

# Effectiveness Of Advertising Through Different Media On Purchase Behaviour Of Ayurvedic Products

Abirami V<sup>1</sup>, Dr. N. Jamunarani<sup>2</sup>

<sup>1</sup>Research Scholar in Commerce, Annamalai University, Annamalai Nagar, Tamilnadu.

<sup>2</sup>Assistant Professor in Commerce, Annamalai University, Annamalai Nagar, Tamilnadu.

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## Abstract

*In the recent years, consumption of ayurvedic products among the people in Chennai city has rapidly increased. The market of ayurvedic product is highly influenced by advertising. But the effectiveness level of advertising on buying behaviour of the consumers of ayurvedic products vary based on different media in which advertisements are given. In this view, the researcher studied the effectiveness of advertising in different media on purchase behaviour of the consumers towards ayurvedic products. The area of the study is Chennai city. The sample size of the study is 536 consumers selected using simple random sampling method. Primary data were collected using a well-structured questionnaire. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, and correlation analysis for analyzing the data. The study found that television, radio, Instagram, and YouTube are perceived as the most effective advertising media, likely due to their visual, auditory, and interactive appeal. In contrast, traditional print media, particularly English newspapers, show diminished influence, reflecting changing consumer media preferences. The effectiveness of digital media varies across platforms, with engagement and user experience playing a critical role in determining their impact. It was also evidenced that socio-economic variables such as age and gender, as well as socio-economic factors like education, occupation, and income, significantly shape perceptions of advertising effectiveness across different media. In contrast, marital status, family type, and family size do not have a statistically significant influence.*

**Key words:** Advertising, media, social media, effectiveness, purchase behaviour, ayurvedic products, quality of advertising.

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## INTRODUCTION

In recent years, there has been a notable increase in the interest surrounding holistic health practices, which has resulted in a heightened emphasis on Ayurvedic products. As consumers grow more cognizant of the advantages associated with natural remedies, the implementation of effective advertising strategies becomes essential for the promotion of these products. This introduction delves into the various media channels employed for advertising Ayurvedic products, providing insights into how these approaches can effectively engage and resonate with a diverse audience. From conventional print advertisements in health magazines to digital marketing tactics on social media platforms, Ayurvedic brands are utilizing multiple channels to establish connections with potential customers. By comprehending the distinct characteristics of each medium, advertisers can customize their messages to align with the interests and preferences of their target demographics. The advertising of Ayurvedic products encompasses a wide array of media types to reach a broad and varied audience, merging traditional outreach with contemporary digital strategies. Television continues to be one of the most influential mediums, particularly for achieving mass reach in both urban and rural settings. Brands such as Patanjali and Dabur make substantial investments in television commercials, frequently featuring prominent personalities like Baba Ramdev to foster trust and authenticity. These advertisements are typically broadcast on mainstream entertainment channels as well as spiritual networks like Aastha and Sanskar TV. Additionally, radio advertising is frequently employed, especially in smaller towns and rural regions. Brands utilize catchy jingles, health tips, and testimonials in regional languages to effectively engage local listeners.

Print media remains a traditional yet impactful channel, especially among older consumers and in rural areas. Advertisements for Ayurvedic products are commonly found in both national and regional newspapers, including Dainik Jagran, Amar Ujala, and The Times of India. These advertisements typically feature comprehensive product details, advantages, and customer testimonials. Additionally, some brands employ advertorials—advertisements designed to resemble articles—to discreetly promote their products while informing readers about the health benefits of Ayurveda. As internet and smartphone usage continues to rise, digital media has emerged as a vital platform for Ayurvedic advertising. Brands leverage social media channels such as Facebook, Instagram, and YouTube to engage younger, urban demographics through video explainers, collaborations with influencers, and targeted advertising.

