



# TRADITIONAL MEDICINE CREATION QUALITY AFFECTING ACQUIRING CHOICE OF ESTATE PEOPLE IN THE GALLE DISTRICT, SRI LANKA

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*Abstract:* The main impartial of the study is to investigate the effect of the level of traditional medicine creation quality on acquiring choice of estate people in Galle district in Sri Lanka. This paper focuses on analyzing the current usage of traditional medicine creations, trend of the market, approach to competitive advantages and means to deliver the best product according to customer preferences. This study was based on the responses from 130 estate people respondents in Galle district. Convenient sampling method was used as the sampling technique of the study. A questionnaire was distributed among the selected Estate people to collect the data. Respondents were requested to specify their answers by way of five-point Likert scaling method. The data was analyzed with the assistance of SPSS version 23. Mean score and standard deviation in respect of all the variables, descriptive analysis along with correlation coefficients and regressions to test the significant relationship between independent and dependent variables were performed. According to the outcomes of the study, a positive but not significance effect was observed of traditional medicine creation quality on acquiring choice of estate people in the Galle district of Sri Lanka.

*Index Terms* - Creation quality, acquiring choice, estate people, traditional medicine, herbal products

## I. INTRODUCTION

The word "Traditional Medicine" literally means the knowledge (Veda) of life (Ayu). Therefore, traditional medicine ayurveda can be called as the first record of scientific medicine in the history of the world. According to Singh (2015) Kungkumadi lepam, Dasnga lepam, hadanadi lepam, Dasana samskar churna, Kumkumadi taila, Nilibringaraj taila, Himsagar taila, could be identified as well-established medicine in traditional medicine. It improves the quality of life and it increases the life span of humans. Consequently, many people have moved into herbal products due to improved health awareness and the less harmful side effects of those creations. This study extends to explore the demand for Traditional Medicine Creations in Galle district of Sri Lanka. The focus of the study is to investigate the traditional medicine quality of the creations on the acquiring choice of the Estate people in the Galle district in Sri Lanka.

However, there is a conflict in acquiring choice of creations alternatives due to a number of internal and external environmental factors (Anjana, 2018). Further, literature shows evidence of a high impact of the marketing mix towards consumer purchase intention. "Marketing mix is a set of manageable variables that the company can use to effect the buyer's response" (Kotler, Polonsky & Hastings 2013). Product, price, promotions, place (4ps) are the components of marketing mix, which support the establishment to build a inimitable selling point and enhance the brand image of company in the market that tend to increase

of potential consumers. Among the above 4ps, product is one of the main concepts, which is given priority, especially in product-oriented companies.

The production decision is the manner in which the company decides on the variables and select the areas that need to be developed in the company. Product diversity, quality, design, price, features, brand, packaging, sizes, services, warranty and performance, promotion, appearance, durability, reliability, location, benefits are some of the variables (Kotler et al. 2013). Acquiring more knowledge on production decisions that benefits the customer, enables the organization to adopt the best market strategy to enhance the sales. This in turn guides resource allocation, assigns responsibilities, provides an opportunity to analyze cost benefit resilience and facilitates the communication process. Lack of proper strategies could affect product decisions, and thereby companies will not gain any competitive advantage posing a threat to the survival of the company (Anjana, 2018).

Therefore, appropriate strategies and plans are needed to determine the demand of Estate people for traditional medicine creations. If not, it would be difficult to compete with western products and on the other hand, the companies would lose the competitive advantage, jeopardizing the company's very existence (Anjana, 2018). Hence, it is noted that identifying the factors affecting for the traditional medicine creations is highlighted as a significant value. The problem of this is to determine whether traditional medicine creations quality has an effect on the acquiring choice of Estate people in the Galle district in Sri Lanka. The main objective of this study is to determine the impact of traditional medicine creations quality on acquiring choice of estate people in Galle district. According to the disclosed information, the research problem of the study can be continued as research questions as is there an impact of traditional medicine creations of quality in the estate people in the Galle district, Sri Lanka.

## II. LITERATURE REVIEWS

Traditional medicine creations are those goods that used to uphold, or advance health and fitness can be denoted as herbal products or Ayurvedic products. In this environment, the traditional medicine creations in Sri Lanka cater to the desire and demand of the specialists. consumers, who have more concern and care about their health are very keen on traditional medicine creations. Study has shown that cosmetology is a continuous process among people, and the need for consumer representation and materialism is growing at large (Jacob, 2017).

People who have a great concern on beauty are intense on their appearance and feel positive about it. This has directed the progress of the skin and beauty industry around the world. For example, in 2003 the global marketplace for cosmetics and toiletries (C&T) was US \$ 201 billion, a growth of 4.8% over 2002, with hair care products maintaining their place as the furthestmost appreciated supplement (Ketabchi, 2017). Universal cosmetics and toiletries sector have shown a figure of US \$ 42.4 billion for global sales in 2003 according to Adesola & Baines (2005). Because of advanced promotions of beauty products and publicity of their raw materials, consumers tend to value these more and they are prepared to even pay more to buy qualitative Ayurveda products (Gazzola, 2020).

