses on observing participants as they live and interact within their natural settings.

Grounded theory is a systematic inductive method aimed at developing theories grounded in real-world observations. Without any prior assumptions, researchers gather and examine facts before developing a theory (Goulding C. 2002). In archival research, information gathered from administrative documents that have previously been gathered and are easily accessible for examination or additional modification is used (Saunders M., et al. 2023).

In order to solve particular issues, usually in organisational contexts, action research employs an iterative procedure known as a research spiral. Participants who are directly affected by the problem are actively involved (Saunders M., et al. 2023). A popular method for carrying out qualitative research is narrative inquiry. It is recognised in the social sciences as a theoretical and philosophical approach that emphasises using narrative to comprehend real-life situations (Coulter C., et al. 2007). To collect quantitative data for the current research, the researcher used a standardised survey questionnaire. Because of its effectiveness of managing huge amounts of information and its capacity to provide standardised data appropriate for the purposes of statistical analysis, this method was selected to guarantee the validity and dependability of the study findings.

3.1.5 Time Horizon

The fifth layer of the research onion model is the time horizon that focusses on the time frame in which the study is carried out. According to Saunders M., et al. (2023), it highlights whether the study is carried out in order to collect data over an extended period of time (longitudinal time horizon) or at one single point in time (cross-sectional time horizon).

A cross-sectional time horizon is a method of gathering data at a single time in order to solve the research problem or provide answers to the research's questions. It is frequently used to investigate the condition of variables, relationships or behaviours within a specified population in surveys, experiments or observational studies (Saunders M., et al. 2023, Gamage A. 2025). In order to investigate changes, patterns or trends within a research context, a longitudinal time horizon entails monitoring or gathering data over an extended period of time. Data from the same participants or entities can be collected multiple times in longitudinal analyses. This method works well for comprehending dynamics, causation and patterns that develop over time (Saunders M., et al. 2023, Gamage A. 2025).

The data collecting method used in this study was cross-sectional, that is well-suited for getting information from a large sample of individuals at a particular point in time. The investigation of specific relationships pertinent to the research is made easier by this research. Using a cross-sectional time horizon, the survey effectively records consumer attitudes, intentions and behaviours about branded ayurvedic product, providing an outcome that supports its objectives. Furthermore, this method

makes it possible to gather a lot of data in a short amount of time, guaranteeing that the study is timely and relevant.

3.2 Research Design

When doing research, design is very important since it directs data collection and analysis, both of which are necessary to address research questions and attain study objectives (Gamage A. 2025). To perform the study efficiently, the researcher can collect suitable and relevant data with a well selected research design (Priyanka M. 2021). A questionnaire approach was used in this study to gather data. The respondents were given a set of items and final data was collected numerical and analysed using statistical tools (Sharif S., et al. 2023). According to Creswell J. (2014), research design also establishes standard procedures and techniques for gathering, analysing and interpreting data in order to answer certain research questions or hypotheses. Research designs may be broadly divided into three categories: explanatory, exploratory and descriptive (Wohlin C., et al. 2015).

Explanatory research, often referred to as causal research, is to determine the causes and effects relationships between variables. Its main objectives include situation or problem analysis, hypothesis testing and the examination of the relationships between independent and dependent variables. Both qualitative and quantitative research methods are used in the explanatory research.

When there is little information on a certain subject and the researcher wants to understand the problem better, exploratory research is carried out. Its main objective is to look into the problem and offer initial information that can guide future research. The study uses a method known as exploratory to look at the variables when there are no established hypotheses.

Descriptive research is to provide an accurate and thorough description of a phenomena, group or problem. Its objective is to detail the characteristics, behaviours or trends of a particular population or subject being studied. The focus of this kind of study is on describing phenomena rather than examining the interactions among the variables.

To find possible relationships and develop hypothesis for further investigation, the design will use exploratory research.

3.3 Quantitative Research Design

A systematic approach focussed on data quantitative analysis and statistical analysis is known as quantitative research design (Malhotra N., et al. 2022). Scale designing and evaluation of the hypothesised relationships within the structural models were done using this method. Its main goals are to measure variables, test hypotheses and examine relationships between variables. To collect numerical data, the design makes use of standardised tools including surveys and structured questionnaires. IBM SPSS Statistics (Version 27) and Smart PLS (Version 4) software were used to conduct advanced statistical techniques such as exploratory factor analysis, confirmatory factor analysis, measurement model evaluation, structural model assessment and Importance-Performance Map Analysis.

This method offered strong statistical support for the constructs that exit in the research and enabled a thorough examination of the hypothesised associations. The reliability and validity of the study findings were guaranteed by the use of sophisticated statistical techniques, which produced insightful information on consumer behaviour with regard to branded ayurvedic products.

3.4 Analytical Unit and Sampling Framework

A sample is a subset of the whole population whose primary objective is to estimate the overall population's behaviours or characteristics (Malhotra N., et al. 2022). In research, the word "population" refers to a larger group of entities with similar characteristics. In order to guarantee that the results are acceptable, the sample must be representative of the target population (Saunders M., et al. 2023, Etikan I., et al. 2016). The purpose of this study is to examine how several variables influence consumer behaviour towards branded ayurvedic products. The study includes consumers aged 20 years and above who buy or consume branded ayurvedic products and who are living in the state of Goa, India. The reason for choosing consumers above the age of 20 years is based on the assumption that people at this age are more knowledgeable, matured enough and capable of making independent purchasing decisions. They have experienced towards purchase of branded ayurvedic products and can select the most suitable product from a variety of choices. The convenience sampling method was used to choose respondents for the quantitative portion of the study based on their availability and desire to participate (Taherdoost H. 2016, Acharya A., et al. 2013, Campbell S., et al. 2020). Efforts were

made to ensure a different demographic groups were represented, including men and women, different age groups, homemakers, businesspeople and individuals with different income and educational levels in addition to students and professionals. A survey was carried out to examine consumer behaviour towards branded ayurvedic products. To analyse Exploratory Factor Analysis the data were analysed using 400 respondents and also the data obtained from 630 respondents were analysed using Confirmatory Factor Analysis (CFA) to validate the measurement model.

3.5 Data Sample Size and Sampling Method

3.5.1 Population

In research methodology, population refers to the entire group of individuals, objects or events that share common characteristics relevant to the study. It stands for the whole group of units from which a sample is taken and to which the results of the study are meant to be determined (Willie M. 2024, Casteel A., et al. 2021). The purpose of this study is to investigate how TPB predictors' variables influence consumer behaviour towards branded ayurvedic products. In order to gather accurate information for the study, these individuals were selected to answer a standardised questionnaire.

3.5.2 Sampling Method

Convenience sampling was used in this study and participants were chosen based on their availability and desire to participate. According to Etikan I., et al. (2016) and Taherdoost H. (2016), convenience sampling is a non-probability sampling technique that enables researchers to collect data effectively from a population that is easily accessible. The main instrument for gathering data was a self-administered questionnaire, which allowed participants to finish it whenever it was convenient for them and free from interviewer pressure.

3.5.3 Study Sample Group

Individual who are at least 20 years old and have previously purchased branded ayurvedic products are considered as the study's sample. The respondents' insights are significant for the research since this group guarantees that they have relevant exposure to and understanding of such products. By focusing on this

demographic, the study aims to gather meaningful data regarding purchasing patterns as well as purchase decisions.

3.5.4 Calculation of Study Sample Size

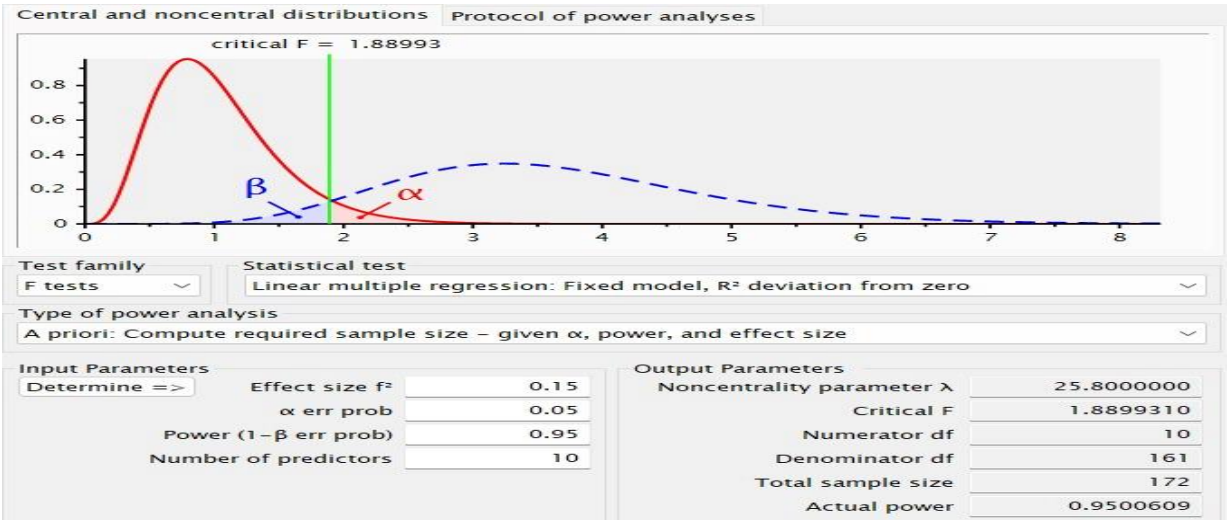


Figure No. 3.2: Determining Sample Size with G-Power Software

Source: Author Compilation

For this study, G-Power software was utilized to determine the required sample size. The model included up to 10 predictors related to consumer behaviour for branded ayurvedic products. A medium effect size (0.015) and a desired power level of 0.95 were selected, leading to a calculated sample size of 172.

According to (Krejcie R. V., et al. 1970), the sample size for a population considered infinite should be 384, as indicated by their widely used sample size determination table. This guideline ensures representativeness and statistical accuracy for large populations.

Additionally, Hair J. F., et al. (2010) provide another perspective, suggesting a rule of thumb for structural equation modelling (SEM). They recommend having at least 5 to 20 respondents per observed variable to ensure valid results. Given the model's 64 observed items, the required sample size would range between 320 and 1280 respondents.

Taking all these guidelines into account, this study included 630 valid responses, a number well above the minimum requirements of 172 (G-Power), 384 (Krejcie R. V., et al. 1970), and 320–1280 (Hair J. F., et al. 2010). This ensures that the study's sample size is statistically resilient and reliable.

3.6 Mechanisms for data collection

The mechanism of data collection refers to the structured process and methods used to gather information for a research study. It encompasses the techniques, instruments and procedures employed to systematically collect data relevant to the research objectives. A popular psychometric tool for measuring attitudes, intention or behaviours of the respondents is through the Likert scale and then the respondents were asks to rate a series of statements and a set of ordered answer options. This scaling technique, was created by Rensis Likert in 1932, makes it possible to measure quantitative data and makes statistical analysis in research easier (Likert R. 1932). Research indicates that five- to seven-point scales strike an optimal balance between providing sufficient response differentiation and maintaining respondent engagement. While scales with more than seven points might add complexity without appreciable improvements in validity or reliability, those with fewer than five points could not have the granularity required for accurate assessment (Tomei P. A., et al. 2021).

The study utilized both primary and secondary data sources. Primary data were collected to align with the specific objectives and hypotheses of the research. A structured questionnaire was created to evaluate consumer behaviour towards branded ayurvedic products, taking into account both independent and dependent variables. To provide a comprehensive understanding of the relevant concepts secondary data were gathered from many different kinds of credible sources such as academic journals, websites, newspapers, books, magazines and pamphlets (Bryman A. 2016, Creswell J. 2017).

There were four sections in the questionnaire. The first section focused on consumer behaviour, guided by the Theory of Planned Behaviour. In accordance with accepted frameworks in the literature, the second section evaluated brand equity dimensions and its impact on consumer behaviour. The third section collected information specifically on branded ayurvedic products, while the fourth section captured the demographic information of the respondents.

According to Hair J., et al. (2010), the five point scale was designed to provide consistency in the measuring of constructs across sections by ranging from "strongly disagree" (1) to "strongly agree" (5) for all items. Thus, the five-point Likert scale is used in this study due to its improved accuracy and dependability in gathering thorough respondent input.

3.7 Data Gathering Procedure

The research sought to examine consumer behaviour in relation to branded ayurvedic products. The study started with a thorough analysis of the existing literature in the domain of relevant field. This stage was essential for comprehending earlier research, determining research gaps, and creating the conceptual model along with appropriate theoretical frameworks.

Before full-scale data collection, a small portion of the target population participated in a pilot study. This stage was crucial for assessing the questionnaire simplicity, clarity, and dependability. Respondents' suggestions were incorporated to improve the questionnaire's content, making sure that every question was easily understood and related to the objectives of the study.

To determine the underlying structure of the survey instrument, Exploratory Factor Analysis (EFA) was employed. Finding latent constructs and determining if the questionnaire items accurately assessed the desired variables were made easier with the use of EFA. The validity of the tool was ensured by eliminating items that were duplicated or weaker associated using Principal Component Analysis (PCA) with Varimax Rotation.

After the factor structure was determined, Cronbach's alpha was used to evaluate the measurement scales' reliability. This statistical measurement assessed the questionnaire's internal consistency and it make sure that each item in a construct measured the same underlying variables as well. Excellent dependability needed to guarantee that the instrument would produce consistent and trustworthy results across several samples in the target population.

The quantitative data for this study were collected through a structured questionnaire designed specifically to capture insights into consumer behaviour towards branded ayurvedic products. The purpose of the questionnaire was to assess a number of variables that are associated with the research study. The questionnaire was distributed in both physically and online mode to encourage wide participation. Because it was more convenient and easier to access, especially given the extensive length of the questions, many respondents opted to complete the questionnaire online. Google Forms, is a platform known for its user-friendly interface and capacity to effectively gather and arrange data.

For the offline administration, questionnaires were distributed personally by the researcher to respondents in various locations, including their homes. This

personal approach was developed to increase the response rate and guarantee the participation of those who might not have easy access to the internet or who would prefer to fill out the questionnaire in hard copy. In each case, the objective of the research, the layout of the questionnaire and the significance of each section were well explained to the respondents. They obtained thorough instructions on how to fill out the questionnaire that include a description of the Likert scale's rating.

By following these systematic steps, the study ensured that the data collected was valid, reliable and representative of consumer behaviour towards branded ayurvedic products.

3.8 Data Interpretation Tools

The analytical framework of this study encompasses a range of statistical tools and techniques designed to meet the research objectives. Primary data were collected, analysed and interpreted using specialized statistical software packages. Specifically, IBM SPSS - 27 and Smart PLS - 4 were employed to facilitate comprehensive data analysis.

IBM SPSS - 27 was utilized for a variety of statistical procedures including descriptive statistics consist of frequency & percentage, exploratory factor analysis. Additionally, Smart PLS - 4 was used to perform confirmatory factor analysis, testing of the measurement model, mediation analysis, moderation analysis, continuous moderation analysis and structural equation modelling enabling the exploration of complex relationships between variables. This tool is particularly effective in assessing the fit of the proposed models and providing a deeper understanding of the underlying data structures.

The combination of these advanced statistical tools ensured that the data analysis were reliable, accurate and aligned with the study's research objectives. Through the use of this tools, the study was able to generate meaningful observation, which were crucial for the interpretation and presentation of the research findings. A brief overview of the various tools utilized for analysing the collected data is provided below.

3.8.1 Descriptive Statistics

Descriptive statistics play a crucial role in transforming raw data into a format that is easier to understand and interpret. The purpose of this statistics is to make it

easier to understand the key components of a dataset by providing relevant summaries and presentations of data. Descriptive statistics also contain percentage and frequency distributions, which aid in understanding the proportion of a given value to the entire dataset as well as the frequency with which it occurs.

3.8.2 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) was used to determine the latent variables' underlying dimensions, evaluate their representational accuracy and determine how they influenced observable variables. To ascertain the factor structure, Principal Component Analysis (PCA) with varimax rotation was utilised to ensure clear differentiation between components. This approach helped refine the measurement model by eliminating or modifying items that did not contribute to a cohesive structure. By grouping related variables, EFA facilitated a better understanding of construct validity and improved the reliability of the research instrument, ensuring that only relevant factors were retained for further analysis in the study.

3.8.3 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was used to confirm the dimensions found by EFA. To make sure that no single factor explained the majority of variables, Harman's single-factor test was used to evaluate Common Method variance (CMV) prior to carrying out CFA. This stage assisted in locating and reducing any possible common method bias in the research. CFA is often used in the social sciences to verify if the measurement of a construct agrees with the researchers' theoretical model. It is a technique used to evaluate the relationship between and reliability of latent variables inside a construct.

3.8.4 Testing of Measurement Model

Both discriminant and convergent validity were evaluated for the measurement model. Convergent validity assesses the extent to which multiple indicators of the same construct correlate highly with one another, confirming that they measure the intended concept. Factor loadings, average variance extracted (AVE) and composite reliability (CR) are commonly used to assess it. Convergent validity is strong when the value is over the threshold limits. This ensures that the observed variables accurately reflect their underlying latent construct. Convergent validity must be

established in research since it verifies that several measurements of the same idea yield accurate and consistent findings.

By guaranteeing low correlations between various latent variables, discriminant validity assesses if a construct is indeed different from other constructs. It is frequently evaluated using the Heterotrait-Monotrait (HTMT) ratio, cross-loadings and the Fornell-Larcker criterion. If a construct's AVE is higher than the squared correlations with other constructs, it is said to have discriminant validity. Furthermore, the values of all three criteria must meet the threshold level. The measuring model as a whole is strengthened by ensuring discriminant validity, which verifies that each concept reflects a distinct feature of the research and avoids duplication and overlapping constructs.

3.8.5 Structural Equation Modelling

Strong multivariate statistical methods such as structural equation modelling (SEM) allow to analyse the structural associations between latent constructs and measurable variables. This approach combines the principles of factor analysis and multiple regression analysis, allowing to assess both the measurement and structural aspects of a proposed research model within a single, comprehensive analysis (Iacobucci D. 2010). By examining the structural associations between endogenous (dependent) and exogenous (independent) variables, structural equation modelling (SEM) is being used to assess and verify the suggested research model (Sarstedt M., et al. 2022, Hair J., et al. 2014).

The structural model is used to assess the causal associations between the various constructs in the proposed research model once the measurement model has been confirmed. P-value or t-values are examined in path analysis, in order to determine the direction and strength of relationships between the constructs (Sarstedt M., et al. 2021). When the t-value is more than 1.96 at the 5% significance level, the path estimate is deemed statistically significant (Shanmugapriya S., et al. 2015, Siagian H., et al. 2018). Using a bootstrapping technique with 10,000 resamples, the structural model was examined to test the hypotheses and determine the importance of path coefficients and outer loadings (Preacher K., et al. 2008, Sarstedt M., et al. 2021).

3.8.6 Mediation analysis

Mediation data analysis investigates whether a mediator variable explains the relationship between an independent and a dependent variable. It evaluates whether the independent variable has a direct or indirect impact on the dependent variable. The evaluation of total effects, indirect effects, and direct effects are the three main elements, and the aims is to ascertain how purchase intention mediates the association between TPB predictor factors and consumer behaviour (Sarstedt M., et al. 2021). The bootstrapping approach was used to investigate mediation effects using 10,000 subsamples using Smart PLS 4.0 (Preacher K., et al. 2008, Sarstedt M., et al. 2021). Bootstrapped confidence intervals and p-values were used to assess about the significance of mediation. This study indicate how intermediate associations influence the direct effect between TPB determinants and consumer behaviour by looking at the mediating effect of purchase intention. This provided deeper insights into how consumers make decisions.

3.8.7 Continuous interaction effect analysis

Continuous moderation analysis examines how the relationship between purchase intention and consumer behaviour changes based on a brand equity dimensions as a continuous moderator variable. It helps determine whether the strength or direction of the effect varies across different values of the moderator. This approach involves designing and building an interaction term between the moderators (brand equity dimensions) and the independent variable (purchase intention), using statistical analysis methods such as partial least squares-structural equation modelling (PLS-SEM). To test for significance, bootstrapping with 10,000 subsamples is often used (Sarstedt M., et al. 2021). Therefore, this research offers valuable perspectives on how brand equity parameters impact the relationship between consumer behaviour and purchase intention.

CHAPTER 4
HYPOTHESIS DEVELOPMENT

The formulation of hypotheses to examine the relationships between the variables in the suggested models is the main focus of this chapter. Additionally, it presents the conceptual framework, which offers an explanation of theory and a structural representation of these associations, directing an examination of important concepts and their interrelated roles in elucidating the phenomenon that is being investigated.

4.1 Formulation of Hypotheses and Conceptual Frameworks

In research, the development of hypotheses and conceptual models is crucial because it creates the theoretical framework and directs testing through empirical research. According to Ajzen I. (1991), a conceptual model offers a framework for interpreting the phenomena being studied by visually illustrating the relationship that exist among variables. On the other hand, hypotheses are tested from the conceptual model and that are based on accepted theories and research (Paul J., et al. 2016). Hypotheses and conceptual models frequently examine the interactions between TPB predictors such as attitudes, subjective norms, perceived behavioural control and purchase intention in the context of consumer behaviour (Chen M., et al. 2014; Suki N. 2016, Shi W., 2014). In order to analyse the intents and behaviours of consumers, these models usually depend on behavioural frameworks or theories such as the Theory of Planned Behaviour (Mucha, L. 2024, Pratama R., et al. 2021). Several studies have confirmed that the Theory of Planned Behaviour is an effective model for determining the factors that influence consumer behaviour (Hien V. et al. 2024, Salamah L., et al. 2024, Silva A., et al. 2017, Zhang R., et al. 2023, Miguel L., et al. 2022, Magwegwe F., et al. 2024, Sutisna F., et al. 2022, Sun W. 2020, Ahmmadi P., et al. 2021, Soorani F., et al. 2019, Tang H., et al. 2021, Giampietri E., et al. 2018, Yi Jin, L., 2015, Haris J., et al. 2021). This approach has also been applied in several other research in the field of natural, organic, herbal and green products (Maichum K. et al. 2016, Ruangkanjanases A., et al. 2020, Witek L.,et al. 2024, Aisyah D., et al. 2023, Photcharoen C., et al. 2020, Alam S., et al. 2024, Meliniasari A., et al. 2024, Rukhsar 2024, Niloy A., et al. 2023) since these frameworks are seen to be the most

suitable for accomplishing the intended objectives of the study, this research uses the TPB framework as its conceptual model.

4.2 Establishing a Theoretical Model for Understanding the influence of TPB Predictors on Consumer Behaviour toward Branded Ayurvedic Products

The Theory of Planned Behaviour offers a strong foundation for analysing and predicting behaviour among consumers. According to TPB, subjective norms, perceived behavioural control and attitude are the three main determinants of behavioural intention, which directly affects behaviour (Ajzen, 1991). Attitude reflects consumers' favourable or unfavourable opinion about the products (Pavlou, P. A., et al. 2006). Purchase intentions are significantly influenced by a positive attitude since these products reflect the beliefs of customers for sustainable and holistic products. Similarly, Subjective Norms, shaped by social influences like family, friends and cultural norms, play a critical role in shaping consumer intentions. The cultural significance in India enhances the normative dimension of consumer behaviour in this market (Han H., et al., 2010). Another factor influencing purchasing intention is perceived behavioural control. Consumers' sense of control, which encourages them to make a purchase decision (Yadav R., et al. 2017, Salleh M., et al. 2024). It examine the impact of TPB predictor variables on purchase intention and further it influence the consumer behaviour. Additionally, studies highlight how purchase intention acts as a mediator between TPB predictors and real-world consumer behaviour. The association between purchase intention and consumer behaviour is further strengthened by the moderating effect of the brand equity dimensions.

4.3 Hypothesis development for the influence of TPB predictors on consumer behaviour

A crucial stage in research is developing hypotheses, which aim to connect theoretical constructs with results that can be measured. Forming hypotheses involves discussion with subject-matter experts and reviewing existing literature. Once developed, these predictive statements serve as a foundation for structuring the research. They guide the execution of the study, from creating the research framework to gathering, analysing and interpreting data in a quantitative study.

4.3.1 Attitude

Behaviour attitude is a reflection of one's own assessment whether positive or negative and how well a certain behaviour is performed. (Smith S., et al. 2010, Ates H. 2020, Khare, A., 2015, Zahan I., et al., 2020, Uddin S., et al. 2016, Aghdaie S., et al., 2011, Zarei G., et al. 2019, Lee T. et al., 2020; Wu W., et al., 2019; Cheung M., et al., 2019; Venugopal et al., 2022). According to Dossey B., et al. (2009), attitude is a concept of psychology that is influenced by a number of different elements, such as opinions, beliefs, feelings of attraction to an object, and rational assessments. In a similar vein, Ivancevich J., et al. (2008) define attitude as an emotional situation and psychological opinion derived from personal experiences and based on personal viewpoints on other people, circumstances and things. According to Westaby J. D. (2005), attitudes are global motives that reliably forecast behaviour and intention in a variety of contexts. Chen T., et al. (2010) stress the importance of ecological awareness or environmentally friendly beliefs is influencing an how a person feels towards products that are environmentally friendly, whereas Di Martino and Zan (2015) define attitude as a person's mental and neural state of preparation. An overall assessment of a product or service that is represented by attitude. Customer assessments of quality of service in services marketing frequently focus on the services overall excellence (Parasuraman A., et al. 1985, Zeithaml V. 1988). Studies have repeatedly shown that intentions to purchase the organic food are favourably influenced by positive attitudes (Koklic M., et al., 2019, Saba A., et al. 2003, Chen M. F. 2007, Dean M., et al. 2008, Wang Z., et al. 2019). A significant positive association between desire to buy and attitudes regarding purchasing organic products has also been demonstrated by a number of studies (Tarkiainen A., et al. 2005, Jaiswal D., et al. 2018). Willingness to purchase the products that are organic have been found to be indirectly influenced by attitudes (Michaelidou N., et al. 2008, Smith S., et al. 2010, Kushwah S., et al. 2019). There is an evidence of a strong and positive relationship between intention and attitude towards organic products (Smith S., et al. 2010, Kim Y., et al. 2011, Else S., et al. 2016, Singh A., et al. 2017, Hasan H. et al. 2020, Clark et al., 2019, Trivedi R., et al. 2018, Mostafa M. 2007, Nagaraj S. 2021, Nafees L., et al. 2022, Su Y., et al. 2022, Chetioui Y., et al. 2023, Ferreira S., et al. 2023, Khan Y., et al. 2023, Prakash G., et al. 2023). According to Dagevos H., et al. (2007), positive perceptions of organic products frequently result in higher readiness to pay a premium as well as improve consumer retention and loyalty. On the other

hand, unfavourable opinions might discourage buyers from buying a product (Baydas A., et al. 2021). The crucial role of consumer attitudes in forecasting buying intentions and subsequent behavioural patterns has been emphasised in several research (Chen M., et al. 2014, Kotchen M., et al. 2000). Attitude is a crucial precondition for intention and behaviour (Dreezens E., et al. 2005, Bagozzi R.P. 1992, Ham M., et al. 2018, Nuttavuthisit K., et al. 2017), proving that positive attitudes have also been associated with higher intentions to buy for organic food (Ashraf M., et al. 2019, Yadav R., et al. 2016). The idea that favourable attitudes result in increased adoption intention and actual behaviour is supported by previous studies on sustainability especially organic food (Persaud A., et al. 2017). In many different circumstances attitude has been extensively used to predict behaviour and intention (Pham T., et al. 2019, Nguyen T., et al. 2018, Bamberg S., et al. 2007). When consumers have a positive attitude toward the products, they are more likely to show strong interest in buying and incorporate it into their behaviour (Darsono N., et al. 2018). Similarly, earlier research by Magnusson M., et al. (2001) found that attitudes play a significant and positive role in shaping consumer behaviour and purchase decisions of the products. Tandon A., et al. (2020) found no statistically significant relationship between attitude and buying behaviour of organic food. Furthermore, attitudes continue to be powerful predictors of consumer intention and behaviour (Casidy R., et al. 2017, Dilmperi A., et al. 2016). It can be concluded that attitude plays a significant role in shaping purchase intentions and consumer behaviour. Based on this understanding, the following hypotheses are proposed.

H1: Attitude has a significant and positive influence on purchase intentions to purchase branded ayurvedic products.

H4: Attitude has a significant and positive influence on consumer behaviour to purchase branded ayurvedic products.

4.3.2 Subjective Norms

An individual's understanding of what important people think they should do, which affects their commitment with those expectations is generally referred to as subjective norms (Swidi A., et al. 2012). Reference groups including relatives, close friends and professional organisations are essential in forming values and behaviours within the context of subjective norms. These reference groups' judgements frequently impact purchases (Kautonen T., et al. 2015). Individuals are more inclined to have

positive purchase intentions when they believe that significant referents such as close friends and relatives have positive opinions about organic food (Teng C., et al. 2015). The peer pressure experienced by people or groups in one's social circle to adhere to particular behaviours including product consumption is the another way to characterise subjective norms (Ajzen I. 1985, 1991, Han H., et al. 2010). These norms also show how much community or important people are in favour or against of particular behaviours (Sultan P., et al. 2020). According to Purwanto P., et al. (2022), behavioural intentions are greatly influenced by an individual's evaluation of whether a reference group supports or opposes a specific behaviour. Subjective norms are further defined by Ajzen I. (1991) as people's subjective evaluations of organisational or the community regulations, whereas social norms are defined by Thøgersen J. (1995) as common ideas about appropriate behaviour in certain circumstances that are upheld by incentives or penalties. According to Sumaedi S., et al. (2015), people may behave in certain ways because of the motivating impact of referents rather than they have a favourable opinion of the product. Subjective norms and consumers' intents to buy food made from organic ingredients have been shown positively correlate in multiple research studies (Chen M. F. 2007, Dean M., et al. 2008, Teng C., et al. 2015, Li L., et al., 2020, Basha M., et al. 2019). Similarly research conducted by Kim Y., et al. (2011) and Hsu C., et al. (2017) found a significant relationship between the desire to buy environmentally friendly beauty products and subjective norms. However, subjective norms and purchasing intentions may not always have a direct relationship. Furthermore, it was discovered by Aertsens J., et al. (2011) and De Magistris et al. (2008) that consumer behaviour was not significantly influenced by social norms. The findings of Kumar B., et al. (2017), revealed that postgraduate students' intentions to purchase eco-friendly products were not significantly impacted by subjective norms in the Indian context. There is also evidence of a significant association between buying behaviours and subjective norms (Kalafatis S., et al. 1999, Kumar B. 2012, Kumar P., et al. 2015, Testa F., et al. 2018, Gundala R., et al. 2021). However, numerous studies have demonstrated that consumers' intentions to buy the products are positively influenced by both personal and social norms (Baber H. 2018, Baden D., et al. 2016, Purwanto P., et al. 2022, Umar U., et al. 2021, Maulana H., et al. 2018, Abdullahi A., et al. 2021, Dilotsotlhe N., et al. 2021). The insights from the literature review and exploratory qualitative study suggest that subjective norms influence purchase

intentions and consumer behaviour. Based on these findings, the following hypotheses are proposed.

H2: Subjective norms have a significant and positive influence on purchase intentions to purchase branded ayurvedic products.

H5: Subjective norms have a significant and positive influence on consumer behaviour to purchase branded ayurvedic products.

4.3.3 Perceived Behavioural Control

People's belief in their ability to do a specific behaviour is called perceived behavioural control (Ajzen I. 1991). PBC is defined by Al-Swidi A., et al. (2014) as a human being aware about the currently available resources. According to Wu T., et al. (2009) and Bamberg S., et al. (2007), perceived behavioural control is the degree to which people believe that a certain behaviour is simple or difficult for them to accomplish. Behavioural factors is influenced by perceived behaviour control in the TPB, both directly and indirectly through intentional behaviours (Schwartz H. 1977). PBC is the term used to describe how individuals perceive their own capacity to carry out a particular activity. PBC is the extent to which a person feels in possession of carrying out a particular activity (Chen M. F. 2007, Kang H., et al. 2006, Sumaedi S., et al. 2015). Perceived behavioural control is the crucial element that has been identified by several individual behaviour studies in the sustained organic consumption of food. According to Rao p., et al. (2020) and Ghai S., et al. (2017) Indian customers opted for food made from organic ingredients for reasons related to safety when eating food, good health and the environment. Studies shows that if consumers think that food grown organically is of greater quality, they are willing to spend extra for it. Chinese consumers' tendency to purchase pork with certified labelling has been impacted by perceived behavioural control, which is the second most significant latent variable (Wang J., et al. 2020). Similarly, Bredahl L. (2001) and de-Magistris T., et al. (2012) discovered that the tendency to purchase organic food was strongly influenced by a sense of behavioural control. PBC is seen to be a key latent construct that greatly affects consumers' decisions to choose organic food, along with the other two TPB constructs of attitude as well as subjective norms. It has been discovered that PBC significantly influences customers' inclinations to buy household-level energy-saving products (Ali S., et al. 2019, Tan C., et al. 2017). When the behaviour of a person is outside of their intentional control PBC becomes even

more crucial (Paul J., et al. 2016, Yadav R., et al. 2017, Kautish P., et al. 2019). When it comes to buying ecologically friendly beauty products researchers have discovered that having the ability is crucial (Bachleda C., et al. 2012, Hsu C., et al. 2017, Kim Y., et al. 2011). PBC has been investigated in relation to environmentally friendly consumption as an important predictor of behavioural intentions (Chen M., et al. 2014, Wu S. et al. 2014). Research has shown that PBC significantly impacted consumers' intentions to purchase these products (Dean M., et al. 2008, Ahmed N., et al. 2021). Research on organic food consumers (Hasan H. et al. 2020, Paul J., et al. 2016, Ghazali E., et al. 2017) examined the effect of perceived behaviour control on their intentions to buy organic food and found that these willingness of customers to buy organic food are significantly positively impacted by perceived behaviour control. PBC significantly influence the consumer behaviour (Tengli A., et al. 2022, Dorce L., et al. 2021, Hameed I., et al. 2019, Wu S., et al. 2014), contradictory some researcher revealed that PBC does not significantly influence the consumer behaviour (Dilotsotlhe N. 2021, Kautish P., et al. 2019, Leong T., et al. 2015). According to research by Purwanto P., et al. (2022), Maulana H., et al. (2018), Kachkar O., et al. (2021) and Abdullahi A., et al. (2021), consumers' behavioural intentions were impacted by their perception of behavioural control. For environmentally friendly products in general, similar results have been observed (Moser A.K. 2015). However, by concentrating on the desire to consume foods that have been genetically modified, a study concerning Iranian participants who used TPB denied the impact of PBC on food purchase intention (Akbari M., et al. 2019). Based on the insights from the literature review, the following hypotheses are formulated.

H3: Perceived behavioural control has a significant and positive influence on purchase intentions to purchase branded ayurvedic products.

H6: Perceived behavioural control has a significant and positive influence on consumer behaviour to purchase branded ayurvedic products.

4.3.4 Purchase Intention

The most reliable indicator of behaviour is intention, which is the mental image of a person's willingness to carry out a certain action. The Theory of Reason Action states that a person is more likely to carry out a specific behaviour if they have a greater determination to do so (Ajzen, 1991). According to Joshi Y., et al. (2015) and Barber N., et al. (2012) the readiness to pay for a good or service in future years

is known as purchase intention. The willingness to purchase is influenced by a wide range of variables including attitudes, behavioural control and subjective standards (Vassallo M., et al., 2016, Chu K. M. 2018). Chen J., et al. (2012) and Azam N., et al. (2012) examined the variables influencing Malaysian consumers' intension to buy organically grown food products. Tanner C., et al. (2003) and Gleim M., et al. (2013) discovered that the primary causes of the intention-behaviour gap were trust in the brand, accessibility excellence and the price of the product. The findings are in line with research from a number of nation's literature and found that consumers were prepared to spend more to receive the greatest advantages and that perceived value was a significant factor influencing food purchasing behaviour (Wee C., et al. 2014). Another important factor influencing customers' purchasing intentions was their sense of higher quality. People who had a favourable attitude towards western companies that produce food were more likely to have a favourable intention to buy them (Peter J., et al. 2008). Brown M., et al. (2003) asserts that consumers who have no intention of purchasing a product will have lower real buying rates than those who plan to purchase it. However, it has been shown that purchase intent is a main indication and an important variable towards making the final purchase in the majority of situations, particularly with regard to product purchasing behaviour (Smith S., et al. 2010, Krystallis A., et al. 2006). It is believed that behaviour and intention have a strong connection (Westaby J. 2005). Ajzen I. (2002) asserts that BI is a sign of an individual's commitment to carry out a specific activity. In recent years, a lot of efforts have been made to figure out why people buy organic food in order to predict their purchasing behaviour (Anisimova T. 2016, Asif M., et al. 2018, Chang S., et al. 2017, Ham M., et al. 2018, Husic M., et al. 2017, Ryan J., et al. 2018, Teng C., et al. 2015). According to research findings, there is a positive and significant correlation between the desire to purchase organic food and the actual purchasing behaviour (Saba A., et al. 2003, Tarkiainen A., et al. 2005, Yadav R., et al. 2017). The desire to buy and the actual purchase of environmental-friendly products have been proven to be associated positively in several research (Chan R. 2001, Mostafa M. 2007). According to a number of other researchers, intention to purchase green products has a major impact on environmentally friendly behaviour (Beckford C., et al. 2010, Chan R., et al. 2002, Ramayah T., et al. 2010, Chen M., et al. 2014, Kim Y., et al. 2013, Liobikiene G., et al. 2016, Dilotsotlhe N., et al. 2021, Lai C., et al. 2016, Moser A.K. 2015, Wang H. 2017).

It is not enough to look at the direct association between the variables if it is hypothesised that one of the factors mediates the association between the other two. That is why the mediation effects were examined (Baron R., et al. 1986). Few research, have used intention as a means of mediation to evaluate the connection between consumption and interior or exterior characteristics. The probability of buying a certain brand increases with a rise in purchase intention (Dodds W., et al. 1991, Schiffman L., et al. 2007). Anticipating environmental behaviour under the TPB paradigm also typically uses this logic of mediation effects (Flamm B. 2009, Oreg S., et al. 2006). Sultan P., et al. (2020) discovered that behavioural intention acted as a mediator between behaviour and attitude. Similarly, Bamberg S., et al. (2007) study found that the impacts of several psycho-social factors on environmentally conscious consumer behaviour are mediated by environmentally friendly behavioural intention. Positively inclined people are also more likely to buy foods that are organic, according to earlier research (Basha M., et al. 2019, Nguyen N., et al. 2022, Roh T., et al. 2022, Schäufele I., et al. 2021). The importance of behavioural intention in forecasting actual purchase behaviour is shown by the fact that this intention frequently results in greater levels of actual purchasing (Dangi N., et al. 2020, Mohammed A. 2021). Therefore, the following hypothesis are proposed.

H7: Purchase intention significantly and positively influence on consumer behaviour towards branded ayurvedic products.

H8: Purchase intention has significant and positive mediating effect on the relationship between attitude and consumer behaviour.

H9: Purchase intention has significant and positive mediating effect on the relationship between subjective norms and consumer behaviour.

H10: Purchase intention has significant and positive mediating effect on the relationship between perceived behavioural control and consumer behaviour.

4.3.5 Consumer Behaviour

Behaviour can be described as a people behaviour that can be observed and can be measured, examined in their own situation (Fishbein M., et al. 1977). Customers usually go through a number of phases before deciding to buy a product such as finding a product that suits their needs, evaluating its quality, cost effectiveness and additional features that add value. Understanding the elements that impact consumer purchasing, the reasons behind their decisions and the ways in which our society is

evolving are all necessary (Brown A. L. 1996). To satisfy their demands, consumers in this scenario make judgements about the purchase, ownership and make use of products or services based on a variety of aspects pertaining to acquisition, consumption and organisation (Wilson R., et al. 2005). One important component of consumer behaviour is the purchasing patterns of people and families making purchases for their own use (Madhavan M., et al. 2015). The buying preferences of consumers vary depending on the product's value, quality, price, characteristics and appearance (Anjana S.S. 2018). Customers' requirements may be effectively met by strategies that are in line with their perceptions of the advantages or values of the product (Yuan C., et al. 2020, Zhong Y., et al. 2020). When consumers make judgements about what to buy, they take into account a variety of factors and behaviours that are influenced by their preferences (Liu Q., et al. 2020, Le N., et al. 2020, Alhamdi F. 2020). Particularly with regard to healthy food items, research emphasises the connection between consumer attitudes, purchasing intentions and behaviour (Chung J., et al. 2012, Krystallis A., et al. 2006, Quah S., et al. 2009). One of the elements influencing a consumer's attitude and behaviour is perception and other factors, as different customers have different opinions about every aspect of a product (Nosi C., et al. 2020, Ittaqullah N., et al. 2020). The number of factors including ways of thinking, intentions and the surrounding environment factors influence the complex phenomenon of buying behaviours among consumers (Sharma A. 2021). Using consumer sociodemographic information, Chase D., et al. (2009) investigated Canadian consumers' buying habits for unique functional food commodities. Customers' intentions ultimately determine whether they accept or reject the goods they have chosen and also wide range of external factors can influence decisions regarding purchasing the products. When a product seems to have the necessary value, consumers are more likely to buy it (Monroe K. 2003, Blythe J. 2013, Chen T., et al. 2010). Consumer behaviour is greatly influenced by the activities of marketers and this influences the creation of consumer-focused marketing strategies. Tarkiainen A., et al. (2005) found that the availability of products that are organic positively influences consumer choices for purchases.

4.4 Moderating role of brand equity dimensions and demographics

In research moderator variables are commonly used to develop hypotheses. According to Baron R., et al. (1986), a moderator variable is an additional variable

that affects the overall direction or magnitude of the association between two other factors. BA, BASS, PQ, BL and other proprietary assets are the five dimensions that Aaker (1991) established in the framework of Brand Equity. According to Rizwan S., et al. (2021) the proprietary asset dimension has been omitted from the several research as it has an insignificant effect on the measurement of BE.

4.4.1 Moderating role of Brand Awareness

Brand awareness represents the extent to which a brand that first comes in consumers mind (Kim K., et al. 2008, Teuminen P., 2000). Green product awareness measures consumer attitudes towards understanding the meaning and types of green products (Dahlstrom R., 2011, Suki N. 2016). When a brand comes to the mind immediately upon thinking of a product category, it signifies strong brand awareness. According to Aaker I. (1991), brand awareness is the power of the consumer to remember the brand, while Keller K. (1993) argues that brand equity increases when buyers are fully aware of what they are buying and have strong associations with them in their memories. This awareness significantly influences consumer behaviour toward the brand (Kapferer J. 2008). Brand awareness is critical in influencing consumer purchasing intentions as it reflects a brand's ability to gain consumer recognition prior to making a purchase decision (Civelek M., et al. 2019). Because of its significant interaction with PI, BA is considered extremely relevant for BE (Tariq M., et al. 2017). Research has indicated that the willingness to donate is positively impacted by the brand awareness (Mulyono D., et al. 2016), while Abdulfattah A. (2021) noted that awareness of organic food does not significantly moderate the relationship between purchase intentions and factors influencing organic food consumption. Awareness of brands positively impacted decisions to buy (Ghealita V., et al. 2015, Wasil M., 2017). Buyers are more likely to purchase goods they are familiar with and understand, and brand awareness significantly affects their buying choices (Keller K. L. 1993). Impulsive purchases by customers are positively impacted by brand awareness as it significantly influences purchase intention (Keller K. L. 2003). Additionally, it was demonstrated that brand awareness positively moderate the relationship between attitude and purchase intentions (Majeed M. 2024) and between brand trustworthiness and purchase intention (Wang X., et al. 2010). Furthermore, it moderates the relationship between attachment and word-of-mouth. However, studies such as Chankoson T., et al. (2019) found that the interaction

between the brand relationship and referrals did not show a statistically significant moderating influence of brand awareness. Based on the insights gained, the following hypotheses is proposed to explore the moderating effect of brand awareness.

H11: Brand awareness moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

4.4.2 Moderating role of Brand Association

According to Aaker I. (1991), associations with the brand are the consumer's connections to the brand such as price, name of the brand and features of the product. These associations are embedded in the consumer's mind and play a pivotal role in shaping brand knowledge (Keller K. 2008, Yoo B., et al. 2001). BASS is a mixture of beliefs, perceptions, thoughts, ideas, previous experiences, information and methods pertaining to a brand (Keller K. L. 2009). The positive influence of BASS on PI was studied by Dissabandara R. (2020), demonstrating that BASS provides customers with helpful information, a positive mind-set and a motivation to purchase a good or service. However, Youl H. (2009), brand associations did not substantially modify the connection between brand equity and perceived quality of service, either physically or generally. Based on the findings, the following hypotheses is put forward to examine how brand association moderates the relationships.

H12: Brand association moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

4.4.3 Moderating role of Perceived Quality

The perception of consumers towards a brand's overall performance or evaluation is known as perceived quality (Keller K., et al. 2008, Dissabandara R. 2020). Consumers' opinions about a brand are influenced by a number of factors including marketing initiatives, pricing, personal experience and the image of a brand (Yoo B., et al. 2001, Gautam D. 2018). According to Padhy S., et al. (2018) and Ahsan S., et al. (2020), PQ is further described as an intangible evaluation of a brand that reflects its capacity to satisfy the consumers' requirements, desires, and expectations. Prior studies by Dissabandara R. (2020) and Perera K., et al. (2019) have demonstrated a direct relationship between PQ and PI. To study the moderating influence of perceived quality, the following hypotheses is proposed.

H13: Perceived quality moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

4.4.4 Moderating role of Brand Image

Brand image represents how customers perceive and prefer brands, shaped by strong and unique associations stored in their memory (Keller K. 2009, Mitra S., et al. 2020). As stated by Nisar T., et al. (2016) a brand's image is the total impression that consumers have it, including how it is recognised or set apart from competing brands. Consumer sentiments and willingness to shop are positively impacted by the organisation and product brand images (Agustini N., et al. 2024). Research by Hermanda A., et al. (2019) and Isyanto P., et al. (2020) demonstrates that brand image is strongly influenced by purchase intention. In the same direction, Lien C., et al. (2015) discovered a strong association between consumer intentions of buying and brand image. The findings of a study undertaken by Agustini N., et al. (2024) found that brand image had a limited moderating effect since it had no significant impact on the association between influencer endorsements, online customer reviews and purchase intentions. Similarly, Iskamto D., et al. (2023) found that influencer endorsements' impact on purchase intentions is moderated by brand image. Wang X., et al. (2010) also highlighted that brand image significantly moderates the relationship between brand trustworthiness and purchase intention. Based on the insights gained, the following hypotheses is proposed to explore the moderating effect of brand image.
H14: Brand image moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

4.4.5 Moderating role of Brand Trust

The emotional condition of someone who purchases and express their intention to accept based on optimistic expectations of another person's intention or behaviour (Rousseau D., et al. 1998). It plays a crucial role in shaping consumer decisions, especially in the market for organic foods (Sobhanifard Y. 2018). When buying the trustworthiness products like organic food, consumers frequently consider many aspects of trust. Fostering positive attitudes and transforming intentions to buy the products into actual purchase behaviours depend on consumers having faith in the efficacy and authenticity of products (Nuttavuthisit K., et al. 2017). The buying behaviour of consumers and intentions of buying the products are significantly

impacted by trust in the production methods, including adherence to standards and quality controls (Zheng G., et al. 2021). According to research, customer purchase intentions for goods are favourably influenced by trust in farmers (Carfora V., et al. 2019), marketers and producers (Nuttavuthisit K., et al. 2017) and organic labelling (Zhang B., et al. 2018). Teng C., et al. (2015) revealed that trust and purchase decisions have a positive association. In the organic food industry, Sultan P., et al. (2020) showed that intention and behaviour is moderated by trust. Yu W., et al. (2021) discovered that the willingness of consumers to buy the products is strongly influenced by trust. Similarly, trust was also found to be a significant moderating factor that strengthened the association between the desire to buy and the actual behaviour to buy herbal and ayurvedic beauty care products (Erangi M., et al. 2019). Furthermore, green trust positively moderate the interaction between consumption of organic food and personal norms (Yang Q., et al. 2023) and favourably moderates the relationship between environmental concern and purchase intention for eco-friendly products (Li G., et al. 2021). A research by Rehman S., et al. (2019) shown that the association between consumer intention to purchase and online buying behaviour was significantly moderated by trust and commitment. Based on the findings, the following hypotheses is put forward to examine how brand trust moderates the relationships.

H15: Brand trust moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

4.4.6 Moderating role of Brand Loyalty

According to Oliver R. (2010), brand loyalty is an outcome of a consumer deep attachment to a brand that motivates these people to keep buying that particular brand in future. It signifies the brand as the consumer's preferred choice for purchases (Yoo B., et al. 2001) and reflects repeat buying behaviour (Chaudhuri A., et al. 2001). Furthermore, an emotional preference for a brand that indicates dependence and trust is included in brand loyalty (Atulkar S. 2020, Lau G., et al. 1999). Brand loyalty is frequently found to have a direct impact on consumers' intentions to make purchases (Panda T., et al. 2020). However, its moderating impact has been investigated in very few studies. It has been demonstrated that brand loyalty moderates the relationship between trust and consumer intentions (Shi J., et al. 2024) and between greenwashing and consumer intentions to buy (Khan S., et al. 2021). It also positively moderates the

effects on impulsive buying and browsing behaviours (Kaytaz M., et al. 2018). Brand loyalty significantly moderated the association between marketing activities and purchase decisions (Lee Y., et al. 2010). To study the moderating influence of brand loyalty, the following hypotheses is proposed.

H16: Brand loyalty moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

4.4.7 Moderating role of Demographic Variables

Consumer socioeconomic factors have minimal influence on both purchase intentions and ultimate purchasing decisions, according to Gracia A., et al. (2007). Since demographic data sheds light on population dynamics, marketers are particularly interested in demographic characteristics such population size, distribution of men and women, age as well as economic circumstances. However demographics by themselves cannot forecast consumer behaviour, Kim H., et al. (2012) pointed out that it is at different levels moderate the impact of psychological determinants on behaviour.

One important element affecting customers' consumption patterns and buying intentions is age (Sharma P. 2015). A number of research have found a positive association between age, buying intentions and behaviours (Samdahl D., et al. 1989, Straughan R., et al. 1999, El-Jardali F., et al. 2009). However, contradictory results have also surfaced. O'Donovan P., et al. (2002) and Davies A., et al. (1995) found no distinct differences in the intention as well as products purchase and age groups. Similarly, other research has found no significant correlation between product consumption and age (Kumar S. 2013). Concerns about their health may make elderly customers more likely to buy organic foods (Misra S., et al. 1991). Younger people are more likely than older people to purchase the healthy products (Rimal A., et al. 2005). In the study by Govidnasamy R., et al. (1990), women and younger individuals are more inclined to include products in their purchases because they perceive them as necessary products. Age has a significant impact on how consumers behave when purchasing organic goods (Gundala R., et al. 2021, Olodo, H., et al. 2022). According to study by Suki N. (2013), Bashar A., et al. (2012) age does not significantly affect consumer behaviour as a moderating factor, despite the fact that Boztepe A. (2012) and Han H., et al. (2009) showed that age moderates customers' purchasing decision.

