

Major Research Project
on
“A STUDY ON CONSUMER BEHAVIOUR
TOWARDS AYURVEDIC PRODUCTS”

Submitted by
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TO WHOMSOEVER IT MAY CONCERN

This is to certify that the Major Research Project Study Report, titled “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC PRODUCTS**” submitted by **Mr. Rishav Rana** as partial fulfilment of the requirements for the two-year MBA (2021-2023) is a bonafide work carried out by the student at our university.

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DECLARATION BY THE STUDENT

I, Rishav Rana, student of MBA batch (2021-2023) declare that the project entitled “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC PRODUCTS**” submitted in partial fulfilment of Degree of Master of Business Administration is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Place: Delhi

Date:

Signature of the Candidate

**Rishav Rana
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ACKNOWLEDGEMENT

I would like to avail this opportunity to extend my sincere gratitude to everyone who has been instrumental in helping me in the completion of this endeavor. Without their active guidance, help, encouragement, and cooperation this project dissertation report would have never attained its current form.

I would also like to thank my faculty mentor, **Dr. Shikha.N.Khera, Delhi School of Management, DTU** for always being there as a support and guiding me whenever it was required.

I extend my gratitude to to our Head of the department **Dr. Archna Singh, Delhi School of Management, DTU** for giving me this opportunity. I also acknowledge with a deep sense of reverence the support that my family and friends have extended me. They were instrumental in the development of an environment for me to grow and develop.

Yours Sincerely,

Rishav Rana

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EXECUTIVE SUMMARY

Exploring consumer attitudes towards Ayurvedic products in India was the purpose of this research project. To gather data, an online survey was conducted with 74 individuals taking part. The survey results showed that a large number of respondents had experience with Ayurvedic products, primarily for addressing health concerns.

The trust levels of consumers in Ayurvedic products have been deemed high by a recent study. Additionally, it was found that these individuals are inclined to suggest these items to their peers.

Several factors - including affordability, product efficacy, and brand reputation - were uncovered as having an impact on consumer behavior towards Ayurvedic goods according to the study.

In terms of consumer behavior towards Ayurvedic products, the study uncovered some interesting insights. Namely, there appeared to be a trend of preference for natural ingredients in Ayurvedic products, and consumers showed a willingness to pay more for these kinds of products. Another key finding was the role that awareness and understanding of Ayurveda plays in consumer attitudes towards Ayurvedic products - this was found to be a significant factor.

Ayurvedic product manufacturers and marketers should strive to keep their customers by prioritizing affordability, brand reputation, and product quality. In order to persuade consumers to use Ayurvedic products, increasing their understanding and familiarity with Ayurveda is crucial.

India's manufacturers, marketers, and policymakers now have a chance to better understand consumerism regarding Ayurvedic products since this study exposes worthwhile conclusions. Therefore, they can enhance the promotion and use of Ayurvedic items for the public

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CHAPTER 1
INTRODUCTION

1.1 Background

Ayurveda has been practiced in India for thousands of years and is considered one of the oldest systems of medicine in the world. Its holistic approach to healing emphasizes the balance between the mind, body, and spirit, which is achieved through the use of natural remedies, lifestyle changes, and personalized treatment plans. Ayurvedic products, which are derived from natural sources such as herbs, plants, and minerals, are a key component of this approach to healing.

In recent years, the market for Ayurvedic products has been growing rapidly, and the growth is expected to continue. One of the key drivers of this growth is the increasing awareness among consumers about the benefits of Ayurveda. Many consumers are becoming more and more health-conscious and are looking for more natural and organic products that can help them maintain their health and wellbeing.

Another factor that is driving the growth of the Ayurvedic products market is the rising demand for products that are free from chemical and synthetic ingredients. Many consumers are concerned with the potential side effects of traditional medicines and are seeking alternative forms of treatment that are believed to be safer and more effective.

In addition to these factors, the growth of the Ayurvedic products market is also being driven by the increasing availability of these products. Many companies are now offering Ayurvedic products online, making them more accessible to consumers around the world.

Overall, the growth of the Ayurvedic products market is a reflection of the increasing demand for natural and holistic forms of healing. As consumers become more health-conscious and seek out safer and more effective forms of treatment, Ayurvedic products are likely to continue to gain popularity and become a more important part of the global healthcare landscape.

History of ayurveda



Figure 1.1. History of Ayurveda

More than 5,000 years ago, a traditional system of medicine called Ayurveda came into existence. Its name is derived from the Sanskrit words "ayus," which stands for life, and "veda," meaning knowledge or science. This system professes that wellness is maintained by equalizing the mind, body, and soul.

In ancient India, during the Vedic period, Ayurveda emerged and it was first documented in the Vedas. These are ancient Hindu scriptures, where the sages and practitioners observed the natural world and studied the effects of natural substances like herbs and minerals on the human body.

Including a vast spectrum of treatments such as herbal remedies, dietary suggestions, massage, and meditation, Ayurveda transformed into an all-encompassing medical system throughout the years. Natural substances are highlighted in Ayurveda to encourage wellness and thwart illness.

Promoting the well-being of an individual is at the heart of Ayurveda, as it stresses the significance of a balanced lifestyle through practices like meditation and yoga. The belief that every person is one-of-a-kind is something Ayurvedic practitioners cherish,

thereby leading them to tailor their treatments to address the specific needs and constitution of each individual.

The principles of Ayurveda have been incorporated into modern healthcare systems, and it has been acknowledged by the World Health Organization (WHO) as a time-honored system of medicine. The practice of Ayurvedic medicine is regulated by the government in India, and practitioners must go through a demanding training program before they can be certified to practice.

Around the world, Ayurveda has gained traction as more individuals turn towards natural and holistic methods for improving their health and wellness. Currently, many countries utilize this practice, causing its recognition to expand with each passing day.

Concept of ayurveda



Figure 1.2. Three Elements of Ayurveda

Out of the roots of Ayurvedic philosophy comes a holistic medical system that stresses the significance of stability and coherence on all fronts of living. More specifically, it believes maintaining equilibrium between the spirit, body, and the mind leads to optimal health. Should any of these components become unbalanced, illness and disease are often the end result.

Based on the idea that everyone contains a specific combination of three energies or doshas (Vata, Pitta, and Kapha), Ayurveda holds that personalized treatments best serve the needs of the individual. This philosophy recognizes that every person has

distinct physical, mental, and emotional characteristics directly influenced by their doshas, which also contribute to their propensity for certain illnesses.

To promote mental and emotional well-being, Ayurveda places a strong emphasis on a balanced lifestyle, including yoga and meditation. Good health is maintained through attention to diet and nutrition, and illness and disease are treated with natural substances.

In order to attain good health and longevity, Ayurveda emphasizes the need to combine physical, mental, and spiritual practices. This holistic approach strives for balance and harmony in all areas of life, aiming to prevent illness.

Future of ayurveda

The future of Ayurveda looks bright, as more people are turning to natural and holistic approaches to health and wellness.

One of the factors contributing to the future of Ayurveda is the increasing awareness and demand for natural and holistic treatments. People are becoming more aware of Ayurveda and its benefits and are seeking out Ayurvedic treatments and remedies. As people become more health-conscious, they are looking for natural and personalized approaches to health, and Ayurveda offers just that.

Another factor contributing to the future of Ayurveda is the growing body of scientific research that supports the effectiveness of Ayurvedic treatments for various health conditions. The research is helping to validate the traditional knowledge of Ayurveda and is making it more acceptable to a wider audience.