According to Jacob, (2017) the satellite television in the western world is expanding its sensitivity to beauty and fashion and, hence factors like communication affect the increase of the sales of cosmetics among number of Estate people in the workforce. Especially the care products users tend to become more concerned about the safety of the skin and beauty has become a brand loyalty these days.

In Sri Lanka, based on the Galle District, rural and urban development (109,921 - 11.1% and 863,309 - 87.2%) and economic and social development have also created a greater awareness among the people on their health and beauty and special attention is being paid to their skin care including protection from ultraviolet rays. Due to the relatively large disposable income, ever-changing lifestyles, the powerful effect of satellite television and associated media, and the availability of more options and products, Sri Lankan consumers have intensified the use of skincare products. Sales of natural beauty products are on the rise in Europe as revenue doubles every few years (Kovats & Akhtar, 2008). As an example, in the United States market alone, the growth rate of 'shea' butter consumption is estimated to exceed 25% yearly and will remain increasing. In 2006, the Gulf Cooperation Council (GCC) market share raised by 17% of its total market share (Jacob, 2017).

Incidentally, Malhotra & Chaubey (2003) indicates several reasons for the growth of the co-protection trade in this situation in a very confined area in Chandigarh, India. Researchers disclose that growing fitness, fashion and beauty awareness are linked to enhanced income, scientific developments, product and media trends. This has added to the development of the beauty and skin care trade in Chandigarh, India. Therefore, 'Lifestyle Marketing' has arisen as a significant strategy for local and global marketers to persuade customers to receive their proposals.

Cosmetic products are not just for females today; males also progressively using cosmetic products (Gazzola, 2020). Conventionally females used cosmetics for health, but recent studies show that males too use cosmetics more and more, boosting the future of the beauty industry as per Gough, Hall & Seymour-Smith, (2014). As the demand from males and females for cosmetics rises, the market is expanding, and a large number of competitors are emergent in this trade and Ayurveda care products is one of such players among many industries (Jacob, 2017).

According to the study conducted by Anjana, (2018) a number of plants are used to grow Ayurvedic skin care products, including seeds, fruits, bark, hawthorn, wood, leaves, roots, flowers, ginger, coconut oil, milk, honey, salt and water. Pollen too is used for soft material for balm ingredients. The importance of it as a healing agent and their part in cosmetic care is now extensively known and recognized. As regards to the antidote, medicinal, aromatic, herbal, flavoring, perfumery, cosmetic nature of these along with other natural products create an interest among people and even exploitation has been growing over the past few years (Kumari, et al., 2018).

A research on customer acceptance of Ayurveda treatments, Klepser & Klepser (1999) quantified four types of impacts that affect customers' acceptance of Ayurveda therapies, which are customer, social hierarchies, modes of communicating, and features of herbals. The impact of customer features on customer acceptance of Ayurveda therapies comprises demographic features. Use of herb experts as an evidence source was also found to have an important and optimistic connection with acceptance of herbal therapies. Even though a grocery store was a general cause for herb purchase, it was not initiate to have connected with herb adoption.

A research on females' purchasing behavior of cosmetics, conducted by Murphy, Rutter, Squares, Quail, & Saunde (2009) exposed that the features persuading purchase decision of cosmetic products can be named as "primary benefit" and "secondary benefit". The primary advantage comprises of price, quality, and quantity. However, the secondary advantage comprises elements of the product, the purpose of consumption of the product, pioneering appearances, producer's prominence, and guarantee of the product.

Conventional herbal products are experienced in quite a few countries, together with, Australia, Africa, Bangladesh, Brazil, China, and India. The World Health Organization approximations indicates that at least 80% of the population, globally depend on conventional medicine to fulfill their prime health care requirements (Pathmaperuma & Fernando, 2018). In Sri Lanka, for an instance, the practice of consumption of plants for beauty-care is being experienced from the early time, predominantly between the indigenous societies, and in the last few decades, the tendency of spreading among the conventional people that have now become a drive (Yusuf, Chowdhury, Wahab, & Begum, 1994). Herbal products are now social fascinations across age, gender, race, and religion in Sri Lanka. Herbal products have adequate elements used in caring solutions, and perfumed mixtures added as bases of flavors and perfumes.

Sri Lankans are consuming these products for their beauty and skincare in diverse purposes, together with, hair care products for as hair fall protections, dandruff and baldness; facial treatments such as acne and freckles, eliminating wrinkles, fresh breath; body care treatments such as body grace etc. Prominently, Ayurveda care products have acknowledged much attention from the consumers in regard to fat burning treatment. A rising number of consumers are fluctuating their purchase and consumption practice to Ayurveda products, and thus reviewing their purchasing purposes, standards and the influence of marketing mix variables on purchasing purposes and values could perhaps donate to the current information in the context of Sri Lanka (Gamage, 2021). Srivastava & Chaubey (2010) state that during the last five - six years the use of cosmetics by Estate people has increased significantly in India, showing greater interest in personal grooming.