Fila S., et al. (2006) found that gender plays an important role in influencing study outcomes. Mostly due to their greater awareness of health issues, women are frequently associated with greater buying intentions and an enhanced willingness to pay for commodities (Hemmerling S., et al. 2015, Diamantopoulos A., et al. 2003, Oroian C., et al. 2017). Research indicates that attitudes, behaviours and intentions for purchasing the products have a significant association with gender (Omar N., et al. 2016, Gundala R., et al. 2022, El-Jardali F., et al. 2009, Quoquab F., et al. 2020). Gender has a significant impact on how consumers behave when purchasing the products (Bashar A., et al. 2012). In contradiction to previous result (Straughan R., et al. 1999, Kumar S. P. 2013, Shatnawi Y., et al. 2019, Olodo H., et al. 2022, Gundala R., et al. 2021) states that gender does not influence purchase behaviour. Certain academics like Han H., et al. (2009) and Boztepe A. (2012) have proposed that gender moderates the consumer purchase behaviour. Whereas, Lasuin C., et al. (2014), Suki N. (2013) and Sreen N., et al. (2018) revealed that gender has no moderating impact on TPB predictors as well as on purchase intentions.

Consumers' purchasing patterns and buying intentions are greatly influenced by their level of education (Sharma P. 2015, El-Jardali F., et al. 2009). According to a several research, products consumption and education is positively correlated (O'Donovan P., et al. 2002, Sandalidou E., et al. 2002, Dettmann R., et al. 2009). The research also revealed a significant association between education and environmentally friendly buying intentions and behaviour (Omar N., et al. 2016, Katt F., et al. 2020, Singh P., et al. 2010). According to research by Gundala R., et al. (2021) higher educated people are more likely to prefer buying the products than people with less education. Education has a significant impact on how consumers behave when purchasing the products (Olodo H., et al. 2022, Gundala R., et al. 2021, Bashar A., et al. 2012). Contradictory to the previous research, it found a negative correlation between education and the behaviours (Byrne P., et al. 1991, Kumar S. P. 2013, Chekima B., et al. 2015, Wang L., et al. 2020). Furthermore, Boztepe A. (2012) discovered that education acts as a moderating influence on decisions about purchasing the products.

Consumer behaviour and intention are often seen to be significantly associated with a consumer's income, it is the monetary incentive received to purchase the products or services. Research by Nguyen M., et al. (2019), Yada A., et al. (2021)

and Fisher C., et al. (2012) shows consistent results on the association among income and behavioural intention for buying the products. Gracia A., et al. (2007) discovered that income had a significant and favourable impact on buying intentions. Whereas, Leonidou C., et al. (2015) revealed that income had moderating effect towards attitude. Income is another key demographic factor that plays a significant role in shaping consumers' decisions to purchase organic food (Gundala R., et al. 2021). Income has a significant impact on how consumers behave when purchasing the products (Olodo H., et al. 2022, Bashar A., et al. 2012). However, studies by Straughan R., et al. (1999), Rizwan S., et al. (2021) and Shatnawi Y., et al. (2019) indicates that income has no moderating effect on purchasing behaviour as well as on intentions. Additionally, Boztepe A. (2012) found that income acts as a moderating factor when it comes to making decisions about purchases.

This study focuses on demographic variables such as age, gender, education and annual income. Accordingly, the following hypotheses are tested to examine their direct and moderating impact.

H17: Age moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

H17a: Age has a significant impact on consumer behaviour to purchase branded ayurvedic products.

H18: Gender moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

H18a: Gender has a significant impact on consumer behaviour to purchase branded ayurvedic products.

H19: Education Qualification moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

H19a: Educational Qualification has a significant impact on consumer behaviour to purchase branded ayurvedic products.

H20: Annual income moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.

H20a: Annual income has a significant impact on consumer behaviour to purchase branded ayurvedic products.

4.5 The Research Model

The overall framework and its sub-models are intended and utilised for evaluating the 24 hypotheses that were created in this study. The TPB serves as the foundation for the suggested framework, that incorporates three important determinants influencing purchase intention namely attitude, subjective norms and perceived behavioural control. Sub-models are also included in the model to investigate the moderating effects of demographic factors, perceived quality, brand loyalty, brand awareness, brand association, brand image and brand trust on the association between PI and CB. In Figure No 4.1, the research model is shown.

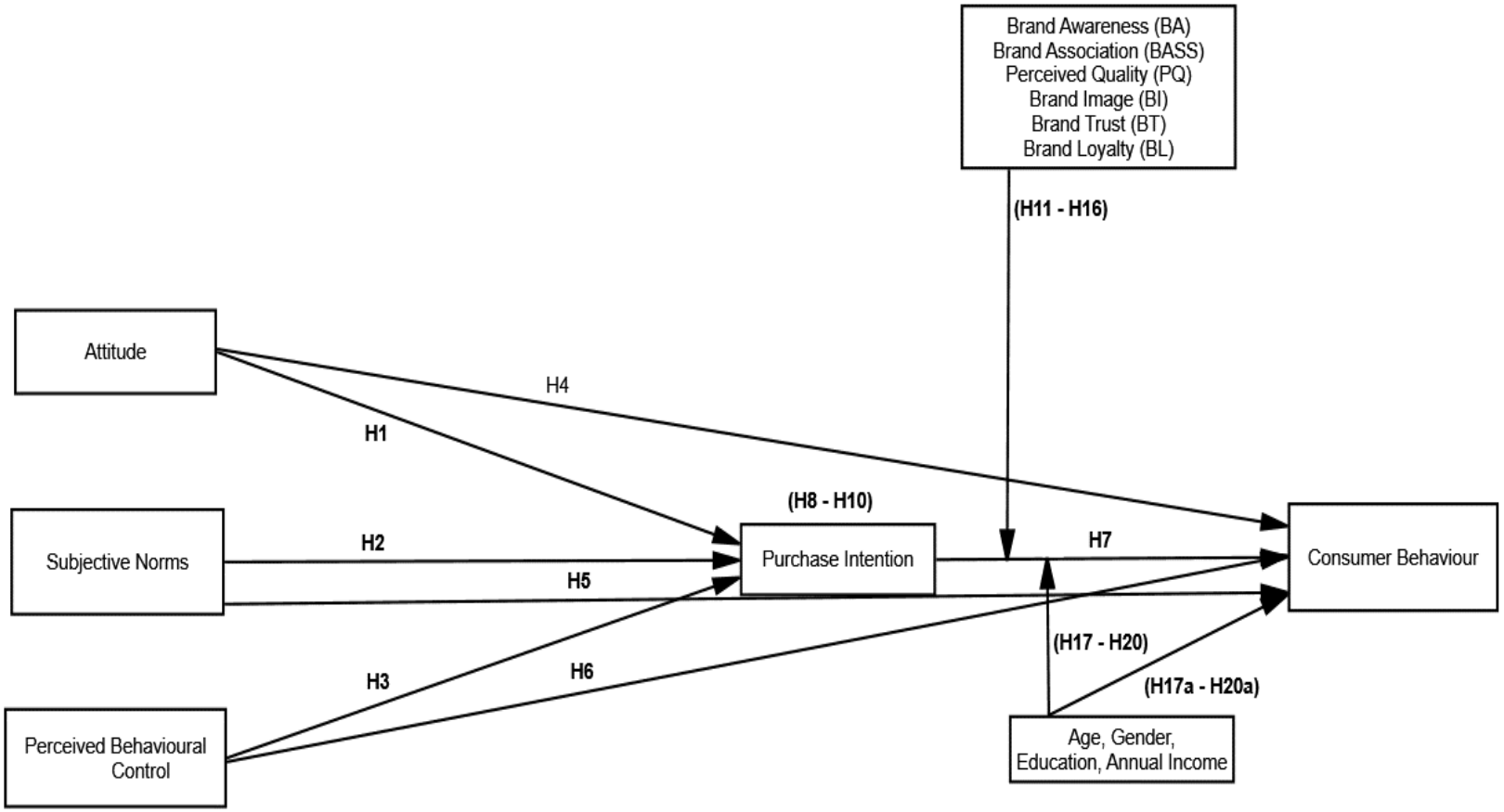


Figure No. 4.1: The Research Model

Source: Author's Compilation

CHAPTER 5
SCALE DESIGNING

Scale designing is the process of creating instruments such as surveys or questionnaires, to measure variables or constructs accurately in research (Davies, R. 2020, Ren L. 2021, Netemeyer R., et al. 2003). It involves defining the construct, generating items, selecting an appropriate response format and ensuring reliability and validity. A well-designed scale translates the concepts into quantifiable data, facilitating analysis and interpretation. Common practices include pre-testing and assessing internal consistency. This chapter provides a detailed explanation involved in designing the scale.

5.1 Identification of the Domain Construct

The idea, dimensions or unobservable behaviour is the focal point of a research that can be expressed by a domain or construct (Haynes S., et al., 1995). Before beginning any item creation procedures, it is essential to identify and specify the domain being studied (Raykov T., et al. 2011). In addition to defining its boundaries and offering a clear knowledge of the circumstances being studied, a well-defined domain also makes item development and content validation easier. This process depend on a comprehensive literature study and a precise description of the domain's purpose. A literature study was first carried out with an emphasis on brand equity dimensions and TPB predictor factors. Efforts were focused on creating a conceptual description of the constructs in the context of consumer behaviour. The concepts were made clear and the scales that had been employed in earlier research of a similar nature were identified by checking the literature.

5.2 Development of the Item Pool

Once the construct is clearly defined, a list of items can be created using methods like a detailed review of existing studies and a qualitative approach. In this research, the literature review provided ideas based on theoretical aspect from past studies, while the qualitative study added new perspectives to ensure the items were relevant and comprehensive.

5.2.1 Review of literature

Based on a thorough review of the literature and an analysis of existing scales and indicators were examined (Raykov et al., 2011, Hinkin, T. R. 1995). From this review, several statements were developed. These statements were then carefully examined, and further exploratory qualitative research was conducted to refine and improve them.

5.2.2 Operational meaning of constructs

5.2.2.1 Attitude

Attitude refers to an individual's positive or negative evaluation of the act of buying branded ayurvedic products (Ajzen I. 1991). It reflects the perceived benefits such as natural ingredients, effectiveness, trustworthiness and alignment with health goals, which influence their positive preference to buy the product.

5.2.2.2 Subjective Norms

Subjective norms encompass the perceived social pressure to either engage in or refrain from a particular behaviour to buy branded ayurvedic products, based on the influence of various reference groups such as family, friends, colleagues or community (Ajzen I. 1991).

5.2.2.3 Perceived Behavioural Control

Perceived behavioural control is a consumer’s perception of whether different aspects of the behaviour are in his or her control or are easy or difficult to perform specific behaviour to buy branded ayurvedic products (Ajzen I. 1991). It also reflects individuals’ perceptions of their ability to perform the behaviour.

5.2.2.4 Purchase Intention

The intention refers to a person's readiness or willingness (Fishbein M., et al. 2010) to buy branded ayurvedic products based on their perceived trust in the brand, quality and health benefits in the future. It is an indication of their mental state and their plan to carry out a specific action.

5.2.2.5 Consumer Behaviour

Consumer behaviour encompasses the actions and attitudes exhibited by individuals as they engage in activities related to purchasing, using, evaluating and disposing of products for satisfying their health needs & wants, preference and past experience towards branded ayurvedic products (Solomon M. R. 2018).

5.2.2.6 Brand Awareness

Brand awareness refers to the extent to which consumers can recognize and recall branded ayurvedic products. It includes familiarity with the brand name, logo and its association with ayurvedic solutions, indicating consumers' ability to distinguish the brand from competitors *(*Aaker D. A. 1991, Keller, K. L. 1993).

5.2.2.7 Brand Association

The attributes, qualities, and benefits consumers associate with branded ayurvedic products, such as natural ingredients, traditional values, or health benefits. These associations influence brand perception, consumer attitudes, and the likelihood of purchase decisions (Keller, K. L. 1993).

5.2.2.8 Perceived Quality

Perceived quality reflects consumers' judgment about the superiority and overall excellence of branded ayurvedic products compared to alternatives (Zeithaml, V. A. 1988). It includes ingredient authenticity, efficacy, safety and brand reputation in delivering health and wellness benefits.

5.2.2.9 Brand Image

Brand image represents consumers' overall impression of a branded ayurvedic product. A symbolic concept that is created in people's thoughts that includes all the information and expectations linked to a particular product (Keller, K. L. 1993).

5.2.2.10 Brand Trust

Brand trust reflects consumers' confidence in the branded ayurvedic product's claims, including quality, safety and effectiveness (Jesus Y., et al. 2003). It is built through consistent delivery of promised benefits, transparency, and aligning with consumers' expectations of Ayurvedic remedies.

5.2.2.11 Brand Loyalty

Brand loyalty refers to a strong commitment to consistently repurchase or support a preferred purchasing branded ayurvedic products in the future, leading to repeated same-brand or brand-set purchases, even in the face of situational factors or marketing efforts that might encourage switching to alternatives (Oliver, R. L. 1999).

5.2.3 Exploratory qualitative research

Exploratory qualitative research is the analytical technique intended to provide deep insights into subjects, thoughts, or phenomena that are not yet fully understood. It entails gathering and examining information that is not numerical (Busetto L., et al., 2020). The purpose of this study was to understand consumers' perceptions towards branded Ayurvedic products and also to identify the brand equity dimensions influencing consumer behaviour. Participants were carefully selected by applying the technique of convenience sampling, and they comprised regular consumers of branded Ayurvedic products, academics, healthcare professionals, business professionals and research scholars. Information was gathered by contacting participants directly when it was convenient for them.

The respondents were asked questions relating to perceptions, preference and awareness of branded ayurvedic products. Along with how brand equity factors affect their purchase decisions, they were also questioned about the difficulties and obstacles they face while implementing these products. They were specifically asked if they often use branded Ayurvedic products, what they think immediately when they considered buying the products, their attitudes toward purchasing the products, their intentions to purchase in the near future and how they behaved generally when using branded products from Ayurveda. The discussions provided valuable inputs, and key narratives were documented for further implementation in the study. The in-depth discussion has helped to draw the conceptual model. Additionally, some statements that emerged during the discussions were found to align with existing scales.

5.3 Formulation of scale designing frameworks

A questionnaire with four sections was created specifically for this study in order to collect data. In the first section the Theory of Planned Behaviour’s predictor variables were used to evaluate consumer behaviour towards branded ayurvedic

products. Constructs including attitude, subjective norms, perceived behavioural control, purchase intention and consumer behaviour were covered in this section. In the second section brand equity dimensions were assessed by operationalising constructs that includes perceived quality, brand loyalty, brand trust, brand awareness, brand association and brand image. These factors are important when consumers are making decisions because consumers are more likely to trust and remain loyal to well-known brand that have a strong reputation and a significant market presence. In the third section the awareness of branded ayurvedic products was measured. Lastly, the fourth section collected demographic information about the respondents who use branded ayurvedic products.

The items for the Theory of Planned Behaviour (TPB) predictor variables were adapted from previous scales and altered in order to meet the purpose of the research. The items for attitude was derived from a number of sources, including Maichum K., et al. (2016), Ali T., et al. (2021), Vabø M., et al. (2016), Uddin S., et al. (2016), Gloriman M., et al. (2020), Chandran S., et al. (2020), Arora A., et al. (2019), Paul J., et al. (2016) and Aditami, S. (2016). The scale used by Jog D., et al. (2024), Aditami S. (2016), Vabø M., et al. (2016), Arora A., et al. (2019), Maichum K., et al. (2016), Paul J., et al. (2016), Ali T., et al. (2021) and Canova L., et al. (2020) provided an initial framework for the development of items for subjective norms. Some of the items for the perceived behavioural control were created using the scale that was suggested by Vabø M., et al. (2016), Canova L., et al. (2020), Maichum K., et al. (2016), Aditami S. (2016), Gloriman M., et al. (2020), Arora A., et al. (2019) and Paul J., et al. (2016). The scale used by Gloriman M., et al. (2020), Arora A., et al. (2019), Wee S., et al. (2014), Aditami S. (2016), Paul J., et al. (2016), Maichum K., et al. (2016), Canova L., et al. (2020), Sama R. (2019) and Hansopaheluwakan S., et al. (2020) was used to generate items for purchase intention. Consumer behaviour items were created using scales that were used by Uddin S., et al. (2016), Hossain M., et al. (2018), Beig F., et al. (2022), Shariq M. (2019), Jog D., et al. (2024), Krishnakumar M. (2018) and Wee S., et al. (2014). On the basis of the exploratory study and a thorough literature analysis, additional items for the scale were created.

Existing scales were used for the following constructs in the brand equity dimensions, with some modifications in words to meet the requirement of the study. Brand awareness (Chandran S., et al. 2020, Beig F., et al. 2022, Hansopaheluwakan S., et al. 2020, Azzari V., et al. 2020, Shariq M. 2019, Hossain M., et al. 2018, Sama

R. 2019, Oppong P., et al. 2018, Hyun S., et al. 2011). Items for brand association were selected based on research by Beig F., et al. (2022), Hossain M., et al. (2018), Sama R., et al. (2019), Oppong P., et al. (2018), Azzari V., et al. (2020), Chandran S., et al. (2020) and Shariq M. (2019). The scale used by Azzari V., et al. (2020), Oppong P., et al. (2018), Shariq M. (2019), Hossain M., et al. (2018), Hyun S., et al. (2011), Chandran S., et al. (2020) and Beig F., et al. (2022) provided an initial framework for the development of items for perceived quality. The items for brand image was derived from a number of sources, including Chandran S., et al. (2020), Beig F., et al. (2022) and Arora A., et al. (2019). Some of the items for the brand trust were created using the scale that was suggested by Khandelwal U., et al. (2019) and Misra R., et al. (2020). The items on the brand loyalty scale were created using information gathered from a research by Oppong P., et al. (2018), Hyun S., et al. (2011), Azzari V., et al. (2020), Hossain M., et al. (2018), Shariq M. (2019), Khandelwal U., et al. (2019), Beig F., et al. (2022) and Hansopaheluwakan S., et al. (2020). A thorough literature analysis and an extensive qualitative exploratory study developed new items, while the majority of the items have been modified to better suit the objectives of the study.

5.4 Content Validity

The degree to which a test or measurement instrument captures every relevant aspect or dimensions of the construct is intended to assess is known as content validity (Polit D., et al. 2006, Rubio D., et al. 2003). In other words, it evaluates whether the instrument's items adequately cover the theoretical domain of the conceptual framework under the study (Haynes S., et al. 1995). According to Zamanzadeh V. et al. (2015) it guarantees that the instrument is thorough and includes all the relevant information without leaving out any crucial details or adding unrelated topics. Developing reliable and valid measurement instruments often requires a systematic multi-phase process. A four-phase approach, it typically involving initial item screening, the evaluation of content validity and the examination of face validity is widely utilized (Rossiter, J. 2002; Zamanzadeh V., et al. 2015).

5.4.1 Initial Screening of Items

In this study, the initial item screening was conducted collaboratively by the researcher, the guide and industry professionals. This process aimed to ensure that each item accurately aligned with the construct being measured. Items identified as

ambiguous, redundant, or irrelevant were carefully reviewed and those items were either revised or eliminated to enhance the clarity and relevance of the measurement instrument.

5.4.2 Content validity

Content validity is the degree to which the items or tests correctly reflect the behaviour or construct being studied (Cohen R., et al. 2018, Slaney K. 2017). It is a crucial component of instrument creation and should be given top attention as it is necessary to assess various other kinds of validity (Beck C. 1999). Content validity entails taking into account suggestions from target groups and professionals to guarantee precise item structure, suitable language and proper grammar (Safikhani S., et al. 2013). Furthermore, Yaghmaie F. (2003) underlined that simplicity, clarity and relevance should be included in the criteria for content validity.

In this study, nine experts were involved in analysing content validity. The Content Validity Index (CVI) is a popular tool for evaluating content validity (Lynn M., 1986, Davis L., 1992, McCoach D., et al. 2003). The experts were asked to score the instrument items according to their theoretically stated constructs and dimensions based on clarity, relevance and simplicity. A 4-point ordinal scale was used 1 for "not relevant," 2 for "requires revision," 3 for "relevant but requires slight revision," and 4 for "very relevant" (Davis L. 1992).

Both the item level (I-CVI) and the scale level (S-CVI) can be used to determine the CVI (Polit D., et al. 2007). Polit D., et al. (2006) recommended I-CVI because it prioritises item quality over expert performance. I-CVI is a value between 0 and 1 that is calculated by dividing the number of experts that gave an item a rating of 3 or 4 by the total number of experts (Lynn M., 1986, Polit D., et al. 2007, Rubio D., et al. 2003, Zamanzadeh V., et al. 2015). In order for a scale to be considered excellent, Polit D., et al. (2006) recommended that six to ten experts have an I-CVI of at least 0.78.

Universal Agreement (S-CVI/UA) and Average CVIs (S-CVI/Ave) are the two methods used to compute the S-CVI, which is the proportion of all items that were deemed to have valid content (Polit D., et al. 2007, Beck C., et al. 2001). By dividing the total number of items by the sum of the I-CVI, S-CVI/Ave was calculated for this study. The scales used for this investigation exhibited excellent construct validity with the value of 0.90 and above (Sousa V., et al. 2011). With an S-CVI/UA higher than

0.80, the scales were considered to have excellent construct validity. According to Polit D., et al. (2006), a value of 0.80 or above is considered acceptable.

Table No. 5. 1: Content Validity Index for the constructs

Sr. No.	Constructs	No. of Items	I-CVI	S-CVI/Ave	S-CVI/UA
1	Attitude (Att)	8	0.99	0.99	0.88
2	Subjective Norms (SN)	6	1	1	1
3	Perceived Behavioural Control (PBC)	7	1	1	1
4	Purchase Intention (PI)	9	0.99	0.99	0.89
5	Consumer Behaviour (CB)	10	0.99	0.99	0.90
6	Brand Awareness (BA)	8	0.99	0.99	0.88
7	Brand Image (BI)	6	1	1	1
8	Perceived Quality (PQ)	4	1	1	1
9	Brand Association (BAss)	6	1	1	1
10	Brand Trust (BT)	5	1	1	1
11	Brand Loyalty (BL)	6	1	1	1

Source: Author Compilation

5.4.3 Face Validity

Face validity refers to the degree to which a measurement instrument appears to measure the intended construct at face value, based on subjective judgment (Boateng G., et al. 2018). Despite being seen as a less reliable and informal measure of validity (Khidhir R., et al. 2023), it is crucial for assessing how clear and concise an instrument's items are (Sangoseni O., et al. 2013). It assesses whether the test items are clear, relevant and understandable to both experts and the target audience, providing initial evidence of validity (Bolarinwa O. 2015). Researchers assess face validity by consulting experts to evaluate the difficulty of items, their suitability and relevance to the instrument's objectives, potential ambiguities and clarity of wording (Banna J., et al. 2010). Based on expert feedback, items are often reframed to enhance the scale effectiveness and coherence.

5.4.4 Pre-test

Pre-testing is a crucial step, aimed at identifying and addressing potential issues related to clarity, relevance and comprehensibility of items before the final data collection. It involves administering the scale to a small group of selected population, to refine the items and ensure alignment with the study objectives (Presser S., et al. 2004). Pre-testing helps in detecting ambiguities, inconsistencies or redundancies in the instrument, enabling researchers to make necessary revisions (Collins D. 2003). Questionnaires were given to the respondents and allow researchers to validate the appropriateness of item wording and the overall flow of the questionnaire so that the questionnaires can be easy accessible and effectively captures the intended constructs.

5.4.5 Pilot - testing

In order to determine the instrument's validity, reliability and practicality, a small sample of the target population is used for pilot testing (Johanson G., et al. 2010, Hertzog M. 2008). Pilot testing assists in determining the amount of time it will take to complete the scale, understanding how respondents interpret the items and detecting any problems that were not anticipated with technique for gathering data (Krosnick J. 1999). Additionally, it provides preliminary evidence on the psychometric properties, such as internal consistency and construct validity (DeVellis R. 2016). The questionnaire is improved in terms of clarity, relevance and usefulness using the input gathered from the pilot study. A thorough survey with a 5-point Likert scale was distributed to 80 potential respondents, and 50 of them have answered it. The questionnaire, comprising 75 items, was designed to evaluate participants' perspectives. The sample was carefully chosen to reflect the socioeconomic characteristics of those who use branded ayurvedic products. Based on the results of the pilot study, the questionnaires were finalised to collect data required for the exploratory factor analysis.

5.5 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is a statistical technique used to identify underlying structures or patterns within a set of observed variables. It helps uncover latent factors that explain correlations among the variables, simplifying complex data into a smaller number of dimensions (Yong A., et al. 2013). EFA is frequently used

to examine data in the early phases of research without imposing predetermined patterns.

In order to do EFA, data was gathered from Goan consumers. To determine the participants' familiarity and personal experiences with the product category, they were asked if they had ever bought a branded ayurvedic product. This question also enables the segmentation of respondents into those who have experience with the branded ayurvedic product category. Respondents were given a questionnaire after agreeing to take part in the study. The rationale behind choosing these consumers group above 20 years is because they are often more health-conscious and favour natural and preventive healthcare solutions, aligning with the holistic benefits of branded ayurvedic products and are matured enough to make independent purchasing decisions. Furthermore, individuals in this demographic tend to have greater financial stability and disposable income, enabling them to buy such products. They exhibit a preference for conventional treatments for health-related issues, appreciating its efficacy and safety over synthetic alternatives. Out of 430 distributed questionnaires, 415 valid responses were received, achieving a commendable response rate of 93%.

5.5.1 Data screening

Screening of data refers to the process of examining and preparing raw data to ensure it is clean, accurate and suitable for analysis (Hair J., et al. 2019). The purpose of data screening is to improve the quality of the dataset, minimize bias and ensure the validity and reliability of the results. It is a critical step in research to ensure that the data meets the requirements of EFA. This step involves identifying and addressing issues such as missing values, outliers, data entry error and normality of data in the dataset (Tabachnick B., et al. 2019, Kline R. 2015). The following points were discovered during the data screening:

Missing data: In this study, missing data identified and removed during the screening process. A total of ten respondents' data was excluded due to incomplete responses, ensuring the dataset's accuracy and reliability for subsequent analysis.

Outliers: A value that is exceptional and deviates from the typical range of population values is called an outlier (Tabachnick B., et al. 2019). Five respondents in this study were eliminated from the dataset after being found to be outliers.

Data entry error: The descriptive statistics showed that there were no mistakes in data entry.

Normality of data: Skewness and kurtosis values can be used to evaluate the normality of data (Hair J., et al. 2019). They noted that the commonly accepted thresholds are ±2.58 for skewness and ±3 for kurtosis (Field A. 2009, Peat J., et al. 2005, Ahmed R., et al. 2022). Skewness and kurtosis values were analysed in this study to find any items that went above these thresholds. Every item was within the permissible range, indicating that the data was normal.

5.5.2 Sample Size

For EFA, Costello A., et al. (2005) recommend that the sample size should be five to ten times the number of variables in order to ensure a 5% margin of error. The sample size in this study was more than the minimal threshold value. Questionnaires were given to 430 respondents out of that 415 respondents submitted the questionnaires. There were 400 valid responses considered for the final analysis after eliminating 15 responses because they contained outliers and missing data. The demographic profile of the respondents who were part of the EFA is shown in Table No. 5.2.

Table No. 5.2: Demographic Profile of the respondents of EFA

Profile	Category	Frequency	Percentage
Age	Less Than 30 years	109	27.3
	31 - 40 years	131	32.8
	41 – 50 years	66	16.5
	51- 60 years	72	18.0
	60 years and above	22	5.5
Gender	Male	146	36.5
	Female	254	63.5
Educational Qualification	Illiterate	24	6.0
	Up to S.S.C	106	26.5
	Up to H.S.S.C	156	39.0
	Graduation	98	24.5
	Post-Graduation	9	2.3

	Any other	7	1.8
Annual Income	Up to ₹ 1,00,000	217	54.3
	₹ 1,00,001 to ₹ 2,00,000	108	27.0
	₹ 2,00,001 to ₹ 3,00,000	27	6.8
	₹ 3,00,001 to ₹ 4,00,000	11	2.8
	₹ 4, 00,001 & above	37	9.3
Occupation	Student	66	16.5
	Business	62	15.5
	Homemaker	68	17.0
	Service	161	40.3
	Professional	33	8.3
	Any other	10	2.5

Source: Author Compilation

The demographic profile of respondents offers significant insights into the consumer base for branded ayurvedic products. Among the age groups, the highest representation was observed in the 31-40 years category (32.8%), followed by respondents aged less than 30 years (27.3%), indicating a strong inclination towards branded ayurvedic products among younger and middle-aged consumers. The 51-60 years (18%) and 41-50 years (16.5%) groups also showed moderate commitment, whereas the 60 years and above category comprised only 5.5% of the total sample. These suggest that branded ayurvedic products hold substantial appeal across varied age groups, with a particular concentration in younger demographics.

Gender distribution revealed that a significant majority of respondents were female (63.5%), while males constituted 36.5%. This underscores the critical role of women as primary decision-makers and consumers in the branded ayurvedic product market. Regarding educational qualifications, the largest segment of respondents had education levels up to H.S.S.C. (39%), followed by up to S.S.C. (26.5%) and Graduates (24.5%). A smaller proportion included those with Postgraduate degrees (2.3%), illiterate individuals (6%) and respondents with other forms of education (1.8%). This distribution highlights the accessibility and appeal of ayurvedic products among individuals with moderate education levels, emphasizing their broad market penetration.

The annual income analysis showed that more than half of the respondents (54.3%) had an income of up to ₹1,00,000, followed by those earning ₹ 1,00,001 to ₹ 2,00,000 (27%). Respondents with higher income levels were relatively fewer, with 6.8% earning ₹ 2,00,001 to ₹ 3,00,000, 2.8% earning ₹ 3,00,001 to ₹ 4,00,000 and 9.3% earning above ₹ 4,00,001. These indicate a strong consumer base for branded ayurvedic products among low to middle income groups.

Occupationally, the largest group comprised service professionals (40.3%), followed by homemakers (17%), students (16.5%) and business (15.5%). A smaller portion of the sample included professionals (8.3%) and individuals in other occupations (2.5%). The dominance of service, students, business and homemakers reflects their purchasing power and preference for branded ayurvedic products.

5.5.3 Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy

The Kaiser-Meyer-Olkin (KMO) test measures sample adequacy and is a useful tool for evaluating the data is suitable for factor analysis. According to Kaiser (1974), the KMO statistic has a range of 0 to 1, with values above 0.5 considered acceptable (Sultana M. 2024). The KMO measure of sampling adequacy in this study was 0.843, which was higher than the suggested threshold and validated that the data was suitable for factor analysis.

Table No. 5.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.843
Bartlett's Test of Sphericity	Approx. Chi-Square	15166.69
	df	2016
	Sig.	0.00

Source: Author Compilation

5.5.4 The Bartlett's Test of Sphericity

Bartlett's Test of Sphericity (Bartlett, 1950) is another often used statistical test in this study. For assessing whether data is suitable for factor analysis, this test is considered as relevant and appropriate. In Bartlett's test, a p-value of less than 0.05 means that the correlations between the variables are strong enough to support principal component analysis (Raj V., et al. 2018). The data in this study satisfied the requirements of the Bartlett's test of Sphericity. These statistical results validate the

factorability of the dataset and support the appropriateness of proceeding with factor analysis.

5.5.5 Communalities

Communalities show how much of the variance in each observed variable can be explained by the components that were extracted. At the beginning, every variable had a communality of 1.0, meaning that their underlying constructs were fully represented. However, using Principal Component Analysis (PCA) extraction, communalities marginally declined, indicating the percentage of variation that each of the variables were able to capture by the extracted factors. In the present study, the communalities ranged from 0.505 to 0.811. Variables with communalities less than 0.5 were found and eliminated in order to improve the results, since these values indicate that the variables are not well described by the components that were extracted and only make a little contribution to the overall data structure (Ohuonu O., et al. 2024). This led to the removal of items such as Att6, SN4, SN5, PBC5, PBC7, PI5, PI8, CB2, BA2, BI2, and BI6. This stage ensures that only variables that significantly contribute to the data structure are kept. The communalities for the retained factors are presented in Table No. 5.4.

Table No. 5.4: Communalities

Variable	Initial	Extraction
Att1	1	0.631
Att2	1	0.676
Att3	1	0.738
Att4	1	0.699
Att5	1	0.594
Att7	1	0.637
Att8	1	0.541
SN1	1	0.675
SN2	1	0.690
SN3	1	0.644
SN6	1	0.600
PBC1	1	0.552
PBC2	1	0.703
PBC3	1	0.536
PBC4	1	0.674

PBC6	1	0.544
PI1	1	0.703
PI2	1	0.606
PI3	1	0.739
PI4	1	0.701
PI6	1	0.684
PI7	1	0.633
PI9	1	0.719
CB1	1	0.636
CB3	1	0.581
CB4	1	0.579
CB5	1	0.668
CB6	1	0.660
CB7	1	0.665
CB8	1	0.593
CB9	1	0.653
CB10	1	0.717
BA1	1	0.696
BA3	1	0.797
BA4	1	0.748
BA5	1	0.506
BA6	1	0.546
BA7	1	0.567
BA8	1	0.768
BAss1	1	0.554
BAss2	1	0.667
BAss3	1	0.641
BAss4	1	0.609
BAss5	1	0.613
BAss6	1	0.651
PQ1	1	0.678
PQ2	1	0.701
PQ3	1	0.656
PQ4	1	0.639
BI1	1	0.594
BI3	1	0.712
BI4	1	0.694
BI5	1	0.750
BT1	1	0.773

BT2	1	0.787
BT3	1	0.785
BT4	1	0.568
BT5	1	0.505
BL1	1	0.734
BL2	1	0.811
BL3	1	0.745
BL4	1	0.573
BL5	1	0.600
BL6	1	0.589

Extraction Method: Principal Component Analysis.

Source: Author Compilation

5.5.6 Scale Reliability

A reliability analysis was carried out for every variable to guarantee the construct internal validity. The reliability of the study's constructs was evaluated using Cronbach's alpha values. The test results showed acceptable internal consistency, with alpha values that ranged from 0.802 to 0.926. These values exceed the widely accepted minimum requirement of 0.70 for Cronbach's alpha, confirming that the scales are reliable indicators of their respective constructs (Bougie R., et al. 2019, Nunnally J. 1978).

5.5.7 Total Variance Extracted (TVE)

The objective is to verify that the obtained variables explain a significant amount of the variation in order to guarantee their practical importance. In the social sciences, where data is frequently less accurate, a solution that explains at least 60% of the total variation is generally accepted. In certain situations, even lower criteria are seen to be adequate (Hair J., et al. 2019). Overall, the variables found in this study explained 65.514% of the variation, which is higher than the typical threshold. The 11 factor demonstrated a strong fit with the data, highlighting its effectiveness in capturing the underlying structure of the variables. The Total Variance Explained is presented in Table No. 5.5.

Table No. 5.5: Total Variance Explained

Factors	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.529	10.201	10.201	6.529	10.201	10.201	5.757	8.996	8.996
2	6.283	9.817	20.018	6.283	9.817	20.018	4.797	7.495	16.491
3	5.837	9.120	29.138	5.837	9.120	29.138	4.621	7.220	23.712
4	4.604	7.193	36.331	4.604	7.193	36.331	4.566	7.134	30.846
5	4.172	6.519	42.850	4.172	6.519	42.850	3.723	5.817	36.663
6	3.520	5.501	48.351	3.520	5.501	48.351	3.697	5.776	42.439
7	2.897	4.527	52.878	2.897	4.527	52.878	3.372	5.269	47.708
8	2.579	4.030	56.908	2.579	4.030	56.908	3.155	4.930	52.638
9	2.212	3.456	60.364	2.212	3.456	60.364	3.003	4.692	57.330
10	1.763	2.755	63.119	1.763	2.755	63.119	2.657	4.152	61.482
11	1.533	2.396	65.514	1.533	2.396	65.514	2.581	4.032	65.514
12	0.884	1.382	66.896						
13	0.840	1.313	68.209						
14	0.817	1.277	69.486						
15	0.783	1.224	70.710						
16	0.745	1.165	71.875						
17	0.719	1.123	72.998						
18	0.693	1.083	74.081						
19	0.660	1.031	75.112						
20	0.644	1.006	76.118						
21	0.615	0.961	77.079						

22	0.613	0.958	78.037
23	0.593	0.926	78.963
24	0.585	0.914	79.878
25	0.574	0.896	80.774
26	0.542	0.846	81.621
27	0.541	0.845	82.466
28	0.528	0.824	83.290
29	0.502	0.784	84.074
30	0.495	0.773	84.846
31	0.478	0.746	85.593
32	0.451	0.705	86.297
33	0.441	0.689	86.986
34	0.434	0.678	87.664
35	0.414	0.648	88.311
36	0.402	0.628	88.939
37	0.399	0.624	89.563
38	0.382	0.597	90.160
39	0.375	0.586	90.746
40	0.373	0.583	91.328
41	0.354	0.553	91.881
42	0.338	0.528	92.409
43	0.335	0.524	92.933
44	0.326	0.509	93.442
45	0.313	0.489	93.931
46	0.301	0.470	94.401

47	0.286	0.446	94.847
48	0.272	0.424	95.271
49	0.269	0.420	95.691
50	0.250	0.390	96.081
51	0.245	0.382	96.464
52	0.236	0.369	96.832
53	0.213	0.333	97.165
54	0.210	0.327	97.493
55	0.204	0.319	97.811
56	0.200	0.313	98.124
57	0.195	0.305	98.429
58	0.182	0.285	98.714
59	0.169	0.264	98.979
60	0.161	0.252	99.230
61	0.148	0.231	99.461
62	0.127	0.198	99.659
63	0.114	0.178	99.837
64	0.104	0.163	100.000

Extraction Method: Principal Component Analysis.

Source: Author Compilation

5.5.8 Exploratory Factor Analysis (EFA)

An EFA was conducted using PCA with varimax rotation in order to assess the association between items within the construct and confirm it. Each component's eigenvalues were determined by the initial analysis and identified 11 factors with eigenvalues greater than 1 that together accounted for 65.514% of the variance. Items with factor loadings exceeding 0.60 were retained for further analysis (Nguyen T., et al. 2021), indicating strong item alignment with the construct. The scale did not include items with cross-loadings, item-to-total correlations below 0.3 (Widohardhono R., et al. 2022; Lee M., et al. 2020) and low factor loadings < 0.6. The EFA's finalised results are shown below.

5.5.8.1 EFA of Attitude

An EFA was performed on the eight items measuring attitude. The item "I think Buying branded ayurvedic products is a good idea compared to non-branded ayurvedic products" was excluded due to cross-loadings and an item-to-total correlation value below the acceptable threshold. After this item was eliminated a single factor remained, showing strong internal consistency with a Cronbach's alpha of 0.897. Table No. 5.6 displays the outcomes of the EFA.

Table No. 5.6: EFA of Attitude

Items	Factor loading value
I think branded Ayurvedic products are trustworthy. **(Att1)**	0.750
I think for my health, branded Ayurvedic products suit me better. **(Att2)**	0.765
I think branded Ayurvedic products are commonly perceived as natural remedies for various healthcare issues. **(Att3)**	0.836
I think branded ayurvedic products give a guarantee of a healthy life. **(Att4)**	0.814
I feel good to speak about branded ayurvedic products as it has a positive effect on my health. **(Att5)**	0.752
I think branded Ayurvedic products cannot be used to treat various illnesses. **(Att7)**	0.787
I think branded Ayurvedic products are safe because they contain natural ingredients. **(Att8)**	0.680
Cronbach alpha (α)	**0.897**

Source: Author Compilation

5.5.8.2 EFA of Subjective Norms

An EFA was conducted to measure the six items of subjective norms. Two statements were eliminated because they had cross-loadings they are "I feel social pressure to purchase branded ayurvedic products" and "People whom I listen to influence me to purchase branded ayurvedic products". Subsequently the removal of these items, the remaining items' Cronbach's alpha value was 0.802. The EFA results are shown in Table No 5.7.

Table No. 5.7: EFA of Subjective Norms

Items	Factor loading value
Most people who are important to me, believe that I must purchase branded Ayurvedic products. **(SN1)**	0.807
People around me use branded Ayurvedic products. **(SN2)**	0.817
The positive opinion of my friends has influenced me to buy branded Ayurvedic products. **(SN3)**	0.788
My family members think that I should purchase branded Ayurvedic products. **(SN6)**	0.759
Cronbach alpha (α)	**0.802**

Source: Author Compilation

5.5.8.3 EFA of Perceived Behavioural Control

Seven items measuring perceived behavioural control were analysed using EFA. The two item “It is very difficult for me to identify & buy branded ayurvedic products” and “I may not have complete control over buying branded ayurvedic products” were removed due to cross-loadings and an item-to-total correlation value below 0.3. The EFA results with a Cronbach's alpha value of 0.822, are displayed in Table No. 5.8.

Table No. 5.8: EFA of Perceived Behavioural Control

Items	Factor loading value
If it was entirely up to me, I am confident that I would purchase branded Ayurvedic products. **(PBC1)**	0.729
I am confident that, when I want can purchase branded Ayurvedic products. **(PBC2)**	0.829
I have sufficient money to purchase branded Ayurvedic products. **(PBC3)**	0.718

I have enough knowledge & time to purchase branded Ayurvedic products. **(PBC4)**	0.810
I believe I have the ability to buy branded Ayurvedic products. **(PBC6)**	0.715
Cronbach alpha (α)	**0.822**

Source: Author Compilation

5.5.8.4 EFA of Purchase Intention

An EFA was performed on the nine items associated with purchase intention. Due to cross-loadings and item-to-total correlation values falling below 0.3**,** the items "Before purchasing branded ayurvedic products, I intend to collect the required information" and "My intention is not to purchase branded ayurvedic products even if they are available online" were removed. A Cronbach's alpha value of 0.918 was obtained in the EFA results, as shown in Table No. 5.9.

Table No. 5.9: EFA of Purchase Intention

Items	Factor loading value
I will purchase branded Ayurvedic products in future. **(PI1)**	0.822
I intend to purchase Ayurvedic products regularly. **(PI2)**	0.768
I intend to purchase branded Ayurvedic products for long-term health benefits. **(PI3)**	0.840
I intend to buy branded Ayurvedic products as they help me recover faster. **(PI4)**	0.828
Due to increased awareness, my intention to purchase branded Ayurvedic products has grown. **(PI6)**	0.807
I intend to buy branded Ayurvedic products due to their good product quality. **(PI7)**	0.781
I am willing to pay a premium amount for branded Ayurvedic products. **(PI9)**	0.843
Cronbach alpha (α)	**0.918**

Source: Author Compilation

5.5.8.5 EFA of Consumer Behaviour

To evaluate the ten items of consumer behaviour, an exploratory factor analysis was conducted. The items **"**I will not buy branded ayurvedic products if they are more expensive**"** was dropped because its factor loadings value was less than 0.6

and item-to-total correlation values did not meet the 0.3 threshold. Table No. 5.10 provides the EFA outcomes, with a Cronbach's alpha value of 0.926.

Table No. 5.10: EFA of Consumer Behaviour

Items	Factor loading value
I regularly purchase branded Ayurvedic products. **(CB1)**	0.790
The ayurvedic brands aim at catering products as per my requirements. **(CB3)**	0.747
I believe the Ayurvedic brand tries its best in adjusting the products as per my needs. **(CB4)**	0.755
I believe that branded Ayurvedic products do not include any sort of chemicals. **(CB5)**	0.814
I am definite that branded ayurvedic products include only useful, beneficial ingredients. **(CB6)**	0.798
I think branded ayurvedic products have always strived towards excellence. **(CB7)**	0.801
I believe branded Ayurvedic products help in increasing my Immune system. **(CB8)**	0.760
My past experiences with branded Ayurvedic products have always been excellent. **(CB9)**	0.804
Branded ayurvedic products have always exceeded my expectations. **(CB10)**	0.839
Cronbach alpha (α)	**0.926**

Source: Author Compilation

5.5.8.6 EFA of Brand Awareness

An EFA was conducted to analyse eight items related to brand awareness. The items **"**I cannot easily recognise branded ayurvedic products in the market**"** was excluded due to cross-loadings and item-to-total correlation values below 0.3. The results of the EFA, showing a Cronbach's alpha value of 0.905, are presented in Table No. 5.11.

Table No. 5.11: EFA of Brand Awareness

Items	Factor loading value
I am aware that branded Ayurvedic products are available in the market. **(BA1)**	0.824
I believe that the Government does an effective job of educating the public about branded Ayurvedic products. **(BA3)**	0.881

Some characteristics of branded Ayurvedic products quickly come to my mind. **(BA4)**	0.858
When I think about health, branded Ayurvedic products instantly come to my mind. **(BA5)**	0.684
I can easily recall the symbol or logo of branded Ayurvedic products. **(BA6)**	0.722
I have knowledge about branded Ayurvedic products. **(BA7)**	0.728
I believe most people know about branded Ayurvedic products. **(BA8)**	0.865
Cronbach alpha (α)	**0.905**

Source: Author Compilation

5.5.8.7 EFA of Brand Association

The six items representing brand association were analysed using EFA. The analysis showed that all six items loaded into a single construct. Table No. 5.12 highlights the EFA results, which include a Cronbach's alpha value of 0.870.

Table No. 5.12: EFA of Brand Association

Items	Factor loading value
I have developed strong associations with a particular Ayurvedic brand. **(BAss1)**	0.726
The attractive brand name and positive brand image entice me to choose and purchase a particular Ayurvedic brand. **(BAss2)**	0.805
I believe branded Ayurvedic products are neat and appropriately designed in size & shape. **(BAss3)**	0.793
Advertisements of the Ayurvedic brand have attracted me to buy the products. **(BAss4)**	0.761
On social media platforms, I discuss brands of Ayurvedic products. **(BAss5)**	0.767
For me, the information on the label is insufficient to understand the branded Ayurvedic products. **(BAss6)**	0.801
Cronbach alpha (α)	**0.870**

Source: Author Compilation

5.5.8.8 EFA of Perceived Quality

An EFA was used to examine and measure the four items of perceived quality. All four items were associated with a single extracted factor. The results of the EFA, showing a Cronbach's alpha value of 0.833, are presented in Table No. 5.13.

Table No. 5.13: EFA of Perceived Quality

Items	Factor loading value
High quality of branded Ayurvedic products influence me to buy a particular brand. **(PQ1)**	0.769
I believe Ayurvedic brands offer superior quality goods. **(PQ2)**	0.771
I believe branded Ayurvedic products provide excellent value for the price. **(PQ3)**	0.740
I think branded Ayurvedic products are renowned for their market-leading quality. **(PQ4)**	0.732
Cronbach alpha (α)	**0.833**

Source: Author Compilation

5.5.8.9 EFA of Brand Image

An EFA was performed on the six items associated with brand image. Due to cross-loadings and item-to-total correlation values falling below threshold limit**,** the items "I am certain that the ayurvedic brand that I purchase is not a reliable brand" and "I avoid buying branded ayurvedic products that have a very poor image" were removed. A Cronbach's alpha value of 0.857 was obtained in the EFA results, as shown in Table No. 5.14.

Table No. 5.14: EFA of Brand Image

Items	Factor loading value
I am happy with the brand image and reputation of the branded Ayurvedic products. **(BI1)**	0.724
I am confident that Ayurvedic brands are widely available in numerous retail outlets. **(BI3)**	0.804
Due to its strong heritage, I find myself inclined towards purchasing a particular Ayurvedic brand. **(BI4)**	0.790
When I think of purchasing a branded Ayurvedic product, this brand immediately comes to mind. **(BI5)**	0.831
Cronbach alpha (α)	**0.857**

Source: Author Compilation

5.5.8.10 EFA of Brand Trust

An EFA was applied to examine the five items measuring brand trust. All five items grouped under one factor during the analysis. The outcomes of the EFA, including a Cronbach's alpha value of 0.859, are displayed in Table No. 5.15.

Table No. 5.15: EFA of Brand Trust

Items	Factor loading value
I do not have confidence in the quality of the products offered by my preferred Ayurvedic brand. **(BT1)**	0.775
I trust a preferred Ayurvedic brand as it is highly associated with the philosophy of a renowned Yog guru. **(BT2)**	0.763
I fully trust the branded Ayurvedic products because of their Ayurvedic properties. **(BT3)**	0.785
I trust a preferred branded Ayurvedic product as it is safe and hygienic. **(BT4)**	0.737
I trust a preferred branded ayurvedic products because of the high customer review. **(BT5)**	0.696
Cronbach alpha (α)	**0.859**

Source: Author Compilation

5.5.8.11 EFA of Brand Loyalty

To evaluate the six items of brand loyalty, an EFA was conducted. The results indicated that all six items loaded under one unified factor. The results of the EFA, showing a Cronbach's alpha value of 0.875, are presented in Table No. 5.16.

Table No. 5.16: EFA of Brand Loyalty

Items	Factor loading value
I consider myself to be loyal to my preferred Ayurvedic brand. **(BL1)**	0.713
I will not purchase from a preferred Ayurvedic brand even if it satisfied me. **(BL2)**	0.803
Even if the price increase in the near future, I am still willing to purchase Ayurvedic products from my preferred brand. **(BL3)**	0.726
My preferred brand of Ayurvedic products will always be my first choice. **(BL4)**	0.751
I will recommend my preferred brand of Ayurvedic products to others. **(BL5)**	0.754
If I plan to purchase a new Ayurvedic product, I will give priority to the preferred brand. **(BL6)**	0.753
Cronbach alpha (α)	**0.875**

Source: Author Compilation

5.5.9 Scale Refinement through EFA Analysis

This presents the initial set of scale items developed for the study and the refined set of items that remained after conducting Exploratory Factor Analysis. The

initial items were developed to thoroughly represent the constructs being studied. EFA was conducted to uncover the underlying factors and remove items those are below the threshold limit, resulting in a refined scale comprising only the most relevant and strongly loaded items presented in Table No. 5.17.

Table No. 5.17: The initial scale items and final scale items retained after conducting EFA.

Sr. No.	Constructs	Initial Items	Final Items
1.	Attitude	8	7
2.	Subjective Norms	6	4
3.	Perceived Behavioural Control	7	5
4.	Purchase Intention	9	7
5.	Consumer Behaviour	10	9
6.	Brand Awareness	8	7
7.	Brand Association	6	6
8.	Perceived Quality	4	4
9.	Brand Image	6	4
10.	Brand Trust	5	5
11.	Brand Loyalty	6	6

Source: Author Compilation

5.5.10 Harman Single factor analysis

Harman's single-factor test was used to determine the amount of variance that may be attributed to common method bias. In order to assess common method bias, this test uses exploratory factor analysis, where the first component's variance explanation should not exceed 50% (Podsakoff P., et al. 2003 & 2012). In this study, only 10.201% of the entire variation could be explained by a single factor which is much less than the 50% threshold limit. This result indicates that common method bias is not a significant concern in the current study (Fuller C., et al. 2016, Kock N. 2015). The Harman's Single Factor test is presented in Table No. 5.18.

