

Customer Preference Towards Ayurvedic Products With Special Reference To Thrissur District 2023

Ms Ranjitha. K. A¹, Ms Krishna Ravikumar²

^{1,2}Dept of Commerce Accounting and Finance

^{1,2} Sri Krishna Adithya College of Arts and Science.

Abstract- *The Science of Life originated in India over 5000 years ago, making it one of the world's oldest health care systems. It is not merely a healthcare system to treat ailments but a complete philosophy that encourages the pursuit of a healthy lifestyle. Ayurveda is known to be the 'Mother of all healing systems' as it predates all other healing therapies and natural medicines. The ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyles, and rising awareness about the harmful effects of synthetic cosmetic products and allopathic medicines. The objective of this research paper is to study consumer buying behaviour in purchasing ayurvedic products and to understand their attitudes toward herbal medicine in the Thrissur district of Kerala, India.*

I. INTRODUCTION

Ayurveda, a natural method of medicine, originated in India more than 3,000 years ago. The term Ayurveda is derived from the Sanskrit word "Ayur" (life) and "Veda" (science or knowledge). Thus, Ayurveda translates to "knowledge of life". In view of the possibility that disease is due to an imbalance or stress in a person's consciousness, Ayurveda supports certain lifestyle interventions and natural therapies to regain a balance between the body, spirit, mind and the environment. Treatment objectives help the individual eliminate impurities, reduce symptoms, increase resistance to disease, reduce worry, and increase harmony in life. The Indian government started systematic research on Ayurvedic practices in 1969, and that work proceeded.

1.2 OBJECTIVES OF THE STUDY

1.3 RESEARCH METHODOLOGY

1.3.1 RESEARCH

Research is a process of systematic inquiry that entails the collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines.

1.3.2 SAMPLING TECHNIQUE

The process of obtaining a sample is known as sampling. From them, the researcher has taken only 157 samples for the present study for the convenient sampling method.

1.3.3 TOOLS FOR ANALYSIS

For the study of customer preference towards Ayurvedic products, the tools used for analysis are:

- Percentage analysis

1.3.4 PERCENTAGE ANALYSIS

It refers to a special kind of rate, percentage is used in making comparisons between two or more series of data. A percentage is used to determine the relationship between the series. In the percentage analysis, the percentage is calculated by multiplying the number of respondents by 100 and it is divided by the sample size.

1.3.5 FORMULA

Simple percentage = No. of respondents * 100 / Sample size

1.4 REVIEW OF LITERATURE

The purpose of the paper is to understand the awareness, attitude

Strauss & Cobin (2022) In his study of customer motivation and preference of consumers towards various ayurvedic and attitude toward Ayurvedic products, enabled us to products. understand detailed knowledge on what people think about

- To study customer awareness towards ayurvedic products Ayurveda and why do they use it. This type of qualitative
- To ascertain the satisfaction level of customers towards research (observation, interpretation and relevant interaction Ayurvedic products skills) helped in figuring out the reasons for the focal motive of

- To analyse factors influencing buying decisions people behind using Ayurveda.

INTERPRETATION:

According to Sinha and Singh (2021), in India, FMCG competition is continuously rising between the international brands (chemical-based) and the indigenous herbal brands (nature-based) in the cosmetic category.

Tarun’s (2020) research study corroborated that the ayurvedic approach and diet modification has given good results in reducing symptoms of Wilson’s disease [WD]. WD is an inherited disease of fallacious copper metabolism caused due to mutation in ATP7B. The patient’s appetite has been improved subsequently he was able to speak a few monosyllabic words, difficulty in swallowing and irritability relieved completely. The urine copper level became normal and further improvement was seen in generalized stiffness as both the lower limbs were able to extend completely. It is evident that effective management for Wilson’s disease but the Ayurvedic approach of proper assessment of Dosha, Dushya and diet modifications helped in providing supportive care and improving the quality of life in such kind of patients.

