

IDENTIFYING FACTORS AFFECTING CONSUMER PURCHASE INTENTION OF HILL TOP HERBAL (AYUR) TEA IN THE WESTERN PROVINCE

by

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0000041920

An Integrated Research Project submitted to the Sri Lanka Institute of Marketing in partial
fulfilment of the requirements for the Postgraduate Diploma in Marketing Management

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Sri Lanka Institute of Marketing
Postgraduate Diploma in Marketing Management (PGDIP)

Colombo

March 2024

ANNEXURE 8: RESEARCH REPORT EVALUATION MARKING SCHEME

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	TITLE	ALLOCATED MARKS	AWARDED MARKS
1.	Research Topic, Executive Summary and Background of the Study (Original & valid choice of a topic with its significance, clarity of what the organization or the industry involved does or, if the study is not an organization, under what context, the inquiry is made)	05	
2.	Problem Definition and Concise Research Objectives (The problem should be clearly grounded with empirical evidence / an Exploratory investigation in the light of Marketing Management Problem leading to a Marketing Research Problem and there should be an outline of what it is intended to achieve in practical terms for the client organization or other target audience)	15	
3.	Literature Review and Conceptualization / Theoretical Framework (Relevant previous work should be reviewed and critically appraised. Theories and concepts reviewed and/or introduced in the literature chapter should be made use to explore and explain the empirical data of the study. In the case of quantitative study, there should be a conceptual model with specific hypotheses. However, for a qualitative study, there can be a theoretical framework without hypotheses.)	10	

4.	Research Design/Methodology It needs appropriateness and soundness of chosen research methods; supporting rationale for choices; viability of methods applied. It needs to include Questionnaire and Data collection instrument(s), Data collection methods, Population, sample unit and respondents, Sampling techniques and Data Analysis strategy etc.	20	
5.	Data Presentation and Analysis It should demonstrate use of logical data presentation and analytical techniques with respective research objectives. In the case of quantitative research, there have to be both Descriptive and Inferential Statistical analysis for the test of hypotheses using a recommended statistical software. For qualitative research there can be appropriate text analysis techniques including content analysis/ narrative analysis / thematic analysis or any other acceptable innovative analysis.)	15	
6.	Discussion of Findings (There should be a high standard of interpretative skills in interpreting and explaining and the key results of the investigation with cross referencing of previous literature)	15	
7.	Conclusion and Recommendations (It needs to draw a concise conclusion with a note on limitations and future research; implications and practical recommendations for Marketing decision makers based on the key findings.)	15	
8.	Presentation of Report (It covers the structure of the report including chapter and paragraph structure, attention to detail, clarity of expression, coherence of argument, choice of title, free from spelling and grammar, use of appendices/Harvard in-text and end-text referencing)	05	
	Total	100	

ANNEXURE 6: AUTHORIZATION PAGE

AUTHORIZATION

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This is to certify that I have examined and supervised the above integrated research project and have found that it is complete and satisfactory in all respects and that all revisions required by the evaluation/examination committee have been made.

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29-07-2024


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	Date	Signature	Date	Signature	Date	Signature	Date	Signature
Week 1								
Week 2								
Week 3								
Week 4								
Week 5								
Week 6	12 th Jun 24							
Week 7	26 th Jun 24							
Week 8	2 nd July 24							
Week 9	12 th July 24							
Week 10								

Signature of the supervisor: 

Date: 29-07-2024

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Abstract

HILL TOP plantation is well known for its single origin herbal tea which had a high demand in the tea market is currently experiencing a steady decline in the market share. According to the analysis done on the sales of the previous five years, from the year 2019 the company experienced a decline in sales from the year 2021 till 2024. Therefore, the primary objective of this research is to Identify factors affecting consumer purchase intention of HILL TOP herbal tea (AYUR Tea) in the western province. And the secondary objectives would be, to examine the most determinant factor affecting the purchase intention of the AYUR Tea, to propose strategies to improve the purchase intention based on the findings of the study.

In order for the researcher to achieve the above objectives, the conceptual framework was built which included trust, price, quality and brand awareness as the independent variables and purchase intention as the dependent variable. The research was carried out as quantitative research using the deductive approach. And the research strategy being a survey. A total of 100 participants feedback was gathered from the questionnaire.

For the data analysis the researcher used to SPSS software to generate the statistics. For each independent variable a reliability analysis, correlation analysis and regression analysis were done. And the correlation analysis indicates that all independent variables (Trust, Price, Quality, and Brand Awareness) are positively and significantly correlated with the dependent variable (Purchase Intention).

According to the conducted analysis it shows that trust (56.3%), price (36.4%), quality (48.6%), and brand awareness (49.4%) will affect the purchase intention of Hill Top Herbal Tea. In the conclusion of the study the researcher confirms that the most determine factor is trust.

Keywords – Trust, Price, Quality, Brand Awareness, Purchase Intention.

1. Chapter one: Introduction

1.1 Introduction

This study has been carried out under the topic “IDENTIFYING FACTORS AFFECTING CONSUMER PURCHASE INTENTION OF HILL TOP HERBAL (AYUR) TEA IN THE WESTERN PROVINCE”. This study aims to identify the factors which affect the purchase intention of Hill Top Herbal Tea In the Western province.

In this chapter it gives a brief description about this chapter. First the background of the company is mentioned in order to give the reader an idea of the company. After that the research problem has been discussed along with the problem statement and the justification for the problem. Then according to the research problem, the research questions and the objectives of this study have been developed by the writer. Finally in this chapter the scope of this study and significance of this study has been discussed.

1.2 Company background

HILL TOP Tea, a leading brand in the Sri Lankan tea industry, has a rich history and a commitment to excellence. Founded in 1992, it emerged as a result of a strategic joint venture between HILL TOP Plantations PLC and Tata Tea Ltd. of India. This collaboration aimed to enhance productivity, improve wellbeing of workers, and elevate the quality of Sri Lankan tea.

HILL TOP Plantations cultivates three key crops: tea, rubber, and oil palm. These unique products permit them to move in multiple verticals and engage with the day-to-day lives of people in Sri Lanka. The total plantation area covers approximately 12,442.13 hectares, with tea accounting for 41%, rubber for 18%, and palm oil for 8%. The remaining land is allocated for fuel wood and uncultivated areas.

HILL TOP tea plantations are mainly into manufacturing high quality tea and the following are the varieties;

1. HILL TOP BLACK TEA
2. AYUR TEA
3. HARITHA TEA

The company under study has a robust and active Corporate Social Responsibility (CSR) program. It is deeply committed to making a positive impact on society and the environment. This commitment is demonstrated through the implementation of numerous CSR initiatives such as

- Vocational Training Center at Kenilworth Estate Ginigathena
- Healthcare Programs, Education Programs
- ‘වව්න’ Home Gardening Campaign

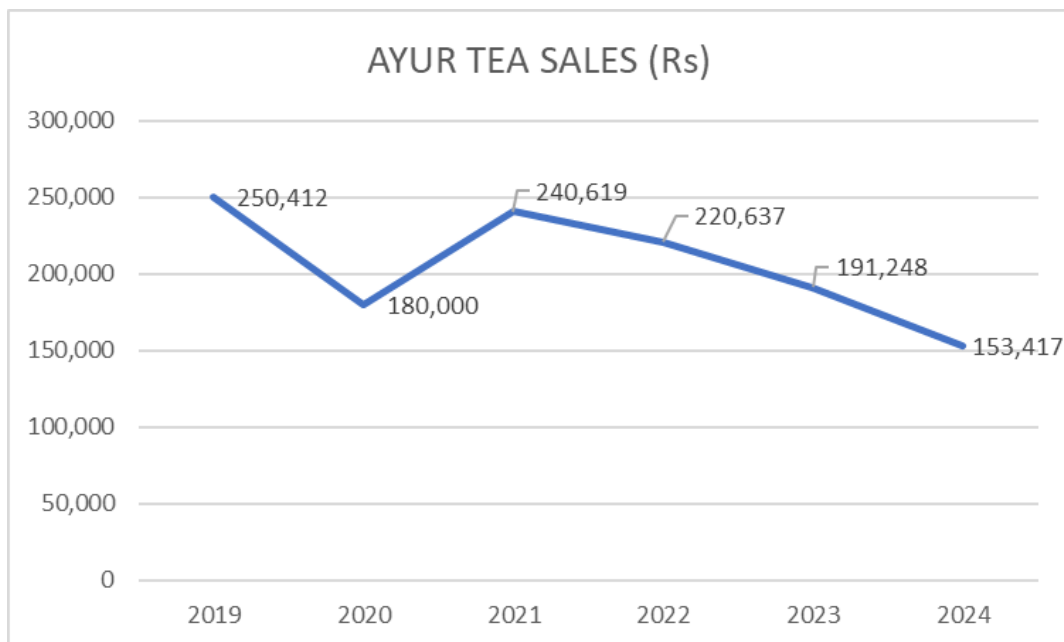
These projects span a wide range of areas, including environmental sustainability, community development, education, and healthcare. The company’s substantial investment in CSR not only reflects its corporate ethos but also underscores its role as a responsible corporate citizen.

1.3 Research problem

HILL TOP plantations single origin herbal tea which had a high demand in the tea market is currently experiencing a steady decline in the market share hence initiated this project.

When analyzing the sales of the previous five years, from the year 2019 the company experienced a decline in sales from the year 2021 till 2024 (HILL TOP Plantations PLC Sales report information).

Figure 1.1 AYUR Tea sales volume for the last six years



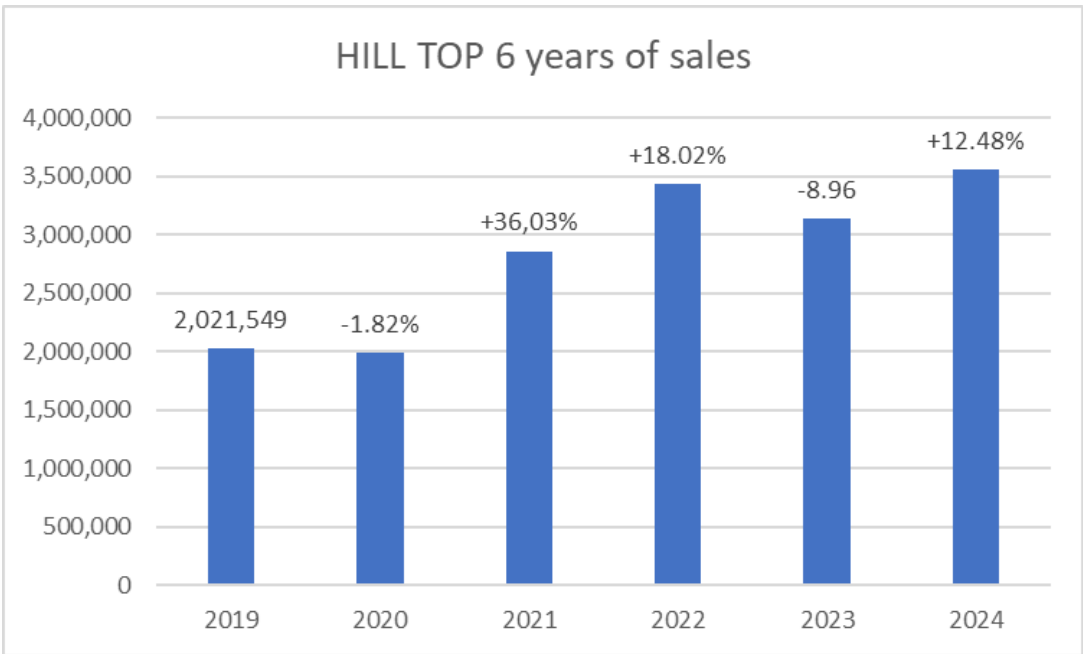
Source (HILL TOP Plantations PLC Sales report information)

When analyzing the above chart, it is clearly visible the down trend in the product within the last three years. Although the strategic leadership team has held continuous meetings and brainstorming sessions they have failed to rectify the route cause for this steady decline in sales.

1.4 Justification of the problem with evidence

Statistics

Figure 1.2 Company annual sales for the last six years

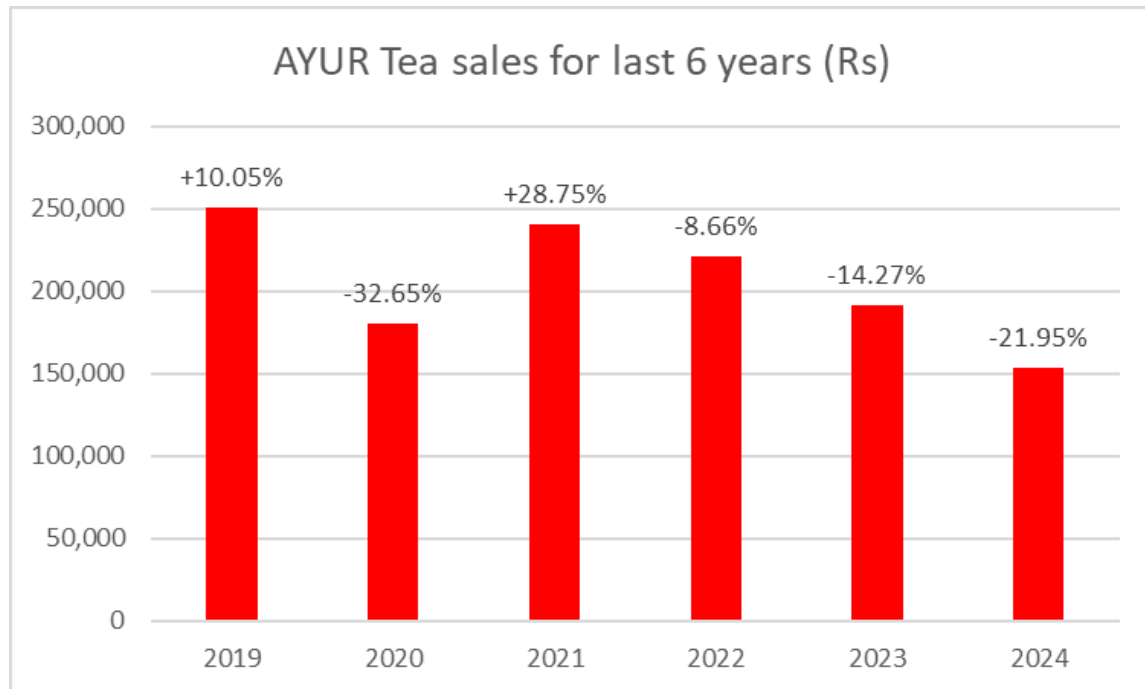


Source (HILL TOP Plantations PLC Annual report information)

The above bar graph depicts the sales volume of the past 6 years of HILL TOP Plantations PLC. When reviewing the financial performance of the company for the fiscal years 2021 and 2022, it is evident that the organization has witnessed a substantial surge in sales, quantified at a rate of +18.02%. looking at the financial data from the years 2022 and 2023, it is observed that the company has experienced a decline in sales, marked at a significant rate of -8.96% (HILL TOP Plantations PLC Annual report information).

