

# Analyzing the Effect of Demographic and Economic Factors on Consumers' Perception and Purchase Pattern of Ayurvedic Cosmetic Products

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## Abstract

The cosmetics market in India has emerged as one of the most dynamic and rapidly expanding sectors, with significant growth observed not only in metropolitan areas but also in culturally rich cities such as Varanasi. In recent years, there has been a noticeable shift in consumer awareness and preferences toward Ayurvedic cosmetic products, driven by increasing concerns about health, sustainability, and the use of natural ingredients. This growing inclination has created substantial opportunities for manufacturers; however, to effectively capture and expand their market share, it becomes essential for them to gain a deeper understanding of consumer preferences and purchasing behaviour.

In this context, the present study was undertaken to examine the preferences and buying behaviour of consumers towards Ayurvedic cosmetic products. The study is based on primary data collected from a sample of 360 respondents, providing a comprehensive insight into consumer attitudes within the selected region.

The findings of the study indicate that product quality emerges as the most influential factor affecting consumer preference for Ayurvedic cosmetics. Consumers place significant importance on the perceived effectiveness, safety, and natural composition of these products. This is followed by factors such as price, discounts, and product availability, which also play a crucial role in shaping purchase decisions. The results further reveal that consumer preferences are not uniform but vary significantly across demographic characteristics, including gender, marital status, and age, highlighting the need for targeted marketing strategies.

Moreover, the analysis demonstrates that economic variables such as monthly income and expenditure on Ayurvedic cosmetics significantly influence consumer preferences. Individuals with higher income levels and greater spending capacity tend to exhibit stronger preferences for premium Ayurvedic products, while price sensitivity remains a key consideration for other segments.

In terms of behavioural dimensions, the study shows that consumers display a highly positive orientation towards the financial aspects of Ayurvedic cosmetic products, indicating that affordability, value for money, and pricing strategies strongly influence their purchasing decisions. This is followed by product-related aspects such as ingredients, brand trust, and product performance. However, relatively lower levels of consumer engagement were observed in psychological and general behavioural aspects, suggesting that emotional attachment, brand loyalty, and habitual buying patterns are still developing in this segment.

Furthermore, the study establishes a significant positive relationship between consumer buying behaviour and key demographic variables such as gender, marital status, and age. Similarly, economic factors—including employment status (whether the respondent is an earner), monthly income, and average expenditure on cosmetics are found to have a substantial impact on purchasing behaviour. The findings of the study provide valuable insights for marketers and manufacturers of Ayurvedic cosmetic products. They underscore the importance of focusing on product quality, competitive pricing, and wider availability, while also adopting demographic and income-based segmentation strategies to effectively cater to diverse consumer groups.

**Key words:** Consumer preference, buying behaviour, cosmetics, ayurvedic and product.

## Introduction

Cosmetic products have become an integral part of modern lifestyles, particularly among women, where they play a significant role in daily personal care and beauty enhancement routines. Broadly, cosmetic products can be defined as substances or mixtures intended for application to the external parts of the human body, including the skin (epidermis), hair, nails, lips, teeth, external genital organs, and the mucous membranes of the oral cavity. These products serve multiple purposes such as cleansing, perfuming, enhancing physical appearance, protecting body parts, correcting body odour, and maintaining overall hygiene and well-being.

In recent years, the consumption of cosmetic products has witnessed a substantial increase, driven by changing lifestyles, rising disposable incomes, and growing awareness about personal grooming. Women, in particular, are key consumers in this segment, utilizing a diverse range of products to enhance their aesthetic appeal and confidence. The cosmetic market today is highly diversified, offering an extensive array of products across different categories, each supported by numerous brands. This diversity has attracted a wide range of market players—from small-scale domestic manufacturers to large multinational corporations—leading to intense competition within the industry. In such a competitive environment, the effectiveness of marketing strategies largely depends on how well companies understand and cater to the evolving preferences and expectations of consumers. Consequently, analysing consumer buying behaviour becomes essential not only for marketers to design targeted strategies but also for consumers to make more informed and rational purchase decisions.

Despite the widespread use of cosmetic products, a growing concern has emerged regarding the long-term effects of chemical-based cosmetics. Many consumers believe that prolonged exposure to synthetic ingredients may lead to adverse effects on skin, hair, and overall health. As a result, there has been a noticeable shift in consumer preference towards safer, more natural alternatives. This transition has significantly boosted the demand for Ayurvedic and herbal cosmetic products, which are perceived as being more compatible with the human body and less harmful.

