

## Analyzing Consumer Purchase Intention for Ayurvedic Personal Care Products: The Role of Alternative Attractions and Consumer Beliefs in a Mixed-Methods Study

S. Vinod<sup>1</sup>, B. Madhusudan Rao<sup>2</sup>, Sai Manideep Appana

Research Scholar, Professor and Assistant Professor

Department of Management Studies, Vignan's Foundation for Science, Technology & Research, Vadlamudi, Guntur, Andhra Pradesh – 522213

Email:ID: vinjay927@gmail.com

### ABSTRACT

This study explores the relationship between consumer belief and purchase intention for Ayurvedic personal care products, focusing on key factors such as cultural and symbolic capital, health consciousness, perceived product effectiveness, self-care motivation, and the moderating effect of alternative attractions. A mixed-methods approach was adopted, combining qualitative and quantitative research. The qualitative phase involved 20 expert interviews and 4 group sessions to identify challenges and opportunities influencing purchase intention, while the quantitative phase tested the conceptual model using a survey of 355 consumers, analysed through Structural Equation Modelling (SEM). Results show that cultural and symbolic capital, health consciousness, and self-care motivation significantly influence consumer belief, which, in turn, positively affects purchase intention. However, perceived product effectiveness did not significantly impact consumer belief. Alternative attractions had a minimal moderating effect on the relationship between belief and purchase intention. The study provides valuable insights for marketers in the Ayurvedic industry, emphasising the importance of health consciousness, cultural positioning, and self-care motivations in enhancing consumer engagement and purchase intentions. The findings also suggest that Ayurvedic brands should focus on building trust and differentiating themselves through education and storytelling to strengthen consumer beliefs and drive sales.

**Keywords:** Ayurvedic personal care, consumer belief, purchase intention, cultural capital, symbolic capital, health consciousness, perceived product effectiveness, self-care motivation, alternative attractions

### INTRODUCTION:

The Ayurvedic industry has witnessed substantial global growth, driven by rising consumer interest in natural and holistic health solutions. Rooted in Indian philosophy, Ayurveda emphasises herbal and chemical-free products for overall well-being (Nedungadi, P., Salethoor, 2023). The global market was projected to reach USD 9.7 billion with a CAGR of around 16%, while the Indian market is expected to grow at nearly 15% CAGR, supported by increasing health awareness, higher disposable incomes, and government initiatives such as those by the Ministry of AYUSH.

Purchase intention, defined as the likelihood of consumers buying a product, is influenced by multiple cognitive, social, and environmental factors (The Economic Times, 2024). The Theory of Planned Behaviour (TPB) explains that attitudes, subjective norms, and perceived behavioral control significantly shape such intentions. In the Ayurvedic context, cultural capital (values, beliefs, and knowledge) and symbolic capital (social prestige) play crucial roles in influencing consumer perceptions and trust, thereby enhancing purchase intention (Ajzen, 1991).

Health consciousness has emerged as a key driver, as consumers increasingly prefer natural alternatives over

chemical-based products. This awareness promotes pro-environmental behavior and strengthens the inclination toward Ayurvedic personal care products. Similarly, self-care motivation has gained importance, particularly in the post-pandemic era, encouraging consumers to invest in products that support both physical and mental well-being (Schrank, Z., & Running, K. 2018).

Perceived product effectiveness further influences buying decisions. Consumers with better product knowledge and belief in efficacy are more likely to purchase Ayurvedic products. Consumer belief acts as a mediator, linking factors such as cultural capital, health consciousness, self-care motivation, and perceived effectiveness to purchase intention (Chen, J., Lobo, A., & Rajendran, N. 2014). Despite strong growth, research gaps remain, particularly regarding the combined influence of these factors in the Ayurvedic personal care segment. This study aims to address these gaps by analyzing how these variables interact and influence consumer belief and purchase intention, offering valuable insights for marketers to enhance consumer engagement (Confetto, M. G., Palazzo, M., Ferri, M. A., & Normando, M. 2023).

### LITERATURE REVIEW:

Cultural and symbolic capital significantly shape consumer behavior, particularly in markets like the

Ayurvedic personal care industry (Baghel, D., & Parthasarathy, D. 2019). Cultural capital influences consumer preferences and authenticity, while symbolic capital influences brand prestige (Castaneda, M. G., Martinez, C. P., Marte, R., & Roxas, B. 2015). In the Ayurvedic market, consumers associate symbolic value with holistic health and eco-consciousness, reflecting social values like sustainability and wellness (Castaneda, M. G., Martinez, C. P., Marte, R., & Roxas, B. 2015). This association increases their intention to purchase Ayurvedic products over synthetic alternatives (Rana, J., & Paul, J. 2017). High levels of both types of capital may lead to stronger beliefs about the effectiveness and desirability of Ayurvedic products, enhancing consumer loyalty (Baghel, D., & Parthasarathy, D. 2019). However, little is known about how these factors interact and play a moderating role in consumer behavior (Castaneda, M. G., Martinez, C. P., Marte, R., & Roxas, B. 2015).

