Antecedents Affecting Purchase of Luxury Ayurvedic Skin Care Products

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Abstract

Purpose : The study examined how the various underlying antecedents affect the purchase satisfaction and the re-purchase intention of luxury ayurvedic skin care products among young Indian consumers.

Design/ Methodology/ Approach : A survey using the mall-intercept method was conducted in the Delhi - NCR region to understand the market of luxury ayurvedic skin care products with respect to the various dimensions defined in the literature. Data were collected from 203 respondents, and the proposed model was tested using partial least squares structural equation modeling (PLS - SEM) with Smart PLS v.3.2.7.

Findings : Ideal self-congruity, sense of power, and product knowledge were observed as strong influencers of purchase satisfaction ; whereas, actual self-congruity had weaker influencing relationships. Product satisfaction of luxury ayurvedic skin care products was found to strongly influence the re-purchase intentions.

Research Limitations/Implications : The findings were restricted to the young Indian consumers in Delhi - NCR, which cannot be generalized across the whole of India. Furthermore, only luxury ayurvedic skin care brands were considered.

Originality/ Value : Most studies have focused on luxury cosmetics and luxury skin care cosmetics; whereas, this study focused exclusively on luxury ayurvedic skin care cosmetic products. Self - congruity, sense of power, and product knowledge were added as antecedents towards purchase satisfaction and re-purchase intention of luxury ayurvedic skin care products.

Keywords: luxury, ayurvedic, skin care, Indian consumers, consumer behaviour, natural

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Luxury ayurvedic skin care industry is one of the fastest growing industries in India today, continually growing at 15 - 20% (Kaushik & Gupta, 2009). Active involvement of the consumers and the increasing emphasis on ayurvedic lifestyle has been a springboard for this industry. According to the Union Minister of State for AYUSH, the market size of ayurvedic products in India is forecasted to reach about US$8 billion by 2022. In the last few years, there is an upsurge in the natural segment in India, more specifically due to the personal care segment. The natural personal care segment is at about US$ 371 million, which is expected to grow faster in the next 5 years. Companies have tried to seize this opportunity and have launched traditional products and services with Ayurveda as the core proposition (PWC, 2018).

Ayurveda is becoming increasingly popular, and luxury ayurvedic skin care products are gaining strong

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grounds in the market. While appreciating the need for this unique proposition, luxury ayurvedic skin care brands have established unique identity values by crafting and delivering high-end ayurvedic luxury skin care products. From a skincare perspective, consumers often prefer products that stand out as vehicles to express their actual or desired status in the society (Turner, 2008). Environmental concerns are also regarded as an essential determinant for involving in ecological purchasing behaviour (Paladino, 2005). Therefore, consumers are now behaving ecologically regarding the use and application of skin products. Besides, females represent an evolving segment for ayurvedic skin care cosmetics and beauty care products (Srivastava, 2016). The salient reason being their positive assessment of the outcomes associated with ayurvedic cosmetics in comparison to synthetic products (Pudaruth, Juwaheer, & Seewoo, 2015). Mather, Knight, and Holdsworth (2005) asserted that female shoppers are willing to spend higher for ethical credentials associated with green cosmetics and beauty care products because of diminished perceived risks. This leads to favouritism towards the firms engaged in environmental practices. The growing desire for luxury ayurvedic skin care products indicates the strong potential of this new category, which further suggests the importance of studying and understanding the various dimensions of luxury ayurvedic skin care segment.

This growth is supported majorly by young population with rising income levels. The increasing need to look good and feel good combined with the need for ancient wisdom and modern aesthetics has led the consumers to seek ayurvedic practices and solutions to meet their various lifestyle challenges. Within the personal care domain, brands such as Forest Essentials and Kama Ayurveda have positioned themselves as luxury Ayurveda, which are capable of providing therapeutic values (Kapoor & Chaudhary, 2017). They manufacture a variety of products, which are premium-ranged mainly available at the company owned high-end retail stores (PWC, 2018). These brands have become the quintessential luxury ayurvedic brands, capturing a major chunk of the luxury ayurvedic skin care segment.

