

A STUDY ON CONSUMER BUYING BEHAVIOUR FOR AYURVEDA PRODUCT

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Introduction

- The Indian ayurvedic goods market has been expanding at a rapid rate over the last five years, owing to increased urbanisation, improved consumer lifestyles, greater knowledge about the negative effects of synthetic cosmetics and allopathic medications, and an increase in the number of product options
- Ayurvedic product manufacturers' inventions

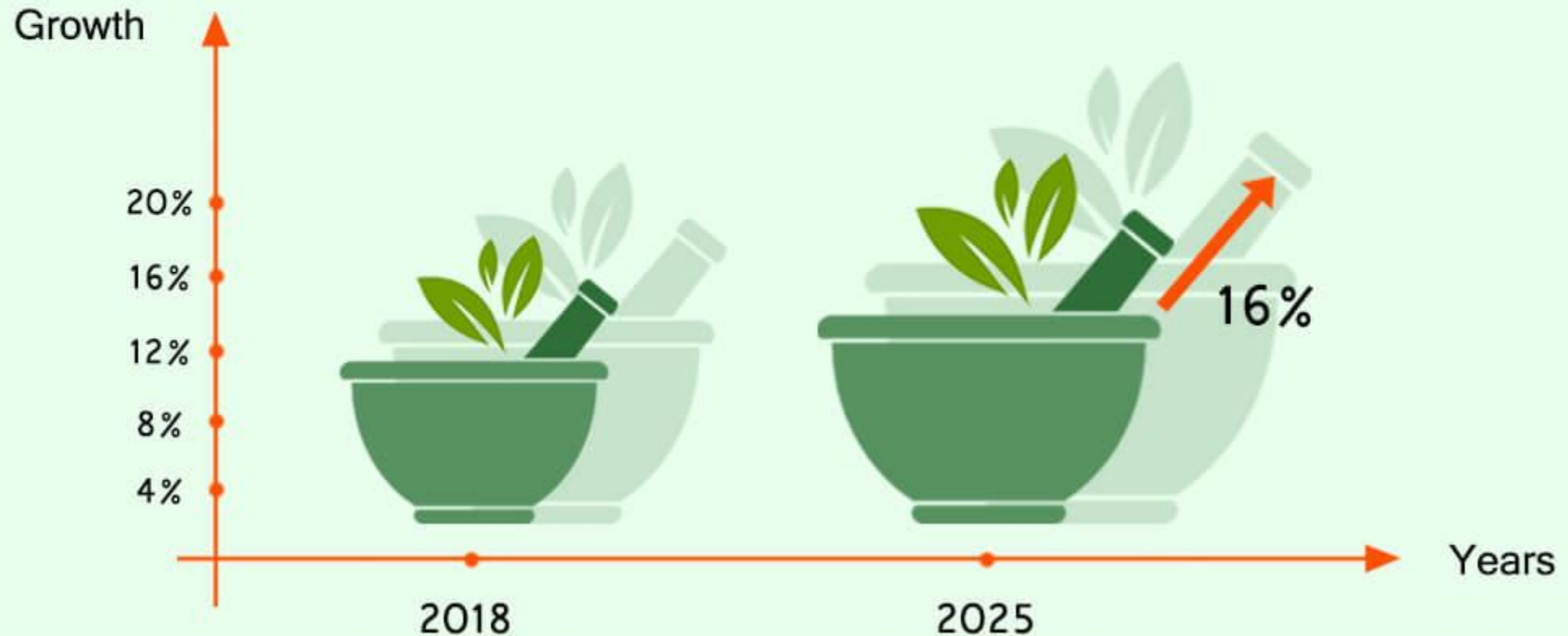




- Furthermore, the rising prevalence of lifestyle illnesses in India is driving up consumer demand.
- Preference for Ayurvedic items that are totally natural and regarded to be of low value or there are no negative effects.
- The Ayurvedic goods market in India was dominated by Dabur, Patanjali, etc.
- In 2015, the company had a revenue share of more than 70%.

GROWTH OF AYURVEDIC INDUSTRY BUSINESS

Expected to rise by **16%** by 2025
in comparison to 2018.