Health consciousness is a growing factor in consumer purchase intentions, particularly for natural and organic products like Ayurvedic personal care items (Nagaraj, S. 2021). Health-conscious consumers prioritize products that align with their health values, such as those perceived as safer, natural, and free from harmful chemicals (Kim, N., & Lee, K. 2023). As awareness of health risks associated with synthetic products rises, preference shifts towards Ayurvedic products, which are viewed as holistic and beneficial for long-term wellness. Health-conscious consumers also show a strong sense of preventive health, choosing healthier products to avoid risks associated with conventional alternatives (Confetto, M. G., Palazzo, M., Ferri, M. A., & Normando, M. 2023).

Perceived product effectiveness is crucial in wellness and personal care sectors, particularly in Ayurveda (Adlakha, K., & Sharma, S. 2020). Consumers trust traditional remedies' efficacy based on knowledge of ingredients and health benefits. Familiarity with natural herbs in Ayurveda enhances perceived effectiveness. Research shows that perceived effectiveness builds brand loyalty, as consumers are more likely to repeat purchases. Health-conscious consumers are more inclined to believe in products grounded in traditional practices like Ayurveda (Baghel, D., & Parthasarathy, D. 2019). Brands invest in educating consumers about Ayurvedic ingredients to enhance perceived effectiveness and authenticity.

Self-care motivation is a growing trend in consumer choices, particularly in the personal care and wellness sectors. Post-pandemic trends show a rise in consumers seeking products that support physical, emotional, and mental health (Confetto, M. G., Palazzo, M., Ferri, M. A., & Normando, M., 2023). Ayurvedic personal care products align well with this desire, enhancing purchase intention among those motivated by self-care. Consumers prioritise long-term wellness and natural health solutions, preferring products rooted in traditional practices like Ayurveda (Rana, J., & Paul, J., 2017). Self-care motivation enhances perceived value, leading to increased purchase intention. Marketing that aligns with self-care narratives is effective in attracting these consumers. However, limited research explores its specific impact on purchase intention for Ayurvedic personal care items and the role of consumer belief as a mediator.

Alternative attractions in consumer behaviour refer to products or categories that offer similar needs, such as natural personal care products (Chen, J., Lobo, A., & Rajendran, N., 2014). In the Ayurvedic personal care sector, these alternatives include organic, herbal, and other natural products with perceived health and environmental benefits (Baghel, D., & Parthasarathy, D. 2019). As consumers seek natural or holistic products, the availability of alternative attractions can significantly impact purchase intention, particularly for health-conscious consumers. Additionally, alternative attractions can positively or negatively affect consumer loyalty, with differentiation through quality, transparency, and superior consumer education improving loyalty (Chen, J., Lobo, A., & Rajendran, N., 2014). However, limited research has examined their specific role in the Ayurvedic personal care sector.

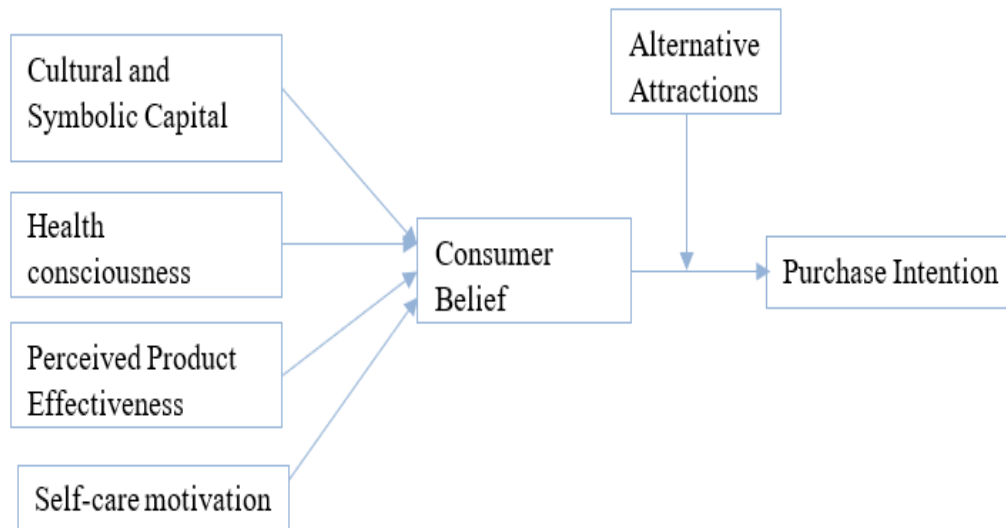
Consumer belief plays a crucial role in shaping purchase intentions, particularly in markets relying on heritage and perceived authenticity (Confetto, M. G., Palazzo, M., Ferri, M. A., & Normando, M., 2023). It connects attributes like product quality, effectiveness, and cultural value to purchase intention. Strong beliefs about a product's efficacy and authenticity increase trust, strengthening purchase intentions. Cultural resonance and product knowledge also influence belief formation (Zollo, L., Carranza, R., Faraoni, M., Díaz, E., & Martín-Consuegra, D., 2021). Consumers with a deep understanding of traditional practices, like Ayurveda, tend to hold more favourable beliefs about the effectiveness of Ayurvedic products. Research shows that consumer belief also impacts loyalty, with higher intention to purchase and repurchase favoring brands aligning with values and authenticity.