The below bar graph depicts a clear decline in sales of the AYUR TEA product within the fiscal years 2022, 2023 and 2024 (HILL TOP Plantations PLC Sales report information). There was a significant increase in sales by +28.75% in the year 2021. The Sales have decreased by -8.66 in 2022. And a further decrease of sales in 2023 to 2024.

Figure 1.3 Sales of AYUR Tea for the last six years



Source (HILL TOP Plantations PLC Sales report information)

The above statistics justifies the fact that there is a gap when comparing the product (AYUR Tea) and the performance of the company which paves the way to do research in this area.

1.5 Research questions

- What is the impact of trust on the purchase intention of AYUR Tea.
- What is the impact of price on the purchase intention of AYUR Tea.

- What is the impact of perceived quality on the purchase intention of AYUR Tea.
- What is the impact of brand awareness on the purchase intention of AYUR Tea.

1.6 Objectives of the study

Primary objective

- Identifying factors affecting consumer purchase intention of HILL TOP herbal tea (AYUR Tea) in the western province.

Secondary objective

- To examine the most determinant factor affecting the purchase intention of the AYUR Tea.
- To propose strategies to improve the purchase intention based on the findings of the study.

1.7 Scope and the significance of the study

Scope of the study

The purpose of this study is to identify the factors that have influenced the decline in sales performance of HILL TOP Plantations PLC on its AYUR TEA product, and to provide recommendations for the management of the company in order to improve sales. The population of this study are tea consumers who purchase herbal tea in the Gampaha District.

Due to constraints like time limitations, the researcher has selected only the Gampaha District as the geographical location in order to carry out this study. The study will focus on the fiscal years 2021 to 2024, during which significant fluctuations in sales were observed. The insights gained from this study could be instrumental in informing the company's future marketing strategies and improving its sales performance.

Significance of the study

Benefiting to the company

- **Understanding Sales Performance:** The study will provide a comprehensive understanding of the sales performance of HILL TOP Plantations PLC and its AYUR TEA product. It will identify the factors that to the decline in sales in the subsequent years.
- **Insights into Customer Behavior:** By examining the relationship between the customer's purchase intention and their awareness of the health benefits offered by the products, the study can provide valuable insights into customer behavior. These insights can be used to tailor the company's marketing strategies to better meet the needs and preferences of its customers.

Benefiting to academic research

- This study will contribute to academic research in the field of marketing and consumer behavior. It will add to the body of knowledge about the factors that influence sales performance and customer purchase intention in the context of herbal tea products.

Benefiting to the researcher

- Conducting this study will allow the researcher to hone their research skills, including data collection, analysis, and interpretation. It will also enhance their ability to design and implement effective research methodologies.
- The researcher will gain a deep understanding of the factors influencing sales performance and customer behavior in the context of herbal tea products. This knowledge could be valuable in future research or professional endeavors.

1.8 Outline of the project

Chapter one: Introduction

This chapter emphasizes on introduction to the company, business problem, research problem, problem statement justification of the problem with evidence, research objectives, research questions, the significance of the study and the scope of the study.

Chapter two: Literature review

This chapter discusses the previous research done by different scholars on the purchase of herbal tea in which is needed to support the background of the study.

Chapter three: Methodology

This chapter describes about the conceptual framework which the research built, operationalization of variables, data collection methods which was used to gather data for the analysis, the data analysis and the sampling methods.

Chapter four: Results and discussion

The results and discussion are an important chapter, the researcher has used figures, appropriate charts, and tables to convenience the readers. The Data in this chapter is presented with pie charts, bar charts and the descriptive statistical analysis and inferential statistical analysis to represent the data.

Chapter five: Conclusion

Under this chapter the researcher explains the findings and arrives at a conclusion with recommendations. The researcher also discusses about the objectives of the study in detail.

1.9 Chapter summary

This chapter emphasizes on the business problem and research problem. The researcher has provided the statistics of the business and research problem. According to the above statistics it is clearly visible that there is a decline of sales in the Ayur Tea product. And through systematic research the researcher intends to find the determinant factor. This chapter also includes the research objectives, research questions, the significance of the study and the scope of the study.

2. Chapter two – literature review

2.1 Introduction

To identify the link between the variables impacting the factors affecting the purchase intention of Hill Top Herbal Tea and to get more knowledge about the topic's field, a literature review is conducted. The focus of the literature is on identifying the variables that influence purchase intention, which is the primary factor in this research. The literature review will mainly focus on four main variables which are Price, quality, trust, and brand awareness.

2.2 Consumer Purchase Intention

Regarding a certain purchase habit, a consumer's attitude and level of readiness to pay are referred to as their purchasing intention (Zhang, et al., 2020). Researchers are always interested in the reasons behind real purchases since knowing these reasons may help them better understand the demands of their consumers. Thus, information collected from the actual transaction might assist in developing an effective marketing plan. Studies have shown that real purchases are a fairly complicated process that differs depending on the market sector (Chiang, March 2010). Actual purchase behavior was defined in the research (Ajzen, December 1991) as "an individual's readiness and willingness to purchase a certain product or service."

The research (Ojha & Shakya, June 2020) revealed that in addition to flavor and price, factors influencing herbal tea purchasing intention include health advantages and environmental concerns. Additionally, according to (Bandara, et al., Oct 2021), customers' intentions to purchase tea are impacted by their need for a unique experience, their desire for a pleasant and soothing effect, and their worry for their health.

According to (van der Heijden H & Verhagen, March 2003) perceived benefit influences customers' attitudes through perceived price-quality. (Nguyen & Shuval, August 2015) argued that product choice and customers desire to buy may be described using product familiarity. Additionally, it was demonstrated in the study by (Zhang & Zhu, March 2016) that product familiarity was a significant mediator of purchase intention.

The main motivating factor of customer motivation for buying organic products is health, according to research (Padel & Foster, August 2005) undertaken. Because they contain more nutrients, consumers view organic products as healthier alternatives to other foods (Magnusson & Arvola, January 2001). Similarly, consumers view herbal products as having the same potential benefits as dietary supplements or complementary medicine (Bishop, January 2006).

(Ghosh, October 1990) indicated that purchase intention is a useful instrument for anticipating the purchasing process. Additionally, research has shown that during the purchasing process, customers are influenced by both internal and external incentives (Moslehpour, March 2015). Price image, brand image, and perceived risk were noted as directly influencing purchase intention in the research by (Erdil, October 2015). Additionally, it was shown that perceived quality and perceived price had a favorable influence in the study by (Kahimpong & Tielung, n.d.), which examined the effects of perceived price, perceived quality, and perceived value towards the customers' purchase intention.

Further (Alam, January 2020) makes clear that a customer's intention to purchase a product has a big effect on its quality. (Laroche, 2007) highlights how brands affect customers' intentions to buy. Brands also have a big role in influencing consumers' decisions to buy goods or services. According to research by (Yazdanifard, April 2014) customers' purchasing intentions are significantly impacted by their impression of pricing.

In summary, consumer purchase intention is determined by a combination of subjective consumer attitudes and extrinsic factor. (Tingxiu & Dengkai, n.d.)

2.3 Trust

In marketing, trust refers to the conviction that a company or its offerings will meet the needs and wants of its customers. Trust eventually grows as a result of consistent, dependable work, positive customer interactions, and honest communication (Jolliffe, February 23, 2023). According to Morgan and Hunt (1994), trust is more than simply feeling vulnerable; it also entails having faith

in the honesty and dependability of the exchange partner. This implies that past relationships and experiences are frequently the foundation of trust. (Chen, January 2006) divided trust into two categories: (1) trust as a disposition, conviction, anticipation, or belief in the reliability of another person; and (2) trust as a behavioral purpose or act of dependence and involving vulnerability and uncertainty.

According to research by (Sumi & Kabir, 27 June 2018) customer trust is a major factor in determining why people want to purchase organic tea. In most cases, trust also serves as a helpful instrument for reducing consumer uncertainty over a product trial. Additionally, it is implied by (Sumi & Kabir, 2018) that customers currently have a special interest in product certification and labeling prior to purchase, since these factors foster confidence. Consumer trust is now a highly complicated problem in the organic tea business since customers are unable to confirm the legitimacy of the product even after consuming it (Chin, June 2003).

As per the research conducted by (Yu, 2023) Consumer trust accounts for 49% of the variance in consumer purchase intention. Therefore, expresses that there is significant relationship between trust and consumer purchase intention.

According (Zhao & Chen, August 2010) belief in functional food items increases in importance and has the potential to influence perceptions of novel goods. As noted by (Alalwan & Rana, October 2015) trust is also critical to the efficient use of new goods, which is another important reason why it is important for product adoption. The claim made by (Chen & Dhillon, April 2003) that trust plays a significant role in the adoption of new goods gives weight to this statement.

In particular, trust has been shown to be a significant factor in determining purchase intention since customers tend to be more inclined to interact with vendors or brands, they believe to be reliable (Zhao et al., 2020). According to (Pothong & Sathitwiriyawong, December 2016) study on social commerce, recommendations and referrals, ratings and reviews, communication, and word-of-mouth all had a positive impact on trust and purchase intention. On the other hand, forums and communities, as well as security concerns, had a positive impact only on trust.

Moreover, research indicates that the characteristics of live streamers endorsing herbal tea products impact consumers' trust and propensity to buy. A bigger chance of buy might result from attributes like professionalism, interaction, and the capacity to provide a price break that increase the

product's credibility and endorsement (Manzil & Vania, March 2023). Hence the following hypothesis is proposed.

H01 There is no impact on trust on consumer purchase intention.

Ha1 There is an impact on trust on consumer purchase intention.

2.4 Price

price is defined as the amount of money or other required consideration that must be paid is the price of a good or service. According to economic literature, price is one of the results of market design and the kind and level of competitive competition in markets (Njisane, n.d.). One of the most crucial factors that consumers consider is pricing, and managers need to comprehend how crucial price is in attracting and retaining customers (Mowen & Minor, January 1997). According to (Zeithaml, July 1988), the price variable is a constant in everyday purchases and denotes the amount of money that customers have to give up in order to complete a certain purchase.

A positive correlation was found in the study conducted by (Munusamy & Chee Hoo, January 2008) between price and the reasons behind customers' decisions to buy a product. (Chen & Wang, August 2011) claimed that consumers' perceptions of a product's pricing had an indirect impact on their purchase decisions. They achieve this by evaluating the product's worth and the possible hazards associated with buying it.

One important factor that may be utilized to forecast consumers' intentions to buy organic products is pricing. According to (Magnusson & Arvola, April 2001) organic items are a little more expensive. It is the main reason why buyers can't form favorable purchasing intentions for organic goods (Al-Sabbahy, February 2004). According to additional study, customers often have favorable buy intentions for goods that offer good value (Padel & Foster, August 2005).

Negative buying intentions are not usually the result of premium price. The price cue can be used by consumers to determine if product is conventional or organic. Yet, it makes no sense for the cost of organic food to be the same as or less than that of conventional food (Byrne, Toensmeyer, German & Muller, 1991). Organic food can give higher nutritional content than conventional food, implying superior advantages. This suggests that price is not the major aspect to be addressed when considering the fact that a highly expensive meal can be linked with good quality (Pouratashi & Iravani, October 2012).

According to the study (Sharifuddin, n.d.) the primary external factors influencing the purchasing behavior of herbal-based products are the product's quality or attribute, the ingredient's effectiveness, and the reasonable price. The study also highlighted the high cost of herbal-based products as a deterrent, with the consumer's family members having the biggest influence on their non-purchase (Sharifuddin, n.d.).

Integrating green marketing to a company's operations helps it internalize its reputation by highlighting the advantages of environmental awareness or environmental features of its products (Prakash, September 2002). Everyone Although switching to green goods may cost money for both the customer and the business, there may be long-term benefits (Cherian & Jacob, October 2012). Customers plan to compare green marketing in a number of ways; some may even compare different nations. The findings demonstrate that, in nations with distinct approaches to addressing environmental problems, the reality of green marketing is lost as costs continue to rise (Murphy, July 2013).

A customer's decision-making process is greatly influenced by the price of the items, which is a representation of an individual's monetary value (Sumi & Kabir, 2018). It is implied by this that a customer's decision to buy a product may be influenced by its price. Furthermore, it is evident from (Beneke, July 2015) that customers consider price to be a legitimate deciding factor when making purchases. According to a survey by (Gaberamos & Pasaribu, Feb 16, 2022) people prefer to purchase reasonably priced goods over those that are more expensive. Moreover, (Suhud, January 2022) found that pricing plays a significant role in stimulating consumers' interest in making a purchase. Hence the following hypothesis is proposed.

H02 There is no impact of price on consumer purchase intention.

Ha2 There is an impact of price on consumer purchase intention.