The Study's Objectives

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



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.
5. Sample size – 100

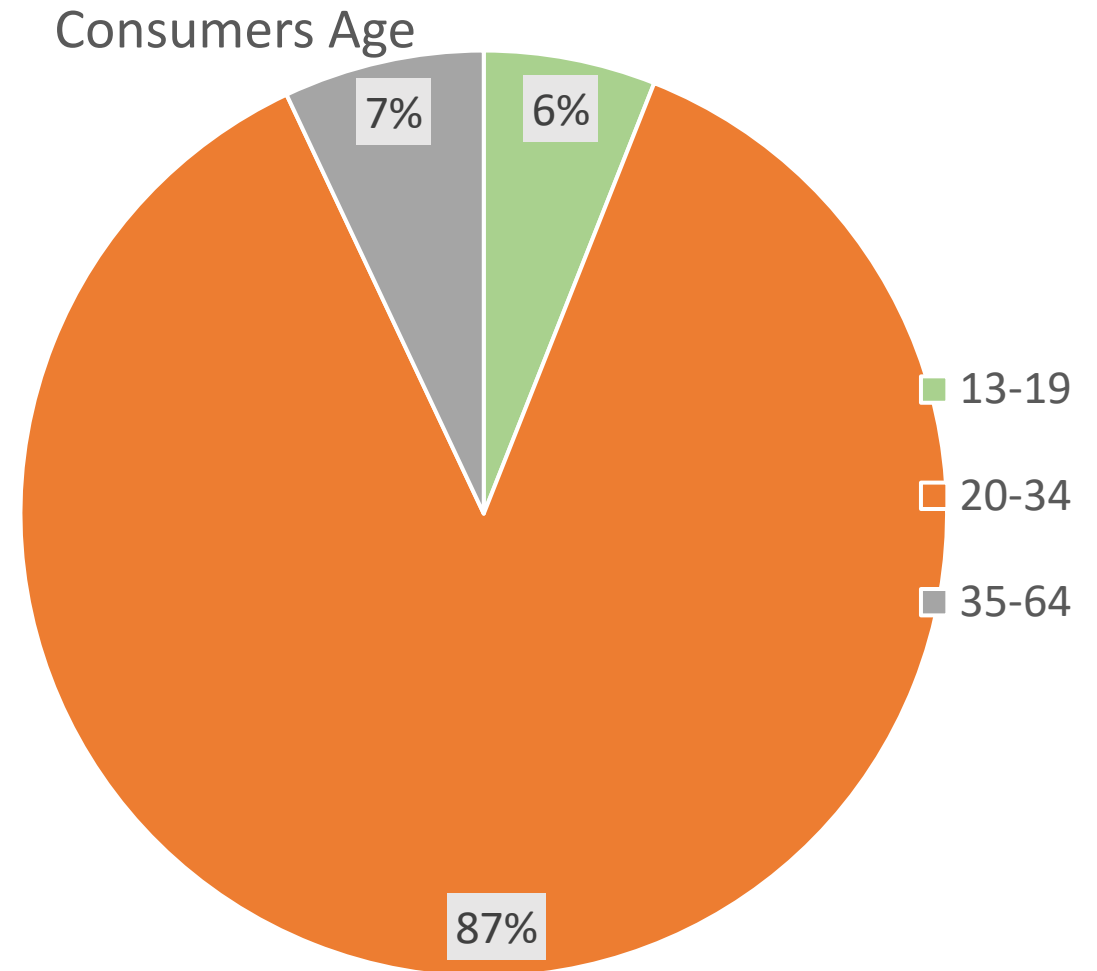




- Analysis

Age of the consumer?

