

Investigating psychological determinants and its effect on consumer's purchase intention and consumption of Ayurvedic Cosmetics

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ABSTRACT

The purpose of this study is to examine how factors including cultural belief, symbolic values, ethnocentrism, social standing, emotional wellbeing, and preference towards naturalness affect the desire to buy and use Ayurvedic cosmetics. To find people to take part, researchers used a non-probability purposive sampling strategy. 476 ayurvedic cosmetic users had their information gathered using a pilot survey. We used structural equation modelling, confirmatory factor analysis, and descriptive statistics to sift through the data. There was strong evidence of convergent and discriminant validity in the questionnaire's components, as well as good internal consistency and reliability of scale items, according to factor loading, Cronbach's alpha, composite reliability, average variance extracted, and correlations. The model fit indices showed that the relationships between ayurvedic cosmetics usage and purchase intent were well-fit by measurement and structural models connecting oriented towards trust, price, cultural belief, and symbolic values. The structural model's path analysis showed that Ayurvedic cosmetics consumption and purchase intention were positively impacted by preference towards naturalness, trust, price, cultural belief, and symbolic values. The structural model's path analysis revealed that among the factors impacting the intention to purchase and consumption of Ayurvedic cosmetics, preference towards naturalness ranked highest, followed by trust, cultural belief, price, social status, and symbolic values.

Keywords: Ayurvedic cosmetics; Psychological Determinants; Purchase intention; consumption; confirmatory factor analysis; structural equation modeling

1. INTRODUCTION:

There has been a resurgence in interest in ancient wellness practices, a growing demand for natural, chemical-free cosmetics, and an increase in the number of people living in urban areas, all of which contribute to the fast growth of the Ayurvedic cosmetic industry in India. Demand in the skincare, cosmetics, and personal care industries is expected to increase, leading to a substantial expansion of the India Ayurvedic goods market, which was valued at INR 875.9 billion in 2024. Some of the main reasons for this increase can be attributed to the integrative nature of Ayurveda, the use of turmeric and other Ayurvedic compounds, the increasing popularity of online shopping, and the backing from the government. Rising number of Indians are opting for herbal and Ayurvedic personal care products rather than chemically based alternatives, which has caused a dramatic change in the industry in recent years. The Ayurvedic health and beauty industry in India expanded by almost 15% in 2020, according to data released by the Confederation of Indian Industry (CII). There is a growing movement towards greener, more sustainable lifestyles, and this is only one small part of it. More and more Indians are learning about the benefits of Ayurveda, an old Indian medical system, for both the

prevention and treatment of a wide range of illnesses. This article explores the causes behind this change and provides facts and signs that show Ayurvedic personal care products are becoming more popular in India.

The desire for all-natural products is a major factor in the purchase and use of ayurvedic cosmetics. An important reason why people choose ayurveda cosmetics to their non-herbal counterparts is the widespread belief among consumers that these products are gentler on the skin because they are made with natural materials and do not include any chemicals. Researchers have discovered that people have preference for natural cosmetic products because they are more likely to trust firms that claim to use real herbal formulations, value purity, and are worried about the side effects of synthetic drugs. Traditional Ayurvedic spices are used in most products with little synthetic ingredients; as a result, they are gentler on the skin and less likely to cause adverse reactions (Barbulova, Colucci and Apone, 2015). Various factors in preference for Ayurvedic cosmetics include

Natural Ingredients: When compared to chemical-based products, ayurveda cosmetics are more popular among consumers due to their perceived safety and chemical-free nature. This, in turn, leads to more satisfaction and fewer worries about side effects. Previous studies have shown

that the naturalness of the ingredients is a major element in the product preferences of over 70% of people who use ayurvedic remedies for skin and hair.

Trust and Satisfaction: When making a purchase, factors such as trust in the product's natural origins and happiness with its performance can be more important than price. Customers care less about cost when they've experienced satisfaction and trust in the product.

Awareness: Educated and informed consumers tend to pay close attention to components, often basing their purchase intention on detailed ingredient lists to ensure authenticity and naturalness. A large-scale study in Karnataka found that 77.7% of respondents reported low or very low awareness of Ayurvedic skincare products, with only 3% indicating high or very high awareness. Most consumers could identify some advantages and features of Ayurvedic cosmetics, but detailed knowledge about brands and product benefits was limited. Awareness and preference for Ayurvedic cosmetics are higher among women and younger consumers, especially those concerned about the side effects of synthetic products

Cultural Belief: Symbolic capital, family traditions, and Indian cultural identity are all intricately linked to Ayurvedic cosmetics. Many people's families have been using and learning about these things for centuries, which gives them and their products a certain air of authority and respect. As more and more people look for alternatives to cosmetics made with chemicals, the "natural" and "traditional" associations only serve to increase their appeal. The marketing of Ayurvedic items as genuine and environmentally friendly options turns this cultural capital into monetary worth.

Brand Loyalty: Brand loyalty in Ayurveda cosmetics is shaped by a combination of emotional, social, and product-related factors. As the market grows more competitive, understanding what keeps consumers loyal is crucial for brands aiming for long-term success. A strong brand image significantly boosts customer satisfaction, which in turn leads to higher brand loyalty. Satisfied customers are more likely to purchase and recommend the brand to others, creating a cycle of loyalty and advocacy.

Skin care and cosmetic product consumption habits among Indian consumers are changing at a rapid pace. Consumers are flocking to herbal products in droves, led astray by the false belief that all-natural remedies are not only safer for their skin but also more effective. As a result of this belief, people are buying herbal remedies. People often assume that products that aren't herbal must include harmful chemicals and synthetic ingredients that could irritate their skin or produce other negative effects. Customers' opinions on Patanjali-branded goods were the subject of a study by Jaggi and Ghosh (2017). The use of ayurvedic medicines has had a positive effect on customers, who are very health conscious nowadays. People are interested in using ayurvedic medications for healthcare reasons because they are readily available and do not contain any chemicals. As a result, the demand for Patanjali's ayurvedic products has skyrocketed. The results and all-naturalness of the herbal items have satisfied customers to a colossal degree, according to this study. Sulaima et al. (2017) found that customers who had

previously used non-herbal goods switched to herbal ones due to the false impression that they were chemical-free.