Purchase intention is a crucial factor in consumer behaviour, particularly in the wellness and personal care markets (Ajzen, 1991). It is influenced by attitudes, subjective norms, and perceived behavioural control (Chen, J., Lobo, A., & Rajendran, N., 2014). In the Ayurvedic personal care market, purchase intention is heavily influenced by consumers' cultural beliefs, health goals, and self-care motivations. Health consciousness is a strong predictor of purchase intention, with consumers prioritizing natural, safe, and effective products. Perceived product effectiveness is also crucial, especially for products like Ayurvedic skincare. Factors like brand trust, environmental consciousness, and alternative attractions also shape purchase intention (Anderson, K., Burford, O., & Emmerton, L., 2016).

***Based on the above discussion, we propose the following hypothesis:***

- H1: Cultural and symbolic capital positively influences consumer belief in Ayurvedic personal care products.
- H2: Health consciousness positively influences consumer belief in Ayurvedic personal care products.
- H3: Perceived product effectiveness positively influences consumer belief in Ayurvedic personal care products.

- H4: Self-care motivation positively influences consumer belief in Ayurvedic personal care products.
- H5: Consumer belief positively influences purchase intention for Ayurvedic personal care products.
- H6: Consumer belief mediates the relationship between cultural and symbolic capital, health consciousness, perceived product effectiveness, self-care motivation, and purchase intention.
- H7: Alternative attractions moderate the relationship between consumer belief and purchase intention, such that the effect of consumer belief on purchase intention is weaker when alternative attractions are high.



**Figure 1: Research**

## METHODOLOGY

This current study is mixed-design research that investigates consumer beliefs and purchase intention towards Ayurvedic personal care products. The qualitative and quantitative methods complement each other, leading to methodological triangulation that increases the validity, richness, and reliability of the results. This research consisted of two phases: an exploratory phase followed by a validation phase.

Qualitative data were initially gathered during in-person interviews with 20 practitioners and academicians from business analysis, supply chain management, quality assurance, sales, production, corporate communication and research domains. These interviews were conducted from June to September 2024 and aimed at understanding the major challenges and opportunities that matter to customers' perceptions of Ayurveda personal care product purchase behaviour. Using these qualitative findings, the researchers were able to devise six principal constructs of interest in light of this investigation.

Considering these findings and conducting a comprehensive literature review, a formal questionnaire

was designed for the quantitative phase. The survey, based on a 5-point Likert scale from "Strongly Disagree" to "Strongly Agree", was conducted among 480 consumers, with valid responses of 355 used for analysis. It included scales featuring the main variables, such as cultural and symbolic capital, health consciousness, perceived effectiveness of alternative consumer products, motivation for self-care choice, attraction to alternative products, attitude, and intention to buy. Adaptation of the measurement items was based on studies not only in similar domains but also by validating their relevance with a corresponding expert, as described above.