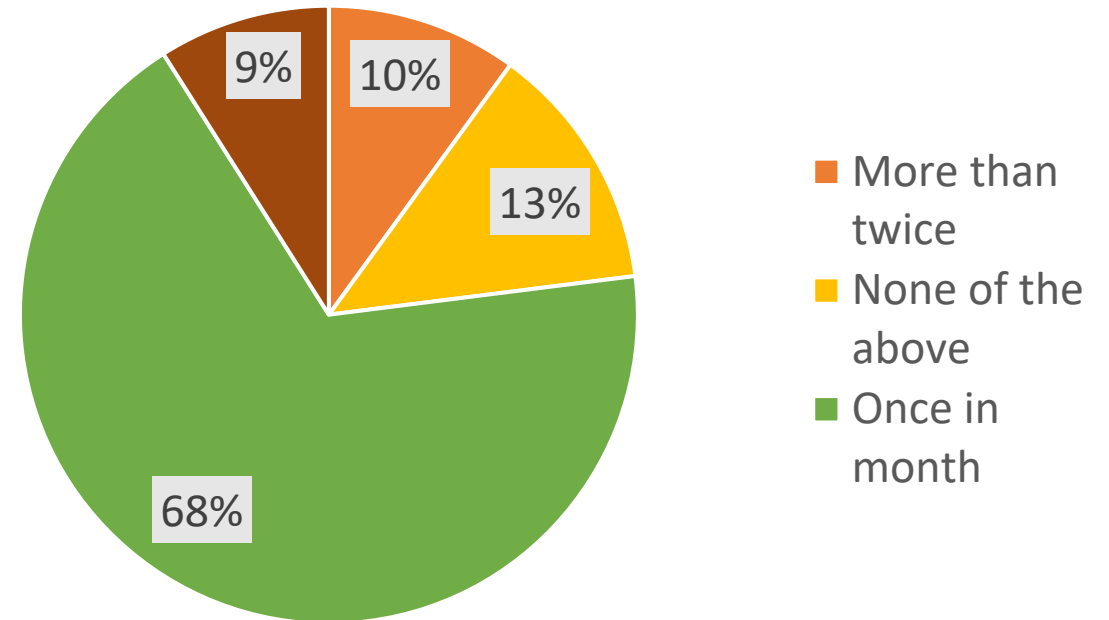
In the study it was found that young adult participated in larger percentage (87%) and Teenagers that participated in the survey counted to be 6% of the total sample size (100). Rest 7 % was collaborated by adults to elderly people.



How often do you buy ayurvedic products?

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.

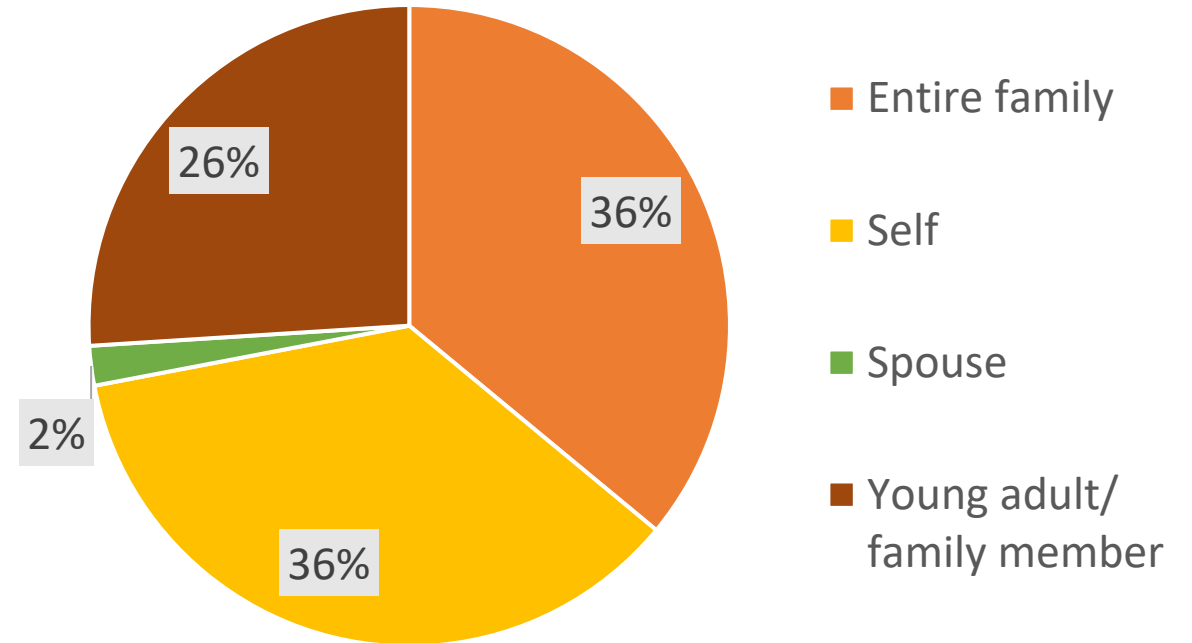
Frequency of Buying



Buying to whom?

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.