Multiple vendors guarantee their customers 100% authentic ayurvedic skin care goods. The cosmetics industry in India is booming due to the growing demand for natural and pure products among customers. People have a very poor outlook on things that aren't herbal. People like ayurvedic goods since they don't believe these items include enough chemicals and can hurt their skin. Solomon et al. (2014) found that women's fondness for cosmetic items is skyrocketing, which is great news for the cosmetics sector. Consequently, client retention is critical, and our ability to do so depends on our familiarity with consumer habits as they pertain to the products.

An individual's Emotional Wellbeing is a major factor in their decision to purchase and use Ayurvedic beauty products. Ayurvedic cosmetics are gaining popularity among consumers who are looking for more than simply a medical remedy; they also want to alleviate emotional and mental distress. Customers' desires for health and self-care, which promote psychological health, are well-aligned with Ayurveda's holistic approach. Cosmetics purchasing decisions are significantly influenced by consumers' emotional states, which include self-care routines, body image, dignity, and general mental health, according to various research. Ayurvedic product preferences are also influenced by a desire for genuineness, healthfulness, and ecological awareness. Particularly among younger generations, such as Gen Z, there is a strong correlation between emotional wellbeing and product choice. Ayurveda, with its promise of naturalness, sustainability, and aesthetic benefits, is popular among this demographic.

Marketing messages that reflect the principles of the company, the reliability of Ayurvedic brands, and the perceived efficacy of the products all have an emotional impact on consumers. Brand loyalty and repurchase intention are enhanced by positive emotional responses, like a sense of safety, care, or alignment with wellness goals.

Information that is readily available, reviews written by peers, endorsements from influential people, and community feedback all contribute to a higher level of emotional engagement in online and social settings. By appealing to these sentiments, Ayurvedic cosmetics are able to win over sceptical customers. By gaining insight into and catering to these consumer drivers, which are mostly focused on emotions and wellness, Ayurvedic cosmetic firms can enhance their marketing tactics and product offerings.

Another significant factor that affects the selection of ayurvedic cosmetics by customers is cultural belief. Prevention of skin-related disorders may be facilitated by the cultural roots and symbolic value. Most transmissions of Ayurvedic knowledge are in a tacit form and take place within families. The symbolic importance, traditions, and socioeconomic status of a product have a substantial impact on consumers' purchasing and consumption habits. Symbolic rules connected to Ayurveda improve people's health and lead to healthier lives (Baghel et al., 2019). According to Abraham (2009), Banerjee (2009), and

Aiedah (2014), consumers' cultural beliefs significantly impact their shopping and consumption behaviours. Consumption of healthy cosmetics and a healthy lifestyle are favourably correlated with cultural ideas and behaviours. The psychology and behaviour of consumers regarding the intention to purchase and use of ayurvedic cosmetics are impacted by cultural beliefs, rituals, and values (Ahuja et al., 2020; Amin and Tarun, 2020; Chakraborty et al., 2022). Symbolic values have been to the forefront of discussions around ayurvedic cosmetics consumption and buying in recent years. Farmers' well-being, environmental preservation, social equity, human rights, product authenticity, and safety certification are all important symbolic concerns in the ayurveda cosmetics industry. Zander et al. (2013), Radnitz et al. (2015), Ghvanidze et al. (2016), and O'Connor et al. (2017) found that consumer attitudes and social, cultural, economic, and political variations greatly impact the symbolic meanings associated with shopping for and consuming ayurvedic cosmetics.

There has been a dramatic change in the socio-demographic landscape of developing nations like India. Some of these factors include a younger, more entrepreneurial population living in megacities, a higher amount of disposable income going on cosmetics, less time to prepare meals at home, more frequent employment for adults, and, most importantly, more active and unpredictable lifestyles. Ayurvedic cosmetics are about to explode in popularity as a result of the merging of these driving axes. Kumar. S. et al (2012), Baker and Crompton, (2000), Jaiswal and Kant, (2018), Chandran et al., (2020), Januszewska et al. (2011), Pula et al. (2014), De'Boer and Schosler (2016), Matharas et al. (2016), Arbit et al. (2017), Hoek et al. (2017), O'Connor et al. (2017), and Chandran et al. (2020) are among the recent studies that have sought to determine the effect of various factors on the choice of ayurvedic cosmetics. Consumers in developing economies may not react in the same manner as those in developed economies to the same elements because of differences in tradition, culture, social structure, cultural belief, symbolic values, and cosmetic use habits. This research needs to be conducted immediately because of its importance. In light of the significant rise in demand for ayurvedic cosmetics in developing nations like India, this study aims to investigate the factors that influence consumers' intentions to buy and use these products, taking into account their level of social status, moral stance, emotional state, spirituality, cultural beliefs, and symbolic values.

Theoretical Background and Development of Hypotheses

Preference for Naturalness

Customers' desire for as natural a product as possible is one of the primary elements influencing their decision to purchase and use ayurvedic cosmetics. Ayurvedic cosmetics are bought and consumed by consumers in both established and emerging nations who are looking for convenient meal solutions. People are turning to Ayurvedic cosmetics because of their focus on natural,

holistic healing that addresses the root cause of skin issues, rather than just the symptoms. This trend is driven by a desire for products free from harsh chemicals, a growing interest in heritage and traditional practices, and a belief that overall wellness leads to outward beauty. are some of the causes the motivating consumers to buy ayurveda cosmetics (Bolton et al., 2003; Anute et al., 2015; Misra et al., 2022). Preference is passed down from one generation to the next, according to Perez et al., 2011. There is a chance that if parents have a strong preference for a product or service, their children will likewise inherit this preference, which is explained by the trust that has been built up for it. Generally, beauty care products are intended to protect skin and excellence from external threats in addition to enhancing their appearance. Therefore, preference for using the ayurvedic products after considering the aforementioned factors (Rekha, M., & Gokila, K. 2015).

