

**A STUDY ON CONSUMER BUYING BEHAVIOUR FOR
AYURVEDA PRODUCT**

Dissertation submitted to



The IIHMR University, Jaipur

For the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Deshna Awasthi

Under the Supervision and Guidance of

Dr. Ashok Peepliwal

Associate Professor

School of Pharmaceutical Management

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled A STUDY ON CONSUMER BUYING BEHAVIOUR FOR AYURVEDA PRODUCT is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Deshna Awasthi

Date:

CERTIFICATE

This is to certify that DESHNA AWASTHI in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her/his internship at (Zeon Lifesciences) during April 12, 2021, to July 12, 2021.

Place:

Dr. Ashish Kumar

Date:

(PMT Manager)

CERTIFICATE

This is to certify that dissertation titled A STUDY ON CONSUMER BUYING BEHAVIOUR FOR AYURVEDA PRODUCT is a record of the research work undertaken by (Deshna Awasthi) in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Dr. Ashok Peepliwal
IIHMR University, Jaipur

Date :

Dr. Saurabh Kumar
IIHMR University, Jaipur

Date :

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ABSTRACT:

Traditional medicine is known as Ayurveda. It is an important part of India's wellness sector and is now acknowledged as a medical system across the world. (2021). Having its significance from the history to life of people. Let us understand the traditional medicine system as the emerging market for the originations. Also, the customer behavior towards the emerging product line. In the research the question targeted the minds of the consumer, their attitude towards ayurvedic product. Understanding the present market of consumer choice and their behavior pattern towards purchasing the ayurvedic products.

1. Introduction –

“Let food be thy medicine and medicine be thy food.” (Hippocrates 400 BC)

India being the largest producer of plant (Ayurveda: Understanding Its Significance, Health Benefits, 2021). Traditional medicine is known as Ayurveda. It is an important part of India's wellness sector and is now acknowledged as a medical system across the world. (2021). In India, between 2500 and 500 BC, the Ayurveda philosophy arose and flourished. Ayurveda literally means "science of life" in the ancient Indian system of health treatment, which focuses on man's ideas and illnesses. (Pandey, Rastogi and Rawat, 2013). Ayurveda blends current lifestyle and health-conscious habits with ancient understanding about the use of natural ingredients, medications, and herbs to assist us in living a healthy, happy, stress-free, and disease-free life. In 1976, the World Health Organization (WHO) formally recognized Ayurveda (Ayurveda: Understanding Its Significance, Health Benefits, 2021). Ayurveda medicines and treatments are the most reliable approach to heal undiagnosed and incurable diseases without causing any side effects, and they are also cost effective, therefore people are willing to adopt them to heal their illnesses and seek for ayurvedic items on the market. As a result, the Indian government has taken a number of initiatives to promote ayurveda products among the general public in order to expand ayurvedic product use. Ayurvedic capsules, lotions, toothpastes, and soaps are just a few of the initiatives. Khadi and Village Industries, for example, produce shampoos and other products. Private Companies, Non-Governmental Organizations, Voluntary Associations, and Self-Help Groups In this context, the current research aims to better understand the purchasing habits of consumers in the United States (Ali et al., 2021).

Having its significance from the history to life of people. Let us understand the traditional medicine system as the emerging market for the originations. Also, the customer behaviour towards the emerging product line.

1. Literature Review –

1.1 Consumer Perception

The consequence of a customer's attitudes, preferences, intentions, and decisions made in a marketplace prior to purchasing a product is known as consumer purchase behaviour.

Typical Purchasing Procedures A sequence of tasks can be deduced from purchasing behaviour.

1. Problem recognition: At this point, the customer recognises an unmet need or want. For example, his old laptop may be broken, necessitating the purchase of a new laptop.
2. Information gathering: the customer gets information related to resolving his problem at this step. For instance, a collection of data about numerous laptop models.
- 3 Evaluation: The different options are compared to the customer's demands, needs, preferences, financial resources, and so on.
4. Purchase: The customer will commit to a certain choice and make the final decision at this step. Price and availability may impact your decision.
5. Post-buy evaluation: At this point, the customer assesses whether the purchase met

his or her needs. (Pathak and Borah, 2021).

Anupriya (2017) studied the factors that influence customer perception and purchasing behaviour of ayurvedic products in a sample of 100 people. The findings revealed that most consumers are aware of the product owing to advertising, that customers are pleased with the quality and price of the product, and that all of the respondents chose the product because the customers are satisfied with the quality and pricing.

