

The Impact of Theory of Planned Behaviour on Consumer Behaviour: The Moderating Role of Brand Trust in Relation to Branded Ayurvedic Products

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ARTICLE INFO

ABSTRACT

Received: 29 Dec 2024

Revised: 12 Feb 2025

Accepted: 27 Feb 2025

The ancient Indian system of medicine, Ayurveda, has seen a fabulous revival as more people turn to holistic and natural approaches to health. The market size of ayurvedic product in India was ₹626 billion in 2022, and forecast to grow at a CAGR of 19.3% and reach ₹1,824 billion by 2028. This study attempts to investigate how the Theory of Planned Behaviour influences consumers' purchase intentions and also examine the moderating role of brand trust in connecting purchase intention to actual buying behaviour. Based on a sample of 400 respondents, data was collected and subsequently analysed through Structural Equation Modelling. The findings reveal that two of the three factors namely attitude and subjective norms does not have any effect on purchase intention. Perceived behavioural control, on the other hand, has a significant influence on purchase intention. Further, purchase intention affects consumer behaviour positively. Brand trust, in turn, strengthens this moderating impact on the consumer behaviour.

Keywords: Theory of planned behaviour, Brand trust, consumer behaviour, branded ayurvedic products, Structural Equation Modelling.

1. INTRODUCTION

In the current years, scenario for branded ayurvedic products has changed, as more and more people are demanding holistic as well as natural health remedies because people are more aware of the various side effect that takes place (Rohilla P., et al. 2023). India's market for ayurvedic products was estimated ₹ 626 billion in 2022 and by the end of 2028 it will increase to ₹1,824 billion at the compounded annual growth rate (CAGR) of 19.3%, according to a report by International Market Analysis Research and Consulting Group (IMARC). Ministry of AYUSH, Government of India played the keen role in developing the various policies and coming up with the different initiatives that will help to expand the awareness of ayurveda in the Indian market (Badiyani J., et al. 2023). Along with the other ayush centre, ayush health and wellness centre was also developed to promote the various traditional medicines, that focuses on providing ayurvedic care facilities (Thyagarajan S. 2023). Recently in the year 2017, India's National Health policy have promoted one idea of "One Nation, One Health System", that have benefited and encourages AYUSH system in the wider healthcare framework. This effective initiative seeks to merge traditional medical with the modern practices that are taking place, aiming to create integrated, reasonably priced and comprehensive healthcare solution to the various people across India (Thyagarajan S. 2023). Due to this initiative taken by the government, the demand for branded ayurvedic products specialty personal care products including skincare and

haircare market has increased significantly. Among the other companies in the market, Dabur, Patanjali and Himalaya companies have captured and led the market by expanding their product line and also understanding and meeting the requirements of the consumers regarding natural and health-oriented products (Sharma V., et al. 2019, Deepa V., et al. 2019). Kumar S., et al. (2017). Examining the elements affecting health-related intentions, Asare M. (2015) found brand equity, attitude, perceived behavioural control (PBC), and subjective norms to be key drivers of intention creation. Similarly, Biswakarma G., et al. (2011) also included consumer intention followed by their behaviour towards buying of the various products, consumer behavioural control, subjective norms and their attitude in their research work. Study conducted by Leong L.Y. et al. (2022) revealed that social norms and the attitudes of consumers have a significant role in shaping the intentions of the consumers. Despite these results, the overall implications are still unclear because it has not been reliably demonstrated how subjective norms, attitude, and PBC affect purchase intention. This emphasises the need for more research, especially on how brand trust influences consumer behaviour and purchase intentions towards branded ayurvedic products.