Table No. 5.18: Harman's Single Factor Test

Criterion	Acceptability
Harman's Single Factor Test	10.201 % variance proportion

Source: Author Compilation

CHAPTER 6
INFLUENCE OF THEORY OF PLANNED BEHAVIOUR PREDICTORS VARIABLES ON CONSUMER BEHAVIOUR – AN ANALYSIS

This chapter presents the analysis related to the structural model that explore the influence of Theory of Planned Behaviour (TPB) predictor variables on consumer behaviour. It examines the mediating effect of purchase intention in this relationship. Additionally, the chapter highlights the moderating effects of brand equity dimensions such as brand awareness, brand association, perceived quality, brand image, brand trust and brand loyalty as well as demographic factors including age, gender, educational qualification and annual income. Furthermore, the chapter examines into the Importance-Performance Map Analysis (IPMA) to provide deeper insights into the study's results.

6.1 Preliminary Analysis of the Data

The preliminary analysis of the data involves a systematic process of cleaning, validating, organising and assessing the dataset to ensure its accuracy and usability for further analysis. It begins with data cleaning and validation, where missing values, duplicate entries and inconsistencies are identified and addressed to maintain data integrity. The response rate is then evaluated to determine the level of engagement and potential biases in the collected data. Following this, data coding and organisation is carried out to structure categorical and numerical variables, facilitating smooth statistical analysis. An initial screening of the data is performed to examine distributions, identify outliers and detect any irregularities that may impact the study's findings. Additionally, unengaged responses such as those completed too quickly or exhibiting repetitive answer patterns are filtered out to enhance data reliability. This comprehensive approach ensures that the dataset is well-prepared for meaningful analysis, enabling a strong exploration of research questions and objectives.

6.1.1 Response Rate

A response in survey-based research refers to a completed questionnaire submitted by a participant. The response rate is the percentage of returned and usable responses compared to the total number of surveys distributed. A high response rate strengthens the reliability and generalizability of findings, ensuring that the collected data accurately represents the target population.

According to (Hair J., et al. 2010), the recommended minimum sample size for Confirmatory Factor Analysis follows the 5:1 rule, meaning that at least five respondents per observed variable (indicator) are required for reliable factor estimation. In this study, the CFA model includes 64 indicators, suggesting a minimum sample size of 320 respondents (64 × 5). However, to enhance the strength of the analysis, a significantly larger sample was collected. As seen in Table No. 6.1, a total of 686 surveys were distributed among branded ayurvedic product consumers in Goa, India, and 648 responses were received, yielding a 94.46% response rate. Following data screening, 18 responses were removed due to excessive missing values or unengaged answering patterns, leaving 630 valid responses for analysis. This exceeds the 1:5 minimum ratio and even surpasses a more stringent 1:9 ratio, further reinforcing the adequacy of the sample size for rigorous statistical analysis. The large and well-screened sample ensures strong reliability and validity in evaluating consumer behaviour toward branded ayurvedic products.

Table No. 6.1: Response Rate

Questionnaires	Frequency	Percentage
Questionnaire Distributed	686	100
Questionnaire Returned	648	94.46
Questionnaire Rejected	18	2.62
Questionnaire Retained	630	91.84

Source: Author Compilation

The data presented in Table No. 6.1 highlights the efficiency of the data collection process, demonstrating a high response rate of 94.46%. After conducting a thorough data screening, 18 responses (2.62%) were excluded due to missing values and unengaged responses, ensuring data quality. The final retained sample of 630 responses (91.84%) significantly exceeds the required minimum threshold for Confirmatory Factor Analysis, reinforcing the statistical reliability of the study. The

substantial and well-screened dataset provides a strong foundation for further analysis, ensuring meaningful insights into consumer behaviour toward branded ayurvedic products.

6.1.2 Data Coding

Data coding is a structured approach to transforming qualitative responses into a numerical or categorical format, facilitating efficient data entry, organisation and statistical analysis. According to (Saunders M., et al. 2016), coding streamlines the data processing workflow, minimising errors and improving accuracy in large datasets. This process involves systematically assigning numerical values to participant responses in surveys and using predefined abbreviations to represent key constructs.

The coding process in this study followed a two-step approach. In the first step, responses from participants were assigned numerical values to facilitate statistical computation. In the second step, standardised acronyms were used to represent the study's constructs before data entry (see Table No. 6.2). This method enhances efficiency, ensures consistency in dataset management and reduces the risk of misinterpretation during analysis.

Table No. 6.2: Data Coding for Constructs

Construct	Code
Attitude	ATT
Subjective Norms	SN
Perceived Behaviour Control	PBC
Purchase Intention	PI
Consumer Behaviour	CB
Brand Awareness	BA
Brand Association	BAss
Perceived Quality	PQ
Brand Image	BI
Brand Trust	BT
Brand Loyalty	BL

Source: Author Compilation

The data coding scheme presented in Table No. 6.2 ensures structured data organisation, allowing for seamless data processing and interpretation. By assigning

unique abbreviations to constructs, this approach simplifies analysis, promotes accuracy and facilitates meaningful insights from the collected data.

6.1.3 Data Pre-Processing and Validation

After completing the coding process, the data was systematically entered into IBM SPSS Statistics (Version 27) for further analysis. To ensure accuracy and consistency, the dataset was carefully reviewed for any potential errors that may have occurred during the entry process. This validation step helped in identifying and rectifying inconsistencies, thereby enhancing the reliability of the dataset before proceeding with statistical analysis.

6.1.4 Missing Data

Missing data is a common challenge in social science research, particularly in survey-based studies where respondents may leave certain questions unanswered. This occurs when participants either unintentionally skip questions or deliberately choose not to respond due to a lack of knowledge or discomfort with specific topics (Mirzaei A., et al. 2022, Bannon W. 2015). If left unaddressed, missing data can compromise the validity and reliability of research findings, leading to biased results and reduced statistical power.

To mitigate the impact of missing data, (Madley-Dowd P., et al. 2019, Bannon W. 2015) suggest using imputation techniques when missing values account for 10% or less of the total dataset. However, if the proportion of missing data exceeds this threshold, removing such cases is recommended to maintain the integrity of the analysis. In this study, 11 responses exhibited missing data exceeding 10% of the total items and were therefore excluded from further analysis. This decision was made to ensure that the dataset remains strong and that the conclusions drawn accurately reflect the research objectives. By addressing missing data appropriately, the study enhances the credibility of its findings while minimising the risk of distortion caused by incomplete responses.

6.1.5 Unengaged Response

An unengaged response occurs when a survey participant provides answers that indicate a lack of effort, attention or genuine consideration of the survey content (Berinsky A., et al. 2014). Such responses can significantly impact the quality and reliability of research findings, as they do not reflect the respondent's true opinions or

experiences. Unengaged responses often manifest as straight-lining (selecting the same response for all items), extremely short completion times or inconsistent answers across related questions. If left unchecked, they can introduce bias and distort the validity of the dataset.

To identify and address unengaged responses, researchers employ several strategies including embedding attention-check questions, analysing response patterns and measuring response times (Meade A., et al. 2012). In this study, 7 responses exhibited clear signs of disengagement, primarily through repetitive answer selections with no variation. These responses were excluded from the dataset to ensure that only meaningful and reliable data contributed to the analysis. By filtering out unengaged responses, the study maintains data integrity and enhances the credibility of its findings, ultimately providing a more accurate representation of the participants' perspectives.

6.2 Demographic Profile of the respondents of CFA

This section provides a detailed overview of the demographic characteristics of the study's participants, based on the responses collected through the questionnaire. The data is analysed using descriptive statistics including frequencies and percentages to ensure a clear and structured representation of the sample composition. This systematic approach allows for an in-depth understanding of how respondents are distributed across various demographic categories. By establishing the demographic profile this analysis serves as a foundational step for interpreting the subsequent findings offering essential context to support the research objectives and enhance the credibility of the study's conclusions.

Table No. 6.3: Demographic Profile of the Respondents

Demography	Category	Frequency	Percentage
Gender	Male	278	44.1
	Female	352	55.9
	Total	**630**	**100**
Age	Less Than 30 years	270	42.9
	31 – 40 years	155	24.6
	41 – 50 years	86	13.7
	51- 60 years	59	9.4
	60 years and above	60	9.5

	Total	**630**	**100**
Educational Qualification	Illiterate	41	6.5
	Up to S.S.C	55	8.7
	Up to H.S.S.C	206	32.7
	Graduation	272	43.2
	Post-Graduation	48	7.6
	Any other	8	1.3
	Total	**630**	**100**
Annual Income level	Up to ₹ 1,00,000	181	28.7
	₹ 1,00,001 to ₹ 2,00,000	155	24.6
	₹ 2,00,001 to ₹ 3,00,000	64	10.2
	₹ 3,00,001 to ₹ 4,00,000	169	26.8
	₹ 4, 00,001 & above	61	9.7
	Total	**630**	**100**
Occupation	Student	164	26
	Business	166	26.3
	Homemaker	107	17
	Service	163	25.9
	Professional	17	2.7
	Any other	13	2.1
	Total	**630**	**100**

Source: Author Compilation

6.2.1 Gender

Gender plays a significant role in shaping consumer behaviour towards branded ayurvedic products as purchasing patterns and preferences often differ between male and female consumers. Women are generally more inclined towards ayurvedic skincare, haircare and wellness products due to their association with natural and holistic beauty care, whereas men are more likely to focus on ayurvedic supplements, immunity boosters and fitness-related products. Additionally, cultural influences, health consciousness and traditional beliefs about ayurveda impact how different genders perceive and adopt branded ayurvedic products in their daily routines.

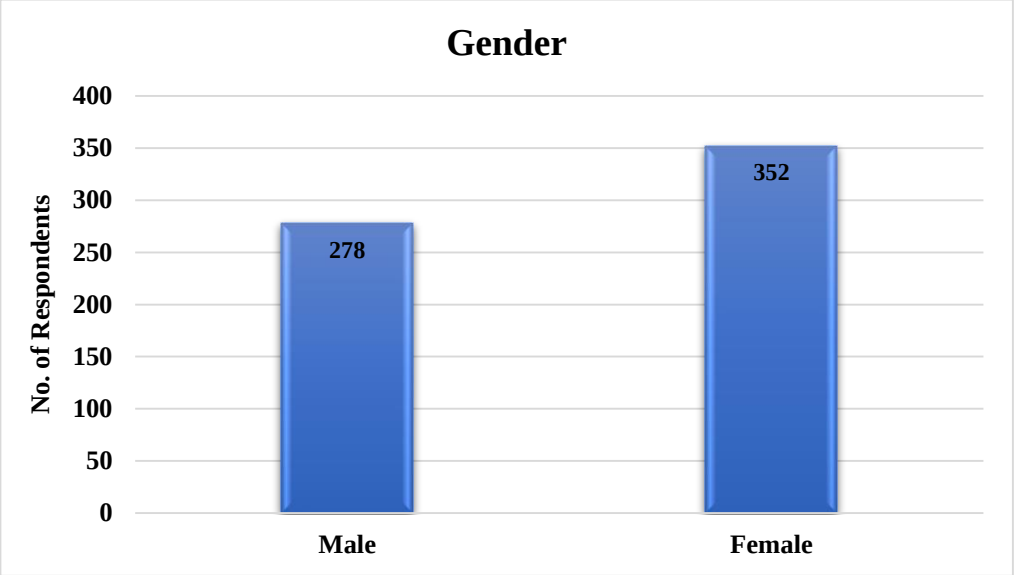


Figure No. 6.1: Gender-Wise Representation of Respondents

Source: Author Compilation

The analysis of gender distribution among respondents, as presented in Table No. 6.3 and Figure No. 6.1, indicates that female respondents (n = 352) outnumber male respondents (n = 278). This suggests a higher level of engagement or interest among women in branded ayurvedic products, potentially due to their preference for natural and holistic wellness solutions. The findings align with prior research that suggests women are more inclined towards ayurvedic skincare, haircare and dietary supplements, while men may focus more on fitness-oriented or immunity-boosting ayurvedic products. Additionally, the results highlight the need for businesses to tailor their marketing strategies based on gender-specific preferences to enhance consumer engagement with branded ayurvedic products.

6.2.2 Age

Age plays a significant role in shaping consumer preferences and purchasing behaviour towards branded ayurvedic products. Younger consumers, particularly those in their 20's and 30's, are increasingly drawn to ayurvedic skincare, hair care and wellness supplements due to rising awareness of natural and chemical-free alternatives. This demographic is more influenced by social media, digital marketing and influencer endorsements promoting ayurvedic brands. In contrast, middle-aged and older consumers, especially those above 40 years, tend to prioritise branded ayurvedic products for health and therapeutic benefits, such as joint pain relief,

immunity boosters and digestive health solutions. Traditional ayurvedic practices are deeply ingrained among senior consumers, who often trust ayurvedic formulations due to cultural beliefs and long-standing efficacy. Understanding age-based preferences enables ayurvedic brands to develop targeted marketing strategies and product innovations catering to diverse consumer needs across different age groups.

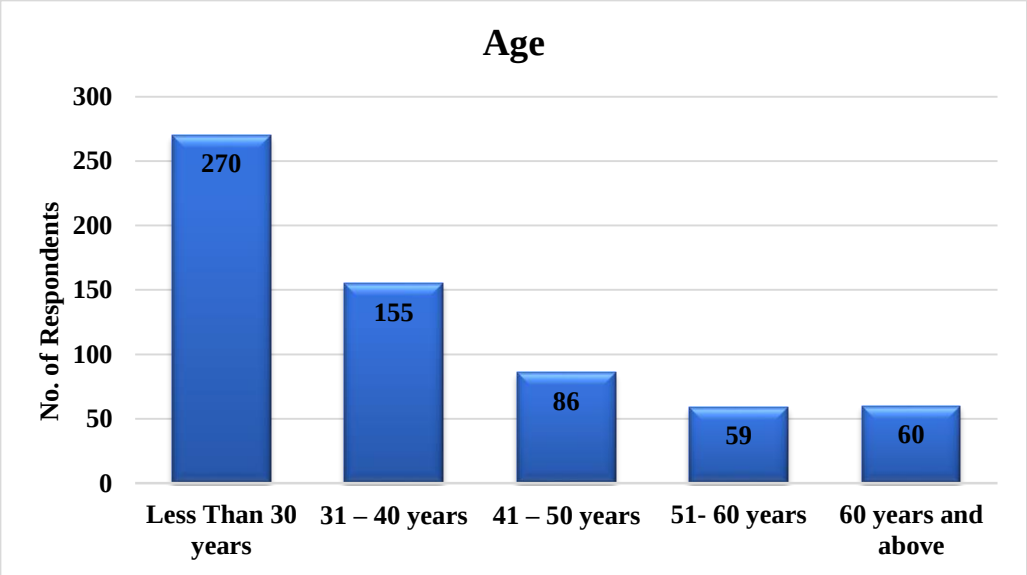


Figure No. 6.2: Age Distribution of Respondents

Source: Author Compilation

The graph presented in Figure No. 6.2 and Table No 6.3 illustrates the distribution of respondents across different age groups, reflecting their engagement with branded ayurvedic products. The highest proportion of respondents, accounting for 42.9% (n = 270), falls into the Less than 30 years category, indicating strong interest and awareness of branded ayurvedic products among younger consumers. This aligns with the rising trend of millennials and Gen Z consumers adopting natural and chemical-free alternatives for health and wellness.

The 31-40 years age group comprises 24.6% (n = 155) of the respondents, demonstrating that middle-aged individuals also actively engage with branded ayurvedic products, potentially for preventive healthcare and wellness maintenance. The 41-50 years category accounts for 13.7% (n = 86), while the 51-60 years and 60 years and above groups represent 9.4% (n = 59) and 9.5% (n = 60) of the total respondents. This suggests that while older individuals continue to rely on ayurvedic

solutions, their proportion in the study is comparatively lower than younger age groups.

These insights highlight that branded ayurvedic product adoption is significantly higher among younger consumers, possibly due to increasing digital exposure, social media influence and awareness of holistic health approaches. However, the continued presence of older age groups reflects the traditional reliance on ayurvedic remedies for long-term health benefits.

6.2.3 Educational Qualification

Education plays a crucial role in shaping consumer awareness and preferences in the ayurvedic market. Individuals with higher education levels are more likely to understand the benefits of ayurvedic products, recognize the significance of natural ingredients and make informed purchasing decisions. Educated consumers often seek authentic, research-backed ayurvedic formulations, emphasizing quality and effectiveness. Additionally, education fosters a deeper appreciation for traditional healing practices, encouraging a shift towards holistic wellness and sustainable health choices. As a result, ayurvedic brands focus on consumer education through scientific validation, certifications and awareness campaigns to enhance trust and adoption among educated buyers.

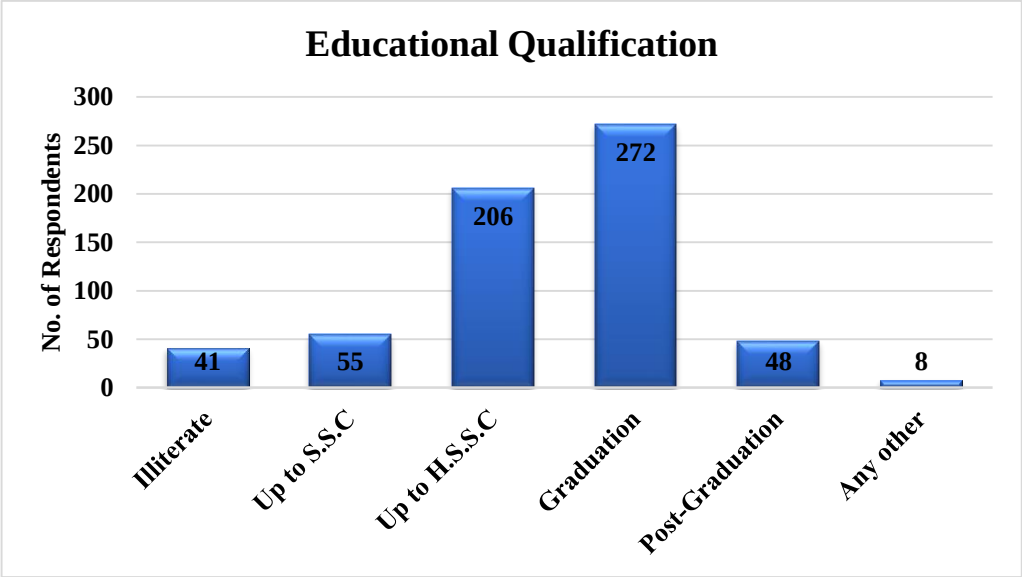


Figure No. 6.3: Education Level of Respondents

Source: Author Compilation

As per Table No. 6.3 and Figure No. 6.3, the educational qualifications of respondents indicate a diverse level of academic attainment. The majority of the respondents, 43.2% (n = 272), have completed Graduation, reflecting a well-educated consumer base. The second largest category, comprising 32.7% (n = 206), has attained education up to Higher Secondary School Certificate (H.S.S.C), indicating a significant proportion of individuals with secondary education. A relatively smaller proportion of respondents, 7.6% (n = 48), possess Post-Graduate degrees, signifying advanced academic qualifications. Additionally, 8.7% (n = 55) have completed education up to Secondary School Certificate (S.S.C), while 6.5% (n = 41) of respondents are Illiterate, representing a segment with no formal education. Furthermore, 1.3% (n = 8) fall under the 'Any other' category, indicating alternate forms of education or vocational training.

The data suggests that branded ayurvedic product consumers largely have at least a secondary level of education with a significant proportion holding graduate degrees. The higher literacy levels among respondents imply that education plays an essential role in influencing consumer awareness and purchasing behaviour toward branded ayurvedic products. Educated consumers are likely to be more conscious of product benefits, ingredients and health implications, driving informed decision-making in the ayurvedic product market.

6.2.4 Annual Income

Annual income significantly influences consumer purchasing behaviour in the ayurvedic market. Individuals with higher income levels are more likely to invest in premium branded ayurvedic products focusing on quality, authenticity and organic certifications. In contrast, consumers with lower income levels may prioritize affordability and cost-effectiveness when choosing ayurvedic remedies. The rising disposable income and growing awareness of health and wellness have contributed to increase spending on branded ayurvedic products, especially among the middle and upper-income groups. Additionally, higher-income consumers often explore personalized ayurvedic treatments, wellness retreats and high-end herbal supplements, reflecting a shift towards holistic and preventive healthcare.

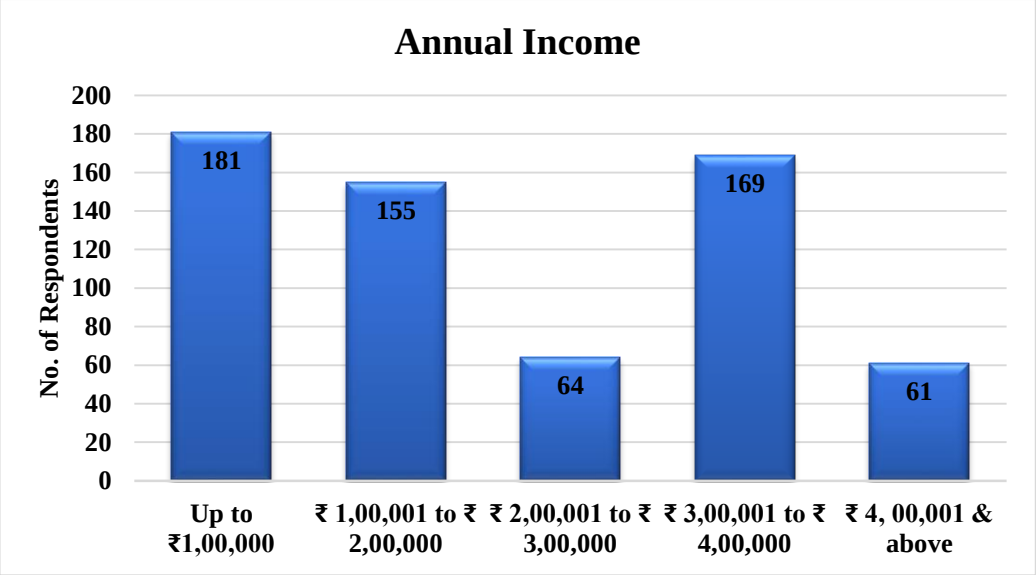


Figure No. 6.4: Annual Income Distribution of Respondents

Source: Author Compilation

Table No. 6.3 and Figure No. 6.4 illustrate the annual income distribution of respondents, highlighting variations in income levels among consumers of branded ayurvedic products. The data reveals that the majority of respondents fall within the income range of up to ₹ 1,00,000 (28.7%), followed by ₹ 3,00,001 to ₹ 4,00,000 (26.8%), and ₹ 1,00,001 to ₹ 2,00,000 (24.6%). A smaller proportion of respondents earn ₹ 2,00,001 to ₹ 3,00,000 (10.2%) and ₹ 4,00,001 & above (9.7%), indicating a relatively lower percentage of high-income consumers.

The findings suggest that a significant portion of branded ayurvedic product consumers belong to the lower and middle-income groups, which could imply that affordability and cost-effectiveness play a crucial role in purchase decisions. Additionally, individuals in the higher income brackets may prefer premium branded ayurvedic products, organic formulations and wellness services, reflecting a shift towards preventive healthcare and holistic well-being. This segmentation highlights the need for ayurvedic brands to cater to diverse consumer segments by offering a range of products that balance affordability with premium quality to appeal different income groups.

6.2.5 Occupation

Occupation plays a crucial role in shaping consumer preferences for branded ayurvedic products. Individuals engaged in professions that involve high levels of stress such as corporate jobs or business, may prefer ayurvedic remedies for stress

relief, relaxation and immunity enhancement. Homemakers and senior citizens often lean towards branded ayurvedic products for their holistic wellness benefits and natural healing properties. Additionally, individuals in healthcare-related professions may have a greater awareness of the benefits of ayurvedic medicine leading to higher adoption rates. The growing popularity of ayurveda among working professionals and students also indicates a shift towards sustainable and herbal alternatives for maintaining overall well-being.

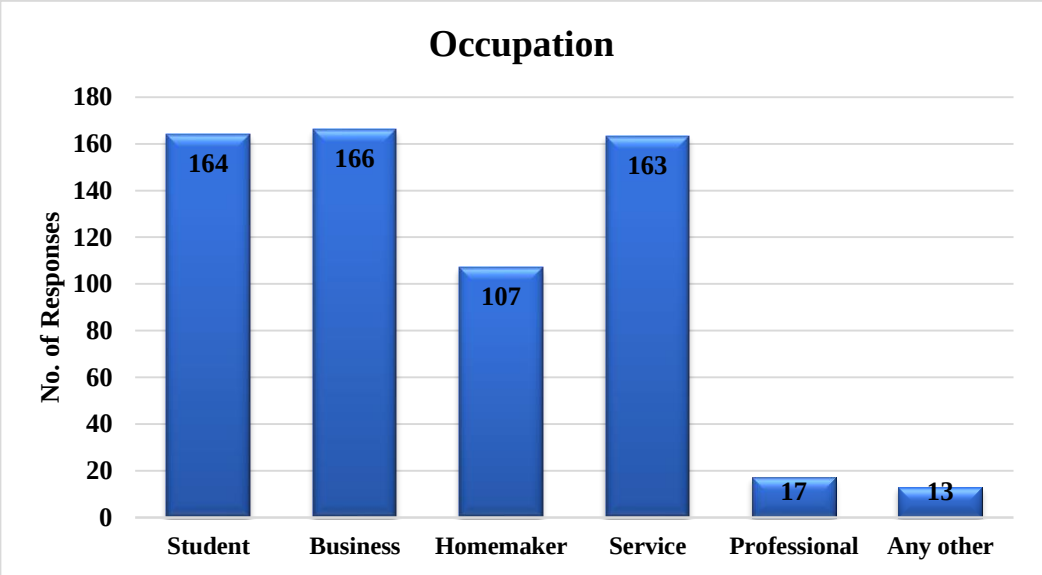


Figure No. 6.5: Occupation of the Respondents

Source: Author Compilation

The data presented in Table No. 6.3 and Figure No. 6.5 highlight the occupational distribution of respondents concerning their engagement with branded ayurvedic products. The largest proportion of respondents belongs to the business sector (26.3%), followed closely by students (26%) and service professionals (25.9%). This indicates that these groups exhibit a higher inclination towards branded ayurvedic product usage, possibly due to their increasing awareness of natural wellness alternatives.

Homemakers account for 17% of the respondents, suggesting that they might prioritize branded ayurvedic products for personal and family health care. A relatively small segment of 2.7% comprises professionals who may have limited engagement with branded ayurvedic products due to occupational exposure to modern medical treatments. Additionally, 2.1% of respondents fall under the 'Any Other' category,

which includes individuals from varied occupations that do not fit into the primary classifications.

The significant representation of students and working professionals suggests an increasing trend of younger demographics incorporating branded ayurvedic products into their daily routines, possibly due to growing awareness of health benefits, lifestyle changes and the influence of digital marketing. Meanwhile, the considerable presence of homemakers further reinforces the notion that branded ayurvedic products are widely adopted for household healthcare and traditional remedies. This occupational distribution indicates a diverse consumer base for branded ayurvedic products, spanning different age groups and professional backgrounds.

6.3 Consumer Preferences for Branded Ayurvedic Products

Table No. 6.4: Consumer Preferences Regarding Branded Ayurvedic Products

Variable Name	Category	Frequency	Percentage
Brand of Ayurvedic Product Purchase	Dabur	157	24.9
	Himalaya	168	26.7
	Patanjali	231	36.7
	Emami	47	7.5
	Khadi	21	3.3
	Any other	6	1.0
	Total	**630**	**100**
Type of Ayurvedic Product Purchased	Ayurvedic Medicines	74	11.7
	Health Care	184	29.2
	Skin Care	113	17.9
	Body Care	129	20.5
	Hair Care	76	12.1
	Immunity Booster	41	6.5
	All of the above	13	2.1
	Total	**630**	**100**
Source of Awareness	Newspaper	13	2.1
	Internet	137	21.7
	Friends & Family Members	202	32.1
	Own Interest	122	19.4
	Social Media	129	20.5
	Ayurvedic centre	27	4.3
	Total	**630**	**100**
Frequency of Consumption	Weekly	129	20.5
	Fortnightly	102	16.2

	Monthly	305	48.4
	At the time of window shopping	41	6.5
	Depending on the budget	53	8.4
	Total	**630**	**100**
Preferred Purchase Location	Supermarket	79	12.5
	Pharmacy & Drug stores	282	44.8
	Online Store	141	22.4
	Specialty Stores	128	20.3
	Total	**630**	**100**

Source: Author Compilation

6.3.1 Brand of Ayurvedic Product Purchase

The question aims to identify the specific brands of ayurvedic products preferred by consumers. It includes well-established and widely available brands such as Dabur, Himalaya and Patanjali along with others like Emami and Khadi that also have a significant presence in the ayurvedic product market. By offering these options, the question captures brand-level preferences and helps assess consumer loyalty and awareness in the context of ayurvedic consumption. It also allows for the inclusion of lesser-known or local brands through the "Any other" option. Table No 6.4 and Figure No. 6.6 present the distribution of respondents' preferences across different ayurvedic product brands.

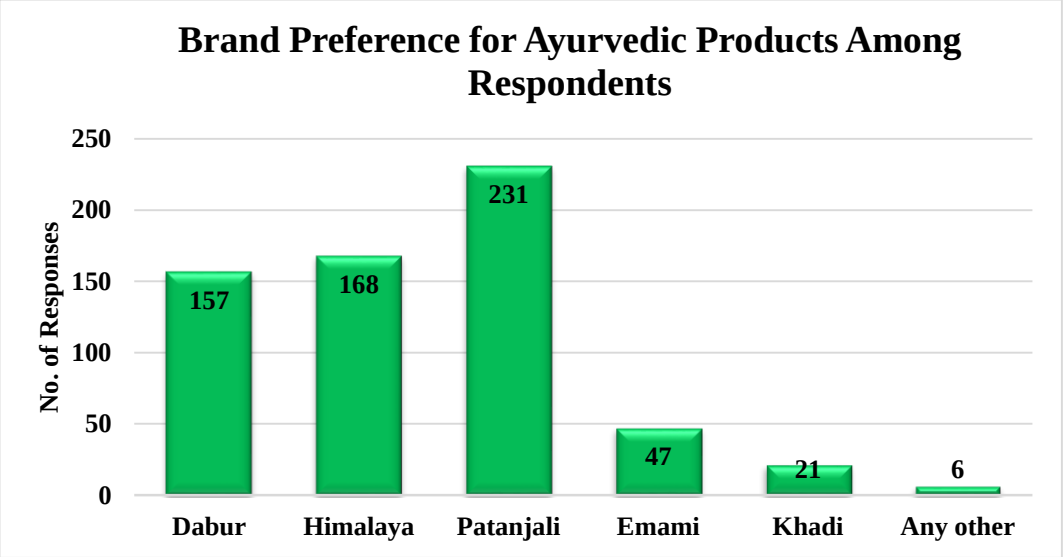


Figure No. 6.6: Brand Preference for Ayurvedic Products among Respondents

Source: Author Compilation

As depicted in Table No 6.4 and illustrated visually in Figure No. 6.6, Patanjali emerged as the most preferred ayurvedic brand, selected by 231 respondents, accounting for 36.7% of the total sample. This is followed by Himalaya (26.7%) and Dabur (24.9%) both are also enjoy significant consumer loyalty. Other brands such as Emami, Khadi and miscellaneous local or lesser-known brands hold a comparatively smaller share of consumer preference. The distribution pattern clearly indicates that the ayurvedic market is dominated by a few well-established brands that have successfully positioned themselves through product diversity, affordability and brand familiarity. The concentration of consumer choices around these top three brands suggests strong brand equity and perceived trust in their offerings.

6.3.2 Type of Ayurvedic Product Purchased

The question seeks to understand the specific categories of ayurvedic products that consumers prefer to purchase. It covers a broad range of options including medicinal, wellness and personal care products. By offering choices such as ayurvedic medicines, health care, skin care, body care, hair care and immunity boosters the question aims to capture the diversity in consumer usage patterns. It also allows respondents to indicate if they use all types, reflecting a holistic approach to ayurvedic consumption. Table No. 6.4 and Figure No. 6.7, present a summary of the respondents' preferences across the different categories of ayurvedic products purchased.

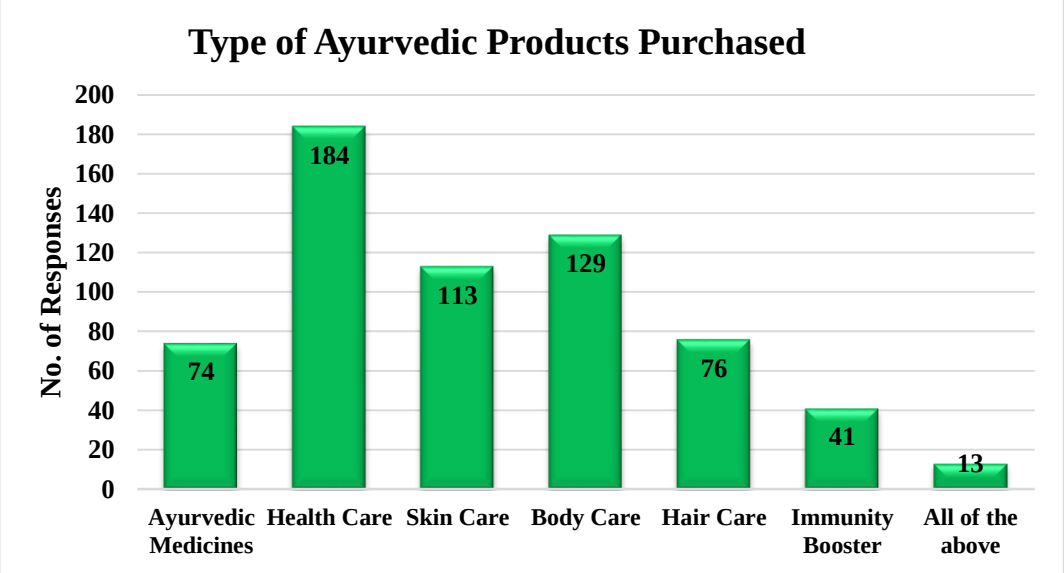


Figure No. 6.7: Percentage Distribution of Ayurvedic Product Types Purchased

Source: Author Compilation

As presented in Table No. 6.4 and visually illustrated in Figure No. 6.7, the most frequently purchased ayurvedic product category among respondents is health care with 184 individuals indicating preference for it. This is followed by body care (129 respondents) and skin care (113 respondents), reflecting a strong inclination toward wellness and personal care. Hair care and ayurvedic medicines also show a moderate level of preference, while immunity boosters and the option "All of the above" account for a relatively smaller portion of the responses. This suggest that consumers primarily associate ayurvedic products with daily health and hygiene maintenance.

6.3.3 Source of Awareness

The purpose of this question was to identify the primary sources through which respondents became aware of ayurvedic branded products. Respondents were presented with multiple options including both traditional media (such as newspapers) and modern digital platforms (like the internet and social media) as well as interpersonal sources like friends, family members, own interest and ayurvedic centres. Understanding these channels of awareness helps in assessing the reach and effectiveness of promotional strategies adopted by ayurvedic brands. It also provides insight into how consumer perceptions are shaped before making a purchase decision. Table No. 6.4 and Figure No. 6.8, present a summary of the different awareness sources reported by the respondents.

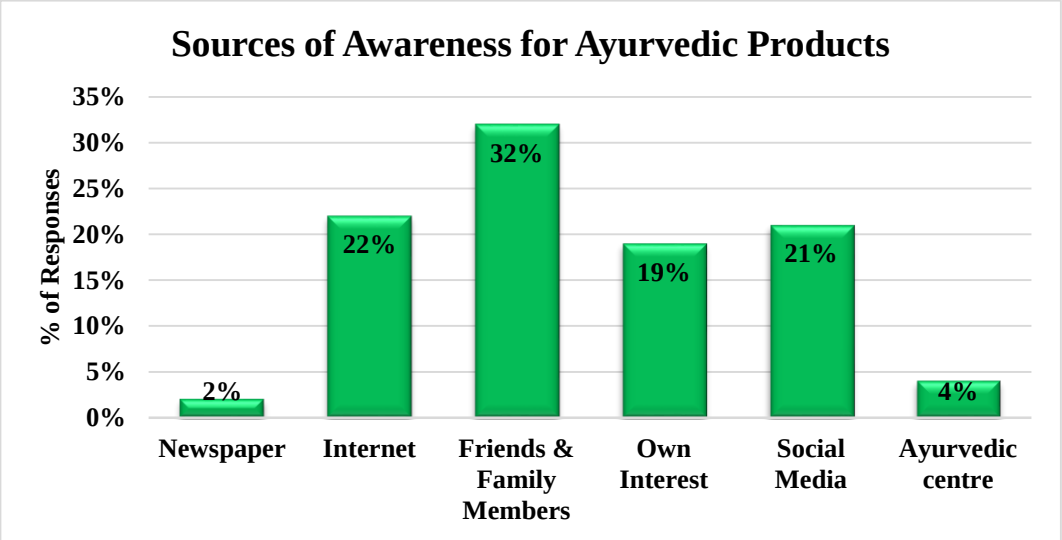


Figure No. 6.8: Sources of Awareness about Ayurvedic Branded Products among Respondents
Source: Author Compilation

As presented in Table No. 6.4 and depicted in Figure No. 6.8, the primary source of awareness about ayurvedic branded products among respondents was friends and family members (32%), highlighting the strong role of interpersonal influence in shaping consumer behaviour. This was followed by the internet (22%) and social media (21%), indicating a significant impact of digital platforms in disseminating product-related information. A considerable number of respondents also cited own interest (19%) as a driver of awareness, suggesting personal motivation in exploring ayurvedic products options. Traditional sources such as newspapers (2%) and ayurvedic centres (4%) were reported less frequently. Overall, the results reflect a shift towards digital and peer-based information channels in the promotion and discovery of branded ayurvedic products.

6.3.4 Frequency of Consumption

The question on the frequency of consuming branded ayurvedic products was designed to capture how regularly respondents integrate such products into their daily or routine lifestyle. The response options included a range of time intervals such as weekly, fortnightly and monthly alongside more situational options such as purchasing during window shopping or based on budget availability. This helped in understanding whether branded ayurvedic product use is habitual, planned or occasional. The distribution of responses provides insight into consumption behaviour and consistency of usage. Table No. 6.4 and Figure No. 6.9 present the frequency of branded ayurvedic product consumption among the respondents in both tabular and graphical formats.

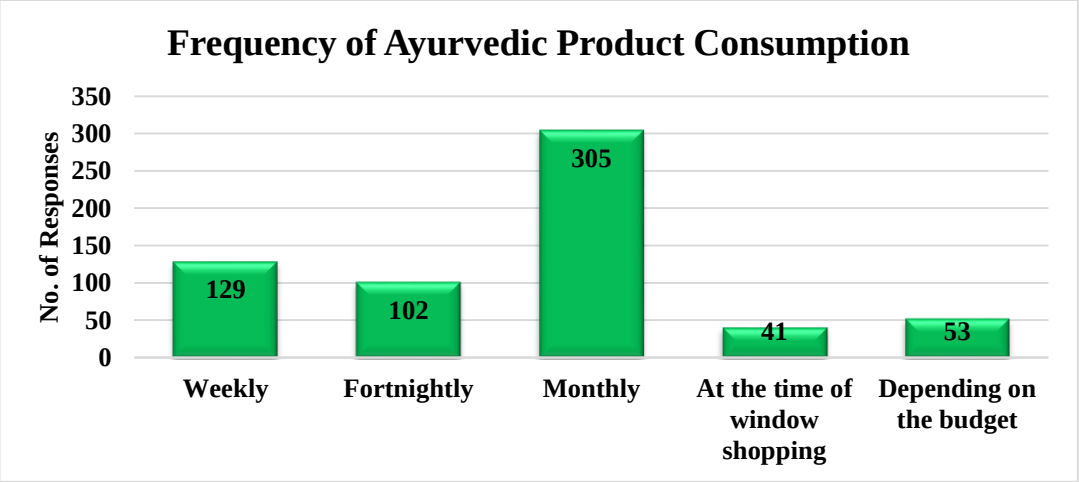


Figure No. 6.9: Frequency of Branded Ayurvedic Product Consumption among Respondents

Source: Author Compilation

As shown in Table No. 6.4 and illustrated in Figure No. 6.9, the majority of respondents (305 out of 630) reported consuming branded ayurvedic products on a monthly basis, indicating that such purchases are often planned and routine. This is followed by weekly users (129 respondents) and those consuming fortnightly (102 respondents), reflecting moderate levels of regular usage. A smaller segment of respondents stated that they purchase branded ayurvedic products only during window shopping (41 respondents) or depending on their budget (53 respondents), suggesting occasional or non-committal consumption behaviour. The overall trend indicates that while many consumers use these products consistently, a significant proportion still engages with them on a flexible or infrequent basis.

6.3.5 Preferred Purchase Location

The question aims to identify the most preferred locations from which consumers purchase branded ayurvedic products. Respondents were given a range of options, including physical retail outlets such as supermarkets and pharmacies as well as modern alternatives like online stores and specialty ayurvedic outlets. Understanding purchase locations provides insights into consumer shopping behaviour, convenience preferences and accessibility of branded ayurvedic products. The data gathered from this question help determine whether consumers lean more toward traditional retail or digital platforms. Table No. 6.4 and Figure No. 6.10 present the distribution of respondents' preferences regarding their most favoured point of purchase for ayurvedic products.

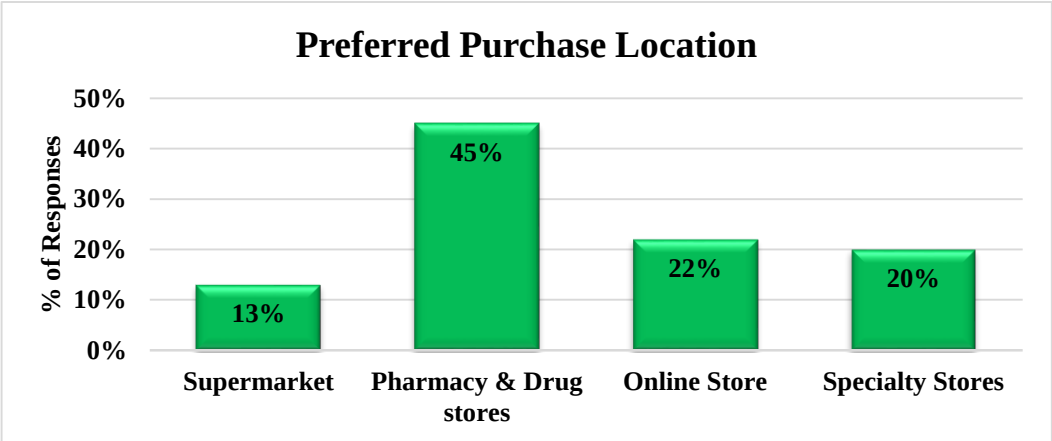


Figure No. 6.10: Preferred Purchase Location for Branded Ayurvedic Products among Respondents

Source: Author Compilation

As shown in Table No. 6.4 and visualised in Figure No. 6.10, the majority of respondents (45%) preferred purchasing branded ayurvedic products from pharmacy and drug stores, indicating that consumers largely rely on trusted pharmaceutical outlets for such purchases. This is followed by online stores (22%) and specialty stores (20%), which suggests a growing shift toward convenience and specialised product knowledge. A smaller segment (13%) reported buying from supermarkets, possibly reflecting limited shelf space or product variety in such outlets. The data indicate that while traditional physical outlets remain dominant, digital and niche retail formats are steadily gaining ground in the ayurvedic product market.

6.4 Normal Distribution of Data

Normal distribution is a fundamental statistical concept that describes a symmetrical, bell-shaped distribution where most values are concentrated around the mean, with frequencies tapering off as they move further away (Field A. 2018). It is defined by two parameters: the mean (μ) and the standard deviation (σ) that determine its central tendency and dispersion (Montgomery D., et al. 2021). The empirical rule states that approximately 68% of data falls within one standard deviation, 95% within two, and 99.7% within three, making it essential in statistical inference (Wackerly D., et al. 2014). Many statistical tests including t-tests, ANOVA, and regression analysis assume normality to ensure valid results (Gujarati D. 2020). To assess whether a dataset follows a normal distribution, Skewness and Kurtosis are commonly used. Skewness measures the symmetry of the distribution, with a value close to zero indicating a nearly normal distribution, while Kurtosis evaluates the peakedness of the data compared to a normal curve (Tabachnick B., 2019). A dataset with Skewness between -1 and +1 and Kurtosis between -2 and +2 is generally considered to follow a normal distribution (George D., et al.2020). These statistical measures play a crucial role in validating normality before proceeding with further analysis.

Table No. 6.5: Skewness and Excess Kurtosis Values for Items

Name	Excess kurtosis	Skewness
Att1	-0.077	-0.605
Att2	-0.301	-0.465
Att3	0.084	-0.580
Att4	0.239	-0.625

Att5	0.333	-0.654
Att6	-0.688	-0.438
SN1	0.584	-0.558
SN2	0.242	-0.571
SN3	1.278	-0.733
SN4	0.780	-0.624
PBC1	0.017	-0.240
PBC2	-0.241	-0.156
PBC3	0.309	-0.493
PBC4	0.064	-0.281
PBC5	0.235	-0.414
PI1	0.414	-0.543
PI2	0.130	-0.543
PI3	0.070	-0.457
PI4	0.031	-0.374
PI5	0.223	-0.748
PI6	-1.141	-0.474
PI7	-0.494	-0.052
CB1	-0.275	-0.165
CB2	-0.626	-0.203
CB3	-0.354	0.058
CB4	-0.075	-0.303
CB5	-0.061	-0.368
CB6	-0.646	-0.519
CB7	-0.495	-0.472
CB8	0.056	-0.806
CB9	-0.377	-0.556
BA1	1.297	-0.672
BA2	-0.106	-0.462
BA3	-0.366	-0.377
BA4	-0.312	-0.346
BA5	0.054	-0.336
BA6	1.069	-1.035
BA7	-0.376	-0.480
BI1	-0.071	0.004
BI2	-0.268	-0.097
BI3	-0.218	0.048

BI4	-0.194	0.069
PQ1	0.561	-0.508
PQ2	0.648	-0.584
PQ3	0.762	-0.637
PQ4	0.631	-0.536
BAss1	0.701	-0.670
BAss2	0.998	-0.604
BAss3	-0.119	-0.383
BAss4	0.351	-0.614
BAss5	-0.200	-0.582
BAss6	0.434	-0.838
BT1	0.935	-0.545
BT2	1.287	-0.757
BT3	0.957	-0.594
BT4	1.509	-0.567
BT5	0.273	-0.585
BL1	0.105	-0.790
BL2	-0.654	-0.554
BL3	-0.095	-0.711
BL4	-0.078	-0.718
BL5	0.022	-0.738
BL6	0.024	-0.769

Source: Author Compilation

6.4.1 Kurtosis

Kurtosis measures the tailedness of a distribution, determining whether data points exhibit extreme values compared to a normal distribution. An acceptable range for kurtosis is between -2 and +2 (George D., et al.2020), indicating that the data does not significantly deviate from normality.

In Table No.6.5, the lowest kurtosis value is observed in PI6 (-1.141), while the highest kurtosis value is found in BT4 (1.509). All kurtosis values in the dataset fall within the acceptable range of -2 to +2, indicating that the distribution does not exhibit extreme peaks or flatness. This confirms that the dataset is suitable for further parametric statistical analysis without requiring transformations or corrections based on kurtosis.

6.4.2 Skewness

Skewness measures the asymmetry of a distribution in relation to its mean. A skewness value of 0 indicates a perfectly symmetrical distribution, while negative skewness represents a left-skewed (longer left tail) distribution, and positive skewness indicates a right-skewed (longer right tail) distribution. The acceptable range for skewness in research is typically between -1 and +1 (Tabachnick B. 2019), ensuring that the data does not exhibit extreme asymmetry that could affect statistical assumptions.

Based on Table No. 6.5, the lowest skewness is observed in BA6 (-1.035), indicating a slight left-skew, while the highest skewness is found in BI1 (0.004), which is nearly symmetrical. Although BA6 (-1.035) is slightly outside the general acceptable range, the majority of values fall between -1 and +1, suggesting that the dataset does not have severe asymmetry. Since the skewness values largely remain within the acceptable limits, the data is suitable for parametric analysis without requiring transformations.

6.5 Common Method Variance

Common Method Variance (CMV) refers to the systematic bias that occurs when variance in survey responses is influenced by the measurement method rather than the actual constructs being studied (Podsakoff P., et al. 2003). This issue arises primarily in self-reported surveys, where respondents' tendencies, response styles or the survey design itself may artificially inflate relationships between variables. If unaddressed, CMV can compromise the validity and reliability of research findings by introducing measurement bias.

To detect the presence of CMV, researchers commonly use Harman’s Single Factor Test (Podsakoff P., et al. 2003). This technique involves performing an exploratory factor analysis (EFA) on all study variables without rotation. If a single factor explains more than 50% of the total variance, it suggests that CMV may be a concern. While Harman’s test provides an initial indication of CMV, it should be supplemented with other validation techniques for more robust assessment.

6.5.1 Harman's Single-Factor Test for Common Method Variance (CMV)

Harman's Single-Factor Test is a widely used statistical technique for detecting Common Method Variance (CMV) in research involving self-reported survey data (Podsakoff P., et al. 1986). CMV arises when the measurement method introduces bias, leading to artificially inflated relationships between variables.

This test is conducted using Exploratory Factor Analysis (EFA) on all observed variables, with no rotation applied. The key assumption is that if CMV is a serious issue, a single factor will account for the majority of the variance in the dataset. Specifically, if a single factor explains more than 50% of the total variance, it indicates the presence of CMV (Podsakoff P., et al. 2003). However, this test does not eliminate CMV but serves as an initial diagnostic tool. Researchers often complement it with additional statistical techniques, such as the Common Latent Factor (CLF) approach or marker variable tests to strengthen CMV detection and control (Fuller C., et al. 2016).

