

# A Study on Evaluating Factors Influencing Behavioral Intentions Toward Purchasing Kashmir Willow Bat

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## Abstract:

*Kashmir, a region renowned for its breath-taking scenery and deep cultural legacy, has long been a hub for handicrafts. Salix alba, or willow trees, are native to the area and thrive there solely due to its special climate. Willow trees have long been used to make premium cricket bats. The Kashmir willow bat is highly sought-after by cricket players all over the world because of its exceptional performance and lightweight design, which have made it synonymous with the game. The purpose of the study is to evaluate the factors influencing behavioral intentions toward purchasing Kashmir willow bats. SEM technique was used to analyze the collected data. The outcome of the study indicated that there is a significant impact of attitude, perceived behavioral control, and subjective norms on behavioral intention.*

**Keywords:** Structural Equation Model, Theory of Planned Behaviour, Kashmir Willow Bat.

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## Introduction:

The cricket bat is a necessary piece of equipment for playing the game. The history of cricket bats is lengthy, having evolved progressively via a diversion. Over-limit contests were historically played using cricket bats. The unclear or hazy edges of a bat did not affect the performance of Test cricket players. Because of the game's youth appeal and widespread media coverage, it has amassed a committed fan base over time. To be quite honest, a significant percentage of youth prefer to watch cricket rather than play it. Cricket bat sales were restricted in the past. Sports markets were governed by retailers, and buyers relied either on their knowledge or on the retailer's advice. In the end, the retailer's knowledge was restricted, and the market frequently had a segment of unhappy customers. For consumers, the introduction of the Internet has brought forth several advantages. Several benefits have been brought about by internet connection. For proper information, potential customers can visit websites or e-commerce pages. Despite the availability of knowledge, customers nevertheless

lack full confidence due to the Internet's immersion. (Roy & Chakraborty 2023).

The only kind of tree suitable for making cricket bats is the willow tree. Willow bats are renowned for their desirable stroke and long-lasting nature. In actuality, the only area in the subcontinent—or even the entire country—where willow is farmed in large amounts is the Kashmir Valley. In the plains of the Kashmir Valley, willows are cultivated along roadsides, riverbanks, and other locations. It is anticipated that willow yields 150 thousand cubic meters annually in total. Large-scale willow availability presents this industry in the area with enormous potential.

## History of Cricket Bat

The sport of cricket is not new. Several nations have grown to be major cricket fans and play the game regularly. Cricket is an entertaining game that needs certain components (Smith & Singh, 2008). Many people believe that a cricket bat is the foundation of the game. A cricket bat travels in a very distinctive and distinct way. A wooden object with a specific design was once referred to as a cricket bat. The

game began to change over time and finally required a higher level of skill. Cricket is a sport that is very closely followed. Similar to this, we play various cricket formats, each of which calls for different bats for cricket. A cricket bat should have certain dimensions by the International Cricket Council's regulations. Because of the needs of the game, we have seen the diameter shift multiple times over the years. From the beginning, cricket bats were thought to have a thin wooden frame, but this is no longer the case. The wood and rubber composition determines how the stroke is played. Cricket bats are composed of wood, and polishing determines how a good cricket bat is constructed. Despite the emergence of reputable bat manufacturers in the market, there is a restricted selection of willow available. Cricket bats made entirely of English willow have been known to exist in the past. Numerous studies have demonstrated the effectiveness of Kashmiri willow (**Roy & Chakraborty 2023**).

The history of Kashmir's cricket bat business dates back to the British occupation of India, when England was the source of the technical know-how. The local government founded the "Kashmir Willow Works" plant in 1938 at Miran Sahib Jammu to produce hockey sticks, stumps, and cricket bats. Later, the Jammu and Kashmir Industries Ltd (JKI) took over the factory. Currently, the province of Jammu and Kashmir is home to numerous private companies that manufacture cricket bats; however, the bulk of these factories are found in the Kashmir valley, namely in the region that stretches from Awantipora to Bijbehara. There were 25 manufacturing facilities in 1975–1976; by 2009–10, there were 250, and their combined output was worth over Rs. 100 million. It employs thousands of people directly or indirectly.

