

Promotional Efforts by Government and Impact on Purchase Intention of Ayurvedic Products

Author:

Prof. Prem Chandra Choudhary

Research Scholar, Savitribai Phule Pune University, Pune

Affiliation: Asst. Prof., JSPM's Rajarshi Shahu College of Engineering, MBA Dept, Pune

Email: premchandrachoudhary79@gmail.com

Mobile: 9960418063

Prof (Dr.) Nitin Zaware

Affiliation: Director, Shikshan Prasarak Santha's MBA Institute, Sangamner Dist.: Ahilyanagar PIN 422605 (M.S.)

Email: nitinzaware@gmail.com

Mobile - 9860121311

ABSTRACT:

The increasing global shift toward natural and holistic wellness solutions has significantly boosted the demand for Ayurvedic products. Governmental interventions play a crucial role in influencing consumer behavior and enhancing purchase intentions through strategic promotional efforts. This research paper explores the impact of government-driven promotional initiatives on consumers' purchase intention toward Ayurvedic products. The Ayurvedic sector, governed under the AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) framework, has seen a surge in popularity, especially in the wake of growing consumer awareness towards natural and holistic healthcare. This study explores the promotional efforts employed by Ayurvedic brands and their impact on consumers' purchase intentions. The paper evaluates digital marketing strategies, traditional advertising, influencer endorsements, and government initiatives to analyze their effectiveness.

KEYWORDS: Government Promotion, Ayurvedic Products, Purchase Intention, Consumer Behavior, Marketing Strategies

1. INTRODUCTION:

Ayurveda, an ancient system of medicine, has gained global recognition due to its natural healing properties. With increasing health awareness and preference for organic alternatives, governments worldwide, particularly in India, have undertaken various promotional measures to stimulate demand for Ayurvedic products. This study examines how these governmental efforts

influence consumers' purchase intentions. The global shift towards alternative medicine and natural healthcare has given rise to the increasing popularity of Ayurvedic products. AYUSH, under the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy, plays a crucial role in promoting traditional medicine systems. This paper investigates how promotional efforts influence consumer purchase behavior and the factors driving consumer confidence in Ayurvedic products.

2. THEORETICAL CONCEPT AND LITERATURE REVIEW:

The patriotic passion of the individuals, their leaders and altruism of the rulers of handsome States started the revival of Ayurvedic system of medication even prior to the nation got its liberty. In 1916, the Members of Imperial Legislative Councils pushed the Government to accept this native and ancient system of Ayurveda for establishing it on clinical basis and for increasing its effectiveness. In 1920, the Indian National Congress required Government patronage for Ayurveda and Provincial Governments started to approve help.

The Health Minister's conference declared Ayurved to be established and should be utilized for supplying medical care to individuals. After this, Ayurveda got main acknowledgment and ended up in National Health system in nation. Present scenario medical scientists are looking into Ayurveda treatments for way of life associated illness, psychosomatic and degenerative conditions. Studies indicate a rising preference for herbal and Ayurvedic products due to concerns about chemical-based healthcare. Factors such as perceived health benefits, trust in tradition, and word-of-mouth influence purchase intention.

Existing studies highlight that consumer purchase intention is shaped by multiple factors, including product awareness, perceived benefits, trust, and affordability. Government-led promotions such as subsidies, awareness campaigns, quality certifications, and digital marketing play a significant role in enhancing these factors.

3. RESEARCH METHODOLOGY:

This study employs a mixed-method approach, integrating qualitative and quantitative research. Surveys and interviews with consumers and industry experts provide primary data, while secondary data is collected from government reports, academic journals, and market research studies. A study is based on combination of surveys, case studies, and secondary data sources.

The study categorizes consumers into two categories: Category one- Consumers who use Ayurvedic non-medicinal products, such as fast-moving consumer goods (FMCG) containing Ayurvedic formulations and Category two Consumers who use both Ayurvedic medicines and non-medicinal Ayurvedic products. The sample size is 500 respondents from urban and semi-

urban areas. Statistical analysis is done using regression models and sentiment analysis on social media data.

Research Objectives:

- 1) To analyze the impact of promotional efforts on consumer purchase intention for Ayurvedic products.
- 2) To analyze the promotional efforts undertaken by governments for Ayurvedic products.
- 3) To ascertain Purchase Intention for Ayurvedic Products consumers (medicinal or non-medicinal) has any significant association with Governmental Influence.

