

A STUDY ON BUYERS PERCEPTION TOWARDS AYURVEDIC PRODUCTS - WITH SPECIAL REFERENCE TO BRAND IMAGE

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Abstract: The study is based on the buyer's perception towards Ayurvedic Products with special reference to brand image. This present paper focuses on the positive relation between the expectation of the customer and brand image of the product. The study was conducted with the sample of 200 sample size in Kanpur. The main objective is to study the brand preference of 'Ayurvedic Products' from consumer's view, to study the brand perceptions of 'Ayurvedic Products' in the minds of consumer and to study the satisfaction level of consumer after using Ayurvedic products.

Key words: Ayurvedic product, Consumer's preference, Consumers satisfaction, Brand image, Globalisation.

INTRODUCTION

Ayurveda is the vital structure of natural medicine in India, and it is also significant because it promotes prolonged existence, good strength, and natural beauty. People nowadays choose to acquire natural and vigorous products that do not harm their health. Currently, everyone is simultaneously a consumer of numerous brands. The quality payback supplied by any brand have an impact on the user's utilization and collection of that brand in excess of time, chiefly when the brand is of edible and cosmetic products. In India, consumer preference, perception, and pleasure after use a product are extremely significant because the majority Indian consumers base their purchasing decisions on the opinions of their relations, family, coworkers, and friends. Our decisions to purchase a good or service or not are influenced by the preferences and views of those around us. Because visualization is largely subjective, it can easily twist. The customer's decision to buy or not buy is constantly on his or her psyche, and his or her choice is not shared by many others. As a result, in order to survive and maintain advertising their products and services in the market, the brand must be permanent or situated in the minds of consumers. To obtain customer satisfaction, it is necessary to compare the concrete performance of the product and services with the customer's prospect According to (Kotler P. , 2008), A person's sensation of discontent brought on by a product's purported performance in contrast to his or her assumptions is called satisfaction. Consumer satisfaction is far above the ground if the perceived reimbursements are nearly identical to what was expected, and this is how the business builds client trust in its products. India is an appealing nation for establishing a brand for advertising goods and services because it is home to a diverse population who require a variety of things from the marketplace. India is known for its ayurvedic and herbal brands, and the country's ayurvedic and herbal goods are linked to belief and spirituality. According to a WHO poll, approximately 80% of the world's population prefers herbal, natural, and ayurvedic products over up to date types of products since consumers are more aware of negative belongings and hazardous substances

included in the product's contents. In recent years, individuals have preferred to buy ayurvedic, natural, and herbal items and treatments. The factors influencing a buyer's assessment on a brand are major findings in the study.

Research Objectives: To study the brand preference of 'Ayurvedic Products' from consumer's view.

- To study the brand perceptions of 'Ayurvedic Products' in the minds of consumer.
- To study the satisfaction level of consumer after using Ayurvedic products.

Research Methodology:

Primary data collected on consumer perception with Ayurvedic products, 200 samples obtained through Google forms, Personal and Telephonic interviews, and questionnaires. Secondary data on Ayurvedic product marketing strategies gathered from various sources such as Sodh Ganga and other media platforms to analyze the importance of the marketing strategies and what are the marketing techniques used by the Ayurvedic Products and Production Companies Which made them a global brand.

Hypothesis of the study:

- H01: There is no substantial difference in gender and shopping experience.
- H02: There is no significant difference in the satisfaction level on appealing packaging of Ayurvedic products.

LITERATURE REVIEW:

(Keller K. , 1993), "Customer based brand equity (CBBE)" is a term coined by Keller (1993) to describe the diverse reactions to a branding battle from customers with diversified degrees of brand understanding. To put it another way, brand equity is built on the foundation of brand cast and perception. As per the theory of Keller (1993), a significant brand image can be created by connecting consumers with a distinctive and strong brand connection.(Mark, 1998) "Consumer behaviour and services: A review," brand attitudes are defined as "customers' overall evaluations of a brand," as well as "concise assessment of information" that show how consumers feel throughout time, on a scale of useful to denial.