1.1 THEORY OF PLANNED BEHAVIOUR

According to Ajzen I. (1991) first theory that exists in the theory is the theory of reasoned action which consists of only two variables and after that theory of planned behaviour developed by incorporating the additional variable of perceived behavioural control. This variable indicates the people's ability to behave with the limited resources. According to the theory, person intention to buy any products is influenced by their behaviour, which includes major three components such as attitude, subjective norms and behavioural control. The individual person who has positive or negative assessment of a behaviour is known as attitude

(Ajzen I., et al. 1975). Individuals' ability to carry out personal behaviour in simple or difficult situations is perceived behavioural control (Ajzen I. 1991), whereas subjective norms stated that any person who has social pressure to engage the activity or not to engage the particular activity (Ajzen I. 1991). The earlier studies demonstrated that the decision made by the consumer is significantly influenced by the attitude (Kim H., et al. 2011), subjective norms (Kim H., et al., 2011, Sumaedi S., et al. 2015), and perceived behavioural control (Sumaedi S., et al. 2015).

1.1.1 Attitude

It is fairly common to consider attitudes as general motivational forces because of their ability to explain and predict, with some accuracy, intentions as well as actions across different settings (Westaby, J. 2005). A consumer's attitude has been shown to be pivotal in the formulation of the intention to act, which in turn can alter the actual buying behaviour (Dreezens E. et al., 2005). This is particularly the case when it comes to purchasing organic foods where attitudes impact purchasing intentions (Ajzen I. 1991). The majority of studies have placed attitude as a key figure in determining attitude within intention and behaviour relationships and have concluded that attitude is an important factor that guides both intention and actions (Pham T., et al. 2019, Nguyen T., et al. 2018). With regard to positive attitude effect, Dagevos stated that when consumers possess a favorable attitude towards organic products they tend to spend more and exhibit greater brand loyalty alongside repeat purchases (Dagevos H., et al. 2013). The current study puts forth the following hypothesis.

H1: Attitude significantly influences consumers' intentions to purchase branded ayurvedic products.

1.1.2 Subjective Norms

Subjective norms involve the perception of family or friends and the expectations they have on how someone should behave (Swidi A., et al. 2012). This perspective revolves around social norms which are, in a way, accepted values about actions or conduct in certain contexts that are supported by social benefits or penalties (Thøgersen J. 1995). Several studies, including those by Chen M. (2007) and Dean M., et al. (2008), have documented a strong and positive relationship between subjective norms and the intention to purchase organic products. When consumers perceive that they are surrounded by people who view organic food positively, they tend to intend to buy such products (Teng C., et al. 2015). This has also been documented in the case of green consumer behaviour where normative beliefs were shown to influence behavioural intentions significantly (Bamberg S. 2003). From this, the working hypothesis is stated as follows:

H2: Subjective norms significantly influence the purchase intention of consumers towards branded ayurvedic products.

1.1.3 Perceived Behavioural Control

The Theory of Planned Behaviour (TPB) main idea is to show that not only directly but also indirectly through behavioural intention (Schwartz S. 1977) PBC is responsible for an influence of a behavior. PBC deals with the confidence of an individual in his capability of performing a particular behavior (Ajzen I. 1991). Dean M., et al. (2008) terms it as a PBC- purchase intention association in a very positive sense. Moreover, it is enormously stressed in many papers of environmental concern that PBC can absolutely make a difference in the formation of intentions of consumers (Chen M., et al. 2014). In other words, the level of consumers' confidence in their capability of making a decision of organic products is positively related to the degree of intention to purchase those organic products (Hasan H., et al. 2020). The authors conclude that the perceived behavioral control factor is a major driver most responsible for representing the desires of consumers with respect to their to the intention to purchase Ayurvedic products. Hence, the hypothesis reads as follows:

H3: Consumers' purchase intentions for branded ayurvedic products significantly influenced by the perceived behavioral control.

1.1.4 Purchase Intention

The influence of subjective norms, personal attitudes, and perceived behavioural control on the final purchase decision of a consumer cannot be overlooked (Vassallo M., et al. 2016). In addition, in the context of food, the main predictor of actual buying behaviour is consumer's purchase intention has usually been mentioned (Smith S., et al. 2010, Krystallis A., et al. 2006). There are several existing pieces of research attempting to relate the intention to purchase organic food with the customer's decision of actually purchasing organic food (Anisimova T. 2016, Asif M., et al. 2018, Chang S., et al. 2017). Many empirical studies show that the intent to purchase organic products and purchase of organic food products are inextricably related (Saba A., et al. 2003). The current study introduces the following hypothesis.

