

MAJOR RESEARCH PROJECT

A STUDY ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC PRODUCT

Submitted by-

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CERTIFICATE

This is to certify that **Sivraj Sanni**, (2K22/DMBA/125) has fulfilled a portion of the requirements for the Master of Business Administration (MBA) (2022-24) degree from Delhi School of Management, Delhi Technological University, New Delhi by submitting the Major Research Project titled “A STUDY ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC PRODUCT” under the guidance of **Dr. Shikha N Khera** (Assistant Professor).

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DECLARATION

I hereby declare that the work done on this report is solely carried out by me and is being submitted to Delhi School of Management, Delhi Technological University for the partial fulfillment for the degree of Masters of Business Administration, academic period 2022-24.

Signature of the Candidate

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. It is our deepest gratitude to them.

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I extend my gratitude to our Head of the Department Dr. Saurabh Agarwal Delhi School of Management, DTU for giving me this opportunity. This project is devoted to all those who helped me while doing this project.

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 93 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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1. INTRODUCTION

1.1 BACKGROUND

As one of the world's oldest healthcare systems, Ayurvedic has been practiced for thousands of years in India. The balance between the mind, body, and spirit is emphasized in its holistic approach to recovery, which is accomplished by using natural therapies, modifying one's lifestyle, and creating individualized treatment programmers. Ayurvedic goods are an essential part of this treatment method because they are made from natural sources including herbs, plants, and minerals.

The market for Ayurvedic products has expanded quickly in recent years and is predicted to do so in the future. A primary factor propelling this expansion is the growing consciousness among customers regarding the advantages of Ayurvedic medicine. A growing number of customers are searching for more natural and organic items that can support their continued health and wellness as they become more health conscious. The growing market for Ayurvedic products is also being driven by the increasing demand for these items. 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 customers around the world.

In general, the market expansion for Ayurvedic products reflects the growing desire for holistic and natural healing methods. 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.

1.1.1 HISTORY OF ARURVEDA

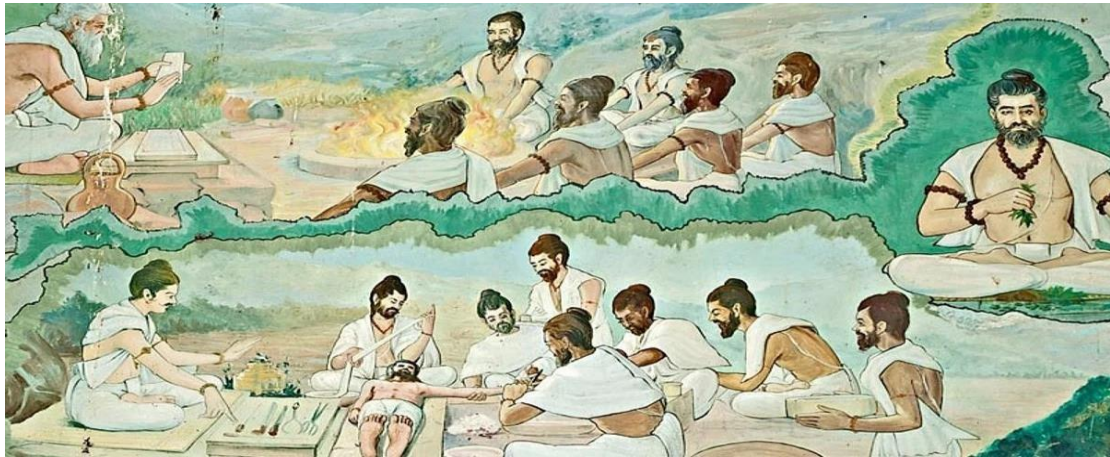


Figure 1.1 History of Ayurveda

Source: <https://medium.com/@hellomyoga1234/history-of-ayurveda-a-comprehensive-guide-through-time-and-wisdom-50da7d6fdd54>

More than 5,000 years ago, a traditional system of medicine called Ayurveda came into existence. The Sanskrit words "ayus," which means life, and "veda," which means knowledge or science, are the source of its name. 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 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.

1.1.2 CONCEPT OF AYURVEDA



Figure 1.2 Three Elements of Ayurveda
Source: www.elementsofayurveda

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.