(Keller, 2001), "Brand image" is defined as "a combination of trust, ideas, and intuition that a person has about an object." Keller, additionally, defined brand image as "a place of perceptions about a brand imprinted on a consumer's memory."(Hassan, 2014), According to their research, "A review of buyer's opinion of young as regarding branded fashion attire," teenagers are more implicated in and choose to buy branded clothing. Individuals are less devoted to price of branded clothes, schemes, and pattern make their purchase decision to buy because branded cloths are more value for money, look nice, and wow others.(Bhaskar, 2014), For a cosmetics company named Fair Lovely, researchers examined in Gwalior, Madhya Pradesh, India, the effects of consumer satisfaction on brand image and loyalty intention. The results show a definite relationship between brand image and consumer satisfaction. Additionally, it demonstrates that while there is a modest connection between customer satisfaction and loyalty intention, there is a vital link between the brand image and the loyalty intention. It has been found that there is a very high correlation between the consumer satisfaction and brand loyalty intentions. Marketers should concentrate on the advantages of the brand image to build consumer loyalty. There is a very high and favourable correlation between customer satisfaction and loyalty intention based just on the brand's reputation.

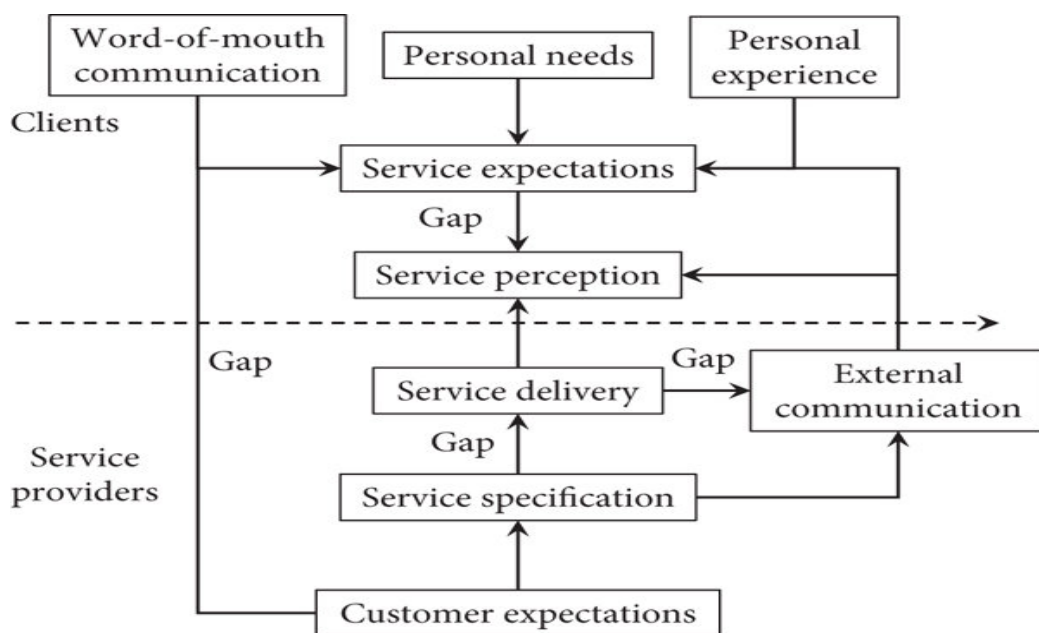
Brand Image of Ayurvedic Products in Eyesight of Consumers:

In the contemporary globalised world, where the convergence of tradition and modernity is gaining prominence, Ayurvedic goods have successfully established a unique commercial niche for themselves. Ayurveda is a traditional medical system that has its roots in India and dates back more than 5,000 years. It emphasises mental, physical, and spiritual balance in its holistic approach to treatment. With customers becoming more health-conscious, Ayurveda is in a favourable position thanks to the growing desire for natural, chemical-free, and sustainable products. However, depending on cultural familiarity, marketing tactics, product quality, and customer trust, the perception or brand image of Ayurvedic goods differs among groups. For a considerable amount of time, people have associated Ayurvedic goods with natural