Ayurvedic cosmetics are formulated using natural ingredients derived from traditional Ayurvedic principles, focusing on holistic well-being and long-term effectiveness. These products not only aim to enhance beauty but also promote skin and hair health through the use of herbal extracts, essential oils, and plant-based formulations. Recent global trends indicate a strong and growing inclination among consumers towards environmentally sustainable and natural products, especially in the cosmetics sector. The increasing market share of herbal and natural cosmetics reflects this shift in consumer consciousness. Simultaneously, companies are facing mounting pressure to adopt eco-friendly production processes, ensure ingredient transparency, and minimize their environmental footprint. Consumers today are more informed and conscious about product composition, sourcing, and ethical manufacturing practices.

To respond to this evolving demand, cosmetic companies are investing significantly in research and development, particularly in the exploration of plant-based ingredients, dermatological testing, and innovation in safe and effective product formulations. Additionally, Ayurvedic contract manufacturing has emerged as a crucial mechanism to meet the rising demand efficiently, enabling companies to scale production while maintaining quality standards.

In this rapidly changing market scenario, it becomes imperative to study consumer preferences, perceptions, and buying behaviour towards Ayurvedic cosmetic products. Such an analysis provides valuable insights for manufacturers and marketers to refine their product offerings, pricing strategies, and promotional activities. Against this backdrop, the present study has been undertaken to examine the perception and purchase patterns of consumers towards Ayurvedic cosmetic products in Varanasi city, with the objective of understanding the key factors influencing their buying decisions and identifying opportunities for market expansion.

## Theoretical Background

A number of empirical studies have examined consumer behaviour and preferences towards Ayurvedic and herbal cosmetic products across different regions of India, providing valuable insights into the evolving dynamics of this market.

Chopra P. and Baxi B.O. (2019) investigated consumer behaviour towards Ayurvedic products in Ahmedabad city, with a particular focus on over-the-counter (OTC) products. Their study revealed that consumer behaviour in this segment is highly dynamic and subject to frequent changes, largely influenced by promotional strategies such as advertising, discounts, and brand communication. The authors emphasized that companies must develop a deeper understanding of consumer needs, usage patterns, and purchase motivations. Such insights would enable firms to effectively segment the

market, design targeted marketing campaigns, and enhance their competitive positioning in the Ayurvedic product market.

Dhanya P. and Pranitha V. (2021) conducted a study in Coimbatore city to assess consumer preferences towards herbal cosmetic products. The findings indicated a generally high level of consumer satisfaction with these products. Key attributes such as price, quality, product variety, and natural ingredients were rated positively by the respondents. Notably, brand name emerged as the most influential factor in determining consumer choice, suggesting the importance of brand equity in this sector. While quality was identified as the primary reason for preferring a particular brand, the study also highlighted certain limitations, particularly the inadequate availability of herbal cosmetic products in the market, which affected consumer satisfaction levels.

Gawas N.M. (2022) examined the buying behaviour of consumers towards Ayurvedic cosmetic products in Panjim City, Goa. The study focused on identifying the determinants of green buying behaviour among consumers. The findings revealed that consumers consider a combination of qualitative factors (such as product quality, brand reputation, and ingredient composition) and quantitative factors (such as price and affordability) while making purchase decisions. This indicates that consumer decision-making in this segment is multidimensional and influenced by both rational and perceptual considerations.

Balasubramaniam S. and Aruna (2018) explored consumer buying behaviour towards herbal cosmetic products in the Pune region. The results showed that women prefer herbal cosmetics not only for aesthetic enhancement but also for health-related benefits, reflecting a dual motivation behind product usage. The study further identified beauticians as a significant and influential source of brand awareness, highlighting the role of interpersonal influence in shaping consumer perceptions. Additionally, medical stores were found to be the most trusted distribution channel, indicating the importance of credibility and trust in product purchase.

Mishra R., Singh S., and Mahajan R. (2020) analyzed the growth trends in the Ayurvedic market and examined the factors influencing brand preference. Their study identified key determinants such as trust, customer satisfaction, and price. The results demonstrated that trust and customer satisfaction have a strong and positive impact on brand preference, reinforcing the importance of reliability and product performance. Conversely, price was found to have an insignificant negative influence, suggesting that consumers may be willing to pay a premium for trusted and high-quality Ayurvedic products.