1.2 Significance of Consumer Ayurveda Product Buying Behavior-

Consumer satisfaction is achieved when Ayurveda product makers deliver benefits that meet the demands and desires of their customers. The consumer's Ayurveda product requirements begin with persons of all ages, from infants to the elderly the Ayurveda products are chosen by a team of experts. Suited to the consumer's needs and climatic conditions (Ali et al., 2021).

1.3 Ayurveda Products and its Market –

Ayurveda medicine has a lengthy history of treating disease, dating back over 3000 years. The three essential principles, known as doshas (vata, pitta, and kapha), are drawn from five Indian philosophical concepts. The doshas of Ayurveda can be defined as regulatory control variables for fundamental physiologic processes in living systems that retain their identity through time (Kumar, Dobos and Rampp, 2016). The worldwide Ayurveda Products market is expected to grow at a CAGR of 12.0 percent from US\$ 4571.7 million in 2020 to US\$ 5172.7 million in 2026. (Research, 2021). The Indian Ayurveda products market grew rapidly from 2015 to 2020 and is expected to increase at a CAGR of about 15% from 2021 to 2026. (India Ayurveda Products Market: Industry Trends, 2021). Ayurveda is an Indian system of medicine based on natural herbs known as "Ayurveda." It is a type of complementary medicine. Ayurveda is one of the most popular forms of traditional medicine in India, with almost 75% of the population using it. (Research, 2021). As nutritional supplements or ethnic traditional remedies, more than 1500 herbals are available. (Pandey, Rastogi and Rawat, 2013).

1.4 Breakdown of the Market by Product Type Healthcare Products-

- Dietary Supplements and Ayurveda Nutraceuticals
- Ayurveda Medicines (Ayurveda Medicines)
- Personal Care Items
- Skin Rejuvenation
- Dental Hygiene
- Fragrances and Hair Care

1.5 Market Segmentation: Organized vs. Unorganized • Organized vs. Unorganized.

1.6 Market Segmentation by Region

- India's North
- East Asia
- India's West and Central

- India's south

2. The Competitive Environment:

The market for Ayurvedic goods in India is extremely fragmented, with numerous small and big businesses competing on price and quality. The following are some of the market's main players: (India Ayurveda Products Market: Industry Trends, 2021)

2. Consumer attitude with changing time –

Consumers across the world are embracing green, and this is particularly true in the cosmetics industry. In the previous few years, Products that contain natural or herbal ingredients have been driving growth in the cosmetics market for years. Natural-based products' market share has been steadily expanding. Companies are under increasing pressure to focus on sustainability and minimize their carbon footprints. Consumers are more informed and aware than they have ever been. They are becoming more aware of the materials used in the products they use. They use and avoid chemicals that are known to have negative side effects.

3. The Study's Objectives

1. Research the sales of Ayurveda products in the research area.
2. To determine the elements that influence the purchase of an Ayurveda product by a customer
3. To identify bottlenecks in the purchase of Ayurveda products.
4. Make appropriate recommendations to keep Ayurveda customers finished product.

3. Research Design –

1. Type of research – Primary and Secondary
2. Duration – 2 months
3. Respondents – Ayurvedic Product Consumers
4. Type of analysis – Statistical tools will be used according to the survey.

Inclusion and Exclusion Criteria:

The study was done on Teenagers, adult, and elder consumers regard of gender and both male and female are also included in this study. Exclusion of subjects were taken place if they don't know about the ayurvedic products, unconsciousness condition or any other condition and those who could not actively participate in this study based on researcher's.

Method A structured questionnaire was used for the purpose of collection of data for the assessment of knowledge of patients and health care professionals about the use of