### **Herbal Beauty Products**

"Cosmetics and beauty care products are established from a medicinal and herbal source to innovate the pharmacological essence of the ingredients used in traditional medicine" (Pudaruth, Juwaheer & Seewoo, 2015). Consumers are not using herbal beauty care products due to ecological anxiety or the individual views, but buyers often choose beauty products that reflect their roles and their actual or desired status in a society. Cosmetic beauty care products are dominant to the routines of consumers and self-image of females. Currently people are linking and judging each other on how they look in external appearance rather than looking into what they do (Pudaruth, Juwaheer & Seewoo, 2015).

The willingness of a customer to purchase a certain product or a service is referred to as purchase intention (Jacob, 2017). The willingness of buying fashion products is vastly increasing in the current era. Fashion acceptance connected behavior and consumer's level of fashion connection could be minimal or



intense in the marketplace due to some of the external variables. External elements with disagreement, price, and standard may also apply for the effect on consumer behavior or intent. Consumers' observations of products, in a contentious style can distress purchase behavior as per Mohamad, Yunus, Som, & Ungku, (2018).

The emotional intention to buy a product or a service is often based on post purchase behavioral patterns. In the marketplace, customers make the buying decision, and this decision taken by them need to measure whether they made the correct one or not. End user or the consumer make the post purchase decision and that past purchase behavior can encourage the future purchase intention. Upcoming buying purpose is mostly well-thought-out as a post-purchase process, Researchers believe that post-purchase purposes are regularly used to envisage consumers' future behavior (Mohamad, Yunus, Som, & Ungku, 2018).

According to the study of herbal beauty care products, it is important to know about the rate of purchase intention for these types of herbal products. The researchers have clearly mentioned that there is a positive attitude towards the herbal products. Frequent researches backing that the optimistic associations among consumers' attitudes and behavioral intents for green purchasing in diverse cultures. Not only the attitudes but the previous consumptions and experiences too directly impact on the customers buying decision. Consumers' historical knowledge with other organic products generates a positive influence on their intents to purchase organic skin/hair care products (Kim & Chung, 2011).

The Concept of Reasoned Action (TRA) paved the path for the Concept of Theory of Planned Behavior (TPB). The key changes among TPB and TRA is the affixing of a third, theoretically independent factor of intention. Like TRA, TPB comprises perception towards the behavior and individual standard, but it has further combined the concept of apparent behavioral control in order to make it more standardize. This denotes to the apparent effortlessness or struggle of accomplishment of the performance and is expected to reproduce previous knowledge in addition to predicted impairments and difficulties. (Kim & Chung, 2011).

It clearly indicates how attitudes, idiosyncratic standards and apparent behavioral control build up relationship with organic skin/hair care products. Concept of planned behavior explains that the intention directly impacts on the consumer buying behavior. Intention depends on the attitudes, norms and control. A positive influence on above three factors will lead to a positive intention. A well established and verified model of buyer behavior is recognized as the Stimulus- Response Model (SRM). There are two different types of stimuli. They are marketing spurs or concepts (product, price, place and promotion) and other spurs (economic, political, social and technological). These kinds of spurs unswervingly influence on buyer characteristics and buyer decision making process. These processes increase purchase amount of the customers in addition to the choice of a product, brand, trade, timing of the consumption and purchase regularity (Anjana, 2018).

#### **Acquiring Choice of Estate People**

Creation is a component of the marketing mix. There are sub variables for each component of the marketing mix. The sub variables under creation factors are brand, quality, packaging, healthiness and sense of taste. Creations features have an impact on the purchase decision of organic product, which means that customers preferring high quality, good for health and environment and convenience factor will affect the purchasing decision (Jacob, 2017). Customers make buying decisions, which are more beneficial for them and they look into the product quality levels and effective for the health and so on. Management of the organization should regularly reflect the essentials such as personnel associations in distribution of the product, the physical possessions that convoy and mount the product; and the events by which buyers obtain and consume the product.

In conclusion, companies must study the degree to which they should, personalize the product, creation it exclusive for each consumer (Goldsmith & Flynn, 1999). Purchase intention is simply the willingness to purchase a product or a service. It is better to have higher and positive purchase intention rate in order to maintain a huge customer base towards the organization. Consumer value is considered as a precursor of belief, consumers' previous knowledge, which can be a forecaster of buying intention.

Brewster, Sparrow & Vernon, (2007) explain with regard to the factors that affect buying behavior. Customer buying behavior will directly affect the customer purchase intention. Within the customer life cycle, preferences change due to their age, requirements, style of living, incomes and psychological elements. It can be both internal and external. Several indicators can compel the customer purchase intention. These are the cultural influences, social influences, family influences and psychological influences. Cultural influences have the widest and the solidest effect on buying behavior. Brewster,

Sparrow, & Vernon, (2007) outline culture as determining procedure and a culture exists where a cluster or the social order containing of members having different values and norms, which differ from time to time. Cultural ethics can alter and have to be observed by dealers.