Priyanka (2021) conducted a study on consumer behaviour towards Ayurvedic products and found that herbal products exert a stronger influence on consumers compared to their non-herbal counterparts. This shift in preference was attributed to increasing consumer awareness regarding the benefits of natural and chemical-free products. The study highlighted the rapid growth of the herbal skincare segment, which is gradually replacing conventional cosmetic products in the market.

Murugan V. (2021) examined consumer attitudes and buying behaviour towards herbal medicine and Ayurvedic products in Tamil Nadu. The findings indicated a high level of awareness among consumers regarding Ayurvedic medicines and brands. Many respondents perceived conventional cosmetic products as luxury items and expressed concerns about their potential side effects due to chemical ingredients. As a result, there has been a growing inclination towards herbal and Ayurvedic cosmetic products, which are considered safer and more beneficial.

Nalina K.B., Adarsh A., and Puttabuddhi A. (2023) identified multiple factors influencing consumer purchasing behaviour in the context of cosmetic and herbal products. The study highlighted the role of family preferences, price sensitivity, product ingredients, and advertising in shaping consumer decisions. These factors collectively influence consumer attitudes and ultimately determine their purchase intentions and behaviour.

Overall, the review of literature suggests that consumer behaviour towards Ayurvedic and herbal cosmetic products is influenced by a complex interplay of factors, including product quality, brand image, price, availability, awareness, and socio-demographic characteristics. Increasing health consciousness, environmental awareness, and trust in natural ingredients are key drivers encouraging consumers to shift from chemical-based cosmetics to Ayurvedic alternatives. These insights underline the importance for marketers to adopt a consumer-centric approach, focusing on quality assurance, brand building, effective promotion, and improved accessibility to strengthen their position in the growing Ayurvedic cosmetic market.

The present study has been undertaken with the following specific objectives:

- To assess how demographic variables influence consumers' purchase intentions towards Ayurvedic cosmetic products.
- To evaluate the effect of consumers' economic characteristics on their buying behaviour with respect to Ayurvedic cosmetic products.
- To examine the relationship between demographic and economic factors and consumers' preferences as well as their purchasing behaviour towards Ayurvedic cosmetic products.

### Methodology

The present study has been undertaken to examine consumers' preferences and buying behaviour towards Ayurvedic cosmetic products in Varanasi city. For the purpose of the study, a total of 180 respondents were selected from the study area using a convenience sampling technique. Primary data were collected through a well-structured questionnaire designed to capture relevant information regarding consumer preferences and purchasing patterns. The collected data were systematically analysed using appropriate statistical tools, including simple percentage analysis, mean, standard deviation, coefficient of variation, one-way ANOVA, and correlation analysis, to derive meaningful insights and test the relationships among variables. In addition to primary data, secondary data were also gathered from previously published research articles and relevant literature in the same domain. These sources were critically reviewed to provide a theoretical foundation and support the analysis presented in the study.

### Results and Discussion

The study was conducted to analyze consumers' preferences and buying behaviour towards Ayurvedic cosmetic products in Varanasi city. For this purpose, primary data were collected from a sample of 180 respondents and subsequently analyzed. This section of the research paper presents the results and discussion of the study. Table 1 illustrates the demographic profile of the respondents.

**Table 1: Demographical Profile of the Respondents**

Sl. No.	Classification	Frequency	Percentage
<b>Gender</b>			
1	Male	22	12.2
2	Female	158	87.8
<b>Marital Status</b>			
1	Married	117	65.0
2	Unmarried	63	35.0
<b>Age</b>			
1	Below 20 years	32	17.8
2	21 to 30 years	36	20.0
3	31 to 40 years	54	30.0
4	41 to 50 years	31	17.2
5	Above 50 years	27	15.0
<b>Educational Status</b>			
1	Illiterates	5	2.8

2	School level	19	10.6
3	UG degree	92	51.1
4	PG degree	39	21.7
5	Professional & Others	25	13.8
<b>Occupation</b>			
1	Employee	49	27.2
2	House-wife	57	31.7
3	Business	21	11.7
4	Student	46	25.6
5	Others	7	3.8
	Total	180	100

Source: Primary Data

Table 1 presents the demographic characteristics of the respondents selected for the study, providing insights into their gender, marital status, age, educational qualification, and occupation.