Table No. 6.6: Total Variance Explained in Harman's Single-Factor Test

Total Variance Explained						
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.302	16.352	16.352	10.302	16.352	16.352
2	3.923	6.227	22.579			
3	3.322	5.274	27.853			
4	2.845	4.515	32.369			
5	2.77	4.397	36.766			
6	2.506	3.978	40.744			
7	2.255	3.579	44.323			
8	1.941	3.081	47.405			
9	1.699	2.698	50.102			
10	1.628	2.584	52.686			
11	1.535	2.436	55.122			
12	1.452	2.305	57.427			
13	1.354	2.149	59.575			
14	1.148	1.822	61.397			
15	1.077	1.709	63.106			
16	1.02	1.619	64.726			
17	0.93	1.476	66.202			

18	0.866	1.374	67.577
19	0.797	1.265	68.841
20	0.788	1.25	70.092
21	0.752	1.193	71.285
22	0.718	1.14	72.425
23	0.688	1.091	73.516
24	0.676	1.073	74.589
25	0.657	1.043	75.632
26	0.634	1.006	76.638
27	0.616	0.977	77.615
28	0.604	0.959	78.574
29	0.588	0.933	79.507
30	0.579	0.918	80.426
31	0.57	0.904	81.33
32	0.54	0.858	82.188
33	0.534	0.848	83.036
34	0.52	0.826	83.862
35	0.496	0.787	84.649
36	0.492	0.782	85.431
37	0.484	0.768	86.199
38	0.464	0.736	86.935
39	0.46	0.73	87.665
40	0.45	0.714	88.38
41	0.444	0.704	89.084
42	0.416	0.66	89.744
43	0.414	0.656	90.4
44	0.403	0.639	91.039
45	0.394	0.626	91.665
46	0.381	0.605	92.27
47	0.371	0.589	92.859
48	0.364	0.577	93.436
49	0.35	0.556	93.992
50	0.342	0.542	94.534
51	0.326	0.517	95.051
52	0.322	0.511	95.563
53	0.312	0.496	96.059
54	0.301	0.478	96.537
55	0.295	0.469	97.006
56	0.284	0.451	97.457

57	0.267	0.423	97.88
58	0.26	0.412	98.292
59	0.244	0.388	98.68
60	0.241	0.382	99.062
61	0.206	0.327	99.389
62	0.195	0.309	99.699
63	0.19	0.301	100

Extraction Method: Principal Component Analysis

Source: Author Compilation

The Table No. 6.6, presents the results of Harman's Single-Factor Test for Common Method Variance (CMV), conducted using Exploratory Factor Analysis (EFA) with Principal Component Analysis (PCA) as the extraction method. This test identifies whether a single factor accounts for most of the variance in the dataset that would indicate potential common method bias (CMB).

The first factor explains 16.35% of the variance that is well below the 50% threshold (Podsakoff P., et al. 2003). This suggests that common method variance is not a serious concern in this dataset. If a single factor had explained more than 50% of the total variance, it would indicate potential CMV, requiring further investigation through alternative techniques such as Common Latent Factor (CLF) modelling or the marker variable approach.

The cumulative variance explained by the first eleven components is 55.12%, meaning that multiple factors contribute to the observed variance, reinforcing that CMV is unlikely to distort the results significantly.

6.6 Justifications for the Application of Partial Least Squares Structural Equation Modelling (PLS-SEM)

Partial Least Squares Structural Equation Modelling (PLS-SEM) is a widely used statistical technique in social sciences, business research and behavioural studies. It is particularly useful when the primary goal is prediction rather than theory testing (Hair J., et al. 2021). Unlike Covariance-Based SEM (CB-SEM), which focuses on confirmatory factor analysis, PLS-SEM is more suitable for exploratory research, complex models and studies with small sample sizes or non-normal data distributions (Hair J., et al. 2019).

6.7 Justifications for using PLS-SEM

6.7.1 Prediction-oriented

PLS-SEM is best applied when the study's objective is predicting dependent variables rather than confirming theoretical relationships. This makes it useful in disciplines such as marketing, business strategy and social sciences where forecasting consumer behaviour or decision-making is crucial (Hair J., et al. 2021).

6.7.2 Handling small sample sizes

PLS-SEM is less restrictive regarding sample size compared to CB-SEM. While CB-SEM requires large samples to ensure model fit, PLS-SEM works efficiently with small to medium sample sizes, making it a practical alternative when data collection is challenging (Chin W. 1998).

6.7.3 Ability to handle complex models

PLS-SEM allows for complex path models involving multiple latent constructs, mediation, moderation effects and hierarchical component models (HCM). This flexibility enables researchers to test comprehensive frameworks that may be impractical using CB-SEM.

6.7.4 Works well with non-normal data

Since PLS-SEM uses non-parametric bootstrapping, it does not require data to follow a normal distribution, unlike CB-SEM, which assumes multivariate normality (Henseler J., et al. 2015). This makes PLS-SEM ideal for handling skewed or kurtosis data distributions.

6.7.5 No Need for model identification

In CB-SEM, model identification is necessary to ensure that the model parameters can be estimated. In contrast, PLS-SEM does not require model identification, making it easier to use for researchers without extensive statistical knowledge (Hair J., et al. 2019).

6.7.6 Strength in exploratory research

PLS-SEM is highly suitable for exploratory research where theoretical foundations are weak or evolving. Since it maximizes explained variance, it helps researchers develop new theories and insights, particularly in emerging research fields (Henseler J., et al. 2015).

6.7.7 Higher statistical power

Due to its variance-based approach, PLS-SEM has higher statistical power than CB-SEM, allowing researchers to detect relationships even in small samples or models with weak effects (Rigdon E. 2016).

Smart PLS is the most suitable tool for my study as it effectively handles continuous moderation and categorical moderation within Structural Equation Modelling (SEM) while ensuring high predictive accuracy and significance (Sarstedt M., et al. 2021). Since my study does not involve formative constructs, Smart PLS remains advantageous due to its ability to analyse complex relationships and interaction effects efficiently (Rigdon E. 2016). Moreover, its bootstrapping method provides reliable significance testing for moderation effects, making it an ideal choice for examining the interaction effects in my research framework (Hair J., et al. 2019).

6.8 Structural Equation Modelling

Structural Equation Modelling (SEM) is a multivariate statistical technique used to analyse complex relationships between latent constructs and observed variables. It extends traditional regression analysis by integrating factor analysis and path modelling into a single comprehensive framework, allowing researchers to test and estimate causal relationships between variables (Hair J., et al. 2021). SEM is widely applied in social sciences, marketing, business research and psychology to examine theoretical models with multiple dependent and independent variables. SEM consists of two primary components: Measurement Model (Outer Model) and Structural Model (Inner Model).

6.9 Measurement Model in Structural Equation Modelling (SEM)

The measurement model in Structural Equation Modelling (SEM) refers to the part of the model that defines how latent constructs are measured through observed indicators. It assesses the validity and reliability of the measurement items before testing relationships in the structural model (Sarstedt M., et al. 2021). The measurement model is crucial because the accuracy of construct measurement directly impacts the integrity of the structural relationships tested in SEM (Christ S., et al. 2014).

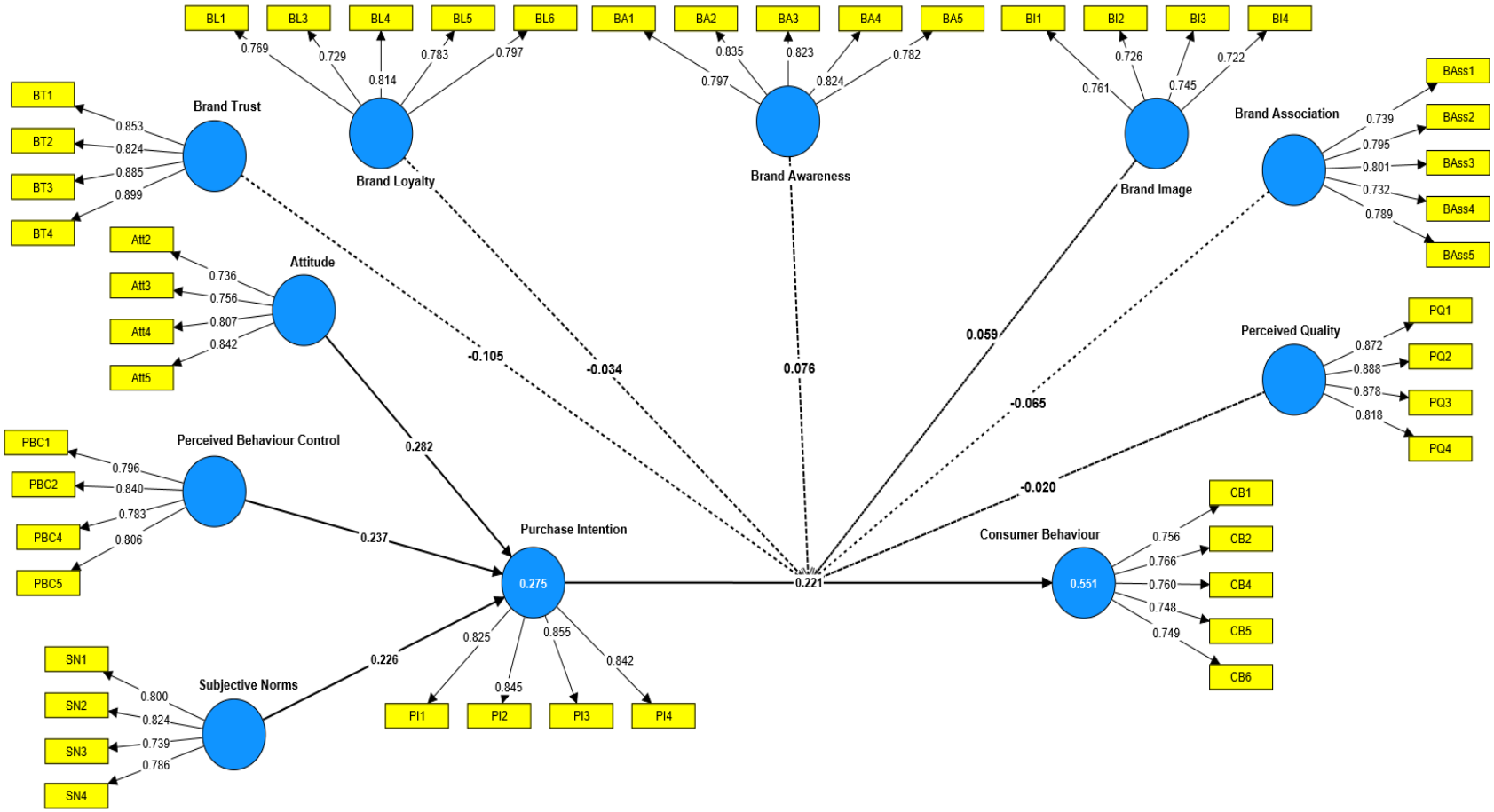


Figure No. 6.11: Measurement Model in Structural Equation Modelling (SEM)

Source: Author Compilation

6.10 Types of Measurement Models

The measurement model can be classified into two main types:

1. Reflective measurement model
2. Formative measurement model

6.10.1 Reflective Measurement Model

A reflective measurement model is a type of measurement model in Structural Equation Modelling (SEM) where the latent construct influences its indicators. This means that the observed variables (items) are reflections or manifestations of the underlying construct and changes in the construct lead to changes in all its indicators (Sarstedt M., et al. 2021).

6.10.2 Formative Measurement Model

A formative measurement model is a type of measurement model in Structural Equation Modelling (SEM) where the indicators define or form the latent construct rather than being caused by it (Diamantopoulos A., et al. 2001). In this model, changes in the indicators influence the construct, meaning that each indicator contributes uniquely to the overall concept. Unlike reflective models, where indicators are manifestations of the construct, formative indicators are essential components that collectively shape the construct (Sarstedt M., et al. 2021).

This study employs only the reflective measurement model, where the latent constructs are represented by their observed indicators. The constructs measured reflectively in this research include Attitude (Att), Subjective Norms (SN), Perceived Behavioural Control (PBC), Purchase Intention (PI), Consumer Behaviour (CB), Brand Awareness (BA), Brand Association (BAss), Perceived Quality (PQ), Brand Image (BI), Brand Trust (BT) and Brand Loyalty (BL). Each of these constructs is assessed using multiple items that serve as manifestations of the underlying concept, meaning that changes in the construct influence all corresponding indicators.

Since reflective models assume high intercorrelation among indicators, the study ensures validity through indicator reliability, composite reliability, convergent validity (Average Variance Extracted - AVE), and discriminant validity (Fornell-Larcker Criterion and HTMT Ratio) (Hair J., et al. 2021). Additionally, outer loadings are examined to confirm indicator reliability with items loading above the recommended threshold of 0.708 to maintain measurement consistency. Given that

the reflective approach assumes that removing an indicator does not alter the construct's meaning, the selection of measurement items aligns with established theoretical foundations and empirical research (Sarstedt M., et al. 2021). This methodology ensures a strong and valid measurement model, making it suitable for analysing causal relationships between latent variables within the Partial Least Squares Structural Equation Modelling (PLS-SEM) framework.

6.11 Collinearity Test

Collinearity is a statistical issue that arises when two or more independent variables in a Structural Equation Model or Regression model exhibit a high degree of correlation, making it difficult to determine their individual effects on the dependent variable (Gujarati D. 2020). This problem can lead to unreliable and unstable estimates, increasing the standard errors of the regression coefficients and distorting the significance of predictors in the model (Hair J., et al. 2010). Collinearity is particularly important in multiple regression analysis and Structural Equation Modelling (SEM), where ensuring the independence of variables is crucial for obtaining valid results (Kline R. 2015)**.** If left unchecked, it can result in misleading interpretations that the effects of one variable are mistakenly attributed to another.

The most widely used statistical measure for detecting collinearity is the Variance Inflation Factor (VIF) that quantifies the extent to which the variance of a regression coefficient is inflated due to the presence of collinearity (O'Brien R. 2007). A high VIF value indicates that an independent variable is highly correlated with one or more other predictors in the model, leading to redundancy in the information being provided. The interpretation of VIF follows standard guidelines, a VIF below 3 is considered acceptable, indicating minimal collinearity (Hair J., et al. 2012). A VIF between 3 and 5 suggests moderate collinearity that should be monitored but is still generally acceptable (Kutner M., et al. 2005). However, a VIF greater than 5 is a strong indication of high collinearity and should be addressed, while a VIF above 10 suggests severe collinearity, rendering the model unreliable (Marquaridt D. 1970).

Testing for collinearity is essential to ensure the stability and reliability of a Structural Equation Model. If a variable exhibits a VIF greater than 5, researchers typically take corrective measures such as removing highly correlated predictors, combining related variables or using principal component analysis (PCA) to reduce

redundancy (Jolliffe I. 2002). Additionally, checking the tolerance level (1/VIF) can help assess collinearity, where a tolerance below 0.20 indicates a serious problem (Tabachnick B., 2019).

In the context of Structural Equation Modelling (SEM), collinearity can be categorized into inner collinearity (multicollinearity among independent variables) and outer collinearity (correlation among observed variables measuring the same construct) (Hair J., et al. 2021). Inner collinearity affects the predictive accuracy of regression models, while outer collinearity impacts measurement validity and can inflate factor loadings. By testing for VIF and addressing collinearity, researchers ensure their models are both theoretically sound and statistically valid, enhancing the credibility of their findings.

6.11.1 Inner Collinearity (VIF)

Inner collinearity refers to the presence of high correlations among independent constructs in the structural model of Partial Least Squares Structural Equation Modelling (PLS-SEM) that can distort path coefficients and lead to unreliable estimates (Hair J., et al. 2021). It occurs when predictor variables in the inner model are strongly correlated, making it difficult to assess their individual contributions to the dependent variable. The most widely used diagnostic measure for detecting inner collinearity is the Variance Inflation Factor (VIF) that quantifies how much the variance of a regression coefficient is inflated due to multicollinearity (Kock N. 2015). The recommended threshold values for VIF are as follows. VIF < 3 indicates no collinearity concerns, VIF between 3 and 5 suggests moderate collinearity that should be monitored and VIF > 5 signals a high level of collinearity that requires corrective measures (Garson G. 2012). When VIF exceeds 5, researchers can mitigate collinearity by removing or merging highly correlated constructs, mean-centering predictor variables or using orthogonalization techniques in moderation analysis. For example, in a study on Customer Satisfaction, if Service Quality and Customer Loyalty exhibit a high VIF, their individual effects on satisfaction may be indistinguishable, requiring corrective action to improve model interpretability. Addressing inner collinearity is crucial for ensuring the stability of path coefficients and enhancing the strength of PLS-SEM results. By applying VIF diagnostics, researchers can maintain statistical validity and obtain meaningful insights from their models (Hair J., et al. 2021, Kock N. 2015).

Table No. 6.7: Variance Inflation Factor (VIF) for Inner Collinearity Assessment

Path	VIF
Attitude -> Purchase Intention	1.060
Subjective Norms -> Purchase Intention	1.158
Perceived Behaviour Control -> Purchase Intention	1.190
Purchase Intention -> Consumer Behaviour	1.432
Brand Awareness -> Consumer Behaviour	1.532
Brand Association -> Consumer Behaviour	1.105
Perceived Quality -> Consumer Behaviour	1.140
Brand Image -> Consumer Behaviour	1.167
Brand Trust -> Consumer Behaviour	1.133
Brand Loyalty -> Consumer Behaviour	1.086
Brand Awareness x Purchase Intention -> Consumer Behaviour	1.304
Brand Association x Purchase Intention -> Consumer Behaviour	1.134
Perceived Quality x Purchase Intention -> Consumer Behaviour	1.197
Brand Image x Purchase Intention -> Consumer Behaviour	1.222
Brand Trust x Purchase Intention -> Consumer Behaviour	1.108
Brand Loyalty x Purchase Intention -> Consumer Behaviour	1.119

Source: Author Compilation

The Table No. 6.7, presents the Variance Inflation Factor (VIF) values for the relationships among independent and dependent constructs in the structural model. VIF is a crucial diagnostic measure used to detect collinearity among predictor variables in Partial Least Squares Structural Equation Modelling (PLS-SEM). In this case, VIF values for various predictors influencing consumer behaviour and purchase intention are reported.

The results indicate that all VIF values are below the acceptable threshold of 3, confirming that there is no severe issue of multicollinearity in the model (Hair J., et al. 2021). The highest VIF value observed is 1.532 for Brand Awareness -> Consumer Behaviour, which is still well within acceptable limits. Low VIF values suggest that independent variables in the model do not exhibit excessive collinearity, ensuring reliable path coefficient estimates. Furthermore, interaction terms such as Brand Loyalty × Purchase Intention -> Consumer Behaviour (1.119) and Perceived Quality × Purchase Intention -> Consumer Behaviour (1.197) also show moderate collinearity implying that they do not distort the regression model significantly.

Overall, it validate that the inner model is statistically sound, with minimal collinearity issues, thereby ensuring the strength of results derived from the structural model analysis.

6.11.2 Outer Collinearity (VIF)

Outer collinearity measured using the Variance Inflation Factor (VIF) that refers to the degree of correlation among the observed indicators (items) that measure a latent construct in a structural equation model (SEM). It is a crucial aspect of measurement models in Partial Least Squares Structural Equation Modelling (PLS-SEM), where excessive multicollinearity among indicators can distort path coefficients, inflate standard errors and reduce the precision of estimates (Hair J., et al. 2021). Unlike inner collinearity that assesses collinearity among latent constructs, outer collinearity evaluates the redundancy among indicator variables used in reflective or formative measurement models. The commonly accepted threshold for VIF values in PLS-SEM is below 3, indicating low collinearity and acceptable measurement quality. If the VIF ranges between 3 to 5, moderate collinearity is present but may still be manageable. However, if VIF exceeds 5, it suggests high collinearity, requiring the removal or modification of highly correlated indicators to improve model stability (Kock N. 2015). High collinearity in outer indicators can artificially inflate R^2 values, make model estimates unstable and reduce the discriminant validity of constructs (Shmueli G., et al. 2019). To assess outer VIF in SmartPLS, researchers should load their dataset, run the PLS algorithm and examine the Collinearity Statistics (VIF) in the outer model results. If any indicators exhibit VIF > 5, they should be removed or refined to maintain model validity. Ensuring low outer collinearity improves the construct validity, reliability and interpretability of the model that makes research findings more reliable. Items such as Att1, Att6, PBC3, PI5, PI6, PI7 CB3, CB7, CB8, CB9, BA6, BA7, BAss6, BT5 and BL2 were removed due to high VIF value.

Table No. 6.8: Variance Inflation Factor (VIF) for outer collinearity assessment

Variables	VIF
Att2	1.546
Att3	1.640
Att4	1.605
Att5	1.736

SN1	1.646
SN2	1.844
SN3	1.398
SN4	1.618
PBC1	1.701
PBC2	1.823
PBC4	1.702
PBC5	1.678
PI1	1.965
PI2	2.004
PI3	2.159
PI4	1.997
CB1	1.579
CB2	1.639
CB4	1.711
CB5	1.614
CB6	1.541
BA1	1.899
BA2	2.204
BA3	1.963
BA4	2.129
BA5	1.783
BAss1	1.598
BAss2	1.820
BAss3	1.750
BAss4	1.565
BAss5	1.690
PQ1	2.624
PQ2	2.673
PQ3	2.499
PQ4	2.240
BI1	1.440
BI2	1.312
BI3	1.448
BI4	1.281
BT1	2.197
BT2	1.931

BT3	2.811
BT4	2.926
BL1	1.804
BL3	1.724
BL4	1.811
BL5	1.799
BL6	1.728

Source: Author Compilation

The Table No. 6.8, presents the Variance Inflation Factor (VIF) values for various predictor variables in the model. VIF is a key diagnostic tool used to detect multicollinearity, which occurs when independent variables are highly correlated, leading to potential instability in regression coefficients.

From the above Table No. 6.8, it is observed that most VIF values remain below 3, indicating that multicollinearity is not a major concern. However, a few variables such as BA2 (2.204), BT3 (2.811), and PQ2 (2.673) approach a moderate level of multicollinearity. Additionally, all interaction terms involving Brand Loyalty, Brand Image, Brand Awareness, Brand Association, Brand Trust and Perceived Quality with Purchase Intention exhibit a VIF of 1.000, meaning these interaction terms do not contribute to collinearity.

To ensure the reliability and validity of the reflective measurement model, this study follows a rigorous measurement model assessment process. The primary focus is on establishing convergent validity and discriminant validity, ensuring that the observed indicators accurately represent the respective latent constructs.

6.12 Convergent Validity

Convergent validity is a fundamental concept in measurement theory that ensures multiple indicators designed to measure the same latent construct are highly correlated and effectively represent the underlying concept. It is a key aspect of construct validity particularly in Structural Equation Modelling (SEM), where researchers aim to confirm that their measurement model accurately captures theoretical constructs. Convergent validity establishes that different items or observed variables intended to measure a single construct share a high proportion of variance, confirming that they are indeed reflective of the same theoretical concept (Hair J., et al. 2021). To assess convergent validity, researchers utilize various statistical tools

including outer loadings, Composite Reliability (CR) and Average Variance Extracted (AVE). These assessment tools collectively help validate the measurement model, ensuring that the latent variables are well-defined and accurately measured.

6.12.1 Outer Loadings

Outer loadings represent the correlation between an observed variable (indicator) and its corresponding latent construct in a reflective measurement model. It indicates how well each indicator reflects its respective construct, serving as an essential criterion for establishing convergent validity (Hair J., et al. 2021). The threshold for acceptable outer loadings is generally ≥ 0.708 (Hair J., et al. 2021). If an indicator's loading is below this threshold, it may suggest weak reliability in measuring the construct and may need to be reconsidered or removed (Fornell C., et al. 1981). Items such as Att1, Att6, PBC3, PI5, PI6, PI7 CB3, CB7, CB8, CB9, BA6, BA7, BAss6, BT5 and BL2 were removed due to factor loading value < 0.70.

Table No. 6.9: Outer Loadings of Measurement Model

Variables	Att	SN	PBC	PI	CB	BA	BAss	PQ	BI	BT	BL
Att2	0.736										
Att3	0.756										
Att4	0.807										
Att5	0.842										
SN1		0.800									
SN2		0.820									
SN3		0.740									
SN4		0.790									
PBC1			0.796								
PBC2			0.840								
PBC4			0.783								
PBC5			0.806								
PI1				0.825							
PI2				0.845							
PI3				0.855							
PI4				0.842							
CB1					0.756						
CB2					0.766						
CB4					0.760						

CB5	0.748						
CB6	0.749						
BA1		0.797					
BA2		0.835					
BA3		0.823					
BA4		0.824					
BA5		0.782					
BAss1			0.739				
BAss2			0.795				
BAss3			0.801				
BAss4			0.732				
BAss5			0.789				
PQ1				0.872			
PQ2				0.888			
PQ3				0.878			
PQ4				0.818			
BI1					0.761		
BI2					0.726		
BI3					0.745		
BI4					0.722		
BT1						0.853	
BT2						0.824	
BT3						0.885	
BT4						0.899	
BL1							0.769
BL3							0.729
BL4							0.814
BL5							0.783
BL6							0.797

Source: Author Compilation

In Table No. 6.9, all outer loading values exceed the threshold of 0.708, demonstrating strong indicator reliability. The latent constructs such as Attitude (Att), Subjective Norms (SN), Perceived Behavioural Control (PBC), Purchase Intention (PI), Consumer Behaviour (CB), Brand Association (BAss), Brand Awareness (BA), Brand Image (BI), Brand Loyalty (BL), Brand Trust (BT) and Perceived Quality (PQ) exhibit well-structured measurement properties. Attitude (Att) indicators range from

0.736 to 0.842, confirming strong representation of the latent variable, Subjective Norms (SN) indicators range from 0.740 to 0.820, Perceived Behavioural Control (PBC) indicators range from 0.783 to 0.840, Purchase Intention (PI) items show values between 0.825 and 0.855, Consumer Behaviour (CB) indicators range from 0.748 to 0.766, Brand Awareness (BA) show values between 0.782 to 0.835, Brand Association (BAss) indicators range from 0.732 to 0.801, Perceived Quality (PQ) indicators range from 0.818 to 0.888, Brand Image (BI) items show values between 0.722 to 0.761, while Brand Trust (BT) indicators have outer loadings from 0.824 to 0.899, demonstrating good construct measurement. Similarly, Brand Loyalty (BL) items show values between 0.729 and 0.814, further confirming convergent validity. Overall, since all outer loadings are above the acceptable threshold, this confirms that the indicators reliable represent their respective constructs, supporting the validity of the measurement model.

6.12.2 Composite Reliability

Composite reliability (CR) is a measure used to assess the internal consistency of a construct in Structural Equation Modelling (SEM). It evaluates how well a set of observed variables or indicators represent the latent construct. Unlike Cronbach's Alpha, which assumes equal loadings of indicators, Composite Reliability accounts for different indicator loadings, making it a more precise measure of reliability (Hair J., et al. 2021).

The acceptable threshold for Composite Reliability (CR) is ≥ 0.70 (Fornell C., et al. 1981). Values between 0.70 and 0.90 indicate strong internal consistency, whereas values above 0.95 may suggest redundancy among indicators. A CR value below 0.70 suggests insufficient reliability and may indicate that the construct is not well-defined.

Table No. 6.10: Composite Reliability for Latent Constructs

Construct	Composite Reliability
Attitude	0.866
Subjective Norms	0.867
Perceived Behaviour Control	0.881
Purchase Intention	0.907
Consumer Behaviour	0.869
Brand Awareness	0.907

Brand Association	0.880
Perceived Quality	0.922
Brand Image	0.828
Brand Trust	0.923
Brand Loyalty	0.885

Source: Author Compilation

Table No. 6.10, presents the Composite Reliability (CR) values for all latent constructs, with all values exceeding the recommended threshold of 0.70 (Hair J., et al. 2021). This confirms strong internal consistency among the indicators of each construct.

The result value indicate that Brand Trust (0.923) and Perceived Quality (0.922) exhibit the highest composite reliability, indicating that their observed indicators strongly represent these constructs. Brand Image (0.828) has the lowest CR among all constructs but remains well above the acceptable threshold, suggesting adequate reliability.

Overall, all constructs show composite reliability above 0.80, this signifies that the measurement model is highly reliable, ensuring that the latent constructs are well-represented by their indicators and suitable for further analysis in Partial Least Squares-Structural Equation Modelling (PLS-SEM).

6.12.3 Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a key metric used in Structural Equation Modelling (SEM) to assess convergent validity, ensuring that the indicators of a construct share a high proportion of variance. AVE measures the degree to which a latent construct explains the variance of its observed indicators relative to the variance due to measurement error (Fornell C., et al. 1981).

The threshold for AVE is ≥ 0.50, which means that at least 50% of the variance in a construct's indicators is explained by the latent construct itself, demonstrating adequate convergent validity. If AVE is below 0.50, it suggests that measurement error is greater than the explained variance, indicating weak convergent validity (Sarstedt M., et al. 2021).

Table No. 6.11: Average Variance Extracted (AVE) for Latent Constructs

Construct	Average Variance Extracted (AVE)
Attitude	0.618
Subjective Norms	0.621
Perceived Behaviour Control	0.650
Purchase Intention	0.708
Consumer Behaviour	0.571
Brand Awareness	0.660
Brand Association	0.595
Perceived Quality	0.747
Brand Image	0.546
Brand Trust	0.750
Brand Loyalty	0.607

Source: Author Compilation

Table No. 6.11, presents the Average Variance Extracted (AVE) values for all latent constructs, with all values exceeding the minimum threshold of 0.50, confirming adequate convergent validity (Fornell C., et al. 1981). This indicates that each construct explains a sufficient amount of variance in its respective indicators, ensuring the reliability of the measurement model. Among the constructs, brand trust exhibits the highest AVE value of 0.750, indicating the strongest convergent validity, as its indicators explain a high proportion of variance. On the other hand, brand image has the lowest AVE value of 0.546, while meeting the minimum threshold that suggests relatively weaker convergent validity compared to other constructs. Despite this variation, all constructs in the model demonstrate acceptable convergent validity, confirming that they effectively capture the intended theoretical concepts. Consequently, these support the validity and reliability of the Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis, ensuring that the latent constructs are well-represented by their observed variables.

6.12.4 Cronbach's Alpha

Cronbach's Alpha is a measure of internal consistency reliability, indicating how well a set of items within a construct are correlated and measure the same underlying concept (Nunnally J., et al. 1994). A threshold of ≥ 0.70 is considered acceptable, ensuring that the construct is reliable while values exceeding 0.90 may

suggest redundancy among items (Hair J., et al. 2021). It is widely used in Structural Equation Modelling (SEM) and survey-based research to validate measurement scales.

Table No. 6.12: Cronbach's Alpha for Latent Constructs

Construct	Cronbach's Alpha
Attitude	0.797
Subjective Norms	0.796
Perceived Behaviour Control	0.821
Purchase Intention	0.863
Consumer Behaviour	0.812
Brand Awareness	0.871
Brand Association	0.830
Perceived Quality	0.888
Brand Image	0.722
Brand Trust	0.888
Brand Loyalty	0.840

Source: Author Compilation

Table No. 6.12, presents the cronbach's alpha values for all latent constructs, assessing the internal consistency reliability of the measurement model. Among the constructs, brand trust and perceived quality exhibit the highest cronbach's alpha value of 0.888, indicating strong internal consistency, meaning that their indicators measure the construct with high reliability. The lowest cronbach's alpha value is observed for brand image (0.722) that still surpasses the minimum threshold, confirming acceptable reliability. Overall, all constructs meet the required reliability criteria, validating that the observed items adequately measure their respective constructs. The results support the strength of the Partial Least Squares-Structural Equation Modelling (PLS-SEM) approach, confirming the reliability of the measurement model.

The overall results confirm that the measurement model achieves convergent validity, as all constructs meet the necessary criteria. The outer loadings for all indicators exceed the recommended threshold of 0.708, indicating strong individual item reliability. The Composite Reliability (CR) values range from 0.828 to 0.923, surpassing the minimum requirement of 0.70, ensuring internal consistency. The Average Variance Extracted (AVE) values exceed 0.50 for all constructs, signifying

that a substantial proportion of variance is explained by the respective indicators. Additionally, Cronbach's Alpha values are above 0.70, further validating the reliability of the constructs. Overall, these results confirm that the latent constructs effectively measure the intended theoretical concepts, supporting the validity of the measurement model in the study.

6.13 Discriminant Validity

Discriminant validity refers to the extent to which a construct is truly distinct from other constructs in a model, ensuring that it measures what it is intended to measure and not something else (Rönkkö M., et al. 2022, Ab Hamid M., et al. 2017). It is a critical aspect of construct validity confirming that the indicators of one latent variable do not heavily overlap with those of another. Discriminant validity assessment helps researchers determine if their theoretical constructs are empirically unique that is essential for avoiding redundancy and ensuring accurate model estimation. Various methods are used to assess discriminant validity, including Cross-Loadings, where an indicator's highest loading should be on its assigned construct rather than other constructs, ensuring no significant overlap. The Fornell and Larcker Criterion compares the square root of the Average Variance Extracted (AVE) with the correlations between constructs, discriminant validity is established when the AVE's square root is higher than the construct correlations. The Heterotrait-Monotrait Ratio (HTMT) assesses the ratio of between-construct correlations to within-construct correlations, with a threshold typically below 0.90 (Henseler J., et al. 2015), ensuring that constructs are empirically distinct. Additionally, the Variance Inflation Factor (VIF) is used to detect collinearity issues, where values exceeding 3.0 or 5.0 indicate potential multicollinearity that may compromise discriminant validity (Kim J. 2019, Kock N., et al. 2012). By employing these methods, researchers can confirm that constructs are conceptually and statistically distinct, ensuring the toughness and reliability of their measurement models in structural equation modelling.

6.13.1 Cross-Loadings

Cross-loadings are used to assess discriminant validity by examining whether each indicator loads more strongly on its intended construct than on other constructs in the model. According to (Chin W. 1998), an indicator should have its highest loading on the construct it is supposed to measure and this loading should be at least

0.708 to confirm sufficient reliability. If an indicator has a higher loading on another construct than its assigned construct, it suggests a potential issue with discriminant validity and it indicate that the construct is not distinct. The general rule is that each item's loading on its respective construct should be higher than its cross-loadings with other constructs, ensuring the uniqueness of each construct in the measurement model.

Table No. 6.13: Cross loadings for discriminant validity assessment

Variables	Att	Bass	BA	BI	BL	BT	CB	PBC	PI	PQ	SN
Att2	**0.736**	0.046	0.197	0.084	0.093	0.068	0.189	0.122	0.141	0.243	0.054
Att3	**0.756**	0.002	0.176	0.068	0.146	0.123	0.196	0.15	0.124	0.226	0.103
Att4	**0.807**	0.018	0.247	0.166	0.22	0.114	0.274	0.214	0.15	0.323	0.147
Att5	**0.842**	0.078	0.298	0.157	0.197	0.094	0.285	0.201	0.126	0.344	0.163
BAss1	0.013	**0.739**	0.127	0.146	0.112	0.042	0.344	0.229	0.062	0.121	0.147
BAss2	0.054	**0.795**	0.113	0.136	0.078	0.087	0.362	0.254	0.045	0.119	0.17
BAss3	0.014	**0.801**	0.112	0.172	0.133	0.174	0.405	0.258	0.124	0.14	0.26
BAss4	0.048	**0.732**	0.113	0.123	0.105	0.071	0.315	0.175	0.106	0.127	0.123
BAss5	0.061	**0.789**	0.125	0.163	0.085	0.197	0.413	0.284	0.12	0.155	0.238
BA1	0.222	0.14	**0.797**	0.115	0.105	0.067	0.259	0.258	0.191	0.349	0.145
BA2	0.267	0.096	**0.835**	0.115	0.121	0.08	0.239	0.254	0.204	0.365	0.109
BA3	0.231	0.136	**0.823**	0.125	0.166	0.068	0.281	0.243	0.206	0.399	0.181
BA4	0.219	0.13	**0.824**	0.136	0.169	0.041	0.236	0.229	0.182	0.359	0.143
BA5	0.281	0.114	**0.782**	0.08	0.138	0.046	0.247	0.29	0.2	0.395	0.179
BI1	0.102	0.13	0.101	**0.761**	0.106	0.112	0.367	0.21	0.059	0.217	0.209
BI2	0.146	0.164	0.157	**0.726**	0.114	0.095	0.362	0.235	0.073	0.193	0.232
BI3	0.076	0.08	0.093	**0.745**	0.073	0.032	0.329	0.218	0.033	0.146	0.281
BI4	0.142	0.189	0.066	**0.722**	0.13	0.123	0.377	0.214	0.111	0.24	0.247
BL1	0.121	0.093	0.135	0.087	**0.769**	0.138	0.17	0.136	0.113	0.074	0.107

BL3	0.16	0.075	0.124	0.11	**0.729**	0.05	0.15	0.081	0.136	0.064	0.069
BL4	0.197	0.141	0.16	0.137	**0.814**	0.089	0.26	0.154	0.089	0.114	0.117
BL5	0.159	0.115	0.158	0.12	**0.783**	0.084	0.204	0.122	0.059	0.092	0.133
BL6	0.189	0.081	0.096	0.104	**0.797**	0.084	0.238	0.129	0.144	0.115	0.131
BT1	0.133	0.099	0.058	0.117	0.09	**0.853**	0.233	0.152	0.096	0.124	0.11
BT2	0.083	0.161	0.056	0.106	0.076	**0.824**	0.228	0.132	0.118	0.134	0.169
BT3	0.101	0.155	0.048	0.097	0.111	**0.885**	0.229	0.158	0.115	0.156	0.134
BT4	0.117	0.124	0.094	0.114	0.117	**0.899**	0.254	0.159	0.137	0.14	0.13
CB1	0.286	0.392	0.275	0.337	0.255	0.226	**0.756**	0.384	0.259	0.371	0.396
CB2	0.194	0.396	0.216	0.396	0.183	0.217	**0.766**	0.407	0.237	0.321	0.378
CB4	0.208	0.258	0.199	0.378	0.157	0.185	**0.76**	0.424	0.232	0.32	0.401
CB5	0.234	0.349	0.221	0.366	0.255	0.216	**0.748**	0.415	0.19	0.34	0.403
CB6	0.236	0.403	0.26	0.366	0.168	0.185	**0.749**	0.431	0.225	0.348	0.411
PBC1	0.19	0.274	0.229	0.257	0.145	0.151	0.464	**0.796**	0.162	0.289	0.299
PBC2	0.194	0.285	0.278	0.29	0.154	0.171	0.458	**0.84**	0.219	0.349	0.283
PBC4	0.16	0.213	0.246	0.224	0.122	0.092	0.411	**0.783**	0.14	0.261	0.276
PBC5	0.176	0.237	0.256	0.182	0.106	0.137	0.424	**0.806**	0.171	0.322	0.308
PQ1	0.171	0.089	0.23	0.086	0.132	0.134	0.257	0.199	**0.872**	0.235	0.108
PQ2	0.151	0.093	0.246	0.084	0.131	0.127	0.282	0.206	**0.888**	0.26	0.146
PQ3	0.141	0.125	0.171	0.1	0.113	0.092	0.29	0.177	**0.878**	0.255	0.135
PQ4	0.127	0.109	0.193	0.051	0.09	0.118	0.204	0.17	**0.818**	0.19	0.08

PI1	0.283	0.103	0.365	0.247	0.071	0.101	0.345	0.3	0.26	**0.825**	0.281
PI2	0.323	0.15	0.407	0.234	0.132	0.185	0.411	0.327	0.223	**0.845**	0.294
PI3	0.295	0.149	0.403	0.231	0.104	0.118	0.378	0.326	0.231	**0.855**	0.33
PI4	0.342	0.174	0.374	0.206	0.102	0.13	0.38	0.331	0.215	**0.842**	0.29
SN1	0.163	0.15	0.132	0.237	0.09	0.089	0.388	0.275	0.09	0.293	**0.800**
SN2	0.125	0.317	0.158	0.281	0.124	0.195	0.485	0.361	0.143	0.277	**0.824**
SN3	0.111	0.173	0.158	0.267	0.154	0.105	0.412	0.261	0.131	0.277	**0.739**
SN4	0.088	0.146	0.144	0.246	0.093	0.105	0.374	0.241	0.073	0.272	**0.786**

Source: Author Compilation

The results in Table No. 6.13, confirm the discriminant validity of the constructs since each indicator exhibits the highest loading on its respective construct compared to other constructs. The result revealed that, indicators under Attitude (Att) have the highest loadings ranging from 0.736 to 0.842, ensuring that they strongly contribute to measuring attitude and not any other latent construct. Similarly, indicators measuring Brand Loyalty (BL) demonstrate higher loadings within their construct (0.729 to 0.814), reinforcing their distinctiveness. Furthermore, the construct Perceived Quality (PQ) also meets the threshold criteria with its indicators showing high loadings between 0.818 and 0.888. Since all indicators load more significantly on their respective constructs than on others, the model successfully establishes discriminant validity. These findings ensure that each construct is uniquely measured by its respective indicators that supports the strength of the measurement model in Structural Equation Modelling (SEM).

6.13.2 Fornell and Larcker Criterion

Fornell and Larcker Criterion is one of the most commonly used methods to assess discriminant validity in Structural Equation Modelling (SEM). This method evaluates whether the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlation with other constructs in the model. The threshold criterion states that the diagonal values (square root of AVE) should be higher than the off-diagonal values (correlations with other constructs), confirming that the construct is more strongly related to its own indicators than to any other construct. This ensures that each latent variable is distinct from the others and that multicollinearity is minimized.

Table No. 6.14: Fornell and Larcker criterion for discriminant validity assessment

Constructs	Att	Bass	BA	BI	BL	BT	CB	PBC	PQ	PI	SN
Att	**0.786**										
Bass	0.049	**0.772**									
BA	0.300	0.153	**0.812**								
BI	0.160	0.193	0.141	**0.739**							
BL	0.216	0.133	0.172	0.145	**0.779**						
BT	0.126	0.155	0.075	0.125	0.114	**0.866**					
CB	0.308	0.480	0.312	0.487	0.271	0.273	**0.756**				
PBC	0.224	0.314	0.314	0.297	0.164	0.174	0.545	**0.806**			
PQ	0.171	0.120	0.242	0.095	0.136	0.135	0.303	0.218	**0.865**		
PI	0.370	0.172	0.460	0.272	0.123	0.160	0.451	0.382	0.275	**0.842**	
SN	0.156	0.249	0.188	0.327	0.146	0.156	0.526	0.361	0.139	0.356	**0.788**

Source: Author Compilation

The results in Table No. 6.14, confirm that all diagonal values, representing the square root of AVE are higher than the off-diagonal values indicating adequate discriminant validity. The square root of AVE for attitude (0.786) is higher than its correlation with any other construct, confirming that attitude is distinct from other latent variables. Similarly, brand trust (0.866) exhibits a higher diagonal value than its correlations with other constructs that ensure a strong distinction. The lowest diagonal value is for brand image (0.739), despite being the lowest still meets the Fornell and Larcker threshold and it is acceptable discriminant validity. These results collectively confirm that each construct is uniquely identified and does not overlap excessively with other constructs, ensuring a healthy measurement model in Partial Least Squares Structural Equation Modelling (PLS-SEM).

6.13.3 Heterotrait-Monotrait (HTMT) Ratio

Heterotrait-Monotrait (HTMT) Ratio is a method used to assess discriminant validity in structural equation modelling, particularly in Partial Least Squares Structural Equation Modelling (PLS-SEM). The HTMT criterion evaluates the degree of similarity between two constructs by comparing the correlations between their indicators. A commonly accepted threshold suggests that HTMT values should be below 0.85 (Kline R. 2015) for conceptually distinct constructs. Some researchers also accept a more lenient threshold of 0.90 (Gold A., et al. 2001) when constructs are conceptually related.

Table No. 6.15: Heterotrait- Monotrait (HTMT) Ratio for Discriminant Validity Assessment

Constructs	Att	Bass	BA	BI	BL	BT	CB	PBC	PQ	PI	SN
Att											
Bass	0.064										
BA	0.350	0.179									
BI	0.197	0.244	0.178								
BL	0.249	0.155	0.201	0.181							
BT	0.150	0.174	0.083	0.153	0.132						
CB	0.371	0.575	0.367	0.634	0.315	0.320					
PBC	0.268	0.374	0.369	0.384	0.192	0.200	0.667				
PQ	0.204	0.138	0.275	0.114	0.159	0.153	0.351	0.251			
PI	0.434	0.201	0.529	0.342	0.137	0.181	0.536	0.449	0.311		
SN	0.185	0.300	0.224	0.433	0.175	0.187	0.655	0.447	0.161	0.429	

Source: Author Compilation

The results in Table No. 6.15, confirm that most construct pair's exhibit HTMT values below the conservative threshold of 0.85, demonstrating strong discriminant validity. The HTMT value for brand awareness and brand association (0.179) is well below the threshold, indicating that these constructs are distinct. However, the consumer behaviour and brand image pair (0.634) is relatively high but still within the acceptable range. The highest observed HTMT value is 0.667 (perceived behaviour control and consumer behaviour) that remains under the upper limit, ensuring acceptable discriminant validity. Overall, the results indicate that the latent variables in this model are well-differentiated, confirming that the measurement model maintains sufficient discriminant validity.

6.13.4 Variance Inflation Factor (VIF) Analysis

Variance Inflation Factor (VIF) is a measure used to detect multicollinearity in regression models, where high VIF values indicate a strong correlation between independent variables, potentially affecting model reliability (Kutner M., et al. 2005). A VIF value below 3 is considered acceptable, while values between 3 and 5 indicate moderate multicollinearity and values above 5 suggest severe multicollinearity that may require corrective measures (Hair J., et al. 2019).

Table No. 6.16: Variance Inflation Factor (VIF) Analysis

Construct	VIF
Attitude	1.060
Subjective Norms	1.158
Perceived Behaviour Control	1.190
Purchase Intention	1.432
Brand Awareness	1.532
Brand Association	1.105
Perceived Quality	1.140
Brand Image	1.167
Brand Trust	1.133
Brand Loyalty	1.086

Source: Author Compilation

Table No. 6.16, presents the Variance Inflation Factor (VIF) values for all constructs in the model. VIF is used to assess multicollinearity among independent variables, where a VIF value below 3 indicates no severe multicollinearity issues (Kutner M., et al. 2005, Hair J., et al. 2019). In this study, all constructs exhibit VIF

values ranging from 1.060 (attitude) to 1.532 (brand awareness) that are well below the acceptable threshold of 3. This confirms that the constructs in the model are free from multicollinearity concerns, ensuring that each predictor contributes uniquely to the structural model. The highest VIF value (1.532) for brand awareness suggests a moderate correlation with other predictors but remains within the acceptable range. Overall, these results validate the reliability of the model for further analysis in Partial Least Squares Structural Equation Modelling (PLS-SEM).

6.14 Model Fit

Model fit in Partial Least Squares Structural Equation Modelling (PLS-SEM) is assessed to determine how well the proposed model aligns with the observed data. Among the key model fit indices, the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI) are widely used. SRMR measures the difference between the observed correlation matrix and the model-implied correlation matrix with lower values indicating a better fit. An SRMR value below 0.08 suggests a good model fit, while values closer to 0.05 indicate an excellent fit (Henseler J., et al. 2015). On the other hand, NFI evaluates model fit by comparing the chi-square value of the proposed model with that of the null model, where higher values indicate a better fit. A value of 0.90 or higher represents a well-fitting model, although values above 0.80 are still considered acceptable, particularly in exploratory research (Bentler P., et al. 1980). Both indices provide crucial insights into the overall adequacy of the model and help researchers determine whether the structural and measurement models effectively capture the underlying relationships within the data.

Table No. 6.17: Model Fit Indices for Saturated and Estimated Models

	Saturated model	Estimated model
SRMR	0.043	0.056
d_ULS	2.223	3.677
d_G	0.671	0.739
Chi-square	2522.991	2683.675
NFI	0.822	0.811

Source: Author Compilation

Based on the results presented in Table No. 6.17, the overall model has achieved adequate model fit. The Standardized Root Mean Square Residual (SRMR) values for both the saturated model (0.043) and the estimated model (0.056) fall within

the acceptable threshold of ≤0.08 (Hu L., et al. 1999), indicating a good fit. The Normed Fit Index (NFI) values of 0.822 for the saturated model and 0.811 for the estimated model suggest a reasonable fit, as values above 0.80 are considered acceptable (Bentler P., et al. 1980). Additionally, the Chi-square values demonstrate an expected difference between the two models, reinforcing the model's appropriateness. Overall, the results confirm that the model exhibits satisfactory model fit, making it suitable for further interpretation and hypothesis testing.

6.15 Structural Equation Model

The Structural Model in Structural Equation Modelling (SEM) represents the hypothesized relationships among latent constructs and observed variables, focusing on causal paths and predictive relationships (Shmueli G., et al. 2019). It examines how independent constructs influence dependent constructs while incorporating mediating and moderating effects within the model. The structural model evaluates the path coefficients (β values), R^2 values, effect sizes (f^2) and predictive relevance (Q^2) to assess the model's explanatory power and practical significance (Hair J., et al. 2019).

A well-fitting structural model is determined by several criteria, including the significance of path coefficients, variance explained (R^2) and effect size (f^2), ensuring that the relationships proposed in the theoretical framework hold empirically (Henseler J., et al. 2009). Additionally, the predictive relevance (Q^2) of the model is assessed using the Stone-Geisser criterion that indicates how well exogenous variables predict endogenous variables (Chin W. 1998).

6.16 Structural Model for TPB Variables Influencing Purchase Intention

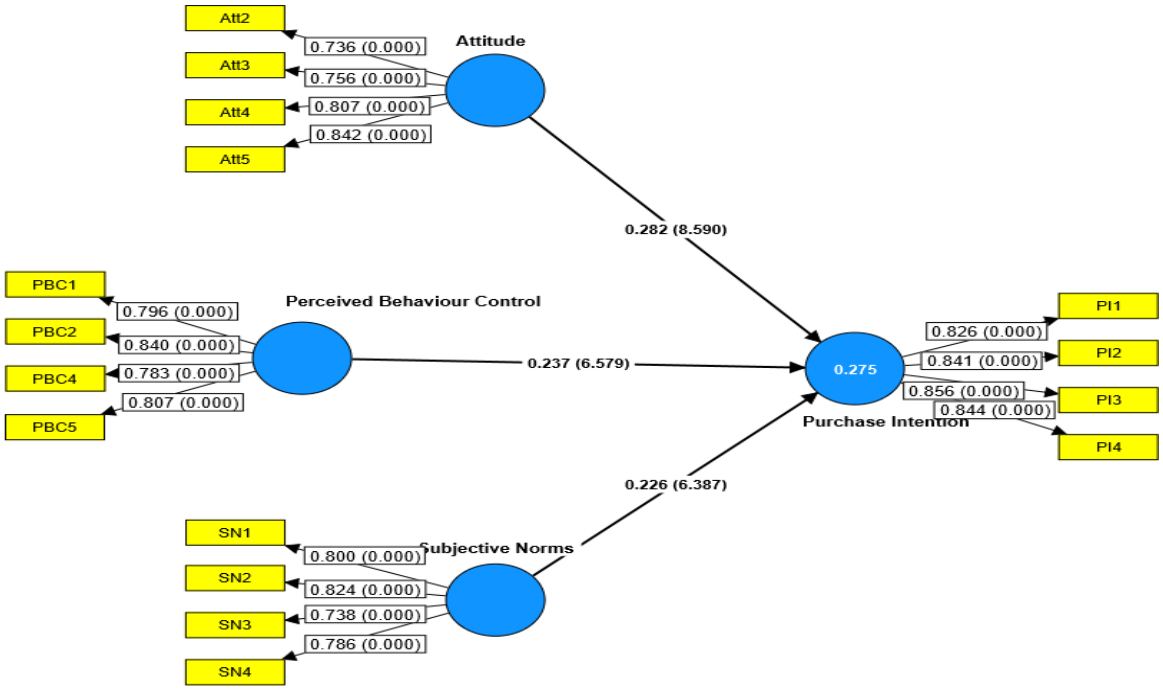


Figure No. 6.12: Structural Model for TPB Variables Influencing Purchase Intention

Source: Author Compilation

Table No. 6.18: Hypothesis testing results for the Purchase Intention Model

Hypothesis	Path Analysis	β	SD	T value	P values	Confidence Interval		Remark
						2.50%	97.50%	
H1	Att -> PI	0.283	0.033	8.590	0.00***	0.219	0.347	Significant
H2	SN -> PI	0.227	0.035	6.387	0.00***	0.158	0.295	Significant
H3	PBC-> PI	0.238	0.036	6.579	0.00***	0.167	0.31	Significant

Note: *** represents 1% level of significance

Source: Author Compilation

As seen in Table No. 6.18 and Figure No. 6.12, the results indicate that all three antecedents Attitude (Att), Subjective Norms (SN) and Perceived Behaviour Control (PBC) have a significant positive effect on Purchase Intention (PI) towards branded ayurvedic products. Specifically, Attitude (Att) ($\beta = 0.283$, $t = 8.59$, $p < 0.00$, CI [0.219, 0.347]) demonstrates the strongest positive influence on purchase intention, suggesting that consumers with a favourable attitude towards branded ayurvedic products are more likely to develop a strong purchase intention.

