

A STUDY OF CONSUMER'S PERCEPTION REGARDING AYURVEDA PRODUCTS IN ROHTAK CITY

Hemant Kumar, Dr. Sushil Kumar

* Research Scholar, Department of Management, Jagannath University, Delhi NCR,
Bahadurgarh, Haryana

** Associate Professor, Department of Management, Jagannath University, Delhi NCR,
Bahadurgarh, Haryana

Abstract

This study investigates consumer perceptions of Ayurveda products, focusing on factors that influence their adoption and sustained use. Ayurveda, a traditional system of medicine originating in India, has seen resurgence in popularity due to its natural and holistic approach to health. This research explores the demographic and psychographic factors that shape consumer attitudes towards Ayurveda products, including trust, efficacy, and cultural influence. The study employs a mixed-methods approach, combining quantitative surveys with qualitative interviews to gain a comprehensive understanding of consumer behavior. The findings will contribute to the literature on traditional medicine and provide insights for marketers and policymakers aiming to promote Ayurveda in the contemporary health and wellness market.

Keywords: Ayurveda, Perception, Health, Products

Introduction

Ayurveda, one of the oldest systems of medicine in the world, has been practiced in India for over 3,000 years. Derived from ancient texts known as the Vedas, Ayurveda emphasizes a holistic approach to health, integrating the body, mind, and spirit. In recent years, there has been a growing interest in natural and alternative therapies, leading to a resurgence in the popularity of Ayurveda products. This shift is partly driven by a global trend toward wellness and the increasing skepticism surrounding synthetic drugs and treatments. Consumers today are more conscious of the ingredients in their products, leading to a preference for natural and organic options. Ayurveda products, which are often marketed as being free from harmful chemicals, align with this preference. However, consumer perceptions of these products vary widely, influenced by factors such as cultural background, personal beliefs, and experiences with conventional medicine. Understanding these perceptions is crucial for businesses and policymakers looking to promote Ayurveda products in a competitive and rapidly evolving market.

Review of Literature

The existing literature on consumer perceptions of Ayurveda products highlights the complex interplay of cultural, psychological, and economic factors that influence consumer behavior. Studies have shown that consumers' trust in Ayurveda products is often rooted in cultural heritage and traditional knowledge passed down through generations (**Sharma et al., 2017**). For many, Ayurveda represents not just a system of medicine but a way of life that aligns with their values of natural living and sustainability. Research by **Singh and Yadav (2019)** suggests that the efficacy of Ayurveda products is a significant factor in consumer decision-making. Consumers who have experienced positive outcomes from using Ayurveda products are more likely to continue their use and recommend them to others. However, the perception of efficacy can vary, with some consumers expressing doubts about the scientific validation of Ayurveda remedies.

Marketing and branding also play a crucial role in shaping consumer perceptions. A study by **Patel and Mehta (2020)** found that the branding of Ayurveda products as "natural" and "chemical-free" significantly influences consumer trust and purchasing behavior. The increasing availability of Ayurveda products in mainstream retail outlets and their endorsement by celebrities have further enhanced their appeal. Despite the positive perceptions, the literature also highlights challenges. One of the primary concerns among consumers is the lack of standardized quality control in the production of Ayurveda products (**Chaudhary & Singh, 2018**). This issue raises doubts about the safety and consistency of these products, particularly in markets where regulatory oversight is weak.

Research Methodology

Objective of the Study

- To Study the perception of consumers regarding Ayurveda Products

The study is descriptive cum exploratory. The primary data used in the study with questionnaire containing demographic variables on nominal scale and ten research statements based on perception of consumers of Ayurveda products using five point likert scale (strongly agree to strongly disagree). The sample size used in this study is 120 respondents from diverse backgrounds using Ayurveda products in Rohtak city of Haryana. The test statistics used in the study is descriptive and ANOVA using SPSS.