Disregarding this solidest and extensive factor can be very expensive for a business in terms of brand image and profitability. Social effects are those effects that obviously decay purchasing patterns, which involve through a reference cluster, members of the family and social status. Life cycle of families and decision-making patters of families has become the stoutest inspiration on consumers buying attitude. Emotional inspirations are linked to customer awareness, education and knowledge, reminiscence and inspiration. Its variations buying behaviour patterns through making the sensed image of product in customer's attention. Consumers buying behaviour can be persuaded by diverse influences such as awareness, principles, culture, character, evidence choices, favourites and communiqué.

### Creations Quality

Quality level of the product or service denotes to the awareness of the level up to which the product or service encounters the customer's prospects. Quality has been distinct by the characteristics of a product such as the unpriced attributes confined in the priced characteristics (Mazumdar & Papatla, 1997).

Creations quality and production cost mean different things to different consumers (Cruz, 2015). Product quality and production cost are important elements of management theory that are practiced in the U.S. automotive industry as a key factor in customer satisfaction and loyalty (Bresnahan, 2010). However, the concept of quality is difficult to study because people perceive quality differently (Brook, 2002; Burgess, 1998). Some scholars have focused on integrated or integrated designs of products and services (Brewster, Sparrow, & Vernon, 2007).

The concepts of product quality and production cost are composed of different drivers and imply for business performance. The concept of product quality came up as a result of speedily varying customers in terms of their number, needs, and purchasing behaviors. Each organization essential to consider, the dynamic requirements of the target market in order to contest efficiently.

### Dimensions of Creations Quality

The magnitudes of performance, conformance, reliability and durability (Ahire, Golhar, & Waller, 1996) are relevant in defining the product quality concept. In addition to product quality, service ability, features, aesthetics and perceived quality (Gravin, 1987) also show a significant status. Performance is the primary functioning distinctive of the particular product or the service. There are acceptable established standards for the production processes which should be met by product's design and operating characteristics. Conformance is the degree to which a product's design and functioning features meet recognized ethics. Dependability depicts the likelihood that a product will function correctly over a stated time period under specified situations of usage. In-perishability represents the quantity of use the consumer receives from a product beforehand it actually declines or until substituted by a superior.

These four indicators are the main aspects that can be used to measure the quality level of the creation. In addition, few dimensions that the company can be used to examine the level of creation quality. These are service ability and aesthetics where the former is the speed, capability, and courteousness of overhaul while the latter denotes how a product requests to our five senses and customer-perceived quality, or the customer's perception of a product's quality constructed on the status of the company (Ahire, Golhar, & Waller, 1996). Table 1 presented an empirical evidence of Creations Quality.

**Table 1: An Empirical Evidence of Creations Quality Dimensions**

Conformance	<b>The degree to which the physical characteristics and performance of a product meet designed specifications. (Sebastianelli &amp; Tamimi, 2002)</b>
Reliability	The product likelihood of downfall routine over a precise period. (Sebastianelli & Tamimi, 2002). This measurement replicates the likelihood of a product out of order or dropping within a stated time period. Amongst the most shared measures of reliability are the mean time to first downfall, and the downfall percentage per unit time
Durability	A measure of useful product life. (Sebastianelli & Tamimi, 2002). The framework, which represents the qualitative dimensions of products developed by Garvin (1987), includes dimensions such as durability.

## Relationship between Creations Quality and Acquiring Choice

Creation factors have an impact on the acquiring choice of organic products those manufactures for customers who favor high quality products, believes those are good for health, no danger to environment and expediency could influence their purchasing decision. (Indumathi, & Dawood. 2016).

Based on the literature review, the association between product quality and Estate people's acquiring choice specifies a positive impact. This study considers creation quality as the independent variable and the acquiring choice of Estate people as the dependent variable. Accordingly, the Hypothesis is formulated based on the literature and table 2 presented the impact of creations quality on the acquiring choice.

**Table 2: Impact of Creation Quality and Acquiring Choice**

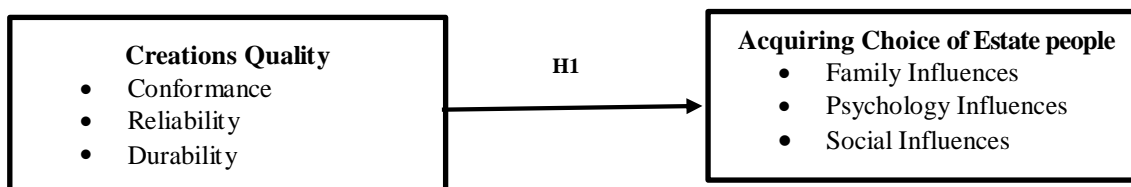
Source	Topic	Findings
Indumathi & Dawood, (2016)	India, Organic products and Agriculture Industry, Effect of Marketing mix on Customer Purchasing Behavior in Organic Products.	There is a positive impact of product quality on Purchasing decision of customers
Ewer, Deeks, Alvarez, Bryant, & Waller, (2003)	U.S, Automobile Industry	There is a positive impact but not significant of product quality on purchasing decision of customers
Sanjay, Ahire, Damodar, Golhar, & Matthew, (1996).	Management impression of the connection among product quality and customers' view of product quality.	