Similarly, Subjective Norms (SN) ($\beta = 0.227$, $t = 6.387$, $p < 0.00$, CI [0.158, 0.295]) also exert a significant influence on purchase intention, reinforcing the idea that social influences, including family, friends and societal trends, play a crucial role in shaping consumers' purchase behaviour towards branded ayurvedic products. Furthermore, Perceived Behaviour Control (PBC) ($\beta = 0.238$, $t = 6.579$, $p < 0.00$, CI [0.167, 0.31]) significantly influences purchase intention, indicating that when consumers feel they have greater control over purchasing branded ayurvedic products such as financial capability, accessibility and confidence in product authenticity they are more inclined to make a purchase.

Given these H1, H2 and H3 are all supported, confirming the applicability of the Theory of Planned Behaviour (TPB) Model in explaining consumer purchase intentions specifically for branded ayurvedic products.

6.17 Effect Size (f^2) for Exogenous Constructs on Purchase Intention

Effect size (f^2) is a statistical measure used in Partial Least Squares Structural Equation Modelling (PLS-SEM) to determine the relative impact of an independent variable (exogenous construct) on a dependent variable (endogenous construct). It assesses how much variance in the dependent variable is explained when an independent variable is included in the model. The effect size provides insights into the strength of relationships between constructs. According to (Cohen J. 1998), the threshold values for f^2 are small effect ($0.02 \leq f^2 < 0.15$), medium effect ($0.15 \leq f^2 < 0.35$) and large effect ($f^2 \geq 0.35$). An f^2 value lower than 0.02 suggests a negligible effect, indicating that the predictor variable has little to no influence on the dependent variable. A higher f^2 value signifies a stronger relationship making the construct more impactful in explaining variance.

Table No. 6.19: Effect Size (f^2) for Exogenous Constructs on Purchase Intention

Exogeneous Construct	Path	Effect size	Remark
Attitude	Att -> PI	0.103	Small effect
Subjective Norms	SN -> PI	0.061	Small effect
Perceived Behaviour Control	PBC-> PI	0.065	Small effect

Source: Author Compilation

The results in Table No. 6.19, indicate that all three exogenous constructs attitude, subjective norms and perceived behaviour control exhibit a Small effect size on purchase intention, as their f^2 values fall within the 0.02 to 0.15 range (Cohen J. 1998). Among them, attitude ($f^2 = 0.103$) has the highest effect size, suggesting it is the most influential predictor of purchase intention towards branded ayurvedic products. Perceived behaviour control ($f^2 = 0.065$) and subjective norms ($f^2 = 0.061$) also show a Small effect, reinforcing their importance in shaping consumers' purchase decisions. The results confirm that these antecedents significantly contribute to explaining purchase intention with attitude being the strongest predictor.

6.18 R-Square (R^2) Explanatory Power for Purchase Intention Model

The R-Square (R^2) value is a crucial measure in Partial Least Squares Structural Equation Modelling (PLS-SEM) that evaluates the predictive accuracy of a model. It indicates the proportion of variance in the dependent (endogenous) variable that is explained by the independent (exogenous) variables included in the model. The R^2 value ranges from 0 to 1, where higher values reflect greater predictive accuracy. According to (Cohen J. 1998), an R^2 value of 0.26 or higher is considered to have substantial predictive accuracy, values between 0.13 and 0.26 indicate moderate predictive accuracy and values between 0.02 and 0.13 suggest weak predictive accuracy. An R^2 value below 0.02 implies minimal explanatory power, meaning that the independent variables have little influence on the dependent variable. In PLS-SEM, R^2 is widely used to assess the explanatory power of models particularly in disciplines like consumer behaviour, marketing and social sciences. The higher R^2 values are preferred to ensure strong predictions and meaningful relationships among constructs.

Table No. 6.20: Coefficient of Determination (R^2) for Purchase Intention

Endogenous Construct	R-square	R-square adjusted
Purchase Intention	0.275	0.272

Source: Author Compilation

Table No. 6.20, presents the R-square (R^2) and adjusted R-square values for the endogenous construct purchase intention. The R^2 value of 0.275 indicates that the exogenous constructs explain 27.5% of the variance in purchase intention, according to (Cohen J. 1998, El-Saida O. 2020), falls within the substantial range of predictive

accuracy. The adjusted R^2 value of 0.272 accounts for the number of predictors in the model and provides a more reliable measure by adjusting for the potential overestimation of R^2. Since the values are relatively close, it confirms that the explanatory power of the model remains stable even after adjusting for the number of predictors. This suggests that attitude, subjective norms and perceived behaviour control have a substantial impact on influencing purchase intention towards branded ayurvedic products.

6.19 Model Fit for Purchase Intention SEM model

Table No. 6.21: Model Fit indices for Structural Equation Model Metrics for Purchase Intention

Model Fit Indices	Saturated model	Estimated model
SRMR	0.057	0.057
d_ULS	0.449	0.449
d_G	0.145	0.145
Chi-square	545.881	545.881
NFI	0.861	0.861

Source: Author Compilation

Table No. 6.21, presents the model fit indices for the Saturated and Estimated Models. The Standardized Root Mean Square Residual (SRMR) value is 0.057 that is below the acceptable threshold of 0.08 (Hu L., et al. 1999). This indicates a good model fit as it suggests that the residuals between the observed and predicted covariance matrices are minimal. Lower SRMR values imply a smaller discrepancy between the model and actual data, confirming that the model fits well.

The Normed Fit Index (NFI) value of 0.861 is above the recommended threshold of 0.80 (Bentler P., et al. 1980), indicating an acceptable level of model fit. NFI measures the improvement of the proposed model over the null model, where values closer to 1 indicate better model fit.

Since both SRMR and NFI meet the required criteria, the model demonstrates adequate fit and supports the validity of the hypothesized relationships in the study.

6.20 Q^2 Predict and Model Predictive Relevance Metrics for Purchase Intention SEM Model

The Q^2 predict value is a crucial metric in Partial Least Squares Structural Equation Modelling (PLS-SEM) for assessing a model's predictive relevance. It determines how well the model can predict new or unseen data. A Q^2 value greater than 0 indicates the model has predictive relevance, whereas a value close to zero or negative suggests poor predictive accuracy (Hair J., et al. 2019). The threshold values for interpretation classify $Q^2 > 0.25$ as substantial predictive relevance, values between 0.15 – 0.25 as moderate and those between 0.02 – 0.15 as weak, while $Q^2 \leq 0$ implies no predictive relevance. In addition, Root Mean Square Error (RMSE) and Mean Absolute Error (MAE) are used to evaluate the predictive accuracy of the model. Lower RMSE and MAE values indicate better predictive accuracy, as RMSE accounts for squared errors while MAE measures the absolute differences between observed and predicted values. These measures collectively help in assessing the soundness and reliability of predictive models.

Table No. 6.22: Predictive Relevance (Q^2 predict) and Model Accuracy Metrics for Purchase Intention SEM Model

Endogenous Construct	Q^2predict	RMSE	MAE
Purchase Intention	0.265	0.860	0.697

Source: Author Compilation

Table No. 6.22, presents the Q^2 predict value along with RMSE and MAE for the construct purchase intention. The Q^2 predict value of 0.265 exceeds the threshold of 0.25, indicating that the model has substantial predictive relevance for purchase intention. This suggests that the independent variables effectively contribute to explaining the variance in purchase intention.

The RMSE value of 0.860 and MAE value of 0.697 indicate that the model's predictive performance is acceptable, as lower error values reflect better predictive accuracy. Since the Q^2 predict value is above 0.25 the model exhibits strong predictive capability, confirming that the exogenous constructs significantly contribute to predicting purchase intention towards branded ayurvedic products.

6.21 Importance-Performance Map Analysis (IPMA) for Purchase Intention Model

The Importance-Performance Map Analysis (IPMA), also known as the Importance-Performance Matrix, is a post-hoc analysis technique used in Partial Least Squares Structural Equation Modelling (PLS-SEM) to enhance interpretation by simultaneously considering the importance (total effects) and performance (average latent variable scores) of predictor variables on a target construct. IPMA helps researchers and practitioners identify which factors are both highly important and highly performing, as well as those that may require improvement despite their significance (Hair J., et al. 2019). The key advantage of IPMA is that it allows for more managerial insights by prioritizing areas for strategic intervention. Constructs with high importance but low performance should be the primary focus for improvement, while those with high importance and high performance should be leveraged for maintaining competitive advantage. This analysis is particularly useful in marketing, customer satisfaction and behavioural studies, where prioritizing improvements can significantly enhance outcomes.

Table No. 6.23: Importance-Performance Map Analysis (IPMA) for Purchase Intention

Construct	Importance	Performance
Attitude	0.282	71.945
Subjective Norms	0.226	70.029
Perceived Behaviour Control	0.237	64.861

Source: Author Compilation

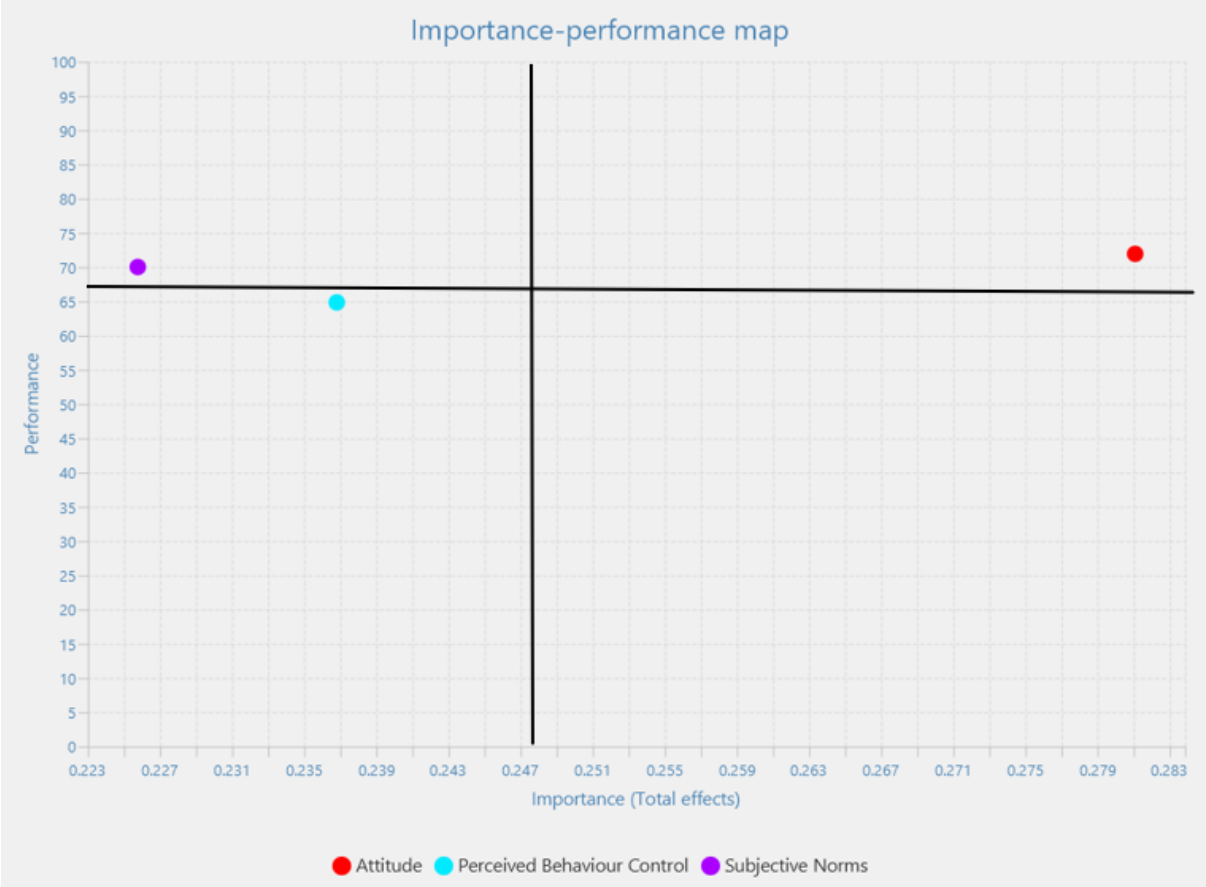


Figure No. 6.13: Importance-Performance Map Analysis (IPMA) for Purchase Intention

Source: Author Compilation

As presented in Table No. 6.23 and Figure No. 6.13, the Importance-Performance Map Analysis (IPMA) evaluates the significance (importance) and effectiveness (performance) of key constructs affecting purchase intention. The results indicate that attitude has the highest importance (0.282) and performance (71.945), suggesting that it is the most influential factor in driving purchase intention while also performing well. Subjective norms, with an importance of 0.226 and performance of 70.029 also play a crucial role, though with slightly lower importance compared to the other constructs. Perceived behaviour control shows a moderate level of importance (0.237) but the lowest performance (64.861), indicating that it significantly impacts purchase intention its efforts to enhance the effectiveness could further strengthen its role. The results highlight the need to focus on improving perceived behaviour control as it shows lower performance despite being a key predictor of purchase intention.

6.22 Structural Equation Model for TPB Variables Influencing Consumer Behaviour

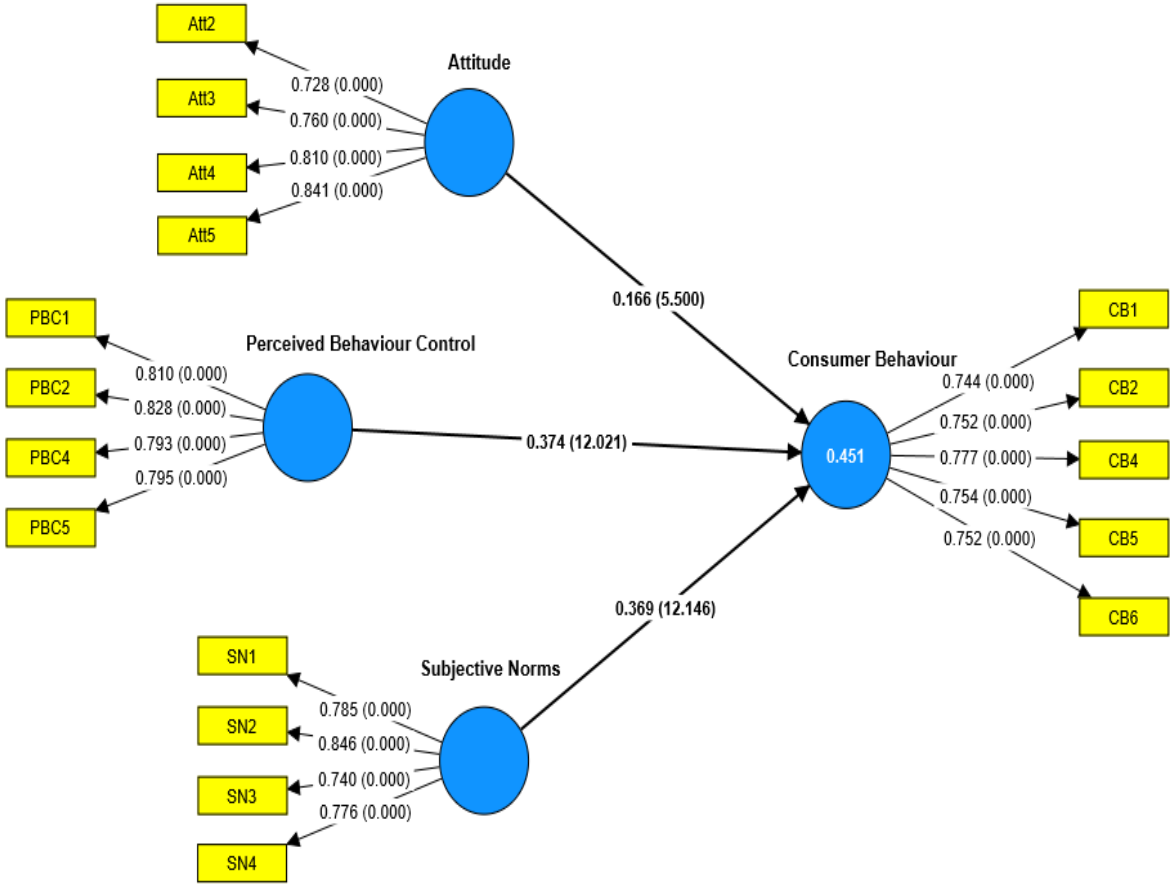


Figure No. 6.14: SEM Path Diagram Showing the Impact of TPB Variables on Consumer Behaviour

Source: Author Compilation

Table No. 6.24: Path Coefficients and Significance Levels for TPB Variables Influencing Consumer Behaviour

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H4	Att -> CB	0.167	0.03	5.50	0.00***	0.109	0.227	Significant
H5	SN -> CB	0.369	0.03	12.15	0.00***	0.309	0.428	Significant
H6	PBC-> CB	0.374	0.031	12.02	0.00***	0.313	0.435	Significant

Note: *** represents 1% level of significance

Source: Author Compilation

The structural equation model for factors influencing consumer behaviour, as illustrated in Figure No. 6.14, examines the role of attitude, subjective norms and perceived behaviour control in shaping consumer behaviour. As reported in Table No. 6.24, all three hypothesised (H4, H5 & H6) relationships are statistically significant and positively influence consumer behaviour.

Attitude shows a smaller yet significant effect ($\beta = 0.167$, $t = 5.50$, $p < 0.001$, 95% CI: 0.109–0.227), meaning that favourable evaluations of ayurvedic products positively impact consumer behaviour. Subjective norms also exert a strong positive influence ($\beta = 0.369$, $t = 12.15$, $p < 0.001$, 95% CI: 0.309–0.428), indicating that social influences such as opinions from family and friends play a critical role in shaping behavioural outcomes. Perceived behaviour control has the strongest effect on consumer behaviour ($\beta = 0.374$, $t = 12.02$, $p < 0.001$, 95% CI: 0.313–0.435), suggesting that individuals who feel confident in their ability to make purchase decisions are more likely to engage in the consumption of ayurvedic products.

6.23 Effect size (f^2) for TPB Variables on Consumer Behaviour

To assess the strength of relationships in the structural model beyond statistical significance, effect size (f^2) was calculated. While path coefficients show whether relationships exist. The effect size indicates how much influence each variable has on consumer behaviour. Based on Cohen's classification, values were interpreted as small, medium or large effects. As shown in Table No. 6.25 and Figure No.6.15, both perceived behaviour control and subjective norms show medium effect sizes, while attitude reflects a small effect on consumer behaviour.

Table No. 6.25: Effect Size (f^2) of Exogenous Constructs on Consumer Behaviour

Exogeneous Construct	Path	Effect size	Remark
Attitude	Att -> CB	0.047	Small Effect Size
Subjective Norms	SN -> CB	0.213	Medium Effect Size
Perceived Behaviour Control	PBC-> CB	0.213	Medium Effect Size

Source: Author Compilation

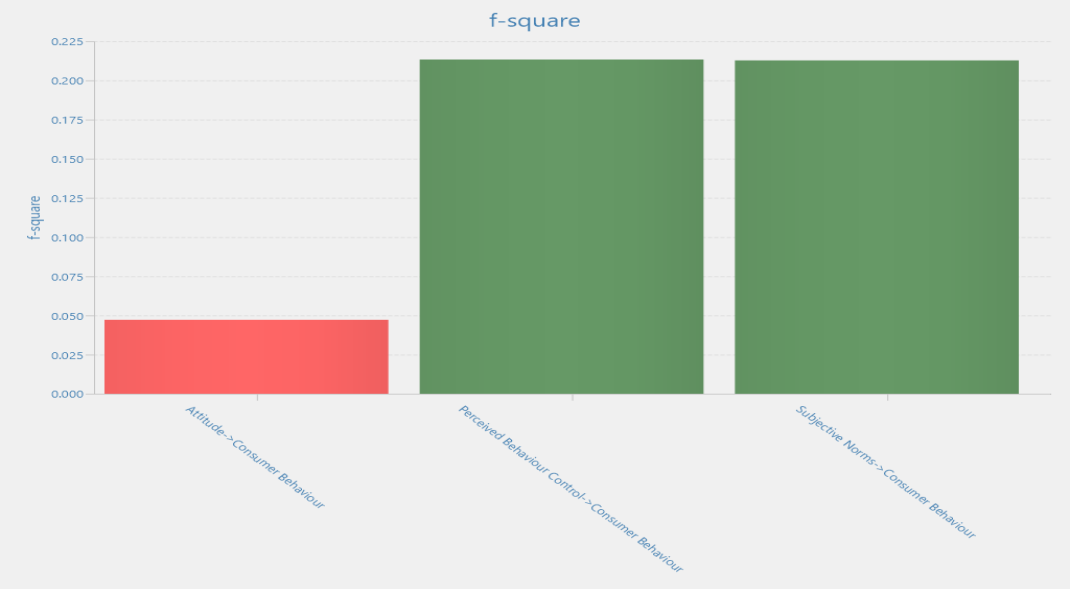


Figure No. 6.15: Visual Representation of Effect Sizes for TPB Variables Influencing Consumer Behaviour

Source: Author Compilation

As presented in Table No. 6.25 and illustrated in Figure No. 6.15, the effect size analysis reveals that perceived behaviour control (f^2 = 0.213) and subjective norms (f^2 = 0.213) have a medium effect on consumer behaviour, indicating that these variables contribute meaningfully to explaining behavioural outcomes. In contrast, attitude shows a small effect size (f^2 = 0.047), suggesting a comparatively lower but still relevant influence. These findings confirm that while all three constructs are statistically significant and their practical impact varies in magnitude with control and social influence playing more prominent roles in shaping consumer decisions.

6.24 R- Square (R^2) Explanatory Power for Consumer Behaviour Model

As part of the SEM model assessing TPB variables influencing consumer behaviour, the coefficient of determination (R^2) was calculated to evaluate the model's explanatory power. Table No. 6.26, presents the R-square and adjusted R-square values for the endogenous construct, indicating the extent to which attitude, subjective norms and perceived behaviour control account for variation in consumer behaviour.

Table No. 6.26: R-square and Adjusted R-square Values for the Endogenous Construct (Consumer Behaviour)

Endogenous Construct	R-square	R-square adjusted
Consumer Behaviour	0.451	0.448

Source: Author Compilation

As presented in Table No. 6.26 and supported by the structural model in Figure No. 6.14, the R-square value for the endogenous construct consumer behaviour is 0.451, indicating that 45.1% of the variance in consumer behaviour is explained by the combined effect of attitude, subjective norms and perceived behaviour control. The adjusted R-square value of 0.448 confirms the model's strength after accounting for the number of predictors. These values suggest a moderate explanatory power, highlighting that the proposed SEM model is effective in capturing a substantial portion of the behavioural variance among consumers.

6.25 Model Fit for Consumer Behaviour SEM Model

To evaluate the overall adequacy of the structural model for consumer behaviour, model fit indices were examined. The results are summarised in Table No. 6.27

Table No. 6.27: Model Fit Indices for the Structural Equation Model of Consumer Behaviour

Model Fit Indices	Saturated model	Estimated model
SRMR	0.059	0.059
d_ULS	0.536	0.536
d_G	0.156	0.156
Chi-square	583.89	583.89
NFI	0.851	0.851

Source: Author Compilation

As shown in Table No. 6.27, the model fit indices indicate that the structural model for consumer behaviour demonstrates an acceptable fit. The Standardised Root Mean Square Residual (SRMR) value is 0.059, which is below the recommended threshold of 0.08, confirming a good fit. The Normed Fit Index (NFI) value of 0.851 also suggests a satisfactory model fit, being close to the conventional cut-off of 0.90. Additionally, the Chi-square, d_ULS and d_G values are reported and supporting the

model's reliability. These results collectively affirm that the model adequately represents the observed data.

6.26 Predictive relevance (Q^2 predict) for Consumer Behaviour SEM model

To assess the model's out-of-sample predictive accuracy, the Q^2 predict value was examined for the endogenous construct. The results are shown in Table No.6.26.

Table No. 6.28: Predictive relevance (Q^2 predict) for Consumer Behaviour SEM model

Endogenous Construct	Q^2predict	RMSE	MAE
Consumer Behaviour	0.441	0.750	0.598

Source: Author Compilation

As presented in Table No. 6.26, the Q^2 predict value for the endogenous construct i.e. consumer behaviour is 0.441 that is well above the recommended threshold of 0, indicating moderate to strong predictive relevance of the model. The accompanying RMSE (0.750) and MAE (0.598) values reflect acceptable levels of prediction error. It further support the model's ability to accurately predict consumer behaviour in an out-of-sample context. These results affirm the predictive validity of the SEM model beyond the initial sample used for estimation.

6.27 Importance-Performance Map Analysis (IPMA) for Consumer Behaviour Model

To provide deeper insights into managerial relevance, an Importance-Performance Map Analysis (IPMA) was conducted for the Consumer Behaviour SEM model. IPMA evaluates not only the importance (total effects) of constructs but also their performance (average latent variable scores). The results are summarised in Table No. 6.29 and visually represented in Figure No. 6.16.

Table No. 6.29: Importance–Performance Map Analysis (IPMA) for the Consumer Behaviour SEM Model

Construct	Importance	Performance
Attitude	0.166	71.975
Subjective Norms	0.369	69.901
Perceived Behaviour Control	0.374	64.995

Source: Author Compilation

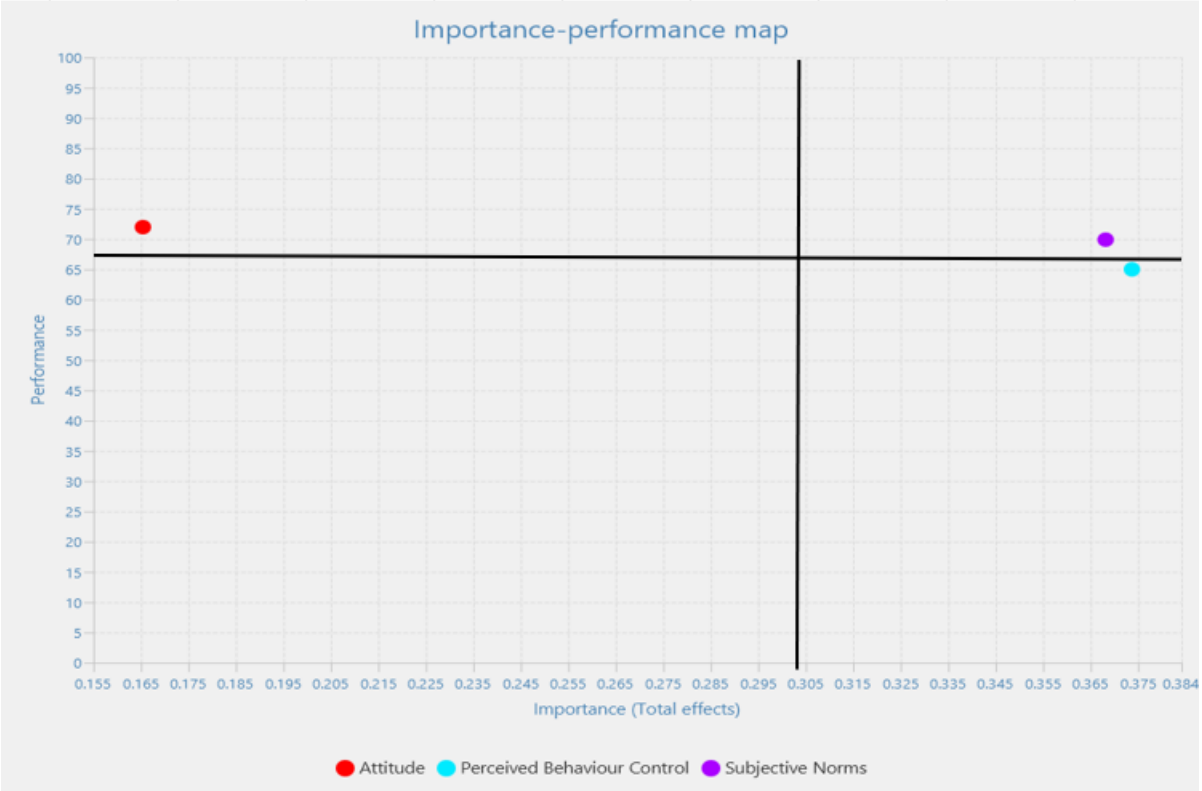


Figure No. 6.16: Importance–Performance Map Analysis (IPMA) for the Consumer Behaviour

Source: Author Compilation

As shown in Table No. 6.29 and illustrated in Figure No. 6.16, the IPMA results reveal that perceived behaviour control has the highest importance score (0.374) but relatively lower performance (64.995) compared to the other constructs. This suggests that while it has a strong influence on consumer behaviour and its performance level presents room for improvement. Subjective norms also show high importance (0.369) and a better performance level (69.901) it indicate that both influence and satisfactory execution. Attitude also shows the highest performance (71.975) and comparatively lower importance (0.166) in determining behaviour. These insights imply that strategic efforts to enhance perceived behaviour control could lead to a more substantial improvement in consumer behaviour outcomes.

6.28 Structural Path Analysis for Purchase Intention and Consumer Behaviour

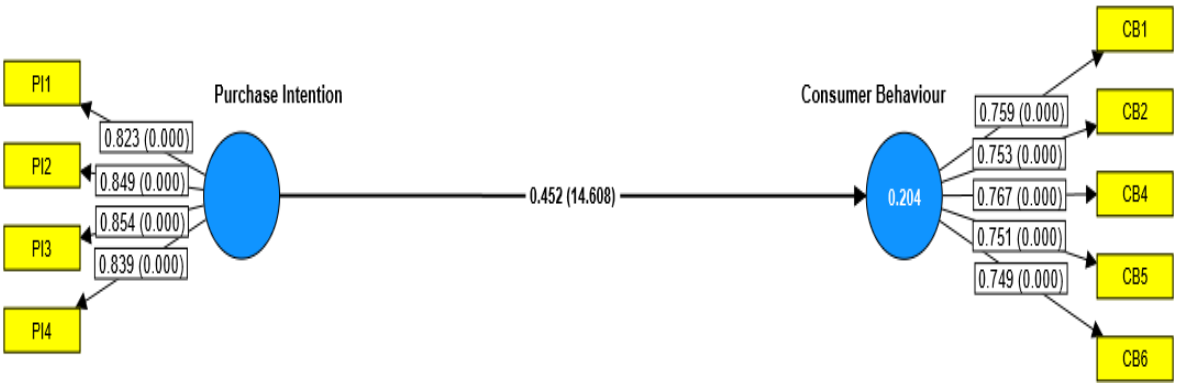


Figure No. 6.17: Structural Path Analysis for PI and CB

Source: Author Compilation

Table No. 6.30: Path Analysis Results for the Relationship between Purchase Intention and Consumer Behaviour

Hypothesis	Path Analysis	β	SD	T value	P values	Confidence Interval		Remark
						2.50%	97.50%	
H7	PI -> CB	0.453	0.031	14.608	0.00***	0.392	0.514	Significant

Note: *** represents 1% level of significance

Source: Author Compilation

As presented in Table No. 6.30 and illustrated in Figure No. 6.17, the path analysis results demonstrate a significant positive relationship between purchase intention and consumer behaviour. The beta coefficient (β = 0.453) suggests that an increase in purchase intention leads to a substantial enhancement in consumer behaviour toward branded ayurvedic products. The T-value (14.608) exceeds the standard threshold of 1.96, confirming statistical significance. Additionally, the p-value (0.00) is well below the 0.05 threshold, reinforcing the resilience of the effect.

Furthermore, the confidence interval (2.5% = 0.392, 97.5% = 0.514) does not contain zero, indicating a consistent and reliable relationship between these constructs. These findings suggest that as (H7) consumer purchase intention strengthens, their likelihood of engaging in positive consumer behaviour towards ayurvedic brands increases. This insight is crucial for marketers and practitioners in

the branded ayurvedic product industry, as it highlights the importance of fostering stronger purchase intentions to drive consumer engagement and brand loyalty.

6.29 R-Square for Consumer Behaviour

Table No. 6.31: R-Square and Adjusted R-Square for Consumer Behaviour

Endogenous Construct	R-square	R-square adjusted
Consumer Behaviour	0.204	0.203

Source: Author Compilation

As shown in Table No. 6.31 and illustrated in Figure No. 6.17, the R-Square (R^2) value for consumer behaviour is 0.204, indicating that the independent variables in the model collectively explain 20.4% of the variance in consumer behaviour towards branded ayurvedic products. This suggests a moderate level of explanatory power (Cohen J. 1988), implying that while the model captures a significant portion of consumer behaviour, additional factors outside the model may also influence this construct.

The adjusted R-Square value (0.203) is slightly lower than the R^2 value, accounting for the number of predictors in the model and preventing overfitting. Since the difference between R^2 and adjusted R^2 is minimal, it confirms the stability and reliability of the model. These findings highlight that purchase intention and other explanatory variables contribute significantly to consumer behaviour, making them essential focus areas for businesses and marketers aiming to enhance consumer engagement with branded ayurvedic products.

6.30 Predictive Relevance for Consumer Behaviour

Table No. 6.32: Model Predictive Relevance for Consumer Behaviour

Endogenous Construct	Q^2predict	RMSE	MAE
Consumer Behaviour	0.198	0.899	0.708

Source: Author Compilation

As shown in Table No. 6.32, the Q^2 predict value for consumer behaviour is 0.198, indicating moderate predictive relevance based on the threshold suggested by (Shmueli G., et al. 2019). Since the Q^2 predict value is above 0 but below 0.25, the model exhibits a reasonable level of predictive accuracy. The Root Mean Square Error

(RMSE) of 0.899 and Mean Absolute Error (MAE) of 0.708 suggest a relatively low prediction error, further supporting the model's ability to predict consumer behaviour towards branded ayurvedic products with adequate accuracy. These results imply that while the model provides useful predictive insights, there is scope for improvement in enhancing the model's predictive strength.

6.31 The Mediating Analysis of Purchase Intention in the Relationship between TPB Predictors variables and Consumer Behaviour.

This study investigates the mediating role of purchase intention in the relationship between various independent constructs attitude, subjective norms, perceived behavioural control and the dependent variable consumer behaviour towards branded ayurvedic products. Mediation analysis is crucial in understanding how an intermediary variable such as purchase intention explains the relationship between TPB predictors and outcomes (Baron R., et al. 1986).

Mediation occurs when a third variable known as the mediator helps to explain the connection between an independent and a dependent variable (Hair J., et al. 2019). To assess mediation in this study the widely accepted three-step approach proposed by (Baron R., et al. 1986) has been applied:

1. **Assessing direct effects without a mediator:** Initially, the study examines the direct impact of attitude, perceived behavioural control and subjective norms on consumer behaviour, excluding the mediating effect of purchase intention.

2. **Evaluating direct effects with a mediator:** The model is then modified to include purchase intention as a mediator, allowing an assessment of whether the direct relationships between the independent variables and the dependent variable remain significant or diminish in strength.

3. **Examining indirect effects via the mediator:** Finally, the study evaluates the indirect pathways to determine the extent to which purchase intention mediates the relationship between the independent constructs (attitude, perceived behavioural control and subjective norms) and consumer behaviour.

For mediation to be confirmed, the following conditions must be satisfied:

a. The independent variable must have a statistically significant effect on the dependent variable.

b. The independent variable must have a significant relationship with the mediator.

c. The mediator must significantly influence the dependent variable.

By systematically following this structured approach this study aims to provide a comprehensive understanding of how purchase intention mediates the relationship between attitude, perceived behavioural control and subjective norms with consumer behaviour towards branded ayurvedic products. To ensure the strength of the mediation analysis, the bootstrapping method with 10,000 subsamples was applied, which is widely recognized for generating more reliable estimates in mediation analysis (Preacher K., et al. 2008).

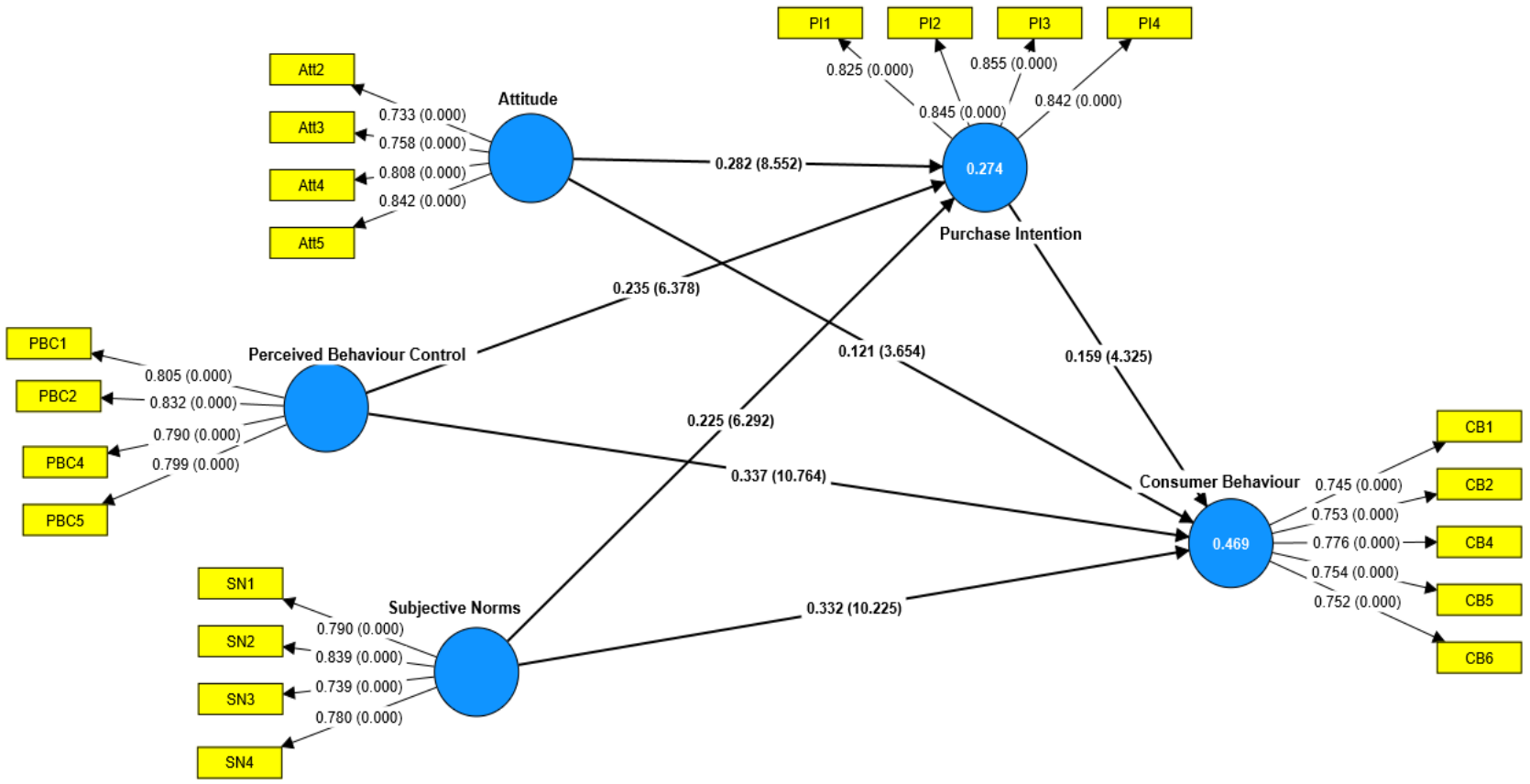


Figure No. 6.18: The mediating analysis of purchase intention

Source: Author Compilation

6.31.1 Total Effect of TPB Variables on Consumer Behaviour excluding Purchase Intention

Table No. 6.33: Total Effect of TPB Variables on Consumer Behaviour excluding Purchase Intention

Type of Effect	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
Total Effect	Att -> CB	0.167	0.03	5.476	0.000***	0.108	0.227	Significant total effect
Total Effect	SN -> CB	0.369	0.031	12.023	0.000***	0.308	0.427	Significant total effect
Total Effect	PBC -> CB	0.375	0.031	12.004	0.000***	0.314	0.436	Significant total effect

Note: *** represents 1% level of significance

Source: Author Compilation

The results in Table No. 6.33, represent the first step of mediation analysis, assessing the total effect of independent variables attitude, subjective norms and perceived behavioural control and consumer behaviour towards branded ayurvedic products, without considering the mediating variable.

Attitude has a significant and positive total effect on consumer behaviour ($\beta = 0.167$, $t = 5.476$, $p < 0.001$, CI [0.108, 0.227]). This indicates that consumers with a favourable attitude towards branded ayurvedic products are more likely to exhibit purchasing behaviour.

Subjective norms have a significant influence on consumer behaviour ($\beta = 0.369$, $t = 12.023$, $p < 0.001$, CI [0.308, 0.427]). This suggests that societal influences, such as recommendations from peers, family or cultural expectations contribute substantially to the decision to purchase branded ayurvedic products.

Similarly, Perceived behavioural control shows the strongest impact on consumer behaviour ($\beta = 0.375$, $t = 12.004$, $p < 0.001$, CI [0.314, 0.436]), signifying that when consumers feel they have control over purchasing branded ayurvedic products, their likelihood of engaging in such behaviour increases.

Since all three independent variables have a significant total effect on consumer behaviour, the next step in the mediation analysis will examine whether purchase intention mediates these relationships. This step establishes the necessity to explore indirect effects in subsequent mediation testing.

6.31.2 Indirect Effect of TPB Variables on Consumer Behaviour including Purchase Intention

Table No. 6.34: Indirect Effect of TPB Variables on Consumer Behaviour including Purchase Intention

Type of Effect	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
Indirect Effect	Att -> PI-> CB	0.045	0.011	3.935	0.000***	0.023	0.068	Significant indirect effect
Indirect Effect	SN -> PI-> CB	0.035	0.01	3.688	0.000***	0.018	0.056	Significant indirect effect
Indirect Effect	PBC -> PI ->CB	0.037	0.011	3.347	0.000***	0.018	0.061	Significant indirect effect

Note: *** represents 1% level of significance

Source: Author Compilation

As shown in Table No. 6.34, this step in the mediation analysis investigates the indirect effects of attitude, subjective norms and perceived behavioural control on consumer behaviour towards branded ayurvedic products, considering purchase intention as a mediator.

The results indicate that all indirect effects are statistically significant. The path Attitude → Purchase Intention → Consumer Behaviour shows an indirect effect of ($\beta = 0.045$, $t = 3.935$, $p < 0.001$, CI [0.023, 0.068],) confirming that purchase intention mediates this relationship. Similarly, the path Subjective Norms → Purchase Intention → Consumer Behaviour shows an indirect effect of ($\beta = 0.035$, $t = 3.688$, $p < 0.001$, CI [0.018, 0.056]), reinforcing that purchase intention significantly mediates the relationship between subjective norms and consumer behaviour. Likewise, the path Perceived Behavioural Control → Purchase Intention → Consumer Behaviour has an indirect effect ($\beta = 0.037$, $t = 3.347$, $p = 0.001$, CI [0.018, 0.061]), suggesting that purchase intention plays a crucial role in transferring the effect of perceived behavioural control to consumer behaviour.

Since all p-values are below 0.01, these findings confirm that purchase intention serves as a significant mediator in the relationship between attitude, subjective norms, perceived behavioural control and consumer behaviour towards branded ayurvedic products. These results align with the theoretical premise that consumer behaviour is not only influenced directly by their attitudes, control perceptions and social norms but is also shaped by their purchase intentions. This step

further strengthens the mediation analysis and sets the foundation for the final stage, where the total mediation impact will be assessed.

6.31.3 Direct Effect of TPB Variables on Consumer Behaviour including Purchase Intention

Table No. 6.35: Direct Effect of TPB Variables on Consumer Behaviour including Purchase Intention

Type of Effect	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
Direct Effect	Att -> CB	0.122	0.033	3.654	0.000***	0.058	0.189	Significant direct effect
Direct Effect	SN -> CB	0.333	0.032	10.225	0.000***	0.269	0.396	Significant direct effect
Direct Effect	PBC -> CB	0.337	0.031	10.764	0.000***	0.274	0.398	Significant direct effect

Note: *** represents 1% level of significance

Source: Author Compilation

Table No. 6.35, presents the results of the third step in the mediation analysis, examining the direct effects of attitude, subjective norms and perceived behavioural control on consumer behaviour towards branded ayurvedic products while including the mediator purchase intention. This step determines whether the independent variables continue to have a significant impact on the dependent variable after accounting for the mediator.

The results indicate that attitude has a significant positive effect on consumer behaviour (β = 0.122, t = 3.654, p = 0.000, CI [0.058, 0.189]), suggesting that even when purchase intention is considered, individuals with a favourable attitude towards branded ayurvedic products are still more likely to exhibit purchasing behaviour. This underscores the importance of developing positive consumer perceptions and trust in ayurvedic brands.

Subjective norms also maintain a significant positive influence on consumer behaviour (β = 0.333, t = 10.225, p = 0.000, CI [0.269, 0.396]), reinforcing the role of social influence in shaping consumer decisions. The results suggest that even when purchase intention mediates the relationship, the opinions and encouragement of peers, family and society continue to directly drive consumer behaviour towards ayurvedic products.

Similarly, perceived behavioural control continues to have the strongest effect on consumer behaviour (β = 0.337, t = 10.764, p = 0.000, CI [0.274, 0.398]). This implies that consumers' belief in their ability to purchase and use branded ayurvedic products remains a key determinant of actual behaviour even when mediated by purchase intention. This finding highlights the need for strategies that enhance consumer confidence and reduce barriers to product accessibility.

Overall, this third step in the mediation analysis confirms that attitude, subjective norms and perceived behavioural control have a direct effect on consumer behaviour even after including the mediator as purchase intention. This suggests partial mediation, that is purchase intention plays a role in explaining consumer behaviour, the independent variables still exert a direct influence. These findings emphasize the importance of targeting consumer attitudes, social influence and perceived control in marketing and policy interventions aimed at promoting branded ayurvedic products.

6.31.4 Mediation between TPB Variables and Consumer Behaviour

Table No. 6. 36: Mediation between TPB Variables and Consumer Behaviour

Hypothesis	Path	Total Effect	Indirect Effect	Direct Effect	Type of Mediation
		Y -> X	Y -> M ->X	Y -> M ->X	
H8	Att -> CB	0.167	0.045	0.122	Partial Mediation
H9	SN -> CB	0.369	0.035	0.333	Partial Mediation
H10	PBC -> CB	0.375	0.037	0.337	Partial Mediation

Source: Author Compilation

Table No. 6.36, presents the mediation analysis results, assessing whether purchase intention mediates the relationship between the independent constructs attitude, subjective norms, perceived behavioural control and the dependent construct consumer behaviour towards branded ayurvedic products. The results indicate partial mediation for all three hypotheses (H8, H9 and H10).

For Hypothesis H8 (Attitude → Consumer Behaviour), the total effect on consumer behaviour is β = 0.167, with an indirect effect through purchase intention of β = 0.045, while the direct effect remains significant at β = 0.122. Since both the direct and indirect effects are statistically significant this confirms partial mediation

and it indicate that attitude influences consumer behaviour directly while also exerting an effect through purchase intention.

For Hypothesis H9 (Subjective Norms → Consumer Behaviour), the total effect of subjective norms on consumer behaviour is β = 0.369, with an indirect effect through purchase intention of β = 0.035 and a direct effect of β = 0.333. The significance of both effects confirms partial mediation, showing that subjective norms directly influence consumer behaviour but some of the impact is transmitted through purchase intention.

For Hypothesis H10 (Perceived Behavioural Control → Consumer Behaviour), the total effect on consumer behaviour is β = 0.375, with an indirect effect via purchase intention of β = 0.037 and a direct effect of β = 0.337. As both effects are significant, this also indicates partial mediation and suggest that perceived behavioural control directly impacts consumer behaviour, however purchase intention plays an additional mediating role in explaining this relationship.

Overall, these findings highlight that purchase intention serves as a mediator in the relationship between attitude, subjective norms and perceived behavioural control with consumer behaviour towards branded ayurvedic products. However, the direct effects remain significant in all cases the mediation effect is partial and indicate that the independent variables still exert a direct influence on consumer behaviour. Thus, Hypotheses H8, H9 and H10 are supported with partial mediation.

6.32 Model Fit of Mediation Analysis

Table No. 6.37: Model Fit of Mediation Analysis

Model Fit Index	Saturated model	Estimated model
SRMR	0.053	0.053
d_ULS	0.656	0.656
d_G	0.202	0.202
Chi-square	754.682	754.682
NFI	0.859	0.859

Source: Author Compilation

As per Table No. 6.37, the model fit indices indicate an acceptable fit for the mediation analysis. The Standardized Root Mean Square Residual (SRMR) value of 0.053 falls within the acceptable threshold suggesting minimal residual discrepancies. Both the Squared Euclidean Distance (0.656) and Geodesic Distance (0.202)

demonstrate a low degree of divergence between the empirical and theoretical correlation matrices that support model adequacy. The chi-square value of 754.682, though sensitive to sample size does not indicate poor model performance. Additionally, the Normed Fit Index (0.859) is near the recommended threshold of 0.90 and it reflect a reasonable model fit. Overall, the results suggest that the estimated mediation model aligns well with the observed data, though minor refinements may further enhance its strength.