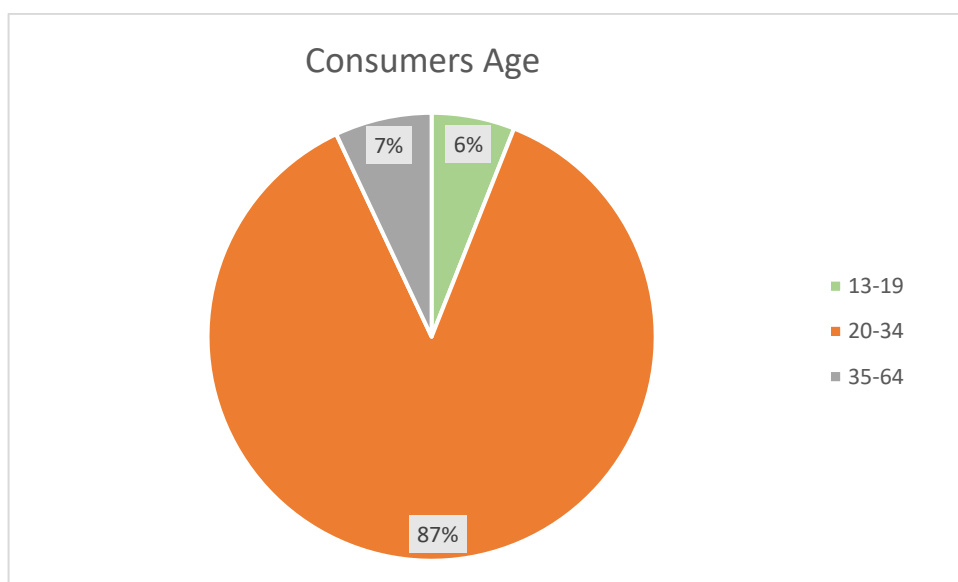
ayurvedic products. This is a cross sectional survey carried out in India. region among the patients and health care professional about the use of Ayurveda during the period of April, May, June 2021 by student of IIHMR University college of Pharmaceutical Management. The people involved in this study were children, adults and elders. A pre-designed questionnaire was used for the conduct of study. Knowledge of patients about the use of nutraceuticals were the outcome variables of our study.

Data was collected from the Normal Consumers as well as Patients with Minor symptom my attempt was to ensure the validity of data. The variables are age, gender. Study tool for the purpose of study a pre-designed questionnaire was prepared and used to get the data regarding the use of ayurvedic products use in consumers. Consumers demographic characteristics and awareness of ayurvedic products including general knowledge and its proper use. The questionnaire consists of questions on knowledge of ayurvedic products in patients. Questions related to patient compliance during the use of ayurvedic products. The impact of ayurvedic products on consumers health. It consists of such other questions which are related to proper use and their impact on health and what conditions may lead to the use of ayurvedic products.

Analysis :

1. Age of the consumer?

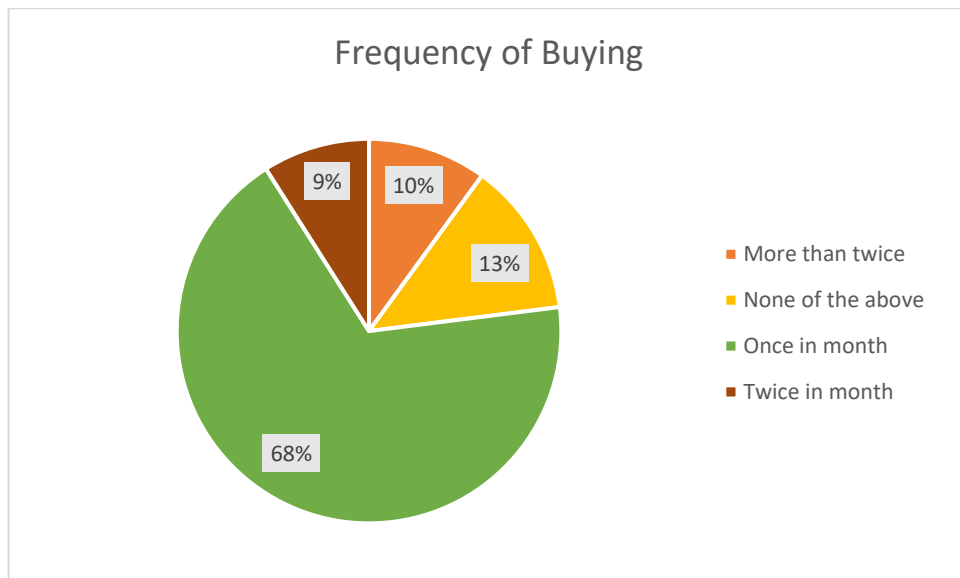
Age of the consumer?	Count of Age of the consumer?
13-19	6
20-34	87
35-64	7



In the study it was found that young adult participated in larger percentage (87%) and Teenagers that participated in the survey counted to be 6% of the total sample size (100). Rest 7 % was collaborated by adults to elderly people.

