

Consumer buying Behaviour on Ayurvedic Product in Dindigul District of Tamil Nadu

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ABSTRACT

In this article discussed on Ayurvedic preparations and treatment are most trustable approach to fix the unidentified and serious maladies without having any symptoms additionally it is financially perception strategies so individuals are eager to receive to fix their sicknesses and looking for the ayurvedic items in the marketing strategies. The consumer purchasing decision to ayurvedic items are chosen by the buyer as indicated by their necessities and climatic conditions. In this specific situation, it is comprehended that strategies that are consolidated to advance the ayurvedic items which pulls in the buyers to settle on buy choices for the kind of items in Dindigul Distrit of Tamil Nadu. It is comprehended that Ayurvedic items are extemporized the wellbeing by reviving the resistant arrangement of the individuals in normal manners so as the examination infers that individuals are continuously utilizing the ayurvedic items to empower their solid life design by devouring the ayurvedic items.

KEYWORDS

Ayurvedic Products, Consumer, Buying Behaviour, Purchase Decision, and Marketing Strategy

INTRODUCTION

In the 21st century, Ayurvedic products seem to be the prime preference to attract the consumers in due course of its medicinal value and using pattern. In India, the ayurvedic medicines are using since primordial period so as it has a rich history in Hand Remedies therefore it is inseparable nature for the treatment of the Indian chapter. In addition to that generally, Indians are strongly believed their hand remedies which are derived from their pioneer so they are treating the methods, pattern of uses and ayurvedic knowledge as key tool to cure their diseases at their door step.

Ayurvedic medicines and treatment are most trustable way to cure the unidentified and incurable diseases without having any side effects

moreover it is a cost effective methods so people are willing to adopt to cure their diseases and seeking the ayurvedic products in the market. At the same time, it is understood that ayurvedic products usage is shrinking up due to having long time to cure a disease but alternative medical practices are curing the diseases and controlling within a prescribed time so the young generations are seeking the fast relief treatment. Therefore, Indian Government has taken up various steps to promote the ayurvedic products among the people in order to increase the using practices of ayurvedic product among through various initiatives like ayurvedic capsules, creams, toothpastes, soap and shampoos and institutions such as Khadi and Village Industries, Non-Governmental Organizations, Voluntary Associations and Self Help Groups and also Private Companies In this context, the present study is an attempt to understand the consumer buying behaviour of ayurvedic product.

Significance of Consumer Ayurvedic Product Buying Behaviour

Consumer satisfaction arises when the ayurvedic products manufacturers provide them with benefits that satisfy their needs and wants. The ayurvedic products needs of consumer begins from the infant to aged people. The ayurvedic products are selected by the consumer according to their needs and climatic conditions. In addition to that consumer preference is falling under the cutting edge of family budget and their position so as ayurvedic product buying decision making on the value of ayurvedic product needs and also selling points used by sales people and mode of payment. Ayurvedic product provides comfort with its ingredients and also its medicinal elements. In this context, it is understood that methods that are combined to promote the ayurvedic products which attracts the consumers to make purchase decisions for the type of products. The consumer needs to consider the economic, climate condition and personal character before buying the ayurvedic products.

Review of Literature

Tarun (2020) research study corroborated that ayurvedic approach and diet modification has given good results in reducing symptoms of the Wilson's disease [WD]. The WD is an inherited disease of fallacious copper metabolism caused due to mutation in ATP7B). The patient's appetite has been improved subsequently who 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.

Sivaranjani (2019) study revealed that a large spectrum [92.0 percent] of the consumers is well aware of ayurvedic products through advertisement [42.7 percent], friends and relatives [32.0 percent] and [10.7 percent] personal selling and exhibitions [6.7 percent]. Further, study found that 84.7 percent of the consumers suggested ayurvedic products to others. It is understood that impact of buying the ayurvedic product among the total respondents, it observed that 54.7 percent are felt that ayurvedic products has no side effect and also 20.7 percent are felt that which are so relevant to cure the diseases. Among the total respondents, 8 percent of the respondents are felt that they bought ayurvedic product at affordable cost and its brand image made them to use the ayurvedic products. Moreover, 56 percent of the consumers are satisfied, 20 percent are highly satisfied with using of ayurvedic products.

Vasanthi, (2016) buying behaviour is a process involving a series of related and sequential stages or activities. Consumer begins a search for information followed by evolution of alternatives and purchase decision. Consumer behaviour and sales promotional methods are positively related for the sales of the product. The sales promotional methods attract the consumer to particular retail stores and motivate them to purchase certain or new established products whereas ayurvedic product trade is a larger use of advertising and made with its trust.