1.1.3 Future of Ayurveda

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

Ayurveda's future has been formed, in particular, by a growing need and awareness for natural, holistic remedies. People are looking for Ayurvedic medicines and treatments as they become more aware of Ayurveda and its benefits. People are looking for more natural and individualized approaches to health as they develop more health-conscious, and Ayurveda offers exactly 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 fact that Ayurvedic products are becoming more and more popular, less is known about how customers actually use them. This is a challenge for companies trying to reach and connect with customers in this industry. 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 research is to examine how consumers behave when purchasing ayurvedic items, considering their preferences, motivations, and decision-making process. The specific objectives are:

- To identify the factors that influence consumer decision-making and understanding consumer behavior towards ayurvedic products.
- Identifying Motivations and Concerns Regarding Ayurvedic Products.
- To identify the biggest challenges consumers faces when purchasing ayurvedic products.
- To assess the likelihood of consumers recommending ayurvedic products to others.

1.4 Scope of the Study

This study has focused on consumers in India who purchase Ayurvedic products. The study has explored consumer behavior towards Ayurvedic products including their preferences, motivation 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 the 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.

2. LITERATURE REVIEW:

Ayurvedic products are ancient medicines and health care items that have been utilized in India and other countries for thousands of years. Fruits, roots, and herbs are among the natural materials used in ayurvedic products. Ayurvedic products are becoming more and more well-liked because of their all-natural, holistic approach to healing. Reviewing the literature on consumer behavior towards Ayurvedic products, including preferences, motives, and decision-making processes, is the aim of this overview.

2.1 Consumer Behavior towards Ayurvedic Products:

Many elements, including cultural and social factors, psychological personal issues, and marketing and promotional considerations, affect how consumers behave when purchasing Ayurvedic items. 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. Attitude and beliefs, in addition to psychological and personal aspects, influence how consumers behave while purchasing Ayurvedic items. Positive attitudes towards Ayurveda increase the likelihood that consumers will purchase Ayurvedic products.

Many studies have looked at how consumers behave when purchasing Ayurvedic items. For example, Prasad and Devi's (2018) study in India sought to determine the variables influencing consumers' attitudes towards Ayurvedic items. The study discovered that a number of factors, including the product's perceived efficacy, availability, and recommendations from friends and family, had an impact on customers' purchase decisions. Another study by Gupta et al. (2017) in India discovered that important factors influencing consumers' purchasing decisions were their perceptions of the product's safety and efficacy as well as their level of trust in the product.

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, 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.

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. 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:

The decision-making process used by consumers is complex, multi-step, and influenced by a wide range of variables. When making an Ayurvedic product purchase, consumers consider a number of aspects, including the product's qualities, price, brand reputation, perceived benefits, and perceived quality. A review of the research on how customers choose Ayurvedic products is given in this section.

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 affected by number factors such as product attributes 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 affected by various 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. Availability of the goods is another crucial consideration while deciding.

According to a study by Bansal and Joshi (2020), a number of factors, including the degree of involvement in the decision-making process, the degree of trust in the product, and the degree of satisfaction with prior purchases, influence the decision-making process when buying Ayurvedic products. According to the survey, customers are more inclined to repurchase Ayurvedic items if they have a high degree of product trust and are happy with their prior purchases. Additionally, the likelihood of buying Ayurvedic items is higher among consumers who actively participate in the decision-making process. Overall, a number of factors, including product features, price, brand reputation, perceived quality, perceived advantages, perceived effectiveness, perceived safety, packaging, and availability, impact consumers' decision to buy Ayurvedic products. 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. 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).

Concerns about quality control and regulation, along with the medicines' traditional use and presumed natural origin, seem to have an impact on consumers' faith in the safety and efficacy of Ayurvedic goods.

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 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 by Rajput and colleagues (2021) discovered that most people who use Ayurvedic items preferred to buy them from physical 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 buy Ayurvedic items online. 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

One of the issues is the Ayurvedic industry's lack of standards and regulations, which can result in variations in the effectiveness and quality of products. (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,

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.

There will be multiple sections in the survey including:

Demographic information: The age, gender, income, education level, and other pertinent demographic data of the respondents will be gathered in this part.