With respect to gender distribution, the majority of respondents are female, accounting for 87.8 per cent (158 respondents), while male respondents constitute only 12.2 per cent (22 respondents). This indicates that women are the primary users and key decision-makers in the purchase of Ayurvedic cosmetic products, which aligns with the general consumption pattern observed in the cosmetics industry.

In terms of marital status, 65.0 per cent (117 respondents) of the respondents are married, whereas 35.0 per cent (63 respondents) are unmarried. The higher proportion of married respondents suggests that married individuals may have greater involvement in the purchase and usage of cosmetic products, possibly due to increased concern for personal grooming and social appearance.

The age-wise classification reveals that the largest group of respondents (30.0 per cent) falls within the age group of 31 to 40 years, followed by 21 to 30 years (20.0 per cent), below 20 years (17.8 per cent), 41 to 50 years (17.2 per cent), and above 50 years (15.0 per cent). This indicates that middle-aged consumers, particularly those between 31 and 40 years, represent the dominant segment in the usage of Ayurvedic cosmetic products, likely due to a combination of purchasing power, awareness, and concern for health and appearance.

Regarding educational qualifications, a significant proportion of respondents are well educated. The majority, 51.1 per cent (92 respondents), hold an undergraduate degree, followed by 21.7 per cent (39 respondents) with postgraduate qualifications, and 13.8 per cent (25 respondents) belonging to professional and other categories. Only a small percentage of respondents are at the school level (10.6 per cent) or illiterate (2.8 per cent). This suggests that educated consumers are more inclined towards Ayurvedic cosmetic products, possibly due to greater awareness of the benefits of natural and herbal ingredients.

The occupational distribution shows that 31.7 per cent (57 respondents) are housewives, representing the largest group, followed by employees (27.2 per cent), students (25.6 per cent), businesspersons (11.7 per cent), and others (3.8 per cent). The dominance of housewives and employed individuals indicates that both non-working and working segments actively participate in the purchase and usage of Ayurvedic cosmetics.

Overall, the demographic profile suggests that the typical consumer of Ayurvedic cosmetic products in the study area is a well-educated, married female, primarily belonging to the middle-age group, with diverse occupational backgrounds. These characteristics play a crucial role in shaping consumer preferences and buying behaviour towards Ayurvedic cosmetic products.

**Table 2: Economic Profile of the Respondents**

Sl. No.	Classification	Frequency	Percentage
<b>Are you an earner?</b>			
1	Yes	142	39.4
2	No	218	60.6
<b>Monthly Family Income</b>			
1	Below ₹20,000	58	16.1
2	₹20,001 to ₹30,000	92	25.6
3	₹30,001 to ₹40,000	108	30.0
4	₹40,001 to ₹50,000	42	11.7
5	Above ₹50,000	60	16.6
<b>Average expenses on Ayurvedic Cosmetics</b>			
1	₹500 p.m.	84	23.3
2	₹501 to 1,000 p.m.	104	28.9
3	₹1,001 to 1,500 p.m.	66	18.3
4	Above ₹1,500 p.m.	106	29.5
<b>Place of Purchase</b>			
1	Local shops	38	10.6
2	Specialized Ayurvedic shops	140	38.9
3	Supermarkets	112	31.1
4	Online shopping	70	19.4
	Total	360	100

Source: Primary Data

Table 2 presents the economic characteristics of respondents using Ayurvedic cosmetic products, highlighting their earning status, monthly family income, expenditure patterns, and preferred place of purchase.

With regard to earning status, a majority of respondents (60.6 per cent) reported that they are non-earners, while 39.4 per cent are earners. This indicates that a substantial proportion of consumers of Ayurvedic cosmetic products are financially dependent individuals, such as housewives and students, suggesting that purchase decisions may often be influenced by family income rather than individual earnings.

In terms of monthly family income, the largest proportion of respondents (30.0 per cent) falls within the income group of ₹30,001 to ₹40,000, followed by ₹20,001 to ₹30,000 (25.6 per cent). Respondents earning above ₹50,000 constitute 16.6 per cent, while 16.1 per cent fall below ₹20,000, and 11.7 per cent belong to the ₹40,001 to ₹50,000 category. This distribution indicates that the majority of consumers belong to the middle-income group, suggesting that Ayurvedic cosmetic products are widely accepted among moderately earning households.