The proposed conceptual model and the relationships among constructs were tested using Structural Equation Modelling (SEM) in AMOS v24. Qualitative data provided contextual grounding; quantitative analysis allowed for hypothesis testing and model validation. This integrative approach enables one to gain a holistic insight into the factors influencing the customer's belief and purchase intention among consumers of Ayurvedic personal care

**Table 1: Profile of interview sample**

S. No	Profile of Participants	N	Challenges	Opportunities
1	Business Analyst	2	1,2,3,6,7,8,12	1,4,5,6,8
2	SCM – Head	1	2,6,8,12	2,7,8,12
3	QA – Head	1	1,3,4,6,7	1,7,2,3
4	QC – Head	1	1,3,6,9	1,2,3,7,12
5	Trainers	2	1,4,8,12	1,2,3,5,6,9,10
6	GM – Sales	1	1,2,7,10	1,2,4,5,6,8,11,12
7	Sales Executives	3	1,2,4,5,7,8	4,6,11,
8	Production Planning – Head	1	1,2,3,5,8	1,2,7,8,12
9	Corporate Communication – GM	1	1,5,8,11,10	1,5,6,9
10	R&D – Executives	3	1,6,9,11	2,4,7
11	Professor	1	1,5,9,11	1,4,5,7,10,11,
12	Asst. Professor	1	1,2,7,10,11	1,2,4,7,11
13	Research Scholar	1	1,2,5,7	1,2,7,9,10,12
<b>Total</b>		<b>20</b>		

**Table 2: Challenges identified**

S. No	Challenges
1	High Price Perception
2	Availability and Accessibility
3	Quality and Standardization Concerns
4	Consumer Knowledge and Awareness
5	Perceived Effectiveness
6	Regulatory Standards
7	Time to Show Results
8	Competition from Synthetic Products
9	Limited Research and Documentation
10	Influence of Western Beauty Standards
11	Mistrust of Natural Claims
12	Perception as ‘Alternative’

**Table 3: Opportunities identified**

S. No	Opportunities
1	Growing Health and Wellness Trends
2	Demand for Organic and Natural Ingredients
3	Rising Environmental Awareness
4	Innovative Product Lines
5	Digital Transformation
6	Social media and Influencer Marketing
7	Government Support and Campaigns
8	Expansion into Global Markets
9	Celebrity Endorsements
10	Educational Campaigns
11	Loyalty Programs and Subscription Models
12	Expansion into other verticals

Overall, this qualitative analysis highlights significant opportunities for Ayurvedic personal care brands to leverage current consumer trends and digital tools, despite notable challenges related to pricing, availability, and cultural perceptions. This analysis underscores the need for strategic efforts to address these challenges while capitalising on emerging trends that align closely with Ayurvedic values and practices.

**Quantitative analysis**

**Descriptive analysis**

In the quantitative phase of this study, a structured survey was used to gather responses from a diverse group of 480 participants, out of which 355 valid responses were retained for analysis. Descriptive statistics were performed on the sample to understand the demographic distribution and general characteristics of respondents, providing a foundational context for interpreting the relationships between key constructs identified in the model. Table 4 illustrates the demographic sample

A descriptive analysis was conducted to profile respondents in terms of age, gender, education level, income, and frequency of Ayurvedic product usage. This demographic information aids in understanding the composition of the sample, which may influence consumer beliefs and purchase intentions toward Ayurvedic personal care products. The demographic profile of the sample (N = 355) shows a balanced gender distribution, with 51% females and 49% males. The majority of respondents are in the 26-35 age group (32.7%), followed by 18-25 years (25.1%), and smaller proportions in the older age categories. Education-wise, most participants hold a bachelor’s degree (50.1%), while a smaller percentage have a master’s (25.9%) or doctorate (9.8%). In terms of income, 31.9% earn above \$1500, and 30% earn between \$500 and \$1000, indicating a diverse income range. Regarding Ayurvedic product usage, most participants use them occasionally (35.9%) or frequently (28.6%), with fewer using them rarely (23.2%) or always (12.3%). This profile reflects a well-educated, middle-aged group with moderate interest in Ayurvedic products.

**Table 4: Demographic profile**

Demographic Variable	Categories	Frequency (N=355)	Percentage (%)
<b>Gender</b>	Male	174	49.00%
	Female	181	51.00%
<b>Age</b>	18-25	89	25.10%
	26-35	116	32.70%
	36-45	82	23.20%

	46-55	44	12.30%
	56 and above	24	6.80%
<b>Education Level</b>	High School	50	14.20%
	Bachelor's Degree	178	50.10%
	Master's Degree	92	25.90%
	Doctorate	35	9.80%
<b>Monthly Income</b>	Less than \$500	44	12.30%
	\$500 - \$1000	107	30.00%
	\$1001 - \$1500	92	25.90%
	Above \$1500	112	31.90%
<b>Frequency of Ayurvedic Product Usage</b>	Rarely	82	23.20%
	Occasionally	127	35.90%
	Frequently	102	28.60%
	Always	44	12.30%

### Exploratory Factor Analysis (EFA)

The Exploratory Factor Analysis (EFA) was conducted to assess the underlying factor structure of the constructs related to consumer beliefs and purchase intentions in Ayurvedic personal care products. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.791, indicating that the sample size was adequate for factor analysis. Bartlett's Test of Sphericity was significant ( $\chi^2 = 12097.041$ ,  $p < 0.001$ ), confirming that the correlations among items were sufficient to proceed with the EFA. Using Principal Component Analysis (PCA) with Varimax rotation, seven factors were retained based on the criteria of Eigenvalues greater than 1, explaining a cumulative 77.19% of the total variance.