## Review of Literature:

1. **Tasya, Aulia, et al. (2024).** Using the theory of planned behavior (TPB) to ascertain the influence of perceived behavioral control and intention to purchase on real purchasing behavior in generations Y and Z. Subjective norms have a good impact on perceived behavioral control, whereas utilitarian value, hedonic value, and trust had a positive influence on intention to purchase. Additionally, real behavior was highly influenced by the intention to buy. The study showed the subjective standards had a larger negative impact on purchase intention and that perceived behavioral control also had a significant beneficial effect.
2. **Roy, G., & Chakraborty, A. (2023).** Implemented the "Elaboration Likelihood Model (ELM\_ to study how various buyer types, both professional and non-professional use internet resources to connect with merchants and acquire information with a focus on the cricket bat purchasing process. It was found that non-professional customers were swayed by social media and brand value, professional buyers depended on detailed product knowledge. The authors think that marketing techniques should be such that the professionals receive technical etals whereas the non-professionals receive emotionally charged efforts.
3. **Shania, Angelina., et al. (2022)** examined the variables impacting behavioral intentions for online purchases, with particular attention to the effects of "performance expectancy, effort expectancy, social influence, anxiety, and personal innovativeness" on intentions to make online purchases. The study discovered that behavioral intention to make an online purchase was favourably and significantly influenced by "performance expectancy, effort expectancy, social influence, and personal innovativeness" for every respondent However anxiety had a detrimental influence on this purpose in both gender groups, though it affected females more than males.
4. **Darlin, Apasrawirote., K, Yawised. (2022)** investigated the variables affecting consumers 'behavioral intentions to buy products via live-streaming platforms, with a particular emphasis on influencer impact, marketing mix, customer perception, and content marketing. According to the study, while content and influencer marketing positively impacted customers' attitudes, customer perception, and the marketing mix considerably positively improved perceived value. Furthermore, it was

discovered that customers' views and perceived value had a substantial impact on their behavioral intentions, which in turn affected their intention to make online purchases.

5. **Rai, J. S., et al. (2021)** examined the connection between sponsors' three outcomes "cognitive (product knowledge), affective (attitude towards sponsors), and behavioral (buy intentions) and supporters' Psychological Commitment to Team (PCT)." It was seen that PCT significantly improved cognitive and affective outcomes, suggesting that loyalty improved fans' views toward sponsors and their understanding of products. However, PCT did not affect behavioral outcomes, meaning it does not influence fan's purchasing decisions. Rather than team loyalty, fans were more inclined to make purchase intentions based on their own beliefs.
6. **Heena, Shrimali., et al. (2019)** examined several elements that affect consumers' purchasing decisions, such as personal traits, societal influences, and environmental elements that have an impact on purchasing behaviors and decision-making processes. The study found that social elements including family and friend groups, as well as larger societal trends, had a major impact on shopper buying behavior. Personal traits like lifestyle and identity also had a significant role. Gaining insight into these variables helped firms create more successful marketing plans that catered to the wants and demands of their target demographic. Which in turn enhanced sales.
7. **Singh, J., & Singh, A. (2018)** examined the causal relationship between the "Indian Premier League (IPL) and its sponsors, VIVO," with a particular focus on how event familiarity and involvement affect the sponsor's perception of its brand and intents for purchases. The study found that attendance knowledge of participation in the IP enhanced VIVO's reputation. Further evidence that stronger engagement with the IPL improves both the perception of the sponsor and the possibility of purchasing the sponsor's products comes from

the fact that it increased attendee involvement with the event strongly influenced their purchase intentions. These results demonstrate how well event sponsorship influences customer behavior.