4. ANALYSIS AND INTERPRETATION:

Table 1: Government promotion impacts Purchase intention

			Category of Ayurvedic Products used		Total
			Category 1	Category 2	
The promotional efforts taken by Government has been up to the mark and has affected my purchase intention positively	Strongly Disagree	Count	77	21	98
		%	30.8%	8.4%	19.6%
	Disagree	Count	35	23	58
		%	14.0%	9.2%	11.6%
	Neutral	Count	51	61	112
		%	20.4%	24.4%	22.4%
	Agree	Count	56	100	156
		%	22.4%	40.0%	31.2%
Strongly Agree	Count	31	45	76	
	%	12.4%	18.0%	15.2%	
Total		Count	250	250	500
		%	100.0%	100.0%	100.0%

According to the above table 15.2% consumers strongly agreed and 31.2% consumers agreed that the promotional efforts taken by Government has been effective and up to the mark in generating interest in consumer's mind and affected the purchase intention positively. 22.4% consumers were neutral. 11.6% of the respondents disagreed about as 19.6% consumers strongly disagreed that the promotional efforts taken by Government is not sufficient to generate interest in people's mind. This shows that the promotional efforts taken by Government are fairly influential as far as the purchase intention of the buyers is concerned.

Table 2: Government's AYUSH impacts Purchase Intention

	Category of Ayurvedic	Total
--	-----------------------	-------

			Products used		
			Category 1	Category 2	
I feel that the investments made by Government in AYUSH has impacted the purchase of the Ayurvedic products	Strongly Disagree	Count	19	0	19
		%	7.6%	0.0%	3.8%
	Disagree	Count	12	78	90
		%	4.8%	31.2%	18.0%
	Neutral	Count	24	76	100
		%	9.6%	30.4%	20.0%
	Agree	Count	148	29	177
		%	59.2%	11.6%	35.4%
Strongly Agree	Count	47	67	114	
	%	18.8%	26.8%	22.8%	
Total		Count	250	250	500
		%	100.0%	100.0%	100.0%

Above figures show that 22.8% consumers strongly agree whereas 35.4% consumers agree that they feel that the AYUSH has created an impact in consumer's mind towards purchase of Ayurvedic products. 20% of the respondents were neutral and 18% consumers disagree while 3.8% consumers strongly disagree that they feel that the AYUSH has been able to generate that kind of trust among consumers.

5. FINDINGS AND DISCUSSION:

Governmental Influence is the impact of governmental actions in Ayurvedic industry and its legal regulations and enforcements. The enforcement of governmental norms in this industry, like AYUSH, has brought some kind of transparency and standardization in Ayurvedic products. From the study, an evident positive relation is seen between Governmental Influence and its impact on ayurvedic consumers' Purchase Intention. Also, as we discovered from the educational and occupational data, most of the users are educated and have good occupation, so they are more intellectually oriented and want complete knowledge and transparency in knowing what they are consuming. Governmental regulations have helped this aspect in Ayurvedic product consumption.

a) Government Promotional Efforts:

- i. **Advertising and Awareness Campaigns:** Governments launch campaigns through television, social media, and print media to educate consumers on the benefits of Ayurvedic products.
- ii. **Subsidies and Incentives:** Financial support for Ayurvedic product manufacturers and retailers encourages production and market expansion.

- iii. **Regulatory Support and Certifications:** Government certifications such as AYUSH standards in India enhance credibility and consumer trust.
- iv. **Integration into Public Healthcare Systems:** Many governments incorporate Ayurvedic treatments into mainstream healthcare, increasing accessibility and acceptance.

b) Impact of Government Promotional Efforts on Purchase Intention:

- i. **Increased Awareness:** Effective promotional campaigns lead to greater knowledge about Ayurvedic products, resulting in higher purchase intention.
- ii. **Trust and Credibility:** Government endorsements and regulatory approvals improve consumer trust.
- iii. **Affordability and Accessibility:** Subsidies and financial incentives make Ayurvedic products more affordable, influencing purchase decisions positively.
- iv. **Perceived Effectiveness:** Promotional efforts that highlight scientific backing and testimonials increase consumer confidence in product efficacy.

c.) General Impact of Government Initiatives:

- i. Government campaigns such as "Ayushman Bharat" and standardization of Ayurvedic products have boosted consumer confidence.
- ii. Subsidies and research funding have encouraged new players in the market.

6. CONCLUSIONS:

The role of Government was found to be most significant in impacting the Green Purchase Intention of Ayurvedic users. Government should take active participation in promoting Ayurvedic industry. The role of Governmental influence was maximum in non-medicinal users. Governmental influence involves intentional efforts taken by the government to change a person's beliefs, attitudes, or behavior. At times, the Government encourages the use of certain products and services, with a view of bringing about balanced economic development and giving a chance for certain industries to survive and success in the long run. The study concludes that government promotional efforts positively impact consumer purchase intention toward Ayurvedic products. Future research can explore region-specific influences and long-term consumer loyalty patterns.