2. How often do you buy ayurvedic products?

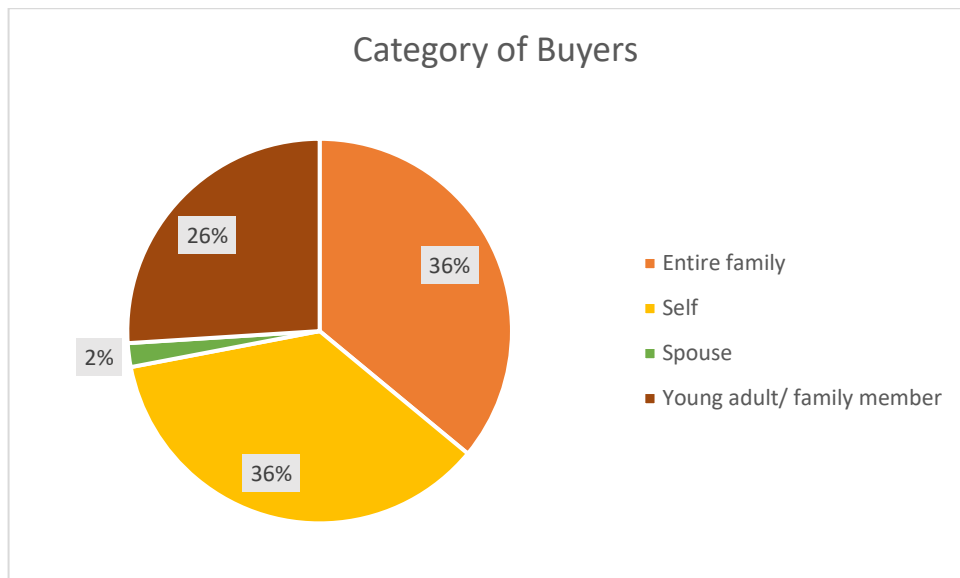
How often do you buy ayurvedic products?	Count of How often do you buy ayurvedic products?
More than twice	10
None of the above	13
Once in month	68
Twice in month	9



Understanding the frequency of buyers purchasing ayurvedic products. Tells about their attitude towards the product system. Here it was observed that max 68% of the people make a purchase in a month. About 9 % of the people feel the need of purchasing the product twice in a month and 10 % people wish to buy more than twice in a month.

3. Buying to whom?

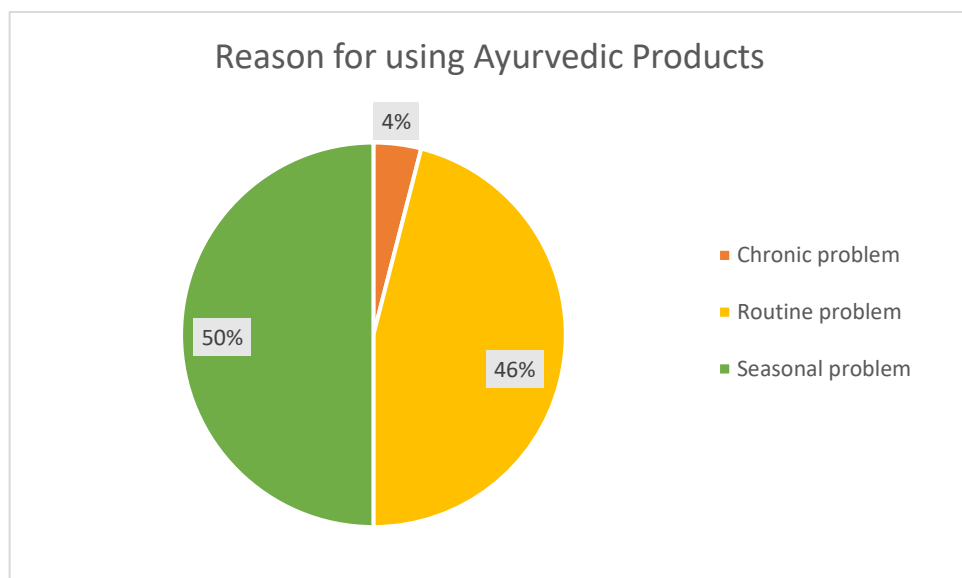
For whom do you buy the products?	Count of for whom do you buy the products?
Entire family	36
Self	36
Spouse	2
Young adult/ family member	26



Understanding the frequency of purchase, it is equally important to understand the need. For whom the product has been purchased. 36% of the people are balancing the category of buyers as self (for individual need) and for entire family. This shows that frequency of buying may somewhere depend on the factor like this. Only 2% of the people purchase it for their spouse only.