The rotated component matrix showed strong loadings for items within each construct, indicating distinct factors. Factor 1 included items from Alternative Attractiveness (AA1 to AA6) with loadings ranging from 0.833 to 0.882, representing consumers' views on alternatives to the current brand. Factor 2 captured Cultural and Symbolic Capital (CB1 to CB6) with loadings between 0.717 and 0.880, reflecting consumer engagement with community feedback and shared values. Factor 3, with items from Purchase Intention (PI1 to PI6), had loadings from 0.640 to 0.906, representing intentions to use Ayurvedic products. Factor 4 consisted of items from Perceived Product Effectiveness (PPE2 to PPE4) with very high loadings (0.978 to 0.987), indicating confidence in product performance. Factor 5, covering Health Consciousness (HC1, HC3, and HC5), had loadings between 0.974 and 0.977, capturing consumers' health-focused mindset. Factor 6 reflected Self-Care Motivation (SM2 to SM4), with loadings from 0.953 to 0.972, emphasising the value consumers place on self-care routines. Finally, Factor 7 included items from Cultural

and Symbolic Capital (CSC1, CSC3, CSC4, and CSC5), with loadings between 0.670 and 0.953, highlighting community-based evaluations and comparisons.

The factor structure aligns well with theoretical constructs, validating the items' coherence. Each factor demonstrated high internal consistency and provided a reliable representation of the underlying constructs in the context of Ayurvedic personal care products.

### Confirmatory Factor Analysis (CFA)

The Confirmatory Factor Analysis (CFA) was conducted to assess the model fit, reliability, and validity of the measurement model. The model demonstrated a satisfactory fit to the data based on several fit indices. Specifically, the chi-square statistic (CMIN = 799.720,  $df = 413$ ,  $p < 0.001$ ) and the chi-square/df ratio (CMIN/df = 1.936) both indicate an acceptable model fit, as the CMIN/df ratio is below 3. The Root Mean Square Error of Approximation (RMSEA) is 0.051, with a 90% confidence interval ranging from 0.046 to 0.057 and a p-close value of 0.323, which also supports a good fit. Additional indices, including the Goodness of Fit Index (GFI = 0.874), Adjusted Goodness of Fit Index (AGFI = 0.849), and Comparative Fit Index (CFI = 0.968), all suggest a well-fitting model as they are near or above the recommended thresholds.

The standardised regression weights indicate strong factor loadings across all items, demonstrating that each construct's indicators contribute significantly to its respective latent factor. For instance, Alternative Attractiveness (AA) items loaded strongly, with values ranging from 0.825 to 0.877, while Cultural and Symbolic Capital (CB) items ranged from 0.632 to 0.872. Similarly, Purchase Intention (PI) items exhibited standardised loadings between 0.594 and 0.956, and Perceived Product

Effectiveness (PPE) items showed very high loadings, ranging from 0.971 to 1.001.

Reliability analysis for each construct indicates strong internal consistency, with Composite Reliability (CR) values exceeding the minimum threshold of 0.70. For instance, Self-Care Motivation (SM) has a reliability of 0.945, Perceived Product Effectiveness (PPE) has 0.970, and Health Consciousness (HC) has 0.979. Alternative Attractiveness (AA) and Cultural and Symbolic Capital (CB) also achieved satisfactory reliability with CR values of 0.720 and 0.629, respectively.

Discriminant validity was evaluated by comparing the Average Variance Extracted (AVE) with the Maximum Shared Variance (MSV) and ensuring that AVE exceeded MSV for each construct. The constructs showed evidence of discriminant validity, with AVE values above the acceptable threshold (e.g., AVE for Self-Care Motivation (SM) = 0.946, Perceived Product Effectiveness (PPE) = 0.970). Additionally, the correlations among constructs were found to be within acceptable limits, further supporting the discriminant validity of the model. Overall, the CFA results confirm that the measurement model possesses good fit, reliability, and validity, making it suitable for further structural analysis.