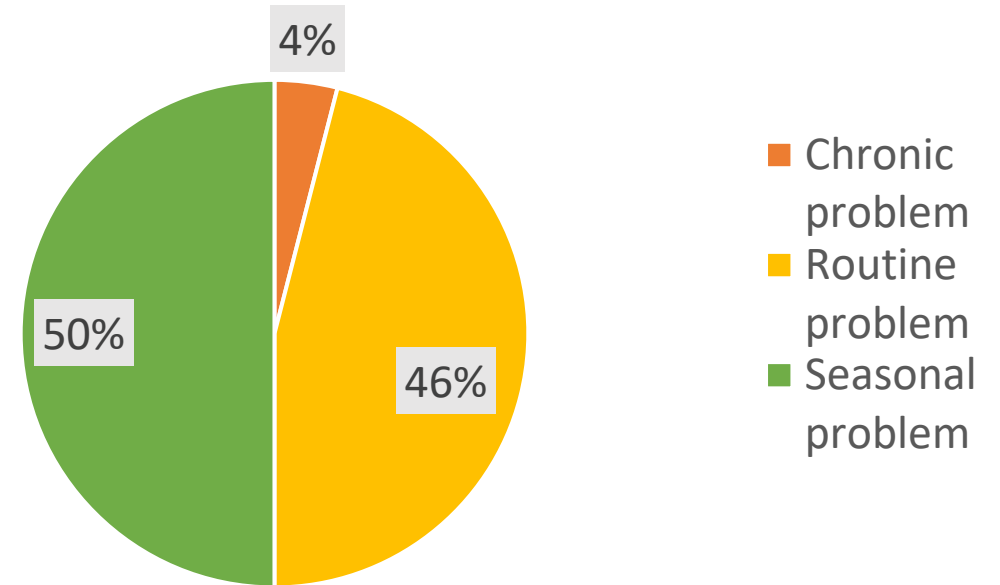
Category of Buyers



Ayurvedic products used for?

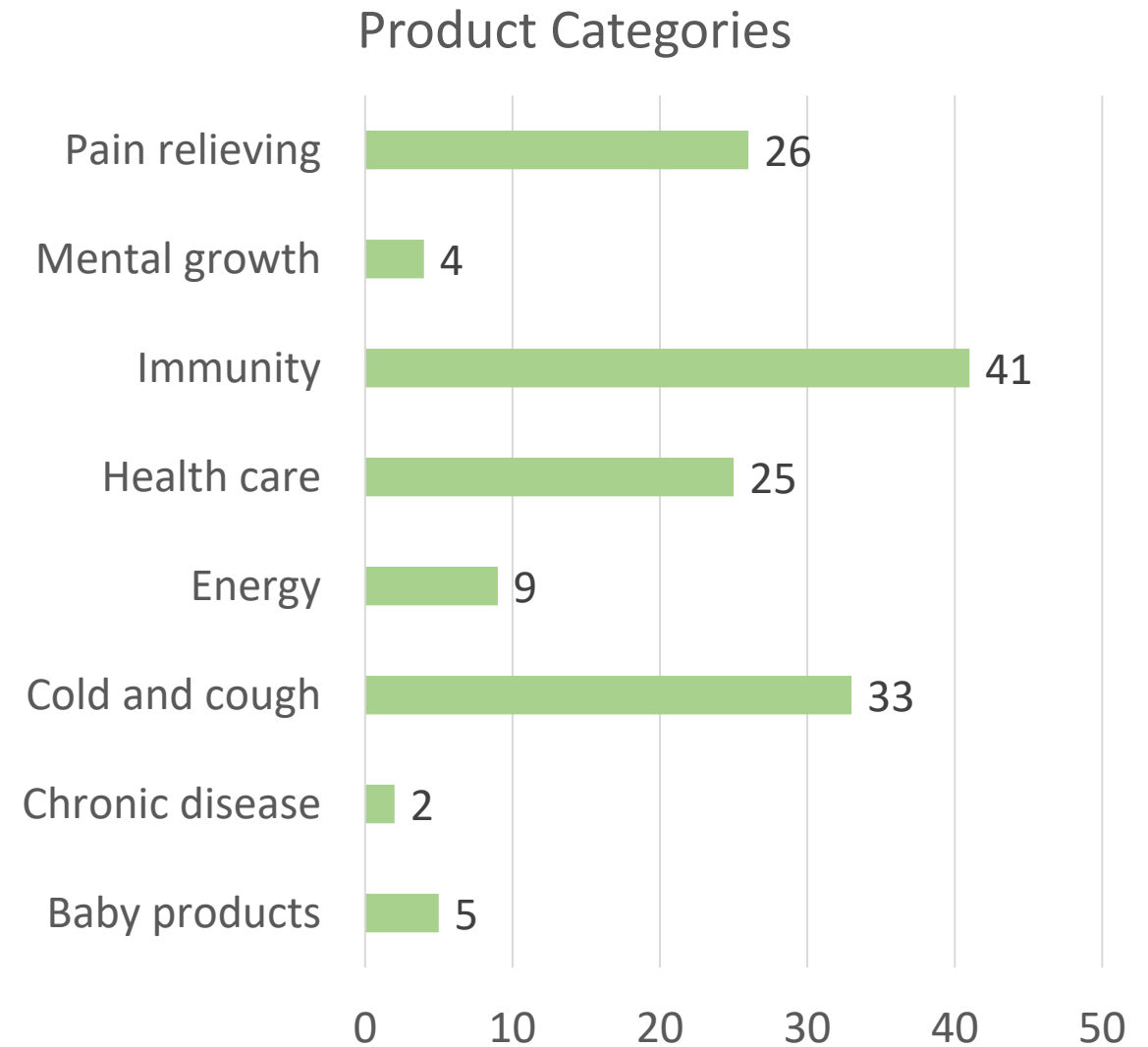
In the study it was seen that consumer being individual or family the reasons for which they are purchasing ayurvedic products are mostly due to seasonal problems like cold cough, flu, viral fever etc., in around 50%. Also, some nearly half of them prefer to use ayurvedic products in their routine problems like gum health, digestion, skin health etc. Only 4% use it for chronic diseases like diabetes, blood sugar etc.