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: Questions may include if they have any concerns regarding 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.

Descriptive as well as inferential statistics will be used to analyse the survey data. While inferential statistics will be used to test hypotheses and reach population-level conclusions, descriptive statistics will be used to summarize the data and identify patterns and trends. All things considered, this study methodology will offer a thorough grasp of how consumers behave towards Ayurvedic items and the variables influencing their decisions to buy.

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.

Both open-ended and closed-ended questions are included in the survey. While respondents could create their own answers to open-ended questions, they could only choose among possibilities for closed-ended ones. The questionnaire was made to be readily completed in about two minutes.

For additional analysis, the survey data was put into an Excel spreadsheet. To guarantee correctness and uniformity, the answers were sanitized. The data is analyzed using descriptive statistics, which include percentages and frequency tables.

3.3 Sampling Techniques

Convenience sampling is the sampling technique employed in this study. Samples are chosen using a method known as non-probability sampling, considering their availability and desire to take part in the research. In this instance, participants were gathered from a variety of places, including retail establishments, universities, and online social media networks.

Because convenience sampling is an economical and effective method of gathering data, it is suitable for this study. It enables the researcher to rapidly and with limited resources contact a sizable number of individuals. Convenience sampling has the drawback that sample bias may occur and the results may not be representative of the overall population. Consequently, it's possible that the study's conclusions cannot be applied to the whole population.

In order to reduce the possibility of bias, individuals were sought out from a variety of regions and backgrounds. Additionally, the sample size was sufficient to raise the possibility of getting a representative sample. The constraints of the sampling procedure will also be considered when interpreting the study's results.

3.4 Sample Size:

For this study, a sample size of 91 people was selected, of whom 34 were female and 53 were male. The sample size takes into consideration the desired level of precision, the research methodology, and the population variability in addition to meeting the minimal criteria for a statistically significant sample size.

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4. ANALYSIS:

4.1 Data Analysis and Interpretation

1. Age Group:

The majority of responders are between the ages of 18 and 24 and 25 and 34, indicating that younger consumers are more likely to use Ayurvedic items.

What is Your Age Group?
91 responses

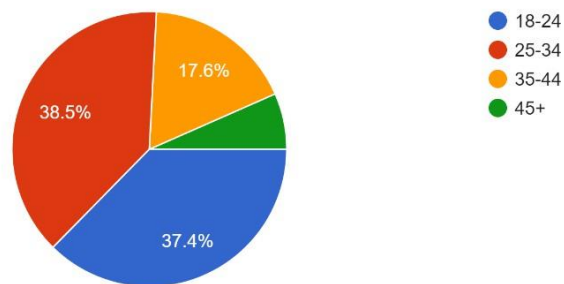


Chart 4.1 Age of Respondent

Crosstabulation

Row Labels	Count of What is Your Age Group?
Female	34
Male	53
Prefer not to say (blank)	4
Grand Total	91

Table 4.1 Age group

2. Location

60% of the respondents belong to rural areas while 40% of the respondents belong to urban areas.

Location
90 responses

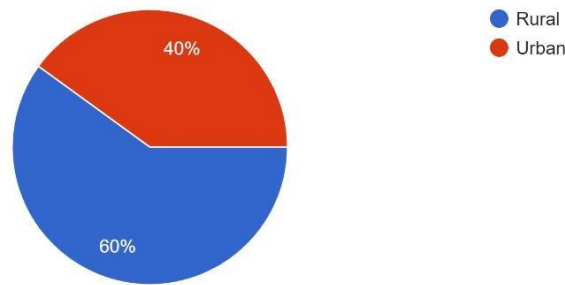


Chart 4.2 Location

3. Occupation

Majority of the respondents are students and few belongs to other profession.