Chaudhary (2014) study found that ayurvedic pharmaceutical

companies are developing thousands of new products day by day and those are promoting through advertisement and other communication channels which have become quite popular for promoting Ayurvedic products. Therefore, the communication programs help the people and make them aware about alternative medicine.

Sawant (2013) study observed that use of traditional medicine is increasing safety and efficacy used to improve the nation health if demand and supply is ensured. The demand for Ayurvedic formulations was increasing both in the domestic and international market.

Vaijayanthi (2012) study revealed that ayurvedic medicines are heavy only in certain states such as Kerala, Gujarat, Rajasthan, UP etc. Many Ayurvedic companies are not only manufacturing pharmaceutical products but are also in manufacturing of nutraceuticals products and FMCG like soaps, shampoos, toothpaste, toothpowder using traditional herbal ingredients in the composition of these products. Purba Rao (2007) study revealed that predictive modeling approaches adopted by marketers to identify segments in target market which would have the largest responses rate pertaining to a certain product and service being offered.

Further, study found that marketing offers the products or services which are able to reach their primary target of market in more effectively for developing the marketing strategy in a personalized and customized ways and means. Consequently, it leads the organization to adopt more integrated strategies and process for enabling the target market.

Need of the Study

In the present modernised business world, consumer is the key decision maker to enable the ayurvedic product market whereas it is appropriate to study the consumer behaviour towards selection, security, utilization of the ayurvedic products and its services for satisfying the users of the products. In this context the present is an attempt to study the ayurvedic product consumer's behaviour on preference of the ayurvedic products and their opportunities and challenges faced by the ayurvedic industry.

Objectives of the Study

1. To study the Ayurvedic Product Sales trends in the study area
2. To find out the influencing factors to buy the Ayurvedic product by the consumer
3. To find out the bottlenecks in buying of ayurvedic product
4. To offer suitable suggestion to retain the consumers of Ayurveda Product

RESEARCH METHODOLOGY

The study is confined to Dindigul District of Tamil Nadu and nature of the study is descriptive on the basis of survey method covering both primary and secondary data in Ayurvedic Product. The study has depended on primary source of data obtained by survey method using Interview schedule administrated with well-constructed Questions with Likert five point scales. The present study adopted convenience sampling of non-probability method in Dindigul District of Tamil Nadu. For the study, 150 samples have been selected on the basis of simple random techniques.

Sales Scenario of Ayurvedic Product

The study discussed the sales trend of the ayurvedic personal care products of the consumers which are ostensibly indicated that personal care products such as toilet soap, liquid soap, tooth paste, shaving creams, skin cream, lip balm, shampoo, hair oil and body massage oils purchased by the customers in tune with Rs. 23,748 crores. The available data in the table 1 shows that personal care products of Maharishi Ayurveda in the study area. It is understood that a large spectrum [83%] of the changes has made in the sale of liquid soap among the consumer during the study period, followed [28%] by lip balm and body massage oil [14%]. A few changes have made in respect of the production particularly shampoo [11%], hair oil [9%], skin cream [8%], shaving cream [6%] and toilet soap [5%]. Hence, the study may be inferred that consumers buying behaviour of ayurvedic products has changed based on the usage of the item in their routine activity.

Table 1: Personal Care of Ayurveda Products

S. No.	Product Category	Sales in Crore in the 2017-2018	Sales in Crore in the 2018-2019	% CHANGE
	Toilet soap	4635	4849	05.0
	Liquid soap	18	33	83.0
	Tooth paste	1896	1950	03.0
	Shaving cream	135	142	06.0
	Skin cream	1562	1688	08.0
	Lip balm	07	09	28.0
	Shampoo	1141	1265	11.0
	Hairoil	1985	2165	09.0
	Body massage oil	125	143	14.0
	Total	11504	12244	06.4