health and heritage, particularly in India and other South Asian nations. These goods evoke sentiments of cultural pride and nostalgia in many buyers. Because Ayurveda has its origins in ancient books like the Sushruta Samhita and Charaka Samhita, it has a reliable historical foundation, which inspires confidence in the effectiveness of Ayurvedic therapies. The purity, history, and natural elements of these items are strongly linked to the brand image of Ayurvedic products in areas where the practice is native. They are frequently viewed as natural cures that may replace artificial or pharmaceutical ones and using them is seen as a part of a more holistic way of life. These historic values are frequently tapped into by the branding of Ayurvedic goods, which present them as components of a harmonious and healthy lifestyle rather than merely as treatments. The items appeal to customers who are familiar with Ayurvedic concepts since they embody age-old knowledge and holistic healing. In these areas, certifications (organic, cruelty-free, etc.) and celebrity endorsements are common ways to build a brand's image. Because they come from traditional medicinal methods, goods with an Ayurvedic background are perceived as both exotic and reliable. Additionally, they have the advantage of being perceived as pure and little processed. These products are already well-known in international wellness circles, and their concentration on herbs like ashwagandha, neem, and turmeric serves to further enhance their reputation. Consumer impressions of Ayurvedic goods are influenced by a range of variables, including as cultural beliefs, worries about quality, marketing tactics, and trust. These goods are regarded as dependable and steeped in tradition in areas where Ayurveda is strongly embedded in the culture. On the other hand, in international markets, their image is more in line with modern consumer ideals like wellness, sustainability, and natural living. In the cutthroat wellness market, brands that successfully close the gap between conventional knowledge and contemporary scientific confirmation while upholding transparency and quality assurance are likely to survive and grow.

Consumer's Perception towards Ayurvedic Products:

During these recent years, there has been a significant shift in consumer preferences towards natural and holistic health products, particularly in the area of personal wellness. Among these, Ayurvedic products—rooted in ancient Indian medicinal traditions—have gained significant popularity. Consumer perception towards Ayurvedic products is shaped by a variety of factors, including the rising global interest in natural remedies, concerns over the side effects of synthetic products, and increased awareness of preventive healthcare. This essay explores the evolving consumer perception of Ayurvedic products, considering factors such as trust, efficacy, marketing, and sustainability.



Source: www.researchgate.net

The growing interest in Ayurvedic products is often linked to a larger trend of returning to natural and organic alternatives. Consumers today are increasingly health-conscious and wary of the potential side effects associated with synthetic drugs and chemical-laden personal care items. This skepticism towards modern pharmaceutical products has fueled a renewed interest in traditional systems of medicine like Ayurveda. Furthermore, consumers looking for preventative health solutions are drawn to Ayurvedic goods because of their holistic character, which promotes general well-being rather than merely treating symptoms. Herbal supplements, oils, and skincare products are examples of products that connect with the current consumer's taste for wellness-oriented lifestyle by promising not just therapy but also long-term health and balance maintenance. Brands like Dabur, Himalaya, and Patanjali have been instrumental in popularizing Ayurveda among mainstream consumers. Their ability to blend traditional Ayurvedic knowledge with modern science and consumer expectations has enabled them to build a strong presence in both Indian and international markets.

DATA ANALYSIS AND INTREPRETATION:

TESTING HYPOTHESIS

T- Test as per substantial difference in shopping experience between Men and Women.

H01: There is no substantial difference in shopping experience between men and women.

Table 1 T test

Particular	Gender	N	Mean	Std. Deviation	Std. Error Mean
Rate your shopping Experience	Male	201	3.19	.956	0.067
	Female	199	3.38	1.065	0.076

Particular		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	T	df	Sig.(2-tailed)	Mean Difference	Std. error difference	95% Confidence Interval of the Difference
		Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper
Rate your shopping Experience	Equal variances assumed	6.197	.013	-1.856	398	.064	-.188	.101	-.387

	Equal variances not assumed			-1.855	4	.064	.188	.101	.387

Table 2: Independent Samples Test

TableNo.2:stated that the mean value and standard deviation obtained by gender of the respondent's perception regarding shopping experience.

From the above table it is clear that female respondents has highest mean value 3.38 and standard deviation 1.065, which is clear indication that females having a great shopping experience.

This has also been seen from the above table mean score of male respondents is 3.19 andStandarddeviationof0.956. This means male gender has also good shopping experience.

