



Influencing factors on Purchase intention towards the Herbal Drinks: During the Covid-19 pandemic: Special reference to Undergraduates students

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ABSTRACT

The Covid 19 pandemics affecting many changes in the daily lives of people and outbreaks all over the field. People enrolled in the new lifestyle, especially herbal drink consumption. Moreover, people change their purchase patterns to enhance their health. The study focuses on purchase intention towards herbal drinks during the Covid 19 pandemics. The data was collected from 112 undergraduates (as a consumer) through a well-structured questionnaire administered in each and using the convenience sampling method from every province in Sri Lanka through an online survey. Data analysis was conducted using SPSS Software. The results showed that environmental attitude, health consciousness, social influence, and media influence significantly impact purchase intention of herbal drinks, and perceived government initiatives indicate was insignificant. The proposed model can explain 43.1% variation of purchase intention toward herbal drinks. This result also reinforced the applicability of including additional constructs in this model, as it has improved the exploratory power of the proposed model.

Keywords: *herbal drinks, Covid-19 pandemic, purchase intention*