REFERENCES:

1. AK Megha, PDN Zaware, (2019) Defining Impact of Implementing ICT in Organizations for Improving Organizational Performance, International Journal of Research in Economics and Social Sciences(IJRESS) Vol. 9 Issue 5, May- 2019 pp 275-283.
2. DRNR Zaware, (2012) Rural Livelihood Markets & Economies; International Journal of Research in Commerce, Economics & Management, Vol. No 2, pp. 48-50
3. H Samudre, PDN Zaware (2019) A Study on Management Student's Behavior While Using of Smartphone With Reference To PCMC Area, Review of Research, Vol. 8, Iss. 6, pp. 1-8

4. J Ubhedal, S Waghulkar, S Gadkari, PDN Zaware, (2020) Model Testing for Managerial Behavior towards Implementation of Sustainability Practices in Automobile Manufacturing Units with Special Reference of Theory of Planned Behavior, Studies in Indian Place Names, Vol. 40 Issue-03, Page 4565-4582
5. K Charak, N Zaware, A Pawar, (2017) Technology Adoption in Teaching-Learning Process: The Review for Implications in Education, An International Multidisciplinary Quarterly Research Journal Ajanta 6 (4), 64-73
6. K Dadas, N Zaware, L Prasad, K Charak, (2025) An exploration of customers satisfaction towards water management equipment's with reference to Pune city, Sustainable Smart Technology Businesses in Global Economies, Taylor & Francis Publishing Imprint Routledge, Chapter 47, Pages 7
7. MPK Ambavane, N Zaware, (2019) Data Mining Using Hadoop Distributed File System (HDFS) For E-Commerce Marketing Strategy, Chronicle of The Neville Wadia Institute Of Management Studied and Research, Vol. VIII, Iss2, P238-247
8. MS Shinde, PY Mali, A Pawar, NR Zaware, A. Chandratreya, (2025) Assessment of role of automobile brands Giants in promoting electric vehicle adoption towards sustainability, Sustainable Smart Technology Businesses in Global Economies, Taylor & Francis Publishing Imprint Routledge, Chapter 4 Pages 8
9. N Zaware, (2013) A Revision of Rural Product Mix Strategy for Rural Market, International Journal of Management, ANVESHAK 2 (2) 191-200
10. N Zaware, (2021) Linking with Prospective Indian Consumer: Brands Role to Online Shopping Customers Satisfaction, Vidyabharati International Interdisciplinary Research Journal, Vol. 12 Issue 2, pp. 139-144
11. N Zaware, (2015) A Study of Media Impact on Purchase Intent of Green Products in Pune City, International Journal in Management and Social Science, Vol. 03, Issue 11, pp. 326-331
12. N Zaware, (2016) Connotation For Career Opportunities to Management Graduates in Global Economic Meltdown, Tactful Management, Vol. 4, Issue 8, pp. 8
13. N Zaware, A Pawar, (2017) Online Marketing: The Challenges and Perspective in Indian Market, An International Multidisciplinary Quarterly Research Journal Ajanta, Vol. VI, Issue IV, pp. 131-138
14. N Zaware, A Pawar, S Zaware, R Louis, (2021) Investigating the mediating role of advertisement morality for organisational values and ethics towards television advertisements: the path analysis modelling method, International Journal of Business Governance and Ethics, 15 (4), 459-476
15. N Zaware, R Deokate, (2025) Customer Engagement Impact on Brand Loyalty: A Comprehensive Analysis, Asian Journal of Management and Commerce, Vol. 6, Issue1, pp-590-593.
16. N Zaware, R Deokate, (2025), Eco-conscious choices: Green purchase intention of Gen Y Consumers, International Journal of Research in Management, Vol 7 Issue 1, pp 477-480.