Ayurveda has a long history in India and continues to be intimately integrated into the daily lives of Indian consumers. Limited studies have been carried in this field. A recent study was carried out to examine the brand loyalty of female consumers towards cosmetic products in India (Srivastava, 2016). Also, factors that affect attitude and purchase intention were tested for cosmetic consumption by Indian male consumers (Shimpi, 2016).

This research is probably the first study in India which aims to examine the effect of two luxury ayurvedic skin care brands, that is, Forest Essentials and Kama Ayurveda, both of which are of Indian origin and heritage, which is a very unusual phenomenon in case of luxury brands. A recent research was conducted in the field of skin care products to analyze the factors which influence the buying behaviour of male consumers towards skin care products (Banerjee & Namboodiri, 2018). This study presents a distinctive contribution in the body of luxury literature by studying the motivations and drivers of young Indian female consumers and understands their effect on purchase decisions primarily for the personal skin care category which has not been previously studied in the Indian context.

Literature Review

(1) Self - Congruity : The theory of self - congruity states that consumers prefer brands and products which they associate with a set of personality congruent to their own (Boksberger, Dolnicar, Laesser, & Randle, 2011). Self-image congruence and self-congruence is generally studied synonymously (Matzler, Strobl, Stokburger - Sauer, Bobovnicky, & Bauer, 2016). Status seeking consumers who perceive themselves as affluent, living in luxury and high status tend to choose fine dining restaurants for special occasions as they feel it helps in displaying their lifestyle (Kwun & Oh, 2007). Such consumers patronize luxury branded products as it reflects their self - image (Grzeskowiak & Sirgy, 2007). The motivation to express the actual and ideal self is often the basis of consumer's brand choice and brand selection (Ericksen & Sirgy, 1989). The evaluation of the brand is done by

comparing the brand-user image with the consumer's self-concept (Kressmann, Sirgy, Herrmann, Huber, Huber, & Lee, 2006). The concept of brand-user image asserts that the "personality" of a brand replicates the typical figure of the distinctive consumer of the brand. Brand personality is defined as the collection of human personality traits that are both applicable as well as relevant to the brand (Azoulay & Kapferer, 2003). The process of comparing brand personality with consumer self-concept is known as self-congruity (Sirgy, 1982). According to Wang and Griskevicius (2014), products which are conspicuous such as cars, clothes, and cosmetics are readily visible and easier to observe in public, and are thereby subject to "social scrutiny." Therefore, consumers tend to purchase brands which are consistent with their self-image and are able to reinforce their personality attributes by achieving internal self-consistency (Choi & Rifon, 2012 ; Peters & Leshner, 2013; Phua & Kim, 2018).

(2) Sense of Power : Everyday, consumers encounter various situations, which leave them feeling both powerful and powerless (Rucker & Galinsky, 2008). Power is a fundamental concept in social science and can be defined as the asymmetric control over valued resources among social relations (Rucker, Galinsky, & Dubois, 2012). Power of an individual emerges from their personality traits, physical characteristics, or situational contexts such as status, authority, and social interactions (Keltner, Gruenfeld, & Anderson, 2003) which gets activated cognitively, structurally, or physically (Rucker et al., 2012). Sense of power also enhances the self-esteem of the individual, which gets reflected in their purchase decisions (Carney, Cuddy, & Yap 2010 ; Huang, Galinsky, Gruenfeld, & Guillory, 2011 ; Koo, Kwon, & Shavitt 2012 ; Ostinelli, Luna, & Ringberg, 2014 ; Van Kerckhove, Geuens, & Vermeir, 2015). Research further states that there is a strong association between power and resources in context to the psychological state of mind (Rucker & Galinsky, 2008). The association of high status with consumption is often a strong indicator of power (Fiske & Berdahl, 2007). By possessing status-seeking goods, consumers are able to feel that they are able to restore their sense of power. The concept of luxury products and brands further goes on to suggest that the desire to purchase products is not only because of the inherent functional values associated with the products, but also because of the fact that these products act as a vehicle to convey the consumers' social status (Rucker & Galinsky, 2008).