6.33 Continuous Moderation Analysis

Continuous moderation refers to a statistical interaction effect where a continuous variable influences the strength or direction of the relationship between an independent variable (predictor) and a dependent variable (outcome). In Partial Least Squares Structural Equation Modelling (PLS-SEM), moderation analysis examines whether the effect of an independent variable on a dependent variable changes at different levels of a moderating variable (Hair J., et al. 2019). Unlike categorical moderation, where the moderator is a discrete variable (e.g., gender or region) the continuous moderation involves a quantitative variable that exists along a spectrum (Henseler J., et al. 2010).

In a PLS-SEM model, continuous moderation is typically analysed through interaction terms where the independent variable is multiplied by the moderator to create an interaction construct. The effect of the independent variable on the dependent variable is then estimated at different values of the moderator (Dawson J. 2014). If the interaction term is statistically significant, it suggests that the moderator significantly alters the primary relationship.

6.33.1 Brand Equity Dimensions moderate between Purchase Intention and Consumer Behaviour

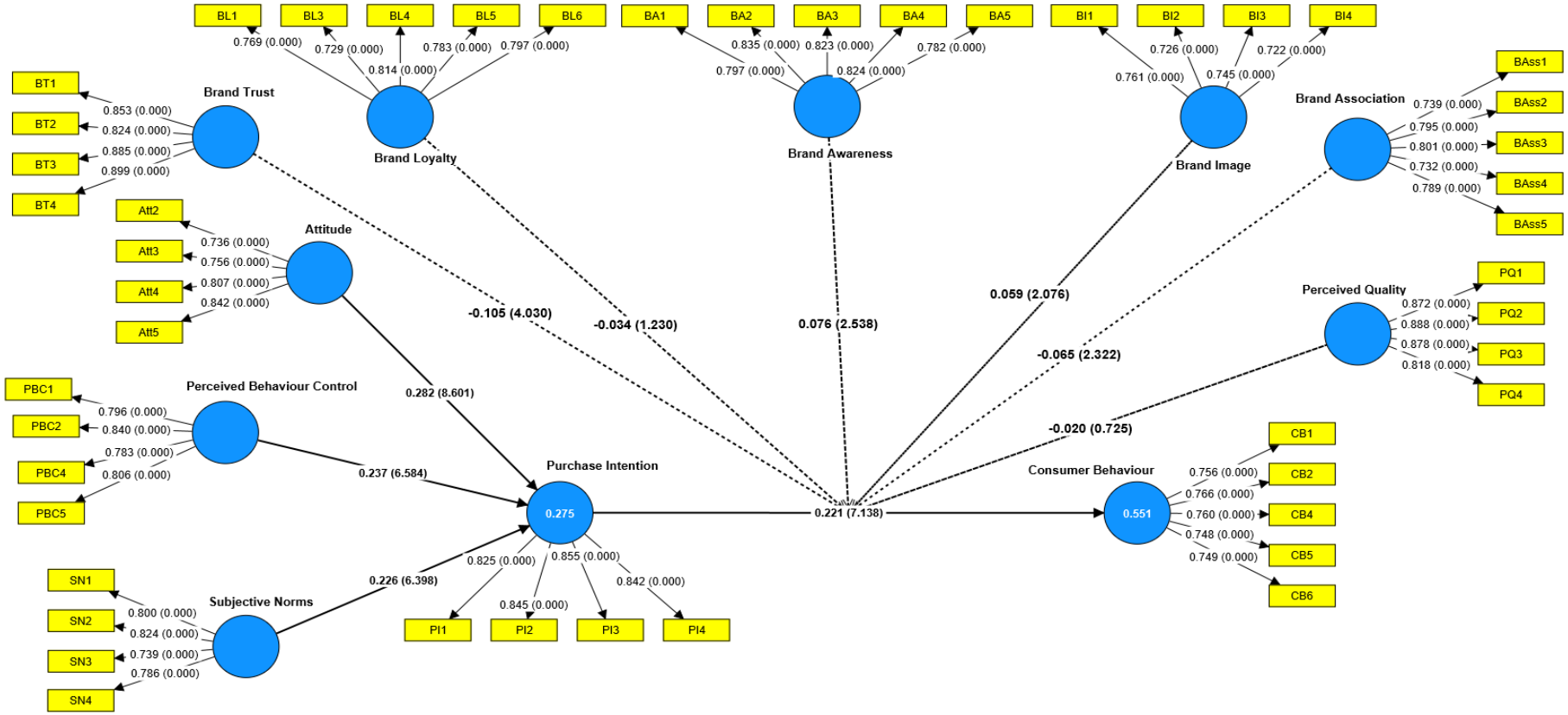


Figure No. 6.19: Continuous Moderation Analysis of Brand Equity Dimensions

Source: Author Compilation

Table No. 6.38: Continuous Moderation Analysis of Brand Equity Dimensions

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H11	BA x PI -> CB	0.077	0.028	2.538	0.020**	-0.114	-0.005	Significant
H12	Bass x PI -> CB	-0.065	0.030	2.322	0.011**	0.018	0.135	Significant
H13	PQ x PI -> CB	-0.020	0.027	0.725	0.469	-0.070	0.036	Insignificant
H14	BI x PI -> CB	0.060	0.029	2.076	0.038**	0.007	0.119	Significant
H15	BT x PI -> CB	-0.106	0.026	4.030	0.000***	-0.159	-0.057	Significant
H16	BL x PI -> CB	-0.034	0.027	1.230	0.219	-0.087	0.020	Insignificant

Note: *** represents 1% & ** represents 5% level of significance

Source: Author Compilation

Table No. 6.38, presents the moderation analysis results, evaluating the interaction effects of brand awareness, brand association, perceived quality, brand image, brand trust and brand loyalty with purchase intention on consumer behaviour. The moderation effect is determined based on path coefficient (β), standard deviation (SD), t-value, p-value and confidence interval (CI) to assess whether these brand-related factors significantly influence consumer behaviour through their interaction with purchase intention.

The interaction between brand awareness and purchase intention is significant (β = 0.077, t = 2.538, p = 0.020, CI [-0.114, -0.005]), suggesting that higher brand awareness strengthens the relationship between purchase intention and consumer behaviour. Similarly, the interaction between brand association and purchase intention on consumer behaviour is significant (β = -0.065, t = 2.322, p = 0.011, CI [0.018, 0.135]), indicating that as brand association increases, the effect of purchase intention on consumer behaviour weakens slightly. Additionally, the interaction between brand image and purchase intention on consumer behaviour is significant (β = 0.060, t = 2.076, p = 0.038, CI [0.007, 0.119]), meaning that higher levels of brand image positively moderate the effect of purchase intention on consumer behaviour.

Conversely, the interaction between brand trust and purchase intention on consumer behaviour is significant (β = -0.106, t = 4.030, p = 0.000, CI [-0.159, -0.057]), indicating that higher levels of brand trust negatively moderate the relationship between purchase intention and consumer behaviour. This suggests that

as brand trust increases the impact of purchase intention on consumer behaviour decreases.

The interaction between perceived quality and purchase intention is insignificant (β = -0.020, t = 0.725, p = 0.469, CI [-0.070, 0.036]), suggesting that perceived quality does not significantly alter the effect of purchase intention on consumer behaviour. Similarly, the interaction between brand loyalty and purchase intention on consumer behaviour is also found to be insignificant (β = -0.034, t = 1.230, p = 0.219, CI [-0.087, 0.020]), indicating that brand loyalty does not significantly moderate the relationship between purchase intention and consumer behaviour.

Based on the moderation analysis, the hypotheses H11 (Brand Awareness x Purchase Intention), H12 (Brand Association x Purchase Intention), H14 (Brand Image x Purchase Intention) and H15 (Brand Trust x Purchase Intention) are accepted as they demonstrate significant moderation effects. However, the hypotheses H13 (Perceived Quality x Purchase Intention) and H16 (Brand Loyalty x Purchase Intention) are rejected due to their insignificant moderation effects on consumer behaviour.

6.34 Model Fit of Continuous Moderation Analysis

Table No. 6.39: Model Fit of Continuous Moderation Analysis

Model Fit Index	Saturated model	Estimated model
SRMR	0.043	0.056
d_ULS	2.223	3.677
d_G	0.671	0.739
Chi-square	2522.991	2683.675
NFI	0.822	0.811

Source: Author Compilation

The evaluation of model fit presented in Table No. 6.39, confirms that the estimated model achieves acceptable standards of model adequacy. The Standardised Root Mean Square Residual (SRMR) value for the estimated model is 0.056, which is well below the accepted threshold of 0.08, indicating a good fit between the observed and predicted covariance matrices. The d_ULS and d_G values for both models are relatively low that suggests minimal discrepancy between the empirical and model-

implied correlation matrices, even though no universal cut-off values exist for these indices.

The Chi-square statistic for the estimated model is 2683.675, slightly higher than the saturated model, which is expected due to the model being more constrained. Although chi-square values tend to increase with sample size and model complexity and they remain interpretable in relative terms also the value reported here is within a reasonable range.

The Normed Fit Index (NFI) for the estimated model is 0.811, exceeding the conventional minimum cut-off value of 0.80, thereby demonstrating an acceptable comparative fit. While some scholars recommend an NFI value above 0.90 for stronger model support, the value of 0.811 still suggests a good level of explanatory power in a PLS-SEM context, particularly in behavioural research.

6.35 Categorical Moderation Effect of Demographic Variables

Categorical moderation examines how the strength or direction of relationships between independent and dependent variables differs across groups categorized by a moderator variable such as age, gender, education level and annual income. Categorical moderators allow researchers to identify whether subgroup characteristics influence the effect of predictors on an outcome and make them essential for studying consumer behaviour, demographic influences and decision-making processes (Henseler J., et al. 2009). When a significant interaction effect is observed, it indicates that the relationship between the independent and dependent variable varies across groups that suggest meaningful differences in behaviour or perceptions across categorical segments.

6.35.1 Moderating effect of Age between Purchase Intention and Consumer Behaviour

Table No. 6.40: Moderating effect of Age between Purchase Intention and Consumer Behaviour

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H17	Age x PI -> CB	0.159	0.080	1.998	0.046**	0.002	0.313	**Significant**
H17a	Age -> CB	-0.059	0.081	0.705	0.481	-0.218	0.099	**Insignificant**

Note: ** represents 5% level of significance
Source: Author Compilation

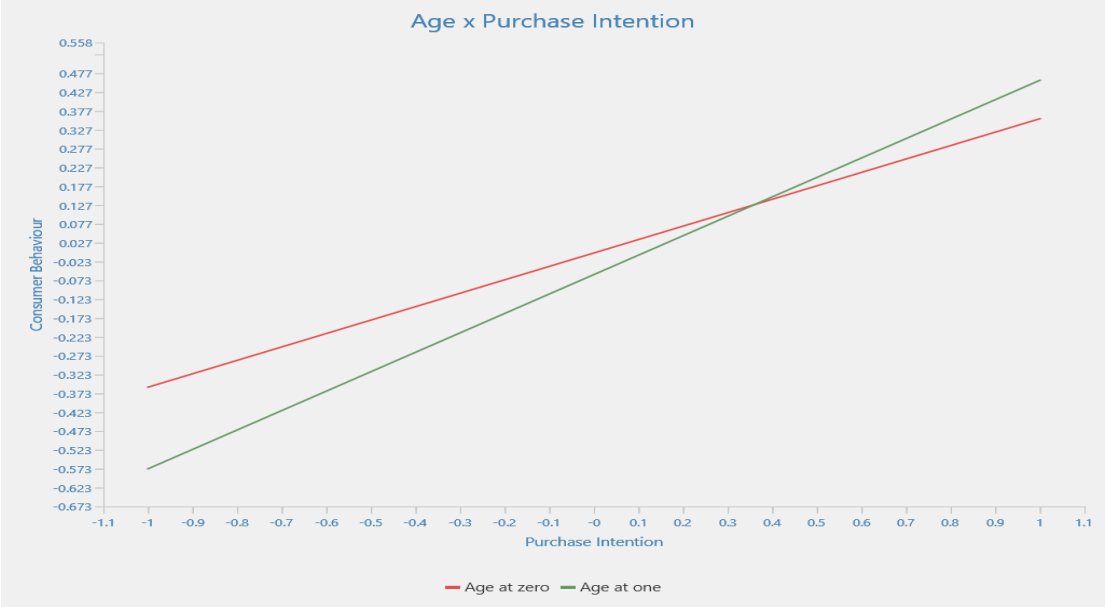


Figure No. 6.20: Simple Slope Analysis for the Moderating effect of Age

Source: Author Compilation

Based on the moderation analysis presented in Table No. 6.40 and the interaction plot illustrated in Figure No. 6.20, the study examines the moderating effect of age on the relationship between purchase intention and consumer behaviour in the context of branded ayurvedic products. The interaction term (Age × Purchase Intention) yielded a β = 0.159, with a t-value of 1.998 and a p-value of 0.046, which is statistically significant at the 5% level. The confidence interval ranging from 0.002 to 0.313 further supports the significance of this moderation effect. This indicates that (H17) age meaningfully moderate the relationship between purchase intention and consumer behaviour toward branded ayurvedic products. Age (β = -0.059, t = 0.705, p = 0.481, CI [-0.218, 0.099]) demonstrates the negative influence on consumer behaviour, hence this shows that (H17a) age does not have a significant and positive impact on consumer behaviour to purchase branded ayurvedic products.

The simple slope analysis, as shown in Figure No. 6.20, reveals two distinct trends. The red line represents the younger age group (below 30 years), while the green line denotes the older age group (30 years and above). The slope of the green line is steeper than that of the red line, suggesting that for older individuals the relationship between purchase intention and actual consumer behaviour is stronger. In other words, as purchase intention increases the older consumers are more likely to translate that intention into actual purchasing behaviour compared to younger consumers.

6.35.2 Moderating effect of Gender between Purchase Intention and Consumer Behaviour

Table No. 6.41: Moderating effect of Gender between Purchase Intention and Consumer Behaviour

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H18	Gender x PI -> CB	0.030	0.074	0.402	0.688	-0.114	0.173	Insignificant
H18a	Gender -> CB	-0.173	0.073	2.369	0.018**	-0.317	-0.031	Significant

Note: ** represents 5% level of significance

Source: Author Compilation

The moderating effect of gender on the relationship between purchase intention and consumer behaviour toward branded ayurvedic products was tested to assess whether the strength or direction of this relationship varies between male and female consumers. As presented in Table No. 6.41, the interaction effect between gender and purchase intention on consumer behaviour was found to be statistically insignificant (β = 0.030, t = 0.402, p = 0.688, 95% CI: -0.114 to 0.173). This suggests that (H18) gender does not significantly moderate the nature of the relationship between consumers' intention to purchase branded ayurvedic products and their actual behaviour. However, the main effect of gender was found to be significant (β = -0.173, t = 2.369, p = 0.018), indicating that (H18a) gender has a significant impact on consumer behaviour with female consumers showing slightly lower levels of behavioural engagement in comparison to males.

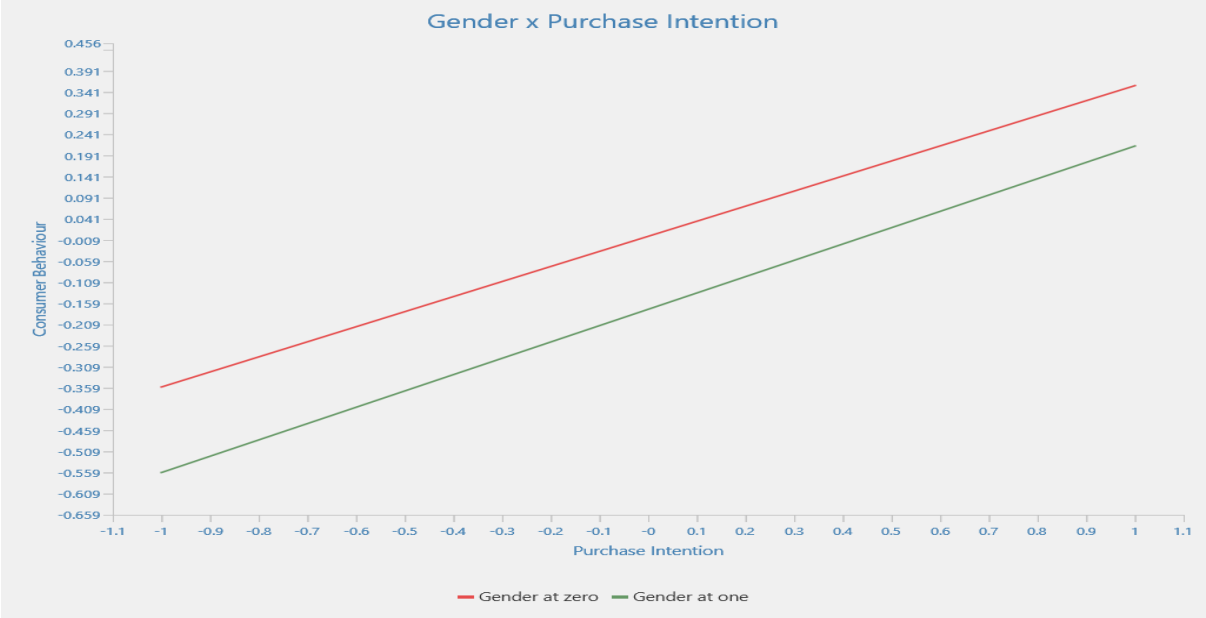


Figure No. 6.21: Simple Slope Analysis for the Moderating effect of Gender

Source: Author Compilation

The interaction effect is further illustrated through the slope analysis presented in Figure No. 6.21. The red line (representing males) and the green line (representing females) both show a positive slope, indicating a positive association between purchase intention and consumer behaviour across both genders. However, the relatively parallel and closely spaced lines reflect the lack of a strong moderating impact of gender. The gap between the lines confirms that while gender has a main effect on consumer behaviour, it does not alter the strength of the relationship between purchase intention and behaviour. Therefore, as visualised in the slope analysis Figure No. 6.21, and supported by the statistical outcomes in Table No. 6.41, gender does not moderate the influence of purchase intention on consumer behaviour in the context of branded ayurvedic product consumption.

6.35.3 Moderating effect of Educational Qualification between Purchase Intention and Consumer Behaviour

Table No. 6.42: Moderating effect of Educational Qualification between Purchase Intention and Consumer Behaviour

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H19	Educational Qualification x PI -> CB	-0.057	0.071	0.780	0.435	-0.197	0.081	Insignificant
H19a	Educational Qualification -> CB	0.008	0.072	0.097	0.922	-0.130	0.150	Insignificant

Source: Author Compilation

As presented in Table No. 6.42, the moderation analysis assessed whether educational qualification influences the strength of the relationship between purchase intention and consumer behaviour in the context of branded ayurvedic products. The interaction effect of educational qualification and purchase intention on consumer behaviour is statistically insignificant (β = -0.057, t = 0.780, p = 0.435) with the confidence interval ranging from -0.197 to 0.081. This indicates that (H19) educational qualification does not significantly moderate the relationship between purchase intention and consumer behaviour. Educational qualification was also found to be insignificant (β = 0.008, t = 0.097, p = 0.922, CI [-0.130, 0.150]) and shows that (H19a) educational qualification does not have a significant and positive impact on consumer behaviour to purchase branded ayurvedic products.

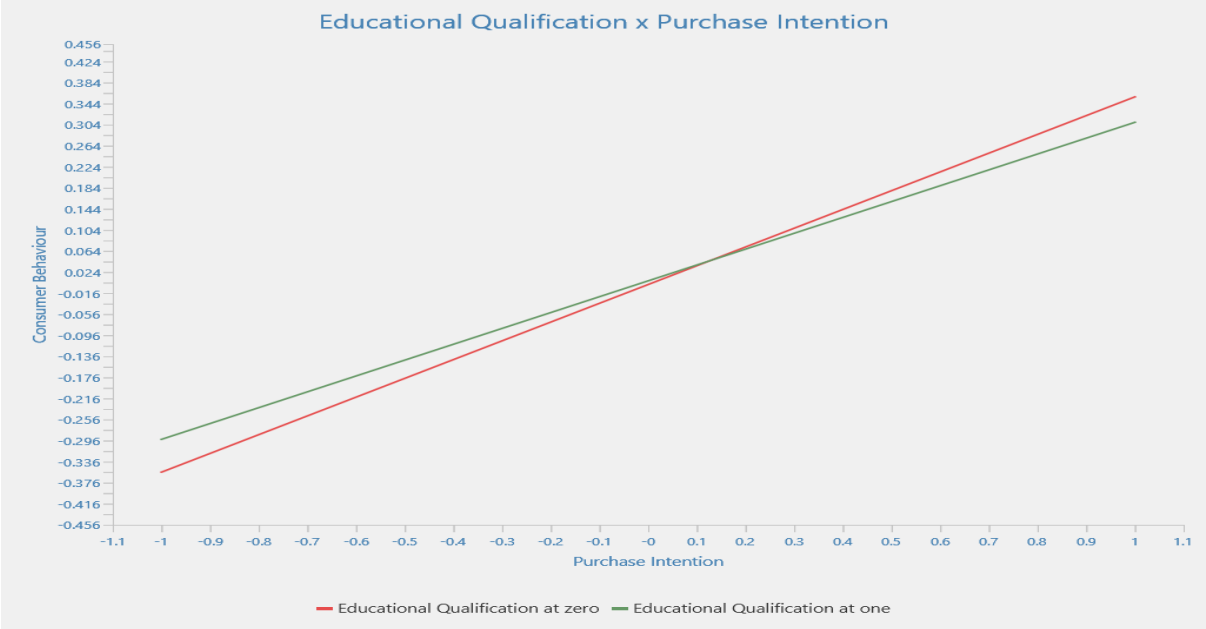


Figure No. 6.22: Simple Slope Analysis for the Moderating effect of Educational Qualification

Source: Author Compilation

This result is further illustrated in Table No. 6.42 and the corresponding slope analysis Figure No. 6.22. The slope lines for both groups those with Higher Secondary School Certificate (HSSC) and below (red line) and those with education above HSSC (green line) are almost parallel, indicating a similar pattern of influence across education levels. Although consumers with higher educational qualifications exhibit a slightly stronger positive relationship between purchase intention and consumer behaviour, the difference is not statistically significant. It can be concluded that educational qualification does not play a decisive role in altering the effect of purchase intention on consumer behaviour regarding branded ayurvedic product consumption.

6.35.4 Moderating effect of Annual Income between Purchase Intention and Consumer Behaviour

Table No. 6.43: Moderating effect of Annual Income between Purchase Intention and Consumer Behaviour

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H20	Annual Income x PI -> CB	0.049	0.076	0.637	0.524	-0.101	0.198	Insignificant
H20a	Annual Income -> CB	0.077	0.079	0.981	0.327	-0.078	0.231	Insignificant

Source: Author Compilation

The moderating effect of annual income on the relationship between purchase intention and consumer behaviour toward branded ayurvedic products was investigated to determine whether consumer income levels influence behavioural outcomes. As presented in Table No. 6.43, the interaction term of annual income and purchase intention is statistically insignificant (β = 0.049, p = 0.524) with a confidence interval ranging from -0.101 to 0.198, indicating that the effect of purchase intention on consumer behaviour does not vary moderately between different income groups (H20). The main effect of annual income alone is also non-significant (β = 0.077, t = 0.981, p = 0.327), suggesting that (H20a) income does not significantly impacted consumer behaviour in this context.

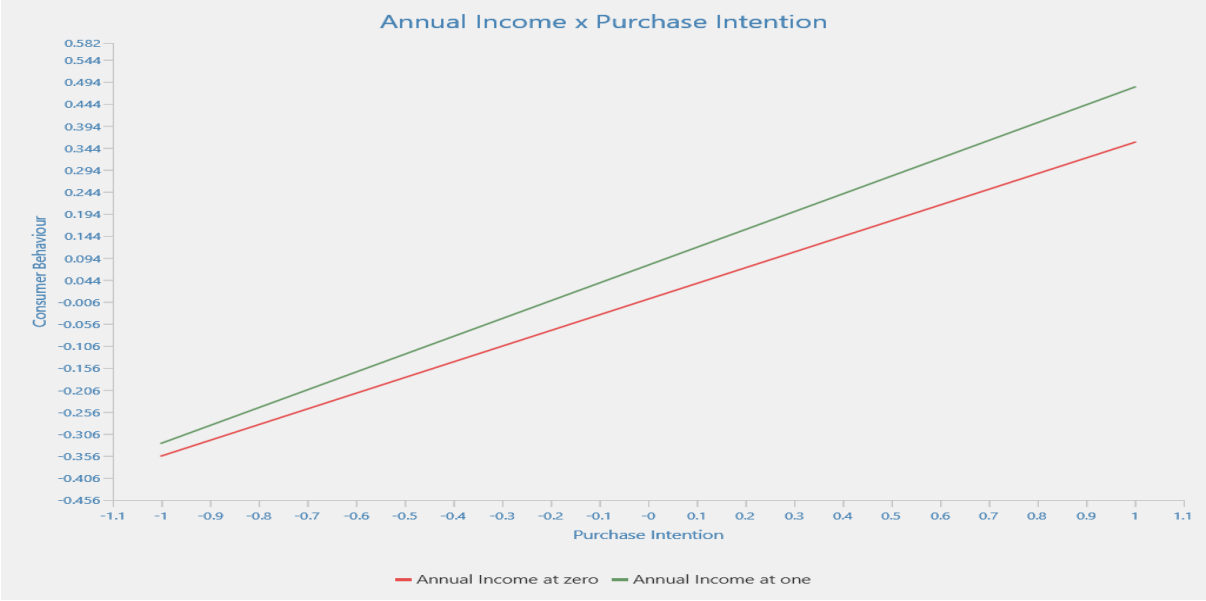


Figure No. 6.23: Simple Slope Analysis for the Moderating effect of Annual Income

Source: Author Compilation

The simple slope analysis, illustrated in Figure No. 6.23, further clarifies this finding. The red line represents the low-income group (annual income ₹ 2,00,000 or less), while the green line represents the high-income group (above ₹ 2,00,001). Both lines exhibit a positive slope, showing that purchase intention positively influences consumer behaviour in both groups. However, the slopes are nearly parallel and close together, which visually supports the statistical conclusion that annual income does not significantly moderate the strength of the relationship. Thus, regardless of income levels purchase intention similarly drives consumer behaviour toward branded ayurvedic products.

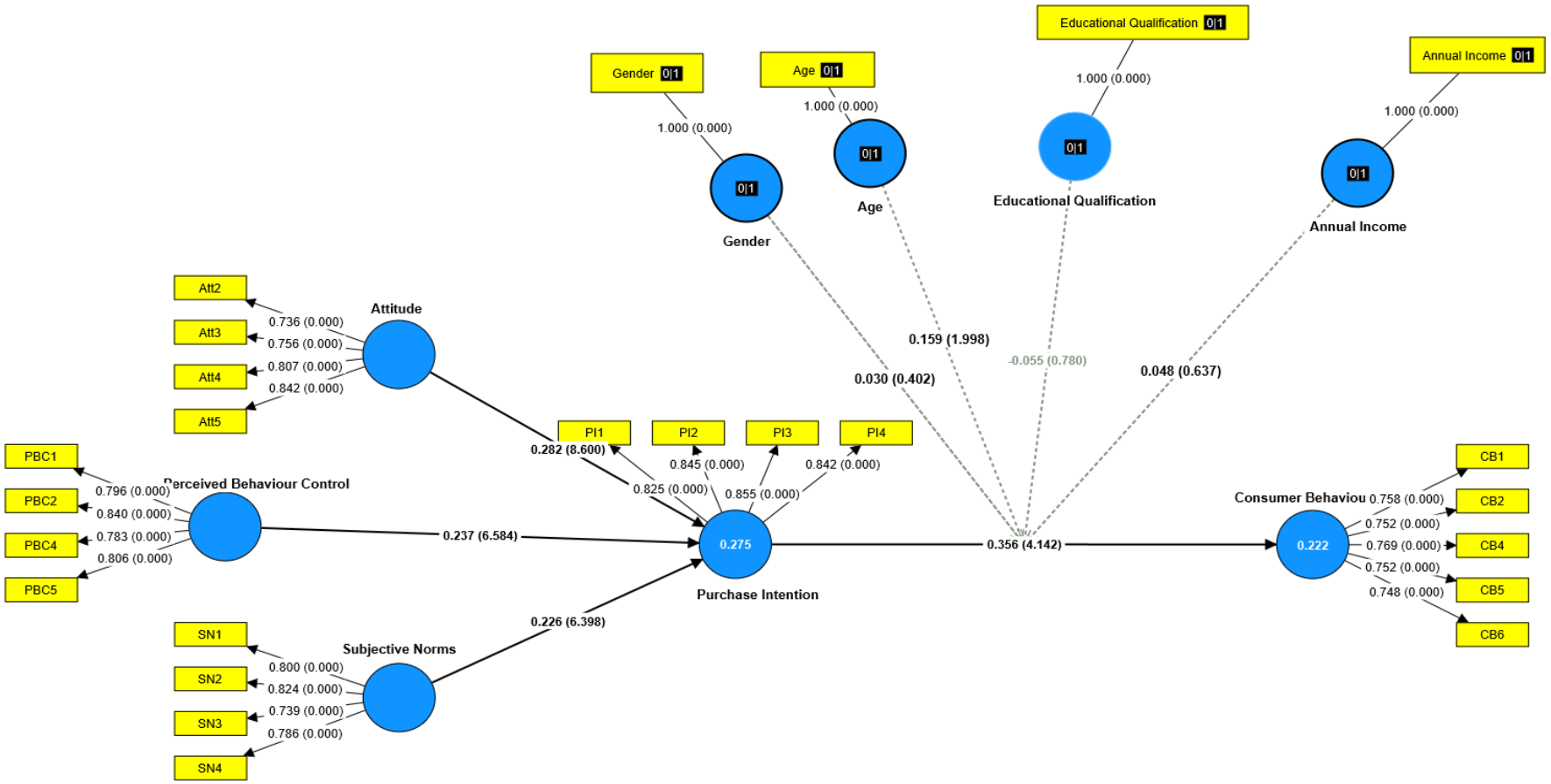


Figure No. 6.24: Categorical Moderation Effect of Demographic Variables

Source: Author Compilation

Table No. 6.44: Categorical Moderation Effect of Demographic Variables

Hypothesis	Relationship	β	SD	t-value	p-value	Confidence Interval		Remark
						2.50%	97.50%	
H17	Age x PI -> CI	0.159	0.080	1.998	0.046	0.002	0.313	Significant
H18	Gender x PI -> CB	0.030	0.074	0.402	0.688	-0.114	0.173	Insignificant
H19	Educational Qualification x PI -> CB	-0.057	0.071	0.780	0.435	-0.197	0.081	Insignificant
H20	Annual Income x PI -> CB	0.049	0.076	0.637	0.524	-0.101	0.198	Insignificant
H17a	Age -> CB	-0.059	0.081	0.705	0.481	-0.218	0.099	Insignificant
H18a	Gender -> CB	-0.173	0.073	2.369	0.018	-0.317	-0.031	Significant
H19a	Educational Qualification -> CB	0.008	0.072	0.097	0.922	-0.130	0.150	Insignificant
H20a	Annual Income -> CB	0.077	0.079	0.981	0.327	-0.078	0.231	Insignificant

Source: Author Compilation

Table No. 6.44 and Figure No. 6.24 presents the categorical moderation analysis results. It evaluate whether demographic factors such as age, gender, educational qualification and annual income moderate the relationship between purchase intention and consumer behaviour towards branded ayurvedic products. Among all the demographic variables tested, age emerged as the only statistically significant moderator of the relationship between purchase intention and consumer behaviour. The (H17) interaction effect between age and purchase intention is significant (β = 0.159, t = 1.998, p = 0.046) with a confidence interval ranging from 0.002 to 0.313. This suggests that consumer behaviour in relation to branded ayurvedic product purchase is more strongly influenced by purchase intention among older individuals (those above 30 years) compared to younger individuals (below 30 years). Figure No. 6.24 visually supports this finding, showing that the slope for the older age group (green line) is steeper, indicating a stronger effect of purchase intention on consumer behaviour within this group. However, gender (β = 0.030, t = 0.402 p = 0.688), educational qualification (β = -0.057, t = 0.780, p = 0.435) and annual income (β = 0.049, t = 0.637, p = 0.524) are not significantly moderators,

leading to the rejection of H18, H19 and H20, meaning these factors do not alter the strength of the relationship between purchase intention and consumer behaviour.

The direct effects reveal that gender significantly influences consumer behaviour (β = -0.173, t = 2.369, p = 0.018, CI [-0.317, -0.031]), supporting H18a, whereas age (β = -0.059, t = 0.705, p = 0.481), educational qualification (β = 0.008, t = 0.097, p = 0.922) and annual income (β = 0.077, t = 0.981, p = 0.327) do not have significant direct effects that leads to the rejection of H17a, H19a and H20a.

6.36 Model Fit of Categorical Moderation Analysis

Table No. 6.45: Model Fit of Categorical Moderation Analysis

Model Fit Index	Saturated model	Estimated model
SRMR	0.047	0.091
d_ULS	0.713	2.678
d_G	0.22	0.307
Chi-square	819.405	1035.639
NFI	0.853	0.814

Source: Author Compilation

As per the Table No.6.45, the model fit indices for the categorical moderation model indicate a moderately acceptable structural fit. The Standardised Root Mean Square Residual for the estimated model is 0.091, which slightly exceeds the widely accepted threshold of 0.08, suggesting a minor deviation between the observed and model-implied correlations. However, the Normed Fit Index value of 0.814 falls within the acceptable benchmark of above 0.80, indicating adequate model performance. Additionally, both d_ULS (2.678) and d_G (0.307) values remain within reasonable limits that support the internal consistency of the model. Although the chi-square value for the estimated model is 1035.639, which is higher than that of the saturated model, it is generally expected due to greater constraints imposed by the structural model.

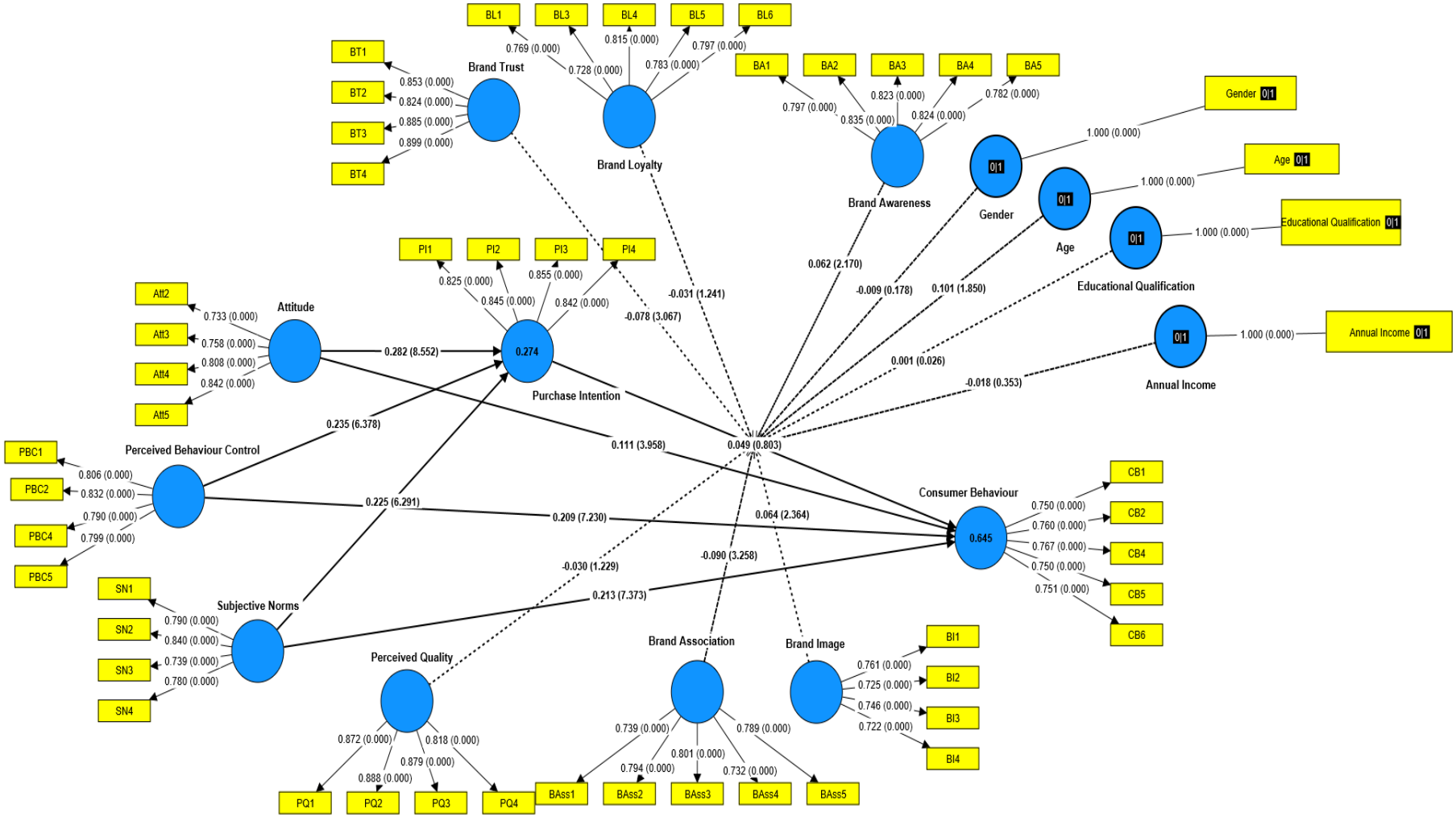


Figure No. 6.25: PLS-SEM Model of Consumer Behaviour Analysis

Source: Author Compilation

6.37 Evaluating Explanatory Power of the Structural Model for Consumer Behaviour

The explanatory power of a structural model refers to its ability to account for the variance in the dependent variable as explained by the independent variables. In Partial Least Squares Structural Equation Modelling (PLS-SEM), three key metrics are commonly used to assess explanatory power they are the coefficient of determination (R^2), effect size (f^2) and predictive relevance (Q^2). The coefficient of determination (R^2) measures how much of the variation in the dependent variable is explained by the independent variables, where higher values indicate stronger explanatory power. As per (Henseler J., et al. 2015), an R^2 value of 0.75 suggests substantial explanatory power, 0.50 indicates moderate explanatory power and 0.25 reflects weak explanatory power. Effect size (f^2) evaluates the contribution of each independent variable to the dependent variable by comparing changes in R^2 when a predictor is included and excluded. (Cohen J. 1988) categorizes f^2 values as small (0.02), medium (0.15) and large (0.35) that signifies the strength of an individual predictor in explaining the dependent variable. Predictive relevance (Q^2) assesses the model's ability to predict new observations and is determined through a blindfolding procedure, where values greater than zero indicate that the model has predictive capability (Hair J., et al. 2020). To validate the explanatory power several statistical methods are employed including bootstrapping analysis to derive robust R^2 estimates, omission of predictors to assess f^2 values and blindfolding procedures to compute Q^2. Additionally, variance inflation factor (VIF) is used to check for collinearity among predictor variables to ensure reliable model estimation (Kock N., et al. 2012). These measures collectively provide insights into how well the model explains and predicts consumer behaviour in ayurveda product purchases. A strong R^2 value confirms substantial explanatory power, significant f^2 values highlight the importance of individual predictors and a positive Q^2 value ensures predictive ability. Thus, by employing these assessment techniques, researchers can determine the reliability and strength of their structural model and its effectiveness in explaining consumer decision-making in the ayurvedic market.

6.38 Coefficient of Determination for Consumer Behaviour and Purchase Intention

Table No. 6.46: Coefficient of Determination for Consumer Behaviour and Purchase Intention

Dependent Variable	R-square	R-square adjusted
Consumer Behaviour	0.645	0.63
Purchase Intention	0.274	0.27

Source: Author Compilation

Table No. 6.46, presents the coefficient of determination (R-Square) values that measure the explanatory power of the independent variables in predicting the dependent variables. The R-Square value for consumer behaviour is 0.645, indicating that 64.5% of the variance in consumer behaviour is explained by the independent variables included in the model. According to (Henseler J., et al. 2015), an R-Square value of 0.75 is considered substantial, 0.50 is moderate and 0.25 is weak. Therefore, the explanatory power for consumer behaviour is moderate to strong, demonstrating that the selected predictors effectively explain consumer behaviour in the branded ayurvedic product market. The R-Square adjusted value of 0.63 accounts for the number of predictors in the model, ensuring a more reliable measure by preventing overfitting.

Similarly, the R-Square value for purchase intention is 0.274, suggesting that 27.4% of the variance in purchase intention is explained by the independent variables in the model. As per (Chin W. 1998), an R-square value between 0.19 and 0.33 is considered weak to moderate. This indicates that while the model provides some explanatory power for purchase intention, additional external factors not captured in this study might also play a significant role in influencing purchase intention. The R-square adjusted value of 0.27 implies minimal change when adjusting for the number of predictors, suggesting that introducing more relevant variables may improve the model's predictive capability.

Overall, the model exhibits strong explanatory power for consumer behaviour but moderate explanatory power for purchase intention that emphases the need for further refinement in predicting purchase intention within the branded ayurvedic product market.

6.39 Effect Size Analysis for Consumer Behaviour

Table No. 6.47: Effect size (f^2) Analysis for Consumer Behaviour

Relationship	f-square	Interpretation
Age -> Consumer Behaviour	0.009	-
Annual Income -> Consumer Behaviour	0.001	-
Attitude -> Consumer Behaviour	0.027	Small effect size
Attitude -> Purchase Intention	0.103	Small effect size
Brand Association -> Consumer Behaviour	0.158	Moderate effect size
Brand Awareness -> Consumer Behaviour	0.001	-
Brand Image -> Consumer Behaviour	0.103	Small effect size
Brand Loyalty -> Consumer Behaviour	0.016	-
Brand Trust -> Consumer Behaviour	0.005	-
Educational Qualification -> Consumer Behaviour	0.001	-
Gender -> Consumer Behaviour	0.002	-
Perceived Behaviour Control -> Consumer Behaviour	0.086	Small effect size
Perceived Behaviour Control -> Purchase Intention	0.064	Small effect size
Perceived Quality -> Consumer Behaviour	0.031	Small effect size
Purchase Intention -> Consumer Behaviour	0.001	-
Subjective Norms -> Consumer Behaviour	0.094	Small effect size
Subjective Norms -> Purchase Intention	0.060	-

Source: Author Compilation

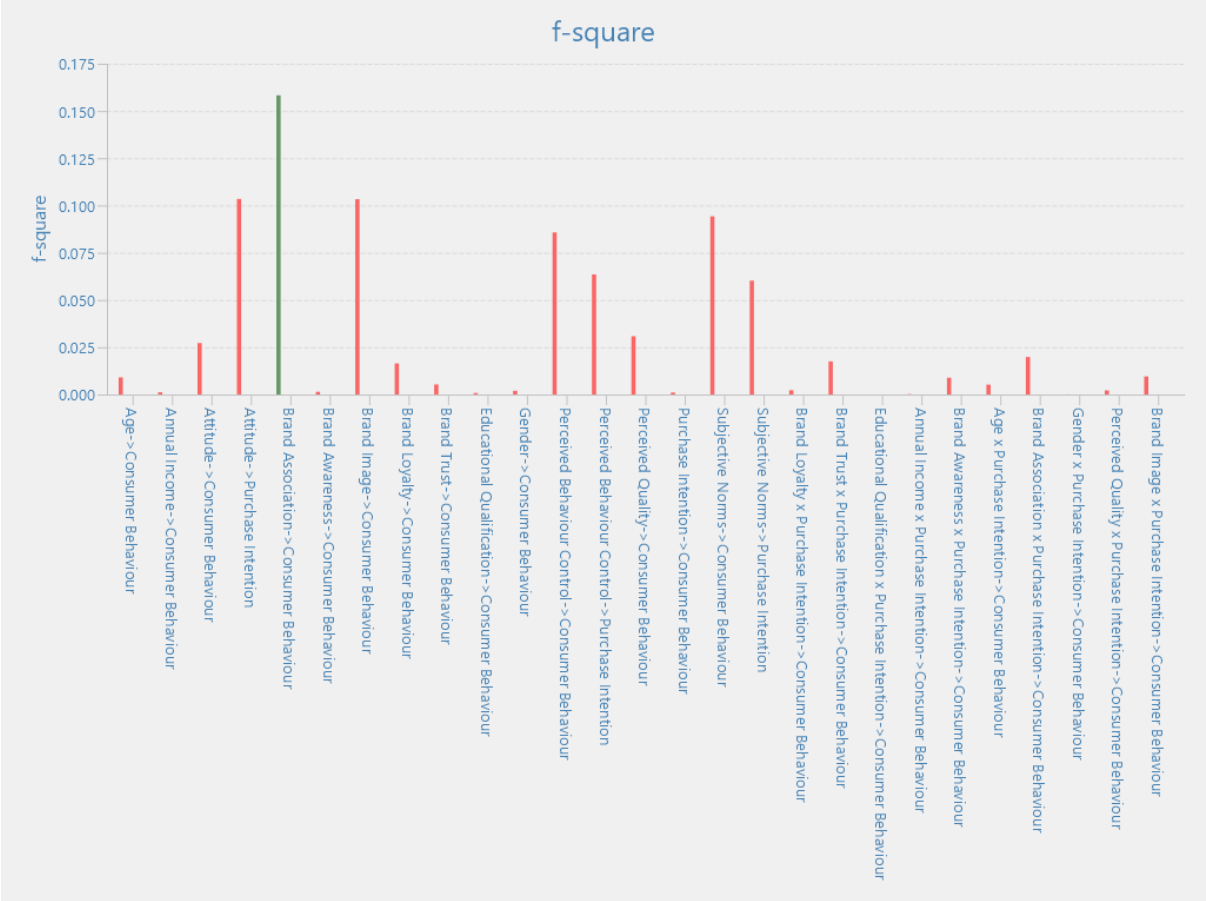


Figure No. 6.26: Structural Model Depicting Effect Size (f^2) Analysis for Consumer Behaviour

Source: Author Compilation

The effect size (f^2) analysis provides an understanding of the relative impact of each predictor variable on consumer behaviour in the context of branded ayurvedic product purchases. This metric complements the significance of path coefficients by revealing how much a specific independent variable contributes to the explanatory power of the dependent variable that included in the model. According to Cohen's J. (1988) guidelines, an f^2 value of 0.02 indicates a small effect, 0.15 indicates a moderate effect and 0.35 represents a large effect.

As shown in Table No. 6.47 and depicted visually in Figure No. 6.26, the strongest predictor of consumer behaviour was brand association that yielded a moderate effect size of 0.158. This result suggests that brand association plays a relatively important role in shaping consumer behaviour toward branded ayurvedic products. Consumers who associate positive attributes and values with ayurvedic brands are more likely to display favourable behavioural outcomes.

Variables such as attitude (0.027), brand image (0.103), perceived behaviour control (0.086), perceived quality (0.031) and subjective norms (0.094) exhibited small effect sizes, indicating that they significantly influence consumer behaviour and their individual contributions to the model's explanatory power are modest. Interestingly, attitude also had a small effect size (0.103) on purchase intention, highlighting its dual but consistent role in shaping both intention and behaviour.

Other variables, including gender (0.002), educational qualification (0.001), annual income (0.001) and age (0.009) showed negligible effect sizes that reflect a limited practical influence on consumer behaviour in the context studied. Additionally, purchase intention itself surprisingly demonstrated a very low effect size (0.001) in directly explaining consumer behaviour, possibly suggesting the presence of mediating or moderating influences that dilute its direct impact.

The effect size analysis confirms that brand association stands out as a key driver of consumer behaviour in branded ayurvedic product consumption, while constructs like attitude, brand image, perceived quality, perceived behavioural control and subjective norms play supportive yet meaningful roles.

6.40 Predictive Relevance (Q^2) for Consumer Behaviour Analysis

To complement the assessment of R-square (R^2) as a measure of explanatory power, it is crucial to examine Stone-Geisser's Q^2 predictive relevance using the Blindfolding procedure. This technique systematically removes specific data points from the dataset and then re-estimates the model parameters to evaluate its predictive accuracy. A positive Q^2 predictive relevance value indicates that the model performs better at prediction than a naive benchmark, meaning the prediction errors for the Partial Least Squares (PLS) path model are lower than those from a baseline model (Shmueli G., et al. 2016). If Q^2 is greater than zero, it confirms that the model possesses predictive relevance that demonstrate its ability to forecast outcomes based on the given constructs effectively. This assessment strengthens the validity of the model by ensuring that it does not merely fit the data well but also retains predictive accuracy beyond the initial sample.

Table No. 6.48: Assessment of Predictive Accuracy using Q^2predict, Root Mean Square Error and Mean Absolute Error

Dependent Variable	Q^2predict	RMSE	MAE
Consumer Behaviour	0.586	0.645	0.513
Purchase Intention	0.265	0.860	0.697

Source: Author Compilation

The assessment of predictive relevance is essential to evaluate how well a structural model can predict observed values for endogenous constructs in a Partial Least Squares Structural Equation Modelling (PLS-SEM) framework. The Q^2predict value when greater than zero, indicates that the model has predictive relevance for a given dependent variable. Additionally, Root Mean Square Error (RMSE) and Mean Absolute Error (MAE) provide information on the accuracy and consistency of the model's predictions lower values of RMSE and MAE suggest better predictive performance.

As shown in Table No. 6.48, the Q^2predict value for consumer behaviour is 0.586, indicating a strong predictive relevance of the model for this construct. Furthermore, the relatively low values of RMSE (0.645) and MAE (0.513) reinforce the model's accuracy and reliability in predicting consumer behavioural responses toward branded ayurvedic products.

For the second endogenous construct know as purchase intention the Q^2predict value is 0.265, that also demonstrates adequate predictive relevance, although to a lesser extent than consumer behaviour. The RMSE (0.860) and MAE (0.697) values are slightly higher, indicating that the model predicts purchase intention reasonably well, its performance is somewhat less precise compared to the prediction of consumer behaviour.

The predictive performance statistics confirm that the structural model possesses satisfactory predictive power, particularly for consumer behaviour and moderately for purchase intention, thus supporting the strength and practical applicability of the model within the context of branded ayurvedic product consumption.

6.41 Importance-Performance Map Analysis (IPMA) of Constructs Predicting Consumer Behaviour

Importance-Performance Map Analysis (IPMA) also known as Impact-Performance Map Analysis, which is an advanced technique in Partial Least Squares-Structural Equation Modelling (PLS-SEM) that evaluates the relative importance and performance of predictor variables in influencing a dependent variable (Hair J., et al. 2021). Unlike conventional path coefficient analysis that only assesses relationships between variables, IPMA integrates importance (total effects) and performance (latent variable scores) to offer actionable insights. Importance represents the strength of a variable's impact on the dependent construct while performance reflects how well the construct is executed on a 0 to 100 scale (Hair J., et al. 2019). The key advantage of IPMA is its ability to prioritize strategic improvements by distinguishing between variables that exhibit high importance but low performance and signifying critical areas needing intervention. The high-performance but low-importance constructs indicate areas where excessive resources may be allocated despite their limited contribution (Hair J., et al. 2019). By mapping predictor variables on an IPMA matrix, researchers and decision-makers can identify key focus areas and optimize resource allocation accordingly. In consumer behaviour research, especially in branded ayurvedic product purchasing the IPMA helps to identify the factors such as brand trust and purchase intention that require improvement to enhance consumer decision-making. The method involves calculating total effects for each independent variable and mapping them against their performance values to derive insights that aid in business strategy and policy formulation. Ultimately, IPMA serves as a practical tool for refining business strategies, ensuring that efforts are directed toward constructs that significantly impact consumer behaviour while enhancing overall model predictability.