### III. RESEARCH METHODOLOGY

This section elaborates the key objectives of this study, which have been identified as determinant factors of purchasing Traditional Medicine Creations by Estate people in the Galle District. The influence of independent variables, namely Creations quality over the acquiring choice of Estate people in the Galle district will be explained in this section by providing a basis for the research process. Furthermore, the gap of the variable will be elaborated more on explanation of the conceptual framework and methodology used. Moreover, apart from the instrumental development and operationalization, a clear picture of the deliberate research design, its rationale, target population, sampling of the intended population, recruitment of the participants, data collection, pilot test, data analysis plan and ethical considerations of the research are taken in to consideration.

#### Conceptual Framework

The conceptual framework demonstrates the impact of Estate people's acquiring choice (dependent variable). The product creation quality (independent variable). The impact of dependent variable and independent variable are illustrated on the following conceptual framework in figure 1.



**Figure 1: Conceptual Framework**

#### Hypotheses Development

**H1-** There is a positive impact of Creations Quality on Acquiring Choice of Estate people in the Galle District, Sri Lanka.

### IV. RESEARCH DESIGN

According to Bouslimani, da Silva, Kosciolk, et al (2019) there are three dissimilar research designs, namely exploratory, descriptive and explanatory designs. Explanatory studies focus on exploring relationships between different factors and variables and how they affect each other (Bouslimani, da Silva, Kosciolk, et al, 2019). The purpose of this study is to explore the creation quality influence on Estate people acquiring choice and the uncovered relationships between these variables will be analyzed to figure out the ways and means how the independent variable affect the dependent variable.

### Rationale of the Study

It appears that currently, the Sri Lankan Estate people's interest in skincare products has been increased immensely, especially as a result of the new trend in influencing the customers psychologically. However, in comparison to the previous years there is a mounting demand for traditional medicine creation than the relevant western products, although, previously more of Sri Lankan Estate people were interested in iconic western skincare brands. Furthermore, there were many cases where mercury was found in certain western skincare products in Sri Lanka which caused to have a negative impression over western skincare products. Besides, along with the new trend of promoting Sri Lankan products and constant awareness of traditional medicine creation, people shifted into purchasing traditional medicine creation. Customers and manufacturers are growing in to more disclose to the usage of natural cosmetics, which is additionally uphold by the trend of ecological and health awareness. In fact, the World Health Organization evaluates that at least 80% of the population in the world be contingent on conventional medicine to fulfil their necessary health care requirements. According to Huda Kattan (2020) a study carried out on the skincare industry, revealed that new customers are fixing their purchasing custom from traditional skincare products to herbal skincare. Moreover, there are still, exact influencing factors or determinants for Estate people to purchase traditional medicine creation compared to that of western skincare products. Therefore, in the case of this study, the key attempt is to identify the influence of the intended variables or the identified determinant factor of creations quality and Estate people's acquiring choice over traditional medicine.

### Element of the Research Design

Research design is a plan, which recognizes the bases and varieties of evidences steadily connected to the research problem. It is an approach representing which technique is going to be activated for gathering and evaluating the data. Furthermore, elements of the research design consist of the period and forecasts the cost as most research is done depending on these two facts.

A study design must have a clear explanation of the research problem, methods and procedures for obtaining data from the population to be studied, and the strategy for processing and evaluating data.

### Population of the Study

According to the Population and Housing Censuses in Sri Lanka (2001), Population density measured as the number of persons per square kilometer of the island. While the land area remain constant, the population density increase with the growth of the population of the country. Today, Sri Lanka is one of the most densely populated countries of the world. According to the 2001, Census Sri Lanka population density stands at 300 persons per square kilometer as male and female together. Wide variation in population density exist across the districts wise and Galle district is overwhelmingly the most densely populated district with 3,330 persons per square kilometer. It is nearly 11 times higher than the national level of the country. Figure 2 presented the population density by district wise in Sri Lanka.