(3) Product Knowledge : Product knowledge is constructed in terms of functional and symbolic product associations. The term product knowledge can be theoretically defined as the overall knowledge of a product which includes all the relevant information about functional and various offerings on the same product by a different brand (Biswas & Sherrell, 1993). Product knowledge is the top ranked determinant which influences the consumer purchase behavior (Burton, Howlett, & Tangari, 2009). On the basis of product knowledge acquired, the consumer forms an impression about product value and related purchase risk. The study on product knowledge has been carried out under various names, such as "product familiarity," "expertise," and "experience." Product knowledge can be further alienated into two discrete concepts : "familiarity and expertise." Product knowledge can be studied in terms of both subjective and objective knowledge (Hazen, Overstreet, Jones - Farmer, & Field, 2012 ; Michaud & Llerena, 2011). As per the categorization theory, prior product knowledge acquired by the consumer helps in determining the evaluation process and to make a final purchase decision (Loken, Barsalou, & Joiner, 2008).

(4) Purchase Satisfaction : Satisfaction is defined as the consumers' overall feeling of contentment derived from consumption of a product when the desires and expectations of the consumers have been met (Kotler & Keller, 2011). Prior studies have concluded that customer purchase satisfaction helps in triggering a positive reaction towards repurchase intentions (Ringle, Sarstedt, & Zimmermann, 2011). A satisfied customer is the most likely to return to purchase the same product (Mittal & Kamakura, 2001). Hence, purchase satisfaction forms the basis to create a repurchase by the consumer (Pakdil & Aydın, 2007). Purchase satisfaction or consumer satisfaction is the

fundamental idea in consumer research and marketing application (Oliver, 1997). "Whether the buyer is satisfied after the purchase depends on the offer's performance concerning the buyers' expectations" (Gandhi & Kang, 2011, p.129). The significant factors impacting purchase satisfaction are the overall quality of the product, the price of the product, and the expectations from the products (Anderson, 1998). In other words, customer satisfaction unlocks the complex door of customer retention.

(5) Re-purchase Intention : Re-purchase intention may be defined as an individual's judgement about purchasing specific product/(s) or service/(s) again of the same brand taking into account his or her current situation and likely circumstances (Hellier, Geursen, Carr, & Rickard, 2003). Repurchase intentions are generally an outcome of brand satisfaction and commitment (Erciş, Ünal, Candan, & Yıldırım, 2012). Purchase intention has a strong relationship with repurchase intention. Consumers who have a positive purchase intention tend to purchase more in future (Akhter, 2010). An intention to repurchase is much stronger than purchase intention as it indicates the continuation to purchase in future (Huy Tuu & Ottar Olsen, 2009 ; Zeithaml, Berry, & Parasuraman, 1996). In some cases, repeat purchase intention may also result in an increased customer lifetime value (Lewis, 2006 ; Shah & Mehta, 2012).

Research Framework and Hypotheses

(1) The Effect of Ideal Self - Congruity on Purchase Satisfaction of Luxury Ayurvedic Skin Care Products : It is widely accepted that consumers prefer products that promote their identity (Aaker, 1996). Researchers have established that consumers tend to have a higher purchase satisfaction in case of products that help the consumers express the kind of human being they are or the kind of human being they aspire to be. Many studies have shown that ideal self - congruity has a more significant impact on purchase satisfaction (Sirgy, 1982). Previous research has pointed out that there exists a strong link between ideal self - congruity and purchase satisfaction in context of skin care products, while the contribution of ideal self-congruity about luxury ayurvedic cosmetics needs to be further examined. The concept of ideal self-congruity asserts that luxury products serve to satisfy consumer's desire for self-esteem, thereby promoting favourable evaluation of these products (Grzeskowiak & Sirgy, 2007). This ultimately leads to higher purchase satisfaction in context to luxury products (See Figure 1). Therefore, it can be hypothesized that :

✦ **H1$_a$:** The higher the ideal self - congruity with luxury ayurvedic products, the higher the purchase satisfaction.