Occupation
91 responses

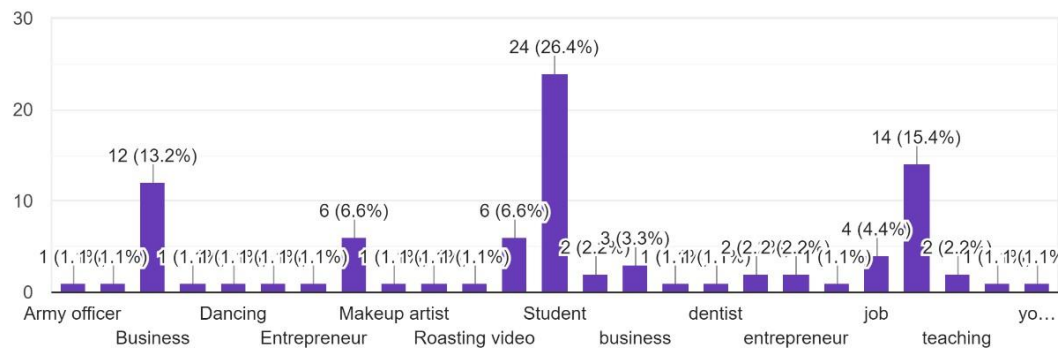


Chart 4.3 Occupation of the Respondents

4. Frequency of Purchase:

The respondents have different purchasing patterns, with most purchasing Ayurvedic products either monthly or rarely. **the most frequent purchase option for Ayurvedic products is "Rarely" (45.6%)**. This suggests that a significant portion of people do not purchase Ayurvedic products very often.

How often do you purchase Ayurvedic Products?

90 responses

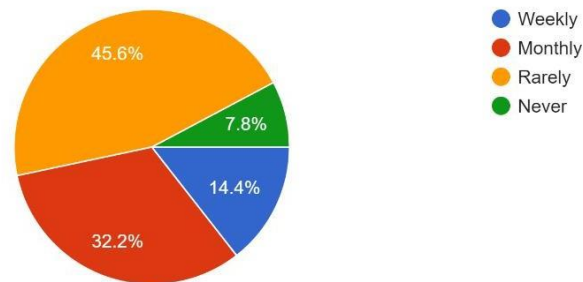


Chart 4.4 Frequency of purchase

**How often do you purchase Ayurvedic Products?
Crosstabulation**

Table 4.4 Frequency of purchase

5. Factors influencing purchase:

The primary determinants that impact the decision to buy Ayurvedic products are availability, quality, referrals from friends and family, and brand reputation. Research indicates that women are more concerned with brand reputation than men are.

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

90 responses

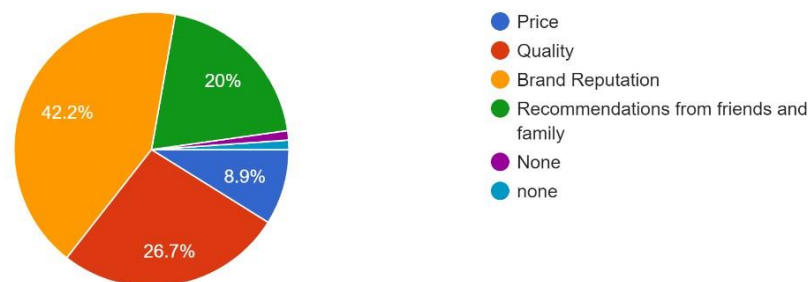


Chart 4.5 Influencing Factors

6. What types of Ayurvedic Products you typically use?

What types of Ayurvedic products do you typically use?

90 responses

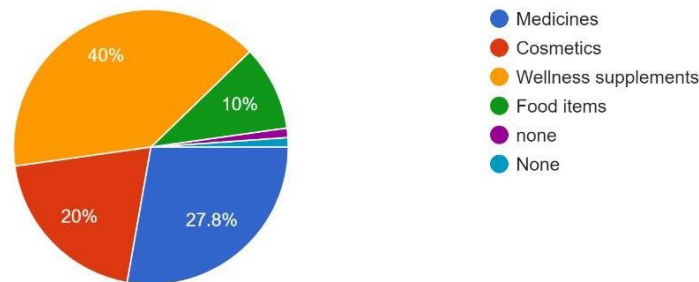


Chart 4.6 Ayurvedic products people typically use

Most respondents typically use wellness supplements. **Wellness Supplements (40.9%)** are the most popular type of Ayurvedic product, followed by Medicines (27.8%), Cosmetics (20.0%), and Food Items (10.0%). This suggests that people are most interested in using Ayurvedic products to improve their overall health and well-being. Ayurvedic medicine is a holistic system that emphasizes prevention and maintaining good health, so it's unsurprising that supplements are popular.