2.5 Perceived quality

Customers' assessment of a company's services' overall excellence or superiority is known as perceived quality in technical terms (Snoj, et al., May 2004). also (Baker & Crompton, July 2000) The evaluation of a consumer's present consuming experience based on the general excellence of a product is known as perceived quality. (Widyastuti & Santoso, n.d.) says that the price can also be determined by the quality level. Furthermore, (Griskevicius, et al., March 2010) many customers are prepared to spend extra for a product that guarantees quality. In the study of (Chi, January 2009) expresses that purchasing intention of customers depends upon the product quality and it has a significant impact on it.

Previous studies indicate that purchase intention for a range of consumer goods, including herbal tea, is significantly predicted by perceived quality (Walia et al., 2020). Research has indicated that the way in which customers see a product's quality can have a direct impact on their propensity to buy. For instance, research discovered that, through overall satisfaction as a mediator, perceived quality had a direct and indirect impact on purchase intentions. Similar findings were found in another study on organic food goods, which showed that customers' intentions to buy were significantly influenced by perceived quality (Quoquab et al., 2020).

Additionally, (Madahi & Sukati, June 2012) argues that buying intentions have grown more complex in the modern day. According to (Larceneux, et al., March 2012) organic labeling that emphasizes environmental friendliness would improve consumers' perceptions of quality. As a result, a product's quality is important while determining whether or not to buy it.

(Erdil, October 2015) revealed that the perception of risk, brand image, and price all had a direct impact on purchase intention. Likewise, (Kahimpong & Tielung, n.d.) looked into how consumers' purchasing intentions were impacted by perceived value, perceived price, and perceived quality. The study found that both perceived value and perceived quality had an impact on consumers' purchasing intentions, both positively and negatively.

A key factor for determining purchasing intention is product quality. It is a never-ending process of development whereby modifications boost product performance and, as a result, customer needs are met. Every second should see an improvement in quality (Tariq, & Nawaz,, 2013). Furthermore, (Fareed, January 2013) suggested that a key strategy for gaining a competitive edge is quality. According to (Chi, January 2009), buyers' intent to purchase is influenced greatly by the quality of the goods.

According to (Alam, January 2020) product quality is a crucial component in determining whether or not a client will make a purchase. As a result, there should be a continual process of improvement to boost product performance and, ultimately, satisfy consumer demands. In recent years, herbal tea has gained popularity among customers who are health-conscious. A significant factor influencing consumers' inclination to buy these items is their perception of their quality (Nuryanto & Indriyani, 2020).

The study (Kaldeen & Mufeeth, June 2020) discovered that herbal product manufacturers think that higher-priced products are safer for consumers' health and don't include chemicals in them. According to (Suhud & Willson, August 2019) , the results validate the beneficial influence of pricing perceptions, which encompass price-quality schema and prestige sensitivity. Particularly when taking into account that the perceived value of herbal goods is closely correlated with their quality (Kaldeen & Mufeeth, June 2020). As stated by (Pomsanam & Napompech, April 2014) , it is possible to increase the consumption of organic foods by educating potential customers about the advantages of organic food in terms of health, the environment, and product quality. Hence the following hypothesis is proposed.

H03 There is no impact of perceived quality on consumer purchase intention.

Ha3 There is an impact of perceived quality on consumer purchase intention.

2.6 Brand Awareness

Brand awareness defined to which consumers are able to recognize a product by its name. Ideally, consumers' awareness of the brand may include positive perceptions of the qualities that distinguish the product from its competition (KOPP, October 02, 22). Additionally, (Kapferer, January 2004) states brands are more than mental associations as strong brands have also intense emotional association. In the study (Meyer & Schwager, March 2007) states Brand recognition, which is the ability of a customer to accurately identify a product or service solely by its appearance, is a level of brand awareness. The global demand on herbal products has increased due to the worldwide awareness and preferred trend for natural alternatives to synthetic products (Karim, January 2014). In the finding of the study (Chi, January 2009) found that brand awareness variables affect purchase intention.

In the study of (Kamaruniza.A & LathaD.S, 2022) concluded that results showed that 64% of respondents are below 25 years and found that awareness about the herbal products among the youth is high. Further stated that 36% of the respondent's source on usage of herbal products is Friends, 34% of the respondent's source on usage of herbal product is TV, and the majority of the respondents Source by the recommendation friends and highly attractive advertisement (Kamaruniza.A & LathaD.S, 2022).

(Munyoro & Sithole, June 2023) Stated that ensuring brand awareness and recognition is most importance to a company during every stage of the product life cycle. (Mapfunde, December 2023) argues that brand recognition and awareness is needed mostly in the introductory or initial stages so as to build habitual buying. (Ko & Sammons, January 2013) Implies that Product image too has a direct influence to purchase intentions.

(Rudzki & Li, October 2007) and (Banerjee, January 2009) emphasized that using giveaways is another effective strategy for enhancing brand recognition, which involves raising awareness through distributing free items, also known as freebies.

According to (Keller, n.d.) brand awareness will affect purchase decision through brand association and when a product owns a positive brand image it will help in marketing activities.

(Percy & Rossiter, August 1992) expresses that brand awareness can help consumers to recognize a brand from a product category and make purchase decision.

One of the most important aspects of brand strategy, according to (Setiadi, January 2018), is brand awareness. According to (Razak, February 2019) brand awareness fosters tighter associations or connections with consumers and strengthens brand recall. Additionally, according to (Lee, August 2018) increasing brand awareness is what boosts brand equity, brand power, and brand loyalty. It has been discovered in several research that brand awareness is crucial for regulating a variety of interactions. For instance, the Italian study by (Raimondo, August 2019) found that the association between abstract information and customer product rating is significantly moderated by brand awareness.

(Aaker, 1996) expressed that stronger customer awareness of a brand is considered an element that enhances or increases brand equity (Oppong & Gyawu, November 2020), (Mulyono, January 2016) Also have revealed that brand awareness positively affects brand image.

Moreover, Kumar & Arthi (2020) argue that brand awareness serves as an essential gateway to the customer decision-making process. Without brand awareness, a customer may not be aware or conscious that they have an option about a particular brand. This highlights the importance of brand awareness in informing customers about their options and guiding their decision-making process. Furthermore, imply that (Macdonald & Sharp, April 2000) brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well-known products. As a result, brand awareness can influence customers' brand selection and decision-making by strengthening the position of the brand in their consideration list. Hence the following hypothesis is proposed (Phung & Chandran, October 2019).

H04 There is no impact of brand awareness on consumer purchase intention.

Ha4 There is an impact of brand awareness and consumer purchase intention.

2.7 Chapter summary

After a thorough review on the literature review the reader can clearly understand that there is a relationship between Trust, price, quality and brand awareness and the purchase intention. Trust, price, quality and brand awareness all affects the purchase intention of the customers when they are purchasing the product.

3. Chapter Three: Methodology

3.1 Introduction

After the literature review was completed, the researcher found several pieces of evidence related to the research. Based on this evidence, the research aims to find the factors affecting the purchase intention of Hill Top herbal tea. This chapter mainly focuses on how the research problems can be developed into a conceptual model to be investigated using statistical analysis. Next, the research design of this study has been explained by the researcher using the Saunders' research onion model. Then, based on the conceptual model, the hypothesis has been developed along with the operationalization of the variables. The sample planning and data analysis techniques are mentioned in this chapter. The researcher then discusses how the pilot study was conducted before distributing the questionnaire and finally addresses the ethical considerations related to this particular research.

3.2 Conceptual framework

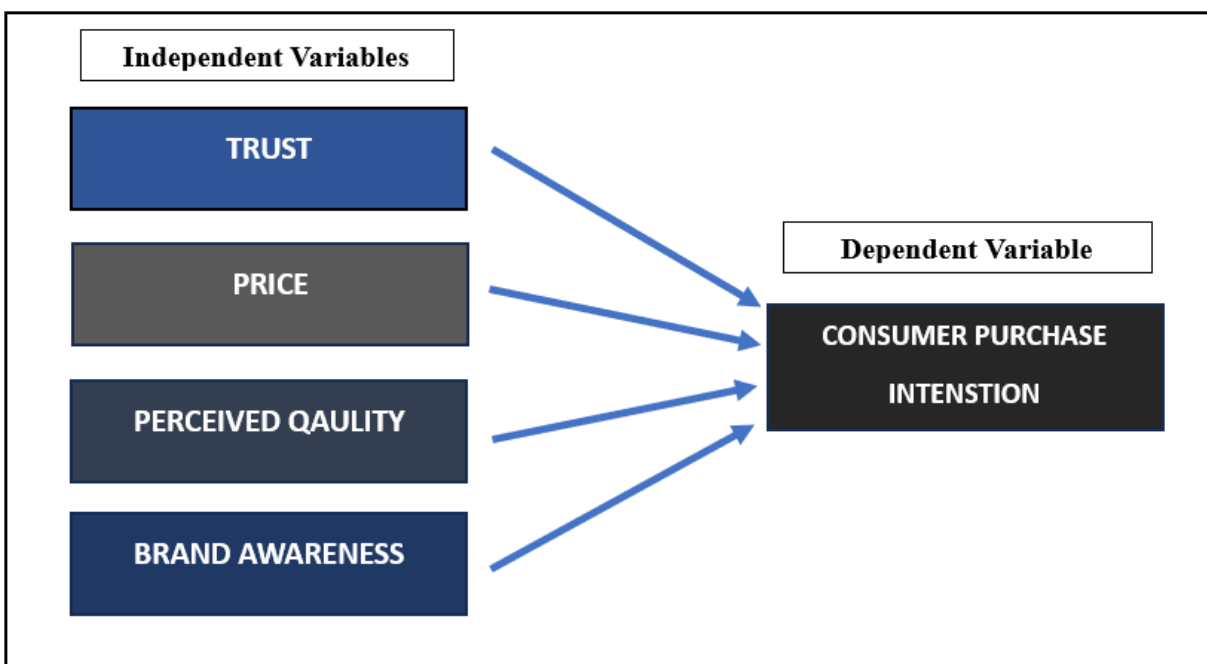
The researcher was able to conceptualize the study problem with a deductive research approach thanks to the above-mentioned brief literature analysis, and the following hypothesis was formed in order to meet the research objectives. Deductive methodology has been used in this study because the investigator has examined current theories and formulated the hypothesis in light of those ideas.

The researcher's conception led to the association between the dependent variable (purchase intention) and four independent factors, namely

- Trust
- Price
- Perceived quality
- Brand awareness

The researcher has created a graphical picture that demonstrates the conceptual foundation of this investigation.

Figure 3.1 Conceptual Framework



3.3 Hypothesis of the study

The following hypothesis was developed based on the conceptual framework and literature review. Those would be,

Ho – Null Hypothesis

Ha – Alternative Hypothesis

Figure 3.2 hypothesis of the study

Research Hypothesis		
H1	H01	There is no impact on trust on consumer purchase intention.
	Ha1	There is an impact on trust on consumer purchase intention.
H2	H02	There is no impact of price on consumer purchase intention.
	Ha2	There is an impact of price on consumer purchase intention.
H3	H03	There is no impact of perceived quality on consumer purchase intention.
	Ha3	There is an impact of perceived quality on consumer purchase intention.
H4	H04	There is no impact of brand awareness on consumer purchase intention.
	Ha4	There is an impact of brand awareness and consumer purchase intention.

3.4 Operationalization of variables

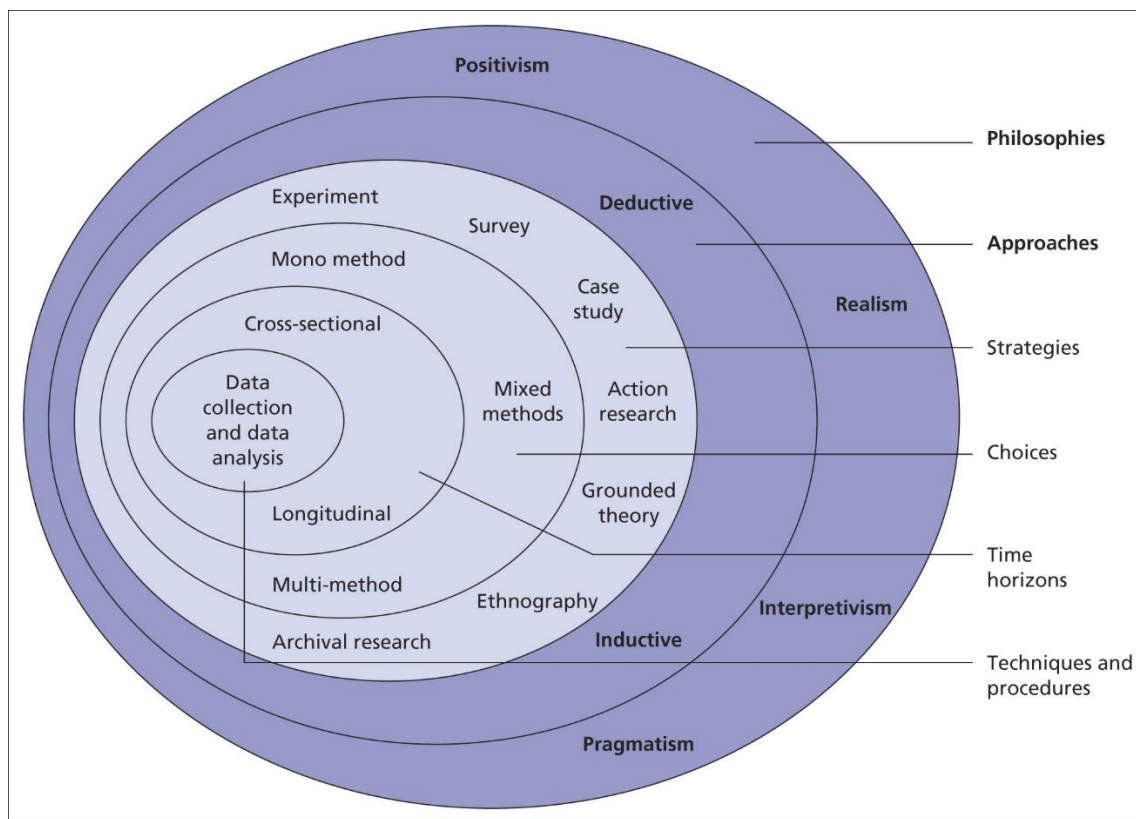
Concept	Variable	Indicators	Source	Measurement	Que No.
Factors affecting the purchase intention of HILL TOP AYUR Tea	Purchase intention (Dependent Variable)	<ul style="list-style-type: none"> • Experience • Attitude • Risk • Health 	(Bukhari et al., 2013) (Fishbein and Ajzen, 1977) (Erdil, October 2015) (Ojha & Shakya, June 2020)	Likert Scale	06, 07 08 09
	Trust (Independent Variable)	<ul style="list-style-type: none"> • Belief • Uncertainty • Certification and labeling • Recommendations 	(Anderson & Weitz, 1989) (Coleman, 1990) (Sumi & Kabir, 2018) (Pothong & Sathitwiriawong, December 2016)	Likert Scale	10, 11 12, 13
	Price (Independent Variable)	<ul style="list-style-type: none"> • Value for money • Customer satisfaction • Price as a Quality Cue • Affordability 	(Kotler & Armstrong ,2020) (Matzler, November 2007) (Pouratashi & Iravani, October 2012) (Gaberamos & Pasaribu, Feb 16, 2022)	Likert Scale	14, 15, 16
	Perceived Quality (Independent Variable)	<ul style="list-style-type: none"> • Familiarity • package size • self-image • consumption experience 	(Fen, February 2012) (Yan & Wyer, August 2013) (Jamal, December 2001) (Snoj, et al., May 2004)	Likert Scale	17, 18, 19, 20
	Brand Awareness (Independent Variable)	<ul style="list-style-type: none"> • brand recognition • Memorability • Word of mouth • Information 	(Meyer & Schwager, March 2007) (Pachana, January 2015) (Dissanayake, January 2015) (Kamaruniza.A & LathaD.S, 2022)	Likert Scale	21, 22, 23

