

A STUDY ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. K. VANAJA¹, Ms. KALYANI V L²

¹Professor and Head, Department of commerce with Professional Accounting, Dr.N.G.P. Arts and Science College

²Student of III B.Com. (PA), Department of commerce with Professional Accounting, Dr.N.G.P. Arts and Science College

Abstract - Ayurveda places great emphasis on prevention and encourages the conservation of health through close attention to balance in one's life, exact thinking, diet, life and the use of spices. Ayurveda is an alternate remedy system with historical roots in the Indian subcontinent. The Indian ayurvedic product is overwhelmed with many well-known and recognized ayurvedic brands. The main aim was to study the consumer behaviour towards Ayurvedic products in Coimbatore city. The study used both the primary data and secondary data. The findings of the study were derived from the data examination and conclusion were delivered based on the data examined.

Key Words: Consumer behaviour, Ayurvedic products.

1. INTRODUCTION

Buying behaviour describes the behavior a customer takes already they buy a product or service. Buying behaviour can contain any browsing, investigation, exchanges or dealings with digital or physical advertisements or other marketing stuff. consumer behaviour also helps marketers decide how to carry their products in a way that generates a maximum impact on consumers. The study of consumer behaviour formally investigates individual qualities similar as demographics, personality cultures, and behavioural variables in an attempt to understand people's wants and consumption patterns.

2. STATEMENT OF THE PROBLEM:

The present study is an attempt to explore the buying behavior of ayurvedic products in Coimbatore district. There are no doubt ayurvedic products marketers face unique challenges in trying marketing efforts to sales results. Ayurvedic products are thought to be safe as it is natural, but in fact it can cause serious adverse effects and interaction with other drugs and supplements. Hence the study attempted to study the buying behavior of the ayurvedic products.

SCOPE OF THE STUDY:

Day by day affections are expanding. It's because of the change in lifestyle. We've to maintain a good health care by exercising a better schedule in the life style. The main objective of ayurveda is prevention as well as creation of the body's own capacity for maintenance and balance. Ayurveda is to promote health, increase immunity and resistance – and to cure disease. Ayurvedic products are actually safe for health and furnishing lower side effects compared to allopathic cures.

OBJECTIVES OF THE STUDY:

- To study about the consumer preference towards ayurvedic products
- To study about the consumer satisfaction on ayurvedic products.

RESEARCH METHODOLOGY:

A descriptive research design is used in this study. Primary data are those collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire. The data which are already collected is called secondary data. It means data that was already available. Secondary data was collected from various journals, articles and internet blogs. The Convenient random sampling technique is used in this study. The sample size is 120 respondents.

REVIEW OF LITERATURE:

Richa misra et al., (2022) found that the purpose of this study is to analyze the recent surge in the growth rate of Ayurved Market and to explore factors that are driving or inhibiting the said pattern. The study will also investigate the relation between the demographic factors and preference for Ayurvedic products. The results of the study indicate that trust and satisfaction have a positive and significant impact on brand preference, whereas price has negative but insignificant influence on brand preference.

V.Murugan (2021) The aim of research paper is to study the consumer buying behavior in buying ayurvedic products and to understand their attitudes toward herbal medicinal in Tiruvarur district of Tamilnadu, India. Convenience sample technique has been followed for collecting the response from the respondents. The statistical tool used for the purpose of the analysis of this study is simple percentage technique. The study reveals that the customers are conscious of the varied ayurvedic medicines that are available and also variety of brands.

DATA ANALYSIS AND INTERPRETATION:

Table 1.1

TABLE SHOWING THAT FAVOURITE AYURVEDIC BRANDS/COMPANY

BRANDS	NO OF RESPONDENTS	PERCENTAGE
DABUR	17	14.2%
ZHANDU	22	18.3%
HIMALAYA	45	37.5%
PATANJALI	27	22.5%
OTHERS	9	7.5%
TOTAL	120	100%

INTERPRETATION

From the above table we came to know that highest respondents 37.5% are belongs to the users of Himalaya products and the lowest respondents 7.5% are belongs to the users of other ayurvedic products.

Table 1.2

TABLE SHOWING THAT BUYING TYPE OF AYURVEDIC PRODUCTS

TYPES	NO OF RESPONDENTS	PERCENTAGE
SKIN CARE	32	26.7%
MEDICINE	20	16.7%
BABY PRODUCTS	34	28.3%
ENERGY PRODUCTS	31	25.8%
OTHERS	3	2.5%
TOTAL	120	100%

INTERPRETATION

From the above table we came to know that highest respondents 28.3% are prefer buying skin care products and lowest respondents 2.5% are prefer buying other products.

Table 1.3

TABLE SHOWING SATISFICATION OF AYURVEDIC PRODUCTS

LEVEL OF SATISFICATION	NO OF RESPONDENT	LIKERT SCALE (X)	TOTAL SCORE (FX)
VERY SATISFIED	36	5	180
SATISFIED	26	4	104
NETURAL	46	3	138
DISSATISFIED	10	2	20
VERY DISSATISFIED	2	1	2
TOTAL	120		444

(source: Primary Data)

Likert scale = $\sum(fx) / \text{no of respondents}$

$$= 444 / 120$$

$$= 3.7$$

INTERTRETATION

The likert scale value is 3.7 which is greater than the middle value of 3, so the respondent are satisfied on ayurvedic products.

Table 1.4

TABLE SHOWING THE RANK TO USE AYURVEDIC PRODUCTS

S.NO	FACTOR	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
1	EFFECTIVE OF CURE	5(61) 305	4(0) 0	3(1) 3	2(0) 0	1(58) 58	366	1
2	BRAND NAME	5(0) 0	4(61) 244	3(2) 6	2(57) 114	1(0) 0	364	2
3	PAST EXPERIENCE OF USRS	5(0) 0	4(2) 8	3(117) 351	2(1) 2	1(0) 0	361	3
4	DOCTOR SUGGESTION	5(2) 10	4(57) 228	3(0) 0	2(60) 120	1(1) 1	359	4
5	PRICE	5(57) 285	4(0) 0	3(0) 0	2(2) 4	1(61) 61	350	5

(Source: Primary data)

INTERPRETATION

The above table shows that out of 120 respondents, effectiveness of cure is in the rank 1 whereas price shows in the rank 5.

FINDINGS:

- Majority of the respondents are using Himalaya.
- Majority of the respondents are prefer buying Baby products.
- Majority of the respondents are satisfied on ayurvedic products.
- Effectiveness of cure is in the rank 1 based on the use of ayurvedic products.

CONCLUSION:

The main objective of this study paper is to identify the factors of consumers behaviour towards ayurvedic product in Coimbatore city. From this research paper it can be concluded that consumers are more conscious of product information for buying ayurvedic product and place for availability also affect the consumers for buying ayurvedic product. Price of the ayurvedic product doesn't pleased consumers for buying ayurvedic product. Female consumers have shown more interests for buying ayurvedic product. Young age consumers from the group of 21 to 30 prefer further to buy ayurvedic

product. The study reveals that maximum of the respondents are aware of the Ayurvedic products.

REFERENCE:

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