Data Analysis and Interpretation

The analysis of data is presented as below:

Demographic Profile of Consumers

Table 1: Gender

Gender	Frequency	Percent
Male	85	70.8
Female	35	29.2
Total	120	100.0

The data represents the gender distribution within a sample of 120 individuals. Among the respondents, 85 are male, constituting 70.8% of the total sample. The remaining 35 individuals are female, making up 29.2% of the sample. This distribution indicates a higher representation of males compared to females in the surveyed population, with males accounting for more than two-thirds of the total respondents.

Table 2: Age

Age	Frequency	Percent
Below 20	51	42.5
21- 40	59	49.2
41- 60	9	7.5
Above 61	1	.8
Total	120	100.0

The data outlines the age distribution among a sample of 120 individuals. The largest age group consists of 59 respondents (49.2%) who are between 21 and 40 years old. This is followed by 51 individuals (42.5%) who are below 20 years of age. A smaller group, 9 respondents (7.5%), falls within the 41 to 60 age range, and only 1 individual (0.8%) is above 61 years old. The distribution indicates that the majority of the sample population is relatively young, with nearly half of the respondents in the 21-40 age bracket and a significant portion under 20 years old. There is minimal representation of individuals aged 41 and above.

Table 3: Highest Education

Highest Education	Frequency	Percent
Matric	6	5.0
Senior Secondary	44	36.7
Graduate	34	28.3
Post graduate	28	23.3
Others	8	6.7
Total	120	100.0

The data provides an overview of the highest educational qualifications among a sample of 120 individuals. The largest group, consisting of 44 respondents (36.7%), has completed senior secondary education. This is followed by 34 individuals (28.3%) who are graduates, and 28 respondents (23.3%) who have attained postgraduate degrees. A smaller portion, 8 individuals (6.7%), fall under the "Others" category, which may include alternative or specialized education. Only 6 respondents (5.0%) have education up to the matriculation

level. This distribution highlights a relatively well-educated sample, with the majority of respondents having completed at least senior secondary education, and a significant portion holding graduate and postgraduate qualifications.

Table 4: Marital status

Marital status	Frequency	Percent
Married	29	24.2
Unmarried	87	72.5
Divorced	3	2.5
Widow	1	.8
Total	120	100.0

The data presents the marital status distribution of a sample of 120 individuals. The majority of respondents, 87 individuals (72.5%), are unmarried. This is followed by 29 individuals (24.2%) who are married. A small portion, 3 respondents (2.5%), are divorced, and only 1 individual (0.8%) is widowed. The distribution indicates that the predominant marital status within the sample is unmarried, with a smaller proportion of married individuals and very few respondents who are divorced or widowed.

Table 5: Per month Income

Per month Income	Frequency	Percent
Below 10000	65	54.2
10001-20000	15	12.5
20001-30000	16	13.3
30001-40000	4	3.3
Above 40000	20	16.7
Total	120	100.0

The data illustrates the distribution of monthly income among a sample of 120 individuals. The largest group, consisting of 65 respondents (54.2%), earns below ₹10,000 per month, making up over half of the sample. Following this, 16 individuals (13.3%) have a monthly income between ₹20,001 and ₹30,000, and 15 respondents (12.5%) earn between ₹10,001 and ₹20,000. A smaller portion, 4 individuals (3.3%), fall into the ₹30,001-₹40,000 income bracket. The remaining 20 respondents (16.7%) earn above ₹40,000 per month. This distribution indicates that a significant portion of the sample has a relatively low income, with more than half earning less than ₹10,000 per month, and fewer individuals in higher income brackets.

Table 6: Occupation

Occupation	Frequency	Percent
Homemaker	2	1.7

Student	70	58.3
Salaried	23	19.2
Self Employed	10	8.3
Professional	13	10.8
Public Employer	2	1.7
Total	120	100.0

The data outlines the occupational distribution among a sample of 120 individuals. The majority of respondents, 70 individuals (58.3%), are students, making up the largest group in the sample. This is followed by 23 respondents (19.2%) who are salaried employees. A smaller portion, 13 individuals (10.8%), are professionals, while 10 respondents (8.3%) are self-employed. The remaining groups include 2 homemakers (1.7%) and 2 public employers (1.7%). This distribution shows a strong representation of students, with other occupations like salaried employees, professionals, and self-employed individuals forming smaller, but notable portions of the sample. Homemakers and public employers are minimally represented.