4. Ayurvedic products used for?

Reasons for using ayurvedic products?	Count of Reasons for using ayurvedic products?
Chronic problem	4
Routine problem	46
Seasonal problem	50

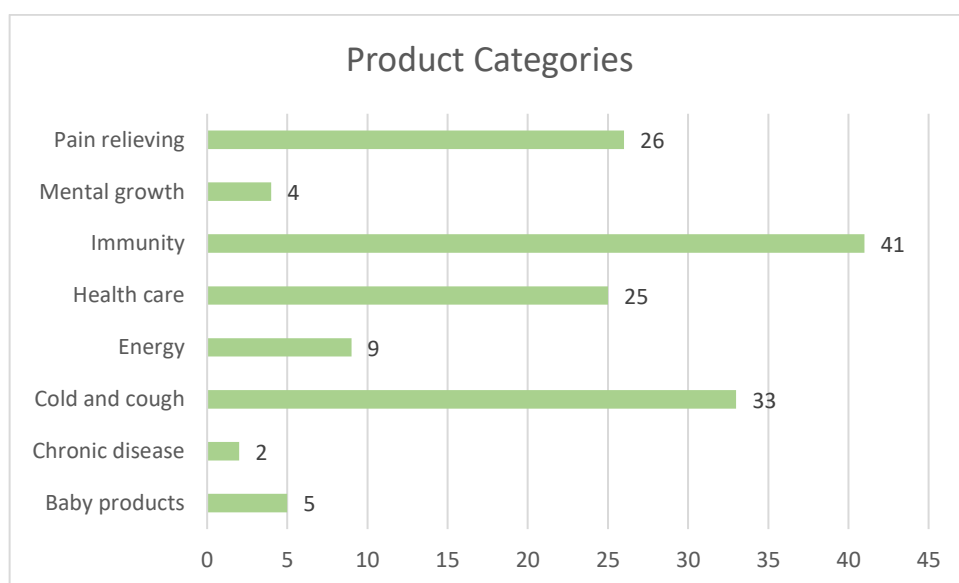


In the study it was seen that consumer being individual or family the reasons

for which they are purchasing ayurvedic products are mostly due to seasonal problems like cold cough, flu, viral fever etc, in around 50%. Also some nearly half of them prefer to use ayurvedic products in their routine problems like gum health, digestion, skin health etc. Only 4% use it for chronic diseases like diabetes, blood sugar etc.

5. Ayurvedic Product category you use?

Products	Sum of choices
Baby products	5
Chronic disease	2
Cold and cough	33
Energy	9
Health care	25
Immunity	41
Mental growth	4
Pain relieving	26

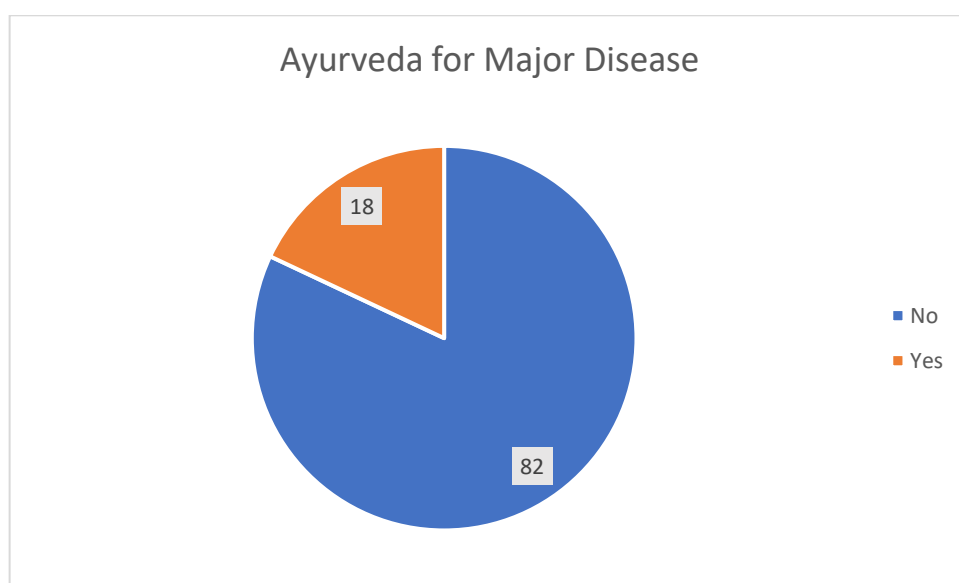


Having number of categories in ayurvedic market segment. It was analyzed that around 41 people consume immunity supplements. May be due to the covid pandemic the awareness among people towards ayurvedic drugs got restored. Above mentioned numbers indicate the number of people who agreed to have same opinion.