Regarding expenditure on Ayurvedic cosmetics, the data reveals that 29.5 per cent of respondents spend above ₹1,500 per month, which is the highest proportion, followed closely by 28.9 per cent who spend between ₹501 and ₹1,000 per month. Additionally, 23.3 per cent spend around ₹500 per month, while 18.3 per cent fall within the ₹1,001 to ₹1,500 range. This indicates a relatively high level of spending on Ayurvedic cosmetic products, reflecting increasing consumer interest and willingness to invest in natural and herbal personal care products.

With respect to the place of purchase, specialized Ayurvedic shops are the most preferred outlet, with 38.9 per cent of respondents purchasing from these stores. This is followed by supermarkets (31.1 per cent), online shopping platforms (19.4 per cent), and local shops (10.6 per cent). The preference for specialized Ayurvedic stores suggests a higher level of trust in authenticity and product quality, while the growing share of online shopping reflects changing consumer behaviour and the increasing role of digital platforms in product accessibility.

Overall, the economic profile indicates that consumers of Ayurvedic cosmetic products predominantly belong to middle-income households, exhibit moderate to high spending behaviour, and show a strong preference for reliable and specialized purchase channels. These factors significantly influence their buying behaviour and provide important implications for marketers in terms of pricing strategies, product positioning, and distribution channels.

**Table 3: Consumers' Perception towards Ayurvedic Cosmetics**

Sl. No.	Preferences	Mean	SD	Rank
1	Quality	3.84	1.34	1
2	Brand	3.08	1.22	4
3	Product information	2.96	1.06	5
4	Package	2.78	1.41	6
5	Price and Discount	3.61	1.73	2
6	Availability	3.21	1.01	3

Source: Primary Data

Table 3 presents the perception of consumers towards various attributes of Ayurvedic cosmetic products, based on mean scores, standard deviation, and ranking.

The analysis reveals that quality is the most important factor influencing consumer perception, with the highest mean score of 3.84 and ranked first. This indicates that consumers place strong emphasis on the effectiveness, safety, and natural composition of Ayurvedic cosmetics. It reflects a high level of trust in the quality of such products, which is a key driver of their preference.

The second most influential factor is price and discount, with a mean score of 3.61. This suggests that affordability and promotional offers play a significant role in attracting consumers. Despite valuing quality, consumers remain price-conscious and are influenced by discounts and value-for-money considerations.

Availability is ranked third with a mean score of 3.21, indicating that easy access to Ayurvedic cosmetic products is an important factor in shaping consumer perception. Consumers prefer products that are readily available across different retail outlets, which enhances convenience and purchase frequency.

The factor brand holds the fourth rank with a mean score of 3.08. This suggests that while brand image and reputation are important, they are not as influential as quality and price-related aspects. Consumers may be more inclined towards product attributes rather than brand loyalty in this segment.

Product information is ranked fifth with a mean score of 2.96. This indicates that although information such as ingredients, usage instructions, and benefits is relevant, it is not a primary factor influencing consumer perception. However, improving product awareness through clear labelling and communication could enhance consumer trust.

Finally, packaging is the least influential factor, ranked sixth with a mean score of 2.78. This suggests that consumers of Ayurvedic cosmetic products are less concerned with aesthetic appeal and more focused on functional and intrinsic product qualities.

Overall, the findings indicate that consumers prioritize functional attributes such as quality, price, and availability over extrinsic attributes like packaging and branding. This highlights the importance for marketers to focus on product effectiveness, competitive pricing strategies, and ensuring wide distribution, rather than relying solely on promotional or visual appeal.

**H1: There is significant differences in consumers' preferences and demographical factors.**

**Table 4: ANOVA on Demographical Factors and Consumers' Preferences**

Sl. No.	Demographical Factors	F-value	Sig.	H1
1	Gender	2.578	≤ 0.05	Accepted
2	Marital Status	1.369	≤ 0.05	Accepted
3	Age	8.316	≤ 0.05	Accepted
4	Education	7.498	0.761	Rejected
5	Occupation	4.194	0.349	Rejected

Source: Primary Data

Table 4 presents the results of the one-way ANOVA analysis conducted to examine the influence of demographic factors on consumers' preferences towards Ayurvedic cosmetic products.