1.5 ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of data regarding customer preference for Ayurvedic products. The primary data with regards to data have been collected from various respondents who have preferred Ayurvedic products. The information obtained through the questionnaire is given in the form of tables, and figures, and interpretation is drawn so as to enable the readers to understand the concept in a lucid manner.

TABLE 4.1.1 SHOWS THE SOURCE OF AWARENESS OF AYURVEDIC PRODUCTS

SOURCE OF AWARENESS OF AYURVEDIC PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Advertisement	61	38.9%
Newspaper	19	12%
Social media	37	23.6%
Word of Mouth	40	25.5%
TOTAL	157	100

SOURCE:PRIMARY DATA

The above table shows that out of the respondents collected, 38.9% of respondents are aware of ayurvedic products because of advertisement, 25.5% of respondents are aware by word of mouth, 23.6% of respondents are aware by social media (internet), and 12% of respondents aware by Newspaper.

TABLE 4.1.2 SHOWS THE FACTORS MOTIVATING THE RESPONDENTS TO BUY AYURVEDIC PRODUCTS

FACTORS MOTIVATE YOU TO BUY THE AYURVEDIC PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Way to a healthy life	30	19.1%
No side effect	88	56.1%
Traditional belief	32	20.4%
Reasonable price	7	4.4%
TOTAL	157	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that out of the respondents collected, 38.9% of respondents are aware of ayurvedic products because of advertisement, 25.5% of respondents are aware by word of mouth, 23.6% of respondents are aware by social media(internet), and 12% of respondents aware by Newspaper.

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Reasonable price	7	4.4%
TOTAL	157	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that out of the total respondents collected, 56.1% of respondents felt there are no side effects, 20.4% of respondents buy ayurvedic products because of their traditional belief, 19.1% of respondents buy the products to lead a healthy life, and 4.4% of respondents buy ayurvedic products as it is reasonable in price.

TABLE 4.1.22 SHOWS THE SATISFACTION WITH AYURVEDIC PRODUCTS

SATISFACTION WITH AYURVEDIC PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Highly satisfied	44	28%
Satisfied	71	45.2%
Neutral	35	22.3%
Highly dissatisfied	5	3.2%
Dissatisfied	2	1.3%
TOTAL	157	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that out of the total respondents collected, 45.2% of respondents are satisfied with ayurvedic products, 28% of respondents are highly satisfied with ayurvedic products, 22.3% of respondents are neutral in their opinion, 3.2% of respondents are highly dissatisfied, and 1.3% of respondents are dissatisfied.

1.6 SUGGESTIONS AND CONCLUSION

SUGGESTIONS:

As the customer base for natural product is increasing exponentially, so the demand for ayurvedic product is also increasing. One of the biggest disadvantages of ayurvedic medicine is the ready availability of fake medicines. People have these fake and impure medicines that do not live up to their expectations. As a result of this, they lose their faith in Ayurveda thinking that it is just a waste of time and effort. Implementing strict guidelines to bring transparency is necessary. Ayurvedic products and medicines will be out of reach of the common man. The doctors say most of the drugs used for degenerative diseases, allergy and curative medicines

will cost more. So, ensuring reasonable price on products make it affordable to all.

II. CONCLUSION

The development of guidelines for methodology in Ayurveda requires a huge professional work both by academicians and practitioners who must have the necessary knowledge and motivation for this task. Otherwise, Ayurveda will gradually lose its identity and will become a history of medicine. Although the process of research is time taking but it is the only way to overcome the difficulties in the promotion of Ayurveda worldwide. The work in a coordinated and well-organized manner with no bias can improve Ayurveda Hence, there is an urgent need to design advanced research methodology for the validation of Ayurvedic fundamentals as well as its treatments. Ayurveda requires more researches in the areas of fundamental principles and diagnostic tools in place of drug research. In the present scenario, the research methodology of Ayurveda is not good enough, which needs further advancements in the development and promotion of Ayurveda.

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