**Table 5: Discriminant Validity**

	CR	AVE	MSV	MaxR(H)	SM	AA	BC	PI	PPE	HC	CSC
SM	0.981	0.946	0.060	0.990	<b>0.973</b>						
AA	0.939	0.721	0.161	0.940	-0.001	<b>0.849</b>					
BC	0.910	0.631	0.161	0.923	0.028	0.401	<b>0.794</b>				
PI	0.875	0.548	0.080	0.950	0.245	-0.027	0.099	<b>0.741</b>			
PPE	0.990	0.970	0.034	1.002	0.032	0.005	0.072	0.184	<b>0.985</b>		
HC	0.993	0.979	0.080	0.995	-0.084	0.065	0.039	0.282	0.028	<b>0.990</b>	
CSC	0.858	0.624	0.026	2.026	0.072	0.060	0.063	0.160	0.070	0.107	<b>0.790</b>

### Structural Equation Modelling (SEM) and Hypothesis Testing

The Structural Equation Modelling (SEM) analysis was conducted to evaluate the hypothesised relationships among Consumer Belief (CB), Purchase Intention (PI), and the factors influencing these constructs: Cultural and Symbolic Capital (CSC), Health Consciousness (HC), Perceived Product Effectiveness (PPE), and Self-Motivation (SM). The model demonstrated an excellent fit, as indicated by the model fit indices. These fit indices fall within the acceptable thresholds, supporting the adequacy of the model for testing the hypothesised paths.

The SEM results revealed that CB is significantly influenced by CSC (H1,  $\beta = 0.091$ ,  $p < .01$ ), HC (H2,  $\beta = 0.157$ ,  $p < .001$ ), and SM (H4,  $\beta = 0.241$ ,  $p < .001$ ), whereas PPE (H3,  $\beta = 0.044$ ,  $p = .315$ ) did not have a significant effect on CB. Furthermore, CB was found to have a significant direct effect on PI (H5,  $\beta = 0.341$ ,  $p < .001$ ), suggesting that CB is a strong predictor of PI.

Moderation analysis, as illustrated in the slope analysis graph, indicated a low moderating effect of Alternative Attractions (AA) on the relationship between CB and PI (H10), with a slightly stronger effect observed for high AA. Although the effect size is minimal, it suggests that the presence of AA may enhance the CB-PI relationship slightly.

**Table 6: Direct path analysis**

Hypothesis	Dependent		Independent	Estimate	S.E.	C.R.	P	Result
H1	CB	<---	CSC	.091	.029	3.106	.002	Supported
H2	CB	<---	HC	.157	.028	5.587	***	Supported
H3	CB	<---	PEP	.044	.044	1.006	.315	Not Supported
H4	CB	<---	SM	.241	.044	5.507	***	Supported
H5	PI	<---	CB	.341	.052	6.619	***	Supported

H10	PI	□	AA_CB (Moderator)	0.23	0.65	0.68	0.946	Low moderation effect
-----	----	---	----------------------	------	------	------	-------	-----------------------

\*<.05, \*\*<.01, \*\*\*<.001

Model Fit: Model Fitness: X2=4.825, df=4, X2/df= 1.206, RMSEA=.024, GFI=.996, NFI=.959, IFI=.993, TLI=.970, CFI=.992

**Table 7: Mediation path analysis**

H. No.	Path	Total Effects	Direct Effects	Indirect Effects	Remarks
H6	CSC>CB>PI	0.50**	0.000	0.050**	Mediation Supported
H7	HC>CB>PI	0.90**	0.00	0.090**	Mediation Supported
H8	PEP>CB>PI	0.16	0.00	0.016	No Mediation Effect
H9	SM>CB>PI	0.89**	0.332**	0.089**	Mediation Supported

\*<.05, \*\*<.01, \*\*\*<.001

Mediation analysis further explored the role of CB as a mediator. CB significantly mediated the relationships between CSC and PI (H6), HC and PI (H7), and SM and PI (H9), with all indirect effects being significant ( $p < .01$ ). However, the indirect effect of PPE on PI through CB (H8) was not significant, indicating no mediation effect in this pathway. The findings suggest that CSC, HC, and SM influence PI indirectly through CB, underscoring CB's role as an essential mediator in the model.

## RESULT DISCUSSION

This study examined the relationship between consumer beliefs and purchase intention in the context of Ayurvedic personal care products, employing a mixed-methods approach that integrated expert insights with quantitative data analysis. The results provide valuable theoretical and managerial insights into the factors influencing consumer decisions in this niche market.

### Theoretical Implications

The findings make significant contributions to the literature on consumer behaviour, particularly regarding Ayurvedic personal care products. The study highlights the importance of constructs such as cultural and symbolic capital, health consciousness, perceived product effectiveness, and self-care motivation in shaping consumer beliefs, which in turn influence purchase intention. Structural equation modelling (SEM) supports most of the proposed hypotheses, affirming the importance of these constructs in the purchasing decision process.