Reason for using Ayurvedic Products



Ayurvedic Product category you use?

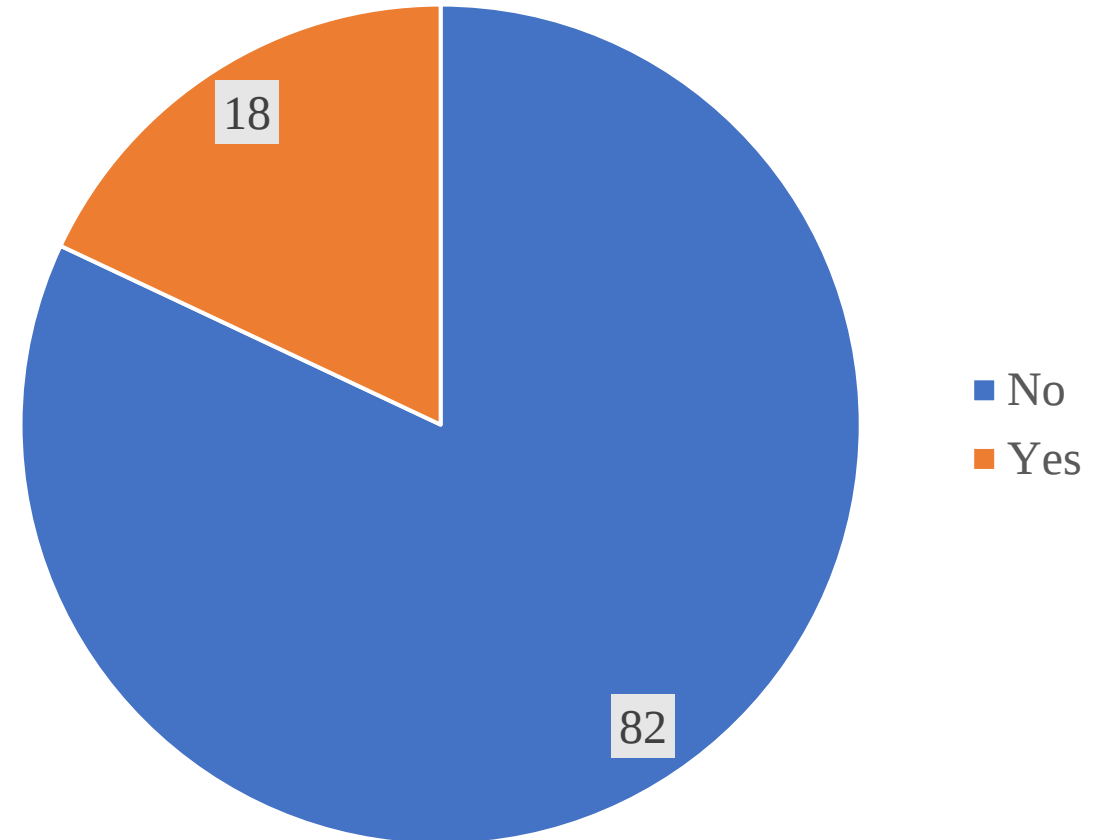
Having number of categories in ayurvedic market segment. It was analyzed that around 41 people consume immunity supplements. May be due to the covid pandemic the awareness among people towards ayurvedic drugs got restored. Above mentioned numbers indicate the number of people who agreed to have same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