Figure 3.3 Operationalization of variables

3.5 Research design

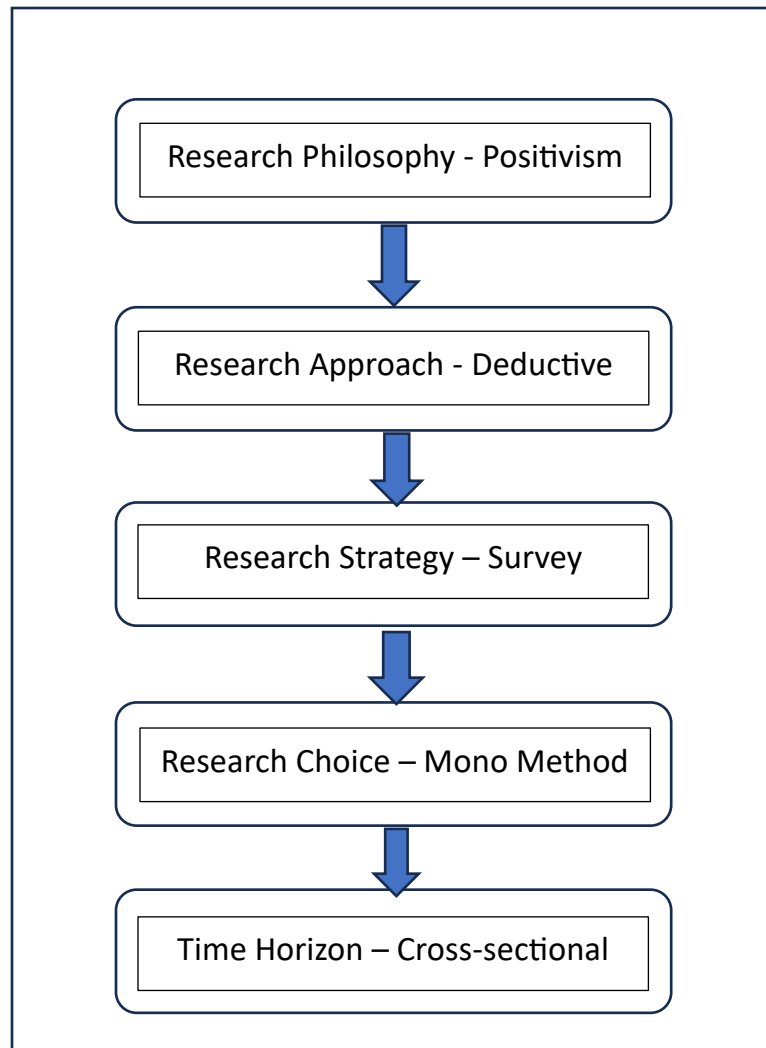
Research design is the mechanism to determine the methods and procedures for acquiring data and information. This would help the researcher to present the findings of the research in a logical manner. The writer has used the Saunders's Research Onion model in order to elaborate the research design used in this study. In this model there can be seen many layers such as research philosophies, research approaches, research strategies, research choices, time horizons and techniques.

Figure 3.4 Research onion model



(Source: <https://15writers.com/research-onion/>)

Figure 3.5 Research Onion segments which the writer had used



(Source: Author Developed)

The figure 3.5 shows the layers of the research onion model and the segments which the researcher had used in this study.

Layer 01: Research Philosophy.

The philosophies' corresponding philosophical positions make up this layer. The author utilized positivism in this study to try to solve the issue at hand. Positivism enables the researcher to examine the subject from one or both perspectives on the impact or function of social actors, and

then apply these perspectives to develop a useful methodology for this study. Additionally, positivism applies to this research because it primarily uses quantitative method.

Layer 02: Research Approach

The inductive and deductive approaches are the two primary ways that fall under the category of research approach. The researcher utilized a deductive technique in this study because he had reviewed previous ideas, created hypotheses, and tested them after obtaining evidence.

Layer 03: Research Strategy.

The fact that the researcher used a survey as a research strategy demonstrates how survey research methodology assists in in-depth analysis of the issue by enabling the testing of hypotheses with a good grasp of the relevant literature. The survey approach has been selected in accordance with the data needed for this specific study. When choosing this approach, the study objectives are also taken into account.

Layer 04: Research Choice.

Three sorts of research approaches are available: single-method, mixed-method, and multi-method. The mono technique combines quantitative and qualitative research approaches into a single approach. Subsequently, the mix approach employs both of the above techniques, while the multi method employs a greater variety of techniques. Considering all of the previously stated, the researcher chose to employ the mono technique, as only quantitative methods have been used in this study.

Layer 05: Time Horizon.

The term "time horizon" refers to the duration of the study. There are two varieties of this: the longitudinal time horizon and the cross-sectional time horizon. Since the data for this study was gathered at a single moment in time, the researcher took this into account and used the cross-sectional time horizon.

Layer 06: Techniques and Procedures.

The research onion model finishes with this layer. This includes the methods and approaches that were applied during the study. Both primary and secondary data were used by the researcher to gather information for this study. Additional information about this layer is provided below.

3.6 Sampling

Sampling planning

Figure 3.6 Sample planning

Unit of Analysis	Herbal tea consumers of HILL TOP Plantation PLC
Population	Individuals who purchase herbal tea in the Western province.
Sampling Technique	Under the non-probability sampling technique, the Snow ball sampling.
Sample Size	Total of 100 herbal tea consumer HILL TOP Plantation PLC.

According to the above table the unit of analysis is the major entity which the research is carried out. For the unit of analysis, the researcher has selected the herbal tea consumers of Gampaha district.

The populations include the individuals who purchase herbal tea in the Gampaha District.

The researcher has decided to utilize the snow balling sample technique which comes under the non-probability sampling technique to gather the sample for the research. The reason to choose the snow balling sample technique is because the population is hard-to-reach.

3.7 Data collection method

Primary data

Primary data are the information that the researcher gathers directly from sources such as surveys and interviews. The researcher has designed a structured questionnaire for 100 individual clients that reflect the whole cross section spanning Gampaha District in order to gather primary data for this study. Google Forms will be used to gather the necessary data.

Secondary data

Secondary data is information that has already been gathered by previous investigators and is easily accessible for use by subsequent researchers. The researcher obtained secondary data for this investigation from the following sources.

- Internal sales data - The researcher was able to determine important elements that are necessary for identifying the company issue by looking through Hill Top Herbal Tea's sales and marketing statistics.
- Hill Top herbal tea website - It was expected that the researcher could obtain the facts or information in a transparent, honest, and clear manner. include the company's general information. There is no other efficient method to quickly access secondary data sources like this one.
- Previously done research - Given that it offers a substantial amount of background material in this field, these researchers have been used as guides.
- Marketing journals - These journals aided the researcher in understanding and acquiring an overview on other studies that are relevant to this specific field.

3.8 Data analysis techniques

The research will be conducted under the quantitative methods, which is formed from the deductive approach where a testing of hypothesis takes places. The statistics which are required for this quantitative analysis will be generated through scale-based questions using the Likert scale. This measurement scale includes five response categories ranging from 1 – 5. The responses of the Likert scale will be shown in the diagram given below.

Figure 3.7 Likert scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

The following are the statistical tools used to analyze the data;

- Reliability Analysis - This test is used in this study to find the consistency of the set of measurements, often used to describe a test. This would be measured using Cronbach's Alpha, and the results are considered valid if the value of this Cronbach's alpha is higher than 6.5.
- Correlation Test - The relationship between each independent variable and the dependent variable is measured using this test. The Pearson's correlation test will be used for this.
- Regression Analysis - This is a collection of statistical procedures used to calculate the correlations between one or more independent variables and a dependent variable. Stated alternatively, this measures the degree of relationship between the variables that are independent and the dependent variable.

The researcher would use the SPSS software (Statistical Package for Social Science) to analyze the collected data.

3.9 Pilot survey

A survey that is conducted before the main survey is known as a pilot survey. In order to conduct a pilot study for this research, the researcher gave the prepared questionnaires to 10 individuals from the sample. The researcher conducted a pilot study to determine the questionnaire's accuracy. Based on the study's findings, the researcher was able to forecast the respondents' response patterns and restructure the questionnaire to better meet the study's goals. In order to guarantee the correctness of this questionnaire, the researcher was also able to reorder the items that these respondents found difficult to understand.

3.10 Ethical Consideration

When performing research, the study's ethical considerations are important. The researcher followed to research ethics for this investigation as well. There was no unlawful harm done to the respondents during the survey's administration. Few respondents declined to fill out this questionnaire. Initially, all of those who responded received sufficient information explaining the purpose of the survey as well as details regarding the research. Next, the researcher safeguarded the respondents' privacy by making sure that their identities were kept secret at all times and that the information gathered was not shared with any other parties. When using the work of other writers, the researcher added appropriate citing in the report, following the guidelines of the Harvard reference format.

3.11 Chapter Summary

The methodology of this research is covered in the chapter above. In the beginning, the researcher's conceptual framework which was created in light of the literature is discussed. The operationalization chart, which is used to operationalize the variables using the indicators, was then constructed in conjunction with the hypothesis. Subsequently, the author constructed the

research onion model and elucidated the correlation between the research and model layers correspondingly. The sample planning for this research study which takes into account the demographic, sampling methodologies, sample size, and unit of analysis was then addressed. The researcher outlined the stages involved in collecting data after the sampling section. This covers the collection of primary and secondary data. The methods for data analysis that the researcher used to examine the data that was collected afterward are addressed. Finally, the researcher's use of a pilot survey and ethical issues in this study have been addressed.

4. Chapter Four: Results and Discussion

4.1 Introduction

In this chapter the data which was collected by the researcher had been analyzed and the researcher had compared the results of the analysis with the set of objectives and the hypothesis. Only the quantitative data had been collected by the researcher by using a questionnaire. The data was collected from 100 herbal tea consumers of HILL TOP Plantation PLC in the Western province. These consumers are ranged from below 20, 20 – 35, 36 – 50 and above 50. This questionnaire includes four demographic questions. The dependent variable and four independent variables each include four Likert scale questions.

Firstly, the profile of the respondents has been shown which includes the demographic data of this questionnaire along with the frequency tables and the charts. Secondly the reliability test has been done by the researcher in order to find the consistency of the set of measurements, often used to describe a test. Thirdly, the correlation test has been done by the researcher to measure the relationship between each of the independent variables and the dependent variable. Finally, the regression test is done by the researcher in order to explain the strength of the relationship between the independent variables and the dependent variable.

4.2 Profile of the respondent

The following tables and charts mentioned below indicates the gender, age category, area of living, level of education and occupation. This information was important for the researcher in order to understand the respondent profile to complete this research.

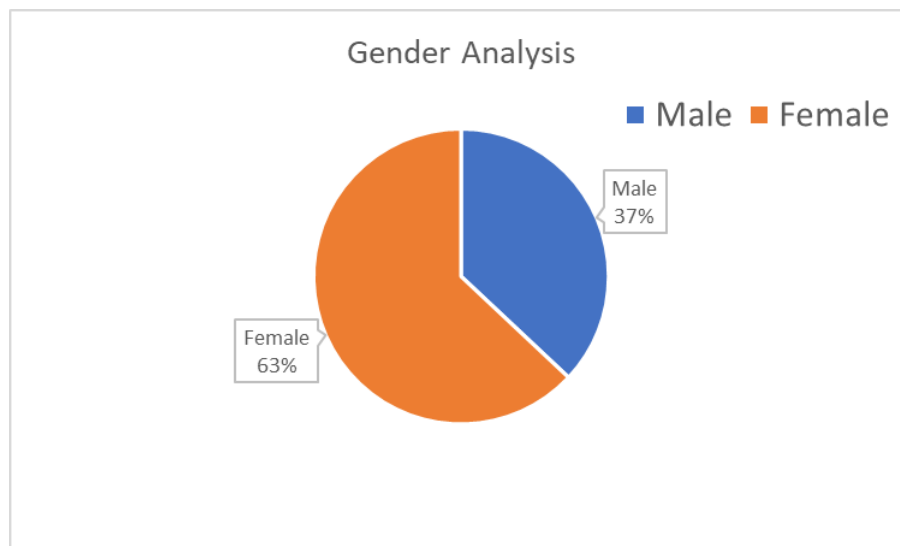
4.2.1 Gender

Table 4.1 Gender Analysis

(Source: SPSS output data)

		Q1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	37	35.9	37.0	37.0
	female	63	61.2	63.0	100.0
	Total	100	97.1	100.0	
Missing	System	3	2.9		
Total		103	100.0		

Figure 4.1 Gender analysis



These figures above illustrate the split of male and female respondents who participated in this survey. From the total of 100 respondents, it can be seen that majority of the respondents were female and they were accounted for 63% out of the total sample and the rest 37% were the male respondents. According to the researcher he/she thinks that this representative meets the requirement for this study.