Cultural and symbolic capital was found to positively impact consumer beliefs about Ayurvedic products, indicating that cultural values and symbolic meanings associated with Ayurveda strengthen consumer interest and acceptance. Health consciousness also significantly supports consumer beliefs, which is aligned with Ayurveda's emphasis on wellness and natural health. Health-conscious consumers are inclined to view these

products as holistic, adding value to Ayurvedic offerings. However, perceived product effectiveness did not show a significant effect on consumer beliefs, potentially because Ayurvedic products are perceived as slower to deliver results compared to synthetic alternatives, which may impact their immediate appeal. Meanwhile, self-care motivation positively correlates with consumer beliefs, suggesting that consumers driven by self-care practices are more likely to hold favourable views toward Ayurvedic products. Finally, the study confirmed the positive relationship between consumer belief and purchase intention, underscoring that strong, positive beliefs about the benefits and authenticity of Ayurvedic products drive purchasing behaviour. The moderating role of alternative attractions (e.g., non-Ayurvedic competitive products) on this relationship was minimal, indicating that while such alternatives exist, they have a limited effect on consumers' ultimate intention to purchase Ayurvedic products.

### Managerial Implications

The results of this study provide actionable insights for marketers, brand managers, and strategic planners in the Ayurvedic personal care industry. First, the strong link between health consciousness and consumer beliefs suggests that marketing strategies should emphasise the health benefits and natural ingredients of Ayurvedic products. Campaigns that highlight holistic wellness and long-term benefits are likely to resonate with health-conscious consumers who prioritise sustainable and natural products. Since perceived effectiveness was not a significant driver of consumer beliefs, brands could focus on building trust by sharing evidence-backed information on product efficacy. Conducting scientific studies and obtaining endorsements from health professionals may help to reduce consumer scepticism around Ayurvedic products.

Positioning Ayurvedic products within cultural and symbolic narratives may also strengthen consumer connection to these brands. Marketers could use

storytelling that emphasizes the traditional roots of Ayurveda, helping to create an emotional bond and enhance brand differentiation. In addition, the study suggests an opportunity for brands to frame their products as part of a broader self-care lifestyle. By associating Ayurvedic products with relaxation, mindfulness, and self-improvement, brands can appeal to consumers interested in self-care practices, which are increasingly popular. Addressing competition from synthetic products remains essential, and Ayurvedic brands could consider offering complementary products that show faster, visible effects alongside traditional items, catering to different consumer needs.

Further, digital engagement and educational content are crucial given that consumer awareness is a major challenge. Companies should leverage digital marketing channels to educate consumers on the benefits of Ayurvedic products, correcting misconceptions and highlighting unique advantages. Social media influencers, blogs, and video content can be instrumental in educating potential buyers. Although alternative attractions had a limited moderating effect in this study, brands can still use unique value propositions, such as sustainability, natural ingredients, and eco-friendly packaging, to differentiate Ayurvedic products from synthetic alternatives. By implementing these strategies, Ayurvedic personal care brands can enhance consumer beliefs and encourage positive purchase intentions, effectively positioning themselves to capture a larger share of the growing market for natural and wellness-oriented products.

### Conclusion, limitations and future research

This study provides a comprehensive examination of the factors influencing consumer beliefs and purchase intentions for Ayurvedic personal care products, focusing on cultural and symbolic capital, health consciousness, perceived product effectiveness, self-care motivation, and the moderating role of alternative attractions. By employing a mixed-methods approach, the study combines qualitative insights from industry experts with quantitative analysis to validate the conceptual model, offering a nuanced understanding of consumer motivations in this niche sector.

The findings underscore the significance of cultural alignment, health awareness, and self-care motivations in shaping positive beliefs about Ayurvedic products, which subsequently drive purchase intention. Although the moderating effect of alternative attractions was minimal, understanding this dynamic remains essential for brand positioning. This study contributes to the literature on consumer behaviour toward natural and holistic products, offering valuable theoretical insights and practical recommendations for industry stakeholders. This study is limited by its focus on Ayurvedic personal care products, which may not generalise to other categories like food or supplements. Future research could expand to these sectors to see if similar factors influence consumer beliefs and purchase intentions. The sample was geographically constrained, so studies in different regions or international markets could enhance applicability. Self-reported data also pose a risk of social desirability bias; using experimental or longitudinal designs might provide more

objective insights. Lastly, exploring alternative attractions in more depth, particularly with the rise of competing products, could offer further insights for Ayurvedic brands.