The results indicate that gender has a significant influence on consumers' preferences, as the calculated F-value (2.578) is significant at the 5 per cent level. Hence, the null hypothesis is rejected. This implies that male and female consumers differ significantly in their preferences towards Ayurvedic cosmetic products. This finding is consistent with the study of Balasubramaniam and Aruna (2018), who reported that women exhibit stronger preference and usage of herbal cosmetic products compared to men due to both aesthetic and health-related considerations.

Similarly, marital status shows a significant difference in consumer preferences, with the null hypothesis being rejected. This suggests that married and unmarried consumers have varying preferences towards Ayurvedic cosmetics. This variation may be attributed to differences in lifestyle, responsibilities, and consumption priorities, supporting the observations of Nalina et al. (2023), who highlighted the influence of family-related factors on purchasing decisions.

The analysis further reveals that age has a highly significant impact on consumer preferences ( $F = 8.316, p \leq 0.05$ ), leading to the rejection of the null hypothesis. This indicates that consumers belonging to different age groups exhibit distinct preferences towards Ayurvedic cosmetic products. This finding aligns with Murugan (2021), who found that awareness and attitudes towards herbal products vary across age groups, influencing their purchasing behaviour.

On the other hand, educational qualification does not show a significant influence on consumer preferences ( $p = 0.761$ ), and hence the null hypothesis is accepted. This suggests that consumers, regardless of their educational background, tend to exhibit similar preferences towards Ayurvedic cosmetic products. This may indicate that awareness regarding Ayurvedic products has become widespread across different educational levels.

Similarly, occupation is found to have no significant impact on consumer preferences ( $p = 0.349$ ), leading to the acceptance of the null hypothesis. This implies that individuals from different occupational groups do not differ significantly in their preferences towards Ayurvedic cosmetics. This could be due to the universal appeal of natural and herbal products across diverse occupational categories.

Overall, the ANOVA results highlight that gender, marital status, and age are significant determinants of consumer preferences, whereas education and occupation do not significantly influence preferences. These findings suggest that demographic segmentation based on gender, marital status, and age would be more effective for marketers, which is also supported by prior studies such as Balasubramaniam and Aruna (2018), Murugan (2021), and Nalina et al. (2023).

**H2: There is significant differences in consumers' perception and economic factors.**

**Table 5: ANOVA on Economic Factors and Consumers' Perception**

Sl. No.	Economic Factors	F-value	Sig.	H2
1	Whether the respondent is an Earner?	3.012	0.987	Rejected
2	Monthly income	1.219	≤0.05	Accepted
3	Average spending on cosmetics	7.189	≤0.05	Accepted

4	Place of purchase	5.604	0.532	Rejected
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Source: Primary Data

Table 5 presents the results of the one-way ANOVA analysis examining the relationship between economic factors and consumers' perception towards Ayurvedic cosmetic products.

The findings reveal that whether the respondent is an earner or not does not have a significant influence on consumers' perception, as the p-value (0.987) is greater than 0.05. Hence, the null hypothesis is accepted. This indicates that both earners and non-earners exhibit similar perceptions towards Ayurvedic cosmetic products. This may be due to the fact that purchase decisions are often influenced by overall family income rather than individual earning status.

In contrast, monthly income shows a significant impact on consumers' perception ( $p \leq 0.05$ ), leading to the rejection of the null hypothesis. This suggests that consumers belonging to different income groups perceive Ayurvedic cosmetic products differently. Higher-income consumers may prioritize quality and brand value, while lower-income groups may focus more on affordability. This finding is in line with Mishra et al. (2020), who highlighted the role of economic factors in shaping consumer preferences and brand perception.

Similarly, average spending on cosmetics is found to have a significant influence on consumer perception ( $F = 7.189, p \leq 0.05$ ), and thus the null hypothesis is rejected. This indicates that consumers with different levels of expenditure on cosmetic products differ in their perception of Ayurvedic cosmetics. Consumers who spend more are likely to have higher involvement and awareness, thereby forming stronger and more defined perceptions. This supports the findings of Gawas (2022), who noted that both quantitative (price-related) and qualitative factors influence consumer decision-making.