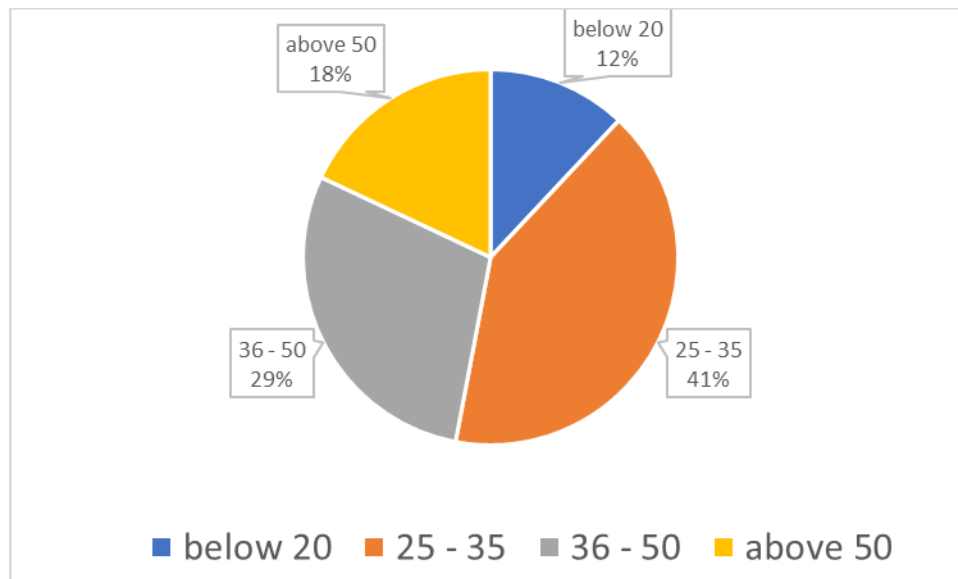
4.2.2 Age

Table 4.2 Age Category

(Source: SPSS output data)

		Q2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	12	11.7	12.0	12.0
	20 - 35	41	39.8	41.0	53.0
	36 - 50	29	28.2	29.0	82.0
	above 50	18	17.5	18.0	100.0
	Total	100	97.1	100.0	
Missing	System	3	2.9		
Total		103	100.0		

Figure 4.2 Age category



The above figures illustrate the age category distribution of the respondents who participated in the questionnaire. There can be seen three age categories below 20, 20 – 35yr, 36 – 50yr and above 50yr. Out of 100 respondents the majority of them belongs to the age group between 36 – 50yr which is 41.% and 29% of the respondents were in the age group 36 - 50yr. Finally, the remaining

respondents were age 50yr and above and age below 20yr. According to the researcher he/she thinks that this representative is enough for this study.

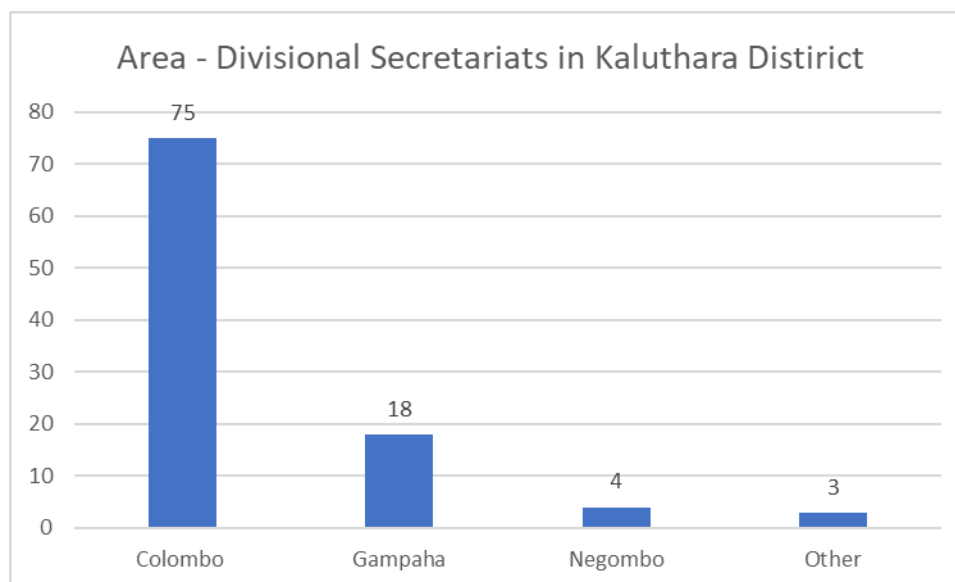
4.2.3 Area of living

Table 4.3 Area of Living

(Source: SPSS output data)

		Q3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	colombo	75	72.8	75.0	75.0
	gampaha	18	17.5	18.0	93.0
	negombo	4	3.9	4.0	97.0
	other	3	2.9	3.0	100.0
	Total	100	97.1	100.0	
Missing	System	3	2.9		
Total		103	100.0		

Figure 4.3 Area of living



These figures illustrate the respondent's area of living. The researcher had divided the Western Province into districts when collecting the data. The respondents were asked to put their area of living as districts which they belong in Western province. And later it was found that majority of 75 respondents out of 121 respondents were from Colombo. Then 18 respondents were from Gampaha district. Next 4 respondents were from Negombo district and 3 were from other districts.

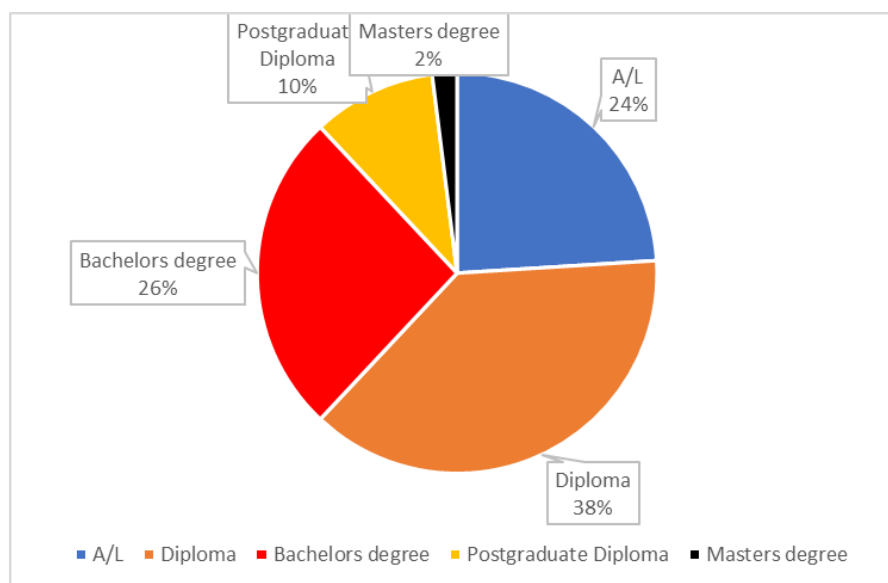
4.2.4 Level of education

Table 4.4 Level of education

(Source: SPSS output data)

		Q4			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A/L	24	23.3	24.0	24.0
	diploma	38	36.9	38.0	62.0
	bachelors degree	26	25.2	26.0	88.0
	postgraduate diploma	10	9.7	10.0	98.0
	masters degree	2	1.9	2.0	100.0
	Total	100	97.1	100.0	
Missing	System	3	2.9		
Total		103	100.0		

Figure 4.4 Level of education



These figures represent the respondent level of education. The largest group of respondents hold a diploma which is 38%. The smallest group holds a masters degree 2%.

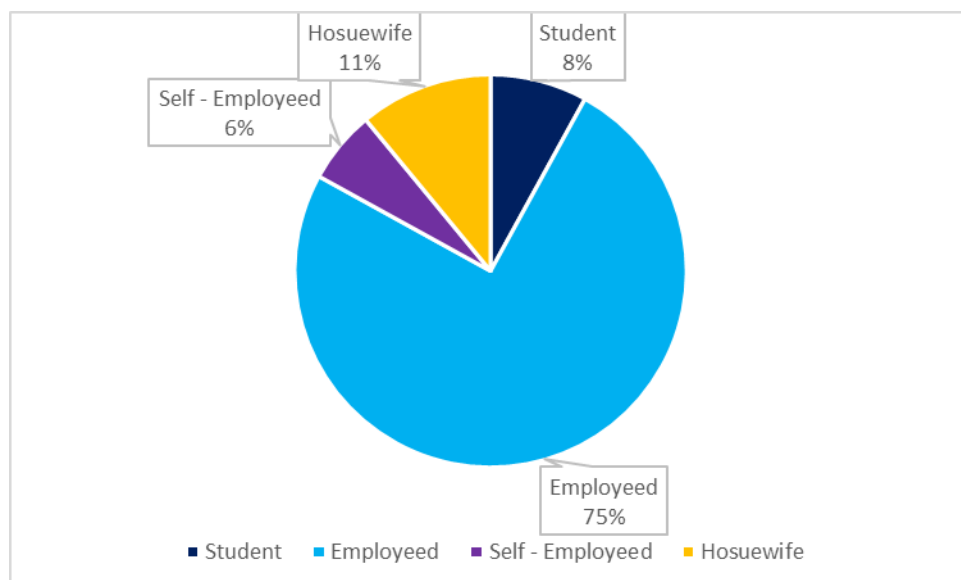
4.2.5 Occupation

Table 4.5 Occupation

(Source: SPSS output data)

		Q5			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	8	7.8	8.0	8.0
	employed	75	72.8	75.0	83.0
	self-employed	6	5.8	6.0	89.0
	housewife	11	10.7	11.0	100.0
	Total	100	97.1	100.0	
Missing	System	3	2.9		
Total		103	100.0		

Figure 4.4 occupation



The following figures illustrates the participants occupation. the figures express that 75% of the participants are employed and the lowest are 6% who are self-employed. Housewife's account for 11% and students 8%.

4.3 Reliability test

The level to which a test measures what it is supposed to assess consistently and steadily is the subject of this analysis. Stated differently, it indicates the extent to which a measuring method can be relied upon to yield consistent outcomes when used repeatedly. Typically, Likert scale questions are used for this assessment. It is possible to determine the reliability of the Likert scale questions with this test.

The Cronbach's Alpha value had been determined by the researcher. Here, the reliability test was carried out using the mean value of each variable by the researcher. A higher Cronbach's Alpha indicates more reliability in the data.

Table 4.6 Overall Reliability

(Source: SPSS output data)

Reliability Statistics	
Cronbach's Alpha	N of Items
.825	5

With the reliability test done by the researcher it was found out that the overall reliability of the sample data of this research was 0.825 which includes the data of all four independent variables and the dependent variable. This proves that the data is having a good consistency and researcher is able to continue with the analyze. The researcher was able to identify that this data is good consistency with the help of the table given below which shows the range of Cronbach's Alpha.

Table 4.7 Range of Cronbach's Alpha

(Source: Google Search Images)

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

4.4 KMO and Bartlett's Test

The KMO value of 0.600 suggests a moderate level of sampling adequacy, indicating that the dataset is suitable for factor analysis. Bartlett's Test of Sphericity is highly significant (Chi-Square = 805.874, df = 190, $p < 0.001$), which implies that the variables are correlated enough to provide a good basis for factor analysis. Therefore, both tests confirm that it is appropriate to proceed with factor analysis on this dataset.

Table 4.8 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.600
Bartlett's Test of Sphericity	Approx. Chi-Square	805.874
	df	190
	Sig.	<.001

4.5 Correlation Testing, Regression Analysis and hypothesis testing.

Correlation Analysis:

The purpose of this test is to determine the correlation between the dependent variable (purchase intention) and each independent variable (Trust, Price , quality, brand awareness). The R value in this case is between +1 and -1.

A positive correlation is defined as having a R value between 0 and +1, indicating that changes in the independent variable will cause changes in the dependent variable.

A negative correlation is defined as having a R value between -1 and 0, which indicates that changes in the independent variable will result in changes in the dependent variable that are also negative.

Table 4.9 Coefficient Range of Pearsons Correlation

+r values	Positive Values	-r values	Negative Values
0 to 0.19	Very Low Positive Correlation	0 to -0.19	Very Low Negative Correlation
0.2 to 0.39	Low Positive Correlation	-0.2 to -0.39	Low Negative Correlation
0.4 to 0.59	Moderate Positive Correlation	-0.4 to -0.59	Moderate Negative Correlation
0.6 to 0.79	High Positive Correlation	-0.6 to -0.79	High Negative Correlation
0.8 to 1.0	Very High Positive Correlation	-0.8 to -1.0	Very High Negative Correlation

Regression Analysis

The dependent variable and the independent variables of this study are estimated using a variety of statistical procedures. It states, rather simply, which factors are relevant to this investigation. The link between the dependent and independent variables has been explained in this analysis by the researcher using a basic linear regression model. This assisted the researcher in figuring out which elements are most important and which ones may be disregarded.