6. Do you utilise Ayurvedic medicine to cure severe illnesses such as diabetes, arthritis, bronchial asthma, TB, migraines, depression, and

other conditions?

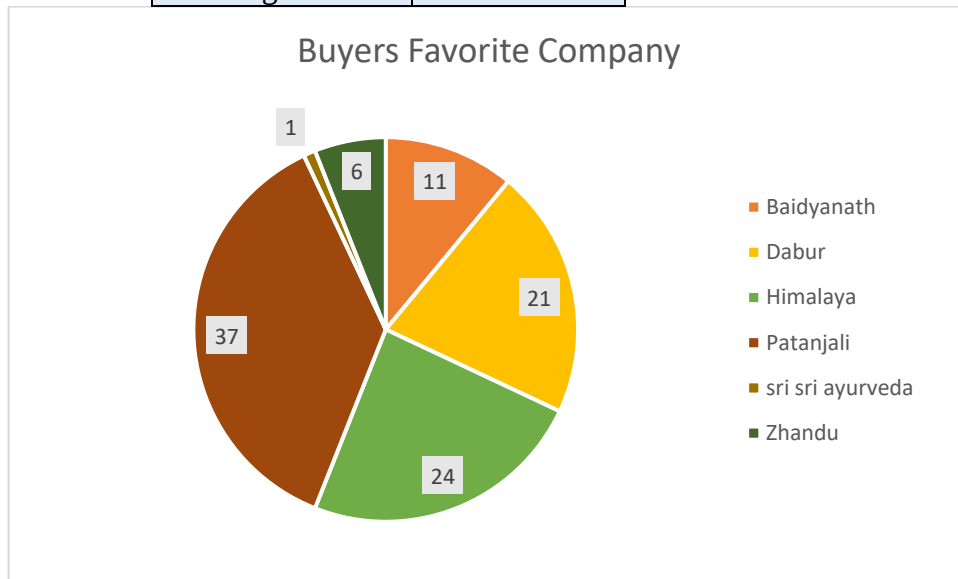
Which is your favorite Ayurvedic brand/ company?	Count of Which is your favorite Ayurvedic brand/ company?
Baidyanath	11
Dabur	21
Himalaya	24
Patanjali	37
sri sri ayurveda	1
Zhandu	6



It was very clear from the last questions that chronic sector in Ayurveda still lacks trust among the mind of its consumer. Hence only 18% of the people believe to use ayurvedic product for chronic diseases.

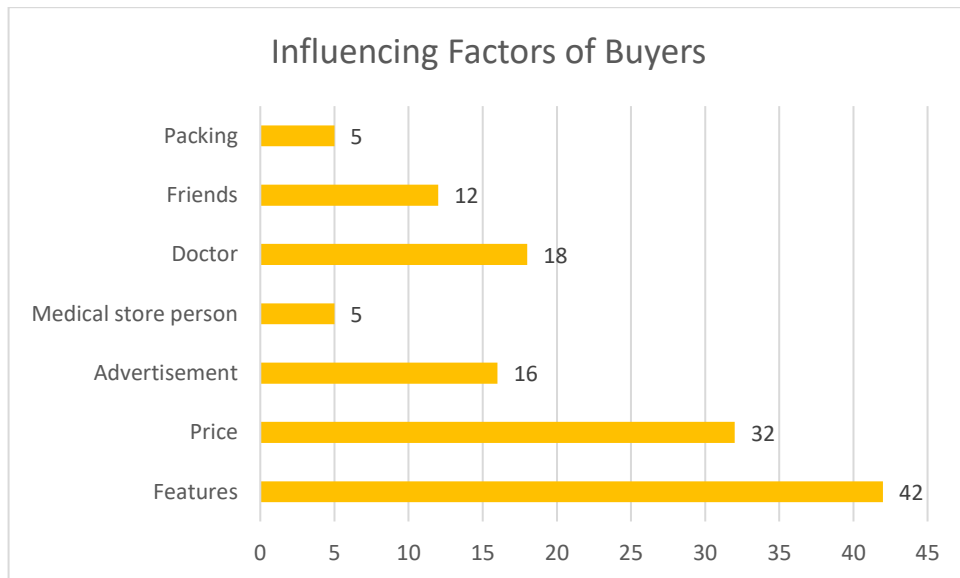
6. Which is your favorite Ayurvedic brand/ company?