H4: Purchase intention has a significant impact on consumers' behaviour to buy branded ayurvedic products.

1.1.5 Brand Trust

Trust facilitates a consumer's intention to purchase organic food products (Sobhanifard Y. 2018). Zhang B., et al. (2018) found that with adequate trust in the organic label, consumers tend to select organic products for food. Many studies have confirmed the existence of strong positive correlation between the level of trust by the consumer and his purchase decisions (Teng C., et al. 2015). In addition, trust influences intention, and also serves as a moderator between the consumers' intention and actual buying behavior. Supporting this, Yu W., et al. (2021) have found that trust will greatly have an impact on the choice of organic products by the consumers. Therefore, the research hypothesis is formulated as follows:

H5: Brand trust has a moderating impact between intention and consumer behaviour.

1.1.6 Consumer Behaviour

In the words of Fishbein M. et al. (1977), "Behaviour is regarded as the actions of person that can be approached and studied in al the most direct manner." Relatively to a person, consumer behaviour is a hybrid of multifarious factors and stimulated responses that are governed by preferences and enduring characteristics of an individual to make a buy (Liu Q. et al. 2020). As defined in marketing, buying behaviour is the analysis of the actions and decisions of a person when selecting, purchasing, and consuming a product or service. Understanding this behaviour as noted by (Brown A. in 1996) requires one to determine the causative reasons for the consumer's decision, examine the forces that shaped these choices, and understand how these forces change over time. Further, research suggests that consumers are willing to purchase a product when it is perceived by them as providing genuine value (Monroe K 2003, Blythe J 2013).

2. STATEMENT OF THE PROBLEM

In this competitive marketing age, consumers are bombarded with numerous brands selling identical products and each one claiming to offer something different. The cut throat competition poses a greater challenge to businesses in winning and retaining loyal customers. Businesses are forced to evolve with changing consumer demands and trends in the market. There has been hardly any research done on the impact of trust in the brand even when it has been shown to influence smoothing the gaps between intentions and actions.

3. RESEARCH OBJECTIVES

This research seeks to explore how the core components of the Theory of Planned Behaviour (TPB) (attitude, subjective norm, and perceived behavioural control) shape intention. Additionally, it examines how brand trust affects the gap between purchase intention and the actual buying behaviour.

4. RESEARCH METHODOLOGY

The methodology outlines the research methods adopted in this study, providing a detailed description and evaluation of the processes involved. It includes a systematic procedure that spans several steps, such as sample selection, data collection, and data interpretation. This study focused on consumers in Goa, utilizing a convenience sampling technique to gather responses. A Likert scale was used to measure responses, developed through an item analysis approach to determine how effectively each item distinguished between individuals with varying levels of agreement. The survey yielded 400 completed responses from consumers in Goa with prior experience purchasing branded ayurvedic products. Data analysis was conducted using SPSS statistical software and AMOS version 24. Initially, SPSS was employed to generate descriptive statistics and assess the reliability of all constructs. This was followed by using AMOS to analyze AVE, CR, and Discriminant Validity to develop the Structural Equation Model (SEM).

5. RESULTS

The demographic profile of the respondents indicates a predominantly young and urban population, with 52% identifying as male and 48% as female. The majority of participants fall within the age group of 21-30 years (37%), are unmarried (66%), and include a large proportion of students (53%). In terms of income, nearly half (47%) report earning less than ₹1,00,000 annually, while 22% have an income exceeding ₹4,00,001. Social media emerged as the most common source of information about branded Ayurvedic products (38%), followed by recommendations from family (22%). Among the product categories, Ayurvedic healthcare items are the most frequently purchased (41%), followed by skincare products (30%). Supermarkets (44%) and retail stores (21%) are the primary venues for these purchases. Furthermore, a significant number of respondents (52%) buy branded Ayurvedic products monthly, and 24% have been regular consumers for over two years.