Thus, the hypothesis that emerged from the study in the methodology section has been put to the test, and the ANOVA test has been used to determine whether the hypothesis should be accepted or rejected.

The correlation, regression, ANOVA, and hypothesis testing methods will be used to analyze each of the four independent variables in the sections that follow.

4.6 Trust Analyzing

4.6.1 Reliability on Trust

Table 4.10 Trust reliability analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.766	4

The Trust variable's Cronbach's Alpha is 0.766, showing that the four items used to measure trust are consistent with one another. Typically, in social science research, a Cronbach's Alpha above 0.7 is deemed acceptable. This indicates that the items effectively measure the underlying concept of trust.

4.6.2 Correlation Analysis:

Table 4.11 Trust correlation analysis

Correlations			
		Trust	Purchase_intention
Trust	Pearson Correlation	1	.753**
	Sig. (2-tailed)		<.001
	N	100	100
Purchase_intention	Pearson Correlation	.753**	1
	Sig. (2-tailed)	<.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table shows the correlation between the dependent variable, "Purchase Intention," and the independent variable, "Trust." This analysis reveals a correlation coefficient of 0.753, indicating a strong positive correlation between trust and purchase intention of Hill Top herbal tea. Additionally, the p-value for these variables is less than 0.001, and the alpha value is 0.01 ($P = 0.000 < 0.01$). This demonstrates that the p-value is significantly lower than the alpha value, indicating a statistically significant correlation between trust and purchase intention. The correlation is significant at the 0.01 level, meaning there is a 99% confidence level in predicting that trust and purchase intention are positively correlated.

4.6.3 Regression analysis

Table 4.12 Model Summary between Trust and Purchase Intention

(Source: SPSS output data)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.563	.55705

a. Predictors: (Constant), Trust

The above model summary indicates that the adjusted R square value is 0.563. This implies that trust accounts for 56.3% of the variance in the purchase intention of customers towards Hill Top Teas herbal tea. In other words, 56.3% of the changes in purchase intention, which is the dependent variable, can be explained by the level of trust, the independent variable. The R value of 0.711 further supports the strong positive correlation between trust and purchase intention, as noted earlier. The standard error of the estimate is 0.59552, indicating the average distance that the observed values fall from the regression line.

Table 4.13 ANOVA table for Trust and the Purchase intention

(Source: SPSS output data)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.841	1	39.841	128.394	<.001 ^b
	Residual	30.409	98	.310		
	Total	70.250	99			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Trust

With reference to the table 4.18, it shows that $F=128.394$. The significance value of Trust and the purchase intention is mentioned as 0.000 which means that it is lesser than 0.01 ($P = 0.000 < 0.01$). Thus, it can be interpreted that this model is significance and therefore, it is accepted and can be continued. This depicts that Trust impacts for the change of purchase intention of customer towards Hill Top herbal tea.

Table 4.14 Coefficients table of for Trust and Purchase Intention

(Source: SPSS output data)

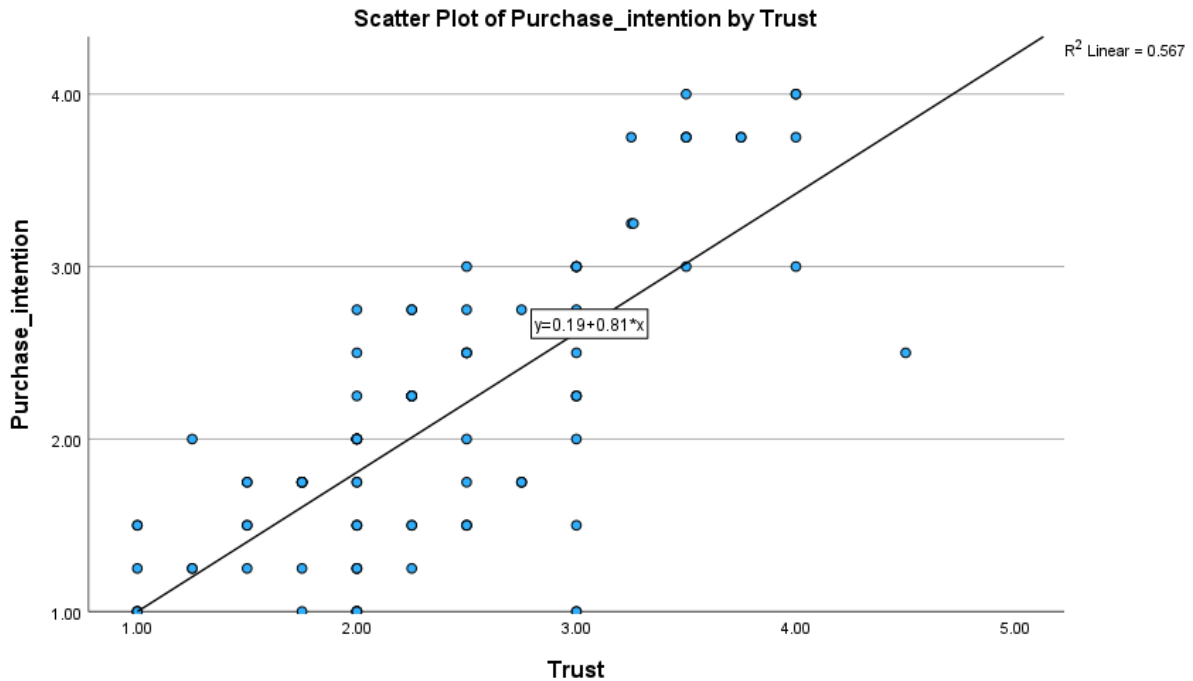
Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.192	.177		1.080
	Trust	.808	.071	.753	11.331

a. Dependent Variable: Purchase_intention

The above table depicts that the beta value which is similar to R is 0.753 for the Trust (Independent Variable) where the beta value is measured of how strongly each independent variable influences the dependent variable. Therefore, by using this analysis it can be concluded that there is a positive effect of Trust on the purchase intention of Hill Top Herbal tea. Moreover, the research equation for regression can be develop as, $Y = 0.19 + 0.81X$. In here Y will be denoting the dependent variable and X would be denoting independent variable.

4.6.4 Scatter/Dot graph of Trust and Purchase Intention

(Source: SPSS output data)



The above figure would be the scatter/dot graph which was created based on the equation which was built by the researcher using the coefficient table. By studying the above scatter/dot built it is visible that there is positive correlation between the purchase intention which is the dependent variable and the Trust which is the independent variable.

4.6.5 Hypothesis Testing

Null Hypothesis – H_0

Alternative Hypothesis – H_a

H_{01} - There is no impact on trust on consumer purchase intention

H_{a1} - There is an impact on trust on consumer purchase intention

The hypothesis was developed by the researcher in order to determine whether there is a relationship between the Trust and purchase intention. From the results which came out from the analysis, it was mentioned that the correlation of 0.753, which conclude that it is a moderate positive correlation between purchase intention and the Trust. And with the regression analysis it was found that price has a 50.0% impact on the purchase intention. Also, as P value was found out to be 0.000 which was less than the significance value of 0.01. Therefore, it can be said that it is statistically correlated. With these figures, it is clear that there is a relationship between the and purchase intention. Therefore, the null hypothesis (Ho1) can be rejected and the alternative hypothesis (Ha1) is accepted.

4.7 Price Analysis

4.7.1 Reliability for Price

Table 4.15 Price reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.735	4

The Price variable has a Cronbach's Alpha of 0.735, indicating a good level of consistency among the four items used to assess it. In social science research, a Cronbach's Alpha above 0.7 is generally considered acceptable. This suggests that the items are reliably measuring the same underlying concept of price.

4.7.2 Correlation Analysis

Table 4.16 correlation analysis for price

Correlations			
		Price	Purchase_intention
Price	Pearson Correlation	1	.608**
	Sig. (2-tailed)		<.001
	N	100	100
Purchase_intention	Pearson Correlation	.608**	1
	Sig. (2-tailed)	<.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The above table shows the correlation between the dependent variable which is the “Purchase Intention” and the independent variable which is “Price”. This analysis showed that there is a correlation of 0.608. This indicates that there is a moderate positive correlation between price and the purchase intention of Hill Top Herbal Tea. Also, the P value of these variables shows 0.000 and the alpha value is 0.01, which means P value is lesser than the alpha value ($P = 0.000 < 0.01$) of these two variables. So, it can be predicted that the price and the purchase intention are statistically correlated to each other. The correlation is significant at the level of 0.01. This means that a 99% confident level can be predicted.

4.7.3 Regression analysis

Table 4.17 Model Summary between Price and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.370	.364	.67190

a. Predictors: (Constant), Price

The above model indicates that adjusted R square value as 0.364 from the test carried out by the researcher. This means that price has a 36.4% impact on the purchase intention of the customers

towards the Hill Top Herbal Tea. Also, it means that 36.4% of the variance in the purchase intention which is the dependent variable is explained by the price which is the independent variable.

Table 4.18 ANOVA table for Price and the Purchase intention

(Source: SPSS output data)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.008	1	26.008	57.608	<.001 ^b
	Residual	44.242	98	.451		
	Total	70.250	99			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Price

With reference to the above table, it shows that $F=57.608$. The significance value of price and the purchase intention is mentioned as 0.000 which means that it is lesser than 0.01 ($P = 0.000 < 0.01$). Thus, it can be interpreted that this model is significance and therefore it is accepted and can be continued. This depicts that price impacts for the change of purchase intention of customer towards the Hill Top Herbal Tea.

Table 4.19 Coefficients table of for Price and Purchase Intention

(Source: SPSS output data)

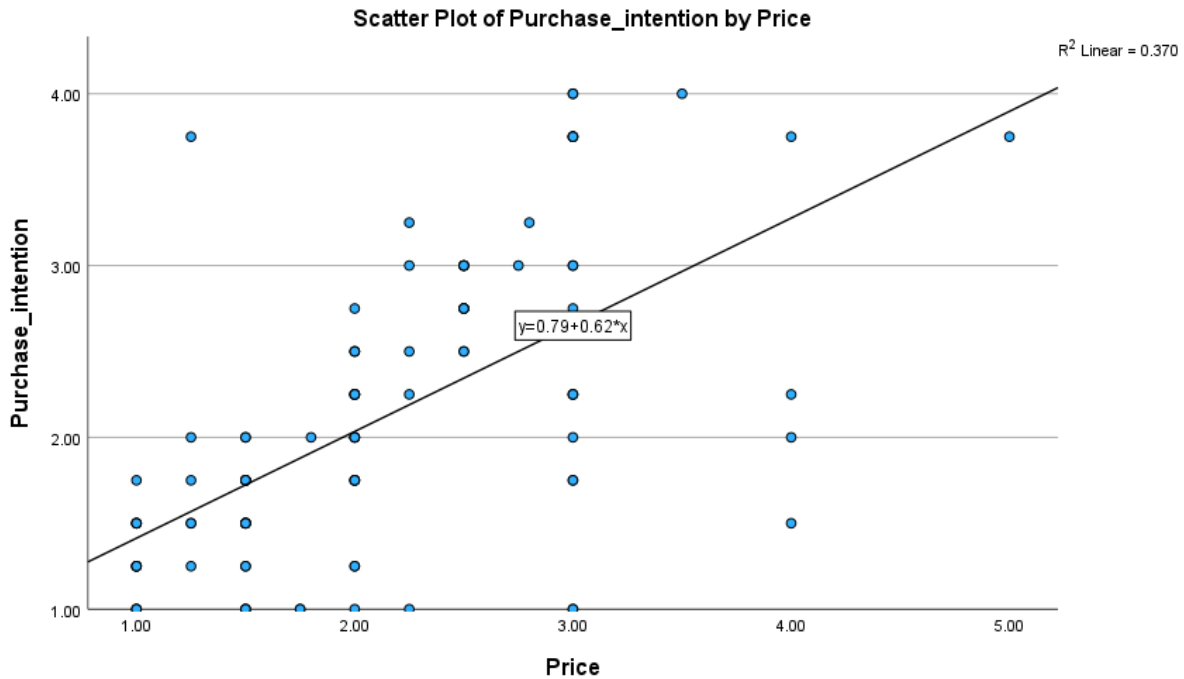
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.792	.185		4.283	<.001
	Price	.621	.082	.608	7.590	<.001

a. Dependent Variable: Purchase_intention

The above table depicts that the beta value which is similar to R is 0.608 for the price (Independent Variable) where the beta value is measured of how strongly each independent variable influences the dependent variable. Therefore, by using this analysis it can be concluded that there is a positive effect of price on the purchase intention of Hill To herbal Tea. Moreover, the research equation for regression can be develop as, $Y = 0.79 + 0.62X$. In here Y will be denoting the dependent variable and X would be denoting independent variable.

4.7.4 Scatter/Dot graph of Price and Purchase Intention

(Source: SPSS output data)



the scatter/dot graph which was created based on the equation which was built by the researcher using the coefficient table. By studying the tables and the above scatter/dot built it is visible that there is positive correlation between the purchase intention which is the dependent variable and the price which is the independent variable.

4.7.5 Hypothesis testing

Null Hypothesis – H_0

Alternative Hypothesis – H_a

H_{01} – There is no impact of price on consumer purchase intention.

H_{a1} – There is an impact of price on consumer purchase intention.

The hypothesis was developed by the researcher in order to determine whether there is a relationship between the price and purchase intention. From the results which came out from the analysis, it was mentioned that the correlation of 0.608, which conclude that it is a moderate positive correlation between purchase intention and the price. And with the regression analysis it

was found that price has a 36.4% impact on the purchase intention. Also, as P value was found out to be 0.000 which was less than the significance value of 0.01. Therefore, it can be said that it is statistically correlated. With these figures, it is clear that there is a relationship between the price and purchase intention. Therefore, the null hypothesis (Ho1) can be rejected and the alternative hypothesis (Ha1) is accepted.