Ayurveda is also being integrated with conventional medicine, which can provide a more comprehensive approach to patient care. This integration is increasing the recognition of Ayurveda as a credible system of medicine, and is helping to promote its growth and expansion.

The globalization of Ayurveda is also contributing to its future success. Ayurveda is gaining popularity outside of India, and is being practiced in many countries around the world. As Ayurveda becomes more global, it is likely to gain more acceptance and

recognition as a credible system of medicine.

The government support is another factor contributing to the future of Ayurveda. Governments in India and other countries are providing support for the development and promotion of Ayurveda. This support is helping to improve the quality of Ayurvedic treatments and remedies, and is making them more accessible to a wider audience.

1.2 Problem Statement:

Despite the growing popularity of Ayurvedic products, there is a lack of understanding of consumer behavior towards these products. This poses a challenge for businesses looking to effectively target and engage with consumers in this market. There is a need for a comprehensive study that explores consumer behavior towards Ayurvedic products, including their preferences, motivations, and decision-making process.

1.3 Objective of the Study

The main objective of this study is to analyze the consumer behavior towards ayurvedic products, including their preferences, motivations, and decision-making process. The specific objectives are:

- To identify the factors that influence consumer decision-making when purchasing ayurvedic products.
- To determine the most common types of Ayurvedic products purchased by consumers.
- To analyze the channels through which consumers typically purchase ayurvedic products.
- To understand consumer confidence in the safety and efficacy of ayurvedic products.
- To identify the biggest challenges consumers faces when purchasing ayurvedic products.
- To determine consumer attitudes towards ayurveda and its principles.
- To assess the likelihood of consumers recommending ayurvedic products to others.
- To determine whether Ayurvedic products are becoming more popular and mainstream.

1.4 Scope of the Study:

This study will focus on consumers in India who purchase Ayurvedic products. The study will explore consumer behavior towards Ayurvedic products, including their preferences, motivations, and decision-making process. The study will use both primary and secondary research methods to gather data, including surveys and interviews with consumers, as well as an analysis of existing literature and research on the topic. The findings of this study will be applicable to businesses operating in the Ayurvedic products market in India, providing insights into consumer behavior and strategies for effectively marketing to this audience.

CHAPTER 2
LITERATURE REVIEW

Ayurvedic products are traditional medicines and healthcare products that have been used for thousands of years in India and other parts of the world. Ayurvedic products are made up from natural ingredients, such as herbs, roots, and fruits. Ayurvedic products have gained popularity in recent years due to their natural and holistic approach to healthcare. The purpose of this literature review is to analyze the existing research on consumer behavior towards Ayurvedic products, including their preferences, motivations, and decision-making process.

2.1 Consumer Behavior towards Ayurvedic Products:

Consumer behavior towards Ayurvedic products is influenced by several factors, such as cultural and social factors, personal and psychological factors, and marketing and promotional factors. Cultural and social factors like beliefs and values, plays an important role in consumer behavior toward Ayurvedic products. For example, in India, Ayurveda is deeply ingrained in the culture and is seen as a natural and holistic approach to healthcare. Personal and psychological factors, such as attitudes and beliefs, also play a role in consumer behavior towards Ayurvedic products. Consumers who have a positive attitude towards Ayurveda are more likely to purchase Ayurvedic products.

Several studies have examined consumer behavior towards Ayurvedic products. For instance, a study conducted in India by Prasad and Devi (2018) aimed to investigate the factors that influence consumer behavior towards Ayurvedic products. The study found that consumers' purchasing decisions were influenced by factors such as perceived effectiveness of the product, the availability of product, and the recommendation of product by friends and family. Another study conducted by Gupta et al. (2017) in India found that consumers' trust in the product and their perception of the product's safety and effectiveness were key factors influencing their purchasing decisions.

In a study conducted in the United States by Mohan and Arora (2019), it was found that consumers' purchasing decisions were influenced by their beliefs and attitudes towards Ayurveda, their perceived effectiveness of the product, and the price of the product. Similarly, a study conducted in Australia by Joshi et al. (2020) found that consumers' purchasing decisions were influenced by the perceived effectiveness of the product, the product's safety, and the recommendation of the product by health professionals.

All these studies suggest that consumers' purchasing decisions towards Ayurvedic products are influenced by various factors, including their beliefs and attitudes towards Ayurveda, their perception of the product's safety and effectiveness, the availability and price of the product, and recommendations by health professionals and friends/family.

2.2 Consumer preferences:

Ayurvedic products have become increasingly popular in recent years, and understanding consumer preferences for these products is important for both marketers and policymakers. A study by Tripathi et al. (2020) examined consumer preferences for Ayurvedic products in India. The study found that consumers preferred products with natural ingredients, no side effects, and clear labeling of ingredients and usage instructions. Consumers also preferred products from well-known and established Ayurvedic brands.

Another study by Sharma et al. (2021) explored the factors influencing consumer behavior towards Ayurvedic products in India. The study identified factors such as perceived benefits, perceived risks, trust in the brand, and product availability as key drivers of consumer behavior. The study also found that younger consumers were more likely to use Ayurvedic products and were willing to pay a premium for them.

A similar study by Singh and Sharma (2018) investigated consumer behavior towards Ayurvedic cosmetics in India. The study found that consumers were influenced by factors such as brand reputation, product quality, packaging, and price. Consumers also considered the credibility of the manufacturer and the authenticity of the product before making a purchase.

Overall, these studies highlight the importance of natural ingredients, clear labeling, and brand reputation in consumer preferences for Ayurvedic products. They also suggest that perceived benefits and risks, trust in the brand, and product availability are important factors in shaping consumer behavior towards these products.

2.3 Consumer motivations:

Consumer motivations for purchasing Ayurvedic products have been explored in various studies. One study conducted by Shankar et al. (2017) aimed to investigate the factors that influence consumers' purchase decisions of Ayurvedic products. The study found that consumers' health concerns, perceived effectiveness, and trust in the brand

and manufacturer are significant factors that influence their purchase decisions. Another study by Bhatnagar et al. (2016) found that consumers' belief in the efficacy of Ayurvedic products, their natural and herbal ingredients, and their safety and lack of side effects are important motivators for purchasing Ayurvedic products.

A study by Singh and Jain (2019) found that consumers' familiarity with Ayurveda and its principles, as well as their perceived alignment with their personal values and beliefs, can also motivate them to purchase Ayurvedic products.

Overall, these studies suggest that consumers' motivations for purchasing Ayurvedic products are complex and multifaceted, involving factors related to health concerns, perceived effectiveness, trust, cultural beliefs, and personal values.

2.4 Decision-making process:

Consumer decision-making process is a complex and multi-stage process that involves various factors and influences. The decision-making process for purchasing Ayurvedic products is influenced by various factors such as product attributes, price, brand reputation, perceived quality, and perceived benefits. This section provides a review of the literature on the decision-making process for purchasing Ayurvedic products.

A study by Suhag and Gupta (2020) found that the decision-making process for purchasing Ayurvedic products is influenced by various factors such as perceived quality, price, brand, and trustworthiness. The study revealed that consumers place high importance on the perceived quality of Ayurvedic products, followed by price, brand, and trustworthiness.

Another study by Bhardwaj and Agrawal (2017) found that the decision-making process for purchasing Ayurvedic products is influenced by various factors such as product attributes, brand reputation, and consumer knowledge. The study revealed that consumers prefer Ayurvedic products that are natural, safe, and effective. Consumers also consider the brand reputation and the knowledge and expertise of the Ayurvedic practitioner or the seller.

