

Consumer Shift from Chemical-Based Products to Ayurvedic Life Style Products: An Empirical Study of Green Marketing Influence.

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ABSTRACT:

The growing concern regarding health risks and environmental sustainability has encouraged consumers to shift from chemical-based products toward Ayurvedic and eco-friendly alternatives. The present study examines the role of Ayurvedic Green Marketing in influencing consumer behaviour, purchase intention, and sustainable consumption patterns. The study is based on primary data collected through a structured questionnaire from respondents across different regions of India. Descriptive and analytical tools, including cross-tabulation and chi-square analysis, were used to interpret the data. The findings indicate that consumers show increasing preference toward Ayurvedic and herbal products due to health awareness and environmental concerns. The study further reveals that eco-label awareness and advertisements significantly influence consumer preference and future purchase intention. However, factors such as high price, limited availability, and slow perceived results continue to restrict complete adoption. The study highlights the growing relevance of Ayurvedic Green Marketing in promoting environmentally responsible consumption and encouraging the transition toward natural alternatives.

Keywords: *Ayurvedic Green Marketing, Consumer Behaviour, Purchase Intention, Sustainable Consumption, Eco-friendly Products, Chemical to Natural Shift*

I. INTRODUCTION:

A. Consumer Shift Towards Natural and Ayurvedic Products:

In recent years, consumer preferences have undergone a noticeable transformation, particularly in the context of health, sustainability, and lifestyle choices. With increasing awareness about the adverse effects of chemical-based products, many consumers are gradually shifting towards natural and eco-friendly alternatives. This growing Chemical to Natural Shift is not confined to a single sector but is evident across personal care, healthcare, and food consumption patterns. Among these alternatives, the Ayurvedic lifestyle has gained considerable attention, as it emphasizes natural healing, preventive care, and a balanced way of living in harmony with nature.

The growing inclination towards Ayurvedic and herbal products is closely linked with the broader concept of Ayurvedic Green Marketing. Green marketing not only promotes environmentally friendly and Eco-friendly Products but also plays an important role in shaping Consumer Behaviour and attitudes towards Sustainable Consumption. As concerns regarding environmental degradation and health risks associated with chemical products continue to rise, consumers are becoming more conscious in their decision making. Studies indicate that a significant proportion of consumers now prefer products that are perceived as natural, safe, and environmentally responsible (Nielsen, 2018). This reflects a shift in consumer mindset, where purchasing decisions are

increasingly influenced by personal values and long-term well-being rather than short-term convenience.

B. Growth of Ayurvedic and Green Consumption Trends;

Industry reports further support this changing trend. The demand for Ayurvedic and herbal products has shown steady growth in recent years, driven by increasing awareness and acceptance among consumers (IMARC Group, 2024). Similarly, the expansion of the AYUSH sector highlights the growing importance of traditional systems of medicine in India (India Brand Equity Foundation, 2024). On a global level, traditional and complementary medicine continues to play a significant role in primary healthcare, indicating its widespread acceptance and relevance (World Health Organization, 2019). These developments suggest that the shift towards natural and Ayurvedic products is not only a local phenomenon but also part of a broader global movement toward sustainable and eco-friendly consumption patterns.

The COVID-19 pandemic has further accelerated this shift by increasing health consciousness among consumers. During this period, there was a noticeable rise in the demand for immunity boosting and preventive healthcare products, many of which are rooted in Ayurvedic practices (KPMG, 2021). As a result, consumers have become more proactive in maintaining their health and are increasingly turning towards natural alternatives. In addition, government initiatives and policy support have played a crucial role in promoting the Ayurvedic sector, enhancing both awareness and accessibility (Ministry of AYUSH, 2023). Industry trends also indicate that the wellness and natural products segment is among the fastest-growing sectors, supported by rising consumer demand and favourable market conditions (The Economic Times, 2024). In the beauty and personal care industry, there is a visible shift from chemical-based formulations to plant-based and organic products, particularly among urban consumers (Vogue, 2024).

C. Challenges in the Transition Towards Ayurvedic Alternatives:

However, despite these encouraging trends, the transition from chemical-based products to an Ayurvedic lifestyle is not entirely straightforward. Several challenges continue to influence consumer behaviour, including higher prices, limited availability, and concerns regarding product standardization (FICCI & EY, 2022). While consumers may develop a positive attitude towards natural products, this does not always translate into actual purchasing behaviour. This gap between attitude and behaviour raises an important concern regarding the effectiveness of current marketing approaches and their influence on consumer purchase decisions and Purchase Intention.