Factors	Buyers no
Features	42
Price	32
Advertisement	16
Medical store person	5
Doctor	18
Friends	12
Packing	5



Participants as a consumer trust a product or a brand and this is another reason of their frequent purchase of the product. Patanjali being very fast-growing organization providing ayurvedic solutions. 37% of the people believe it to be their brand of choice. Himalaya and Dabur are also fighting the battle by 24% to 21% respectively.

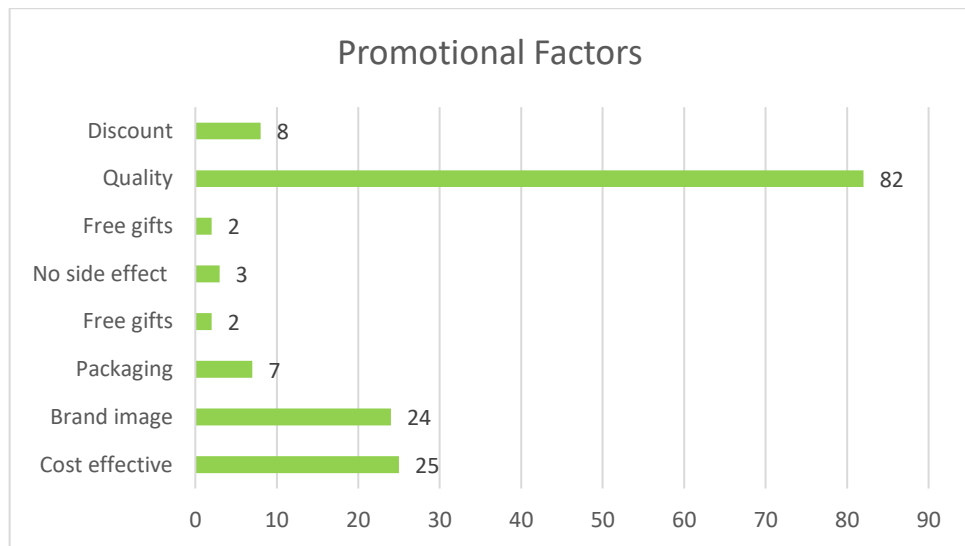
7. Influencing Factors to Buy the Ayurvedic Products?



Most people feel that the purchase that they make totally depends on the features that the product holds. About 42% of the people voted for features, 32% for price, 18% on doctors advise and so on as mentioned in the above chart.

8. Promotional factors that force you to make a purchase?

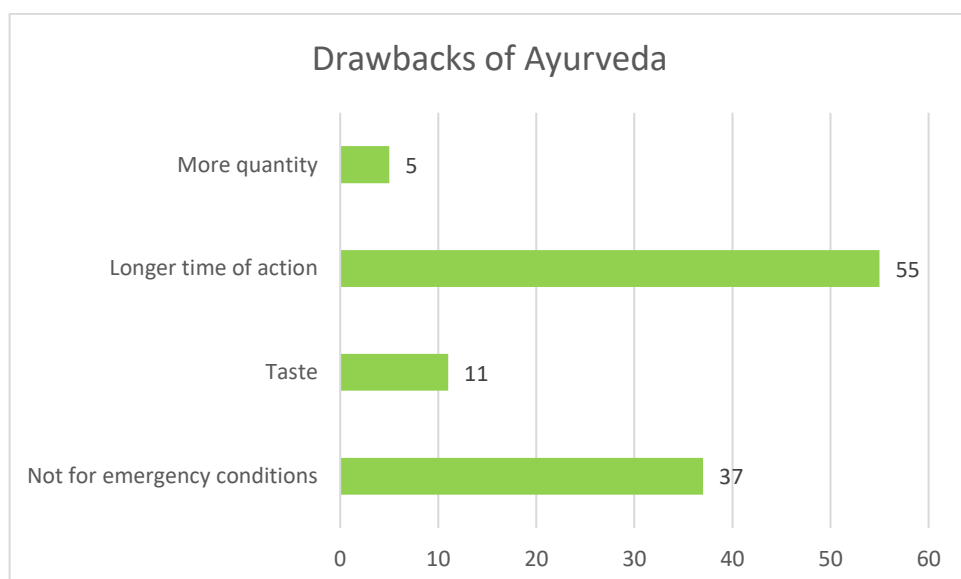
<i>Factors</i>	<i>Number of People</i>
<i>Cost effective</i>	25
<i>Brand image</i>	24
<i>Packaging</i>	7
<i>Free gifts</i>	2
<i>No side effect</i>	3
<i>Free gifts</i>	2
<i>Quality</i>	82
<i>Discount</i>	8



82% of the people believe that quality is their prime requirement. And with this cost effectiveness and brand image to be valued by 24% to 25%.