7. Main reasons to choose Ayurvedic products?

What are the main reasons you choose Ayurvedic products?

89 responses

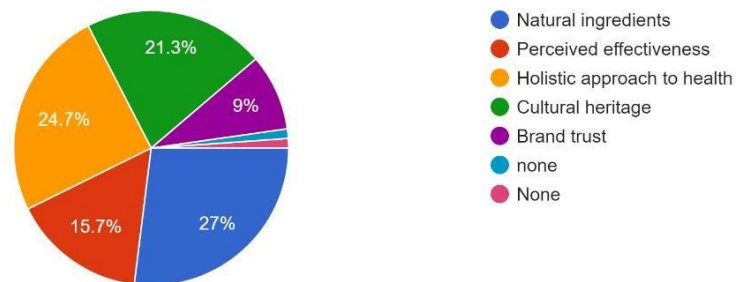


Chart 4.7 Main reasons to choose ayurvedic products

24.7% of the respondents choose ayurvedic products due to the holistic approach to health, 21.3% of the respondents choose ayurvedic products due to cultural heritage.

8. What are your bigger concerns for using Ayurvedic Products?

What are your biggest concerns about using Ayurvedic products?

90 responses

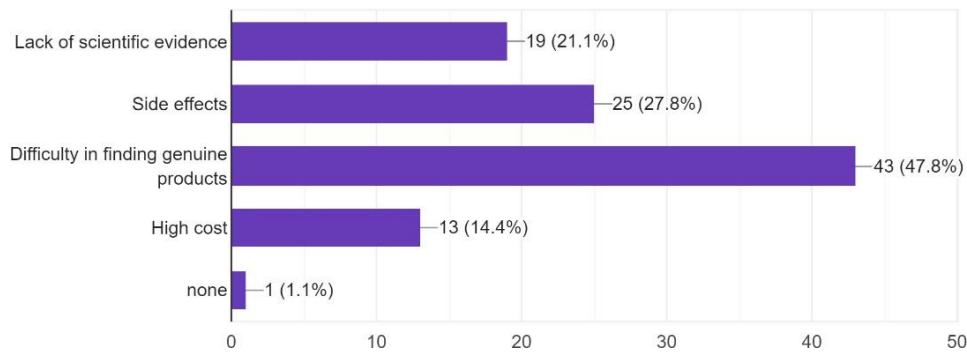


Chart 4.8 Biggest concerns about using Ayurvedic products.

Majority of the respondents finds difficulty in finding genuine products. This indicates that a significant portion of consumers worry about the authenticity and quality of Ayurvedic products available in the market. The concern likely stems from the proliferation of counterfeit or substandard products, which could potentially compromise effectiveness or even pose health risk

9. Where do you usually purchase Ayurvedic products?

Where do you usually purchase Ayurvedic products?

90 responses

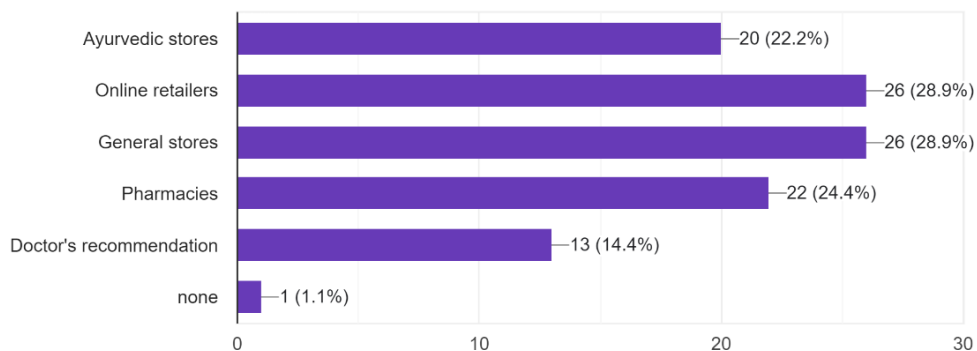


Chart 4.9 Modes of purchase

Majority of the respondents purchase ayurvedic products through online retailers and general stores a very few of them purchase through doctors' recommendations.