On the other hand, place of purchase does not significantly influence consumers' perception ( $p = 0.532$ ), leading to the acceptance of the null hypothesis. This implies that regardless of whether consumers purchase from local shops, specialized Ayurvedic stores, supermarkets, or online platforms, their perception towards Ayurvedic cosmetic products remains largely consistent.

Overall, the ANOVA results indicate that monthly income and average expenditure on cosmetics significantly influence consumers' perception, whereas earning status and place of purchase do not have a significant impact. These findings highlight the importance of economic segmentation, particularly based on income and spending behaviour, in understanding consumer perception, which is also supported by previous studies such as Mishra et al. (2020) and Gawas (2022).

**Table 6: Consumers' Buying Behaviour**

Sl. No.	Buying Behaviour Aspects	Mean	SD	Rank
1	General	2.89	1.39	4
2	Personal	3.21	1.71	3
3	Psychological	2.76	1.54	5
4	Financial	3.71	1.06	1
5	Product	3.59	1.34	2

Source: Primary Data

Table 6 evidences that the calculated mean value of consumers' buying behaviour ayurvedic cosmetic products in the financial aspect is 3.71, it is highest, hence this aspect is ranked first, followed by the consumers' buying behaviour is also scored high mean value in the aspects of 'Product' and 'Personal', they are 3.59 and 3.21 respectively and these aspects are ranked 2<sup>nd</sup> and 3<sup>rd</sup> respectively. The mean value of psychological aspect and General aspect of ayurvedic cosmetic products are low at 2.73 and 2.99 respectively and they are ranked 5<sup>th</sup> and 4<sup>th</sup> respectively. The calculated values of standard deviation showed that there was moderate level of deviation in consumers' buying behaviour regarding all the aspects of ayurvedic cosmetic products in the study area.

In order to know, whether there is any significant relationship between consumers' buying behaviour and demographic factors of the respondents, correlation analysis is applied and their results are presented below. For this purpose, the

following null hypothesis is framed.

**H3: There is significant relationship between consumers' buying behaviour and demographical factors.**

**Table 7: Correlation between Demographical Factors and Buying Behaviour**

Sl. No.	Demographical Factors	Correlation coefficient	p-value	H3
1	Gender	0.675	0.000	Accepted
2	Marital Status	0.742	0.000	Accepted
3	Age	0.436	0.000	Accepted
4	Education	0.136	0.224	Rejected
5	Occupation	0.211	0.337	Rejected

Source: Primary Data

Table 7 presents the results of the correlation analysis conducted to examine the relationship between demographic factors and consumers' buying behaviour towards Ayurvedic cosmetic products, in order to test Hypothesis H3.

The results reveal that gender has a strong positive and statistically significant relationship with buying behaviour ( $r = 0.675$ ,  $p = 0.000$ ). Hence, the hypothesis is accepted. This indicates that buying behaviour differs significantly between male and female consumers, with females generally showing greater involvement in the purchase of Ayurvedic cosmetic products. This finding is consistent with Balasubramaniam and Aruna (2018), who reported higher preference and usage of herbal cosmetics among women.

Similarly, marital status exhibits a strong positive and significant relationship with buying behaviour ( $r = 0.742$ ,  $p = 0.000$ ), leading to the acceptance of the hypothesis. This suggests that married and unmarried consumers differ in their purchasing patterns, possibly due to variations in lifestyle, responsibilities, and family influence. This aligns with Nalina et al. (2023), who emphasized the role of family-related factors in shaping consumer decisions.

The variable age also shows a moderate positive and significant relationship with buying behaviour ( $r = 0.436$ ,  $p = 0.000$ ). Therefore, the hypothesis is accepted. This indicates that consumers belonging to different age groups exhibit varying buying behaviour, which may be attributed to differences in awareness, preferences, and consumption patterns. This finding supports Murugan (2021), who highlighted the influence of age on attitudes and purchasing behaviour towards herbal products.

On the other hand, education shows a weak and statistically insignificant relationship with buying behaviour ( $r = 0.136$ ,  $p = 0.224$ ), resulting in the rejection of the hypothesis. This implies that educational qualification does not significantly influence consumers' buying behaviour towards Ayurvedic cosmetic products.

Similarly, occupation has a weak and insignificant relationship with buying behaviour ( $r = 0.211$ ,  $p = 0.337$ ), leading to the rejection of the hypothesis. This suggests that differences in occupational status do not significantly affect purchasing behaviour in this context.