D. Research Problem:

At this point, a key problem emerges. Although green marketing has been widely used to promote eco-friendly and Ayurvedic products, its effectiveness in bringing about a real behavioural shift from chemical-based products to Ayurvedic alternatives remains unclear. Consumers may express awareness and positive perceptions towards sustainability; however, practical constraints often influence their final purchase decisions. This creates a gap between intention and actual behaviour, making it important to examine whether green marketing strategies are truly capable of influencing consumer preferences, purchase intention, and driving this transition.

E. Significance of the Study:

From both an academic and practical perspective, this issue holds significant importance. As consumer preferences continue to evolve, businesses, marketers, and policymakers require clear insights into the factors that genuinely drive this shift. Previous research suggests that while consumers often express positive attitudes towards environmentally friendly and natural products, this does not always result in actual purchasing behaviour, highlighting the well-known attitude-behaviour gap (Ajzen, 1991; Joshi & Rahman, 2015). The increasing popularity of Ayurvedic and herbal products presents substantial opportunities; however, it also demands a deeper understanding of consumer expectations, trust, and decision-making patterns (Paul et al., 2016).

Furthermore, studies have emphasized that green marketing strategies can influence consumer perceptions, but their effectiveness largely depends on credibility, awareness, and perceived value (Chen & Chang, 2012; Yadav & Pathak, 2016). In emerging markets like India, factors such as price sensitivity, accessibility, and trust in product claims continue to play a crucial role in shaping consumer choices (Kumar et al., 2017). Therefore, it becomes essential to evaluate whether green marketing initiatives are capable of not only creating awareness but also driving actual behavioural change towards Ayurvedic alternatives and sustainable consumption practices.

F. Purpose of the Present Study:

Overall, while existing studies have examined green marketing and consumer behaviour separately, limited attention has been given to their combined impact on the shift towards an Ayurvedic lifestyle. Therefore, the present study aims to explore the role of Ayurvedic Green Marketing in influencing consumer attitudes, purchase intention, and facilitating their transition from chemical-based products to Ayurvedic alternatives. By focusing on this relationship, the study seeks to contribute to a better understanding of sustainable consumer behaviour and the growing relevance of Ayurveda in modern lifestyles.

II. LITERATURE REVIEW:

A. Consumer Preference Towards Ayurvedic Products:

In recent years, a noticeable shift has been observed in consumer preferences from chemical-based products to natural and Ayurvedic alternatives. This transition is largely driven by increasing health awareness and concerns regarding the long-term effects of synthetic products. Misra et al. (2022) highlighted that the rising incidence of lifestyle-related diseases such as hypertension and diabetes has encouraged consumers to adopt Ayurvedic products, as they offer higher satisfaction and trust despite relatively higher costs. Similarly, Arya et al. (2012) emphasized that factors such as safety, reliability, and effectiveness significantly influence consumer preference for Ayurvedic products.

Supporting these findings, regional studies conducted in Tamil Nadu (2022) and by Nidheera (2024) indicate that increasing health awareness, natural composition, and perceived product quality play a crucial role in shaping consumer buying behaviour. Furthermore, Chattaraj et al. (2018), in a study conducted in Kolkata, observed a growing awareness and preference for Ayurvedic products among urban consumers, reflecting a strong and expanding demand for natural alternatives across different regions.

B. Green Marketing and Consumer Behaviour:

Alongside this shift, green marketing has emerged as an important factor influencing consumer decision-making. Boztepe (2012) and Kuria (2024) found that environmentally responsible practices such as eco-labelling, sustainable packaging, and green promotional strategies positively impact consumer perceptions and contribute to brand loyalty. However, while consumers often express positive attitudes toward environmentally friendly products, this does not always translate into actual purchasing behavior. Studies by Ratley and Jhala (2024) and Khan and Bisaria (2025) suggest that factors such as price sensitivity, limited availability, and lack of trust in product claims continue to restrict consumer adoption.

Moreover, research by Nidheera (2024) and Royani and Imaningsih (2024) indicates that environmental concern, personal values, and awareness significantly influence consumer attitudes and purchase intentions. At a conceptual level, Mukherjee et al. (2017) emphasized the scientific validation and therapeutic benefits of traditional medicinal systems, thereby enhancing the credibility and acceptance of Ayurvedic products among modern consumers.