Influencer marketing has gained significant traction, with wellness bloggers and Ayurveda practitioners promoting products through tutorials and reviews. Furthermore, many companies implement SEO-focused campaigns via blogs and websites, and utilize e-commerce platforms like Amazon and Flipkart to enhance sales. The effectiveness of advertisements in different media on the Ayurvedic sector hinges on a deep understanding of both the products and the audience. Hence this aspect has been addressed in this article.

## LITERATURE REVIEW

**Gupta N (2022)** studied the impact of advertising on consumer behaviour. The study found that advertising had significant impact on buying behaviour of consumers towards electronic products in Surat city, in particular social media advertising had stronger influence on buying behaviour of consumers than any other types of advertising. **Dhananjhay G. (2022)** studied the effects of advertisement on consumers' buying behaviour. The study concluded Media advertisements had a strong influence on the buying habits of the public. Businesses utilized the media to spread the word about their products because customers were drawn to products marketed in the media. **Fan B. (2022)** found that newspaper advertisement was associated with changes in consumer behavior. Internet and television advertisements were also influenced consumer behavior by giving consumers the platform to gain a conclusive understanding of the nature of products presented in the marketplace. The study stated that marketers invested in magazine and newspaper advertisements to shift consumer behavior to gain their loyalty to the products offered in the market. **Yadav A. (2022)** in their study found that commercials had a considerable influence on customer purchasing behaviour. The study concluded that the advertising industry had seen a radical transformation in the modern period. Advertisements had an essential role in influencing consumer purchasing decisions. This study concentrated at the effect of commercials on customer buying behaviour when it came to consumer electronics. **Menon B., and Kumar S. (2022)** studied the impact of advertisement on buying behaviour. The study found that there was no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using. Advertisement only disclosed the advertisement good features of the products and since the product was not physically available the advertisement can also give some drawbacks of the products.

**Jindal M. et al (2022)** in their study dealt studying the impact of digital media advertisements on consumer behavior of the youth. The study showed that majority of participants agreed upon getting aware of various products through digital media advertisement. A considerable part of participants agreed that digital media advertisements could generate their interest in various products. Both females and males experience the equal impact of digital media advertisement on their behavior relating to interest, conviction, and purchase in buying the products online. **Yadav K., and Garvita (2023)** evidenced that digital advertising had a full mediating effect on the customer satisfaction in ayurvedic FMCG products. This study indicated that the app should be easy and comfortable so all customers can easily browse and shop comfortably. **Gupta K (2023)** in his study found that advertising influenced the purchasing behaviour of people. Yet, among the four independent factors, Familiarity and Entertainment had the most influence on purchase behaviour of the customers. The psychological effect of Familiarity on customers resulted in good purchasing behaviour. The majority of customers had seen Entertainment as a good brand signal rather than a negative one. **Dhanya P., and Nath B.G. (2023)** found that that the buying behavior of women was more influenced by television advertising than a man. There would be consumers attracted to those products that were readily available and of higher quality than quality. Income was the main factor on the basis of which people buy brands of goods at low prices FMCG. **Vandana et al (2025)** in their study concluded that Trust and credibility are vital factors driving consumer behavior. Price, packaging, and Social media advertising also significantly influence buying behavior. Customers are looking for items that reflect their values and views and are becoming more conscious of the social and environmental effects of their choices. As the herbal healthcare market grows, competitive pricing and widespread availability become more crucial for consumers.

### Objectives

The study has been attempted with the following objectives.

- To study the effectiveness of advertising through various media on purchase behaviour of the consumers of ayurvedic products in the study area and

- To assess the relationship between effectiveness of advertising through various media on purchase behaviour of the consumers of ayurvedic products and other variables.

## METHODOLOGY

In the recent years, consumption of ayurvedic products among the people in Chennai city has rapidly increased. Since, people get knowledge about harmfulness of non-ayurvedic products and medicinal and other benefits of ayurvedic products. The market of ayurvedic product is highly influenced by advertising. But the effectiveness level of advertising on buying behaviour of the consumers of ayurvedic products vary based on different media in which advertisements are given. In this view, the researcher studied the effectiveness of advertising in different media on purchase behaviour of the consumers towards ayurvedic products. For this purpose the researcher selected Chennai city of the state of Tamilnadu as study area. The researcher selected a total of 536 consumers who consumed ayurvedic products in the study area as sample of the study. They were selected using simple random sampling method. The researcher framed and used a well-structured questionnaire for collecting primary data from the sample respondents. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, and correlation analysis for analyzing the data.