Source: Computed from secondary data* <http://www.theherbarie.com>

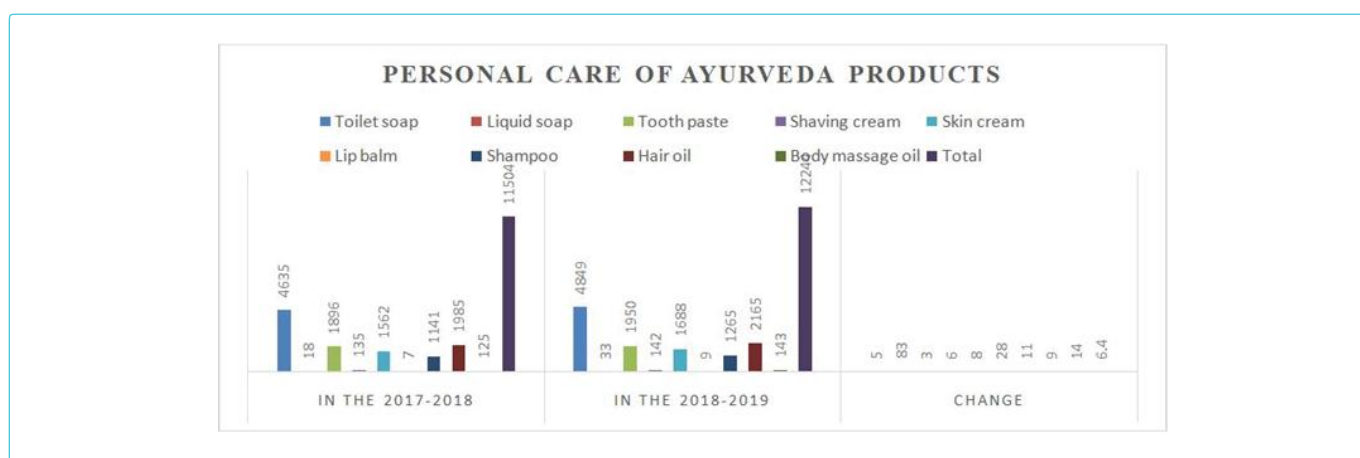


Table 2: Influencing Factors to Buy the Ayurvedic Products

Sl.No	Particulars	Respondent	Percent
	Price	32	21.3
	Advertisement	72	48.0
	Features	42	28.0
	Packing	4	2.7
	Total	150	100.0
	Mean	2.12	--
	Std. Deviation	.768	--

Source: Computed from primary data

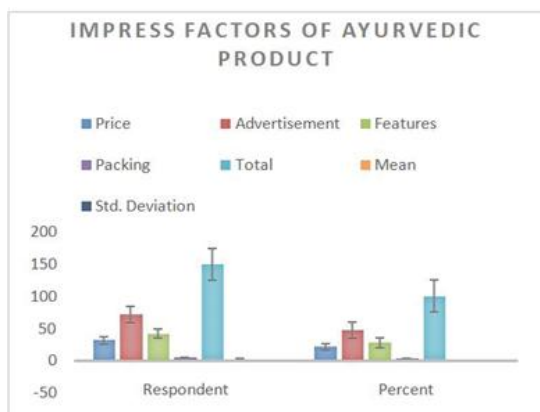


Table 3: Varieties of Ayurvedic Products

S. No	Particular	Respondent	Percent
	Up to 5 Varieties	85	56.7
	Between 6-10 Varieties	40	26.7
	Above 10 Varieties	13	8.7
	Total	150	100.0
	Mean	1.68	--
	Std. Deviation	0.936	--

Source: Computed from primary data

The above Table 2 exhibits, about what would respondents look first when they buy the product. Out of 150 respondents most of the respondents look at the advertisement of the products is 72, the number of respondents are who look at the price 32. And 42 respondents look at the features of the product. Only 4 of the

respondents look at the packing which also an important factor. The mean value is 2.12 and the standard deviation 0.768. The advertisement plays an important role in marketing the product. It is clear from the table that customers are very much impressed about the advertisement of the products.

The Table 3 indicates that more than a half [56%] of the respondents are preferred upto 5 varieties of ayurvedic products, followed [26%] by 6-10 varieties. Only a few [8%] of the respondents are preferred more than 10 varieties of the ayurvedic products. The statistical analysis result has shown that mean value is (1.68) and the Std. Deviation is (0.936) so it is implied that there is a tremendous change in selection of variety of production in ayurvedic products among the consumers.

Table 4 reveals that among the total respondents, more than half (55%) of the respondents are used the ayurvedic product below 1 year, followed [23%] by between 2- 3 years and also 22 percent of the respondents are having a long period [above 3 years] of ayurvedic product for their routine usages. Therefore, the study may be implied that consumers are preferred to use the ayurvedic product for their routine use due to its medicinal values and affordable cost.