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

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.

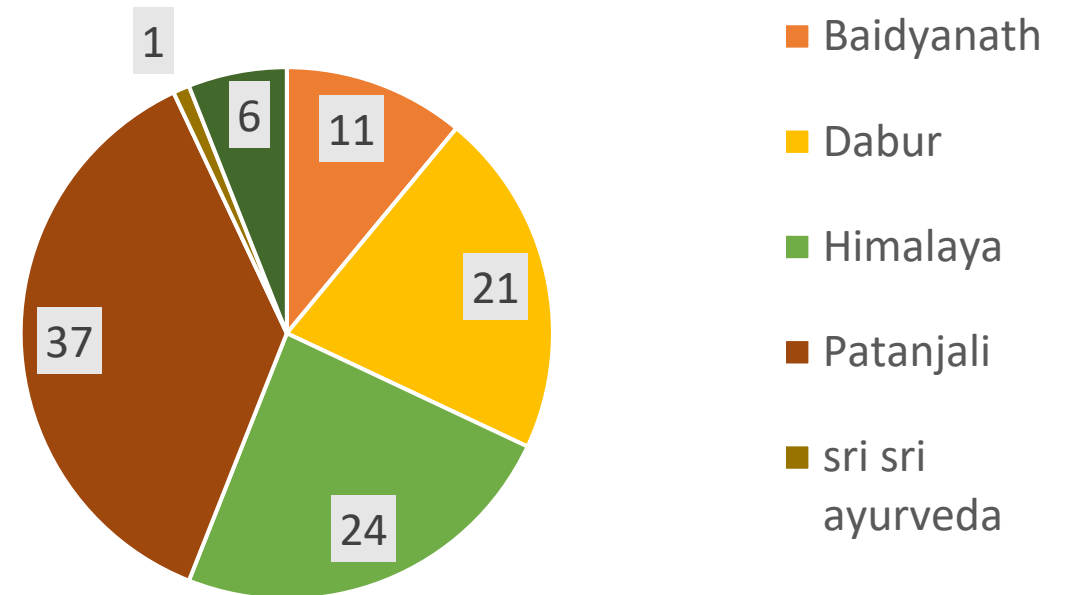
Ayurveda for Major Disease



Which is your favorite Ayurvedic brand/company?

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.