Table 7: Residence

Residence	Frequency	Percent
Rural	45	37.5
Urban	62	51.7
Semi urban	13	10.8
Total	120	100.0

The data provides an overview of the residential distribution within a sample of 120 individuals. The majority of respondents, 62 individuals (51.7%), reside in urban areas, making it the most represented category in the sample. This is followed by 45 respondents (37.5%) who live in rural areas. The remaining 13 individuals (10.8%) are from semi-urban areas. This distribution indicates that over half of the sample population is urban, with a significant portion residing in rural areas, and a smaller segment living in semi-urban regions. The data reflects a diverse residential background, with a predominant urban presence among the respondents.

Table 8: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	3.438	14	.246	1.207	.281
	Within Groups	21.354	105	.203		
	Total	24.792	119			
Age	Between Groups	9.323	14	.666	1.691	.068

	Within Groups	41.343	105	.394		
	Total	50.667	119			
Highest Education	Between Groups	25.342	14	1.810	1.873	.038
	Within Groups	101.458	105	.966		
	Total	126.800	119			
Marital status	Between Groups	3.458	14	.247	.935	.525
	Within Groups	27.742	105	.264		
	Total	31.200	119			
Per month Income	Between Groups	50.024	14	3.573	1.675	.072
	Within Groups	223.967	105	2.133		
	Total	273.992	119			
Occupation	Between Groups	32.586	14	2.328	2.091	.018
	Within Groups	116.880	105	1.113		
	Total	149.467	119			
Residence	Between Groups	4.942	14	.353	.832	.633
	Within Groups	44.525	105	.424		
	Total	49.467	119			

The ANOVA (Analysis of Variance) table presents the analysis of differences between groups based on various demographic variables, including gender, age, highest education, marital status, per month income, occupation, and residence. Here is a breakdown of the results:

- Gender :The ANOVA results for gender show an F-value of 1.207 with a significance level (Sig.) of 0.281. Since the p-value is greater than 0.05, there is no statistically significant difference between the groups based on gender.
- Age: For age, the F-value is 1.691 with a p-value of 0.068. This p-value is slightly above 0.05, suggesting that there is no statistically significant difference between the age groups, though the difference is approaching significance.
- Highest Education: The ANOVA results for highest education show an F-value of 1.873 with a significance level of 0.038. Since the p-value is less than 0.05, this indicates a statistically significant difference between groups based on the highest education level.
- Marital Status: The marital status variable has an F-value of 0.935 and a p-value of 0.525. The p-value being greater than 0.05 suggests that there is no significant difference between groups based on marital status.
- Per Month Income: The F-value for per month income is 1.675 with a significance level of 0.072. The p-value, being slightly above 0.05, indicates no statistically

significant difference between the income groups, though the difference is close to being significant.

- Occupation: The occupation variable shows an F-value of 2.091 with a significance level of 0.018. Since the p-value is less than 0.05, this indicates a statistically significant difference between groups based on occupation.
- Residence: The ANOVA results for residence show an F-value of 0.832 and a p-value of 0.633. The high p-value indicates no significant difference between groups based on their place of residence.

In summary, the ANOVA results suggest that significant differences exist between groups based on their highest education level and occupation. There are no significant differences between groups concerning gender, marital status, and residence, while age and per month income show differences that are close to being significant but do not reach the threshold.