The available data in the table 5 exhibits that a significant proportion [45%] of the respondents are buying the ayurvedic product once in a month, followed [35%] by twice in a month and 20 percent of the respondents are shopping the ayurvedic product

Table 4: Time Span

S. No	Particular	Respondent	Percent
	Less than 1 Year	83	55.4
	2-3 Years	34	22.7
	Above 3 Years	33	22.00
	Total	150	100.0
	Mean	2.25	--
	Std. Deviation	4.672	--

Source: Computed from primary data

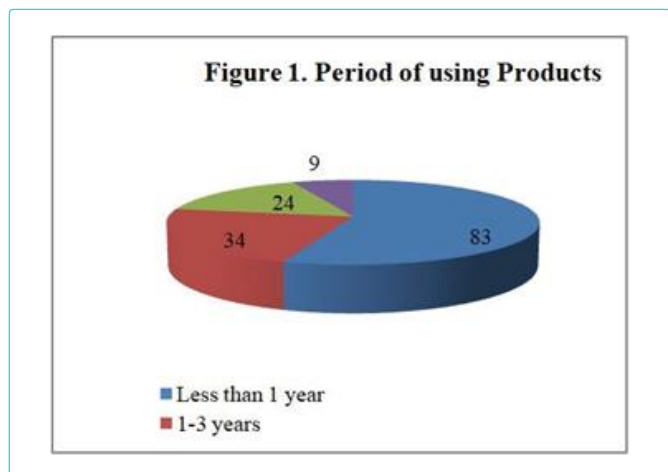


Table 5: Buying Habits in a Month

S. No.	Particular	Respondent	Percent
	Once	67	44.7
	Twice time	53	35.3
	Thrice time and above	30	20.0
	Total	150	100.0
	Mean	1.79	--
	Std. Deviation	0.734	--

Source: Computed from primary data

Table 6: Motivating Factors

S. No.	Particular	Mean Value	Rank
	It is reasonable than available branded products	2.11	6
	I feel it is home made	2.61	5
	I feel it is healthy	2.62	4
	I feel it contains less preservative	2.85	2
	I feel it is fresh	2.81	3
	It tastes good	3.04	1

Source: Computed from primary data

thrice and above in a month. Hence, it is understood that most of the consumers are buying the ayurvedic product in a regular interval.

The available data (Table 6) reveals that taste [3.04 Mean value] of the ayurvedic product considered to be the key motivational factor to buy the product, followed [2.85 mean value] by less preservative items, fresh products [2.81 mean value], rich proteins and healthy products [2.62 mean value], homemade [2.61 mean value] and branded products [2.11 mean value] of ayurvedic. Therefore, it is understood that most of the consumers are willing to buy the ayurvedic products for its tastes and freshness so as ayurvedic products attract the consumers for its nature and medicinal values.

CONSTRAINTS FACED BY THE CONSUMERS OF AYURVEDIC PRODUCTS

Table 7 reveals that among the total respondents, a significant [60.7%] of the respondents are facing difficulties of price determination, followed [11%] by bargaining and 10 percent of the respondents are facing inconvenience in the absence of storage facilities. It is understood that a small [10%] of the respondents are facing obsolete items while they are buying the ayurvedic products and only a few [8.7%] of the respondents are facing the difficulties of poor quality. Therefore, the study may be concluded that ayurvedic product has the certain types of problem such as higher price and poor quality when it sells to the consumers.