(2) The Effect of Actual Self - Congruity on Purchase Satisfaction of Luxury Ayurvedic Skin Care Products : The self - congruity model asserts that there will be higher purchase satisfaction in case of products that are more congruent with the self-concept of the consumers (Boksberger et al., 2011). The motives of self - consistency impact the product or the brand choices of the consumers. The self - consistency motives refer to individuals' desire to enhance the positive feelings of self-regard by persistently behaving by their view of themselves (Sirgy, 1985). The match of the brand - user image with the consumer's actual self-image has a direct impact on the purchase behaviour of the consumer. The higher the match, the more likely the consumers will implicitly infer that the use and re-use of the brand will satisfy their need for self - consistency, thereby enhancing purchase satisfaction and motivating re-purchase intentions. This would further have an impact on customer loyalty and customer lifetime value. Therefore, it is very important to take this antecedent into consideration. In the case of conspicuous products such as luxury skin care products, the importance of actual self-congruity is widely recognized. This study aims at understanding the role of actual self-congruity in the purchase of luxury ayurvedic skin care cosmetics (see Figure 1). Therefore, it can be hypothesized that :

✦ **H1₆ :** The higher the actual self-congruity with luxury ayurvedic products, the higher the purchase satisfaction.

(3) The Effect of Sense of Power on Purchase Satisfaction of Luxury Ayurvedic Skin Care Products : In the social world of consumers, power is considered to be one of the most critical forces as it takes front and centre stage of everyday life. Research has found out that consumers conceptualize power as social status. Consumers might view others with status as powerful and respected, therefore, social status can be considered as a source of power (Fiske & Berdahl, 2007). According to the previous research, sense of power is believed to influence consumers' preferences and spending propensities. Therefore, it can be inferred that consumers who feel powerful may acquire luxury products which are associated with status. A research conducted by Van Kerckhove et al. (2014) underscored that consumers with high sense of power have a preference for desirable product categories over the utilitarian products. However, the impact of this aspect on the purchase of luxury ayurvedic skin care products is far less known. This study addresses the gap in literature by focusing on the effect of power on the purchase satisfaction of luxury ayurvedic skin care products in context to the impact of sense of power in the case of luxury ayurvedic products (see Figure 1). Therefore, it can hypothesized that :
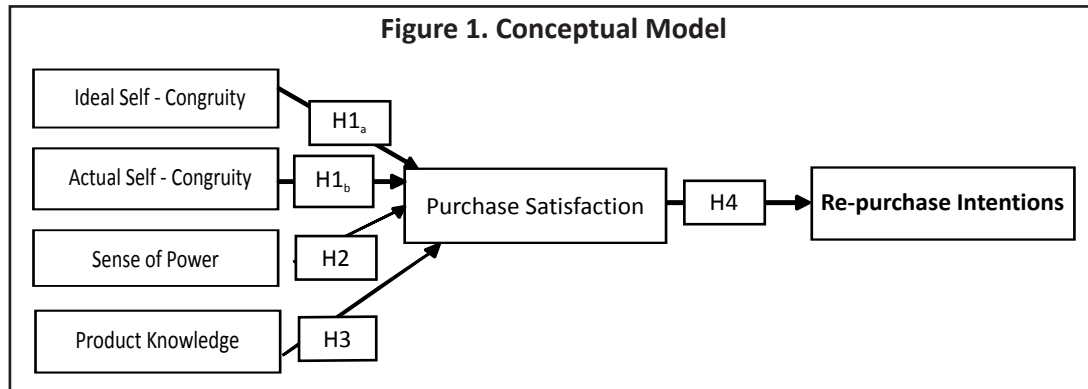
✦ **H2 :** The higher the sense of power in the case of luxury ayurvedic products, the higher the purchase satisfaction.

(4) The Effect of Product Knowledge on Purchase Satisfaction of Luxury Ayurvedic Skin Care Products : Product knowledge aims at assessing the products by comparing the various functional and symbolic attributes of the products with consumes' ideal or desired performance specifications. Performance specifications are nothing but expectations of the consumers, based on their product knowledge, regarding the performance of the products. If product knowledge leads to the desired results, then the consumer is likely to have a favourable attitude towards the product. This favourable attitude will further have a positive impact on the purchase satisfaction of the consumers. This study aims to examine the link between product knowledge and purchase satisfaction concerning luxury cosmetics - specifically ayurvedic. Therefore, we hypothesize that the greater the product knowledge of the luxury ayurvedic cosmetics, the greater the purchase satisfaction (see Figure 1). This is because product knowledge serves to satisfy consumers' need for information about the various functional and symbolic attributes of the product promoting the consumer to evaluate one's own brand positively, thereby having a favorable impact on purchase satisfaction (Loken et al., 2018). Studies have concluded that the knowledge of a product plays a key role in forming expectations of product performance and loyalty (Bennett, Härtel, & McColl - Kennedy, 2005). There is a strong association between product knowledge and purchase satisfaction (Laroche, Vinhal Nepomuceno, & Richard, 2010). Therefore, it can be hypothesized that :

✦ **H3 :** The greater the product knowledge of luxury ayurvedic products, the greater the purchase satisfaction.