8. **M., Octaviano, et al. (2017)** investigated the factors influencing customer purchase intention in social commerce, specifically addressing the "role of familiarity, information seeking, trust, social presence, perceived social value, and perceived utilitarian value. The study discovered that consumer purchase intention was highly influenced by social presence and trust. Furthermore, trust was found as an intermediary between social presence and buying intention.

## Objectives of the Study:

1. To evaluate the factors influencing behavioral intentions toward purchasing Kashmir willow bats.
2. To give suggestive measures to enhance consumer purchase intentions among potential buyers of Kashmir willow bats.

## Hypotheses:

### Hypothesis 1:

H<sub>0</sub>: Attitude does not significantly impact Behavioral intention.

H<sub>1</sub>: Attitude significantly impact Behavioral intention.

### Hypothesis 2:

H<sub>0</sub>: Perceived Behavioural Control does not significantly impact Behavioral intention

H<sub>1</sub>: Perceived Behavioural Control significantly impacts Behavioral intention.

### Hypothesis 3:

H<sub>0</sub>: Subjective Norms does not significantly impact Behavioral intention.

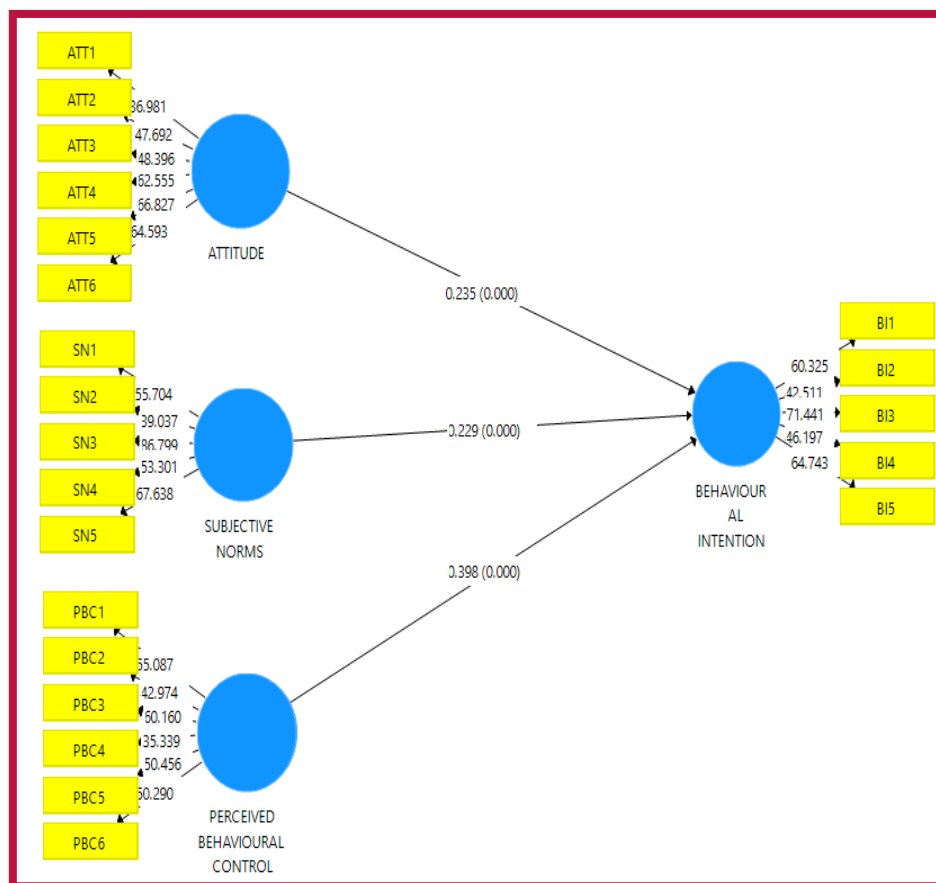
H<sub>1</sub>: Subjective Norms significantly impacts Behavioral intention.