C. Research Gap:

Despite the growing body of literature on Ayurvedic product preference and green marketing, a clear research gap exists. Most existing studies have examined these aspects independently, focusing either on consumer inclination towards Ayurvedic products or on the influence of green marketing practices. However, very limited research has explored the integrated relationship between green marketing and the actual shift from chemical-based products to Ayurvedic alternatives.

Furthermore, a majority of studies are region-specific in nature and do not provide a comprehensive pan-India perspective, thereby limiting the generalizability of their findings. In addition, there exists a significant attitude-behaviour gap, where consumers express positive perceptions towards natural and eco-friendly products, but this does not consistently translate into actual purchasing behaviour.

This lack of integrated and large-scale analysis creates a gap in understanding whether green marketing strategies are truly effective in driving real consumer behaviour change. Therefore, the present study attempts to bridge this gap by examining both consumer preferences and the role of green marketing within a unified framework.

III. RESEARCH METHODOLOGY:

A Research Design:

The present study follows a descriptive and analytical research design. It aims to understand consumer behaviour regarding the shift from chemical-based products to Ayurvedic lifestyle products and to examine the role of green marketing practices in influencing this shift.

B. Objectives of the Study:

1. To examine the shift in consumer preference from chemical-based products to Ayurvedic lifestyle products.
2. To analyse the influence of green marketing practices on consumer preference towards Ayurvedic and herbal products.

C. Hypotheses of the Study:

- **H01: There is no significant relationship between the use of Ayurvedic products and the shift from chemical-based products.**
- **H02: There is no significant relationship between green marketing practices and consumer preference towards Ayurvedic and herbal products.**

D. Data Collection:

The study is based on both primary and secondary data.

- Primary data was collected through a structured questionnaire distributed using an online platform (Google Forms).
- Secondary data was gathered from research journals, and relevant academic sources to support the theoretical background of the study.

E. Sampling Method:

A convenience sampling technique was used for selecting respondents, considering ease of access and time constraints.

F. Sample Size:

The study is based on responses collected from 311 respondents.

G. Area of Study:

The study covers respondents from different regions of India (North, South, East, West, and Central India), making it a pan-India study conducted through online mode.

H. Research Instrument:

A structured questionnaire was used as the main research instrument.

- It included both demographic and behavioural questions.
- Responses were measured using a Likert scale (ranging from strongly disagree to strongly agree) along with multiple-choice questions.

I. Data Analysis Tools:

The collected data was analysed using both SPSS and Microsoft Excel to ensure accurate and meaningful interpretation of the responses. SPSS software was used for statistical analysis, including frequency distribution, percentage analysis, descriptive statistics such as mean and standard deviation, cross-tabulation, and chi-square tests for hypothesis testing. Microsoft Excel was primarily used for data visualization and presentation purposes. Pie charts were prepared to represent the proportion of users of Ayurvedic products, future purchase intention, and reasons for non-usage. In addition, tables were used to present descriptive statistics and cross-tabulation results in a structured and systematic manner.

IV. RESULTS:

A. Demographic Profile of Respondents

The study is based on 311 respondents collected from different regions of India. The demographic distribution reflects a balanced representation.

The data shows that 51.8% respondents are male, 47.6% are female, and a very small proportion belongs to other categories. In terms of age, the majority of respondents fall in the above 40 years category (36%), followed by 30–40 years (28%). Region-wise, the highest participation is from North India (34.1%), followed by South, East, West, and Central India.

B. Usage and Frequency of Ayurvedic Products:

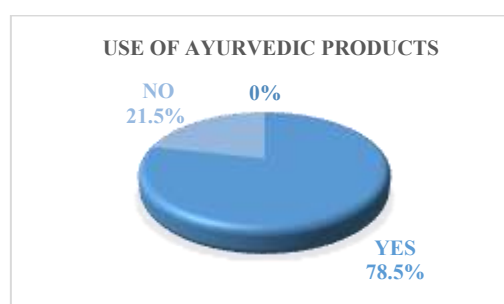


Fig. 1. Use of Ayurvedic Products]

A large proportion of respondents (78.5%) reported that they use Ayurvedic and eco-friendly products, indicating a high level of acceptance and a growing trend toward sustainable consumption.