(5) The Existence of a Positive Relationship Between Purchase Satisfaction of the Preferred Luxury Ayurvedic Skin Care Products and Re-Purchase Intentions : It has been long argued that purchase satisfaction has a direct impact on re-purchase intentions. Consumers are more likely to repurchase products that have given them a satisfactory experience. Consumers' previous satisfactory experience with the product motivates the consumers to evaluate the brand positively leading to re-purchase. A strong purchase satisfaction leads the consumer to evaluate the brand positively and further motivates the consumer's re-purchase intentions. Few studies on understanding purchase behaviours and decisions of conspicuous products have underscored that repurchase intention is a direct outcome of purchase satisfaction. There is a strong association between purchase satisfaction and repurchase intentions (Ecris et al., 2012 ; Saleem, Zahra, & Yaseen, 2017) (see Figure 1). Therefore, it can be hypothesized that :

Figure 1. Conceptual Model

Ideal Self - Congruity → H1$_a$

Actual Self - Congruity → H1$_b$ → Purchase Satisfaction → H4 → **Re-purchase Intentions**

Sense of Power → H2

Product Knowledge → H3

✦ **H4 :** There is a positive relationship between purchase satisfaction of the preferred luxury ayurvedic products and re-purchase intentions.

Methodology

The objective of the study is to identify the factors that lead young consumers to purchase luxury ayurvedic skin care products. In order to collect the data, luxury ayurvedic brand buyers / users were identified as the respondents for the study. A self - administered and structured questionnaire was used to collect the primary data. The study participants consisted of 203 consumers from shopping malls across Delhi - NCR, which had stores of Forest Essentials and Kama Ayurveda. The data were collected through the mall - intercept method. The responses were collected every day, including weekends during 11:00 A.M to 6:00 P.M over a period of six weeks in the month of December 2018. Each respondent responded to the questionnaire keeping in mind any skin care product from Forest Essentials or Kama Ayurveda. Mall - intercept method has emerged as one of the most popular methods in consumer research (Ganesh, Arnold, & Reynolds, 2000 ; Jayasankaraprasad & Kathyayani, 2013). The responses obtained from the mall - intercept method are more reliable as the respondents are regular shoppers (Bush & Hair Jr., 1985).

The survey instrument, that is, the survey questionnaire was developed using the online survey development tool : Survey Monkey. The questions consisted of established scales. Both brand and consumer personality (ideal self, actual self, and brand personality) were measured using a scale developed by Geuens, Weijters, and De Wulf (2009) because of the established validity in a cross-cultural context. Self-congruity was calculated by arriving at the mathematical difference between brand personality and consumer personality based on the method proposed by Sirgy et al. (1997). To measure product knowledge, sense of power, purchase satisfaction, and repurchase intention, existing scales proposed by Heitmann, Lehmann, and Herrmann (2007) ; Rucker and Galinsky (2008) ; Beatty and Talpade (1994) ; and Jones and Taylor (2007), respectively were modified to arrive at the final instrument. All the items except sense of power were measured on a 7-point scale, where 1 represented *"strongly disagree"* and 7 represented *"strongly agree".* In case of sense of power, a 12 point scale was used in which 1 represented *"not at all"* and 12 represented *"extremely."*

Analysis and Results

The study utilizes partial least squares structural equation modeling (PLS - SEM) using SmartPLS v.3.2.7 to test the measurement and structural models. PLS - SEM is considered suitable for the analysis as the study contains