H1: Preference for naturalness has a positive influence on purchase intention of ayurvedic cosmetics

2.2 Social Status

Among the many key aspects impacting the consumption and purchase of ayurvedic cosmetics is the consumer's social status or class. When comparing the nutritional value, motivations for choosing Ayurveda cosmetics, texture, and aroma of these products, consumers from higher and lower socioeconomic statuses have quite different diets. According to Prattala et al. (1992), a consumer's attitude towards consuming ayurvedic cosmetics is significantly impacted by their social status and class. According to research by Mollen et al. (2013), consumers' social environments significantly impact their choice of ayurvedic cosmetics. Healthy cosmetic product consumption and shopping were found to be connected with better in-service social class, according to Pechey and Monsivais (2016). The impact of socioeconomic status on the use and purchasing of ayurvedic cosmetics, however, remains unclear. Based on the previous research, this study put up the following hypothesis.

H2: Social status has a positive influence on purchase intention of ayurvedic cosmetics.

2.3 Trust

Trust is a critical factor in buying intention for Ayurveda cosmetics, as it influences consumer perception of a brand's claims and drives purchasing decisions. Building trust requires establishing authenticity, as consumers look for factors like third-party certifications, transparent ingredient lists, and strong brand reputations. Lack of trust can significantly decrease a consumer's willingness to buy, whereas strong trust leads to loyalty, positive word-of-mouth, and repeat purchases. Previous research has shown that companies enjoy significant benefits over their competitors when their brands establish trustworthy relationships with clients (Sharma, et al. 2019; Hussain et al. 2022). Customers' purchasing intentions sharply decline if they don't believe these statements (Chen & Chang, 2013; D'Souza et al., 2006). Third-party certifications, brand reputation, a comprehensive

ingredients list, and other elements all play a role in fostering consumer trust. In the field of marketing and its practical applications, the concept of trust has become more important in recent years. Researchers uses a range of concepts and measurements to measure trust. Lack of trust is a common reason why people avoid shopping chemical-based cosmetics. The following hypothesis is put out in consideration of the research findings described before.

H3: Trust has a positive influence on purchase intention of ayurvedic cosmetics.

2.4 Price

Price influences the buying decision for Ayurvedic cosmetics by affecting perceptions of quality and value, with higher prices sometimes signaling higher quality, while also being a factor for affordability-focused consumers. Consumers balance price against other factors like ingredients, brand reputation, and health benefits, and may be willing to pay a premium for products that align with their personal values. Ultimately, the influence of price is multifaceted, depending on the consumer's individual income, brand perception, and how they weigh price against the perceived value of the product. Price is often one of the most significant factors for consumers. Customers consider whether a product or service is reasonably priced and offers good value Johan et al. (2023). The demand for reasonably priced alternatives to daily essentials has an impact on affordability Das et al. (2022). The price of the brand, ethnocentrism, and social responsibility all have a big impact on people's preferences for ayurvedic products Bharathi and Mayya, (2022). The current study offered the following hypothesis based on the research findings described before.

H4: Price has a positive influence on purchase intention of ayurvedic cosmetics.

2.5 Cultural beliefs

Culture, society, culture, and tradition all play a role in shaping consumer purchases and eating habits. Belief systems have a major impact on how people live their lives and act in relation to cosmetics. The family's cultural norms forbid the purchase and use of cosmetic goods that are not derived from ayurveda. The cultural beliefs impact the psychology and conduct of consumers when it comes to purchasing and using ayurvedic cosmetics. According to research conducted by Bakar et al. (2013), Tan et al. (2013), Aiedah (2014), and Mathras et al. (2016), cultural attitudes and practices are positively linked to healthy cosmetic choices and a healthy lifestyle. Cosmetics that adhere to cultural and religious practices are highly sought by consumers, according to Kumar et al. (2014). In light of the aforementioned data, the current investigation put forth the following hypothesis.

H5: Cultural belief has a positive influence on purchase intention of ayurvedic cosmetics.

2.6 Symbolic Values

When it comes to ayurvedic cosmetics, symbolic meaning has become a major consideration. The fundamental themes of Ayurvedic symbolic concerns are around the

practice's emphasis on the interconnectedness of one's physical, mental, and spiritual selves as well as their harmony with the universe. According to Zander et al. (2013) and Radnitz et al. (2015), the three doshas are the basic energies that control our physical and mental characteristics as well as the marketing of ayurvedic cosmetics. This path to wellness is characterised by harmony, prevention, and individualisation. Zander et al. (2013) and O'Connor et al. (2017) found that symbolic values are crucial in ayurvedic cosmetics choice. Symbolic concern was found to be the least important factor influencing the choice of ayurvedic cosmetics in India according to studies conducted by Baghel and Parthasarathy. (2019) and Chandran et al. (2020). With such results in mind, the current investigation put out the following hypothesis.

H6: Symbolic values have a positive influence on purchase intention of ayurvedic cosmetics.

2.7 Purchase intention and consumption

Numerous factors influence the intricate procedure by which people intend to buy ayurvedic cosmetics. The significance of each factor influencing customers' decision to buy ayurvedic cosmetics, however, is conditional on their attitude and behaviour towards cosmetics. Bandara et al. (2016) found that consumers' intention to purchase ayurvedic cosmetics is positively impacted by the perceived value of products, which is directly linked to factors including convenience, sensory experience, quality, safety, health, and price. Kytö et al. (2019). and Al Amin et al. (2020) found that Preference for naturalness, and trust are some of the elements that influence the use of ayurvedic cosmetics, in addition to social, cultural, economic, symbolic, values and pricing. The following theory is put out in consideration of the aforementioned study results.

H7: Purchase intention has a positive influence on consumption of ayurvedic cosmetics.

Based on these previous studies, this one develops a conceptual model to examine how factors like cultural beliefs and symbolic values, as well as preference for naturalness, social status, trust, price, and, impact the desire to buy and use ayurvedic cosmetics (Figure 1).

