

Factors Influence on Consumer Purchasing Intention of Ayurvedic Herbal Drinks in Western Province, Sri Lanka

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Today consumers have become more aware and concerned about health, natural resources, and the environment. Thus, many people leave-away from foods with chemicals and carbonated drinks. Now they are willing to buy organic and natural foods. The researchers of this study have identified the importance of the area and focused on healthy beverages and tried to investigate the factors influencing ayurvedic herbal drinks' purchasing intention. The study is supported by the theory of planned behaviour, proposed by Icek Ajzen (1985). A descriptive analysis was used to identify respondents' demographic profile and general data related to the Ayurveda herbal drink's purchase intention. The hypotheses were tested using correlation and regression analysis to achieve a meaningful conclusion. The variables; Health Benefits (0.804), Environmental Concern (0.746), Trust (0.771), Social Influences (0.799) overall results revealed positive standardized beta value and at a significance ($P < 0.05$) level of the data and thus factors are positively influenced on consumer purchasing intention of ayurvedic herbal drinks. The present study's findings revealed practical implications for herbal beverages in the retail industry, providing marketers with the opportunity to use strategies for their campaigns, which they can use to get more potential customers toward their products. Moreover, it helps marketing firms to analyze consumers' buying behaviour. However, the study was limited to ayurvedic herbal drinks, and thus it cannot be generalized to other ayurvedic products.

Keywords: *Ayurveda Herbal Drink, Consumer Purchase Intention, Herbal Product, Theory of Planned Behavior, Trust*