Table 1. Factor Loadings

	Actual Self-Congruity	Ideal Self-Congruity	Power	Product Knowledge	Purchase Satisfaction	Repurchase Intention
Actual Self-Congruity (ASC)	1					
Ideal Self-Congruity (ISC)		1				
PK1: I know pretty much about ayurvedic luxury beauty products.				0.918		
PK2 : Among my circle of friends, I am one of the "experts" on ayurvedic luxury beauty products.				0.56		
PK3 : Compared to most other people, I know less about ayurvedic luxury beauty products.				0.6		
PK4 : When it comes to ayurvedic luxury beauty products, I really do not know a lot.				0.645		
PK5 : I do not feel very knowledgeable about ayurvedic luxury beauty products.				0.659		
PK6 : I have a lot of experiences with ayurvedic luxury beauty products.				0.704		
PK7 : I feel familiar with ayurvedic luxury beauty products.				0.829		
Power 1 : To what extent having your preferred luxury ayurvedic brand makes you feel powerful?			0.921			
Power 2 : To what extent having your preferred luxury ayurvedic brand makes you feel respected?			0.795			
PS1 : This is one of the best luxury ayurvedic beauty brands I could have bought.					0.691	
PS2 : This luxury ayurvedic beauty brand is exactly what I need.					0.869	
PS3 : This luxury ayurvedic beauty brand hasn't worked out as well as I thought it would.					0.867	
PS4 : I am satisfied with my luxury ayurvedic beauty brand.					0.854	
PS5 : Sometimes, I have mixed feelings about keeping this luxury ayurvedic beauty brand.					0.683	
PS6 : My choice to buy this luxury ayurvedic beauty brand was a wise one.					0.917	
PS7 : If I could do it over again, I'd buy a different luxury ayurvedic beauty brand.					0.735	
PS8 : I have truly enjoyed this luxury ayurvedic beauty brand.					0.882	
RI1 : I will consider my preferred brand as the first choice to buy luxury ayurvedic beauty products.						0.94
RI2 : I will buy more luxury ayurvedic beauty products from my preferred brand in the future						0.762
RI3 : I will go back to my preferred brand's outlet/website to buy luxury ayurvedic beauty products in the future.						0.874

two formative, single item constructs (actual and ideal self - congruity) along with reflective measures (Hair, Ringle, & Sarstedt, 2011).

(1) Convergent Validity : Convergent validity in the model is estimated using factor loadings, average variance explained, and composite reliability as suggested by Hair et al. (2011). The factor loadings (Table 1 & 2) of all the items on their respective constructs are above the recommended threshold of 0.5 (Hair et al., 2011). The items with low factor loading were removed. Cronbach's alpha and composite reliability for all the items are above the recommended value of 0.70 (Table 2). The AVE indicates the overall variance in variable items accounted for by the latent constructs. The AVE for all measures exceeds the level of 0.5 (Hair et al., 2011). These findings confirm the convergent validity of all the proposed indicators.

(2) Discriminant Validity : Discriminant validity is measured as the degree to which the items are unrelated. It is tested by indicating a low correlation between the measurement items for different constructs (Cheung & Lee, 2010). In the proposed measurement model, discriminant validity is validated by the Fornell - Larcker criterion according to which the AVE of each variable should be higher than the squared correlations between all other variables. As shown in Table 3, Table 4, and Table 5, the measurement model provides satisfactory discriminant validity.

(3) Results of the Structural Model and Hypotheses Testing : The model fit criterion PLS path modelling is indicated by the standardized root mean square residual (SRMR). The SRMR of the model is 0.08, which is under the cut-off value recommended by Henseler, Hubona, and Ray (2016). The hypothesized paths are analyzed from significance levels of path coefficients after running the bootstrapping procedure set at 5000 samples. The bootstrapping results are compiled in the Table 4. The results indicate acceptance of four out of five hypothesized

Table 2. Construct Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Actual Self-Congruity	1	1	1	1
Ideal Self-Congruity	1	1	1	1
Power	0.845	0.858	0.85	0.74
Product Knowledge	0.876	0.892	0.875	0.507
Purchase Satisfaction	0.94	0.946	0.941	0.667
Repurchase Intention	0.895	0.904	0.896	0.743

Table 3. Discriminant Validity

	Actual Self-Congruity	Ideal Self-Congruity	Power	Product Knowledge	Purchase Satisfaction	Repurchase Intention
Actual Self-Congruity	1					
Ideal Self-Congruity	0.594					
Power	-0.129	-0.172	0.86			
Product Knowledge	-0.292	-0.166	0.468	0.712		
Purchase Satisfaction	-0.051	0.107	0.561	0.811	0.817	
Repurchase Intention	0.069	0.275	0.427	0.705	0.894	0.862