## RESULTS AND DISCUSSION

Advertisements of ayurvedic products are being telecasted or given in different types of media. The type of media plays a pivotal role in determining their effectiveness on purchase behaviour of the respondents regarding ayurvedic products in the study area. Table 1 presents the results related to effectiveness of advertising on purchase behaviour of the respondents towards ayurvedic products through different types of media.

**Table 1: Effectiveness of Advertising through Different Media**

Sl. No.	Advertising Media	HI	I	N	NI	HNI	Total
1	Television advertisements	209 (39.0)	127 (23.7)	46 (8.6)	104 (19.4)	50 (9.3)	536 (100)
2	Advertisements in Tamil newspapers	126 (23.5)	146 (27.2)	92 (17.2)	96 (17.9)	76 (14.2)	536 (100)
3	Advertisements in English newspapers	82 (15.3)	78 (14.6)	64 (11.9)	176 (32.8)	136 (25.4)	536 (100)
4	Full page advertisements in newspapers	87 (16.2)	133 (24.8)	76 (14.2)	156 (29.1)	84 (15.7)	536 (100)
5	Advertisements in public places	154 (28.7)	128 (23.9)	32 (6.0)	164 (30.6)	58 (10.8)	536 (100)
6	Youtube advertisements	132 (24.6)	179 (33.4)	73 (13.6)	91 (17.0)	61 (11.4)	536 (100)
7	Advertisements through Facebook	127 (23.7)	163 (30.4)	73 (13.6)	112 (20.9)	61 (11.4)	536 (100)
8	Advertisements through Instagram	127 (23.7)	214 (39.9)	85 (15.9)	60 (11.2)	50 (9.3)	536 (100)
9	Advertisements through other social media	118 (22.1)	109 (20.3)	68 (12.7)	169 (31.5)	72 (13.4)	536 (100)
10	Advertisements through websites	128 (23.9)	107 (20.0)	66 (12.2)	150 (28.0)	85 (15.9)	536 (100)
11	Advertisements in online shopping websites	139 (25.9)	57 (10.6)	84 (15.7)	189 (35.3)	67 (12.5)	536 (100)
12	Advertisements through Radio	194 (36.2)	80 (14.9)	92 (17.2)	133 (24.8)	37 (6.9)	536 (100)
13	Advertisements in magazines	136 (25.4)	118 (22.0)	103 (19.2)	103 (19.2)	76 (14.2)	536 (100)

Source: Computed from Primary Data

Table 1 reveals that Television advertising emerged as the most effective medium of advertising to have influence on purchase behaviour of ayurvedic products in the study area, with 39.0% of respondents rating it as Highly Influential, and a combined 62.7% (highly influenced and influenced) viewing it positively. This aligns with the long-standing role of television as a dominant medium in shaping consumer behavior due to its wide reach, audio-visual appeal, and emotional impact. Similarly, Radio advertisements were perceived to be highly effective on determining purchase behaviour of ayurvedic products, with 36.2% rating them as Highly Influential. Despite the rise of digital media, radio appears to retain its effectiveness, likely due to its accessibility, particularly in regional or rural areas, and its ability to reach consumers during commutes or work. Advertisements in public places, such as hoardings and billboards, also ranked relatively high, with 28.7% indicating them as Highly Influential. Their constant visibility and ability to capture attention during daily routines contribute to their impact. Among digital platforms, Instagram and YouTube advertisements showed strong effectiveness. Instagram received the highest percentage of respondents rating it as Influential (39.9%), and together with highly influential (23.7%), achieved a combined 63.6% positive influence. This shows a high level of engagement on visual platforms among younger demographics. YouTube also received a strong positive rating with 24.6% highly influential and 33.4% influential, reflecting the platform's interactive and on-demand nature, which likely enhances message retention.