A study by Pandey et al. (2019) found that the decision-making process for purchasing Ayurvedic products is influenced by various factors such as the perceived effectiveness of the product, perceived safety, product packaging, and the availability of the product. The study revealed that consumers prefer Ayurvedic products that are perceived to be effective and safe, and that have attractive and informative packaging. The availability of the product is also an important factor in the decision-making

process.

In a study by Bansal and Joshi (2020), it was found that the decision-making process for purchasing Ayurvedic products is influenced by various factors such as the level of trust in the product, the level of satisfaction with previous purchases, and the level of involvement in the decision-making process. The study revealed that consumers who have a high level of trust in the product and are satisfied with previous purchases are more likely to purchase Ayurvedic products again. Consumers who are highly involved in the decision-making process are also more likely to purchase Ayurvedic products.

Overall, the decision-making process for purchasing Ayurvedic products is influenced by various factors such as product attributes, price, brand reputation, perceived quality, perceived benefits, perceived effectiveness, perceived safety, packaging, availability, trust, satisfaction, and involvement. These factors should be taken into consideration by Ayurvedic product manufacturers and sellers in order to better understand the decision-making process of consumers and to develop effective marketing strategies.

2.5 Perception of safety and efficacy:

Ayurvedic products have gained popularity due to their perceived safety and efficacy, which are linked to their natural ingredients. However, concerns have been raised about the quality and safety of some Ayurvedic products. Several studies have explored consumer confidence in the safety and efficacy of Ayurvedic products.

A study conducted in India found that consumers perceive Ayurvedic products to be safe and effective due to their natural origin and traditional use (Rao et al., 2018). Another study conducted in Australia found that consumers believe that Ayurvedic products are safer and have fewer side effects than conventional medicine (Saksena et al., 2016).

However, some studies have reported that consumers may have lower confidence in the safety and efficacy of Ayurvedic products due to concerns about quality control and standardization of manufacturing processes (Saksena et al., 2016; Rao et al., 2018). In a survey conducted in India, it was found that consumers have concerns about the lack of regulation of Ayurvedic products, and some perceive them to be less effective than conventional medicine (Ghosh et al., 2017).

Overall, consumer confidence in the safety and efficacy of Ayurvedic products appears to be influenced by factors such as their perceived natural origin and traditional use,

as well as concerns about quality control and regulation.

2.6 Type of Ayurvedic products purchased:

Several studies have explored the types of Ayurvedic products that consumers prefer and purchase. A study conducted by Patwardhan and Gehlot (2017) found that the most commonly purchased Ayurvedic products were herbal formulations, followed by single herb products and Ayurvedic cosmetics. Another study by Dhanaraj et al. (2019) found that Ayurvedic medicines, specifically those for digestive disorders, were the most frequently purchased products among Indian consumers.

Furthermore, a study by Sharma et al. (2018) found that Ayurvedic personal care products, such as skin care and hair care products, were also gaining popularity among consumers. The study identified that the use of Ayurvedic personal care products was associated with a perception of being safe and natural.

2.7 Purchase channels:

There is limited research on the preferred purchase channels for Ayurvedic products. However, a study conducted by Rajput and colleagues (2021) found that the majority of Ayurvedic product consumers preferred to purchase these products from offline stores. The study also found that consumers preferred to purchase from stores that were located near their residence or workplace.

In contrast, a study by Thakur and colleagues (2019) found that online channels were becoming increasingly popular among Ayurvedic product consumers, with a significant percentage of consumers preferring to purchase Ayurvedic products online. The study found that convenience and the availability of a wider range of products were the main reasons for the preference for online channels.

Overall, it appears that both offline and online channels are popular among Ayurvedic product consumers, and the choice of purchase channel may depend on factors such as proximity to stores, availability of products, and convenience.

2.8 Challenges in purchasing Ayurvedic products:

Availability, affordability, lack of information, and quality control are among the significant challenges that consumers face when purchasing Ayurvedic products. A study conducted by Bhatt et al. (2020) found that consumers are concerned about the availability and accessibility of Ayurvedic products, particularly in rural areas. The

study also revealed that consumers are willing to pay a premium price for high-quality Ayurvedic products.

One of the challenges is the lack of standardization and regulation in the Ayurvedic industry, which can lead to inconsistencies in product quality and efficacy (Bodeker & Kronenberg, 2002). Consumers may have difficulty navigating the wide range of products and brands available, and may not know how to differentiate between genuine and counterfeit products (Srivastava et al., 2016).

Overall, these challenges in purchasing Ayurvedic products suggest a need for improved regulation and standardization in the industry, as well as increased consumer education on product quality, safety, and efficacy.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Design

The research design for this project will be a cross-sectional survey study. A cross-sectional study is a type of observational study that analyzes data from a population at a specific point in time. The survey will be administered online using a structured questionnaire to collect data on consumer behavior towards Ayurvedic products.

The survey will consist of a combination of closed-ended and open-ended questions. Closed-ended questions will be used to collect quantitative data, while open-ended questions will be used to collect qualitative data.

The survey will be divided into several sections, including:

Demographic information: This section will collect information about the respondents' age, gender, income, education level, and other relevant demographic characteristics.

Awareness of Ayurvedic products: This section will explore respondents' familiarity with Ayurvedic products, including whether they have heard of them before and whether they have ever used them.

Motivations for purchasing Ayurvedic products: This section will examine the factors that influence consumers' decisions to purchase Ayurvedic products. Questions may include why they choose Ayurvedic products over conventional products, what benefits they expect from using Ayurvedic products, and how they perceive Ayurvedic products in comparison to other natural or traditional remedies.

Confidence in the safety and efficacy of Ayurvedic products: This section will explore respondents' perceptions of the safety and effectiveness of Ayurvedic products. Questions may include whether they have any concerns about the safety of Ayurvedic products, what evidence they would like to see to prove their efficacy, and whether they have experienced any adverse effects from using Ayurvedic products.

Type of Ayurvedic products purchased: This section will ask respondents about the specific types of Ayurvedic products they have purchased, such as herbal supplements, oils, or skincare products.

Preferred purchase channels for Ayurvedic products: This section will examine the channels through which consumers prefer to purchase Ayurvedic products, such as online retailers, specialty stores, or direct from manufacturers.

The data collected from the survey will be analyzed using both descriptive and inferential statistics. Descriptive statistics will be used to summarize the data and identify patterns and trends, while inferential statistics will be used to test hypotheses and draw conclusions about the population.

Overall, this research design will provide a comprehensive understanding of consumer behavior towards Ayurvedic products and the factors that influence their purchasing decisions.

3.2 Data Collection

The data for this project was collected through a survey. The survey was conducted using an online questionnaire which was distributed to potential participants through social media platforms and email. The questionnaire was designed to collect information on various aspects of consumer behavior towards Ayurvedic products, such as consumer preferences, motivations, decision-making process, and challenges in purchasing these products.

The survey contains closed-ended and open-ended questions. The closed-ended questions had response options to choose from, while the open-ended questions allowed the respondents to write their own responses. The survey was designed in a way that it could be easily completed in approx 10-12minutes.

The data collected from the survey was entered into a excel spreadsheet for further analysis. The responses were cleaned to ensure consistency and accuracy. Descriptive statistics is used to analyze the data, such as frequency tables and percentages. Inferential statistics, like chi-square tests were used to test for significant relationships between variables.

The data collection process was designed to ensure that data collected was accurate, reliable, and relevant to the research questions.

3.3 Sampling Technique

The sampling method used in this research project is convenience sampling. It is a non-probability sampling technique where samples are selected based on their availability and willingness to participate in the study. In this case, participants were recruited from different locations such as University, stores, and through online social media platforms.