4.8 Quality Analysis

4.8.1 Reliability for Quality

Table 4.20 Reliability for Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.805	4

The Quality variable shows a Cronbach's Alpha of 0.805, indicating a high level of internal consistency among the four items used to measure it. In social science research, an Alpha value above 0.7 is typically considered acceptable, meaning that these items reliably assess the underlying concept of quality.

4.8.2 Correlation Analysis

Table 4.21 Correlation analysis for quality

Correlations			
		Purchase_intention	Quality
Purchase_intention	Pearson Correlation	1	.701**
	Sig. (2-tailed)		<.001
	N	100	100
Quality	Pearson Correlation	.701**	1
	Sig. (2-tailed)	<.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.8 shows the correlation between the dependent variable which is the “Purchase Intention” and the independent variable which is “Quality”. This analysis showed that there is a correlation of 0.701. This indicates that there is a moderate positive correlation between price and the purchase intention Hill Top Herbal Tea. Also, the P value of these variables shows 0.000 and the alpha value is 0.01, which means P value is lesser than the alpha value ($P = 0.000 < 0.01$) of these two variables. So, it can be predicted that the price and the purchase intention are statistically correlated to each other. The correlation is significant at the level of 0.01. This means that a 99% confident level can be predicted.

4.8.3 Regression analysis

Table 4.22 Model Summary between Quality and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.491	.486	.60414

a. Predictors: (Constant), Quality

The above model indicates that adjusted R square value as 0.486 from the test carried out by the researcher. This means that price has a 48.6% impact on the purchase intention of the customers towards the Hill Top Herbal tea. Also, it means that 48.6% of the variance in the purchase intention which is the dependent variable is explained by the price which is the independent variable.

Table 4.23 ANOVA table for Quality and the Purchase intention

(Source: SPSS output data)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.481	1	34.481	94.472	<.001 ^b
	Residual	35.769	98	.365		
	Total	70.250	99			

a. Dependent Variable: Purchase_intention
b. Predictors: (Constant), Quality

With reference to the table to the above table it shows that $F=94.472$. The significance value of price and the purchase intention is mentioned as 0.000 which means that it is lesser than 0.01 ($P = 0.000 < 0.01$). Thus, it can be interpreted that this model is significance and therefore it is accepted and can be continued. This depicts that price impacts for the change of purchase intention of customer towards the Hill Top Herbal Tea.

Table 4.24 Coefficients table of for Quality and Purchase Intention

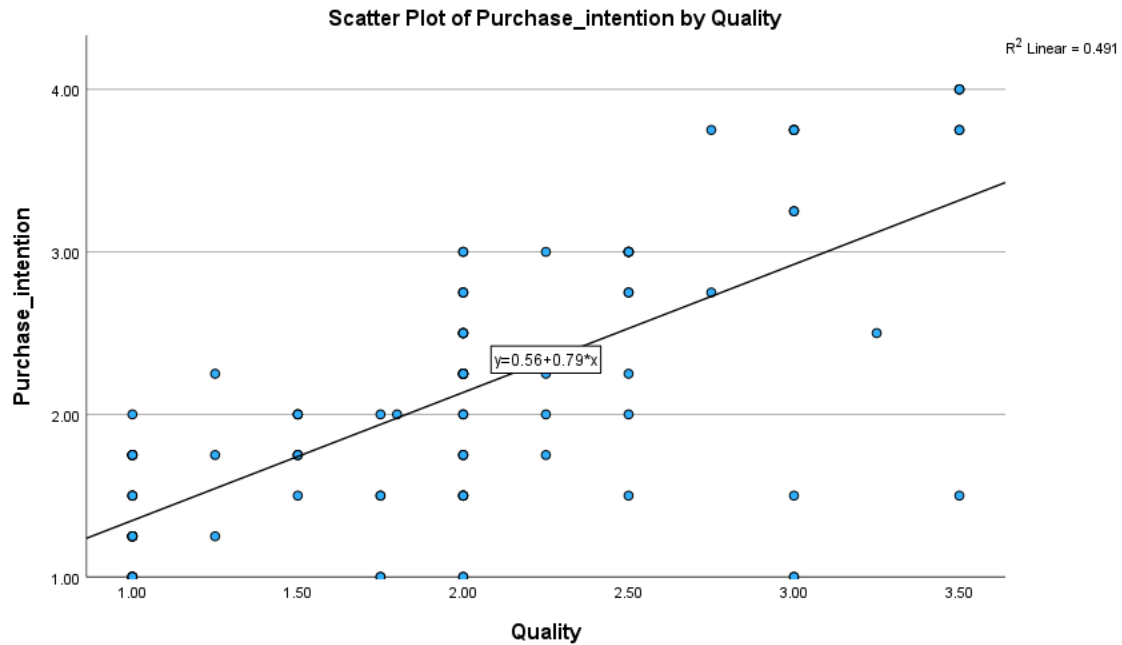
(Source: SPSS output data)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.559	.170		.001
	Quality	.788	.081	.701	<.001

a. Dependent Variable: Purchase_intention

The above table depicts that the beta value which is similar to R is 0.701 for the price (Independent Variable) where the beta value is measured of how strongly each independent variable influences the dependent variable. Therefore, by using this analysis it can be concluded that there is a positive effect of price on the purchase intention of Hill Top Herbal Tea. Moreover, the research equation for regression can be develop as, $Y = 0.56 + 0.79X$. In here Y will be denoting the dependent variable and X would be denoting independent variable.

4.8.4 Scatter/Dot graph of Quality and Purchase Intention (Source: SPSS output data)



the scatter/dot graph which was created based on the equation which was built by the researcher using the coefficient table. By studying the tables and the above scatter/dot built it is visible that there is positive correlation between the purchase intention which is the dependent variable and the price which is the independent variable.

4.8.5 Hypothesis Testing

Null Hypothesis – H_0

Alternative Hypothesis – H_a

H_{01} – There is no impact of perceived quality on consumer purchase intention.

H_{a1} – There is an impact of perceived quality on consumer purchase intention.

The hypothesis was developed by the researcher in order to determine whether there is a relationship between the price and purchase intention. From the results which came out from the analysis, it was mentioned that the correlation of 0.701, which conclude that it is a moderate positive correlation between purchase intention and the price. And with the regression analysis it was found that price has a 48.6% impact on the purchase intention. Also, as P value was found out to be 0.000 which was less than the significance value of 0.01. Therefore, it can be said that it is statistically correlated. With these figures, it is clear that there is a relationship between the price and purchase intention. Therefore, the null hypothesis (Ho1) can be rejected and the alternative hypothesis (Ha1) is accepted.

4.9 Brand Awareness Analysis

4.9.1 Reliability for Brand Awareness

Table 4.25 Reliability for Brand Awareness

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	4

The Price variable has a Cronbach's Alpha of 0.762, indicating a good level of consistency among the four items used to assess it. In social science research, a Cronbach's Alpha above 0.7 is generally considered acceptable. This suggests that the items are reliably measuring the same underlying concept of price.

4.9.2 Correlation analysis

Table 4.26 correlation analysis for Brand Awareness

Correlations		Purchase_intention	Brand_Awareness
Purchase_intention	Pearson Correlation	1	.706**
	Sig. (2-tailed)		<.001
	N	100	100
Brand_Awareness	Pearson Correlation	.706**	1
	Sig. (2-tailed)	<.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The above table shows the correlation between the dependent variable which is the “Purchase Intention” and the independent variable which is “Brand Awareness”. This analysis showed that there is a correlation of 0.706. This indicates that there is a moderate positive correlation between price and the purchase intention of Hill Top Herbal tea. Also, the P value of these variables shows 0.000 and the alpha value is 0.01, which means P value is lesser than the alpha value ($P = 0.000 < 0.01$) of these two variables. So, it can be predicted that the price and the purchase intention are statistically correlated to each other. The correlation is significant at the level of 0.01. This means that a 99% confident level can be predicted.

4.9.3 Regression analysis

Table 4.27 Model Summary between Brand Awareness and Purchase Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.499	.494	.59941
a. Predictors: (Constant), Brand_Awareness				

The above model indicates that adjusted R square value as 0.494 from the test carried out by the researcher. This means that price has a 49.4% impact on the purchase intention of the customers towards the Hill Top Herbal Tea. Also, it means that 49.4% of the variance in the purchase intention which is the dependent variable is explained by the price which is the independent variable.

Table 4.28 ANOVA table for Brand Awareness and the Purchase intention

(Source: SPSS output data)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.039	1	35.039	97.520	<.001 ^b
	Residual	35.211	98	.359		
	Total	70.250	99			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Brand_Awareness

the table shows that $F=97.520$. The significance value of price and the purchase intention is mentioned as 0.000 which means that it is lesser than 0.01 ($P = 0.000 < 0.01$). Thus, it can be interpreted that this model is significance and therefore it is accepted and can be continued. This depicts that price impacts for the change of purchase intention of customer towards the Hill Top Herbal Tea.

Table 4.29 Coefficients table of for Brand Awareness and Purchase Intention

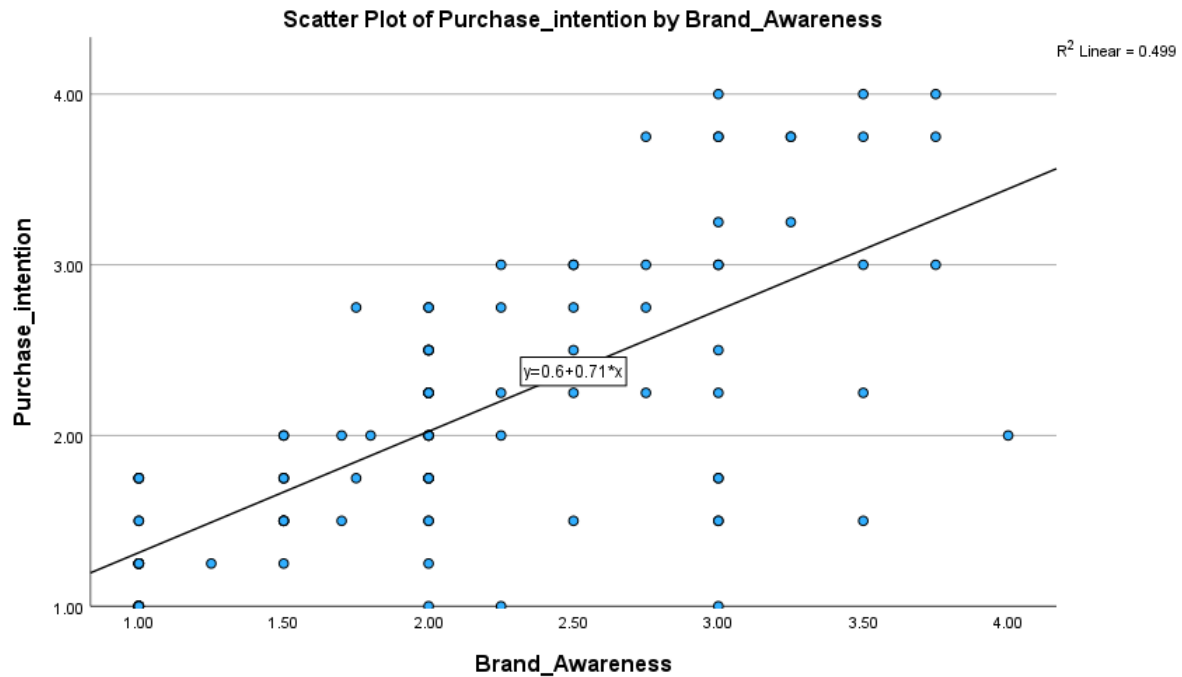
(Source: SPSS output data)

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.603	.163		3.703	<.001
	Brand_Awareness	.710	.072	.706	9.875	<.001

a. Dependent Variable: Purchase_intention

The above table depicts that the beta value which is similar to R is 0.706 for the Brand Awareness (Independent Variable) where the beta value is measured of how strongly each independent variable influences the dependent variable. Therefore, by using this analysis it can be concluded that there is a positive effect of price on the purchase intention of Hill Top Herbal Tea. Moreover, the research equation for regression can be develop as, $Y = 0.06 + 0.71X$. In here Y will be denoting the dependent variable and X would be denoting independent variable.

4.9.4 Scatter/Dot graph of Brand Awareness and Purchase Intention
(Source: SPSS output data)



The scatter/dot graph which was created based on the equation which was built by the researcher using the coefficient table. By studying the above tables and the above scatter/dot built it is visible that there is positive correlation between the purchase intention which is the dependent variable and the Brand Awareness which is the independent variable.

4.9.5 Hypothesis Testing

Null Hypothesis – H_0

Alternative Hypothesis – H_a

H_{01} – There is no significant relationship between Brand Awareness and Purchase Intention.

H_{a1} – There is a significant relationship between Brand Awareness and Purchase Intention.

The hypothesis was developed by the researcher in order to determine whether there is a relationship between the price and purchase intention. From the results which came out from the analysis, it was mentioned that the correlation of 0.706, which conclude that it is a moderate positive correlation between purchase intention and the price. And with the regression analysis it was found that price has a 49.4% impact on the purchase intention. Also, as P value was found out to be 0.000 which was less than the significance value of 0.01. Therefore, it can be said that it is statistically correlated. With these figures, it is clear that there is a relationship between the price and purchase intention. Therefore, the null hypothesis (Ho1) can be rejected and the alternative hypothesis (Ha1) is accepted.

4.10 correlation collectively for all variables

With that the correlation analysis, regression analysis and the hypothesis testing have been completed for each of the 04 independent variables. With the tables given below it shows the results of the correlation collectively for all variables.