31.5% use these products regularly, while however, frequency analysis shows that only 41.8% use them occasionally. This indicates that although adoption is high, consistent usage and long-term consumer behaviour are still developing.

C. Consumer Shift from Chemical to Ayurvedic Products:

The findings reveal that 60.1% of respondents have shifted from chemical-based products to Ayurvedic and natural alternatives, while 25.4% are still unsure.

This reflects a positive Chemical to Natural Shift and growing preference for sustainable and eco-friendly products, though a significant portion of consumers is still in the transition phase.

D. Consumer Perception: Safety and Environmental Concern:

Descriptive statistics indicate that the mean value for the statement “Ayurvedic products are safe” is 1.91, and for environmental concern it is 1.79.

The low mean values suggest that a large number of respondents either disagree or are uncertain about the

safety and environmental benefits of Ayurvedic products. This highlights a gap between awareness, trust, and actual consumer behaviour.

E. Awareness and Preference for Eco-friendly Products:

The study shows that 79.1% of respondents prefer eco-friendly products, and 69.1% are aware of eco-labels.

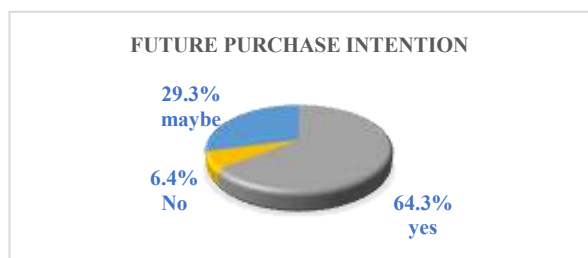
This indicates that consumers are environmentally conscious and open to sustainable consumption practices, creating opportunities for Ayurvedic Green Marketing strategies.

F. Influence of Advertisement on Consumer Behaviour:

Around 59.8% of respondents reported that advertisements influence their purchasing decisions, while 26.7% stated that they are sometimes influenced.

This highlights the importance of Ayurvedic Green Marketing and promotional strategies in shaping consumer behaviour and influencing purchase intention.

G. Future Purchase Intention:



Purchase Intention]

A majority of respondents (64.3%) expressed willingness to purchase Ayurvedic and eco-friendly products in the future, while 29.3% remain uncertain. This indicates strong future purchase intention and significant market potential for Ayurvedic products, although efforts are needed to convert uncertain consumers into actual buyers.

H. Barriers to Adoption of Ayurvedic Products:

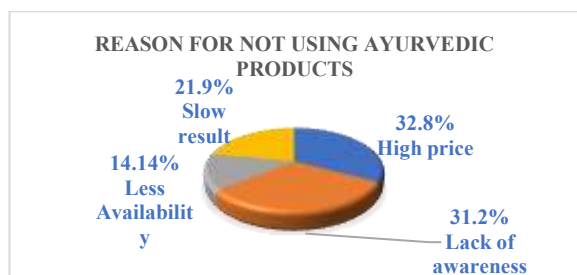


Fig. 3. Reasons for Not-Usage]

The key reasons identified for not using Ayurvedic products include high price (32.8%), lack of awareness (31.2%), and slow results (21.9%). These barriers explain why, despite high awareness and preference for eco-friendly products and sustainable consumption, full adoption is still limited.

I. Hypothesis Testing and Relationship Analysis:

1. Use of Ayurvedic Products and Shift from Chemical Products:

TABLE I. CROSS-TABULATION OF AYURVEDIC PRODUCT USE AND CHEMICAL SHIFT (CROSS-TABULATION)

Use of Ayurvedic products	Shifted to Ayurvedic	No Shift	Not Sure
Yes	171 (70.1%)	20 (8.2%)	53 (21.7%)
No	16 (23.9%)	25 (37.3%)	26 (38.8%)

The chi-square test indicates a statistically significant relationship between the use of Ayurvedic products and the shift from chemical-based products ($\chi^2 = 55.500$, $p < 0.001$). The findings reveal that a majority of Ayurvedic product users (70.1%) reported a shift toward natural alternatives, whereas non-users showed comparatively lower adoption. Therefore, the null hypothesis is rejected.