Convenience sampling is appropriate for this study as it is cost-effective and efficient for data collection. It allows the researcher to reach a large no. of participants quickly and without much resources. However, the disadvantage of using convenience sampling is that it may not be representative of the larger population, and there is a risk of sampling bias. Therefore, the findings of the study may not be generalizable to the entire population.

To minimize this risk of bias, efforts were made to recruit participants from diverse backgrounds and locations. The sample size was also large enough to increase the likelihood of obtaining a representative sample. Additionally, the study findings will be interpreted considering the limitations of the sampling method.

3.4 Sample Size:

A Sample size of 74 was taken for this research project out of which 26 were females and 48 were males the sample size meets the minimum requirement for a statistically significant sample size it also take account the variability of the population, the level of precision desired and the research design.

CHAPTER 4

ANALYSIS

4.1 Data Analysis and Interpretation

1. Age Group:

Most of the respondents fall in the age group of 18-24, which suggests that Ayurvedic products are more popular among younger people.

What is your age group?

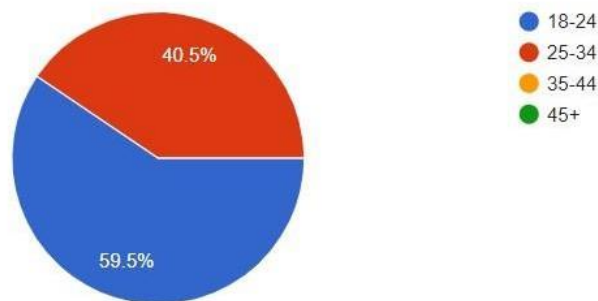


Chart 4.1 Age of Respondents

Gender * What is your age group? Crosstabulation

Count		What is your age group?		Total
		18-24	25-34	
Gender	Female	20	6	26
	Male	24	24	48
Total		44	30	74

Table 4.1 Age Group

2. Frequency of Purchase:

The respondents have different purchasing patterns, with most purchasing Ayurvedic products either monthly or rarely.

How often do you purchase Ayurvedic products?

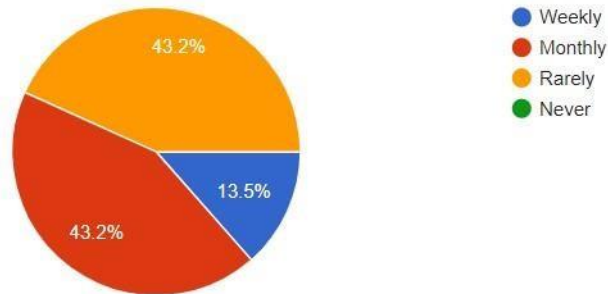


Chart 4.2 Frequency of Purchase

**Gender * How often do you purchase Ayurvedic products?
Crosstabulation**

Count		How often do you purchase Ayurvedic products?			Total
		Monthly	Rarely	Weekly	
Gender	Female	12	10	4	26
	Male	20	22	6	48
Total		32	32	10	74

Table 4.2 Frequency of Purchase

3. Factors Influencing Purchase:

Quality, recommendations from friends and family, brand reputation, and availability are the main factors that influence the decision to purchase Ayurvedic products and it can be noticed from data that females care more about brand reputation as compare to males.

What is the main factor that influences your decision to purchase Ayurvedic products?



Chart 4.3 Influencing Factors

Gender * What is the main factor that influences your decision to purchase Ayurvedic products? Crosstabulation

Count

		What is the main factor that influences your decision to purchase Ayurvedic products?						
		Brand reputation	No side effects and highly effective	Price	Quality	Recommendations from friends and family	Requirement Based	Total
Gender	Female	6	0	2	12	6	0	26
	Male	2	2	2	20	20	2	48
Total		8	2	4	32	26	2	74

Table 4.3 Factor influencing Purchase

4. Confidence in Safety and Efficacy:

The respondents are quite confident in the safety and efficacy of Ayurvedic products, with most being extremely confident.

How confident are you in the safety and efficacy of Ayurvedic products?

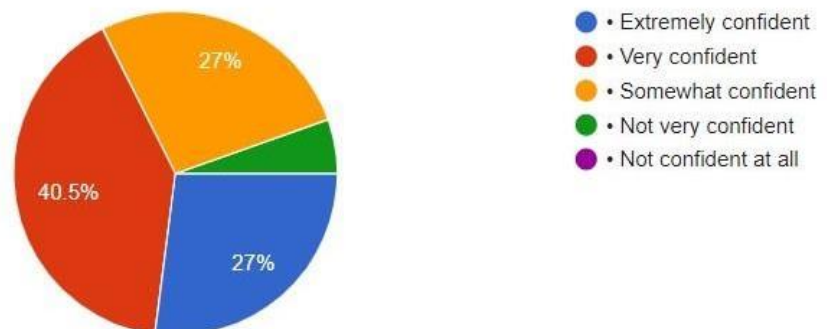


Chart 4.4 Confidence in Safety and Efficacy

Gender * How confident are you in the safety and efficacy of Ayurvedic products? Crosstabulation

Count

		How confident are you in the safety and efficacy of Ayurvedic products?				
		• Extremely confident	• Not very confident	• Somewhat confident	• Very confident	Total
Gender	Female	4	4	10	8	26
	Male	16	0	10	22	48
Total		20	4	20	30	74

Table 4.4 Confidence in Safety and Efficacy

5. Types of Ayurvedic Products Purchased:

Beauty and personal care products and Herbal supplements are the most popular types of Ayurvedic products purchased by the respondents.

Which of the following types of Ayurvedic products do you purchase the most?

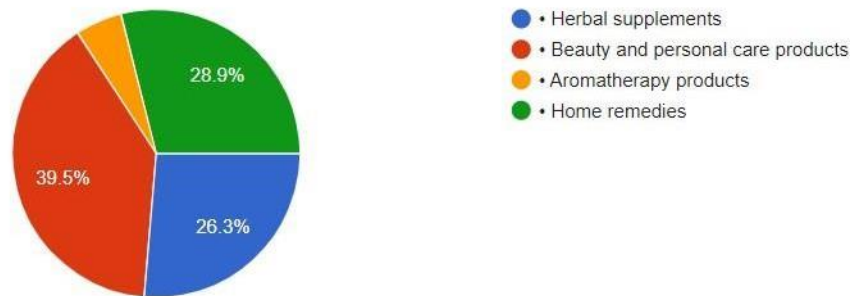


Chart 4.5 Types of Products Purchased

Gender * Which of the following types of Ayurvedic products do you purchase the most? Crosstabulation

Count		Which of the following types of Ayurvedic products do you purchase the most?					Total
		• Aromatherapy products	• Beauty and personal care products	• Herbal supplements	• Herbal supplements, • Home remedies	• Home remedies	
Gender	Female	2	16	6	0	2	26
	Male	2	14	12	2	18	48
Total		4	30	18	2	20	74

Table 4.5 Types of Products purchased

6. Purchase Method:

The majority of the respondents purchase Ayurvedic products In-store, followed by Online.

How do you typically purchase Ayurvedic products?