In contrast, traditional print media, particularly English newspapers, were perceived as less effective, with only 15.3% rating them as Highly Influential, while a significant proportion (32.8% not influenced and 25.4% highly not influenced) found them ineffective. Full-page newspaper advertisements also received mixed responses, with only 16.2% rating them as Highly Influential, and 44.8% (either not influenced or highly not influenced) finding them not impactful. This reveals a declining influence of print media, possibly due to changing reading habits and increased digital consumption. Interestingly, advertisements on online shopping websites, while rated Highly Influential by 25.9%, also saw a large portion (35.3%) finding them Not Influential. This polarized response may stem from ad fatigue or perceptions of intrusive marketing tactics on these platforms. Social media platforms like Facebook and other social media (excluding Instagram and YouTube) received moderate effectiveness ratings, with 23.7% and 22.1% HI respectively. However, they also had noticeable proportions of negative responses, highlighting variability in user engagement and trust across different platforms. Magazines presented a balanced perception, with 25.4% of respondents rating them as Highly Influential, and a relatively even spread across other categories. This shows that while magazines may not dominate as an advertising medium.

Table 2 presents the results of descriptive statistics of the effectiveness of advertising on purchase behaviour of ayurvedic products through different media.

**Table 2: Descriptive Statistics of Effectiveness of Advertising through Different Media**

Sl. No.	Advertising Media	$\bar{x}$	$\sigma$	CV	Rank
1	Television advertisements	3.64	1.40	38.53	I
2	Advertisements in Tamil newspapers	3.28	1.37	41.85	VII
3	Advertisements in English newspapers	2.62	1.40	53.48	XIII
4	Full page advertisements in newspapers	2.97	1.35	45.42	XII
5	Advertisements in public places	3.29	1.43	43.46	VI
6	YouTube advertisements	3.43	1.33	38.72	IV
7	Advertisements through Facebook	3.34	1.34	40.18	V
8	Advertisements through Instagram	3.57	1.23	34.32	II
9	Advertisements through other social media	3.06	1.39	45.48	X
10	Advertisements through websites	3.08	1.44	46.67	IX
11	Advertisements in online shopping websites	3.02	1.41	46.79	XI
12	Advertisements through Radio	3.49	1.37	39.40	III
13	Advertisements in magazines	3.25	1.39	42.77	VIII

Table 2 provides a descriptive statistical analysis of the perceived effectiveness of advertising across various media platforms, using the mean score ( $\bar{x}$ ), standard deviation ( $\sigma$ ), and coefficient of variation (CV). These indicators help assess not only the average effectiveness of each medium but also the consistency of respondent opinions. Television advertisements received the highest mean score ( $\bar{x} = 3.64$ ) with a relatively low CV of 38.53%, placing it 1st in rank. This shows that television is not only perceived as the

most effective medium but also enjoys relatively consistent support among respondents. Followed by, Instagram advertisements ranked 2nd, with a high mean score ( $\bar{x} = 3.57$ ) and the lowest CV (34.32%) among all media. This low variability indicates strong and consistent agreement among respondents about Instagram's advertising effectiveness. Radio advertising secured the 3rd rank, with a mean score of 3.49 and a CV of 39.40%, indicating it remains a relevant and trusted medium, particularly in non-digital or regional segments. YouTube advertisements followed closely with a mean score of 3.43 and a CV of 38.72%, reflecting strong perceived effectiveness and moderate consistency. Facebook advertisements ranked 5th ( $\bar{x} = 3.34$ ; CV = 40.18%), show moderately high effectiveness, though with slightly greater variability in perception compared to Instagram. Advertisements in public places and Tamil newspapers ranked 6th and 7th, respectively, with mean scores were moderate at 3.29 and 3.28, and CVs around 41 to 43%. These findings indicate they are still moderately valued, though subject to somewhat varied opinions. Magazines ranked 8th, with a mean of 3.25, show that they hold niche effectiveness, possibly among specific demographics. Advertisements through websites and other social media platforms (excluding Facebook, Instagram, YouTube) had mean scores just above 3.0, ranking 9th and 10th, but their higher CVs (45 to 46%) indicate more divergent views. Online shopping websites and full-page newspaper advertisements received lower mean scores (3.02 and 2.97, ranked 11th and 12th, respectively), along with relatively high variability (CV = 46%). English newspaper advertisements were perceived as the least effective medium, with the lowest mean score ( $\bar{x} = 2.62$ ) and the highest CV (53.48%), indicating both low effectiveness and high inconsistency in perception. This aligns with the broader decline in the influence of print media in the digital age.