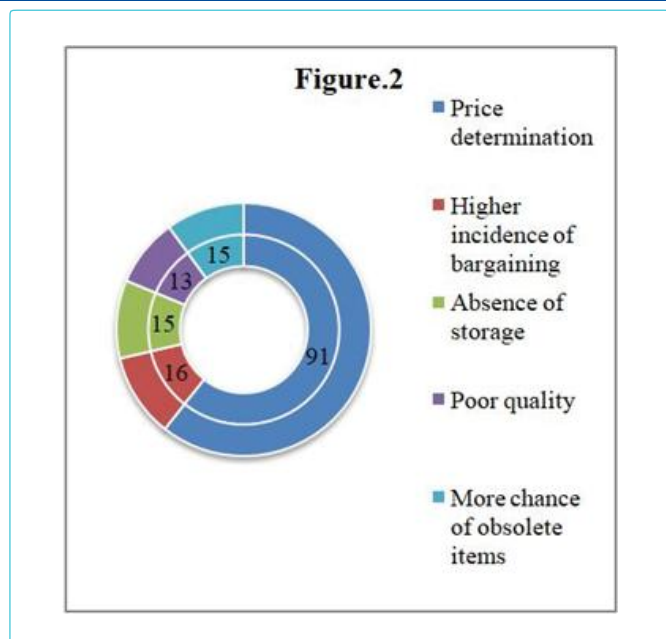
FINDINGS

- The study found that a large spectrum [83%] of the changes has made in the sale of liquid soap among the consumer during the study period, followed [28%] by lip balm and body massage oil [14%].
- A few changes have made in respect of the production particularly shampoo [11%], hair oil [9%], skin cream [8%], shaving cream [6%] and toilet soap [5%].
- Hence, the study may be inferred that consumers buying behavior of ayurvedic products has changed based on the usage of the item in their routine activity.
- The study reveals that among the total respondents [150 respondents], most of the respondents looked at the

Table 7: Bottlenecks of the Ayurvedic Product

S. No	Particular	Respondent	Percent
	Price determination	91	60.7
	Higher incidence of bargaining	16	10.7
	Absence of storage	15	10.0
	Poor quality	13	8.7
	More chance of obsolete items	15	10.0
	Total	150	100.0
	Mean	1.97	--
	Std. Deviation	1.402	--

Source: Computed from primary data



advertisement of the products is 72, followed by [42 respondents] features of the product, 32 respondents have checked the price of the products. It is understood that only a few [4 respondents] checked the product package to buy the ayurvedic products. It is implied that customers are very much impressed about the advertisement of the ayurvedic products.

- More than a half [56%] of the respondents are preferred up to 5 varieties of ayurvedic products, followed [26%] by 6-10 varieties.
- Only a few [8%] of the respondents are preferred more than 10 varieties of the ayurvedic products. The statistical analysis result has shown that mean value is (1.68) and the Std. Deviation is (0.936) so it is implied that there is a tremendous change in selection of variety of production in ayurvedic products among the consumers.
- Among the total respondents, more than half (55%) of the respondents are used the ayurvedic product below 1 year, followed [23%] by between 2- 3 years and also 22 percent of the respondents are having a long period [above 3 years] of ayurvedic product for their routine usages. Therefore, the study may be implied that consumers are preferred to use the ayurvedic product for their routine use due to its medicinal values and affordable cost.
- The study found that a significant proportion [45%] of the respondents are buying the ayurvedic product once in a month, followed [35%] by twice in a month and 20 percent of the respondents are shopping the ayurvedic product thrice and above in a month. Hence, it is understood that most of the consumers are buying the ayurvedic product in a regular interval.
- The study revealed that taste [3.04 Mean value] of the ayurvedic product considered to be the key motivational factor to buy the product, followed [2.85 mean value] by less preservative items, fresh products [2.81 mean value], rich proteins and healthy products [2.62 mean value], homemade [2.61 mean value] and branded products [2.11 mean value] of ayurvedic. Therefore, it is understood that most of the consumers are willing to buy the ayurvedic products for its tastes and freshness so as ayurvedic products attract the consumers for its nature and medicinal values.
- The study indicated that a significant [60.7%] of the respondents are facing difficulties of price determination, followed [11%] by bargaining and 10 percent of the respondents are facing inconvenience in the absence of storage facilities. It is understood that a small [10%] of the respondents are facing obsolete items while they are buying the ayurvedic products and only a few

[8.7%] of the respondents are facing the difficulties of poor quality. Therefore, the study may be concluded that ayurvedic product has the certain types of problem such as higher price and poor quality when it sells to the consumers.

SUGGESTIONS

- The Government should take appropriate steps such as advertisements to promote the ayurvedic product among the people particularly at Urban area
- The Government and Ayurvedic product making company take necessary action to sale the ayurvedic product at reasonable price
- The Government should necessary action to establish more number of Ayurvedic hospitals to promote the ayurvedic practices as familiar to the people
- The Government should recognize the ayurvedic doctors as medical practitioners to boost their service more systematic ways and means
- The Government should take establish the high tech storage for ayurvedic product to keep the products for a long time

CONCLUSION

In the contemporary life style, it is evident that Ayurvedic treatment and its practices are more elegant method to cure the diseases. Moreover, ayurvedic treatment is one of the immortal practices and traditional method to solve the prolonged diseases and non-recoverable cases of alternative showed by alternative medicines. It is understood that Ayurvedic products are improvised the health by revitalising the immune system of the human beings in natural ways so as the study concludes that people are gradually using the ayurvedic products to enable their healthy life pattern by consuming the ayurvedic products.

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