10. How important are brand names and certifications when choosing Ayurvedic products?

Based on the information that "somewhat important" is the majority response, we can interpret that brand names and certifications hold some weight in choosing Ayurvedic products, but they are not the absolute deciding factor for most people.

How important are brand names and certifications when choosing Ayurvedic products?
90 responses

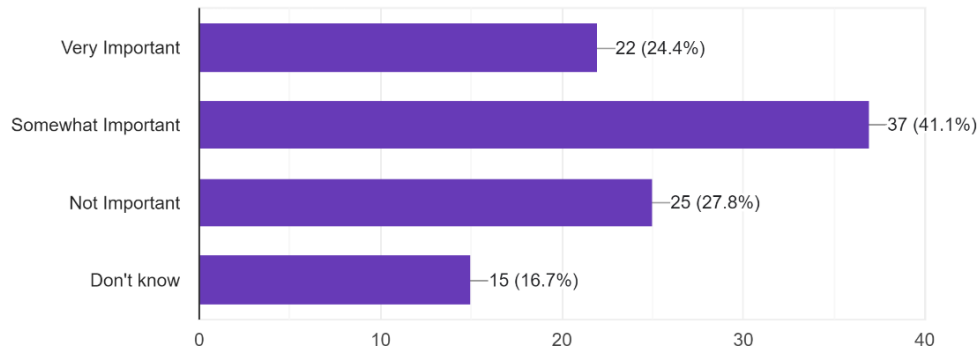


Chart 4.10 Importance of brand name

11. How do you learn about new Ayurvedic products?

This interpretation suggests that social media and online resources are the primary channels for people to discover new Ayurvedic products.

How do you learn about new Ayurvedic products?
90 responses

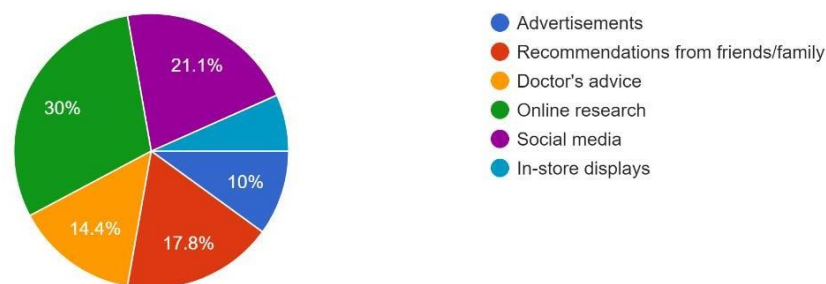


Chart 4.11 How do you learn about new product

12. What types of information do you find most helpful when making decisions about Ayurvedic products?

The interpretation here is that most people find dosage instructions and clinical studies the most helpful information when making decisions about Ayurvedic products.

What types of information do you find most helpful when making decisions about Ayurvedic products?

90 responses

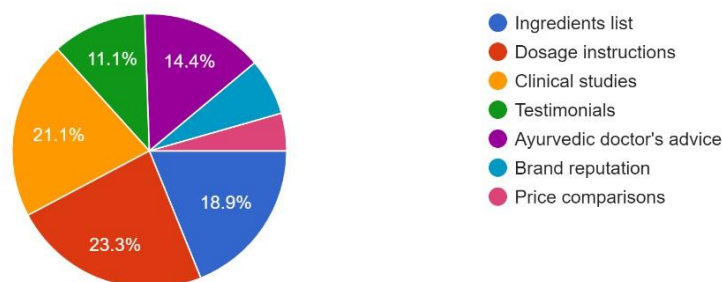


Chart 4.11 Making decisions

13. Overall, are you satisfied with the results you have experienced from using Ayurvedic products?

The majority response of "somewhat satisfied" with Ayurvedic products suggests a lukewarm feeling towards their effectiveness. By understanding why people are "somewhat satisfied," you can improve your products and communication strategies to achieve better results and higher customer satisfaction.

Overall, are you satisfied with the results you have experienced from using Ayurvedic products?