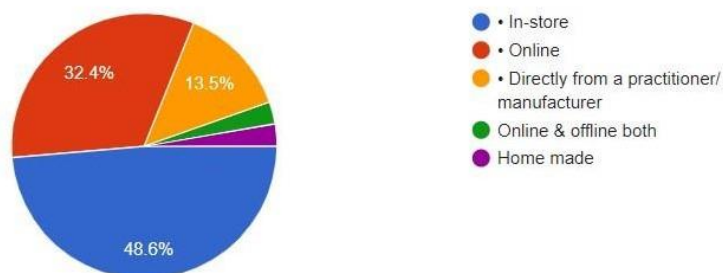


Chart 4.6 Mode of Buying

Gender * How do you typically purchase Ayurvedic products? Crosstabulation

		How do you typically purchase Ayurvedic products?						
		• Directly from a practitioner/manufacturer	• In-store	• Online	Home made	Online & offline both	Total	
Gender	Female	Count	4	6	12	2	2	26
		Expected Count	3.5	12.6	8.4	.7	.7	26.0
		% within Gender	15.4%	23.1%	46.2%	7.7%	7.7%	100.0%
		% within How do you typically purchase Ayurvedic products?	40.0%	16.7%	50.0%	100.0%	100.0%	35.1%
		% of Total	5.4%	8.1%	16.2%	2.7%	2.7%	35.1%
	Male	Count	6	30	12	0	0	48
		Expected Count	6.5	23.4	15.6	1.3	1.3	48.0
		% within Gender	12.5%	62.5%	25.0%	0.0%	0.0%	100.0%
		% within How do you typically purchase Ayurvedic products?	60.0%	83.3%	50.0%	0.0%	0.0%	64.9%
		% of Total	8.1%	40.5%	16.2%	0.0%	0.0%	64.9%
Total	Count	10	36	24	2	2	74	
	Expected Count	10.0	36.0	24.0	2.0	2.0	74.0	
	% within Gender	13.5%	48.6%	32.4%	2.7%	2.7%	100.0%	
	% within How do you typically purchase Ayurvedic products?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.5%	48.6%	32.4%	2.7%	2.7%	100.0%	

Table 4.6 Crosstabulation: Gender and Mode of Buying

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.203 ^a	4	.004
Likelihood Ratio	16.774	4	.002
N of Valid Cases	74		

Hypothesis

H0: There is no significant relationship between gender and method of purchasing ayurvedic products.

H1: There is significant relationship between gender and method of purchasing ayurvedic products.

Interpretation

P value is 0.004 which is much lower than the common accepted level of either 0.05 or 0.10 So, we can reject the null hypothesis (H0) and alternative hypothesis (H1) can be accepted. Also from the data we can clearly see that female buyer prefer online mode of buying ayurvedic products on the hand male buyer prefer buying from in-store

7. Importance of Availability:

The availability of Ayurvedic products in the local area is extremely important to most respondents but for males it more important than females.

How important is the availability of Ayurvedic products in your local area to you?

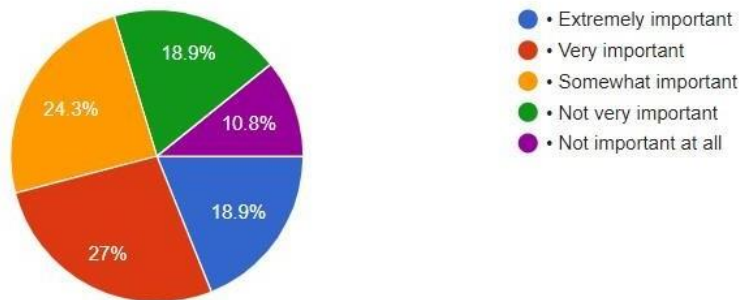


Chart 4.7 Importance of Availability

Gender * How important is the availability of Ayurvedic products in your local area to you? Crosstabulation

Count		How important is the availability of Ayurvedic products in your local area to you?					Total
Gender		• Extremely important	• Not important at all	• Not very important	• Somewhat important	• Very important	
Female		2	8	4	4	8	26
Male		12	0	10	14	12	48
Total		14	8	14	18	20	74

Table 4.7 Crosstabulation: Availability Of products in local area

8. Comparison to Western Medicine:

Most of the respondents believe that Ayurvedic products are more effective than conventional Western medicine.

In your opinion, how do Ayurvedic products compare to conventional Western medicine in terms of effectiveness?

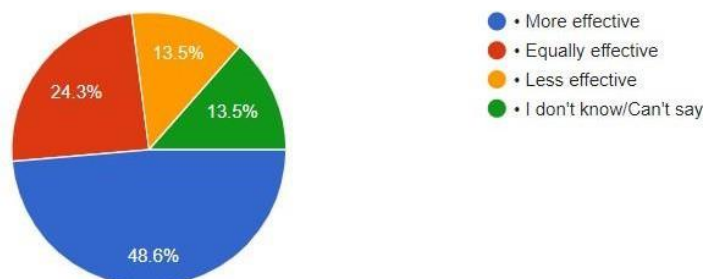


Chart 4.8 Perception towards Ayurvedic Product

Gender * In your opinion, what is the main advantage of using Ayurvedic products compared to conventional Western medicine? Crosstabulation

Count

		In your opinion, what is the main advantage of using Ayurvedic products compared to conventional Western medicine?			
		• Fewer side effects	• More natural and holistic approach	• More personalized approach	Total
Gender	Female	10	12	4	26
	Male	24	20	4	48
Total		34	32	8	74

Table 4.8 Crosstabulation: Perception towards Ayurvedic Product

9. Familiarity with Ayurveda:

The respondents are generally familiar with the concept of Ayurveda, with most being either somewhat or extremely familiar.

How familiar are you with the concept of Ayurveda?

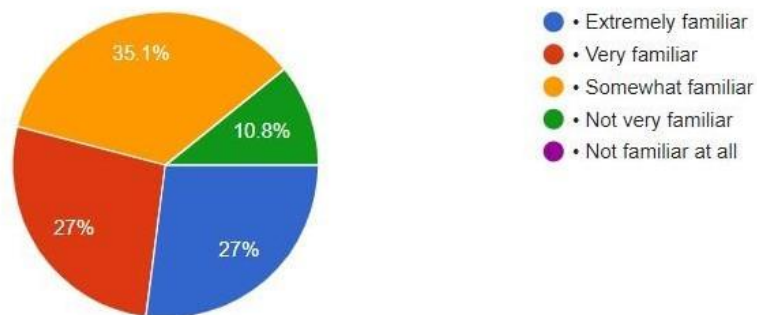


Chart 4.9 Familiarity with Ayurveda

Gender * How familiar are you with the concept of Ayurveda? Crosstabulation

Count

		How familiar are you with the concept of Ayurveda?				
		• Extremely familiar	• Not very familiar	• Somewhat familiar	• Very familiar	Total
Gender	Female	2	6	10	8	26
	Male	18	2	16	12	48
Total		20	8	26	20	74

Table 4.9 Crosstabulation: Familiarity with Ayurveda

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.457 ^a	3	.009
Likelihood Ratio	12.378	3	.006
N of Valid Cases	74		

H0: There is no significant relationship between gender and their familiarity with the concept of ayurveda.

H1: There is significant relationship between gender and method of purchasing ayurveda.

Interpretation

P value is 0.009 which is much lower than the common accepted level of either 0.05 or 0.10. So, we can reject the null hypothesis (H0) and alternative hypothesis (H1) can be accepted. From the results we can interpret that females are less familiar with concept of ayurveda and science behind it as compare to males.

10. Experience with Ayurvedic Treatments:

Most of the respondents have not tried an Ayurvedic treatment or therapy but gender wise speaking more females have tried Ayurvedic treatment

Have you ever tried an Ayurvedic treatment or therapy?