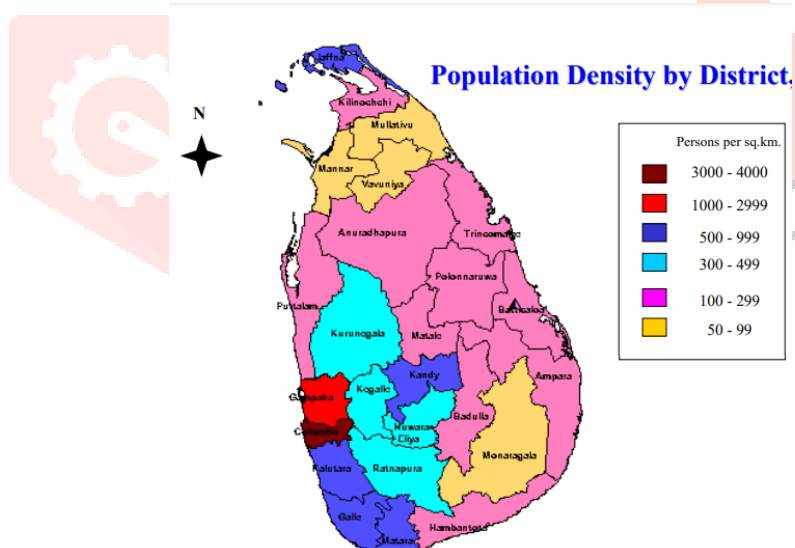


Figure 2: Population Density as District wise in Sri Lanka

Sri Lanka as a whole, the total number of females outnumber the males by 78,961. Sex ratio, which is defined as the number of males per 100 females is 99.2. Population by district, sex and sex ratio presented in the table 3.



**Table 3: Population by District, Sex and Sex Ratio**

District	Total	Male	Female	Sex Ratio
Sri Lanka(a)	18,797,257	9,359,148	9,438,109	99.2
Galle	990,487	481,849	508,638	94.7

Population and Housing Censuses in Sri Lanka (2001) indicated the Population distribution by sector for 18 districts. Table 4 presented the total population distribution by sector for 18 districts in Sri Lanka.

**Table 4: Population Distribution by Sector for 18 Districts**

District	Total population		Urban		Rural		Estate	
	No.	%	No.	%	No.	%	No.	%
Colombo	2,251,274	100	1,229,572	54.6	1,014,388	45.1	7,314	0.3
Gampaha	2,063,684	100	300,933	14.6	1,762,028	85.4	723	0.0
Kalutara	1,066,239	100	113,188	10.6	915,477	85.9	37,574	3.5
Kandy	1,279,028	100	155,987	12.2	1,030,172	80.5	92,869	7.3
Matale	441,328	100	36,103	8.2	383,468	86.9	21,757	4.9
Nuwara Eliya	703,610	100	43,073	6.1	283,659	40.3	376,878	53.6
Galle	990,487	100	109,921	11.1	863,309	87.2	17,257	1.7
Matara	761,370	100	64,361	8.5	676,499	88.9	20,510	2.7
Hambantota	526,414	100	21,571	4.1	503,410	95.6	1,433	0.3
Ampara	592,997	100	112,536	19.0	480,461	81.0	-	-
Kurunegala	1,460,215	100	34,691	2.4	1,418,881	97.2	6,643	0.5
Puttalam	709,677	100	65,294	9.2	642,210	90.5	2,173	0.3
Anuradhapura	745,693	100	53,151	7.1	691,573	92.7	969	0.1
Polonnaruwa	358,984	100	-	-	358,679	99.9	305	0.1
Badulla	779,983	100	51,536	6.6	567,178	72.7	161,269	20.7
Moneragala	397,375	100	-	-	388,226	97.7	9,149	2.3
Ratnapura	1,015,807	100	58,245	5.7	855,178	84.2	102,384	10.1
Kegalle	785,524	100	17,139	2.2	712,914	90.8	55,471	7.1
<b>Total (18 Districts)</b>	<b>16,929,689</b>	<b>100</b>	<b>2,467,301</b>	<b>14.6</b>	<b>13,547,710</b>	<b>80.0</b>	<b>914,678</b>	<b>5.4</b>

(<http://www.statistics.gov.lk> > pophousat > pdf)

Total estate population of the Galle district as per the above table, was 17252. The researcher selected only the estate people who are live in the Galle District. Instead of selecting the total Estate people population in the entire Galle district, the estate people living in Galle District were selected as it would add more practicality for the survey.

When considering the rest of the areas included in the Galle district, majority of the areas are more likely to be villages and most estate people would be labors in the estates who are occupied in any privet or government estates or self-employment. It is most likely that estate people in other areas tend to spend on cosmetics and skincare products according to their lives styles. Geographically the main reason to select Galle District was that a lot of people have their skin affected by the high brackish nature of working and consequently, many estate people in this region show a significant buying behavior towards traditional medicine creations.

### Sampling and Sampling Procedures

According to Sekaran (2016), the model introduced by Jacob, (2017) was applied to find the sample size. Sample size was arrived at around 375. However, due to the prevailing situation in the country, the researcher executed convenient sampling method to select the sample and managed to get responses only from 130 due to travel restrictions imposed in the country. The sample was selected from the estate workers of Galle District.

Questionnaire was the research instrument applied and considered as one of the key mothed for gathering data from the respondents. The type and design of the questionnaire utilized in this study was based on the studies that had already been conducted.

### III. DATA ANALYSIS

#### Pre-Test and Pilot Test

A study, mostly on a small scale, was conduct preceding to the core review, mainly to obtain information to advance the standard of the main survey. For instance, it may be utilized to test a questionnaire and to determine the time occupied by process to determine the ideal size of sampling component.