90 responses

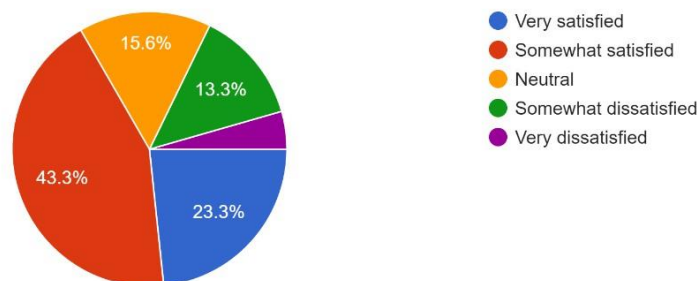


Chart 4.13 Satisfaction using ayurvedic products

14. Would you recommend Ayurvedic products to others?

Based on the responses you provided, the majority of respondents (**53.4%**) **are likely to recommend Ayurvedic products to others**. This suggests that a significant portion of people have had positive experiences with Ayurveda and believe it can be beneficial. It's important to consider that almost an equal number of people (26.1%) responded with "maybe not", indicating some uncertainty about recommending Ayurveda. This could be due to factors like individual experiences, a lack of awareness about Ayurveda, or concerns about product quality.

Overall, the data suggests a cautiously optimistic view of Ayurvedic products. More education and awareness about proper use and potential benefits could help increase the number of people who recommend Ayurveda to others.

Would you recommend Ayurvedic products to others?

88 responses

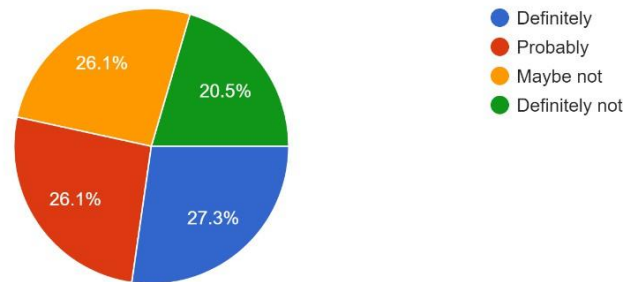


Chart 4.14 Recommendation to others

Hypothesis 1:

H0-As there is no significant difference between importance of brand and certification in the adoption of Ayurvedic products and populations (rural & urban).

H1-As there is significant difference between importance of brand and certification in the adoption of Ayurvedic products and population (rural & urban).

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta				
1	(Constant)	1.625	.132		12.327	.000		
	How important are brand names and certifications when choosing Ayurvedic products?	-.097	.053	-.191	-1.817	.073	1.000	1.000

a. Dependent Variable: Location

Source: Own Analysis (SPSS)

Interpretation:

There is no significant relationship between importance of brand and certification in the adoption of Ayurvedic products and populations (P-value > 0.05) therefore null hypothesis is accepted.

Hypothesis 2:

H0-As there is no statistical significance difference between frequency of ayurvedic product purchase and gender.

H1-As there is statistical significance difference between frequency of ayurvedic product purchase and gender

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.445	.188		7.692	.000		
	How often do you purchase Ayurvedic Products?	.002	.072	.003	.028	.978	1.000	1.000

a. Dependent Variable: Gender

Source: Own Analysis (SPSS)

Interpretation:

There is no relationship between frequency of ayurvedic product purchase and gender (P-value > 0.05), therefore null hypothesis is accepted.

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.
- For the majority of respondents, the most crucial consideration when buying ayurvedic products is quality, which is followed by availability, brand reputation, and referrals from friends and family.
- 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 they prefer buying ayurvedic products online.
- Effectiveness is a key factor for most of the 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 basis and females use more often as compared to males.

4.3 Recommendations

The following recommendations are suggested:

- **Increase Awareness:** The findings show that many customers are unaware of the advantages of ayurvedic products. Industries should try to raise knowledge of the advantages of ayurvedic products by running different kinds of marketing efforts.
- **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.
- **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 Limitations of the study

Every research study has its limits, which should be mentioned in order to present a complete picture of the findings. The following are some potential limitations of this study on customer attitudes towards Ayurvedic products:

- **Sample Size:** Sample Size: The results may not apply to other communities because the sample size of 92 respondents may not be representative of the whole Ayurvedic product consumer community.
- **Limited Geographical Scope:** Because this study was carried out in a particular area, its conclusions might not apply to other areas with distinct cultural and demographic traits.
- **Self-Report Bias:** The information gathered for this study came from the participants' self-reported answers, which could have been influenced by biases such as memory loss or social desirability.
- **Restricted Time:** The information for this study was gathered in a constrained amount of time. The information for this study was gathered in a constrained amount of time. 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 critical to acknowledge these limitations because they may open up new lines of inquiry and raise the standard of research being done on Ayurvedic goods in general.