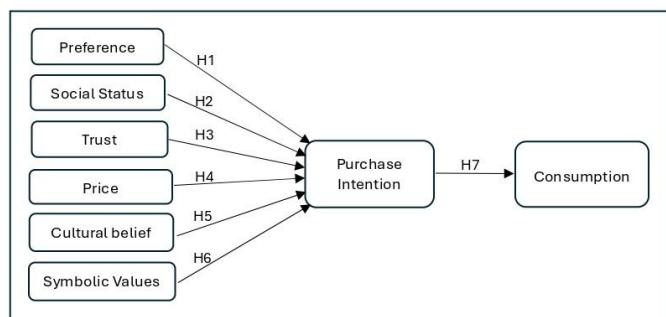


Figure. 1. Conceptual model

2. MATERIALS AND METHODS

3.1 Development, pre-testing and structure of questionnaire

Experts in nutrition and cosmetics, as well as students and in-service workers, took part. This survey was based on questions about the factors that impact the choice of ayurvedic cosmetics, including respondents' social status, trust, price, spirituality, cultural views, and symbolic values. Table 1 displays the results of the literature review, which we conducted using a questionnaire informed by participant comments to ascertain the impact of the aforementioned parameters on the propensity to purchase and use ayurvedic cosmetics. Preliminary testing was carried out on the questionnaire to confirm its correctness and reliability by Sam Higginbottom University of Agriculture, Technology and Sciences in Allahabad, India (Grim, 2010). Thirty people, including cosmetic technicians, professors, students, and professionals, filled out the personal questionnaire for the pilot study. Prior to the start of the study, all participants were informed about its objectives and the format of the questionnaire. Making ensuring everything was clear and error-free was the main goal of having the participants check it. The survey's structure, clarity, and overall impact were all factors that respondents were asked to evaluate after finishing it. Based on these numbers, we can observe how the aforementioned factors influenced interest in and use of ayurvedic cosmetics. (Pieniak et al., 2009; Wang et al., 2015; Singh and Kathuria, 2016; Konuk, 2019) The final survey incorporated the participatory proposals to guarantee accurate and precise data gathering.

The survey consisted of nine parts. Ayurvedic cosmetic use, spirituality, preference, social standing, morality, price, cultural perspectives, symbolic values, and the creation of the questionnaire were all factors. The first part of the survey asked for basic demographic information such as a person's marital status, degree of education, occupation, cosmetic habits, preferences, frequency of using ayurvedic cosmetics, and cultural and ethnic background. Finding out how respondents' preference for naturalness affected their tendency to buy ayurvedic beauty products was the focus of the second part of the study. Our goal in administering the survey's third through seventh sections was to glean information about respondents' socioeconomic standing, moral fibre, emotional stability, and degree of . Cultural norms and symbolic values impact the desire for Ayurvedic beauty products. Data on ayurvedic cosmetics use and desire to buy were expected to be gathered in sections eight and nine of the questionnaires.

TABLE 1. Constructions of the questionnaire and their sources

Constructs	Source
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General information	Emily,Jen (2017); Melovic et al. (2020);Misra et al., (2022)
Preference	Anute et al., 2015; Misra et al., 2022
Social status	Schultz et al., (2007); Mollen et al., (2013)
Trust	Hussain et al. (2022); Gopan et al., (2025)
Price	Honkanen and Frewer, (2009); Loxton et al., (2011); Pula et al., (2014);
Cultural beliefs	Kumar et al. (2014) Abosag et al. (2014)
Symbolic values	Peterson et al. (2010); Nayak, C., & Prabhu, P (2020)
Purchase intention	O'Connor et al., (2017); Rausch, T. M., & Kopplin, C. S. (2021)
Consumption	Osman et al., (2014); Rahayu et al. (2020)

3.2 Participants

Professionals from the banking, information technology, and real estate industries were among the participants, along with students and faculty from several institutions and universities. There were 58.7% females and 41.3% males among the participants. The participants' ages varied from eighteen to sixty-five, with an average age of thirty-three years. The breakdown of the participants was as follows: 48.9% were single, 51.1% were married, and 34.1% were unemployed, while 65.9% were employed. High school (0.40%), senior secondary school (7.0%), diploma (1.4%), undergraduate (33.9%), masters (34.5%), and doctoral (22.8%) were the educational levels of the participants. The participants' monthly family income ranged from 50,000 to 200,000 Indian rupees.

3.3 Sampling method and sample size

Researchers aimed their recruiting efforts at a specific demographic people who regularly use ayurvedic cosmetics so they used a non-probability purposive sampling technique (Tan et al., 2014; Singh and Kathuria, 2016). A total of 550 individuals from four large cities in Northern India were a part of this study. There are about 8.25 million people living in those four cities combined. According to The Research Advisor (2006) and Singh and Kathuria (2016), a sample size of 400 is considered insufficient for a population above 0.25 million with a 95% confidence level and a 5% margin of error. However, this study complied with the recommendation and used 550 individuals. Due to their insufficient information, 49 of the participants were disqualified. The result was a response rate of 91.09% and a total sample size of 521.

3.4 Data collection

Five hundred fifty people were given the structured and pilot-tested survey. People were asked to fill out the survey if they were between the ages of 18 and 62. Researchers educated participants about the study's goal,

objectives, and significance before distributing questionnaires to those who have used Ayurveda cosmetics for the past five years or more. On a five-point Likert scale, we found the following factors' effects on ayurvedic cosmetics use and purchase intent: strongly disagree = 1, disagree = 2, don't know = 3, agree = 4, and strongly agree = 5. Steptoe et al. (1995), Singh and Kathuria (2016), and Contini et al. (2018) all used multiple-choice questions in which participants were asked to select one answer out of five possible options.