#### Relationship between Effectiveness of Advertising and Socio-Economic Variables

The following table presents the results of relationship between effectiveness of advertising through various media and socio-economic variables. For this purpose, the following null hypothesis was framed and tested using Pearson's correlation analysis. These results are presented in table 3.

Ho	:	There is no significant relationship between effectiveness of advertising through various media and socio-economic variables of the respondents.
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**Table 3: Relationship between Effectiveness of Advertising through Various Media and Socio-Economic Variables**

SN	Socio-economic Variables	<i>r</i>	<i>p</i> -value	Significant	H <sub>0</sub> Result
1	Gender	0.542	0.021	Significant	Rejected
2	Marital Status	0.221	0.075	Not Significant	Accepted
3	Family Type	0.199	0.069	Not Significant	Accepted
4	Family Size	0.231	0.059	Not Significant	Accepted
5	Age	0.631	0.002	Significant	Rejected
6	Education	0.437	0.011	Significant	Rejected
7	Occupation	0.422	0.045	Significant	Rejected
8	Income	0.336	0.049	Significant	Rejected

Table 3 shows that Age of the respondents has the strongest positive correlation with perceived advertising effectiveness through different media. Its calculated correlation coefficient ( $r = 0.631$ ,  $p = 0.002$ ) was significant at 1% level, hence the null hypothesis was rejected. This indicates that different age groups respond differently to media advertisements. Younger individuals may be more responsive to digital and social media, while older individuals might still prefer traditional media like TV and newspapers. A moderately strong positive relationship found between gender of the respondents and effectiveness of advertising through different media. Since, their calculated correlation coefficient ( $r = 0.542$ ,  $p = 0.021$ ) was significant at 5% level, hence the null hypothesis was rejected. It shows that men and women differ in how they perceive and respond to advertisements. Education level of the respondents had significant and positive relationship with effectiveness of advertising through different media, since their calculated correlation coefficient ( $r = 0.437$ ,  $p = 0.011$ ) was significant at 5% level and the null hypothesis was rejected. Educated individuals may be more critical of ad content and may prefer informative or interactive formats found in online media. Occupation of the respondents also had significant positive relationship with effectiveness of advertising on purchase behaviour of ayurvedic products through different media, since its calculated correlation coefficient ( $r = 0.422$ ,  $p = 0.045$ ) was significant at 5%

level, hence the null hypothesis was rejected. People with different professional backgrounds may have varying levels of exposure to certain types of media, influencing their perception of advertising effectiveness. Similarly, the variable Income also had significant relationship with advertising effectiveness in different media as shown by the results ( $r = 0.336$ ,  $p = 0.049$ ). Higher-income groups might have more access to premium digital content, affecting their media preferences and responsiveness to ads.

The variables Marital Status ( $r = 0.221$ ,  $p = 0.075$ ), Family Type ( $r = 0.199$ ,  $p = 0.069$ ) and Family Size ( $r = 0.231$ ,  $p = 0.059$ ) do not show a statistically significant relationship with advertising effectiveness through different media. While the correlation coefficients are positive, the p-values exceed the standard threshold (0.05), and thus the null hypothesis is accepted for these factors. This implies that marital or family dynamics may have less direct influence on how individuals assess media advertisements.