Conclusion

The study concludes that consumer perceptions of Ayurveda products are significantly influenced by education level and occupation, suggesting that these factors play a crucial role in shaping consumer attitudes and behaviors. Gender, marital status, and place of residence do not appear to significantly affect perceptions, indicating that these demographics are less critical in determining how consumers view Ayurveda products. Age and income, while not statistically significant in this study, show trends that may warrant further exploration in future research. These findings can help marketers and policymakers better target and tailor their strategies to specific consumer segments, particularly focusing on educational initiatives and occupational relevance to promote Ayurveda products more effectively.

References

- *Sharma, H., Chandola, H. M., & Tiwari, S. (2017).* Consumer Perception of Ayurveda Products: A Study Based on Indian Market. *Journal of Traditional and Complementary Medicine*, 7(2), 223-228.
- *Singh, A., & Yadav, R. (2019).* Efficacy and Consumer Trust in Ayurveda Products. *Journal of Herbal Medicine*, 18, 20-26.
- *Patel, P., & Mehta, M. (2020).* Branding Strategies for Ayurveda Products: A Consumer Perspective. *International Journal of Marketing Studies*, 12(3), 45-58.
- *Chaudhary, A., & Singh, P. (2018).* Quality Control Issues in the Production of Ayurveda Products. *Asian Journal of Pharmaceutical and Clinical Research*, 11(4), 123-128.
- *Chaudhary, S., & Sharma, R. (2021).* Cultural Influences on Consumer Perception of Natural Health Products. *Journal of Consumer Behavior*, 20(1), 98-110.
- *Kumar, V., & Gupta, N. (2016).* Consumer Behavior towards Herbal and Ayurvedic Products in India. *Journal of Health Management*, 18(2), 191-203.
- *Jain, M., & Bansal, S. (2022).* The Role of Education in Consumer Preferences for Alternative Medicine. *Health Marketing Quarterly*, 39(4), 254-267.

- **Lee, S., & Han, J. (2020).** Consumer Trust and Acceptance of Traditional Medicine: Insights from a Korean Study. *Journal of Traditional Medicine*, 16(3), 187-195.
- **Sinha, A., & Verma, S. (2018).** Impact of Socio-Demographic Factors on the Adoption of Herbal Products in India. *International Journal of Herbal Medicine*, 6(4), 67-75.
- **Mohan, D., & Kumar, A. (2021).** Consumer Preferences for Ayurveda Products: A Survey Analysis. *Journal of Ayurveda and Integrative Medicine*, 13(2), 203-210.
- **Reddy, S., & Rao, P. (2019).** The Influence of Cultural Factors on Consumer Preferences for Traditional Medicine. *Global Journal of Management and Business Research*, 19(5), 58-67.
- **Yadav, R., & Kumar, P. (2020).** Ayurveda and Modern Consumers: Exploring Market Trends and Consumer Attitudes. *Journal of Contemporary Health*, 22(1), 87-95.
- **Nair, R., & Patel, R. (2018).** Consumer Awareness and Attitudes Towards Ayurvedic Products: An Empirical Study. *Asian Journal of Business and Management*, 9(6), 143-150.
- **Khan, M., & Ali, N. (2021).** Perception and Acceptance of Herbal Remedies Among Urban Consumers. *Journal of Health Research and Reviews*, 11(3), 250-258.
- **Jain, V., & Agarwal, A. (2020).** Evaluating the Efficacy and Consumer Satisfaction of Ayurvedic Treatments. *Journal of Ethnopharmacology*, 257, 112823.
- **Sharma, A., & Gupta, R. (2017).** Consumer Insights into the Efficacy of Natural Health Products: A Comparative Study of Ayurveda and Western Medicine. *Journal of Alternative and Complementary Medicine*, 23(5), 345-352.
- **Pillai, R., & Ghosh, D. (2021).** Market Dynamics and Consumer Behavior Towards Ayurveda in Emerging Economies. *Global Business Review*, 22(1), 68-82.
- **Mehta, S., & Kumar, S. (2019).** Consumer Perception of Traditional Medicine and Its Impact on Purchasing Behavior. *Journal of Business and Economic Development*, 4(3), 130-139.