Table 4. Path Coefficients

		Path Coefficients	Sample Mean (*M*)	Standard Deviation (STDEV)	*t*-value	*p*-value	Hypothesis Supported
H1$_a$	Actual Self-Congruity --> Purchase Satisfaction	0.057	0.053	0.076	0.753	0.452	Rejected
H1$_b$	Ideal Self-Congruity -->Purchase Satisfaction	0.242	0.25	0.077	3.161	0.002	Accepted
H2	Power --> Purchase Satisfaction	0.261	0.245	0.074	3.514	0	Accepted
H3	Product Knowledge --> Purchase Satisfaction	0.745	0.756	0.06	12.448	0	Accepted
H4	Purchase Satisfaction --> Repurchase Intention	0.894	0.895	0.029	31.058	0	Accepted

Table 5. Model Fit*

	Saturated Model	Estimated Model
SRMR	0.076	0.08
d_ULS	1.479	1.601
d_G1	1.266	1.264
d_G2	0.973	0.986
Chi-Square	928.449	944.66
NFI	0.764	0.76

Note. *SRMR - standardized root mean square residual ; d_ULS, d_G1, d_G2 - measures for good fit ; NFI - normal fit index

relationships. Product knowledge is seen to have the strongest influence on consumer purchase satisfaction ($\beta = 0.745$, $t = 12.448$, $p < 0.001$) followed by power ($\beta = 0.261$, $t = 3.514$, $p < 0.001$) and ideal self - congruity ($\beta = 0.242$, $t = 3.161$, $p < 0.001$) ; whereas, actual self-congruity does not have any significant influence on consumer purchase satisfaction ($\beta = 0.057$, $t = 0.753$, $p > 0.001$). Purchase satisfaction is also observed to influence repurchase intentions strongly ($\beta = 0.894$, $t = 31.058$, $p < 0.001$).

Discussion and Implications

Ideal self - congruity is shown to have a positive impact on the purchase satisfaction of the consumers. Consumers may possess the desire to own luxury ayurvedic skin care products, which help them express their ideal self. The motivation to communicate the type of person they aspire to be is often the driving force that instigates the consumers to choose various brands and products (Ericksen & Sirgy, 1989). Luxury ayurvedic skin care brands can offer greater purchase satisfaction to consumers by acting as a vehicle to help them express their ideal self. It is highly likely that consumers will have a more significant purchase satisfaction if there is a higher chance that the consumers can show their ideal self through the use or purchase of that product. Therefore, to ensure product satisfaction, it is imperative for the luxury ayurvedic skin care brands to understand the need of ideal - self congruity so that the consumers can draw a reliable comparison between a consumer's ideal self-concept and a brand's personality. Much research has also proven the fact that purchase satisfaction will have a direct impact on the repurchase intention of the consumers. Therefore, it is extremely imperative for the luxury ayurvedic skin care brands to understand the importance of ideal-self congruity so as to not only ensure purchase satisfaction, but to also boost the re-purchase intentions of the consumers.

In terms of actual self - congruity, it is shown that there is no strong relationship between actual self-congruity and purchase satisfaction of luxury ayurvedic skin care products. The fact that the luxury brands are aspirational in nature explains the reason why actual self-congruity does not have an impact on the purchase satisfaction of the consumers. In context of luxury ayurvedic skin brands, the consumers are more inclined to express their ideal self

than to express their actual self, and hence, there is no linear relationship between actual self-congruity and purchase satisfaction. Therefore, it is interesting to note that in contrast to previous studies, actual self-congruity does not play a role in influencing the consumers' purchase satisfaction in context of luxury ayurvedic skin care cosmetics. This could be attributed to the fact that luxury brands are becoming more and more aspirational. Therefore, it can be concluded that luxury ayurvedic skin care cosmetic brands should focus more on the ideal self-congruity as compared to the actual self-congruity so as to achieve better results in context of purchase satisfaction and repurchase intentions.