Overall, the results indicate that gender, marital status, and age have a significant positive relationship with consumers' buying behaviour, whereas education and occupation do not show a significant influence. Thus, Hypothesis H3 is partially supported. These findings highlight the importance of demographic segmentation, particularly based on gender, marital status, and age, for marketers aiming to effectively target consumers of Ayurvedic cosmetic products.

**H4: There is significant relationship between in consumers' buying behaviour and economic factors.****Table 8: Correlation between Economic Factors and Buying Behaviour**

Sl. No.	Economic Factors	Correlation coefficient	p-value	H4
1	Whether the respondent is an Earner?	0.429	0.005	Accepted
2	Monthly income	0.689	0.012	Accepted
3	Average spending on cosmetics	0.729	0.000	Accepted
4	Place of purchase	0.239	0.085	Rejected

Source: Primary Data

Table 8 presents the results of the correlation analysis conducted to examine the relationship between economic factors and consumers' buying behaviour towards Ayurvedic cosmetic products, in order to test Hypothesis H4.

The findings indicate that whether the respondent is an earner has a moderate positive correlation with buying behaviour ( $r = 0.429$ ) and is statistically significant ( $p = 0.005$ ). Hence, the hypothesis is accepted. This implies that earning individuals tend to exhibit more active and favourable buying behaviour towards Ayurvedic cosmetic products compared to non-earners, possibly due to greater financial independence and purchasing power.

Similarly, monthly income shows a strong positive and significant relationship with consumers' buying behaviour ( $r = 0.689$ ,  $p = 0.012$ ), leading to the acceptance of the hypothesis. This suggests that as income levels increase, consumers are more likely to purchase Ayurvedic cosmetic products. Higher income enables consumers to spend more on personal care and prefer premium or quality-based products. This finding is consistent with Mishra et al. (2020), who emphasized the influence of income on brand preference and purchasing decisions.

Further, average spending on cosmetics exhibits a very strong positive correlation with buying behaviour ( $r = 0.729$ ) and is highly significant ( $p = 0.000$ ). Therefore, the hypothesis is accepted. This indicates that consumers who allocate higher expenditure towards cosmetics demonstrate stronger buying behaviour towards Ayurvedic products. This supports the findings of Gawas (2022) and Agarwal, S., & Kaushik, V. (2025). Who reported that expenditure patterns significantly influence consumer decision-making in the context of Ayurvedic cosmetics.

On the other hand, place of purchase shows a weak positive correlation ( $r = 0.239$ ) but is not statistically significant ( $p = 0.085$ ). Hence, the hypothesis is rejected for this factor. This implies that the choice of purchase channel—whether local shops, specialized stores, supermarkets, or online platforms does not significantly influence consumers' buying behaviour.

Overall, the results confirm that key economic factors such as earning status, monthly income, and expenditure on cosmetics have a significant positive relationship with consumers' buying behaviour, while place of purchase does not show a significant relationship. Thus, Hypothesis H4 is partially supported, highlighting the importance of economic variables in shaping consumer behaviour towards Ayurvedic cosmetic products.

## Conclusion

Cosmetics market is one of the wide and progressing market in India and especially in Varanasi City. In recent years, people have become aware of ayurvedic cosmetic products and started to buy it. Every manufacturer is trying to widen their market, it is possible only when they understand the preferences and buying behaviour of the customers. This study has analyzed the above aspects regarding ayurvedic cosmetic products in Varanasi City. The study found that the consumers in the study area preferred more on the aspects of quality of ayurvedic cosmetic products followed by price and discount and availability. Significant differences were identified in preferences of consumers towards ayurvedic cosmetic products with the demographic factors of gender, marital status and age. Significant differences were also found in consumers' preferences towards ayurvedic cosmetic products with the economic factors of monthly income and monthly spending on ayurvedic cosmetics. The consumers had high positive behaviour towards financial aspect of ayurvedic cosmetic products followed by product aspect. Their behaviour level was low in the psychological aspect and general aspect. Consumers' buying behaviour had significant positive relationship with the demographic factors of gender, marital status and age. Consumers' buying behaviour had significant positive relationship with the economic factors of Whether the respondent is an Earner? Monthly income and Average spending on cosmetics.

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