## Research Methodology:

Table No: 1 Research Methodology	
Aspect	Details
Sample Size	235 customers (Minimum necessary sample size: 200)
Effect Size	0.3
Statistical Power	0.9
Number of Latent Variables	4
Number of Observable Variables	24
Probability Level	0.05
Sampling Method	Non-random purposive sampling
Data Gathering Methods	Primary and secondary data
Analytical Method	Structural Equation Model (SEM)
Analytical Tool	SMART PLS

## Data Analysis and Interpretation:

Figure – SEM model



A comprehensive statistical method for examining intricate interactions between observable and latent variables is structural equation modelling, or SEM. It is especially helpful for examining relationships between variables and verifying hypotheses in a

variety of areas including social sciences and marketing research, since it enables researchers to analyse direct and indirect effects, test theoretical models, and assess the overall fit of the model to the data.

**Table No: 2 Reliability and validity**

Path	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Attitude	0.907	0.906	0.617
Behavioural Intention	0.884	0.884	0.606
Perceived Behavioural Control	0.895	0.895	0.588
Subjective Norms	0.900	0.900	0.644

As all the values are as per the recommended criteria of Hair et al we can conclude that there exist an adequate reliability and convergent validity.

**Table No: 3 discriminant validity**

Path	A	BI	PBC	SN
Attitude (A)	0.786			
Behavioural Intention (BI)	0.725	0.728		
Perceived Behavioural Control (PBC)	0.711	0.725	0.767	
Subjective Norms (SN)	0.773	0.735	0.738	0.803

As per the fornell larcker criteria, it can be concluded that the constructs are distinct and there exist and adequate Discriminant validity.

**Table No: 4 Hypothesis testing**

Path	Beta Coefficient	t-statistics	P-Value
Attitude → Behavioural Intention	0.235	4.462	0.000
Perceived Behavioural Control → Behavioural Intention	0.398	8.468	0.000
Subjective Norms → Behavioural Intention	0.229	4.127	0.000

P (value) < level of significance 5% thus Ho is rejected and H1 is accepted in all the cases indicating significant impact of attitude, perceived behavioural control and subjective norms on behavioural intention.

## Conclusion:

The results of the study highlight customers' intention to purchase Kashmir willow bats was significantly influenced by attitude, perceived behavioral control, and subjective norms. The intention of the customers was influenced by their favorable perception of their quality and performance. Furthermore, perceived behavioral control shows that customers are more likely to express a strong intention to purchase these bats if they feel confident in their abilities to obtain and utilize them. The study also emphasizes the influence of subjective norms, pointing out that a friend's or family's beliefs and behavior have a huge impact on the buying decision of the customer. The complex relationship between these variables highlights the complexity of customer behaviour in the sporting goods industry and highlights the

significance of manufacturers' and retailers' cultivating a positive brand image and solid community relations. Marketing methods that promote the good features of Kashmir willow bats and address customer perceptions and societal influences can effectively boost purchase intentions. In summary, this research offers significant understandings of the consumer behaviour dynamics around Kashmir willow bats, opening doors for further investigation and useful implementations in marketing plans for the cricket equipment sector.

## Suggestions:

- The manufacturers must concentrate on enhancing the product's longevity and quality for Kashmir willow bats to live up to performance standards.
- Kashmir willow bat manufacturers should provide buyers with confidence about the



product's lifetime and quality by offering a guarantee or warranty.

- Seminars or informational sessions should be organized to teach the customers regarding the features and advantages of Kashmir willow bats.
- Professional cricket players and influencers should be hired to promote Kashmir willow bat to the world as the purchase intention can rise as a result of their recommendations and the powerful influence of these renowned personalities.
- Create a user-friendly portal that highlights Kashmir willow bats and includes thorough product descriptions, excellent photos, and client testimonials to increase accessibility and visibility.
- Make promotional programs to build brand loyalty and stimulate first purchases, such as discounts or bundled offers with cricket equipment.
- Educate potential customers and encourage educated purchasing decisions by creating educational content (blogs, videos, and tutorials) that highlights the advantages of utilising Kashmir willow bats and includes comparisons with other bat types.

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