17. NR Zaware, (2010) A Study of Rural Marketing mix with Respect to Essential Commodities in Ahmednagar District, Archers & Elevators Publishing House
18. NR Zaware, (2012) A study of Rural Retail and Distribution Mix with Respect to Essential Commodities, Vishwakarma Business Review, Vol II, Issue 1, pp. 227-232
19. PDN Zaware, (2011) Distribution Stratagem for Rural Market, Proceedings of a National Seminar on' Dynamics of Distribution and Supply, February 2011pp 109-116
20. PDN Zaware, (2012) A study of the Effectiveness of Marketing Audit Strategies in the Financial Service Institutions. Indian Journal of Current Trends in Management Sciences (Vol. V No.1) pp. 95-103
21. PDN Zaware, (2012) A Study on Print Media Advertisement with reference to Education Institute's Appointment Ad. SIBACA Management Review (Vol.-2, Issue-1) pp. 14-19
22. PDN Zaware, (2013) Soft Drinks: The Pure Commodity in the Era of Branding. SYMPHONY ZIMCA's Management Journal (Vol. II) pp. 49-55
23. PDN Zaware, (2015) Regional Imbalance of the Service Industry in Maharashtra. Paripex-Indian Journal of Research (Vol.-4 Issue-11) pp.200-203
24. PDN Zaware, (2020) The significance of employer branding in human resource Management for Organisations, International Journal of Research Culture Society, Vol. 4, Iss 4, pp77-80
25. PDN Zaware, (2020) Transformation of Business in Developing Distribution Strategy for Rural Market. Studies in Indian Place Names, Vol. 40 Issue 27, pp. 502-514
26. PDN Zaware, CD Kuldeep, (2020) Rethinking on Pawar and Charak's Priority Model of Employee Value Proposition: Development and Implications for Future Agenda, Journal of Applied Management and Investments
27. PDN Zaware, H Samudre (2016) OMNI Channel Buyers-An Emerging Trend in Indian Retail Market, Indian Retail Market, February 13, 2016
28. PDN Zaware, M Ashwin (2020) Redefining Skill-Set in the Era of Digitization-A Conceptual Study, Shodh Sarita, Vol 7, 156-160
29. PDN Zaware, P Ambavane, S Kale, (2020) Identification Cold Start Problem Start in Matrix Factorization Method for Online Web Recommendation Systems. Test Engineering and Management, pp. 2186 – 2192
30. PDN Zaware, S Kharate, (2024) A Study of Managers' Attitude Towards Ethical Marketing Practices , Indian Journal of Psychology, Vol. No.15, Issue 8 pp. 191-199
31. PDN Zaware, S Shinde, A Pawar, S Aptel, (2019) Review and Assessment of Financial Constraints of Women Entrepreneurs in Maharashtra, Review of Research, Vol. - 8 Issue – 9, pp 1-14
32. RJ Louis, N Zaware, (2014) Changing Consumption Pattern Leading to Growth of the Food and Beverage Sector in India, Chronicle of the Neville Wadia Institute of Management, Vol. V, Pp 176-181

33. RR Lokhande, (2019) A Study of Marketing Strategy in Technology Transfer Between R and D Institutions and Industries Fifth National Conference on World Economic Turmoil-Challenges and Opportunities for India, pp 86-90
34. S Jadhav, N Zaware (2022) An Assessment Of Green Practices In Relation To The Packaging Of Selected Indian FMCG Companies, Neville Wadia Institute of Management and Research, Pune 1 (2), 57-65
35. S Kharate, N Dr. Zaware (2020) A Study of Business Challenges for Organic Food Product segment. Studies in Indian Place Names, Vol. 40 Issue-27, pp. 1225-1230
36. S Kharate, N Zaware, (2023) The Study of Genetically Modified Organism (GMO) and Regulatory Framework in India for GMO Food Products, Utkal Historical Research Journal, Vol.-36, No.1(II) 9
37. S Kharate, N Zaware, (2025) Impact of emergent consumer expectations on purchase decisions of sustainable organic food products, Sustainable Smart Technology Businesses in Global Economies, Taylor & Francis Publishing, Chapter 45 Pages 12
38. S Kharate, NR Zaware, (2021) A speculative Study of The Procedural Mandates For Organic Farming Certification In Maharashtra Ilkogretim Online, 20 (1), 3860-3868
39. S Kharate. and Zaware N, (2021) A Study of E-Learning Recourses and Its Impact on Education System, Dogo Rangsang Research Journal Vol-10 Issue-06 No. 8 June 2020 PP 47-56
40. S Nimbhore, N Zaware, (2019) The Study of Service Gap Analysis for Garment Retail Stores- A Literature Review. Journal of Gujarat Research Society, Vol. 21 Issue 16, pp. 1599-1606
41. S Shinde, A Pawar, N Zaware, (2018) Organizational Climate: Realization for Development and Success in Business, An International Multidisciplinary Quarterly Research Journal Ajanta, Vol. VII Issue I, pp. 98-108
42. SB Hapase, NR Zaware, (2022) Investment Behavior of the Indian Retail Mutual Fund Investors, IBMRD's Journal of Management & Research, Vol 11 (2), 147-157
43. SN Zaware, NR Zaware, (2022) A Study on Role of Information Communication Technology Initiatives on Performance of The IT Industries, Kanpur Philosophers 9 (15), 120-128
44. V Dongare, N Zaware (2021) An Analytical Study of Cashless Transformation and Growth in Retail Market in India, Shodh Sarita, Vol. 7 Issue-28 Oct-Dec, 2020, pp. 19-26
45. V Salunke, N Zaware, (2018) Product Positioning Concept: Case study of CMM market in Pune Chronicle of The Neville Wadia Institute of Management Studies and Research, Volume 7, Pages 09-10