3.5 Data analysis

For each of these constructs, we computed the mean, standard deviation, skewness, and kurtosis using SPSS version 24, a statistical programme. Further evidence of the reliability and internal consistency of the questionnaire's scale items was supplied by computing the constructs' Cronbach's alpha. Nunnally (1978), Singh and Kathuria (2016), and Rezai et al. (2014) are among the sources which are referenced. For the structural equation modelling (SEM) and confirmatory factor analysis (CFA), we utilised AMOS version 23. Factor loadings, composite reliability, average variance extracted, model fit indices, and factor loadings were all estimated using the CFA. To determine the reliability of the scale items, researchers used the composite reliability of the questionnaire's components, as described by Nunnally (1978), Pieniak et al. (2009), Singh and Kathuria (2016), and Konuk (2019). Following Nunnally (1978), Wang et al. (2015), Contini et al. (2018), and Konuk (2019), the convergent validity of the measurement model's constructs was evaluated by determining the standardised factor loading and average variance extracted. Using construct correlations and square root of average variance extraction, Fornell and Larcker (1981) assessed the discriminant validity of measuring scale constructs. According to Contini et al. (2018), Hair et al. (2010), and Singh and Kathuria (2016), the statistical indicators used to evaluate the measurement model's fit were identified by them. The following indices were included: SRMR, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI).

Konuk (2019) and Wang et al. (2015) utilised structural equation modelling to assess these theories. Several elements were studied in a structural model, including cultural beliefs, symbolic values, price, spirituality, social status, ethics, and cultural norms, as well as the planned usage of ayurvedic cosmetics. According to Rezai et al. (2014), Singh and Kathuria (2016), and Konuk (2019), a number of metrics were calculated to evaluate the structural model's fit, including CFI, TLI, GFI, RMSEA, SRMR, and χ^2/df (Chi-square/degree of freedom). According to Wang et al. (2015), the indices were tweaked in order to further enhance the overall structural model fit. Hypothesis testing was conducted using standardised estimates (path coefficients), standard errors, t-values, and p-values (Singh and Kathuria, 2016; Olsen and Tuu, 2017; Konuk, 2019).

3. RESULTS

4.1 Descriptive statistics

Ayurvedic cosmetic use, cultural beliefs, trust, social position, pricing, and preference for naturalness are some of the structures and factors that make up the mean score in Table 2. Based on the average participant score, the following factors influence the intention to purchase and consumption of ayurvedic cosmetics: trust, price, symbolic values, cultural views, and preference for naturalness. Table 2 shows that the skewness values for several preference categories, such as naturalness, social status, trust, pricing, cultural beliefs, and symbolic values, varied from -0.918 to 0.505, falling within the range of -1 to 1. Within the range of -2 to 2, the kurtosis values for various preference categories, including naturalness, social standing, trust, pricing, cultural beliefs, and symbolic values, varied from -1.357 to 1.933 (Table 2). According to the results of Olsen et al. (2012) and Rezai et al. (2014), the data/participants' likert scores followed a normal distribution, as shown by the skewness and kurtosis values obtained for various items of the aforementioned constructs.

4.2 Measurement model

Table 2 displays the results for ayurvedic cosmetics consumption, factor loading, Cronbach's alpha (α), composite reliability (CR), price, cultural beliefs, symbolic values, trust, and preference for naturalness. It also includes information about average variance extracted (AVE), factor loading, and composite reliability. Nunnally (1978), Hair et al. (2010), Januszewska et al. (2011), Pula et al. (2014), Contini et al. (2018), and Konuk (2019) were all consulted in order to decipher the elements impacting the desire to buy and use ayurvedic cosmetics. This is due to the fact that the factor loadings of naturalness, social status, trust, price, cultural beliefs, symbolic values, and consumption fell outside the minimum threshold of 0.60, ranging from 0.628 to 0.985. Several categories exhibited Cronbach's alpha values greater than the minimally acceptable threshold of 0.70. These included preference for naturalness, social status, trust, pricing, cultural beliefs, symbolic values, purchase intention, and consumption. Research by Nunnally (1978), Pieniak et al. (2009), Rezai et al. (2014), and Singh and Kathuria (2016) all came to these values. According to Nunnally (1978), Singh and Kathuria (2016), and Konuk (2019), the following constructs social status, trust, pricing, cultural beliefs, symbolic values, purchase intention, and consumption—met the necessary cutoff value of 0.70 with a composite reliability ranging from 0.899 to 0.990. Results from Cronbach's alpha and composite reliability calculations for separate constructs showed that the questionnaire's scale items had high levels of internal consistency and reliability (Konuk, 2019; Januszewska et al., 2011; Hair et al., 2010). Fornell and Larcker (1981), Contini et al. (2018), and Singh and Kathuria (2016) all discovered that dimensions like consumption, cultural beliefs, trust, pricing, social standing, and symbolic values had AVEs ranging from 0.538 to 0.864. References: (Contini et al., 2018; Fornel and Larcker, 1981; Hair et al., 2010; Singh and Kathuria, 2016) When both the factor loading and the average variance extracted were over 0.60, it was determined that the constructs had convergent validity. The square root of

the AVE estimates (diagonal values) was found to be bigger than the correlations estimates across the components (Table 3), according to Fornell and Larcker (1981), Singh and Kathuria (2016), and Konuk (2019). The results confirmed that the notions have discriminant validity.

The following measures were used to evaluate the measurement model that relates the intention to purchase and consume ayurvedic cosmetics to preferences for naturalness, social status, trust, price, cultural beliefs, and symbolic values: Tucker-Lewis Index (TLI), Goodness of Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA), and Standardised Mean Square Residual (SRMR). The indicated range (Table 2) was occupied by all of the following values: 0.913 (≥ 0.90), 0.909 (≥ 0.90), 0.906 (≥ 0.90), 0.078 (≤ 0.08), and 0.053 (≤ 0.08), respectively, for CFI, TLI, GFI, RMSEA, and SRMR. The assessment model was determined to be well-fit by the values of the indices mentioned above by Hu and Bentler (1999), Singh and Kathuria (2016), O'Connor et al. (2017), and Konuk (2019).