Table 4.30 correlation collectively for all variables

		Correlations				
		Trust	Price	Quality	Brand_Awareness	Purchase_intention
Trust	Pearson Correlation	1	.513**	.550**	.601**	.753**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	100	100	100	100	100
Price	Pearson Correlation	.513**	1	.474**	.391**	.608**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	100	100	100	100	100
Quality	Pearson Correlation	.550**	.474**	1	.609**	.701**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	100	100	100	100	100
Brand_Awareness	Pearson Correlation	.601**	.391**	.609**	1	.706**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	100	100	100	100	100
Purchase_intention	Pearson Correlation	.753**	.608**	.701**	.706**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis indicates that all independent variables (Trust, Price, Quality, and Brand Awareness) are positively and significantly correlated with the dependent variable (Purchase Intention). Trust and Quality show the strongest correlations with Purchase Intention, followed closely by Brand Awareness and Price. These results suggest that enhancing trust, perceived quality, and brand awareness, as well as offering competitive pricing, can positively influence customers' purchase intentions.

4.11 Chapter Summary

In this chapter it was discussed about the findings of the quantitative data which was collected and analyzed by the researcher. The findings of all the variables have been reported using the graphical demonstrations and explained further. As per the analysis it was found out that there was an impact of Trust, price, Quality and brand Awareness towards the dependent variable which is the purchase intention.

5. Chapter Five: Conclusion and Recommendations

5.1 Introduction

This chapter presents the findings and the conclusions of this research in a logical sequence. All the results for each variable are discussed and a conclusion is formed based on these findings. Then the findings have been discussed in details and the conclusions are compared with the objectives in order to check whether the objectives of this research are met with these findings. Then the recommendations are provided based on the findings. Finally, to end this study the delimitations and the future research areas are mentioned.

5.2 Discussion and conclusion

A sample of one hundred Herbal Tea consumers from the Western Province was chosen in order to conduct this study. It was determined from the analysis's results that both male and female consumers had answered the survey. Nonetheless, women made up more than half of the responders. 37% of the total were men, while the remaining 63% were women who consumed herbal tea. Next, the age range of the customers was stated, and it was discovered that 41% of the users of herbal tea were between the ages of 25 and 35, and 29% were between the ages of 36 and 50. Merely 18% of consumers belonged to the under-20 age group. Therefore, it we can arrive at a conclusion saying that most for the consumers are from generation X.

Considering the level of education 24% of the respondents had completed Advanced Level (A/L) education, 38% had a diploma, 26% held a bachelor's degree, 10% had a postgraduate diploma, and 2% had a master's degree. This distribution shows a diverse range of educational backgrounds among the respondents, with the majority holding diplomas or bachelor's degrees. Looking at the participants occupation, 8% were students, 75% were employed, 6% were self-employed, and 11% were housewives. This distribution shows that the majority of respondents are employed, reflecting a workforce-dominated sample.

When the researcher finally conducted a reliability test to make sure that the data was consistent, the results indicated that the data's internal consistency could be classified as "Good," with a Cronbach's Alpha value of 0.825.

5.2.1 The relationship between Trust and Purchase intention

It was shown that there is a moderately positive connection between Trust and purchase intention when taking into account the independent variable "trust" and the dependent variable "purchase intention." This correlation, or "R value," is equal to .753, depicting a High positive correlation between “trust” and “Purchase Intention”.

The correlation analysis reveals a strong positive relationship between “Trust” and “Purchase Intention”, with a Pearson correlation coefficient of 0.753. The significance value for this correlation is less than 0.001, indicating that the result is highly statistically significant. Furthermore, it is claimed that 56.3% of purchase intentions are influenced by “Trust”. The researcher does not rule out the alternative hypothesis by taking things into account. Thus, at a 99% confidence level, it can be stated that there is a considerable link between price and purchase intention.

According to research by (Sumi & Kabir, 27 June 2018) customer trust is a major factor in determining why people want to purchase organic tea. Therefore, we can arrive at a conclusion through findings of the study saying that trust has significant influence of the purchase intention of the customers.

5.2.2 The relationship between Price and Purchase intention

It was shown that there is a moderately positive connection between Trust and Purchase intention when taking into account the independent variable "Price" and the dependent variable "purchase intention." This correlation, or "R value," is equal to .608, depicting a High positive correlation between “Price” and “Purchase Intention”.

The correlation analysis reveals a strong positive relationship between Price and Purchase Intention, with a Pearson correlation coefficient of 0.608. The significance value for this correlation is less than 0.001, indicating that the result is highly statistically significant. Furthermore, it is claimed that 36.4% of purchase intentions are influenced by price. The researcher does not rule out the alternative hypothesis by taking things into account. Thus, at a

99% confidence level, it can be stated that there is a considerable link between price and purchase intention.

In the study of (Magnusson & Arvola, April 2001) identified that organic items are a little more expensive. And therefore, It is a main reason why consumers do not have a favorable purchasing intentions for organic goods (Al-Sabbahy, February 2004). (Sharifuddin, n.d.) claimed that the high cost of herbal-based products as a deterrent. Therefore, with the above findings in the study we can arrive at a conclusion saying that Price has significant influence of the purchase intention of the customers.

5.2.3 The relationship between Quality and Purchase intention

It was shown that there is a moderately positive connection between Quality and Purchase intention when taking into account the independent variable "Quality" and the dependent variable "purchase intention." This correlation, or "R value," is equal to .701, depicting a High positive correlation between “Price” and “Purchase Intention”.

The correlation analysis reveals a strong positive relationship between Quality and Purchase Intention, with a Pearson correlation coefficient of 0.701. The significance value for this correlation is less than 0.001, indicating that the result is highly statistically significant. Furthermore, it is claimed that 48.6% of purchase intentions are influenced by Quality. The researcher does not rule out the alternative hypothesis by taking things into account. Thus, at a 99% confidence level, it can be stated that there is a considerable link between price and purchase intention.

According to previous studies, indicate that purchase intention for a range of consumer goods, including herbal tea, is significantly predicted by perceived quality (Walia et al., 2020). Also indicated that the way in which customers see a product's quality can have a direct impact on their propensity to buy. Therefore, with the above findings in the study we can arrive at a conclusion saying that Quality has significant influence of the purchase intention of the customers.

5.2.4 The relationship between Brand Awareness and Purchase intention

It was shown that there is a moderately positive connection between Brand Awareness and Purchase intention when taking into account the independent variable "Brand Awareness " and the dependent variable "purchase intention." This correlation, or "R value," is equal to .706, depicting a High positive correlation between “Brand Awareness” and “Purchase Intention”.

The correlation analysis reveals a strong positive relationship between Brand Awareness and Purchase Intention, with a Pearson correlation coefficient of 0.706. The significance value for this correlation is less than 0.001, indicating that the result is highly statistically significant. Furthermore, it is claimed that 49.4% of purchase intentions are influenced by Brand Awareness. The researcher does not rule out the alternative hypothesis by taking things into account. Thus, at a 99% confidence level, it can be stated that there is a considerable link between Brand Awareness and purchase intention.

According to the study conducted by (Kamaruniza.A & LathaD.S, 2022) concluded that results showed that 64% of participants are below 25 years and found that awareness about the herbal products among the youth is high. And the study further specified that 36% of the respondent's source on usage of herbal products is friends, 34% of the respondent's source on usage of herbal product is TV, and the majority of the respondents Source by the recommendation friends and highly attractive advertisements (Kamaruniza.A & LathaD.S, 2022). Therefore, with the above findings in the study we can arrive at a conclusion saying that Brand Awareness has significant influence of the purchase intention of the customers.

5.3 Variables result

Table 4.31 Variables result

Independent variable	Result
Trust	Accepted
Price	Accepted
Quality	Accepted
Brand Awareness	Accepted

5.4 Justification of study objectives

5.4.1 Primary objective

With reference to research articles, four variables were selected with the primary objective of identifying the factors affecting the purchase intention of Hill Top Herbal Tea in the Western Province. Based on these variables and the previously mentioned findings, it is evident that trust (56.3%), price (36.4%), quality (48.6%), and brand awareness (49.4%) will affect the purchase intention of Hill Top Herbal Tea.

5.4.2 Secondary Objectives

The first secondary objective was to identify the most significant factor affecting consumers' intentions to buy Hill Top herbal tea. After determining the variables influencing purchase intention, it is discovered that trust is the most important variable, impacting purchase intention by 56.3%.

Therefore, Trust (56.3%) is the most determinant factor affecting the purchase intention of the Hill Top AYUR Tea.

5.5 Recommendations

Hill Top Herbal Tea should use transparent and honest marketing techniques to increase customer trust. Trust may be greatly increased by giving thorough information about the sources of materials, manufacturing procedures, and compliance to quality certificates. Such as information about the sourcing of their ingredients, including the locations of the tea plantations and the farming practices used. Further enhancing credibility is the use of third-party endorsements and testimonials from customers.

Testimonials and feedback from customers are very important for establishing trust. Hill Top should make an intentional attempt to encourage happy consumers to publish reviews and social media updates about their experiences. Interacting with these reviews—both good and bad—

demonstrates that the business values feedback from customers and is dedicated to continued growth.

Hill Top Herbal Tea needs to pursue a price strategy that is competitive. Conducting regular market research to make sure their prices meet customer expectations and those of their rivals might be helpful. Making the tea more enticing without compromising perceived value may also be accomplished by periodically offering discounts, loyalty plans, or bundled offers.

For example, including items into value packages or giving discounts for larger orders might help make the tea more affordable for those on a budget.

It is necessary to maintain continuous communication and good quality. Hill Top Herbal Tea needs to give priority to ongoing quality assurance procedures and make high-quality ingredient purchases. Marketing strategies that promote the tea's exceptional flavor and health advantages might help draw attention to its high quality. Encouraging customer testimonials and reviews may help give potential consumers evidence of the product's quality.

By using multiple channels for marketing, you can boost brand recognition. This includes influencer relationships, social media interaction, digital marketing, and involvement in local events. Having unified branding and messaging on all platforms will contribute to building a powerful presence. Brand recognition may also be improved by providing educational information about the advantages of herbal tea and the distinctive features of Hill Top Herbal Tea.

For example, Hill Top has to make sure that its messages, color scheme, logo, and overall brand image are consistent across all media. Customers are more likely to remember the brand due to its consistency in helping to establish brand awareness.

5.6 Limitations of the study

- Though at there been many independent variables which affects the purchase intention, the researcher has selected only four independent variables for this study.
- Language will be a barrier because of language proficiency of the respondent.
- As the population of this study is huge, a sample size of 100 respondents in Gampaha District is only covered.
- Due to the limited time period, the researcher will follow a cross-sectional design as the data will be collected only once.

5.7 Time plan

Task	April				May				June				July				August			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Research Proposal																				
Developing Reserch topic																				
Finalize the research topic																				
Preparing the proposal																				
Literature Review																				
Supervisor Approval for the propsal																				
Research Proposal Presentation																				
Submit Research Proposal																				
Research Report																				
Prepare the questionares																				
Collecting Data																				
Analyzing Data																				
Prepare the Research Report																				
Supervisor Approval for the report																				
Submit Research Report																				
VIVA Defense																				
Final Handbound Submission																				

5.8 Areas for further research

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7. Annexures

Sample questionnaire

Dear Respondent,

This research is being conducted as part of my Post Graduate Diploma in Marketing at the Sri Lanka Institute of Marketing. The purpose of this questionnaire is to gather your valuable opinions about the factors affecting consumer preferences and sales decline of Hill Tops Herbal Tea. Your insights will significantly contribute to understanding the market dynamics and consumer behaviors, which are crucial for the successful completion of this study.

Your participation is highly appreciated, and I kindly request you to provide accurate and honest responses. Please be assured that all the information you provide will be kept confidential and will be used solely for academic purposes. Your identity will remain anonymous, and you do not need to mention your name.

Thank you for your time and cooperation.

Sincerely,

T A Ranasinghe

Section 01: Demographic Information of the respondent

(Please mark (v) in the appropriate box)

1. Gender

Male

Female

2. Age Category

20 – 35

36 – 50

Above 50

3. Residential Area

Colombo

Gampaha

Negombo

Other

4. level of education

A/L

Diploma

Bachelor's degree

Master's degree

5. Occupation

Student

Employed

Self-employed

Housewife

Section 02: Factors Affecting the Purchase Intention

Please indicate (√) on your choice using the given scale, keeping HILL TOP Herbal Tea rated on top of mind.

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

No	Questions	1	2	3	4	5
Trust						
	Do you feel that Hill Top Tea's herbal tea offers superior health benefits compared to other brands.					
	Do you feel confident in the consistency of the quality of Hill Top Tea's herbal tea.					
	Do you find the certification and labeling of Hill Top Tea's herbal tea to be clear and trustworthy.					
	Do you agree to give positive recommendations about Hill Top Tea's herbal tea for friends or family.					
Price						
	Do you feel that Hill Top Tea's herbal tea provides good value for the money spent.					
	I am satisfied with the experience when consuming Hill Top Tea's herbal tea.					

	Do you perceive the price of Hill Top Tea's herbal tea as an indicator of its high quality.					
	Do you find Hill Top Tea's herbal tea to be affordable within your budget.					
Quality						
	I am familiar with Hill Top Tea's herbal tea.					
	I find the package size of Hill Top herbal tea convenient.					
	Do you feel that consuming Hill Top herbal tea aligns with your personal image.					
	I feel I have a positive consumption experience with Hill Top herbal tea.					
Brand awareness						
	I easily recognize Hill Top Tea's brand when you see in stores or advertisements.					
	I feel Hill Top herbal tea is memorable after consuming.					
	I Have heard positive comments about Hill Top herbal tea through word of mouth from friends or family.					
	I have sufficient information about Hill Top herbal tea to make an informed purchasing decision.					

Section 03: Purchase Intention

Please indicate (v) on your level of agreement to the following statements using the below scale, based on the experience that you have with HILL TOP Herbal Tea.

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

No	Questions	1	2	3	4	5
Purchase intention						
	I intend to purchase Hill Top Tea's herbal tea because my past experiences with their products have been positive.					
	I am likely to purchase Hill Top Tea's herbal tea because I have a favorable attitude towards the brand.					
	I am willing to purchase Hill Top Tea's herbal tea because I perceive low risk in terms of quality and satisfaction.					
	I plan to purchase Hill Top Tea's herbal tea because I believe it offers health benefits that other brands do not.					