Table No. 1: Calculation of Factor Loading, Cronbach Alpha, AVE and CR

Constructs	Items	Factor Loading	α	AVE	CR
Attitude	ATT1 - ATT5	.711 - .790	.865	.566	.867
Subjective Norms	SN1 – SN3	.657 -.687	.734	.612	.737
Perceived Behavioural Control	PBC1 - PBC5	.732 - .816	.869	.574	.870
Purchase Intention	PI1 – PI5	.734 - .797	.882	.601	.883
Brand Trust	BT1 – BT5	.712 - .842	.892	.627	.893
Consumer Behaviour	CB1 – CB4	.655 - .742	.835	.558	.834

Source: Author Compilation

The table no. 1 analysed six constructs namely Attitude, Subjective Norms, Perceived Behavioural Control, Purchase Intention, Brand Trust, and Consumer Behaviour and each represented by five items. Factor loadings value are above 0.6, ranged from 0.655 to 0.842, indicating reliable items (Khan Y., et al. 2022, Photcharoen C., et al. 2020). All constructs demonstrated strong internal consistency with Cronbach's alpha values exceeding 0.7, ranged from .734 to .892. The Average Variance Extracted (AVE) values from all components was greater than the minimal threshold

of 0.5, ranging from 0.558 to 0.627, confirmed adequate convergent validity (Cheung G., et al. 2017), while Composite Reliability (CR) values surpassed 0.737, showcasing strong construct reliability. Brand Trust ($\alpha = 0.892$) and Purchase Intention ($\alpha = 0.882$) displayed particularly high reliability and validity compare to other constructs. The evaluation of the structural equation model shows that it fits the data well. The χ^2/df ratio is 2.875, which is comfortably below the recommended limit of 3, indicating a strong model fit (Hu L.T. et al., 2023). Other key indicators also meet the required standards, reinforcing the model's reliability. For example, the GFI is 0.947, AGFI is 0.949, CFI is 0.965, TLI is 0.928, NFI is 0.923, and RMSEA is 0.07. Together, these results confirm that the model is appropriate for analysing the data effectively. The R^2 value of PI is 48.6% and of CB is 94.3%.

Table No. 2: Discriminant Validity Analysis

	AT	SN	PBC	BT	PI	CB
AT	0.752					
SN	0.633	0.695				
PBC	0.702	0.606	0.757			
BT	0.543	0.567	0.704	0.792		
PI	0.621	0.630	0.659	0.749	0.775	
CB	0.591	0.594	0.666	0.791	0.651	0.747

Source: Author Compilation

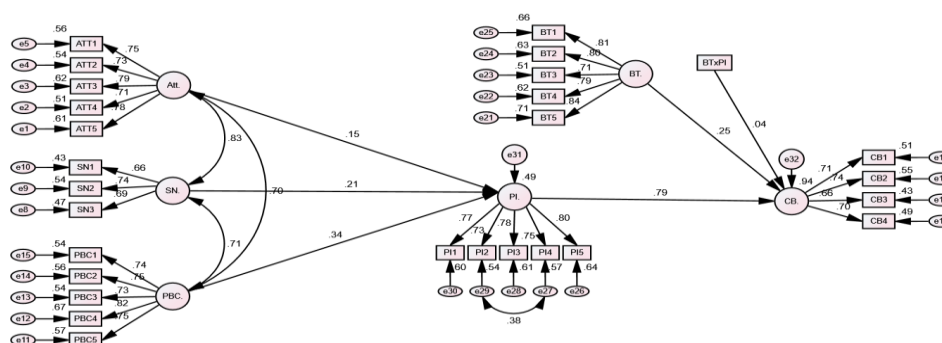
Discriminant validity is crucial in a research study to demonstrate that each concept is unique and distinct from the others. A common approach to assess discriminant validity is by comparing the square root of the average variance extracted (AVE) for each construct with the correlation values between that construct and others (Fornell C., et al. 1981). Discriminant validity is established when the square root of a construct's AVE exceeds its correlations with any other construct.