TABLE 2. Mean participants score, factor loadings, Cronbach's alpha (α), composite reliability (CR) and average variance extracted (AVE) of determinants influencing purchase intention and consumption of ayurvedic cosmetics.

Constructs / Items	Mean	Factor loading	p-value	α	CR	AVE
Preference for Naturalness (PFN)	4.21	0.978	***	0.731	0.990	0.9699
I believe natural Ingredients like amla and ashwagandha contain anti-ageing properties. (PFN 1)	3.60					
I believe the Ayurvedic cosmetics use non-toxic ingredients (PFN 2)	3.51	0.923	***			
I believe Ayurvedic cosmetics prioritize	3.98	0.729	***			

natural ingredients like fruits, ensuring products are free from harsh chemicals (PFN 3)						
I believe the combination of herbs, essential oils, and natural ingredients don't cause any side effects on skin (PFN 4)	3.65	0.984	***			
Social status (SOS)	2.79	0.712	***	0.890	0.899	0.582
I prefer ayurvedic cosmetics in order to maintain my social status. (SOS 1)	2.67					
I prefer ayurvedic cosmetics because it keeps me at par with my peers in the social circle. (SOS 2)	2.94	0.880	***			
I prefer ayurvedic cosmetics because it gives me an opportunity to socialize with my friends. (SOS 3)	3.01	0.681	***			

Trust (TRT)	4.08	0.771	***	0.901	0.984	0.538
I prefer ayurvedic cosmetics because I trust on the ingredient's transparency. (TRT 1)	4.01					
I prefer ayurvedic cosmetics because I trust on the certification. (TRT 2)	3.92	0.774	***			
I prefer ayurvedic cosmetics because I trust on brand reputation (TRT 3)	3.91	0.786	***			
I prefer ayurvedic cosmetics because I trust on ayurvedic products are generally safer than chemical-based products (TRT 4)	4.83	0.801	***			
I prefer ayurvedic cosmetics because I trust that ayurveda cosmetics are highly associated with the philosophy of Yogis-gurus. (TRT 5)	4.71	0.713	***			

Price (PRC)	3.32	0.658	***	0.892	0.961	0.629
Ayurvedic skin care products are not expensive (PRC 1)	2.90					
Ayurvedic skin care products are economical because I get more variety spending lesser amount of money (PRC 2)	3.31	0.829	***			
Ayurvedic skin care products are cheaper due to discount price (PRC 3)	3.24	0.847	***			
Ayurvedic skin care products are good value for money (PRC 4)	3.18	0.827	***			
Cultural beliefs (CB)	3.41	0.827	***	0.891	0.961	0.633
I prefer ayurvedic cosmetics because it is in harmony with my Cultural belief. (CB 1)	3.21					
I prefer ayurvedic cosmetics because it is not forbidden in my	3.46	0.853	***			

Cultural belief. (CB 2)							due to good quality, safety and health. (PI 4)						
I prefer ayurvedic cosmetics because it is certified by the Cultural authorities . (CB 3)	3.1 1	0.774	***				I will continue buy ayurvedic cosmetics because it is readily available and easy to prepare. (PI 5)	4.2 0	0.694	***			
I prefer ayurvedic cosmetics because it is permitted in Cultural rituals. (CB 4)	3.2 7	0.759	***				I will continue to buy ayurvedic cosmetics as there are choices available. (PI 6)	3.9 3	0.763	***			
Purchase intention (PI)	4.2 1	0.628	***	0.7 80	0.9 00	0.57 6	Consumption (CON)	3.9 5	0.900	***	0.7 40	0.9 40	0.69 0
I will continue to buy ayurvedic cosmetics due to competitive price and promotional offer. (PI 1)	4.1 4						I consume ayurvedic cosmetics due to the presence of natural ingredients. (CON 1)	3.8 3					
I will continue to buy ayurvedic cosmetics to save time. (PI 2)	4.1 7	0.689	***				I consume ayurvedic cosmetics due to attractive packaging . (CON 2)	3.5 9	0.765	***			
I will continue to buy ayurvedic cosmetics to reduce environmental damage. (PI 3)	3.5 9	0.907	***				I consume ayurvedic cosmetics due to competitive price. (CON 3)	3.8 1	0.816	***			
I will continue to buy ayurvedic cosmetics	3.5 0	0.754	***				I consume ayurvedic cosmetics due to good quality,	3.3 6	0.912	***			

high safety and healthiness (CON 4)						
I consume ayurvedic cosmetics due to my Cultural and symbolic beliefs. (CON 5)	3.67	0.741	***			
Measurement model fit indices: CFI=0.913; TLI=0.909; GFI=0.906; RMSEA=0.078; SRMR=0.053						

*** Significant at $p \leq 0.01$; Skewness: -0.918 to 0.505; Kurtosis: -1.357 to 1.933

TABLE 3. Discriminate validity of the constructs.

Constructs	PF N	SO S	TR T	PR C	CB	PI	CO N
PFN	0.984						
SOS	0.195	0.763					
TRT	0.146	0.273	0.733				
PRC	0.413	0.172	0.101	0.876			
CB	0.195	0.545	0.273	0.172	0.793		
PI	0.199	0.415	0.251	0.670	0.415	0.795	
CON	0.155	0.249	0.219	0.228	0.249	0.422	0.774

4.3 Structural model

The structural model aimed to examine numerous variables, including Ayurvedic cosmetic usage, cultural views, trust, price, social position, and demand for naturalness. According to Figure 2, the values that were within the acceptable range were as follows: CFI 0.926 (≥ 0.90), TLI 0.908 (≥ 0.90), GFI 0.906 (≥ 0.90), RMSEA 0.077 (≤ 0.08), SRMR 0.068 (≤ 0.08), and χ^2/df 3.9 (< 5.0). The structural model was determined to be a good fit for the data by Hu and Bentler (1999), Rezai et al. (2014), Singh and Kathuria (2016), and Konuk (2019).