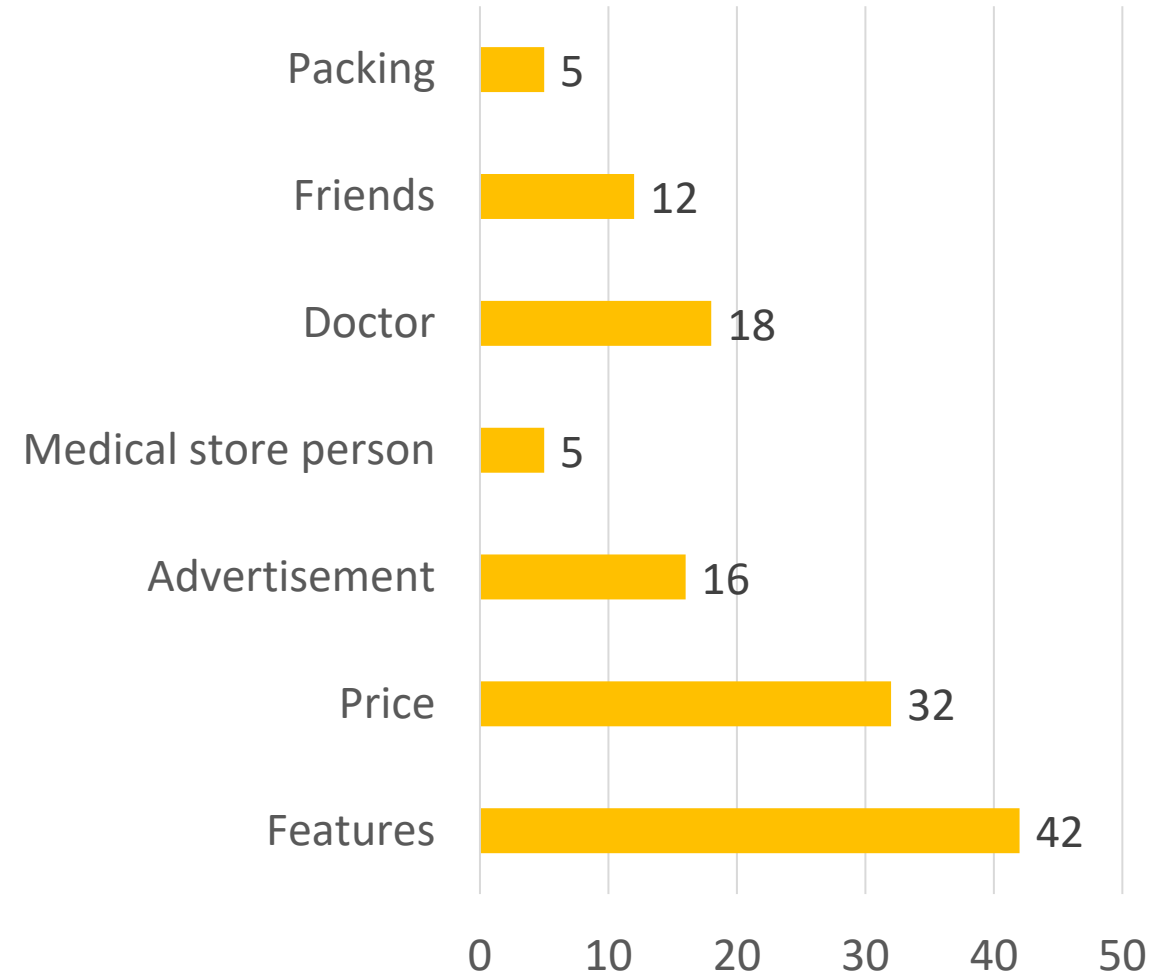
Buyers Favorite Company



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.

Influencing Factors of Buyers



Promotional factors that force you to make a purchase?