In this study, a pilot test, using 30 customers from the estates in the Galle District was carryout to confirm the reliability of the scales used in the questionnaire. Quite a few changes were made built upon the feedback from the pilot test. Prior to the finalization of questionnaire, two academics and one professional who were aware with the relevant subject area, reviewed the questionnaire, and minor revisions in wording on the questionnaire were made based on their recommendations.



## Test of Normality

Table 5 of the study represents details related to Test of Normality - Skewness and Kurtosis of Constructs.

**Table 5: Skewness and Kurtosis of Constructs**

Variables	N Statistic	Mean Statistic	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std Error
Product Quality	130	34.825	6.267	-1.344	.212	0.940	<b>0.422</b>
Purchasing Decision of Estate people	130	26.877	3.668	1.377	.212	1.212	0.422

If the data were normally distributed, zero value would have received for skewness and kurtosis. However, since negative values were received, skewness is negative in all independent variables of product quality, product packaging and dependent variable of estate people purchasing decision. Hence, data has been negatively distributed indicating a negative skewness and the tail of the left side of the distribution is longer or fatter than the tail on the right side.

Kurtosis shows the peak of the curve. A kurtosis value of zero indicates a perfect normal smooth curve and data is normally distributed. According to Table 4.2, kurtosis values are closer to 1 with positive values and more than 0.9 for all three variables which is called a Leptokurtic curve since it indicates a positive excess kurtosis. The leptokurtic distribution shows heavy tails on either side, representing large outliers. Table 6 presents details of test of normality.

**Table 6: Details of Test of Normality**

Variables	Tests of Normality <sup>a,c,d,e,f,g</sup>					
	Kolmogorov-Smirnov <sup>b</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Product Quality	0.299	130	0.000	0.643	130	0.000
Purchasing Decision of Estate people	0.473	130	0.001	0.552	130	0.000

b. Lilliefors Significance Correction

This test is conducted to check whether we have received a normal curve or not. In this Kolmogorov-Smirnov<sup>b</sup> and Shapiro-Wilk test, the sig value (probability value) need to be greater than 0.05. Then it is explained as the data is distributed normally and a symmetrical distributed curve or a normally distributed curve. This is very stringent test or could be called as a very powerful check that we use to examine the distribution of data. Since data in respect of all three variables amounts to lower than  $P < 0.05$  it could be concluded that the data related to all the variables are not normally distributed.

### Exploratory Factor Analysis Kaiser-Meyer-Olkin (KMO)

Measure of Sampling Adequacy and Bartlett's Test is the purpose of the test. The first step in factor analysis is to see if the data has the necessary qualities. Factor analysis is not useful for data with little or no connection between the variables. For each variable, three criteria were employed to determine if the data was suitable for factor analysis: Bartlett, KMO, and Collinearity. Table 7 presents the values for exploratory factors.

**Table 7: Exploratory Factor Analysis**

Variable	Number Items	KMO ( $>0.5$ )	Bartlett's test ( $P < 0.05$ )	Factor Loading Details
Product Quality	08	0.781	0.000	0.860
Purchasing Decision of Estate people	06	0.890	0.000	0.645

### Exploratory Factor Analysis

It is used as data reduction technique based on factor loadings whereas loading less than 0.5 can be omitted one by one (Hadi, 2016). The range of loadings specified by Stevens (2002) shows that a sample size of 50 needs 0.722 load and for a sample size of 100 loading should exceed 0.512 while a sample of 200 it should exceed 0.364 and a 300 unit sample need to exceed 0.298 and

for 1000 it should exceed 0.162. According to table 4.5 which illustrates exploratory factor analysis, the loadings exceed 0.600 and fulfills the required levels. None of the questions were deleted from the questionnaire as a result of the exploratory factor analysis.

### Reliability Test

Sekaran & Bougie (2016) have defined reliability as how consistently the measurement measures the relevant variable. According to Hair (2014), the values which are greater than 0.70 are reliable. Table 8 presents details of reliability test of the study.

**Table 8: Reliability Test**

Variable	No of items	Cronbach Alpha > .7
Product Quality	08	0.974
Purchasing Decision of Estate people	06	0.877

Furthermore, results of reliability for the final test represent 0.974, and 0.877 for product quality, and purchasing decision of estate people respectively. Hence, finally it could be concluded that the reliability measures of the measurement properties are above the minimum threshold.

### Testing of Hypotheses

*In the regression analysis following values were obtained in order to accept or reject hypotheses. Table 9 presents the test of hypotheses.*

**Table 9: Test of Hypotheses**

Hypotheses	Correlation / Sig	Decision
H1: There is a positive impact of creations quality on purchase decision of estate people	Not accepted  P= 0.530 (p< 0.05)	Not Supported

As per the findings of the correlation analysis with regard to product quality Estate people, the association a value of -0.045 was obtained, and the significant value was 0.530. Considering p value, it is observed that the values received for product quality in relation to purchasing decision of Estate people, it is higher than 0.05. Hence, the findings do not support the H1 hypothesis.