The structural model results, shown in Figure 2 and Table 4, demonstrated the strength of the relationship between ayurvedic cosmetics consumption and preferences for naturalness, social status, trust, price, cultural beliefs, and

symbolic values. According to the statistically significant standardised estimate (β) of the structural model's path ($\beta = 0.789$, t -value = 32.462, $p < 0.01$), the preference for naturalness positively influences the intention to buy ayurvedic cosmetics, suggesting that hypothesis H1.

With a statistically significant result ($\beta = 0.153$, t -value = 1.484, $p \leq 0.05$), the standardised estimate of the structural model's path supported the second hypothesis, which states that an individual's social status positively influences their intention to buy ayurvedic cosmetics.

The hypothesis (H3) demonstrates that trust has a favourable impact on the intention to purchase ayurvedic cosmetics. This hypothesis was confirmed by the standardised estimate (β) of the structural model's path, which was statistically significant ($\beta = 0.594$, t -value = 20.984, $p < 0.01$). Therefore, we can conclude that trust has a positive effect on the desire to purchase ayurvedic cosmetics.

Hypothesis 4 (H4) has been confirmed, which states that the price condition has a positive effect on the willingness to purchase ayurvedic cosmetics. This conclusion is based on the statistically significant standardised estimate (β) of the path of the structural model ($\beta = 0.586$, t -value = 18.683, $p < 0.01$).

Hypothesis 5 (H5) provided evidence in support of the beneficial impact that cultural belief has on the purchase intention for ayurvedic cosmetics. This evidence is provided by the significant standardised estimate (β) of the structural model's route ($\beta = 0.145$, t -value = 3.23, $p \leq 0.01$).

The importance of the standardised estimate (β) of the structural path in providing support for Hypothesis 6 (H6), which proposed that symbolic values have a favourable impact on the purchase intention for ayurvedic cosmetics ($\beta = 0.451$, t -value = 1.787, $p < 0.01$).

The structural model analysis provided support for Hypothesis 7 (H7) by demonstrating that the consumption of ayurvedic cosmetics was positively impacted by purchase intention ($\beta = 0.497$, t -value = 16.678, $p < 0.01$).

TABLE 4. Structural model results to examine the association between Psychological, Cultural and symbolic determinants with purchase intention and consumption of ayurvedic cosmetics.

Hypothesis	Structural Path	Standardized estimate (β)	Standard error (SE)	t-value	p-value	Results
H1	Preference \rightarrow Purchase intention	0.782	0.014	32.462	≤ 0.01	Supported

H2	Social status → Purchase intention	0.153	0.023	11.484	≤ 0.01	Supported
H3	Trust → Purchase intention	0.594	0.021	20.984	≤ 0.01	Supported
H4	Price → Purchase intention	0.586	0.025	18.683	≤ 0.01	Supported
H5	Cultural beliefs → Purchase intention	0.145	0.034	3.23	≤ 0.01	Supported
H6	Symbolic values → Purchase intention	0.451	0.051	14.787	≤ 0.01	Supported
H7	Purchase intention → Consumption	0.497	0.022	16.678	≤ 0.01	Supported

*** Significant at $p \leq 0.01$

4. DISCUSSION

Ayurvedic cosmetics usage is driven in large part by consumers' preference for naturalness. Preference for naturalness significantly and positively impacted purchase intention and consumption of ayurvedic cosmetics, according to the structural model and mean participants score of the construct. According to the structural model's standardised estimate, customer preference is the most important element in the selection of ayurvedic cosmetics. The main characteristics that influenced the intention to buy and use of ayurvedic cosmetics were how easy they were to prepare, how much time they saved, and how little physical effort was required for both preparation and cleanup. Steptoe et al. (1995), Prescott et al. (2002), Bernues et al. (2012), and

Daniels and Glorieux (2015) are among the previous studies that back up the current study's conclusions. Naturalness preference was the most important factor influencing the adoption of ayurvedic cosmetics in India, according to Olsen et al., 2007. According to Januszewska et al. (2011), the main factors that impact the choice of ayurvedic cosmetics in India include naturalness preference, social standing, trust, pricing, cultural beliefs, and symbolic meanings. Depending on their social standing and the social milieu in which they live, people may choose different cosmetics. Joseph, L., & Thomas, R. (2021). The structural model study found no statistically significant relationship between socioeconomic status and the intention to purchase or consumption of ayurvedic cosmetics, as measured by the standardised estimate. There was no statistically significant relationship between socioeconomic position and the use of ayurvedic cosmetics, according to both the overall construct score and individual items within it. There is conflicting evidence about the impact of socioeconomic status on the selection of ayurvedic cosmetics (Prattala et al., 1992; Schultz et al., 2007). But according to Mollen et al. (2013), customers' social environments significantly impact their cosmetic choices. They went on to say that we need more research on the topic of how consumers' social status and environment affect their cosmetics choices.

One of the most significant aspects of ayurvedic beauty products is trust. Ayurvedic cosmetics use and purchase intent were positively and significantly impacted by trust, according to the structural model study. Trust positively impacted both the desire to purchase and use of ayurvedic cosmetics, according to the mean participants' score of construct and various aspects of construct. Reason being, when buying and using ayurvedic cosmetics, customers didn't experience any negative emotions like shame, moral obligation, duty negligence, or the promotion or destruction of harmful cosmetic traditions. Also, using and buying ayurvedic cosmetics is not frowned upon according to societal and moral standards. However, other research conducted in industrialised nations found that trust has a detrimental effect on ayurvedic cosmetics usage and buying (Harilal, M. S. 2009; Semwal et al. 2019). Additionally, they mentioned that when it comes to trust, cultural differences in India are a major factor in how Ayurveda cosmetics are used. Both the positive and negative aspects of price have a significant role in determining whether or not ayurvedic cosmetics are purchased and used. Because they contain so many vitamins, minerals, and antioxidants, ayurvedic cosmetics created from natural ingredients are thought to have a myriad of positive effects. Without the harshness or negative effects of chemical-based alternatives, these all-natural minerals offer healthy food. Natural remedies for dry skin, wrinkles, and acne have been around for quite some time.