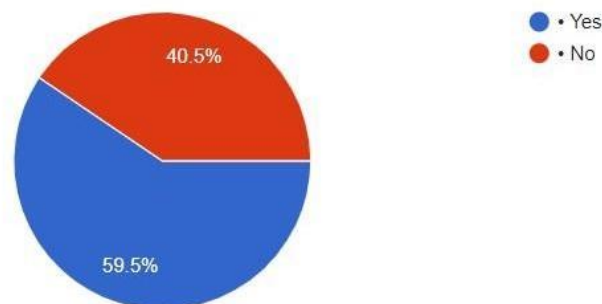


Chart 4.10 Experience with Ayurveda

Gender * Have you ever tried an Ayurvedic treatment or therapy? Crosstabulation

Count		Have you ever tried an Ayurvedic treatment or therapy?		Total
		• No	• Yes	
Gender	Female	8	18	26
	Male	22	26	48
Total		30	44	74

Table 4.10 Crosstabulation: Experience with Ayurveda

11. Frequency of Use:

The majority of the respondents use Ayurvedic products rarely or 3-4 times a week for personal health and wellness.

How often do you use Ayurvedic products for personal health and wellness?

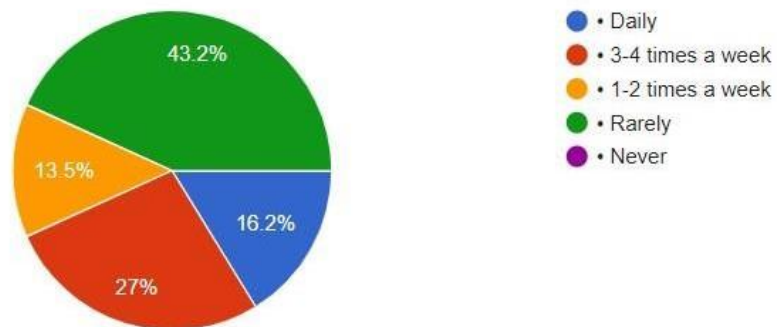
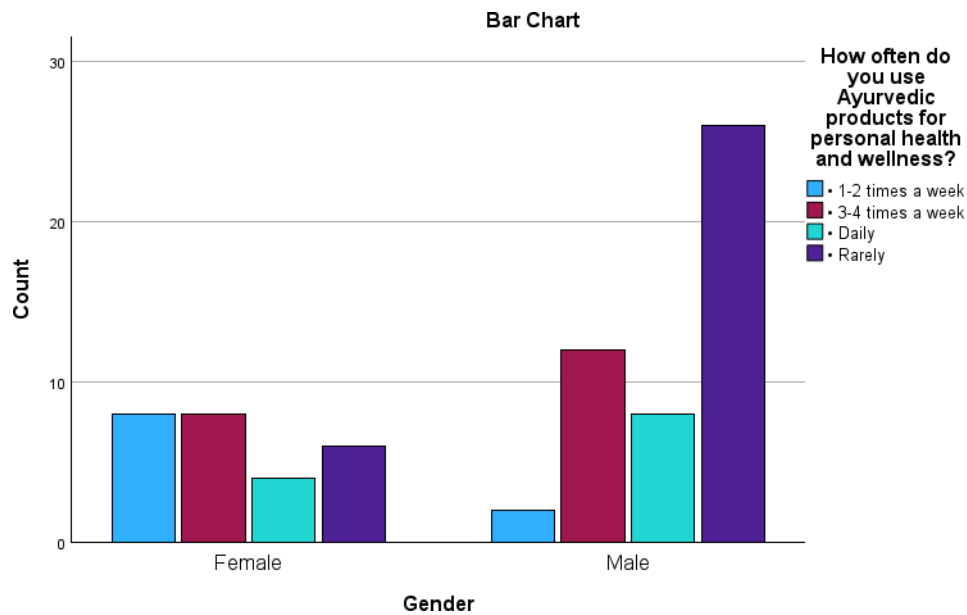


Chart 4.11 Frequency of usage

Gender * How often do you use Ayurvedic products for personal health and wellness? Crosstabulation

Count		How often do you use Ayurvedic products for personal health and wellness?				Total
		• 1-2 times a week	• 3-4 times a week	• Daily	• Rarely	
Gender	Female	8	8	4	6	26
	Male	2	12	8	26	48
Total		10	20	12	32	74

Table 4.11 Crosstabulation: Frequency of usage



Bar chart 4.1 Frequency of usage

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.826 ^a	3	.005
Likelihood Ratio	12.855	3	.005
N of Valid Cases	74		

Hypothesis

H0: There is no significant relationship between gender and Frequency of using ayurvedic products.

H1: There is significant relationship between gender and Frequency of using ayurvedic products.

Interpretation

P value is 0.005 which is much lower than the common accepted level of either 0.05 or 0.10. So, we can reject the null hypothesis (H0) and alternative hypothesis (H1) can be accepted. If we look at the data we can see that female use ayurvedic products more often for personal health and wellness as compared to males.

12. Overall Perception:

The respondents have a Highly positive overall perception of Ayurvedic products, with most being highly positive and positive.

Which of the following best describes your overall perception of Ayurvedic products?

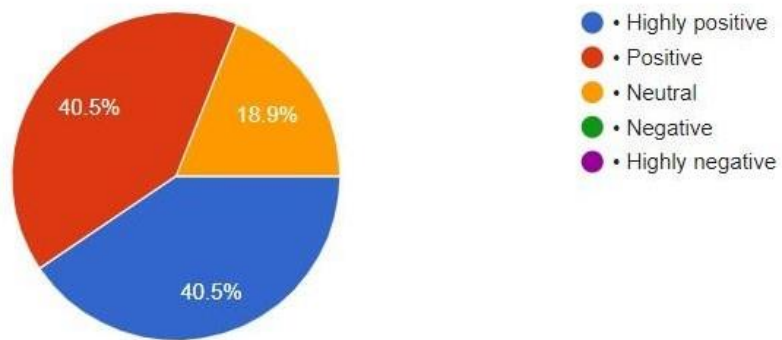


Chart 4.12 Perception Towards ayurvedic products

Gender * Which of the following best describes your overall perception of Ayurvedic products? Crosstabulation

Count		Which of the following best describes your overall perception of Ayurvedic products?			Total
		• Highly positive	• Neutral	• Positive	
Gender	Female	10	6	10	26
	Male	20	8	20	48
Total		30	14	30	74

Table 4.12 Crosstabulation: Perception Towards ayurvedic products

13. Likelihood of Recommendation:

Most of the respondents are very likely to recommend Ayurvedic products to friends and family.

How likely are you to recommend Ayurvedic products to friends and family? Extremely likely

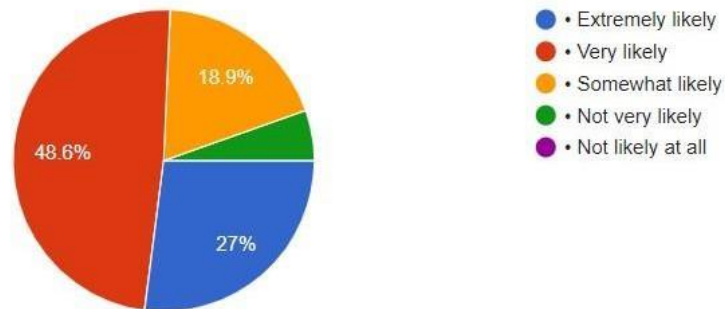


Chart 4.13 Likelihood of Recommendation

Gender * How likely are you to recommend Ayurvedic products to friends and family? Extremely likely Crosstabulation

Count

		How likely are you to recommend Ayurvedic products to friends and family? Extremely likely				
		• Extremely likely	• Not very likely	• Somewhat likely	• Very likely	Total
Gender	Female	6	2	10	8	26
	Male	14	2	4	28	48
Total		20	4	14	36	74

Table 4.13 Crosstabulation: Likelihood of Recommendation

14. Main Advantage:

Fewer side effects and a more natural and holistic approach are the main advantages of using Ayurvedic products compared to conventional Western medicine.