Table No. 6.49: Performance and Importance of Constructs Predicting Consumer Behaviour

Construct	Performance	Importance
Attitude	71.944	0.062
Subjective Norms	70.030	0.050
Perceived Behaviour Control	64.861	0.052
Purchase Intention	73.584	0.221
Brand Awareness	69.653	0.078

Brand Association	69.900	0.326
Perceived Quality	72.396	0.133
Brand Image	53.092	0.303
Brand Trust	80.807	0.081
Brand Loyalty	63.998	0.121

Source: Author Compilation

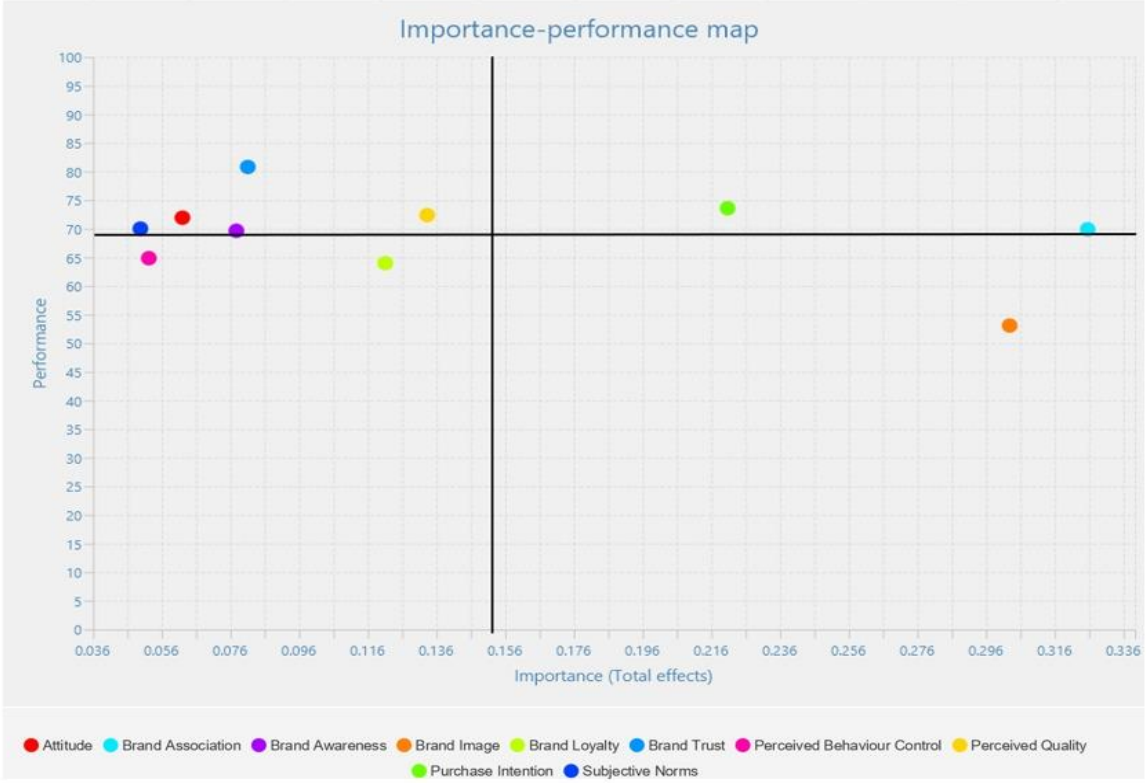


Figure No. 6.27: IPMA Analysis of Constructs Predicting Consumer Behaviour

Source: Author Compilation

The Importance-Performance Map Analysis presented in Table No. 6.49 and illustrated in Figure No. 6.27 offers a comprehensive evaluation of the role played by various psychological and brand equity constructs in influencing consumer behaviour towards branded ayurvedic products. This analysis is particularly useful in identifying which constructs not only perform well among consumers (as indicated by performance scores) but also have a substantial impact on their behavioural outcomes (as indicated by importance or effect size values).

Beginning with the construct of brand association, which records the highest importance score of 0.326 and a strong performance value of 69.900. It is evident that this variable plays a pivotal role in shaping consumer decision-making. A high level

of brand association signifies that consumers connect specific favourable attributes such as natural ingredients, efficacy or traditional value with ayurvedic brands are thereby significantly influencing their purchasing decisions.

Next in importance is the brand image, with an effect size of 0.303 but a relatively modest performance score of 53.092. This indicates that although brand image is a powerful predictor of behaviour, there is considerable room for improvement in how the brand is perceived. Enhancing visual identity the communication strategies and symbolic appeal can likely strengthen its performance further.

The purchase intention construct with an importance score of 0.221 and the highest performance value of 73.584, illustrates that consumers show a strong willingness or inclination to buy branded ayurvedic products. However, while intention is high it is less influential in isolation compared to the associative and perceptual constructs. This suggests that other underlying constructs such as trust, image or brand association might be contributing more directly to actual behaviour than intention alone.

The construct of perceived quality also demonstrates a meaningful level of importance (0.133) and a high-performance score (72.396), indicating that consumers who perceive the ayurvedic products as high in quality are more inclined to exhibit favourable behaviour. Similarly, attitude with an importance score of 0.062 and a performance of 71.944, plays a supportive but secondary role in driving consumer choices. It reveals that general positive evaluations and feelings towards the product category are present, but their predictive power is moderate.

On the other hand brand awareness, brand trust and brand loyalty show the moderate importance (ranging from 0.078 to 0.121) despite having reasonably high performance values (ranging from 63.998 to 80.807). This observation suggests that consumers are already familiar with these brands, trust them and even exhibit loyalty, yet these factors alone are not the strongest determinants of consumer behaviour in this context. Their role may be more supportive or reinforcing rather than central to influencing behavioural outcomes.

The construct subjective norms with an importance value of 0.050 and a performance score of 70.030 that reflects the impact of social influence on consumer choices. It does suggest that peer opinions, family recommendations and societal expectations contribute to consumer decisions regarding ayurvedic product purchases.

The construct perceived behavioural control reports the lowest importance value of 0.052 and a moderate performance score of 64.861. This implies that the consumers generally feel capable of purchasing these products and this belief does not substantially drive their actual buying behaviour in this specific category.

Table No. 6.50: Model Fit

Model Fit Index	Saturated model	Estimated model
SRMR	0.041	0.049
d_ULS	2.341	3.32
d_G	0.713	0.753
Chi-square	2675.271	2788.46
NFI	0.816	0.808

Source: Author Compilation

As per Table No. 6.50, the model fit indices for the estimated model indicate an acceptable level of fit within the structural equation modelling framework. The Standardised Root Mean Square Residual is 0.049 that is well below the commonly accepted threshold of 0.08 and reflecting a good fit between the observed and predicted data. The Normed Fit Index value of 0.808 also meets the minimum acceptable benchmark of 0.80, suggesting satisfactory model adequacy. The values of d_ULS (3.32) and d_G (0.753) remain within a reasonable range, supporting the internal consistency and predictive accuracy of the model. The chi-square value show slightly higher in the estimated model compared to the saturated model that remains interpretable given the model complexity and sample size.

6.42 Summary of Hypothesis Testing Results

Table No. 6.51: Summary of Hypothesis Outcomes

Hypothesis	Statement	Remark
H1	Attitude has a significant and positive influence on purchase intentions to purchase branded ayurvedic products.	Significant
H2	Subjective norms have a significant and positive influence on purchase intentions to purchase branded ayurvedic products.	Significant

H3	Perceived behavioural control has a significant and positive influence on purchase intentions to purchase branded ayurvedic products.	Significant
H4	Attitude has a significant and positive influence on consumer behaviour to purchase branded ayurvedic products.	Significant
H5	Subjective norms have a significant and positive influence on consumer behaviour to purchase branded ayurvedic products.	Significant
H6	Perceived behavioural control has a significant and positive influence on consumer behaviour to purchase branded ayurvedic products.	Significant
H7	Purchase intention significantly and positively influence on consumer behaviour towards branded ayurvedic products.	Significant
H8	Purchase intention has significant and positive mediating effect on the relationship between attitude and consumer behaviour.	Significant
H9	Purchase intention has significant and positive mediating effect on the relationship between subjective norms and consumer behaviour.	Significant
H10	Purchase intention has significant and positive mediating effect on the relationship between perceived behavioural control and consumer behaviour.	Significant
H11	Brand awareness moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Significant
H12	Brand association moderates the association between Purchase intention and consumer behaviour towards branded ayurvedic products.	Significant
H13	Perceived quality moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Insignificant
H14	Brand image moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Significant
H15	Brand trust moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Significant
H16	Brand loyalty moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Insignificant

H17	Age moderates an association between purchase intention and consumer behaviour towards branded ayurvedic products.	Significant
H17a	Age has a significant impact on consumer behaviour to purchase branded ayurvedic products.	Insignificant
H18	Gender moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Insignificant
H18a	Gender has a significant impact on consumer behaviour to purchase branded ayurvedic products.	Significant
H19	Education moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Insignificant
H19a	Educational Qualification has a significant impact on consumer behaviour to purchase branded ayurvedic products.	Insignificant
H20	Annual Income moderates the association between purchase intention and consumer behaviour towards branded ayurvedic products.	Insignificant
H20a	Annual income has a significant impact on consumer behaviour to purchase branded ayurvedic products.	Insignificant

Source: Author Compilation

The hypothesis testing results of the study indicate that several proposed relationships were statistically supported. Attitude, subjective norms and perceived behavioural control demonstrated a significant and positive influence on both the intention to purchase and the actual consumer behaviour towards branded ayurvedic products (H1 to H6). Additionally, purchase intention was found to have a substantial impact on consumer behaviour (H7) and played a significant mediating role in the relationships between attitude, subjective norms, perceived behavioural control and consumer behaviour (H8 to H10). Among the brand equity dimensions brand awareness, brand association, brand image and brand trust positively moderated the relationship between purchase intention and consumer behaviour (H11, H12, H14 and H15). Demographic analysis revealed that age had a significant moderating effect (H17), while gender showed a significant direct effect on consumer behaviour (H18a).

Conversely, a few hypotheses were not supported. The moderating effects of perceived quality (H13) and brand loyalty (H16) on the relationship between purchase intention and consumer behaviour were found to be statistically insignificant. Furthermore, the direct influence of age (H17a), gender as a moderator (H18),

educational qualification (H19a) and annual income (H20a), as well as the moderating roles of education and income (H19 and H20) did not show significant results.

CHAPTER 7
FINDINGS, DISCUSSION AND CONCLUSION

This final chapter brings together the core outcomes of the research, integrating the study's empirical insights with its conceptual framework and practical relevance. It opens with an overview of the findings from the pilot study and measurement validation, followed by hypothesis testing aligned with each research objective. The subsequent discussion interprets these results within the broader context of existing literature, thereby extending current theoretical understanding and practical knowledge. It also acknowledges the study's constraints and proposes directions for future inquiry. Collectively, this chapter provides a cohesive closure to the research by synthesising its academic and applied contributions.

7.1 Pilot Study

Before proceeding to full-scale data collection, a pilot study was conducted to evaluate the clarity, consistency and psychometric strength of the research instrument. This preliminary phase was essential to ensure that the scale items were appropriate, understandable and capable of capturing the underlying constructs accurately. The pilot analysis involved testing sampling adequacy, conducting exploratory factor analysis, examining communalities, interpreting factor structures and assessing the reliability of each construct. The results helped refine the measurement tool by identifying and eliminating weak items and thereby enhancing the overall validity and reliability of the instrument.

7.2 Exploratory Factor Analysis

The collected data underwent Exploratory Factor Analysis (EFA) and scale reliability assessments. EFA was conducted using IBM SPSS Statistics Version 27 to identify the dimensions of the constructs. Items with low factor loadings (below 0.60), those displaying cross-loadings and item-to-total correlations below 0.3 were excluded from the analysis (Nguyen T., et al. 2021, Widohardhono R., et al. 2022, Lee M., et al. 2020). This present the detailed findings of the EFA assessment.

7.2.1 KMO and Bartlett's Test of Sphericity

The Kaiser-Meyer-Olkin (KMO) value was found to be 0.843, indicating meritorious sampling adequacy for factor analysis, as values above 0.80 are considered very good (Kaiser H. 1974, Shrestha N. 2021). Bartlett's Test of Sphericity yielded a Chi-square value of 15166.69 with 2016 degrees of freedom and the associated significance level was $p < 0.001$(Bartlett M. 1951, Mubarak K., et al. 2020). This confirms that the correlation matrix is not an identity matrix and is therefore suitable for factor extraction. Together, these results validate the data's appropriateness for exploratory factor analysis (EFA).

7.2.2 Communalities Analysis of Measurement Items

As part of the study analysis, communalities were examined using principal component analysis to determine the proportion of variance in each item that could be explained by the extracted factors. The extraction values for most items were above the threshold of 0.50, indicating an acceptable level of shared variance and suitability for inclusion in further factor analysis. Constructs such as attitude (Att3 = 0.738), consumer behaviour (CB10 = 0.717), purchase intention (PI3 = 0.739), brand awareness (BA3 = 0.797) brand image (BI = 0.750), brand trust (BT2 = 0.787) and brand loyalty (BL = 0.811) demonstrated particularly strong communalities. The overall results affirm that the items meaningfully contribute to their respective constructs, supporting the scale's construct validity and justifying the advancement to full-scale data collection and confirmatory analysis. These provide confidence in the structure and clarity of the measurement instrument refined during this phase.

7.2.3 Total Variance Explained

The total variance explained was examined through principal component analysis to determine the number of factors suitable for retention. The initial eigenvalues indicated that 11 components had values greater than 1.00, accounting for a cumulative variance of 65.51% after rotation. This level of explained variance is considered acceptable in social science research, reflecting a strong underlying structure among the items. The gradual decline in eigenvalues beyond the 11th component supports the factor retention decision, further strengthened by the rotated component matrix. These validate the multidimensionality of the instrument and

suggest that the items capture distinct yet interrelated constructs essential for assessing consumer behaviour toward branded ayurvedic products.

7.2.4 Rotated Component Matrix

The rotated component matrix was carefully reviewed to explore how the measured items aligned with their respective theoretical constructs. The analysis employed principal component analysis with varimax rotation and successfully converged in six iterations, indicating a stable factor solution. Eleven distinct components emerged and each reflecting a coherent cluster of items with strong factor loadings, generally above the recommended threshold of 0.60.

The Attitude construct retained Att1, Att2, Att3, Att4, Att5, Att7 and Att8, while Att6 was excluded. Subjective norms maintained four items (SN1, SN2, SN3 and SN6) with SN4 and SN5 dropped during scale development due to weak loading. For perceived behavioural control five items (PBC1, PBC2, PBC3, PBC4 and PBC6) were retained, however PBC5 and PBC7 was excluded earlier due to poor validity.

The construct purchase intention retained seven items (PI1, PI2, PI3, PI4, PI6, PI7 and PI9), with PI5 and PI8 dropped during scale designing due to weak loading. The construct consumer behaviour was well-represented with nine items (CB1, CB3, CB4, CB5, CB6, CB7, CB8, CB9 and CB10) loading strongly on Component 1, while CB2 was removed due to low loading. Similarly, brand awareness was formed by retaining BA1, BA3, BA4, BA5, BA6, BA7 and BA8, however BA2 was excluded due to inadequate loading and poor consistency. In the case of brand association all six items (BAss1 to BAss6) were retained as they showed strong loadings and perceived quality also retained PQ1, PQ2, PQ3 and PQ4 that form a well-defined final component.

Likewise, brand image retained four items (BI1, BI3, BI4 and BI5), while BI2 and BI6 was excluded. The construct brand trust was well-formed with five retained items (BT1 to BT5) and all are meeting the threshold. For brand loyalty all six items (BL1 to BL6) loaded meaningfully on a single factor.

The rotated component matrix from the EFA study provided strong empirical support for the proposed factor structure. Total 64 items were considered for final analysis, however few were excluded due to weak loadings or cross-loadings. The retained items successfully grouped under eleven distinct and theoretically consistent

constructs, validating the conceptual framework of the study. This outcome affirmed the content validity of the instrument and indicated readiness for large-scale data collection and confirmatory factor analysis in the main study.

7.2.5 Reliability Assessment using Cronbach's Alpha

The internal consistency of each construct was assessed using cronbach's alpha to ensure reliability before proceeding to full-scale data collection. All constructs exhibited strong reliability with values exceeding the acceptable threshold of 0.70. The Consumer Behaviour (CB) scale achieved the highest reliability (α = 0.926, 9 items), followed closely by Purchase Intention (PI) (α = 0.918, 7 items) and Brand Awareness (BA) (α = 0.905, 7 items) that indicate excellent consistency in measuring the intended constructs. The Attitude (Att) construct also performed very well (α = 0.897, 7 items) along with Brand Loyalty (BL) (α = 0.875, 6 items) and Brand Association (BAss) (α = 0.870, 6 items) this all reflecting high coherence among their items. Similarly, Brand Image (BI) and Brand Trust (BT) showed strong reliability scores of 0.857 and 0.859 respectively. Perceived Quality (PQ) (α = 0.833, 4 items), Perceived Behavioural Control (PBC) (α = 0.822, 5 items) and Subjective Norms (SN) (α = 0.802, 4 items) also met the reliability standards, confirming that even the shorter scales maintained internal consistency. These results collectively demonstrate that the refined instrument from this study is both reliable and stable across all measured constructs and thereby supporting its readiness for the main study. The study provided a critical foundation for refining and validating the research instrument before proceeding to full-scale data collection. Each stage of analysis from the assessment of sampling adequacy to exploratory factor extraction and reliability testing affirmed the strength and coherence of the developed scale. The KMO value confirmed the suitability of the dataset for factor analysis while Bartlett's test indicated significant correlations among variables. Most items demonstrated acceptable communalities and eleven components emerged with meaningful loadings that aligned well with the theoretical constructs. The retained items clustered distinctly under their respective constructs supporting the scale's content and construct validity. Furthermore, cronbach's alpha values across all constructs exceeded the recommended threshold highlighting the internal consistency and stability of the instrument. Altogether, the study outcomes reinforced the resilience of the

measurement model and its appropriateness for capturing consumer behaviour toward branded ayurvedic products in the forthcoming main study phase.

7.3 Measurement Model Evaluation

The measurement model evaluation serves as a crucial step in confirming the reliability and validity of the constructs used in the main study. After distributing 686 questionnaires, 648 were returned and following the removal of 18 incomplete or unengaged responses, a final sample size of 630 was retained for analysis. This sample enabled a comprehensive assessment of the measurement properties of the instrument. This focus is on evaluating individual item loadings, internal consistency through cronbach's alpha, composite reliability, convergent validity using average variance extracted and discriminant validity through both the Fornell-Larcker criterion and HTMT ratios. These evaluations ensure that the constructs accurately represent the theoretical dimensions they are intended to measure, thereby establishing a sound foundation for the structural model and hypothesis testing that follows.

7.3.1 Data Normality

The results of the normality assessment indicate that the dataset is reasonably well-aligned with the assumptions of normal distribution. The kurtosis values for all items ranged between -1.141 and 1.509 that falls comfortably within the accepted range of -2 to +2. This suggests that the data does not exhibit problematic peakedness or flatness and thereby meeting the expected criteria for parametric analysis. Similarly, skewness values for most items were within the accepted range of -1 to +1, confirming a generally symmetrical distribution around the mean. Although one item BA6, showed a slightly higher negative skew (-1.035), this deviation is minimal and does not significantly impact the overall distribution. With the vast majority of items reflecting acceptable levels of skewness and kurtosis the dataset can be considered approximately normal.

7.3.2 Harman's Single-Factor Test

To assess the presence of common method variance, Harman's single-factor test was applied using principal component analysis on all observed variables without rotation. The objective of this test is to determine whether a single factor dominates the variance that would indicate the influence of measurement bias. The results

revealed that the first unrotated factor accounted for only 16.35 percent of the total variance and it is well below the commonly accepted threshold of 50 percent. This outcome indicates that the variance in the dataset is distributed across multiple underlying constructs rather than being driven by a single source. Additionally, the cumulative variance explained by the first eleven components reached 55.12 percent, further confirming the presence of diverse latent dimensions. These findings suggest that common method bias is not a significant issue in this study. Therefore, it is reasonable to proceed with further analysis without the need for additional CMV control techniques. The data collected appears to be methodologically sound and free from systematic response bias commonly associated with single-source and self-reported instruments.

7.3.3 Convergent Validity

The measurement model was thoroughly assessed for convergent validity using four well-established criteria such as cross loadings, composite reliability, average variance extracted and cronbach's alpha. The results indicate strong support for convergent validity across all constructs. Firstly, all retained indicators reported outer loading values above the recommended threshold of 0.708, demonstrating that individual items effectively represent their respective latent constructs. Secondly, composite reliability values for each construct ranged from 0.828 to 0.923 those are well above the minimum requirement of 0.70 and it signifies a high degree of internal consistency among the indicators. Thirdly, the average variance extracted values for all constructs exceeded the standard cut-off of 0.50 ranged from 0.546 to 0.750, confirming that the constructs explain a substantial proportion of variance in their observed indicators. Lastly, cronbach's alpha values were all above 0.70 ranged from 0.722 to 0.888 that further support the reliability of the measurement scales. Although minor variation was observed such as slightly lower values for brand image relative to other constructs all remained within acceptable bounds. Taken together these findings confirm that the measurement model exhibits strong convergent validity, ensuring that the theoretical constructs are accurately and reliably captured by their corresponding indicators. This provides a solid foundation for proceeding to the structural model evaluation and hypothesis testing phases of the analysis.

7.3.4 Discriminant Validity

Discriminant validity was evaluated using a combination of well-established statistical techniques to ensure that the constructs in the measurement model were conceptually and empirically distinct. The first approach involved examining cross-loadings, which revealed that each indicator loaded most strongly on its intended construct rather than on others. For example, indicators of attitude, brand loyalty and perceived quality exhibited clearly higher loadings on their own constructs and it confirm that they accurately captured the dimensions they were meant to measure. This initial evidence was further supported by the Fornell and Larcker criterion, which showed that the square root of the average variance extracted for each construct exceeded its correlations with all other constructs. However, AVE square roots of all constructs are in the range of 0.739 to 0.866 respectively and all values are higher than their corresponding inter-construct correlations, indicating clear discriminant validity. Complementing these results the Heterotrait-Monotrait (HTMT) ratio values were all well below the recommended threshold of 0.85 with the highest observed value being 0.667 between perceived behaviour control and consumer behaviour and still within acceptable limits. These results confirm that none of the constructs exhibit problematic overlap. Additionally, variance inflation factor values were assessed to check for multicollinearity. All constructs reported VIF values between 1.060 to 1.532 and those are comfortably below the threshold of 3, ruling out collinearity concerns. Together, these findings provide significant evidence of discriminant validity. Each construct in the model is statistically distinct, theoretically sound and free from measurement interference that allow the study to move forward confidently to structural model assessment and hypothesis testing.

7.4 Model Fit

Assessing model fit is a critical step in Partial Least Squares Structural Equation Modelling (PLS-SEM), as it helps determine how well the proposed model represents the observed data. In this study the model fit was evaluated using two widely accepted indices, the Standardized Root Mean Square Residual and the Normed Fit Index. The Standardized Root Mean Square Residual value for the saturated model was 0.043 and for the estimated model 0.056, both of which fall below the recommended threshold of 0.08. These values indicate a good level of fit between

the model's predicted and actual data that suggest minimal residual differences. Similarly, the Normed Fit Index values were 0.822 for the saturated model and 0.811 for the estimated model. Although these values are slightly below the ideal benchmark of 0.90 and they are considered acceptable, particularly in exploratory or early-stage modelling. The Chi-square values for both models reflect the expected differentiation between the saturated and estimated structures, further supporting the model's structural soundness. Collectively, these indicators suggest that the model fits the data well and provides a reliable basis for interpreting the relationships among the latent variables. With satisfactory model fit established the analysis is suitably positioned to proceed to the evaluation of the structural model and hypothesis testing.

The evaluation of the measurement model confirmed that the scale designing for the study demonstrated strong validity and reliability across multiple dimensions. The data collected from the final sample size was found to follow the expected characteristics of a normal distribution as indicated by acceptable skewness and kurtosis values and thereby meets the assumptions for subsequent parametric analysis. An initial check for common method variance using the single-factor test showed that no single component accounted for a majority of the variance, ruling out serious concerns of measurement bias. Convergent validity was firmly established with all indicators showing strong loadings on their respective constructs. The consistency of each construct was further confirmed through high values of internal reliability and the proportion of variance captured, indicating that the observed variables were accurate reflections of the theoretical concepts being measured. The distinctiveness of each construct was also verified through multiple tests of discriminant validity. Indicators loaded more strongly on their assigned constructs than on others and each construct was found to be statistically separate from the rest based on established comparison techniques. No indication of overlap or collinearity was detected that reinforce the uniqueness of each variable in the model. Lastly, the overall model fit was found to be well within acceptable limits, demonstrating that the hypothesised structure aligned closely with the actual data. These findings provide a strong foundation for advancing to the structural model and examining the proposed relationships among the study variables.

7.5 Socio-economic profile of the Respondents

The study was conducted among a final sample of six hundred and thirty respondents who participated in the survey on consumer behaviour toward branded ayurvedic products. The demographic analysis provided meaningful insights into the composition of the participants, revealing patterns that have important implications for understanding the market for branded ayurvedic products.

With respect to gender, the data showed that female respondents formed the majority accounting for more than half of the total sample. This indicates a higher level of interest or involvement of women in the use of branded ayurvedic products. Their preference may be attributed to the popularity of natural and holistic health and beauty solutions that are commonly marketed to female consumers. Male participants, while fewer in number also represent a substantial segment and possibly focusing more on ayurvedic products for fitness, immunity and overall well-being.

The age distribution of respondents revealed that younger consumers are the most engaged group when it comes to the use of branded ayurvedic products. The highest proportion of participants were below thirty years of age, followed by those between thirty-one and forty years. This trend may reflect a growing shift among younger generations towards natural, chemical-free and preventive health solutions. Respondents above forty years also showed meaningful representation that indicate traditional beliefs and long-standing trust in ayurveda continue to influence older age groups.

Educational qualification emerged as a significant factor in the analysis. The majority of the respondents had completed graduation followed by those with higher secondary education. A smaller segment of postgraduates was also observed, while only a limited number of participants reported no formal education. The high representation of educated individuals suggests that awareness of ayurvedic products, their benefits and health-related decisions are closely linked to education. This trend reinforces the need for ayurvedic brands to focus on evidence-based communication and informed consumer engagement.

When examined through the lens of annual income, the data indicated that a substantial portion of respondents belonged to the lower and middle-income brackets. Participants earning up to ₹ 1,00,000 formed the largest income group followed by

those earning between ₹ 3,00,001 to ₹ 4,00,000 annually. This income distribution suggests that affordability plays a crucial role in consumer choice, although there is also a market for premium ayurvedic products among higher-income consumers who may prioritise quality and specialised formulations.

Overall, the demographic profile of the study reveals a diverse and dynamic consumer base for branded ayurvedic products. The result drawn from gender, age, education and income dimensions not only provide a strong contextual foundation for interpreting the main findings but also suggest strategic directions for marketers and product developers to address the varied needs and expectations of consumers from different backgrounds.

7.6 Consumer Preferences for Branded Ayurvedic Products

The analysis of consumer preferences highlights significant behavioural patterns in terms of brand selection, product usage, sources of awareness, frequency of consumption and preferred purchase locations. Among the brands considered, Patanjali emerged as the most favoured by respondents, followed by Himalaya and Dabur. These three brands collectively dominated consumer choices, suggesting that strong brand presence, affordability and familiarity play a key role in influencing brand loyalty in the ayurvedic product segment. Other brands such as Emami and Khadi received comparatively lower preference, pointing to limited reach or niche appeal.

When exploring the types of products purchased the most popular category was health care items including general wellness supplements and preventive solutions. This was followed by body care and skin care products, indicating that many consumers associate branded ayurvedic products with personal well-being and daily hygiene. Hair care products and ayurvedic medicines also recorded moderate engagement, while immunity boosters although relevant in today's health context, were less commonly selected. The variety in product types reflects a wide application of ayurveda across therapeutic, cosmetic and lifestyle needs.

In terms of awareness, personal networks emerged as the most influential source with many respondents citing friends and family as their primary reference. This points to the continuing importance of interpersonal trust and recommendations

in shaping purchase decisions. At the same time digital platforms such as the internet and social media showed a strong presence, underlining the growing role of online content, advertisements and influencer marketing in spreading awareness. Sources such as newspapers and ayurvedic centres were less influential, indicating a shift from traditional to more dynamic and accessible channels of information.

The frequency of consumption varied among respondents. A large proportion reported monthly use, suggesting that branded ayurvedic products are integrated into routine health and wellness practices. Weekly and fortnightly consumption patterns were also observed, reflecting moderate regularity. A smaller segment reported purchasing based on window shopping or budget constraints that indicate occasional or non-habitual engagement. This diversity in consumption frequency points to differing levels of product dependence and lifestyle integration.

Regarding preferred locations for purchasing branded ayurvedic products the pharmacy and drug stores ranked highest, suggesting that consumers value credibility and health-oriented retail settings. Online stores and specialty ayurvedic outlets also accounted for a considerable portion of preferences, highlighting convenience, variety and product-specific trust. Supermarkets were less commonly selected, possibly due to limited product lines or lack of specialised assistance. Altogether, these findings indicate that consumer preferences are shaped by a combination of brand trust, health consciousness, information sources and retail accessibility that offer critical insights for strategic decision-making in the ayurvedic wellness market.

7.7 Structural Equation Model

The structural model evaluation forms a critical component of this research, offering empirical validation for the proposed theoretical framework through a systematic examination of the hypothesised relationships among key constructs. Drawing upon the conceptual foundation established earlier in the study the structural model facilitates an in-depth analysis of the extent to which independent variables influence dependent outcomes. In this regard, the model has been assessed using multiple statistical indicators including path coefficients, coefficient of determination, effect size, predictive relevance and model fit indices. Each of these metrics

contributes to a comprehensive understanding of the causal mechanisms underlying consumer purchase intentions and behaviour towards branded ayurvedic products.

This study presents the findings corresponding to each research objective in a structured and sequential manner. The aim is to evaluate how well the theoretical propositions are supported by the data and to interpret the strength and direction of relationships within the framework of the extended theory of planned behaviour. By examining the results in alignment with specific objectives, the analysis not only validates individual hypotheses but also sheds light on the broader behavioural patterns of consumers in the context of ayurvedic product consumption.

7.7.1 Structural Equation Model on Factors Influencing Purchase Intention

The structural equation model was applied to explore how different theory of planned behaviour constructs influence consumers' purchase intention toward branded ayurvedic products. The analysis revealed that all three predictor variables namely attitude, subjective norms and perceived behavioural control exert a significant and positive influence on consumers' intention to purchase. Among this three, attitude had the strongest influence with a path coefficient of 0.283, indicating that consumers with favourable perceptions toward branded ayurvedic products are more likely to develop a firm intention to purchase. Perceived behavioural control followed with a path coefficient of 0.238, reflecting that when consumers feel confident in their ability to purchase including aspects such as affordability, availability and authenticity their intention strengthens. Subjective norms recorded a coefficient of 0.227, highlighting that social influences like family, friends and cultural factors play a meaningful role in shaping consumers' behavioural intent.

Based on these outcomes, the ranking of influence from highest to lowest was attitude, perceived behavioural control and subjective norms. All three variables were found to be statistically significant that support the theoretical framework derived from the theory of planned behaviour. These findings confirm that both individual beliefs and external social expectations are essential determinants in shaping consumer intention toward branded ayurvedic products.

To further understand the magnitude of these effects the study examined effect size using the f-square statistic. The effect size of attitude was the largest at 0.103, indicating a small but the most substantial effect among the three variables. Perceived behavioural control and subjective norms followed with effect sizes of 0.065 and

0.061 respectively, both falling into the category of small effects. Although modest in size, the consistent significance across all constructs suggests their importance in explaining the variance in purchase intention.

The explanatory power of the model was assessed through the coefficient of determination. The R-square value for purchase intention was 0.275, meaning that 27.5 percent of the variance in purchase intention is accounted by attitude, subjective norms and perceived behavioural control. This proportion of explained variance is considered substantial in the field of consumer behaviour particularly when dealing with TPB variables. The adjusted R-square value was 0.272, which closely aligns with the original R-square and affirms the stability of the model.

To evaluate how well the model predicts new observations, the predictive relevance statistic Q-square was computed. The Q-square value for purchase intention was 0.265 that exceeds the threshold value of 0.25 and signifies strong predictive relevance. This confirms that the model is not only statistically sound for the current sample but also reliable in forecasting consumers' purchase intentions in other similar contexts. The accompanying RMSE (0.860) and MAE (0.697) values were acceptably low, reinforcing the model's practical utility and strengthen in terms of predictive performance.

Model fit indices were reviewed to assess how well the theoretical model aligns with the empirical data. The SRMR value of 0.057 was well below the cut-off value of 0.08, indicating a good fit. Similarly, the Normed Fit Index was 0.861 that meets the accepted threshold for model adequacy. These results confirm that the model specification is appropriate and aligns well with the observed relationships in the data.

To derive actionable insights the study also utilised Importance-Performance Map Analysis. Among the three constructs, attitude had the highest importance (total effect = 0.282) and performance score (71.945), making it the most impactful and well-performing predictor of purchase intention. Subjective norms recorded an importance score of 0.226 and a performance level of 70.029 that suggest strong influence and moderately high effectiveness. Perceived behavioural control, although slightly lower in performance at 64.861, showed a substantial importance score of 0.237. These findings suggest that while attitude is the most dominant factor that enhance consumers' sense of control by reducing barriers and improving accessibility may yield significant improvements in their intention to purchase branded ayurvedic products.

The findings confirm that attitude, subjective norms and perceived behavioural control meaningfully contribute to the formation of purchase intention. The model demonstrates substantial explanatory and predictive power and it is statistically sound in terms of fit and offers practical insights through performance diagnostics, making it a reliable framework for understanding consumer intent in the branded ayurvedic product market.

7.7.2 Structural Equation Model on Factors Influencing Consumer Behaviour

The structural equation model examining the influence of the theory of planned behaviour variables on consumer behaviour towards branded ayurvedic products reveals compelling insights into the decision-making patterns of consumers. The model specifically evaluated how three theory of planned behaviour determinants namely attitude, subjective norms and perceived behavioural control shape consumer behaviour in this domain.

The analysis showed that all three factors of theory of planned behaviour exerted a significant positive influence on consumer behaviour. Among them perceived behavioural control emerged as the strongest predictor with a path coefficient of 0.374. This suggests that consumers who feel confident in their ability to purchase and use branded ayurvedic products considering aspects such as financial resources, accessibility and familiarity with the products are most likely to exhibit actual purchase behaviour. Subjective norms followed closely with a path coefficient of 0.369, indicating that social influences such as family, friends or prevailing social expectations substantially affect how individuals behave as consumers in this product category. Attitude with the significant result, had the smallest effect with a coefficient of 0.167. This means that although consumers' positive or negative evaluations of branded ayurvedic products do influence behaviour and the impact is relatively low compared to perceived control and social pressure.

In terms of strength of influence the ranking from highest to lowest is as follows such as perceived behavioural control, subjective norms and attitude. Each construct plays a statistically meaningful role in determining behavioural outcomes and yet the model illustrates that perceived ability and social context carry more weight than personal evaluation alone.

To complement these findings the effect size (f-square) analysis was conducted. Perceived behavioural control and subjective norms each recorded a

medium effect size of 0.213, reinforcing their strong influence on consumer behaviour. Attitude in contrast had a small effect size of 0.047. While all constructs remain essential contributors, these results underscore the practical importance of empowering consumers and addressing social dynamics in marketing strategies for branded ayurvedic products.

The overall explanatory power of the model was assessed using the coefficient of determination. The R-square value for consumer behaviour was found to be 0.451, indicating that 45.1 percent of the variance in consumer behaviour is explained collectively by attitude, subjective norms and perceived behavioural control. This level of explanatory power is considered moderate, signifying that while the model accounts for a considerable proportion of behavioural variation, other external or contextual variables might also influence consumer choices in this area. The adjusted R-square value of 0.448 closely aligns with the R-square, confirming the model's reliability and stability across the included predictors.

To evaluate the predictive strength of the model the Q-square statistic was examined. The Q-square value for consumer behaviour was 0.441, indicating substantial predictive relevance. A value of this magnitude demonstrates that the model has strong out-of-sample predictive accuracy and it can reliably forecast consumer behaviour in similar populations beyond the study sample. This was further supported by the relatively low Root Mean Square Error (0.75) and Mean Absolute Error (0.598) signal acceptable levels of prediction error.

The model fit indices further validate the soundness of the structural model. The Standardized Root Mean Square Residual (SRMR) value of 0.059 is comfortably below the maximum threshold of 0.08, indicating a good fit between the theoretical model and empirical data. The Normed Fit Index (NFI) of 0.851 supports this conclusion, demonstrating acceptable comparative fit relative to a null model. Additional indices such as the chi-square, d_ULS and d_G values also reflect consistency and adequacy, collectively affirming that the structural model is a well-fitting representation of observed consumer behaviour patterns.

The final layer of analysis involved the Importance-Performance Map Analysis that provides managerial insights by linking the strength of each variable's impact (importance) with how well it performs (average respondent scores). The findings from this diagnostic showed that perceived behavioural control has the highest importance score of 0.374 but the lowest performance score at 64.995. This

suggests that although it plays a vital role in shaping consumer behaviour and its execution among the consumer base may be lacking. Subjective norms followed with a high importance score of 0.369 and a performance score of 69.901, indicating that while it is impactful and its performance is moderately satisfactory. Attitude on the other hand, showed the highest performance (71.975) but the lowest importance (0.166), signifying that even though consumers hold strong positive views toward branded ayurvedic products, these views alone may not be the most decisive factor in actual behaviour.

The structural model clearly demonstrates that perceived behavioural control and subjective norms are the primary drivers of consumer behaviour, both in terms of statistical significance and practical impact. Attitude remains important but to a comparatively lesser extent. The model is both explanatory and predictive offering strong insights into how theory of planned behaviour determinants influence consumer decisions in the branded ayurvedic product sector.

7.7.3 Structural Equation Model on the Influence of Purchase Intention on Consumer Behaviour

The structural model developed to analyse the impact of purchase intention on consumer behaviour towards branded ayurvedic products provides clear and statistically significant results. This study presents an interpretation of the findings with reference to the path analysis, explanatory power and predictive accuracy of the model.

The relationship between purchase intention and consumer behaviour was tested to examine whether consumers intend to purchase branded ayurvedic products are also more likely to engage in actual purchasing behaviour. The path analysis results reveal a statistically significant and strongly positive relationship with a path coefficient (β) of 0.454. This suggests that an increase in the level of purchase intention leads to a substantial enhancement in consumer behaviour. The associated t-value of 14.608 far exceeds the critical value of 1.96 and the p-value of 0.00 indicates a high level of significance. Moreover, the confidence interval (ranging from 0.392 to 0.514) does not include zero that confirms the consistency and strength of the relationship. These results establish that purchase intention is a meaningful and influential driver of consumer behaviour in the context of branded ayurvedic product consumption.

In terms of explanatory power, the model's coefficient of determination (R-square) was calculated to understand how much of the variance in consumer behaviour is accounted for purchase intention. The R-square value for consumer behaviour was found to be 0.204, indicating that approximately 20.4 percent of the variation in consumer behaviour is explained by the purchase intention. This level of explanatory power is considered moderate, suggesting that while the model captures a significant part of consumer behaviour and other external variables. The adjusted R-square value of 0.203 that corrects for the number of predictors used and remains very close to the original R-square, thereby validating the stability and internal consistency of the model.

Further, the predictive relevance of the model was assessed using the Q-square metric. The Q-square value for consumer behaviour was found to be 0.198. This value lies above zero but below the threshold of 0.25, indicating that the model possesses moderate predictive relevance. In simple terms, the model is capable of forecasting consumer behaviour with a fair degree of accuracy in new or unseen data. Additionally, the Root Mean Square Error (RMSE) and Mean Absolute Error (MAE) were computed as 0.899 and 0.708 respectively. These values indicate that the prediction errors are within an acceptable range and remains some scope for improvement in enhancing the model's predictive strength.

Taken together, the structural model confirms that purchase intention is a significant, consistent and moderately predictive determinant of consumer behaviour in the branded ayurvedic product market. These findings highlight the crucial role of consumer intention as a bridge between components of the theory of planned behaviour and actual purchasing behaviour.

7.7.4 Mediation Analysis of Purchase Intention between TPB Predictors and Consumer Behaviour

The mediation analysis conducted in this study aimed to explore the intermediary role of purchase intention in the relationship between the three primary constructs attitude, subjective norms and perceived behavioural control and the outcome variable consumer behaviour in the context of branded ayurvedic product purchases. This analysis was structured around a three-step procedure to sequentially assess total, indirect and direct effects, thereby ensuring a clear understanding of purchase intention contributes to the underlying behavioural mechanisms.

The total effect of each independent variable on consumer behaviour was examined without including the mediator. The results revealed that all three constructs significantly influenced consumer behaviour. Among them, perceived behavioural control showed the strongest effect, followed by subjective norms and then attitude. These findings imply that when considered independently each of these factors substantially shapes consumer behaviour towards branded ayurvedic products. Consumers who feel confident in their ability to purchase are influenced by social pressures and hold positive evaluations of branded ayurvedic products that are more likely to engage in favourable purchasing actions.

The model was adjusted to include purchase intention as a mediator and the indirect effects were tested. The results confirmed that purchase intention significantly mediated the influence of all three independent variables on consumer behaviour. The indirect path from attitude through purchase intention to consumer behaviour was statistically significant indicating that part of the influence of attitude is channelled through consumers' intention to make a purchase. Similar patterns were observed for subjective norms and perceived behavioural control. These results demonstrate that purchase intention is not only a meaningful predictor of consumer behaviour but also a key mechanism through which theory of planned behaviour variables influences manifest into actual consumer behaviour.

The direct effects of the independent variables on consumer behaviour were reassessed after controlling for the mediator. It was found that the direct paths from attitude, subjective norms and perceived behavioural control to consumer behaviour remained statistically significant even after introducing purchase intention into the model. This suggests that although purchase intention mediates the relationship the original predictors still exert direct influence. These simultaneous significant direct and indirect paths indicate the presence of partial mediation. In other words, purchase intention explains part of the relationship between the TPB predictors and consumer behaviour, but not the entirely of it. Therefore, all three hypotheses related to mediation were supported and the nature of mediation was established as partial for each relationship.

To evaluate the adequacy of the mediation model, model fit indices were examined. The Standardized Root Mean Square Residual (SRMR) value was 0.053, well below the conventional threshold of 0.08 confirming that the model fits the observed data well. The Normed Fit Index (NFI) value stood at 0.859 that slightly

below the ideal cut-off of 0.90 but still indicates a reasonable fit. Furthermore, the Squared Euclidean Distance (d_ULS) and Geodesic Distance (d_G) values were 0.656 and 0.202 respectively, demonstrating a minimal divergence between the empirical data and the modelled estimates. These fit indices collectively affirm that the structural model, including the mediator aligns well with the theoretical assumptions and the observed data structure.

The findings from the mediation analysis confirm that purchase intention plays a partially mediating role in the relationship between the constructs of attitude, subjective norms and perceived behavioural control and the outcome variable i.e. consumer behaviour. These insights underscore the importance of addressing both the direct influences and the mediating mechanism of purchase intention to effectively understand and shape consumer behaviour in the branded ayurvedic product market. The model exhibits strong theoretical consistency, acceptable fit indices and statistically significant pathways that makes the mediation analysis a valuable contribution to behavioural research and marketing practice in the field.

7.7.5 Continuous Moderation Effect of Brand Equity Dimensions on the Relationship between Purchase Intention and Consumer Behaviour

The continuous moderation analysis aimed to assess how various brand equity dimensions influence the strength or direction of the relationship between purchase intention and consumer behaviour in the context of branded ayurvedic product consumption. The interaction effects of brand awareness, brand association, perceived quality, brand image, brand trust and brand loyalty were tested to understand whether these constructs amplify or reduce the effect of purchase intention on behavioural outcomes.

The analysis revealed that brand awareness was found to have a significant and positive moderation effect on the relationship between purchase intention and consumer behaviour. As brand awareness increases the influence of purchase intention on actual consumer behaviour also increases. This counterintuitive result could indicate that consumers feel more secure in their choice. When consumers are more aware of a brand they often form emotional connections with it. These connections can amplify the likelihood of acting on purchase intentions.

On the other hand, brand image positively moderated the relationship between purchase intention and consumer behaviour. Consumers who perceived the brand to

have a favourable and desirable image were more likely to act on their purchase intentions. This highlights the importance of maintaining a compelling brand identity and aesthetic appeal to facilitate the translation of consumer intention into action.

In contrast, brand association significantly but negatively moderation effect on the relationship between purchase intention and consumer behaviour. The interaction effect suggests that when consumers form strong brand associations might create high expectations about product quality, efficacy or ethical practices in the minds of consumers. If these expectations are not met it can lead to disappointment and reducing the likelihood of converting purchase intentions into actual behaviour. Furthermore, consumers are often prioritize values such as authenticity, tradition and natural sourcing. When a brand's associations conflict with these values it can negatively impact consumer trust that ultimately discouraging purchase behaviour.

Brand trust also showed a significant negative moderation effect between purchase intention and consumer behaviour. As trust in the brand increases the effect of purchase intention on consumer behaviour becomes weaker. This may imply that consumers who highly trust a brand may already be committed buyers whose behaviour is not solely contingent on their current level of intention. In such cases, habitual or loyalty-driven consumption may overshadow the role of immediate intention pointing to a more embedded brand relationship that bypasses deliberative decision-making.

The analysis also indicated that perceived quality and brand loyalty did not have significant moderation effects. These constructs, despite their theoretical relevance did not statistically alter the influence of purchase intention on consumer behaviour in this study. This suggests that although consumers may recognise the quality of a product or feel loyal to a brand and these factors alone do not necessarily change the strength of the intention-behaviour link within the context of branded ayurvedic products. Further exploration may be needed to assess their roles in different segments or under different situational conditions.

7.7.6 Categorical Moderation Effect on the Relationship between Purchase Intention and Consumer Behaviour

The analysis of categorical moderation explored whether specific demographic characteristics namely age, gender, educational qualification and annual

income moderate the strength of the relationship between consumers' purchase intention and their actual behaviour toward branded ayurvedic products. This analysis is to understand how different population subgroups respond differently to marketing stimuli and behavioural drivers.

The results show that age plays a statistically significant moderating role in the relationship between purchase intention and consumer behaviour. Specifically, the interaction between age and purchase intention was found to be significant, indicating that the strength of the relationship between a consumer's intention to buy and their actual behaviour is greater among older individuals (aged 30 years and above). The simple slope analysis confirms this pattern where older consumers display a steeper behavioural response curve compared to younger consumers. This finding implies that older individuals are more likely to act upon their purchase intentions and thus represent a more conversion-prone demographic segment.

In contrast, gender does not significantly moderate the relationship between purchase intention and consumer behaviour. While both male and female respondents exhibited a positive relationship between their intention to buy and actual behaviour and the difference in this relationship across gender categories was statistically insignificant. However, gender does have a significant direct effect on consumer behaviour, indicating that women are slightly less engaged in actual purchasing behaviour of branded ayurvedic products compared to men. This finding highlights that while the influence of intention remains similar across genders and the actual behavioural tendency may be inherently lower in female respondents. This insight may be useful for developing gender-specific messaging or interventions to bridge the gap in behavioural engagement.

Educational qualification was also found not to have any significant moderating effect on the relationship between purchase intention and consumer behaviour. Consumers with higher or lower educational attainment showed a similar strength of association between their intention to purchase and their actual behaviour. Moreover, the main effect of educational qualification on consumer behaviour was also statistically insignificant. These findings suggest that educational background does not meaningfully alter the influence of intention on behavioural actions in the context of branded ayurvedic products. Hence, educational segmentation may not yield substantial strategic advantages when developing marketing campaigns aimed at influencing behavioural outcomes.

Annual income as a moderating variable also demonstrated no significant influence on the relationship between purchase intention and consumer behaviour. Both high-income and low-income groups showed similar behavioural responses based on their intention levels. Furthermore, the direct effect of annual income on consumer behaviour was also not significant. This indicates that income level, at least within the demographic profile of this study does not meaningfully shape the strength of the intention-behaviour association.

Among the four categorical moderators tested only age significantly altered the strength of the relationship between purchase intention and consumer behaviour. Gender showed a significant direct effect on behaviour but did not moderate the primary relationship. Educational qualification and income were neither significant moderators nor significant direct predictors.

7.7.7 PLS-SEM Structural Model for Consumer Behaviour in Branded Ayurvedic Product Purchase

The structural equation model developed using Partial Least Squares Structural Equation Modelling offers comprehensive insights into the predictors of consumer behaviour and purchase intention in the context of branded ayurvedic product purchases. The findings from the model evaluation reveal multiple dimensions of explanatory power, effect strength, predictive relevance and practical importance that allows for a comprehensive understanding of consumer decision-making behaviour.

The coefficient of determination results demonstrate that the model has substantial explanatory power for consumer behaviour with 64.5% of the variance in consumer behaviour being accounted for by the predictor variables. This indicates that the structural model effectively captures a broad range of influences on consumers' behavioural outcomes. In contrast, the explanatory power for purchase intention is moderate with 27.4% of its variance explained by the model. These values confirm that the model performs strongly in predicting consumer behaviour, there remains area to improve its prediction capability for purchase intention by incorporating additional influential variables.

The effect size analysis further highlights which specific constructs meaningfully contribute to explaining consumer behaviour. Among all predictors

brand association emerges as the strongest factor with a moderate effect size and affirming its pivotal role in shaping consumers' behavioural tendencies through positive brand relationships. Other constructs such as brand image, subjective norms, perceived behaviour control, attitude and perceived quality show small but significant effect sizes, indicating that their individual contributions are more modest and they still play important roles in explaining behavioural responses. Interestingly, demographic variables such as age, gender, income and education exhibit negligible or negative effect sizes, suggesting their limited influence in comparison to theory of planned behaviour variables and perceptual factors.

The predictive relevance of the model is substantiated by strong Q^2predict values. The value for consumer behaviour is 0.586, indicating excellent predictive relevance. The Q^2predict for purchase intention is 0.265, confirming moderate predictive relevance. These results validate that the model is not only capable of explaining variance within the sample but also possesses the ability to forecast consumer outcomes with considerable accuracy. Additionally, the relatively low RMSE and MAE values for both constructs confirm the model reliability in producing consistent and accurate predictions.