Table No. 3: Coefficients representing the paths in the structured model

Path	β	S.E.	T value	P value	Result
Att --> PI	.153	.116	1.317	0.188	Not Significant
SN --> PI	.211	.126	1.668	0.095	Not Significant
PBC --> PI	.341	.065	5.261	0.000	Significant
PI --> CB	.785	.054	14.453	0.000	Significant
BT*PI--> CB	.043	.013	3.330	0.000	Significant

Source: Author Compilation

Figure 1. Model with standardized estimates



Source: Author Compilation

The path analysis highlights several significant relationships. PBC has a strong and positive influence on PI (Estimate = 0.341, $p < 0.001$), while PI significantly drives CB (Estimate = 0.785, $p < 0.001$). Additionally, BT moderates the

link between PI and CB (Estimate = 0.043, $p < 0.001$). In contrast, Attitude (Estimate = 0.153, $p = 0.188$) and SN (Estimate = 0.211, $p = 0.095$) do not significantly impact PI.

6. DISCUSSION AND CONCLUSION

This study explores how TPB variables influence purchase intention while also examining the role of brand trust in strengthening the association between intention and actual buying behaviour. The result shows that attitude (H1) and subjective norms (H2) does not have a significant impact on PI, this inferences are contradictory to the earlier study (Pham T., et al. 2019, Chen M. 2007), this suggests that while attitudes reflect consumers' general perceptions, they may not be strong enough to drive purchase decisions in this context. Other factors likely to play a more decisive role in shaping intentions. It shows that social expectations from family or peers do not wield as much influence on consumer choices when purchasing branded ayurvedic products. Rather, personal preferences and context seem to be more important. With respect to Hypothesis (H3) "PBC has a significant impact on PI", this is consistent with the findings of (Chen M., et al. 2014). This reinforces the notion that consumers' perceived ability to obtain and spend money on branded ayurvedic products strongly influences their purchasing intention. In regard to Hypothesis (H4), "PI has a significant impact on consumers' behaviour to buy branded ayurvedic products" (Smith S., et al., 2010; Saba A., et al., 2003). This reinforces that in most cases, only a very high intention to buy branded ayurvedic products leads to purchase behavior, and thus, this intention is crucial for marketers. This study also confirms that (H5) brand trust positively moderates the relationship between intention and consumer behaviour (Xing Y., et al. 2022). It emphasizes the need of trust to actively engage consumers towards fulfilling their intended actions. Strong and reliable relationships with brands will be important in shifting the consumer's intentions into purchasing decisions.

7. MANAGERIAL IMPLICATION

In developing marketing strategies to enhance the promotion and sale of branded Ayurvedic products, this study assists marketers with actionable insights. Because PBC encourages the purchase intention the most, businesses should shift focus to removing barriers for consumers in terms of convenience, price, and availability. This can be accomplished through enhanced physical and online distribution networks and by providing packaging that is easy to use. Moreover, brands need to improve and maintain transparency as well as quality because the respondents pointed out that brand trust strengthens the relationship between intention and purchase. Trust can be built by brands by showing their certifications and stressing the use of natural and eco-friendly materials. The relatively limited influence of attitude and subjective norms suggests more attention should be devoted to these aspects. Educational advertising campaigns aimed at the general public highlighting the health and cultural importance of branded Ayurvedic products will change consumer perception regard value. Connection with the public can be made through social media, in-store promotions, and testimonials. Improvement of the distribution network that includes collaboration with supermarkets and health shops as well as e-commerce stores makes these products available and accessible.

8. LIMITATION AND FUTURE SCOPE

There are a few limitations that this particular study has. One limitation is that studying Goa does not capture the preferences and behaviors of consumers on the rest of the country or even the globe. The decisions and attitudes people have are often the results of a complex mix of culture, economy, and lifestyle which differs from region to region. Also, the convenience sampling method that was used is a limitation too because particular sections of the population sample, such as those with less exposure to branded ayurvedic products, might have been ignored. Future research may focus on multi regional studies for better understanding of the ayurvedic branded products market. Research over extended periods of time can also offer the consumers insights into how preferences shift with health trends and marketing schemes over time. Also, other studies may focus on the increasing influence that digital advertisement, influencer marketing, and even non-BPA packaging have on the consumers.

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