In your opinion, what is the main advantage of using Ayurvedic products compared to conventional Western medicine?

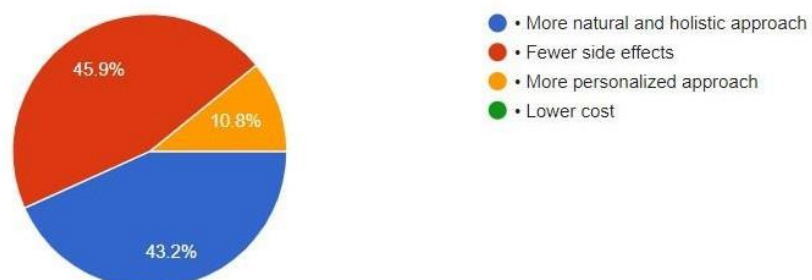


Chart 4.14 Crosstabulation: Advantages of Ayurvedic Product over Western medicine

Gender * In your opinion, what is the main advantage of using Ayurvedic products compared to conventional Western medicine? Crosstabulation

Count

		In your opinion, what is the main advantage of using Ayurvedic products compared to conventional Western medicine?			Total
		• Fewer side effects	• More natural and holistic approach	• More personalized approach	
Gender	Female	10	12	4	26
	Male	24	20	4	48
Total		34	32	8	74

Table 4.14 Crosstabulation: Advantages of Ayurvedic Product over Western medicine

15. Advice from Ayurvedic Practitioner:

Most of the respondents rarely seek advice or information from an Ayurvedic practitioner before purchasing Ayurvedic products.

How often do you seek advice or information from an Ayurvedic practitioner before purchasing Ayurvedic products?

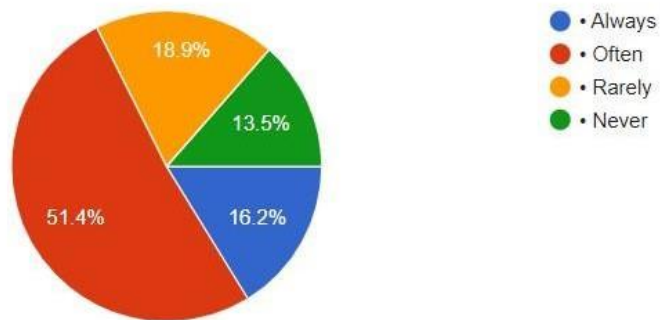


Chart 4.15 Crosstabulation: Advice from Ayurvedic Practitioner

Gender * How often do you seek advice or information from an Ayurvedic practitioner before purchasing Ayurvedic products? Crosstabulation

Count

		How often do you seek advice or information from an Ayurvedic practitioner before purchasing Ayurvedic products?				
		• Always	• Never	• Often	• Rarely	Total
Gender	Female	2	6	12	6	26
	Male	10	4	26	8	48
Total		12	10	38	14	74

Table 4.15 Crosstabulation: Advice from Ayurvedic Practioner

16. Importance of Product Labeling:

The product labeling is extremely important to the majority of the respondents when purchasing Ayurvedic products.

How important is product labeling (e.g., ingredients, benefits, etc.) to you when purchasing Ayurvedic products?

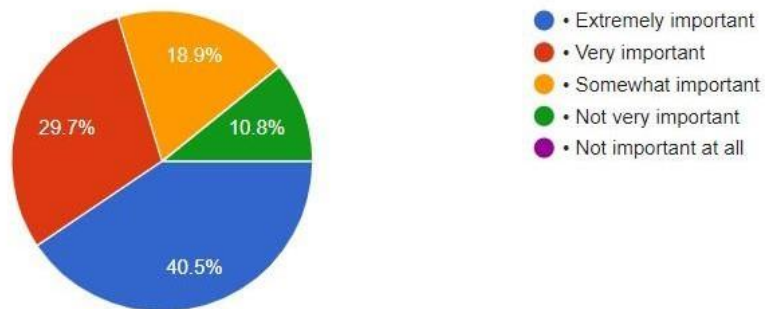


Chart 4.16 Importance of product labeling when purchasing

Gender * How important is product labeling (e.g., ingredients, benefits, etc.) to you when purchasing Ayurvedic products? Crosstabulation

Count

		How important is product labeling (e.g., ingredients, benefits, etc.) to you when purchasing Ayurvedic products?				
		• Extremely important	• Not very important	• Somewhat important	• Very important	Total
Gender	Female	10	2	8	6	26
	Male	20	6	6	16	48
Total		30	8	14	22	74

Table 4.16 Crosstabulation: Importance of product labeling when purchasing

17. Biggest Challenge:

The lack of information is the biggest challenge while purchasing Ayurvedic products by most of the respondents

What do you consider to be the biggest challenge in purchasing Ayurvedic products?

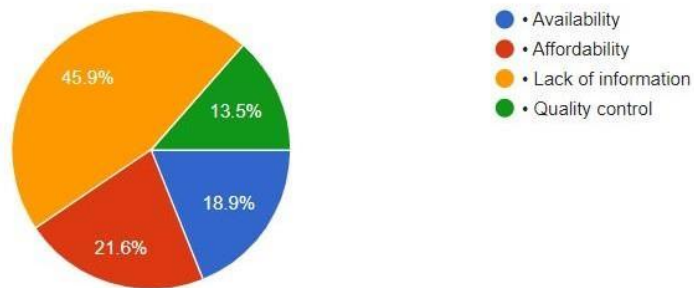


Table 4.17 Crosstabulation: Challenges while purchasing Ayurvedic Products

Gender * What do you consider to be the biggest challenge in purchasing Ayurvedic products? Crosstabulation

Count		What do you consider to be the biggest challenge in purchasing Ayurvedic products?				Total
		• Affordability	• Availability	• Lack of information	• Quality control	
Gender	Female	10	2	10	4	26
	Male	6	12	24	6	48
Total		16	14	34	10	74

Table 4.17 Crosstabulation: Challenges faced while buying Ayurvedic Products

4.2 Findings

- Majority of respondents are between the age group of 18-24, with a few between the ages of 25-34.
- There is a difference in the perception of females and males towards ayurvedic products.
- Quality is the most important factor for majority of respondents when it comes to purchasing ayurvedic products, followed by other factors such as recommendations from friends and family, brand reputation, and availability.
- Consumers have more confidence in using beauty and personal care ayurvedic products with a few indicating a preference for herbal supplements and home remedies.
- Most respondents prefer online mode of buying, with a few indicating a preference for in-store purchases and females prefer buying online more than males.
- Combining the result of purchase method and importance of availability we can say that females care less about availability of product in their area because prefer buying ayurvedic product online
- Effectiveness is a key factor for most respondents when choosing health or personal care products, with a few showing a preference for a natural and holistic approach.
- Familiarity with products is high among most respondents, with a few indicating a lack of information.
- Fewer side effects are preferred by most respondents, with some indicating that personalized approaches are also important.
- Majority of the respondents has Positive perception towards ayurvedic products with a few indicating having negative or neutral perception.
- Most respondents purchase products on a monthly or weekly basis and females use more often as compare to males.

4.3 Recommendation

The following recommendations are suggested:

Increase Awareness: According to the findings, many consumers are not aware of the benefits of ayurvedic products. Companies should put effort to increase awareness of the benefits of ayurvedic products through various marketing campaigns.