#### Relationship between Effectiveness of Advertising and Shopping-Related Variables

The following table presents the results of relationship between effectiveness of advertising through various media and shopping related variables. For this purpose, the following null hypothesis was framed and tested using Pearson's correlation analysis. These results are presented in table 4.

Ho	:	There is no significant relationship between effectiveness of advertising through various media and shopping related variables of the respondents.
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**Table 4: Relationship between Effectiveness of Advertising through Various Media and Shopping-Related Variables**

SN	Shopping-Related Variables	$r$	P-value	Significant	H <sub>0</sub> Result
1	Objective of buying	0.223	0.112	Not Significant	Accepted
2	Frequency of Purchase	0.754	0.000	Significant	Rejected
3	Source of Awareness	0.496	0.036	Significant	Rejected
4	Monthly Budget for APs	0.186	0.078	Not Significant	Accepted
5	Preferred Online Platform	0.439	0.041	Significant	Rejected
6	Behaviour on Advertising	0.449	0.038	Significant	Rejected
7	Average duration in Internet	0.501	0.009	Significant	Rejected

Table 4 reveals that the shopping related variable 'Frequency of Purchase' had significant positive relationship with advertising effectiveness through different media, since their results ( $r = 0.754$ ,  $p = 0.000$ ) are significant at 1% level and the null hypothesis was rejected. This is the strongest correlation in the table, indicating that individuals who shop more frequently are significantly more influenced by advertising across media. These consumers are more exposed to advertisements and likely rely on them for decision-making, especially in digital environments. The variable 'Average Duration on the Internet' also had significant positive relationship with advertising effectiveness through different media ( $r = 0.501$ ,  $p = 0.009$ ), the results were significant and the null hypothesis was rejected. It shows that people who spend more time online are more influenced by media advertisements, particularly those on digital platforms like social media, websites, and streaming services.

The variable 'Source of Awareness' had significant positive relationship with advertising effectiveness through different media ( $r = 0.496$ ,  $p = 0.036$ ), since the results are significant at 5% level, hence the null hypothesis was rejected. This reveals a strong relationship between how individuals become aware of products and how effective they perceive advertising to be. The variable 'Behaviour on Advertising' had significant positive relationship with advertising effectiveness through different media ( $r = 0.449$ ,  $p = 0.038$ ). The above result was significant at 5% level, hence the null hypothesis was rejected. It shows that significant relationship exists between a consumer's attitude or reaction towards ads and their perception of ad effectiveness. Consumers who engage more actively with ads (e.g., click, share, or discuss) are more likely to find them effective. Similarly, the variable 'Preferred Online Platform' also recorded significant positive relationship with advertising effectiveness through different media ( $r = 0.439$ ,  $p = 0.041$ ), these results are significant at 5% level and the null hypothesis was rejected. This indicates that consumers' preferred digital shopping or browsing platforms influence how effective they perceive advertisements.

The shopping related variables 'Objective of Buying' ( $r = 0.223$ ,  $p = 0.112$ ) and 'Monthly Budget for Ayurvedic Products' ( $r = 0.186$ ,  $p = 0.078$ ) did not have significant relationship with effectiveness of advertising through different media in determining purchase behaviour of the respondents towards ayurvedic products. It indicates that whether a consumer is buying for necessity, impulse, or gifting does not significantly influence their perception of advertising effectiveness. The amount of money consumers

allocate for advertised products does not have a statistically significant impact, possibly because ad effectiveness is more influenced by exposure and behaviour than by budget alone.

#### Relationship between Quality of Advertising and Effectiveness of Advertising

The following table presents the results of relationship between effectiveness of advertising through various media and quality of advertisements. For this purpose, the following null hypothesis was framed and tested using Pearson's correlation analysis. These results are presented in table 5.