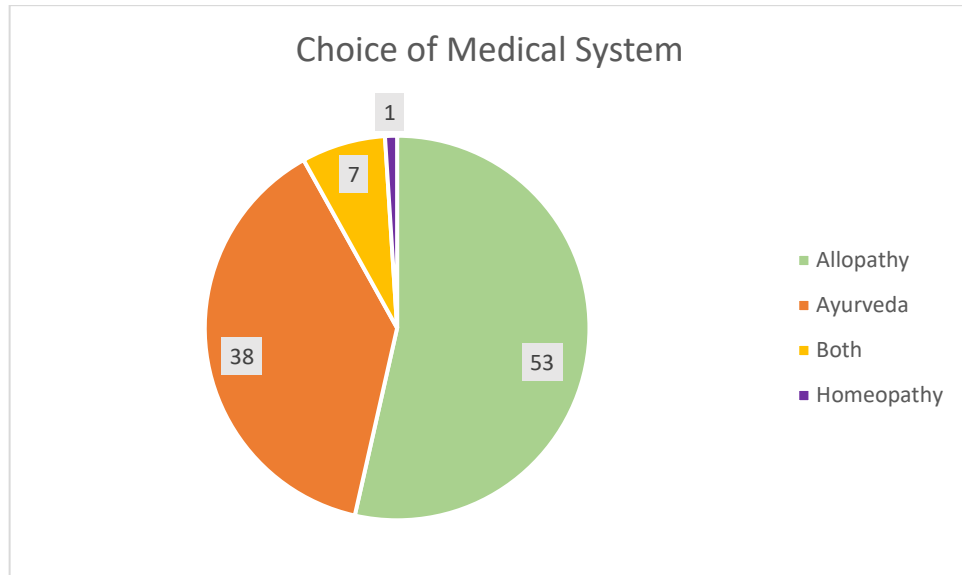
9. Drawback of Ayurveda?

<i>Factors</i>	<i>Number of people</i>
<i>Not for emergency conditions</i>	37
<i>Taste</i>	11
<i>Longer time of action</i>	55
<i>More quantity</i>	5



55% of the people think that ayurvedic products take longer time to act on a targeted system. Also 37% think it is not for emergency condition.

10. Which medical system do you trust more?



Ending the survey with the fact that how many people go for ayurvedic products on believing and trusting the system. 53 % of the people think allopathy is a better way to get treated may be because of fast on set of action. Also, on the other hand 38% of the people believe Ayurveda is best system of medicine.

Conclusion -

It was concluded that people trust to have ayurvedic product but on the other hand due to some reasons like emergency choice of drug, for chronic disease etc. they do not prefer to stick to the same system and think that allopathy is a better choice. Customers are aware of the numerous ayurvedic medications that are accessible, as well as the range of brands, according to the survey.

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Questionnaire –

Q1. Age of the consumer?

- 0-12
- 13-19
- 20-34
- 35-64
- 65+

Q2. How often do you buy ayurvedic products?

- Once in month
- Twice in month
- More than twice

Q3. Buying to whom?

- Self
- Spouse
- Kids
- Young adult/ family member
- Entire family

Q4. Ayurvedic products used for?

- Routine problem
- Chronic problem
- Seasonal problem

Q5. Ayurvedic Product category you use?

- Skin care
- Health care
- Stomach
- Pain relieving
- Energy
- Immunity
- Baby products
- Chronic disease
- Cold and cough
- Mental growth
- Other

Q6. Do you utilise Ayurvedic medicine to cure severe illnesses such as diabetes, arthritis, bronchial asthma, TB, migraines, depression, and other conditions?

- Yes
- No

Q7. which is your favourite Ayurvedic brand/ company?

- Dabur

- Zhandu
- Baidyanath
- Himalaya
- Patanjali
- Other

Q8. Influencing Factors to Buy the Ayurvedic Products?

- Price
- Advertisement
- Features
- Packing
- Friends
- Doctor
- Medical store

Q9. Promotional factors that force you to make a purchase?

- Quality (usage)
- Discount
- Free gifts
- Quantity
- Packaging
- Cost effective
- Brand image

Q10. Drawback of Ayurveda?

- Longer time of action
- More quantity
- Taste
- Not for emergency conditions
- Other

Q11. Which medical system do you trust more?

- Allopathic
- Ayurveda