Improve Availability: The availability of ayurvedic products is limited in some areas. Companies should focus more on expanding their distribution channels and make the products more accessible to consumers.

Better Packaging and Labeling: Consumers prefer products that have clear and concise labeling, and attractive packaging. Companies should invest in improving the packaging and labeling of their products.

Conduct further Research: The sample size taken in this study is limited and from specific geographic area. So, it is recommended that further research be conducted to get a more comprehensive understanding of consumer behavior towards ayurvedic products in different regions.

Collaborate with Ayurveda Practitioners: Collaborating with Ayurveda practitioners can help companies to develop products which are new in demand and are more effective and caters to the specific needs of consumers.

Ensure quality and authenticity: Consumers trust ayurvedic products because they are natural and have been used for centuries by people. Therefore, it is important for companies to ensure the quality and authenticity of their products to keep consumer's trust.

In conclusion, these recommendations can help companies to better understand consumer behavior towards ayurvedic products and to develop effective marketing strategies to increase consumer adoption and loyalty.

4.4 Limitation of the Study

Every research study has its limitations, and it is important to acknowledge them to provide a comprehensive picture of the research findings. Some limitations of this study on consumer behaviour towards Ayurvedic products may include:

Sample Size: The sample size of 74 respondents may not be the representative of the larger population of consumers of Ayurvedic products, and hence the findings may not be generalized to other populations.

Limited Geographical Scope: This study was conducted in a specific geographical location, and the findings may not be applicable to other regions with different cultural and demographic characteristics.

Self-Report Bias: The data collected in this study were based on self-reported responses from the participants, which may be subject to social desirability bias, memory bias, or other biases.

Limited Timeframe: The data for this study were collected within a limited timeframe, hence, the results may not accurately reflect change in consumers behavior toward Ayurvedic products over a more extended period.

Lack of Objective Measures: The study relies on subjective measures such as self-reported attitudes and perceptions, and there was no objective measure of consumer behavior towards Ayurvedic products.

It is important to recognize these limitations as they can provide avenues for future research and improve the overall quality of research in the field of Ayurvedic products.

CHAPTER 5: CONCLUSION

In conclusion, this research project explores the consumer behavior towards Ayurvedic products via a survey conducted among a sample of 74 individuals across India. The results of the survey provided valuable insights into the factors influencing the purchase and consumption of Ayurvedic products among consumers.

We can see that a significant portion of Indian consumers are gravitating towards Ayurvedic products because of their perceived efficacy, all-natural composition, and lack of negative side effects. Ayurvedic items were reportedly used by most responders for skin care, cosmetics, and health supplements. This suggests that Ayurvedic goods are becoming more popular as a safe and reliable substitute for Western medication.

The study result also suggests that the packaging and labeling of Ayurvedic products also play a crucial role in influencing the purchase decision of buyer. The respondents showed a preference for products which have clear instructions, ingredients list, and manufacturing details. The pricing of Ayurvedic products is also found to be one of the major factor that affects the purchase behavior. Consumers are willing to pay extra for better-quality products, but excessive pricing can refrain them from making a purchase.

The study also highlights the impact of online marketing and social media on consumer behaviour towards Ayurvedic products. It was found that a majority of consumers nowadays do prior research using online sources for product information and reviews before making a purchase. This underscores the need for Ayurvedic product manufacturers to develop effective digital marketing strategies to engage with consumers on social media platforms and We have also noticed that the perception of consumer also change with Gender and Age so marketing strategies should be more tailored rather than generalized.

Overall, the study provide valuable insights onto the factors that influence consumer behaviour towards Ayurvedic products. This study can be useful for Ayurvedic product manufacturers to understand consumer preferences and build effective marketing strategies to promote their products. This study can also help govt to create a favorable environment for the future growth of Ayurvedic products in our country. Ayurvedic products are gaining popularity among Indian consumers as a safe and effective alternative to modern medicine. The packaging, pricing, and digital marketing of Ayurvedic products are important factors that influence buyers decision.

PAPER NAME

rishav_rana_mrp_100.pdf

AUTHOR

Rishav

WORD COUNT

6119 Words

CHARACTER COUNT

35180 Characters

PAGE COUNT

41 Pages

FILE SIZE

1.2MB

SUBMISSION DATE

Apr 20, 2023 11:37 PM PDT

REPORT DATE

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Annexure

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Consumer behavior towards Ayurvedic products

Consumer behavior towards Ayurvedic products

Analyze the consumer behavior towards Ayurvedic products, including their preferences, motivations, and decision-making process.

** Indicates required question*

1. Name *

2. What is your age group? *

Mark only one oval.

18-24

25-34

35-44

45+

3. How often do you purchase Ayurvedic products? *

Mark only one oval.

Weekly

Monthly

Rarely

Never

<https://docs.google.com/forms/d/1f4a7FX2CoVJUXyLPzMKTwLhSFOprCHs8MHDfrYv30M/edit>

1/7

4. What is the main factor that influences your decision to purchase Ayurvedic products? *

Mark only one oval.

- Price
- Quality
- Brand reputation
- Recommendations from friends and family
- Other: _____

5. How confident are you in the safety and efficacy of Ayurvedic products? *

Mark only one oval.

- Extremely confident
- Very confident
- Somewhat confident
- Not very confident
- Not confident at all

6. Which of the following types of Ayurvedic products do you purchase the most? *

Mark only one oval.

- Herbal supplements
- Beauty and personal care products
- Aromatherapy products
- Home remedies
- Other: _____

7. How do you typically purchase Ayurvedic products? *

Mark only one oval.

- In-store
- Online
- Directly from a practitioner/manufacturer
- Other: _____

8. How important is the availability of Ayurvedic products in your local area to you? *

Mark only one oval.

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not important at all

9. In your opinion, how do Ayurvedic products compare to conventional Western medicine in terms of effectiveness? *

Mark only one oval.

- More effective
- Equally effective
- Less effective
- I don't know/Can't say

10. How familiar are you with the concept of Ayurveda? *

Mark only one oval.

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all

11. Have you ever tried an Ayurvedic treatment or therapy? *

Mark only one oval.

- Yes
- No

12. How often do you use Ayurvedic products for personal health and wellness? *

Mark only one oval.

- Daily
- 3-4 times a week
- 1-2 times a week
- Rarely
- Never

13. Which of the following best describes your overall perception of Ayurvedic products? *

Mark only one oval.

- Highly positive
- Positive
- Neutral
- Negative
- Highly negative

14. How likely are you to recommend Ayurvedic products to friends and family? Extremely likely *

Mark only one oval.

- Extremely likely
- Very likely
- Somewhat likely
- Not very likely
- Not likely at all

15. In your opinion, what is the main advantage of using Ayurvedic products compared to conventional Western medicine? *

Mark only one oval.

- More natural and holistic approach
- Fewer side effects
- More personalized approach
- Lower cost
- Other: _____

16. How often do you seek advice or information from an Ayurvedic practitioner before purchasing Ayurvedic products? *

Mark only one oval.

- Always
- Often
- Rarely
- Never

17. How important is product labeling (e.g., ingredients, benefits, etc.) to you when purchasing Ayurvedic products? *

Mark only one oval.

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not important at all

18. What do you consider to be the biggest challenge in purchasing Ayurvedic products? *

Mark only one oval.

- Availability
- Affordability
- Lack of information
- Quality control
- Other: _____

19. Do you think that Ayurvedic products offer a more holistic approach to health and wellness compared to conventional Western medicine? *

Mark only one oval.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

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