The final component of the structural model evaluation involves the Importance-Performance Map Analysis that integrates both the influence and the performance of each construct. Brand association again stands out with the highest importance score and strong performance, making it a priority area for strategic focus. Subjective norms and brand image also demonstrate high importance scores and strong performance levels that underscore their key role in guiding consumers' behavioural responses. Perceived behaviour control and attitude follow closely behind highlighting the theory of planned behaviour elements and personal evaluation as important influencers. Perceived quality although lower in importance compared to brand association and subjective norms but, still reflects high performance and measurable influence.

Conversely, constructs such as brand awareness, purchase intention, brand trust and brand loyalty show relatively lower importance scores despite moderate to high performance levels. This suggests that these constructs are well-established among consumers and their direct impact on behaviour may be less significant, also the resources allocated toward improving these may yield limited behavioural returns.

7.8 Discussion

The findings from the hypothesis testing revealed that a majority of the proposed relationships in the study were statistically supported, indicating the resilience of the conceptual framework in explaining consumer behaviour in the context of branded ayurvedic product purchases. Specifically, the hypotheses H1, H2 and H3 were supported and shows that attitude, subjective norms and perceived behavioural control each had a significant and positive influence on consumers' intention to purchase branded ayurvedic products. These results align with previous studies by Minocha, S., et al. (2024), Pan, J., et al.(2024), Prakash G., et al. (2023), Khan Y., et al. (2023), Ferreira S., et al. (2023), Purwanto P., et al. (2022), Dilotsotlhe N., et al. (2021), Li L., et al., (2020), Koklic M., et al., (2019), Jaiswal D., et al. (2018), Teng C., et al. (2015), Dean M., et al. (2008) and Chen M. F. (2007), who also identified these theory of planned behaviour constructs as powerful predictors of purchase intention in similar contexts.

Further, the actual behavioural outcomes were positively influenced by the theory of planned behaviour constructs, thus confirming hypotheses H4, H5 and H6. This indicates that consumers not only form favourable intentions based on their perceptions, social influences and perceived control but also convert these intentions into tangible purchasing behaviour. These results find strong theoretical support from the works of Sumarto L., et al. (2023), Lee T., et al. (2022), Gundala R., et al. (2021), Xing Y., et al. (2022), Tengli A., et al. (2022), Dorce L., et al. (2021), Taufique R., et al. (2018), Darsono N., et al. (2018), Testa F., et al. (2019), de Leeuw A., et al. (2015), Magnusson M., et al. (2001) reinforcing the extended application of the theory of planned behaviour in the domain of branded ayurvedic product consumption.

In addition, the hypothesis H7 which posited a significant positive effect of purchase intention on consumer behaviour was also supported by the earlier studies Minocha S., et al. (2024), Khan Y., et al. (2023), Ferreira S., et al. (2023), Mohammed A. (2020), Jaiswal D., et al. (2018), Yadav R., et al. (2017) and Tarkiainen A., et al. (2005). The result affirms the foundational principle that intention serves as the most immediate antecedent of behaviour. Hypotheses H8, H9 and H10 were validated and confirmed that purchase intention acts as a significant mediator in the relationship between attitude, subjective norms, perceived behavioural control and consumer behaviour. These mediation results echo the findings of prior researchers including Kamboj K., et al. (2022), Bhutto M., et al. (2022), Dorce L., et al. (2021), Sultan P.,

et al. (2020), Taufique K., et al. (2018) and Leong T., et al. (2015) highlighted the central role of intention in behavioural models.

Among the moderation hypotheses, brand equity dimensions such as brand awareness (H11), brand association (H12), brand image (H14) and brand trust (H15) significantly moderated the relationship between purchase intention and consumer behaviour. These findings imply that the impact of consumers' purchase intentions is either strengthened or weakened depending on their perceptions of brand attributes. This finding of (H15) is consistent with empirical evidence provided by Xing Y., et al. (2022), Zheng G., et al. (2021), Sultan P., et al. (2020), Erangi M. et al. (2019), Rehman S. et al. (2019) who established that brand characteristics influence behavioural intention and subsequent actions.

The analysis also identified the role of demographic moderators. Age was found to significantly moderate the relationship between purchase intention and behaviour, confirming hypothesis (H17) and it was also supported by the earlier studies (Moon S. 2021). The result suggests that the conversion of intention into action is more pronounced among older consumers. Additionally, gender demonstrated a significant direct effect on consumer behaviour (H18a), revealing that gender differences exist in actual purchasing decisions and the result is contradictory to the previous study by (Gundala R., et al. 2021), also gender did not significantly moderate the relationship between purchase intention and behaviour.

In contrast, several hypotheses were not supported. The interaction effects of perceived quality (H13) and brand loyalty (H16) on the relationship between purchase intention and consumer behaviour were statistically insignificant, suggesting that these brand-related constructs do not meaningfully change the influence of intention on behaviour in the studied context. Moreover, the direct effect of age (H17a), the moderating effects of gender (H18), educational qualification (H19 and H19a) and annual income (H20 and H20a) were also found to be insignificant. This finding of (H18) is consistent with empirical evidence provided by Moon S. (2021), hypothesis (H17a, H19a and H20a) result is contradictory to the previous study by (Gundala R., et al. 2021). These results indicate that while demographic characteristics may influence general consumer profiles and they do not significantly alter the behavioural relationships defined in the model.

The supported hypotheses include H1 to H12, H14, H15, H17 and H18a. These findings confirm that both theory of planned behaviour variables (attitude, social

norms, perceived behavioural control) and brand equity dimensions play a critical role in influencing consumer intention and behaviour. On the other hand, the unsupported hypotheses include H13, H16, H17a, H18, H19, H19a, H20 and H20a. These results highlight the limited moderating or direct impact of some brand and demographic variables in the context of branded ayurvedic product consumption.

7.9 Conclusion

This study was grounded in the theory of planned behaviour that served as the guiding theoretical framework to understand and predict consumer behaviour in the context of purchasing branded ayurvedic products. The model emphasises that an individual's behaviour is primarily influenced by their attitude towards the behaviour, the perceived social pressure (subjective norms) and the extent to which they feel in control of performing the behaviour (perceived behavioural control). In addition to the core constructs of the theory, the study incorporated brand equity dimensions such as brand awareness, brand association, brand image, brand trust, brand loyalty and perceived quality along with demographic variables including age, gender, educational qualification and annual income. The dependent variable under study was consumer behaviour while purchase intention was positioned as both a direct outcome of theory of planned behaviour constructs and as a mediator between its predictors and consumer behaviour.

It was supported by this study that the theory of planned behaviour factors such as attitude, subjective norms and perceived behavioural control have a significant and positive influence on purchase intention. The findings confirmed that all three constructs had a significant and positive effect on consumers' intention to purchase branded ayurvedic products. This validates the theoretical proposition of the model and reinforces the importance of individual beliefs, social influence and perceived control in forming purchase intentions.

The study revealed that these theory of planned behaviour constructs directly influence consumer behaviour. The results indicated that attitude, subjective norms and perceived behavioural control not only affect purchase intention but also directly influence consumer behaviour. This suggests that even in the absence of intention, these theory of planned behaviour factors can motivate consumers to act. However, perceived behavioural control emerged as the most influential construct that indicates

consumers' confidence and ability to access products play a crucial role in their actual buying decisions.

The study also assess the mediating role of purchase intention in the relationship between the theory of planned behaviour predictors and consumer behaviour. The mediation analysis revealed that purchase intention significantly and partially mediated the effects of attitude, subjective norms and perceived behavioural control on consumer behaviour. This means that while consumers' beliefs and perceptions directly influence their actions and much of this effect is transmitted through the formation of strong purchase intentions.

The study revealed that brand equity dimensions and demographic variables act as the moderator between purchase intention and consumer behaviour. The result found that brand awareness, brand association, brand image and brand trust significantly moderated the relationship, whereas perceived quality and brand loyalty were not found to be significant moderating impact. These findings underscore the value of strengthening brand-related perceptions to enhance the conversion of purchase intention into actual behaviour. Among the demographic variables, age emerged as a significant moderator, indicating that older consumers are more likely to act on their purchase intentions. Gender showed a significant direct effect on consumer behaviour but did not moderate the relationship, while educational qualification and income were not found to be significant moderators or predictors.

Overall, the study provides a comprehensive understanding of the factors influencing consumer behaviour towards branded ayurvedic products. The integration of brand and demographic variables within the structural model has offered meaningful insights into how intentions are shaped and transformed into actions. The findings not only validate the theory of planned behaviour in a culturally relevant and product-specific setting but also highlight the significant roles played by brand perceptions and individual demographics. The results contribute to both academic theory and practical application, enabling to craft targeted strategies that enhance consumer engagement, foster stronger purchase intentions and ultimately drive behaviour in favour of branded ayurvedic products.

7.10 Theoretical Contribution of the Study

This study makes several meaningful theoretical contributions by extending and validating the theory of planned behaviour within the context of consumer decision-making for branded ayurvedic products in an emerging market setting. First and foremost, the study reinforces the core concepts of the theory of planned behaviour by empirically demonstrating that attitude, subjective norms and perceived behavioural control are significant predictors of both purchase intention and actual consumer behaviour. By establishing that all three constructs exert not only a direct influence on purchase intention but also a significant impact on consumer behaviour. The study offers strong support for the predictive utility of the theory in the domain of health-oriented and traditional product consumption.

A major theoretical advancement is the inclusion of purchase intention as a mediating variable. The mediation analysis confirmed that intention significantly and partially mediates the relationship between TPB predictors' variables and consumer behaviour. This insight contributes to the evolving literature by evidencing that the transformation of beliefs and perceptions into actions is not purely linear but also operates through intentional states. Such findings provide a thorough understanding of the cognitive mechanism underlying consumer behavioural decisions that strengthens the explanatory scope of the theory of planned behaviour beyond mere intention formation.

Furthermore, this research extends the theoretical model by integrating brand equity dimensions as moderators namely brand awareness, brand association, brand image and brand trust. These variables have not traditionally been examined within the original theory of planned behaviour framework. Their significant moderating effects suggest that the cognitive pathways leading from intention to behaviour can be strengthened or weakened by brand perceptions, thereby offering a hybrid model that connects behavioural theories with brand equity literature. This integration enhances our theoretical understanding of how brand cues shape and influence consumer cognition and behaviour within culturally embedded product categories.

Additionally, by examining demographic variables such as age, gender, income and education as potential moderators, the study contributes to the ongoing theoretical discourse on the role of individual differences in behavioural prediction. The finding that age moderates the relationship between purchase intention and

consumer behaviour adds new insight into how age-based segmentation might influence the strength of theoretical relationships in applied behavioural research.
Overall, this research offers a comprehensive and context-specific theoretical model that extends the original theory of planned behaviour by incorporating both mediating and moderating variables. The theoretical framework developed through this study can serve as a reference for future research in similar domains such as organic, wellness and traditional product markets, especially in developing economies where cultural values and brand perceptions are closely intertwined with consumer decision-making.

7.11 Managerial Implications of the Study

The findings of this study offer several valuable insights for companies, brand managers and marketers operating in the branded ayurvedic product industry, particularly within the context of emerging markets like India, where traditional values intersect with modern consumption trends.

First, the study confirms that attitude, subjective norms and perceived behavioural control are strong predictors of both purchase intention and consumer behaviour. Managers should therefore design communication strategies that positively shape consumer attitudes by highlighting the benefits, efficacy and authenticity of branded ayurvedic products. Educational campaigns and storytelling around the natural and health-centric attributes of these products can enhance consumers' beliefs and foster favourable attitudes. Given the significant role of subjective norms, marketers should also invest in community-based marketing, influencer endorsements and word-of-mouth strategies to leverage social influence and peer approval in consumer decision-making.

Perceived behavioural control was found to be one of the strongest predictors of actual consumer behaviour. This implies that brands must eliminate perceived barriers to purchase. Ensuring wide product availability, competitive pricing, clarity in product labelling and user-friendly retail experiences both online and offline can improve consumers' sense of control and ease in accessing branded ayurvedic products, thereby increasing actual purchasing behaviour.

The study also establishes that purchase intention significantly mediates the relationship between theory of planned behaviour constructs and consumer behaviour.

This underscores the need for marketers to carefully bridge the gap between intention and action. Promotions that include time-bound offers, trial packs, loyalty rewards and seamless checkout processes can help convert consumer intention into actual buying behaviour.

In terms of branding strategy, the moderating role of brand association, brand image, brand awareness and brand trust is particularly significant. Since brand association showed the highest impact and the managers should build strong symbolic and emotional links between their brand and the heritage, credibility and holistic values associated with ayurveda. Maintaining consistent brand imagery and aligning all touchpoints with a coherent brand identity can reinforce consumer trust and improve behavioural outcomes. For example, using clean, traditional yet modern design elements and communicating brand legacy or practitioner endorsements can effectively strengthen the brand image.

The study also provides critical segmentation cues. Age was found to moderate the relationship between intention and behaviour, suggesting that older consumers (above 30 years) are more likely to act on their purchase intentions. Therefore, companies should customise their marketing efforts by designing age-targeted campaigns that address specific preferences and value orientations. Although gender, income and education did not moderate behavioural outcomes, the significant direct effect of gender on behaviour suggests that females may require different engagement approaches compared to male consumers. For instance, packaging aesthetics, self-care messaging and wellness narratives may resonate more with female audiences.

Additionally, the Importance-Performance Map Analysis reveals that while constructs such as brand trust perform well, but its relative impact on behaviour is lower. This indicates a potential misalignment in resource allocation.

The study provides a practical roadmap for consumer-centric strategy formulation in the branded ayurvedic product sector. By addressing theory of planned behaviour predictor variables, brand equity dimensions and demographic determinants of consumer behaviour, marketers can foster deeper engagement, improve conversion rates and drive long-term brand loyalty in a competitive and culturally sensitive marketplace.

7.12 Limitations of the Study

While this study offers meaningful understandings into consumer behaviour towards branded ayurvedic products by integrating TPB variables, brand equity dimensions and demographic variables. Several limitations must be acknowledged to contextualise the findings and guide future research.

Firstly, the study employed a cross-sectional research design, which limits the ability to capture changes in consumer intentions and behaviours over time. Consumer perceptions and preferences especially in health and wellness markets may evolve with exposure to new information, shifting lifestyle trends or macroeconomic conditions. Longitudinal studies would therefore provide a more dynamic understanding of how these relationships develop and change over time.

Secondly, although the model included critical predictors based on the theory of planned behaviour and brand equity dimensions, consumer decision-making in the ayurvedic sector may also be influenced by additional cultural, environmental factors not examined in this research. Constructs such as health consciousness, product knowledge or ethical consumption motivations could further strengthen the model's explanatory and predictive capabilities. Their exclusion though deliberate to maintain model parsimony, limits the holistic interpretation of consumer behaviour in this domain.

Another limitation lies in the reliance on self-reported data that may be subject to social desirability bias or recall inaccuracies. Respondents may have over-reported positive behaviours or intentions in alignment with socially acceptable norms, particularly given the traditional and health-centric nature of ayurvedic products. Incorporating behavioural data such as actual purchase records or online engagement metrics could enhance data authenticity.

Lastly, the study was limited to a single product category branded ayurvedic products that may restrict the applicability of findings to other wellness or health-related product segments. Consumer behaviour in adjacent markets such as organic foods, herbal cosmetics or wellness supplements may be influenced by different factors and thereby requiring separate analytical models.

Acknowledging these limitations does not diminish the contribution of the study, rather it offers direction for future research efforts aimed at deepening and refining the understanding of consumer decision-making in the context of traditional and health-based product consumption.

7.13 Future Scope of the Study

Building upon the current investigation into consumer behaviour towards branded ayurvedic products, there are several promising avenues for future research that can extend the depth and applicability of these findings.

To begin with, the future studies can adopt a longitudinal research design to track changes in consumer attitudes, intentions and behaviours over time. This would provide valuable insights into evolving health consciousness, product familiarity or exposure to brand communication affects the decision-making process. Long-term data could also help identify whether initial purchase intentions lead to sustained consumer loyalty and repeat purchase behaviour in the branded ayurvedic product segment.

Further research could also expand the conceptual framework by incorporating additional constructs that were not included in the present study. Variables such as health awareness, cultural beliefs, perceived product efficacy, environmental concerns or even digital influence may offer a more comprehensive understanding of consumer preferences. Including these dimensions could enhance the explanatory power of future models and reflect the multidimensional nature of consumer decision-making in wellness-oriented markets.

The current study focused on branded ayurvedic products as a single product category. Future research can examine comparative consumer responses across related domains such as herbal cosmetics, organic supplements or wellness beverages. Exploring these parallel markets may reveal both common behavioural patterns and category-specific influences, offering broader insights for health-based product branding and marketing.

There is also significant scope for cross-cultural or inter-regional studies. Consumer responses to branded ayurvedic products are likely to differ across regions with varying degrees of cultural attachment, lifestyle practices and awareness levels. Comparative studies across states or countries could uncover contextual variations and help marketers develop region-specific strategies. Such research would contribute to the generalisability of the findings beyond the current geographic scope.

Moreover, integrating actual behavioural data such as sales records, digital purchasing patterns or customer feedback from e-commerce platforms, could enhance the validity of future studies. While the current research relied on self-reported data,

real-world behavioural metrics would minimise bias and provide a clearer picture of consumer engagement.

From a methodological standpoint, future research could also explore the use of experimental designs to test the effectiveness of various marketing interventions or communication strategies aimed at enhancing brand trust, perceived quality or purchase intention. Such interventions would offer actionable insights for practitioners while validating theoretical frameworks under controlled conditions.
Finally, given the rising popularity of personalised wellness, there is a growing need to explore individual preferences, lifestyle goals or even genetic predispositions may influence consumer choices in branded ayurvedic product consumption. Studies in this direction can contribute to the emerging field of personalised marketing and wellness analytics.

The future scope of research lies in adopting a broader and more integrative perspective that includes new constructs, diversified samples, multiple product categories and real-world data. By doing so, future investigations can strengthen theoretical understanding and offer deeper strategic understandings for promoting health-based consumer goods in dynamic and culturally diverse markets.

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APPENDIX - A

CONTENT VALIDITY - EXPERT RATING - FORM

CONSUMERS' BEHAVIOUR TOWARDS BRANDED AYURVEDIC PRODUCTS

Consumer behaviour towards branded Ayurvedic products has been influenced by various factors. Ayurveda, an ancient Indian system of medicine, has gained widespread popularity globally for its holistic approach and emphasis on natural remedies. This has resulted in increased consumer interest in branded Ayurvedic products. These products are seen as natural, herbal, and devoid of harsh chemicals, this has created an association with health benefits and a lower risk of side effects compared to conventional alternatives. The Theory of Planned Behavior (TPB) and brand equity dimensions help to analyze consumer behavior in this research. The TPB suggests that consumer behavior is influenced by three factors: attitudes, subjective norms, and perceived behavioural control. Additionally, brand equity dimensions also play a vital role in consumer decision-making, as established brands with a positive reputation and long-standing presence tend to enjoy greater consumer trust and loyalty. Trust in traditional knowledge is a significant driver of consumer behaviour, consumers who value tradition and cultural heritage place a higher level of trust in branded Ayurvedic products. Quality assurance and standardization are also key considerations for consumers, as they increasingly prioritize the authenticity and transparency of Ayurvedic products in response to growing safety concerns. Brand equity dimensions come into play, as consumers' familiarity with the brand, positive associations with Ayurveda, and perceptions of brand equity can shape their attitudes and intentions towards branded Ayurvedic products.

DEAR EXPERT,

RATING GUIDELINES

Based on the criteria of relevance, clarity, and simplicity, the expert is requested to provide ratings for each test item on the rating sheet. The expert is required to indicate the following:

1. Relevance: (For all scale dimensions)

Indicate on a scale from 1- 4 whether the specified item is relevant as a measure for it is intended. The rating may be given as under:

1 = Not relevant
2 = Item needs some revision
3 = Relevant but needs some minor revision
4 = Very relevant

2. Clarity: (For all scale dimensions)

Indicate on a scale ranging from 1- 4 whether the specified item has clarity in understanding. The rating may be given as under:

1 = Not clear
2 = Item needs some revision
3 = Clear but needs some minor revision
4 = Very clear

3. Simplicity: (For all scale dimensions)

Indicate on a scale ranging from 1- 4 whether the specified item is simple to understand. The rating may be given as under:

1 = Not simple
2 = Item needs some revision
3 = Simple but needs some minor revision
4 = Very simple

Thanking you in anticipation.

Attitude (ATT): Attitude refers to an individual's positive or negative evaluation of the act of buying branded Ayurvedic products.

Sr. No.	Attitude towards Branded Ayurvedic Product (ABAP)	Relevance (1-4)	Clarity (1-4)	Simplicity (1-4)
1	I think branded Ayurvedic products are trustworthy			
2	I think for my health, branded Ayurvedic products suit me better			
3	I think branded Ayurvedic products are commonly perceived as natural remedies for various healthcare issues			
4	I think branded ayurvedic products give a guarantee of a healthy life.			
5	I feel good to speak about branded ayurvedic products as it has a positive effect on my health			
6	I think Buying branded ayurvedic products is a good idea compared to non-branded ayurvedic products.			
7	I think branded Ayurvedic products cannot be used to treat various illnesses			
8	I think branded Ayurvedic products are safe because they contain natural ingredients			

Subjective Norms (SN): Subjective norms encompass the perceived social pressure to either engage in or refrain from a particular behaviour, based on the influence of various reference groups such as family, friends, colleagues, or community.

Sr. No.	Subjective Norms (SN)	Relevance (1-4)	Clarity (1-4)	Simplicity (1-4)
1	Most people who are important to me, believe that I must purchase branded Ayurvedic products.			
2	People around me use branded Ayurvedic products.			
3	The positive opinion of my friends has influenced me to buy branded Ayurvedic products.			
4	I feel social pressure to purchase branded Ayurvedic products.			
5	People whom I listen to, influence me to purchase branded Ayurvedic products.			
6	My family members think that I should purchase branded Ayurvedic products.			

Perceived Behavioural Control (PBC): Perceived behavioural control is a person's perception of whether different aspects of the behaviour are in his or her control or are easy or difficult to perform. It reflects individuals' perceptions of their ability to perform the behaviour.

Sr. No.	Perceived Behavioural Control (PBC)	Relevance (1-4)	Clarity (1-4)	Simplicity (1-4)
1	If it was entirely up to me, I am confident that I would purchase branded Ayurvedic products.			
2	I am confident that, when I want can purchase branded Ayurvedic products.			
3	I have sufficient money to purchase branded Ayurvedic products.			

4	I have enough knowledge & time to purchase branded Ayurvedic products			
5	It is very arduous for me to identify & buy branded Ayurvedic products.			
6	I believe I have the ability to buy branded Ayurvedic products.			
7	I may not have complete control over buying branded Ayurvedic products.			

Purchase Intention (PI): The intention refers to a person's readiness or willingness to perform that behaviour in the future. It is an indication of their mental state and their plan to carry out a specific action.

Sr. No.	**Purchase Intention (PI)**	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
1	I will purchase branded Ayurvedic products in future.			
2	I intend to purchase Ayurvedic products regularly.			
3	I intend to purchase branded Ayurvedic products for long-term health benefits.			
4	I intend to buy branded Ayurvedic products as they help me recover faster.			
5	Before purchasing branded Ayurvedic products I intend to collect the required information.			
6	Due to increased awareness, my intention to purchase branded Ayurvedic products has grown.			
7	I intend to buy branded Ayurvedic products due to their good product quality.			
8	My intention is not to purchase branded Ayurvedic products even if they are available online.			
9	I am willing to pay a premium amount for branded Ayurvedic products.			

Consumer Behaviour (CB): Consumer behaviour encompasses the actions and attitudes exhibited by individuals as they engage in activities related to purchasing, using, evaluating, and disposing of products for satisfying their needs and wants towards branded ayurvedic products.

Sr. No.	**Consumer Behaviour (CB)**	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
1	I regularly purchase branded Ayurvedic products			
2	I will not buy branded Ayurvedic products if they are more expensive			
3	The ayurvedic brands aim at catering products as per my requirements.			
4	I believe the Ayurvedic brand tries its best in adjusting the products as per my needs.			

5	I believe that branded Ayurvedic products do not include any sort of chemicals.			
6	I am definite that branded ayurvedic products include only useful, beneficial ingredients.			
7	I think branded ayurvedic products have always strived towards excellence.			
8	I believe branded Ayurvedic products help in increasing my Immune system.			
9	My past experiences with branded Ayurvedic products have always been excellent.			
10	Branded ayurvedic products have always exceeded my expectations.			

Brand Awareness (BA): It is the ability of a buyer to recognize or recall that a brand is a member of a certain product category. It is related to the strength of the brand node or traces in the memory, as reflected by consumers under different conditions.

Sr. No.	**Brand Awareness (BA)**	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
1	I am aware that branded Ayurvedic products are available in the market			
2	I cannot easily recognise branded Ayurvedic products in the market.			
3	I believe that the Government does an effective job of educating the public about branded Ayurvedic products			
4	Some characteristics of branded Ayurvedic products quickly come to my mind			
5	When I think about health, branded Ayurvedic products instantly come to my mind.			
6	I can easily recall the symbol or logo of branded Ayurvedic products			
7	I have knowledge about branded Ayurvedic products			
8	I believe most people know about branded Ayurvedic products			

Brand Image (BI): Brand image refers to the overall perception or impression that consumers have about a brand. It is the cumulative result of various brand associations that exist in the consumer's memory.

Sr. No.	**Brand Image (BI)**	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
1	I am happy with the brand image and reputation of the branded Ayurvedic products.			
2	I am certain that the Ayurvedic brand that I purchase is not a reliable brand.			
3	I am confident that Ayurvedic brands are widely available in numerous retail outlets.			

4	Due to its strong heritage, I find myself inclined towards purchasing a particular Ayurvedic brand.			
5	When I think of purchasing a branded Ayurvedic product, this brand immediately comes to mind			
6	I avoid buying branded Ayurvedic products that have a very poor image.			

Perceived Quality (PQ): Perceived quality refers to the assessment or judgment made by customers regarding the overall excellence or superiority of a product or brand.

Sr. No.	Perceived Quality (PQ)	Relevance (1-4)	Clarity (1-4)	Simplicity (1-4)
1	High quality of branded Ayurvedic products influence me to buy a particular brand			
2	I believe Ayurvedic brands offer superior quality goods.			
3	I believe branded Ayurvedic products provide excellent value for the price			
4	I think branded Ayurvedic products are renowned for their market-leading quality			

Brand Association (BASS): Brand Associations refer to the extent to which consumers hold positive or negative perceptions, attitudes, or feelings towards the associations linked to a brand in their memory.

Sr. No.	Brand Association (BASS)	Relevance (1-4)	Clarity (1-4)	Simplicity (1-4)
1	I have developed strong associations with a particular Ayurvedic brand			
2	The attractive brand name and positive brand image entice me to choose and purchase a particular Ayurvedic brand			
3	I believe branded Ayurvedic products are neat and appropriately designed in size & shape.			
4	Advertisements of the Ayurvedic brand have attracted me to buy the products.			
5	On social media platforms, I discuss brands of Ayurvedic products.			
6	For me, the information on the label is insufficient to understand the branded Ayurvedic products.			

Brand Trust (BT): Brand trust refers to the level of confidence and belief that consumers have in a brand's ability to deliver on its promises and provide value.

Sr. No.	Brand Trust (BT)	Relevance (1-4)	Clarity (1-4)	Simplicity (1-4)
1	I do not have confidence in the quality of the products offered by my preferred Ayurvedic brand.			

2	I trust a preferred Ayurvedic brand as it is highly associated with the philosophy of a renowned Yog guru.			
3	I fully trust the branded Ayurvedic products because of their Ayurvedic properties.			
4	I trust a preferred branded Ayurvedic product as it is safe and hygienic.			
5	I trust a preferred branded ayurvedic products because of the high customer review.			

Brand Loyalty (BL): Brand loyalty refers to a customer's inclination or preference to repeatedly purchase products from a particular brand over its competitors.

Sr. No.	**Brand Loyalty (BL)**	**Relevance (1-4)**	**Clarity (1-4)**	**Simplicity (1-4)**
1	I consider myself to be loyal to my preferred Ayurvedic brand.			
2	I will not purchase from a preferred Ayurvedic brand even if it satisfied me.			
3	Even if the price increase in the near future, I am still willing to purchase Ayurvedic products from my preferred brand.			
4	My preferred brand of Ayurvedic products will always be my first choice.			
5	I will recommend my preferred brand of Ayurvedic products to others.			
6	If I plan to purchase a new Ayurvedic product, I will give priority to the preferred brand.			

Signature: _____

Name of Expert: _____

APPENDIX - B

RESULT OF CONTENT VALIDITY (RELEVANCE)

CVI for the scale items is calculated based on the ratings of relevance for the items. I-CVI values for items retained on the scale are reported in addition to the values of the S-CVI.

Table 1: Content Validity Index (CVI) of scale – Attitude (ATT)

Sr. No.	Items	Experts									I-CVI 0.78
		1	2	3	4	5	6	7	8	9	
1.	I think branded Ayurvedic products are trustworthy	1	1	1	1	1	1	1	1	1	1
2.	I think for my health, branded Ayurvedic products suit me better	1	1	1	1	1	1	1	1	1	1
3.	I think branded Ayurvedic products are commonly perceived as natural remedies for various healthcare issues	1	1	1	1	1	1	1	1	1	1
4.	I think branded ayurvedic products give a guarantee of a healthy life.	1	1	1	1	1	1	1	1	1	1
5.	I feel good to speak about branded ayurvedic products as it has a positive effect on my health	1	1	1	1	1	1	1	1	1	1
6.	I think Buying branded ayurvedic products is a good idea compared to non-branded ayurvedic products.	1	1	1	1	1	1	1	1	1	1
7.	I think branded Ayurvedic products cannot be used to treat various illnesses	1	1	1	1	1	1	1	0	1	0.89
8.	I think branded Ayurvedic products are safe because they contain natural ingredients	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	8	8	8	8	8	8	8	7	8	0.88
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	0.88	1	0.99

Table 2: Content Validity Index (CVI) of scale – Subjective Norms (SN)

Sr. No.	Items	Experts									I-CVI 0.78
		1	2	3	4	5	6	7	8	9	
1.	Most people who are important to me, believe that I must purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
2.	People around me use branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
3.	The positive opinion of my friends has influenced me to buy branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
4.	I feel social pressure to purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
5.	People whom I listen to, influence me to purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
6.	My family members think that I should purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	6	6	6	6	6	6	6	6	6	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1

Table 3: Content Validity Index (CVI) of scale - Perceived Behavioural Control (PBC)

Sr. No.	Items	Experts									I-CVI 0.78
		1	2	3	4	5	6	7	8	9	
1.	If it was entirely up to me, I am confident that I would purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
2.	I am confident that, when I want can purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
3.	I have sufficient money to purchase branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
4.	I have enough knowledge & time to purchase branded Ayurvedic products	1	1	1	1	1	1	1	1	1	1

5.	It is very arduous for me to identify & buy branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
6.	I believe I have the ability to buy branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
7.	I may not have complete control over buying branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	7	7	7	7	7	7	7	7	7	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1

Table 4: Content Validity Index (CVI) of scale - Purchase Intention (PI)

Sr. No.	**Items**	**Experts**									**I-CVI 0.78**
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	
1.	I will purchase branded Ayurvedic products in future.	1	1	1	1	1	1	1	1	1	1
2.	I intend to purchase Ayurvedic products regularly.	1	1	1	1	1	1	1	1	1	1
3.	I intend to purchase branded Ayurvedic products for long-term health benefits.	1	1	1	1	1	1	1	1	1	1
4.	I intend to buy branded Ayurvedic products as they help me recover faster.	1	1	1	1	1	1	1	0	1	0.89
5.	Before purchasing branded Ayurvedic products I intend to collect the required information.	1	1	1	1	1	1	1	1	1	1
6.	Due to increased awareness, my intention to purchase branded Ayurvedic products has grown.	1	1	1	1	1	1	1	1	1	1
7.	I intend to buy branded Ayurvedic products due to their good product quality.	1	1	1	1	1	1	1	1	1	1

8.	My intention is not to purchase branded Ayurvedic products even if they are available online.	1	1	1	1	1	1	1	1	1	1
9.	I am willing to pay a premium amount for branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
10.	I will purchase branded Ayurvedic products in future.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	10	10	10	10	10	10	10	9	10	0.89
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	0.89	1	0.99

Table 5: Content Validity Index (CVI) of scale - Consumer Behaviour (CB)

Sr. No.	**Items**	**Experts**									**I-CVI 0.78**
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	
1.	I regularly purchase branded Ayurvedic products	1	1	1	1	1	1	1	1	1	1
2.	I will not buy branded Ayurvedic products if they are more expensive	1	1	1	1	1	1	1	1	1	1
3.	The ayurvedic brands aim at catering products as per my requirements.	1	1	1	1	0	1	1	1	1	0.89
4.	I believe the Ayurvedic brand tries its best in adjusting the products as per my needs.	1	1	1	1	1	1	1	1	1	1
5.	I believe that branded Ayurvedic products do not include any sort of chemicals.	1	1	1	1	1	1	1	1	1	1
6.	I am definite that branded ayurvedic products include only useful, beneficial ingredients.	1	1	1	1	1	1	1	1	1	1
7.	I think branded ayurvedic products have always strived towards excellence.	1	1	1	1	1	1	1	1	1	1
8.	I believe branded Ayurvedic products help in increasing my Immune system.	1	1	1	1	1	1	1	1	1	1

9.	My past experiences with branded Ayurvedic products have always been excellent.	1	1	1	1	1	1	1	1	1	1
10.	Branded ayurvedic products have always exceeded my expectations.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	10	10	10	10	9	10	10	10	10	0.90
	S-CVI/Avg 0.90	1.00	1.00	1.00	1.00	0.90	1.00	1.00	1.00	1.00	0.99

Table 6: Content Validity Index (CVI) of scale - Brand Awareness (BA)

Sr. No.	**Items**	**Experts**								**I-CVI 0.78**
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	
1.	I am aware that branded Ayurvedic products are available in the market	1	1	1	1	1	1	1	1	1	1
2.	I cannot easily recognise branded Ayurvedic products in the market.	1	1	1	1	1	1	1	1	1	1
3.	I believe that the Government does an effective job of educating the public about branded Ayurvedic products	1	1	1	1	1	1	1	0	1	0.89
4.	Some characteristics of branded Ayurvedic products quickly come to my mind	1	1	1	1	1	1	1	1	1	1
5.	When I think about health, branded Ayurvedic products instantly come to my mind.	1	1	1	1	1	1	1	1	1	1
6.	I can easily recall the symbol or logo of branded Ayurvedic products	1	1	1	1	1	1	1	1	1	1
7.	I have knowledge about branded Ayurvedic products	1	1	1	1	1	1	1	1	1	1
8.	I believe most people know about branded Ayurvedic products	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	8	8	8	8	8	8	8	7	8	0.88
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	0.88	1	0.99

Table 7: Content Validity Index (CVI) of scale - Brand Image (BI)

Sr. No.	Items	Experts									I-CVI 0.78
		1	2	3	4	5	6	7	8	9	
1.	I am happy with the brand image and reputation of the branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
2.	I am certain that the Ayurvedic brand that I purchase is not a reliable brand.	1	1	1	1	1	1	1	1	1	1
3.	I am confident that Ayurvedic brands are widely available in numerous retail outlets.	1	1	1	1	1	1	1	1	1	1
4.	Due to its strong heritage, I find myself inclined towards purchasing a particular Ayurvedic brand.	1	1	1	1	1	1	1	1	1	1
5.	When I think of purchasing a branded Ayurvedic product, this brand immediately comes to mind	1	1	1	1	1	1	1	1	1	1
6.	I avoid buying branded Ayurvedic products that have a very poor image.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	6	6	6	6	6	6	6	6	6	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1

Table 8: Content Validity Index (CVI) of scale - Perceived Quality (PQ)

Sr. No.	Items	Experts									I-CVI 0.78
		1	2	3	4	5	6	7	8	9	
1.	High quality of branded Ayurvedic products influence me to buy a particular brand	1	1	1	1	1	1	1	1	1	1
2.	I believe Ayurvedic brands offer superior quality goods.	1	1	1	1	1	1	1	1	1	1
3.	I believe branded Ayurvedic products provide excellent value for the price	1	1	1	1	1	1	1	1	1	1
4.	I think branded Ayurvedic products are renowned for their market-leading quality	1	1	1	1	1	1	1	1	1	1

	S-CVI/UA 0.80	4	4	4	4	4	4	4	4	4	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1

Table 9: Content Validity Index (CVI) of scale -Brand Association (BASS)

Sr. No.	**Items**	**Experts**									**I-CVI 0.78**
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	
1.	I have developed strong associations with a particular Ayurvedic brand	1	1	1	1	1	1	1	1	1	1
2.	The attractive brand name and positive brand image entice me to choose and purchase a particular Ayurvedic brand	1	1	1	1	1	1	1	1	1	1
3.	I believe branded Ayurvedic products are neat and appropriately designed in size & shape.	1	1	1	1	1	1	1	1	1	1
4.	Advertisements of the Ayurvedic brand have attracted me to buy the products.	1	1	1	1	1	1	1	1	1	1
5.	On social media platforms, I discuss brands of Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
6.	For me, the information on the label is insufficient to understand the branded Ayurvedic products.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	6	6	6	6	6	6	6	6	6	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1

Table 10: Content Validity Index (CVI) of scale - Brand Trust (BT)

Sr. No.	**Items**	**Experts**									**I-CVI 0.78**
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	
1.	I do not have confidence in the quality of the products offered by my preferred Ayurvedic brand.	1	1	1	1	1	1	1	1	1	1
2.	I trust a preferred Ayurvedic brand as it is highly associated with the	1	1	1	1	1	1	1	1	1	1

	philosophy of a renowned Yog guru.										
3.	I fully trust the branded Ayurvedic products because of their Ayurvedic properties.	1	1	1	1	1	1	1	1	1	1
4.	I trust a preferred branded Ayurvedic product as it is safe and hygienic.	1	1	1	1	1	1	1	1	1	1
5.	I trust a preferred branded ayurvedic products because of the high customer review.	1	1	1	1	1	1	1	1	1	1
6.	I do not have confidence in the quality of the products offered by my preferred Ayurvedic brand.	1	1	1	1	1	1	1	1	1	1
	S-CVI/UA 0.80	6	6	6	6	6	6	6	6	6	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1

Table 11: Content Validity Index (CVI) of scale – Brand Loyalty (BL)

Sr. No.	**Items**	**Experts**									**I-CVI 0.78**
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	
1.	I consider myself to be loyal to my preferred Ayurvedic brand.	1	1	1	1	1	1	1	1	1	1
2.	I will not purchase from a preferred Ayurvedic brand even if it satisfied me.	1	1	1	1	1	1	1	1	1	1
3.	Even if the price increase in the near future, I am still willing to purchase Ayurvedic products from my preferred brand.	1	1	1	1	1	1	1	1	1	1
4.	My preferred brand of Ayurvedic products will always be my first choice.	1	1	1	1	1	1	1	1	1	1
5.	I will recommend my preferred brand of Ayurvedic products to others.	1	1	1	1	1	1	1	1	1	1
6.	If I plan to purchase a new Ayurvedic product, I will give priority to the preferred brand.	1	1	1	1	1	1	1	1	1	1

	S-CVI/UA 0.80	6	6	6	6	6	6	6	6	6	1
	S-CVI/Avg 0.90	1	1	1	1	1	1	1	1	1	1.00

APPENDIX - C

QUESTIONNAIRES

Dear Participants,

This questionnaire aims to gather insights into consumer behavior concerning branded Ayurvedic products.

Consumer behaviour towards branded Ayurvedic products has been influenced by various factors. Ayurveda, an ancient Indian system of medicine, has gained widespread popularity globally for its holistic approach and emphasis on natural remedies. This has resulted in increased consumer interest in branded Ayurvedic products. These products are seen as natural, herbal, and devoid of harsh chemicals, creating an association with health benefits and a lower risk of side effects compared to conventional alternatives.

Your genuine opinions on the following statements are valuable in understanding consumer attitudes towards branded Ayurvedic products. Your responses will remain strictly confidential and will solely be utilized for academic purposes.

Thank you for your participation and for providing your authentic perspectives.

Please tick (✓) any one appropriate category for each statement.

Please answer all the statements.

Thanking you for your co-operation.

Jayesh B. Mayekar

[1 = Strongly Disagree (SDA) 2 = Disagree (DA)

3 = Neither Agree Nor Disagree (N) 4 = Agree (A) 5 = Strongly Agree (SA)]

Section I: Consumer Behaviour Using Theory of Planned Behaviour

Attitude (ATT): Attitude refers to an individual's positive or negative evaluation of the act of buying branded Ayurvedic products.

Sr. No.	Attitude towards Branded Ayurvedic Product (ABAP)	1	2	3	4	5
1	I think branded Ayurvedic products are trustworthy.					
2	I think for my health, branded Ayurvedic products suit me better.					
3	I think branded Ayurvedic products are commonly perceived as natural remedies for various healthcare issues.					
4	I think branded ayurvedic products give a guarantee of a healthy life.					
5	I feel good to speak about branded ayurvedic products as it has a positive effect on my health.					
6	I think Buying branded ayurvedic products is a good idea compared to non-branded ayurvedic products.					
7	I think branded Ayurvedic products cannot be used to treat various illnesses.					
8	I think branded Ayurvedic products are safe because they contain natural ingredients.					

Subjective Norms (SN): Subjective norms encompass the perceived social pressure to either engage in or refrain from a particular behaviour, based on the influence of various reference groups such as family, friends, colleagues, or community.

Sr. No.	Subjective Norms (SN)	1	2	3	4	5
1	Most people who are important to me, believe that I must purchase branded Ayurvedic products.					
2	People around me use branded Ayurvedic products.					
3	The positive opinion of my friends has influenced me to buy branded Ayurvedic products.					
4	I feel social pressure to purchase branded Ayurvedic products.					
5	People whom I listen to, influence me to purchase branded Ayurvedic products.					
6	My family members think that I should purchase branded Ayurvedic products.					

Perceived Behavioural Control (PBC): Perceived behavioural control is a person's perception of whether different aspects of the behaviour are in his or her control or are easy or difficult to perform. It reflects individuals' perceptions of their ability to perform the behaviour.

Sr. No.	Perceived Behavioural Control (PBC)	1	2	3	4	5
1	If it was entirely up to me, I am confident that I would purchase branded Ayurvedic products.					
2	I am confident that, when I want can purchase branded Ayurvedic products.					
3	I have sufficient money to purchase branded Ayurvedic products.					
4	I have enough knowledge & time to purchase branded Ayurvedic products.					
5	It is very difficult for me to identify & buy branded Ayurvedic products.					
6	I believe I have the ability to buy branded Ayurvedic products.					
7	I may not have complete control over buying branded Ayurvedic products.					

Purchase Intention (PI): The intention refers to a person's readiness or willingness to perform that behaviour in the future. It is an indication of their mental state and their plan to carry out a specific action.

Sr. No.	Purchase Intention (PI)	1	2	3	4	5
1	I will purchase branded Ayurvedic products in future.					
2	I intend to purchase Ayurvedic products regularly.					
3	I intend to purchase branded Ayurvedic products for long-term health benefits.					
4	I intend to buy branded Ayurvedic products as they help me recover faster.					
5	Before purchasing branded Ayurvedic products I intend to collect the required information.					
6	Due to increased awareness, my intention to purchase branded Ayurvedic products has grown.					
7	I intend to buy branded Ayurvedic products due to their good product quality.					
8	My intention is not to purchase branded Ayurvedic products even if they are available online.					
9	I am willing to pay a premium amount for branded Ayurvedic products.					

Consumer Behaviour (CB): Consumer behaviour encompasses the actions and attitudes exhibited by individuals as they engage in activities related to purchasing, using, evaluating, and disposing of products for satisfying their needs and wants towards branded ayurvedic products.

Sr. No.	Consumer Behaviour (CB)	1	2	3	4	5
1	I regularly purchase branded Ayurvedic products.					
2	I will not buy branded Ayurvedic products if they are more expensive.					
3	The ayurvedic brands aim at catering products as per my requirements.					
4	I believe the Ayurvedic brand tries its best in adjusting the products as per my needs.					
5	I believe that branded Ayurvedic products do not include any sort of chemicals.					
6	I am definite that branded ayurvedic products include only useful, beneficial ingredients.					
7	I think branded ayurvedic products have always strived towards excellence.					
8	I believe branded Ayurvedic products help in increasing my Immune system.					
9	My past experiences with branded Ayurvedic products have always been excellent.					
10	Branded ayurvedic products have always exceeded my expectations.					

Section II: Brand Equity Dimensions

Brand Awareness (BA): It is the ability of a buyer to recognize or recall that a brand is a member of a certain product category. It is related to the strength of the brand node or traces in the memory, as reflected by consumers under different conditions.

Sr. No.	Brand Awareness (BA)	1	2	3	4	5
1	I am aware that branded Ayurvedic products are available in the market.					
2	I cannot easily recognise branded Ayurvedic products in the market.					
3	I believe that the Government does an effective job of educating the public about branded Ayurvedic products.					
4	Some characteristics of branded Ayurvedic products quickly come to my mind.					
5	When I think about health, branded Ayurvedic products instantly come to my mind.					
6	I can easily recall the symbol or logo of branded Ayurvedic products.					
7	I have knowledge about branded Ayurvedic products.					

8	I believe most people know about branded Ayurvedic products.					

Brand Image (BI): Brand image refers to the overall perception or impression that consumers have about a brand. It is the cumulative result of various brand associations that exist in the consumer's memory.

Sr. No.	Brand Image (BI)	1	2	3	4	5
1	I am happy with the brand image and reputation of the branded Ayurvedic products.					
2	I am certain that the Ayurvedic brand that I purchase is not a reliable brand.					
3	I am confident that Ayurvedic brands are widely available in numerous retail outlets.					
4	Due to its strong heritage, I find myself inclined towards purchasing a particular Ayurvedic brand.					
5	When I think of purchasing a branded Ayurvedic product, this brand immediately comes to mind.					
6	I avoid buying branded Ayurvedic products that have a very poor image.					

Perceived Quality (PQ): Perceived quality refers to the assessment or judgment made by customers regarding the overall excellence or superiority of a product or brand.

Sr. No.	Perceived Quality (PQ)	1	2	3	4	5
1	High quality of branded Ayurvedic products influence me to buy a particular brand.					
2	I believe Ayurvedic brands offer superior quality goods.					
3	I believe branded Ayurvedic products provide excellent value for the price.					
4	I think branded Ayurvedic products are renowned for their market-leading quality.					

Brand Association (BASS): Brand Associations refer to the extent to which consumers hold positive or negative perceptions, attitudes, or feelings towards the associations linked to a brand in their memory.

Sr. No.	Brand Association (BASS)	1	2	3	4	5
1	I have developed strong associations with a particular Ayurvedic brand.					
2	The attractive brand name and positive brand image entice me to choose and purchase a particular Ayurvedic brand.					
3	I believe branded Ayurvedic products are neat and appropriately designed in size & shape.					

4	Advertisements of the Ayurvedic brand have attracted me to buy the products.					
5	On social media platforms, I discuss brands of Ayurvedic products.					
6	For me, the information on the label is insufficient to understand the branded Ayurvedic products.					

Brand Trust (BT): Brand trust refers to the level of confidence and belief that consumers have in a brand's ability to deliver on its promises and provide value.

Sr. No.	**Brand Trust (BT)**	**1**	**2**	**3**	**4**	**5**
1	I do not have confidence in the quality of the products offered by my preferred Ayurvedic brand.					
2	I trust a preferred Ayurvedic brand as it is highly associated with the philosophy of a renowned Yog guru.					
3	I fully trust the branded Ayurvedic products because of their Ayurvedic properties.					
4	I trust a preferred branded Ayurvedic product as it is safe and hygienic.					
5	I trust a preferred branded ayurvedic products because of the high customer review.					

Brand Loyalty (BL): Brand loyalty refers to a customer's inclination or preference to repeatedly purchase products from a particular brand over its competitors.

Sr. No.	**Brand Loyalty (BL)**	**1**	**2**	**3**	**4**	**5**
1	I consider myself to be loyal to my preferred Ayurvedic brand.					
2	I will not purchase from a preferred Ayurvedic brand even if it satisfied me.					
3	Even if the price increase in the near future, I am still willing to purchase Ayurvedic products from my preferred brand.					
4	My preferred brand of Ayurvedic products will always be my first choice.					
5	I will recommend my preferred brand of Ayurvedic products to others.					
6	If I plan to purchase a new Ayurvedic product, I will give priority to the preferred brand.					

Section-III Ayurvedic Branded Products

Please tick mark (√) whichever is applicable.

1. Which brand of Ayurvedic Products do you purchase?

a) Dabur ☐
b) Himalaya ☐
c) Patanjali ☐
d) Emami ☐
e) Khadi ☐
f) Any other ☐

2. Which type of Ayurvedic Products do you purchase?

a) Ayurvedic Medicines ☐
b) Health Care ☐
c) Skin Care ☐
d) Body Care ☐
e) Hair Care ☐
f) Immunity Booster ☐
g) All of the above ☐

3. How did you come to know about Ayurvedic Branded products? ☐

a) Newspaper ☐
b) Internet ☐
c) Friends & Family Members ☐
d) Own Interest ☐
e) Social Media ☐
f) Ayurvedic centre ☐

4. How frequently do you consume Branded Ayurvedic Products?

a) Daily ☐
b) Weekly ☐
c) Fortnightly ☐
d) Monthly ☐
e) At the time of window shopping ☐
f) Depending on the budget ☐

5. What is your preferred location to buy Ayurvedic Branded Products?

a) Supermarket ☐
b) Pharmacy & Drug stores ☐
c) Online Store ☐
d) Specialty Stores ☐

Section- IV Demographic Profile

I. Age Category
a) Less Than 30 ☐
b) 31 - 40 ☐
c) 41 - 50 ☐
d) 51- 60 ☐
e) 60 and above ☐

II. Gender
a) Male ☐
b) Female ☐

III. Education Qualification
a) Illiterate ☐
b) Up to S.S.C ☐
c) Up to H.S.S.C ☐
d) Graduation ☐
e) Post-Graduation ☐
f) Any other ☐

IV. Annual Income level
a) Up to Rs. 1,00,000 ☐
b) From Rs. 1,00,001 to Rs. 2,00,000 ☐
c) From Rs. 2,00,001 to Rs.3,00,000 ☐
d) From Rs. 3,00,001 to Rs.4,00,000 ☐
e) Rs. 4, 00,001 & above ☐

V. Occupation
a) Student ☐
b) Business ☐
c) Homemaker ☐
d) Service ☐
e) Professional ☐
f) Any other ☐