4.5 Conclusion

In short, this study investigates how Indian consumers behave when it comes to Ayurvedic items using a survey given to 94 people in the sample. The survey's findings provide insightful information on the variables influencing customers' decisions to buy and use Ayurvedic medicines.

It is clear that a considerable proportion of Indian consumers are drawn to Ayurvedic remedies due to their perceived effectiveness, 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 implies that Ayurvedic products are gaining traction as a secure and trustworthy alternative to Western medicine.

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 factors that affects the purchase behavior. Although consumers are prepared to pay more for higher-quality goods, high prices may discourage them from doing so to buy.

The study also emphasizes how social media and internet marketing affect how people behave while buying Ayurvedic items.

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 changes with Gender and Age so marketing strategies should be more tailored rather than generalized.

All things considered, the survey offers insightful information on the variables influencing customer attitudes 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 buyer's decision.

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6. Annexure

08/04/2024, 22:52

Untitled form

Untitled form

A study on Consumer Behaviour Towards Ayurvedic Products

1. Name

2. What is Your Age Group?

Mark only one oval.

- 18-24
 25-34
 35-44
 45+

3. Gender

Mark only one oval.

- Male
 Female
 Prefer not to say
 Other: _____

4. Location

Mark only one oval.

- Rural
 Urban

<https://docs.google.com/forms/d/1yEQzMFku2qL04U5kHRXCQPS770y3veQt1HixGYWUa0/edit>

1/5

5. Occupation

6. How often do you purchase Ayurvedic Products?

Mark only one oval.

- Weekly
- Monthly
- Rarely
- Never

7. 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: _____

8. What types of Ayurvedic products do you typically use?

Mark only one oval.

- Medicines
- Cosmetics
- Wellness supplements
- Food items
- Other: _____

9. What are the main reasons you choose Ayurvedic products?

Mark only one oval.

- Natural ingredients
- Perceived effectiveness
- Holistic approach to health
- Cultural heritage
- Brand trust
- Other: _____

10. What are your biggest concerns about using Ayurvedic products?

Check all that apply.

- Lack of scientific evidence
- Side effects
- Difficulty in finding genuine products
- High cost
- Other: _____

11. Where do you usually purchase Ayurvedic products?

Check all that apply.

- Ayurvedic stores
- Online retailers
- General stores
- Pharmacies
- Doctor's recommendation
- Other: _____

12. How important are brand names and certifications when choosing Ayurvedic products?

Check all that apply.

- Very Important
 Somewhat Important
 Not Important
 Don't know

13. How do you learn about new Ayurvedic products?

Mark only one oval.

- Advertisements
 Recommendations from friends/family
 Doctor's advice
 Online research
 Social media
 In-store displays

14. What types of information do you find most helpful when making decisions about Ayurvedic products?

Mark only one oval.

- Ingredients list
 Dosage instructions
 Clinical studies
 Testimonials
 Ayurvedic doctor's advice
 Brand reputation
 Price comparisons

15. Overall, are you satisfied with the results you have experienced from using Ayurvedic products?

Mark only one oval.

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

16. Would you recommend Ayurvedic products to others?

Mark only one oval.

- Definitely
- Probably
- Maybe not
- Definitely not

17. What could be done to improve your experience with Ayurvedic products?

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Google Forms

12. How important are brand names and certifications when choosing Ayurvedic products?

Check all that apply.

- Very Important
 Somewhat Important
 Not Important
 Don't know

13. How do you learn about new Ayurvedic products?

Mark only one oval.

- Advertisements
 Recommendations from friends/family
 Doctor's advice
 Online research
 Social media
 In-store displays

14. What types of information do you find most helpful when making decisions about Ayurvedic products?

Mark only one oval.

- Ingredients list
 Dosage instructions
 Clinical studies
 Testimonials
 Ayurvedic doctor's advice
 Brand reputation
 Price comparisons

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