The findings also show that there exists a positive linear relationship between sense of power and purchase satisfaction of luxury ayurvedic skin care cosmetics. The fact that power is possibly one of the most imperative forces in the consumers' world explains the existence of this linear relationship between sense of power and purchase satisfaction, even in the case of luxury ayurvedic skin care cosmetics. Throughout the day, individuals are likely to have experiences of feeling both powerful and powerless (Rucker & Galinsky, 2008). Much research has proven the fact that luxury brands provide offerings that often boost consumers' sense of power and respect. This boost in the sense of power further impacts the purchase satisfaction of consumers. Perhaps, same as in the case of luxury ayurvedic skin care products. The linear relationship between the sense of power and purchase satisfaction explains that the use of luxury ayurvedic skin care products leave the consumers feeling more powerful and respected. This may encourage consumers to feel content with their purchase and further support them to make a re-purchase.

Therefore, luxury ayurvedic skin care cosmetic brands should focus more on the aspect of power and respect to ensure a higher degree of purchase satisfaction. This higher degree of purchase satisfaction further influences the re-purchase intentions of the consumers, and hence, this variable plays a significant role in the case of luxury ayurvedic skin care cosmetics. This result should be taken into prime consideration by the marketers to ensure better results in context of both the customers as well as the brand.

Product knowledge is found to be a critical factor in influencing purchase satisfaction in case of luxury ayurvedic skin care cosmetics. A strong base of product knowledge further leads to the enhancement of the product knowledge structure. Information about a person or any object leads to an organized structure of knowledge by an individual which they utilize for processing information about several activities in multiple ways (Alba & Hutchinson, 1987). Both, the enhancement of product knowledge structure and the enhancement of information processing activities play a critical role as far as purchase satisfaction is concerned. In the case of luxury brands, the fact that these brands are not ordinary or straightforward makes it extremely crucial for the consumers to acquire as much knowledge as possible about the brand and the products. This acquired product knowledge further serves a testimony of consumers' correct and smart choice. This ultimately leads to consumers feeling more content and satisfied with their purchases. Therefore, as far as luxury ayurvedic skin care cosmetics are concerned, it can be pointed out that more the product knowledge, the higher will be the chance of purchase satisfaction, and hence, marketers should focus on increasing the product knowledge of their target audience to boost purchase satisfaction and repurchase intentions.

As for purchase satisfaction and repurchase intentions, the results show a significant relationship between the two variables. Purchase satisfaction is considered to be an important link in establishing long term relationships, and it is believed that luxury brands cannot survive without the establishment of strong relationships with their consumers (Patterson & Spreng, 1997). Purchase satisfaction plays a significant role in invoking re-purchase intentions (LaBarbera & Mazursky, 1983). The linear relationship between purchase satisfaction and re-purchase intention forms a fundamental basis for the survival of luxury brands, and hence, luxury ayurvedic skin care brands should widely focus on purchase satisfaction and re-purchase intentions of the consumers to gain an edge in this distinguished segment. Although Ayurveda has a long and illustrious history, it is still at a nascent stage where there is much left to explore and incorporate newer ways of branding and marketing these products. In India, there

is a deep cultural acceptance of natural and holistic beauty products, which is rapidly increasing due to the rise in the purchasing power and rising disposable income. The slow and steady demand has let them mark themselves as products which are natural, less harmful, and effective, categorizing them as 'clean beauty.' The study reveals that millennials are also a market to luxury ayurvedic products who were not thought to be as conventional consumers of this product category. This sets a huge platform for brands of ayurvedic products to remould their image and significance among consumers of all age brackets. They should focus on radically expanding the current market base for luxury ayurvedic products while establishing stronger channels of distribution. This gives luxury ayurvedic brands to make the most of this opportunistic market which has tremendous growth and a potential to expand.

Limitations of the Study and Scope for Future Research

At first, the study only focuses on luxury ayurvedic skin care products restricted to a small sample size of only Delhi - NCR. This is a very niche segment of consumption, which is limited only to the elite class or to those who strongly believe in ayurvedic or natural products. For further studies, it is suggested to investigate the factors related to brand trust and commitment. In addition, different product categories can be examined and future studies can be extended to study relationships between brand loyalty and brand trust. Further investigation can also be carried out to study the attitude towards luxury ayurvedic skin-care products. Customer satisfaction and gender can be studied as moderating variables. An extension of the study could also consider combining both quantitative and qualitative approaches and to develop a better model.

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