

## **Market research on factors affecting for the introduction of an ayurvedic powder-based shampoo in Sri Lanka**

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Consumers' behavioral changes in terms of health orientation and ethical purchasing practices have urged the business organizations to come up with novel products that promote sustainable business practices. In particular, as a solution to the water crisis, this study will analyze the viability of the introduction of an ayurvedic powder-based or a water-less shampoo to the Sri Lankan market. The use of virgin coconut oil, aloe vera and neroli oil would promote the health benefits with their associated emollient characteristics. Accordingly, this research intends to analyze the impact of four variables, namely consumers' income, age, knowledge and type of the lifestyle on purchasing an ayurvedic powder-based shampoo. In an attempt to gain more insights to address the above-mentioned objectives, both qualitative and quantitative data were collected following the mixed method. The sample of the study consisted of 108 respondents and as the sampling techniques, convenience sampling and purposive sampling techniques were used to determine the samples for quantitative and qualitative studies respectively. Moreover, the data was collected by conducting eight semi-structured interviews and by distributing a questionnaire among hundred respondents. The quantitative data was analyzed using statistical tools and the qualitative data-set was analyzed by using the thematic analysis technique. As per the study findings, the income level affects the purchasing intention of the consumers which shows the price sensitivity of Sri Lankans. Therefore, it is suggested to set prices after a careful analysis since this may have an adverse impact on the profitability especially during the crisis situation. However, there is no association between consumers' age and lifestyle with the purchase of green products. Hence, future researchers can address this literature gap to find out what exactly influences Sri Lankans to purchase green products.

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