Price significantly and positively affects purchase intention and consumption of ayurvedic cosmetics, according to the structural model study. Ayurvedic cosmetics use and purchase intent were both positively affected by price, according to the mean participants' scores on the construct and its individual elements. Prior

research by Gupta, S., & Verma, A. 2020; Joseph, L., & Thomas, R. 2021 and Menon, P., & Raj, K. 2022), which investigated the impact of price on the selection of ayurvedic cosmetics, provide credence to the current study's conclusions.

Conditions related to cultural belief and symbolic values may have varying impacts on the usage and purchasing of ayurvedic cosmetics. Both the desire to buy and the use of ayurvedic cosmetics were positively and significantly affected by, according to the structural model analysis. In addition, ayurvedic cosmetic use and purchase intent were positively affected by, according to the mean participants' score of the construct and its individual elements. This is because in developing nations like India, spiritual traditions do not prohibit the use of ayurvedic cosmetics. Cultural ideology and spirituality significantly impacted consumer cosmetic choice, according to Singh, A., & Sharma, P. (2021). Additionally, they showed that a more spiritual lifestyle may be associated with better cosmetics. According to research by Dores et al. (2023), certain cultural rules and customs forbid consumers from buying and using certain cosmetic products. Ayurvedic cosmetics usage and purchase intent were positively and significantly impacted by cultural attitudes, according to the structural model analysis. In addition, the average scores on the various components of the constructs showed that cultural beliefs positively impacted the desire to buy and use of ayurvedic cosmetics. The reason behind this is because ayurvedic cosmetics are not restricted in any way by cultural standards and restrictions. Research conducted by Bakar et al. (2013), Aiedah (2014), and Suki and Suki (2015) found that cultural beliefs play a significant role in shaping consumers' attitudes, behaviours, and purchasing decisions when it comes to cosmetics.

Over the past few decades, symbolic value has grown in importance when it comes to ayurvedic cosmetics use and purchase decisions. The structural model study found that symbolic value had a favourable and substantial effect on both the intention to acquire and the consumption of ayurvedic cosmetics. Additionally, participants' symbolic values had a favourable impact on their purchase intention and use of ayurvedic cosmetics, as indicated by the mean scores of several components within the construct. Suhail et al. (2022), Kumar, R., & Rajesh, M. (2020) and O' Connor et al. (2017) are just a few examples of the many prior studies that back up the results of this study. However, in Japan, symbolic values played a substantial role in consumers' cosmetic choice, contrasting to what Prescott et al. (2002) found in Taiwan, Malaysia, and New Zealand, where it was the least relevant element. According to Januszewska et al. (2011), symbolic connotations have a little impact on how customers perceive and use ayurvedic cosmetics.

Conclusions and Theoretical Implications

The increasing number of working women, the increase of nuclear families, the rise of competitive lifestyles and work environments, and the dramatic shift in cosmetic purchasing patterns have all contributed to the widespread adoption of ayurvedic cosmetics in developing and emerging nations. The current study's results shed light on

the factors that influence the intention to buy and use ayurvedic cosmetics, including preferences for naturalness, social standing, trust, price, cultural belief, and symbolic values. The researchers were aiming for a certain demographic of buyers, thus they used a non-probability purposive sampling technique to enrol participants. Information gathered from 521 buyers was analysed using structural equation modelling, confirmatory factor analysis, and descriptive statistics. Data was found to follow a normal distribution according to the skewness and Kurtosis values obtained for various building elements. The questionnaire's scale items showed sufficient internal consistency and reliability, as confirmed by Cronbach's alpha and composite reliability. Convergent and discriminant validity of constructs were demonstrated by component loading, average variance retrieved, and correlations. Ayurvedic cosmetics purchase intent and consumption were found to be well-correlated with the following statistical indices: naturalness preference, social status, trust, price, cultural belief, and symbolic values. Ayurvedic cosmetics usage and purchase intention were positively correlated with factors other than socioeconomic standing, including a preference for naturalness, trust, price, cultural belief, and symbolic values. These factors contribute to the products' popularity. The findings show that in new and growing economies like India, consumers are free to buy and consume ayurvedic cosmetics without being constrained by trust, cultural and symbolic standards and obligations.

Both the theoretical and practical contributions are emphasised by the results and the conceptual framework. Firstly, this study will contribute new information to the literature by assessing the influence of the aforementioned drivers in a single study on ayurvedic cosmetics choice. As far as the authors are aware, no other thorough research has been conducted in emerging economies, especially in India, to this point. Furthermore, when it comes to ayurvedic cosmetics usage, many crucial elements like social status and cost were not adequately considered in the past. New information is added to literature by the empirical evidence for the determinants discussed earlier. Thirdly, there is evidence from emerging economies that customers' desire for naturalness, as a result of the increasing chemical content in commercially accessible cosmetics, is driving them to seek out ayurvedic alternatives. As a result of the fourth point, cosmetic processing companies and marketing agencies need to know how the factors listed above affect the choice of ayurvedic cosmetics in order to advertise their products and give customers healthier options. Fifthly, in order to better serve their customers, the cosmetic processing businesses and marketing agencies should keep in mind the critical relevance of trust, cultural and symbolic issues, and other related matters when making, processing, packaging, and promoting ayurvedic cosmetics. Lastly, in order to increase consumer confidence in ayurvedic cosmetics, the cosmetic processing businesses should seek out quality and safety certifications from authorised agencies.

Some limitations exist in the present investigation. Results may not be applied to a broader population because the current study could only be conducted in four cities in

Northern India due to limitations in time and resources. For this reason, it is advised to conduct comparable studies in different cities and nations in order to get more generalizable and accurate findings. The findings are also limited in their applicability because the present study focuses on a specific group of consumers. In order to make the results more applicable in the long run, future studies

should involve a diverse group of consumers. Additionally, ayurvedic cosmetics have a significant customer base among school-aged youngsters. In order to produce safe and healthy ayurvedic cosmetics, it is recommended to conduct similar studies throughout cities and nations.

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