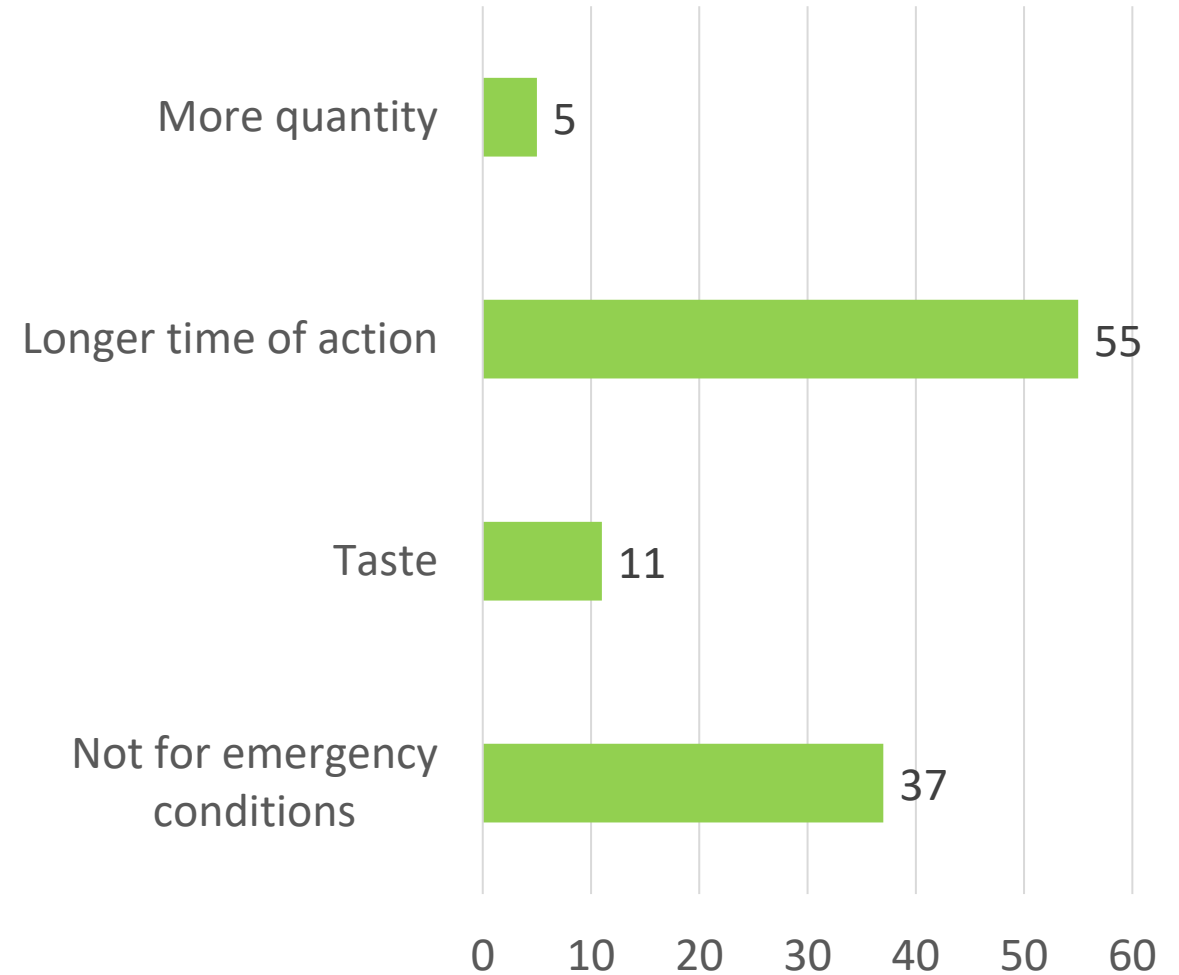
82% of the people believe that quality is their prime requirement. And with this cost effectiveness and brand image to be valued by 24% to 25%.



Drawback of Ayurveda?

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.

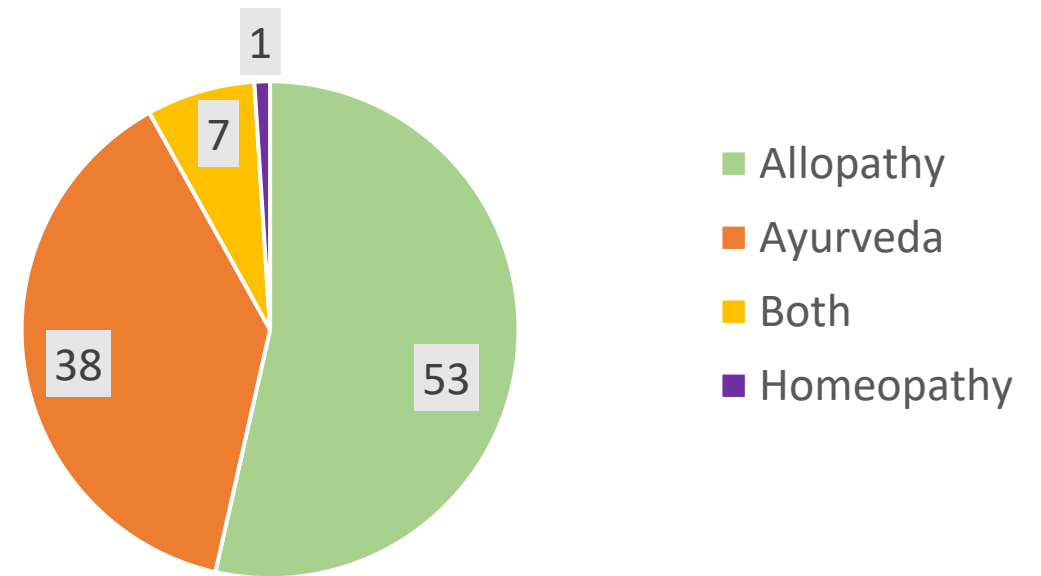
Drawbacks of Ayurveda



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.

Choice of Medical System





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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