The above table indicates shopping experience of male and female respondents. So, from the above it has been found that the female respondents have great mean value and standard deviation than male respondents. This means female respondents have great shopping experience than male respondents.

From the above data we can see that T value is -1.856 and p value is 0.64, as p value is greater than 0.05, we cannot reject the null hypothesis, it means there is a no significant difference between gender and shopping experience.

From the above table we can also see that, T value is -1.855 and p value is 0.64 regarding shopping experience, asp value is greaterthan0.05so we can not reject the null hypothesis, it means there is no significance difference between gender and shopping experience.

ANOVAtestforsignificantdifferencesatisfactionlevelonappealingpackagingofPatanjali products.

H02:There is no significant difference in the satisfaction level on appealing packaging of Ayurvedic products.

Table3 ANOVA

Particulars		Sum of squares	df	Mean square	F	Sig.
Rate the product performance	Between Groups	4.844	4	1.211	1.975	.097
	Within Groups	242.156	395	.613		
	Total	247.000	399			
High product efficiency	Between Groups	51.338	4	12.834	15.634	.000
	Within Groups	324.260	395	.821		
	Total	375.597	399			
	Between Groups	7.891	4	1.973	2.246	.063

Overall quality	Within Groups	346.949	395	.878		
	Total	354.840	399			
Offer varieties of products	Between Groups	54.318	4	13.580	14.605	.000
	Within Groups	367.272	395	.930		
	Total	421.590	399			
Shopping experience	Between Groups	9.119	4	2.280	2.240	.064
	Within Groups	401.959	395	1.018		
	Total	411.078	399			
Satisfaction after using Ayurvedic Products	Between Groups	10.004	4	2.501	2.493	.043
	Within Groups	396.236	395	1.003		
	Total	406.240	399			

F- statistics (1.975) for rate the products performance is significant at p value (.097) which is greater than the corresponding value (.05), F- statistics (15.634) for high product effectiveness is significant because the p value (0.000) which really is greater than the corresponding value (.05), F- statistics (2.246) for Overall performance is significant at p value (.063), F- statistics (14.605) for Ayurvedic Products deals fluctuation of products is significant at the p value (.063), F- statistics (.000). H_0 is not rejected since F- statistics (2.240) for Rate your buying experience is significant at p value (.064), and F- statistics (2.493) for satisfaction after using Patanjali items is significant at p value (.043), which is greater than the standard value (.05). As a result, "There is no significant difference in the satisfaction level on appealing packaging of Ayurvedic products."

CONCLUSION

With an emphasis on brand image, the study on consumers' perceptions of Ayurvedic products offers some important insights into the behaviour of consumers in this specialised but expanding market. The ancient medical system known as Ayurveda has had a comeback in contemporary markets as people become more conscious of natural and holistic health treatments. Consumer tastes are shifting, especially in favour of sustainability, health consciousness, and a return to conventional treatments, which is fuelling this trend even more. But in a market that is becoming more and more competitive, brand image has become a critical component in influencing consumer views and purchasing decisions.

The findings indicate that while Ayurvedic products are widely regarded for their natural and health benefits, brand image significantly influences consumers' trust and loyalty. Consumers tend to associate well-known Ayurvedic brands with higher quality, safety, and efficacy. A positive brand image not only enhances credibility but also helps differentiate products in a marketplace where many new entrants and local brands are emerging. Additionally, consumers' perceptions are influenced by the authenticity of the brand, its ethical practices, and the transparency of its ingredients. Brands that effectively communicate their adherence to traditional Ayurvedic principles while ensuring modern quality standards have a distinct advantage in earning consumer trust. This is especially crucial in a market where customers are often wary of exaggerated claims or products that may not meet expected standards.

In conclusion, the market for Ayurvedic goods is expected to increase further, although consumer perception will always be greatly influenced by brand image. As customers grow increasingly picky about the items they purchase, especially in the health and wellness space, Ayurvedic brands need to concentrate on creating and preserving a strong, genuine, and reliable brand image. By doing this, companies may

guarantee continued success in a cutthroat industry by bringing in new clients as well as cultivating enduring loyalty.

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