Ho	:	There is no significant relationship between effectiveness of advertising through various media and quality of advertisements.
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**Table 5: Relationship between Quality of Advertising and Effectiveness of Advertising through Various Media and Advertising Quality**

SN	Quality of Advertising	R	P-value	Significant	H <sub>0</sub> Result
1	Preferred media in which ads are given	0.359	0.045	Significant	Rejected
2	Contents of advertisements	0.164	0.118	Not Significant	Accepted
3	Enjoyment of advertisements	0.431	0.013	Significant	Rejected
4	Way of showing the product	0.227	0.072	Not Significant	Accepted
5	Information about products provided	0.185	0.103	Not Significant	Accepted
6	Price of the product	0.231	0.081	Not Significant	Accepted
7	Way of presentation	0.453	0.046	Significant	Rejected
8	Order of presentation	0.513	0.000	Significant	Rejected
9	Duration of advertisements	0.411	0.023	Significant	Rejected
10	About available platforms	0.398	0.034	Significant	Rejected
11	Brand focus	0.274	0.061	Not Significant	Accepted
12	Presenting its benefit	0.451	0.006	Significant	Rejected
13	Creating intense to buy the product	0.354	0.049	Significant	Rejected
14	Frequency of advertisements	0.429	0.012	Significant	Rejected
15	Attractiveness of persons acting	0.167	0.127	Not Significant	Accepted
16	Slogan / songs	0.230	0.092	Not Significant	Accepted
17	Time in which given	0.473	0.011	Significant	Rejected

Source: Primary Data

Table 5 shows that certain qualitative aspects, such as the order and way of presentation, timing of the advertisement, frequency, clarity in presenting product benefits, and the overall enjoyment of the ad, significantly contribute to the perceived effectiveness of advertising. These elements suggest that consumers respond more positively to advertisements that are not only informative but also strategically structured, emotionally engaging, and delivered at appropriate times. Conversely, aspects like ad content, price information, slogans, and visual appeal through actors did not show a significant impact, implying that these alone are insufficient to enhance advertising effectiveness. Therefore, it can be interpreted that the success of an advertisement lies more in its presentation strategy and emotional resonance with the audience, rather than in traditional or superficial content elements. This underscores the need for marketers to prioritize creative execution, timing, and engagement tactics to optimize the impact of their advertising campaigns.

#### CONCLUSION

Advertising is essential in influencing the market for Ayurvedic products in India. As awareness and interest in natural and herbal remedies grow, advertising serves to inform consumers about the advantages of Ayurvedic products. It enhances brand visibility, fosters consumer trust, and impacts their buying choices. Successful advertising techniques, including celebrity endorsements, social media initiatives, and educational content, are effective in attracting the target audience's attention. The type of media in which the advertisements of ayurvedic product are given is a big matter to study the effectiveness of advertising on purchase behaviour of the consumers towards ayurvedic products. This aspect has been studied in the paper. The study found that television, radio, Instagram, and YouTube are perceived as the most effective advertising media, likely due to their visual, auditory, and interactive appeal. In contrast, traditional print media, particularly English newspapers, show diminished influence, reflecting changing consumer media preferences. The effectiveness of digital media varies across platforms, with engagement and user

experience playing a critical role in determining their impact. It was also evidenced that socio-economic variables such as age and gender, as well as socio-economic factors like education, occupation, and income, significantly shape perceptions of advertising effectiveness across different media. In contrast, marital status, family type, and family size do not have a statistically significant influence. These insights reveal that advertisers should consider audience segmentation based on age, gender, and socio-economic status when designing and targeting media campaigns, to enhance relevance and engagement across diverse consumer groups. Advertising effectiveness is significantly influenced by key quality factors such as the order and way of presentation, timing, frequency, clarity of benefits, and overall enjoyment of the advertisements. These elements were found to have a strong positive relationship with effectiveness, indicating that how an advertisement is delivered matters more than just what is presented. In contrast, factors like content details, price information, slogans, and actor appeal did not show significant impact, suggesting they play a lesser role in driving ad effectiveness.

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