### REFERENCES

1. Adlakha, K., & Sharma, S. (2020). Brand positioning using Multidimensional Scaling technique: An application to herbal healthcare brands in Indian market. *Vision*, 24(3), 345-355.
2. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
3. Anderson, K., Burford, O., & Emmerton, L. (2016). Mobile health apps to facilitate self-care: a qualitative study of user experiences. *PloS one*, 11(5), e0156164.
4. Baghel, D., & Parthasarathy, D. (2019). Knowledge generation for innovation in ayurvedic cosmetics MSMEs: Investigating entrepreneur's cultural and symbolic capital. *Science, Technology and Society*, 24(1), 101-121.
5. Castaneda, M. G., Martinez, C. P., Marte, R., & Roxas, B. (2015). Explaining the environmentally-sustainable consumer behavior: A social capital perspective. *Social Responsibility Journal*, 11(4), 658-676.
6. Chen, J., Lobo, A., & Rajendran, N. (2014). Drivers of organic food purchase intentions in mainland China—evaluating potential customers' attitudes, demographics and segmentation. *International Journal of Consumer Studies*, 38(4), 346-356.
7. Chen, M. Y. (2016). Consumer response to health product communication: The role of perceived product efficacy. *Journal of Business Research*, 69(9), 3251-3260.
8. Confetto, M. G., Palazzo, M., Ferri, M. A., & Normando, M. (2023). Brand activism for sustainable development goals: A comparative analysis in the beauty and personal care industry. *Sustainability*, 15(7), 6245.
9. Firoozzare, A., Boccia, F., Yousefian, N., Ghazanfari, S., & Pakook, S. (2024). Understanding the role of awareness and trust in consumer purchase decisions for healthy food and products. *Food Quality and Preference*, 121, 105275.
10. Ghvanidze, S., Velikova, N., Dodd, T. H., & Oldewage-Theron, W. (2016). Consumers' environmental and ethical consciousness and the use of the related food products information: The role of perceived consumer effectiveness. *Appetite*, 107, 311-322.
11. Kahraman, A., & Kazançoğlu, İ. (2019). Understanding consumers' purchase intentions toward natural-claimed products: A qualitative

How to cite : S. Vinod , B. Madhusudan Rao, Sai Manideep Appana, Analyzing Consumer Purchase Intention for Ayurvedic Personal Care Products: The Role of Alternative Attractions and Consumer Beliefs in a Mixed-Methods Study. *Advances in Consumer Research*. 2026;3(5): 582-591

- research in personal care products. *Business Strategy and the Environment*, 28(6), 1218-1233.
12. Khalikova, V. R. (2020). A local genie in an imported bottle: Ayurvedic commodities and healthy eating in North India. *Food, Culture & Society*, 23(2), 173-192.
  13. Kim, N., & Lee, K. (2023). Environmental consciousness, purchase intention, and actual purchase behavior of eco-friendly products: the moderating impact of situational context. *International Journal of Environmental Research and Public Health*, 20(7), 5312.
  14. Mun, S., Park, J. H., Baek, S. M., Lee, M., Choi, S. M., & Lee, S. (2016). Self-care use patterns in the UK, US, Australia, and Japan: a multinational web-based survey. *Integrative medicine research*, 5(2), 151-160.
  15. Nagaraj, S. (2021). Role of consumer health consciousness, food safety & attitude on organic food purchase in emerging market: A serial mediation model. *Journal of Retailing and Consumer Services*, 59, 102423.
  16. Nedungadi, P., Salethoor, S. N., Puthiyedath, R., Nair, V. K., Kessler, C., & Raman, R. (2023). Ayurveda research: Emerging trends and mapping to sustainable development goals. *Journal of Ayurveda and Integrative Medicine*, 14(6), 100809.
  17. Omori, M., & Dempsey, D. (2018). Culturally embedded health beliefs, self-care and the use of anti-ageing medicine among Australian and Japanese older adults. *Sociology of health & illness*, 40(3), 523-537..
  18. Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of retailing and consumer services*, 38, 157-165.
  19. Schrank, Z., & Running, K. (2018). Individualist and collectivist consumer motivations in local organic food markets. *Journal of Consumer Culture*, 18(1), 184-201.
  20. Simão, S. A. V., Rohden, S. F., & Pinto, D. C. (2022). Natural claims and sustainability: The role of perceived efficacy and sensorial expectations. *Sustainable Production and Consumption*, 34, 505-517.
  21. Zollo, L., Carranza, R., Faraoni, M., Díaz, E., & Martín-Consuegra, D. (2021). What influences consumers' intention to purchase organic personal care products? The role of social reassurance. *Journal of Retailing and Consumer Services*, 60, 102432.