### Analysis Tests of the Study

Model summary, ANOVA significance table and coefficient test are the main tests under the regression analysis. Table 10 of the analysis presents the model summary of the study.

**Table 10: Model Summary Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.886 <sup>a</sup>	0.785	0.781	1.71520

a. Predictors: (Constant), Product Quality

In this model summary analysis R square illustrates the degree of the explanatory power of the independent variables over the dependent variables. Further, it explains the variation of 78.5% giving a higher value and it gives the sign of suitability of the model ( $Y = \alpha + \beta_1x + \epsilon$ ). The following table 11 presents the ANOVA table of the study.

Table 11: ANOVA TEST

ANOVA table						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1362.409	2	681.204	231.552	.000 <sup>b</sup>
	Residual	373.622	127	2.942		
	Total	1736.031	129			

a. Dependent Variable: Acquiring Choice

**b. Predictors: (Constant), Product Quality**

As mentioned in the above Table 11, F value has overall validity /significance of the model or the equation ( $Y=\alpha+\beta_1x+\epsilon$ ). Since the sig value here is 0.000, it can be determined that the overall model is valid as the significant value is less than 0.05. The following table 12 presents the Regression Analysis -Coefficients of the study.

Table 12: Regression Analysis – Coefficients

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.627	1.184		3.062	0.003
	Product Quality	-0.045	0.072	-0.077	-0.629	0.530

a. Dependent Variable: Acquiring Choice

**Acquiring Choice** = 3.627-0.045 Product quality. Hence, the relationship could be further elaborated. If product quality decreases by one Likert point purchasing decision goes up by 4.5%. If product packaging increases by one Likert point purchasing decision goes up by 55.1%.

When it comes to this influence, it is clear that individual significances as well as sig values should be less than 0.05. Product quality denotes a sig value of 0.530 which is well above 0.05, depicting that it is not a significant or an insignificant variable but only tolerate up to 5% and not more than that. Hence, according to the above formula, creation quality is not a good variable to predict acquiring choice since it does not have an impact on acquiring choice.

#### IV. DISCUSSION AND CONCLUSIONS

Analysis was done by using a sample of 130. Initially the demographic details of the sample were analyzed. When demographic details are summarized, it indicates that age range of 18-40 are interested in traditional medicine creations more than the age categories of 41 and 50. It also designates that when the level of education enhances the knowledge and the perception of the buying styles changes positively. Highest respondents who show a great concern on purchasing traditional medicine creations relate to the private sector since they tend to have more disposable income for them to utilize for their other purchases when the living patterns change.

Majority of the respondents who are interested in purchasing traditional medicine creations earn monthly income between Rs.30,001 – Rs.40,000 of the selected sample. Percentage of that is observed as 26.9% from selected sample. None of the questions were removed from the questionnaire based on the results of the exploratory factor analysis. Hence, according to the reliability test, it could be concluded that the reliability measures of the measurement properties are above the minimum threshold.

The data has been negatively distributed indicating a negative skewness and the tail of the left side of the distribution is longer or fatter than the tail on the right side.

Kurtosis values denote positive and closer to value one and greater than one for two variables and it is called a Leptokurtic curve since it indicates a positive excess kurtosis. According to the analysis of the hypotheses, it was found that the H1 is not supported.

According to the developed formula, traditional medicine creations quality is not a good variable to predict purchasing decision since it does not have an impact on acquiring choice in the estate people in the Galle district, Sri Lanka. In the preceding sector, the views of estate people who are acquiring choice for the traditional medicine creations care products were obtained through the

selected sample which were presented and analyzed based on the data collected, using various statistical means. This section presents the concluding remarks in relation to the findings of the study or draws conclusion from the findings and makes recommendations for future studies and applications.

The objective one was analyzed based on hypothesis one, (H1) using Pearson Correlation and the Regression Analysis. According to the results of the correlation analysis with regard to traditional medicine creations quality on acquiring choice of estate people, the association a value of -0.045 was obtained, and the significant value was 0.530. Considering p value, it is observed that the values received for traditional medicine creations quality in relation to acquiring choice of estate people, it is higher than 0.05. Hence, the findings do not support the H1 hypothesis.

### Recommendations

According to the analysis of the hypotheses details it was found that the H1 is not supported. There is no impact of traditional medicine quality on the acquiring choice of estate people in the Galle district in Sri Lanka. As a conclusion, it could not be stated that companies need to consider traditional medicine creation quality an overall improvement strategy in order to increase estate people's acquiring choice towards traditional medicine creations to promote sales.

Hence, recommendations of the study based with that in practice the traditional medicine creation quality is considered an important factor impacting sustained sales, however, the responses given by the sample obtained in this study have failed to establish a significant impact. Therefore, it is recommended that similar studies be carried out with different samples of larger size to see if similar results can be replicated. Further, it may be beneficial to carry out marketing of the product highlighting the importance of a high quality product in order to improve awareness regarding quality among the mainly low social income families.

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