2. Awareness of Eco-labels and Use of Ayurvedic Products:

TABLE II. ECO-LABEL AWARENESS AND USE OF AYURVEDIC PRODUCTS (CROSS-TABULATION)

Awareness of Eco-labels	Use Yes	Use No
Yes	181	34
No	15	7
Sometimes	48	26

Out of the total 311 respondents, 244 respondents reported using Ayurvedic products, while 67 respondents reported non-usage. Similarly, 215 respondents stated that they are aware of eco-labels while purchasing products, 22 respondents reported no awareness, and 74 respondents reported occasional awareness.

The crosstabulation results show that among the respondents who are aware of eco-labels, a larger proportion reported using Ayurvedic products. In comparison, respondents with no or occasional eco-label awareness showed relatively lower participation in Ayurvedic product usage. This suggests that consumers who pay attention to eco-label information are comparatively more inclined toward Ayurvedic products.

The chi-square test further indicates a statistically significant relationship between eco-label awareness and the use of Ayurvedic products ($\chi^2 = 13.638$, $p < 0.001$). Therefore, the null hypothesis is rejected, confirming that eco-label awareness and Ayurvedic product usage are significantly associated.

3. Advertisement Influence and Future Purchase Intention:

TABLE III. INFLUENCE OF ADVERTISEMENTS AND FUTURE PURCHASE INTENTION (CROSS-TABULATION)

Influence of Advertisements	Future: Yes	Future: No	Future
Yes	143 (76.9%)	5 (2.7%)	38 (20.4%)
No	24 (57.1%)	11 (26.2%)	7 (16.7%)
Sometimes	33 (39.8%)	4 (4.8%)	46 (55.4%)

The chi-square test indicates a statistically significant relationship between the influence of advertisements and future purchase intention ($\chi^2 = 69.220$, $p < 0.001$). The results show that respondents who are influenced by advertisements report a higher level of positive future purchase intention (76.9%), whereas those with no influence show comparatively lower purchase intention and higher non-purchase behaviour. Respondents who are sometimes influenced mostly fall under the “Maybe” category, indicating uncertainty in their future buying decisions. Therefore, the null hypothesis is rejected, confirming that advertisement influence significantly affects future purchase intention.

J. Overall Findings:

The analysis reveals that consumers show a strong inclination towards Ayurvedic and eco-friendly products. However, the shift from chemical products is still in progress due to factors such as price, lack of awareness, and trust issues.

Ayurvedic Green Marketing practices, particularly eco-label awareness and advertisement, significantly influence consumer behaviour, sustainable consumption, and future purchase intention.

At the same time, a noticeable gap exists between consumer intention and actual behaviour, indicating the need for better strategies to convert awareness into action.

V. DISCUSSION:

A. Interpretation of Findings:

The findings of the study indicate a growing shift in consumer preference from chemical-based products toward Ayurvedic and eco-friendly alternatives. A significant proportion of consumers are already using Ayurvedic products and show positive future purchase

intention. This reflects the increasing awareness of health consciousness, environmental sustainability, and natural living among consumers.

However, the study also reveals that the transition is not yet complete, as a considerable number of consumers remain uncertain about fully adopting Ayurvedic products. Although awareness regarding eco-friendly products and eco-labels is relatively high, consumer trust regarding the safety, effectiveness, and environmental benefits of Ayurvedic products is still developing. This highlights the existence of a gap between consumer awareness and actual purchasing behaviour.

The findings further suggest that factors such as high prices, limited product availability, and slow perceived results act as major barriers in encouraging consumers to completely shift from chemical-based products to natural alternatives. In addition, the statistical analysis confirms that Ayurvedic Green Marketing practices, particularly eco-label awareness and advertisements, significantly influence consumer preference and future purchase intention. This indicates that green marketing strategies play an important role in shaping consumer decisions and promoting sustainable consumption behaviour.

B. Practical Implications:

From a practical perspective, the study suggests that companies should focus on strengthening consumer trust through transparency, quality assurance, and effective communication regarding product benefits. Educational campaigns and awareness programs related to eco-labels and sustainable consumption can further improve consumer confidence toward Ayurvedic products.

The study also highlights the need for more consumer-friendly pricing strategies and better product availability across different regions. Since many consumers remain uncertain during the adoption process, marketers should use targeted promotional strategies such as advertisements, product trials, and customer testimonials to convert purchase intention into actual buying behaviour. Furthermore, marketers should emphasize the long-term health and environmental benefits of Ayurvedic and eco-friendly products in order to address consumer concerns regarding slow results and product effectiveness.

VI. CONCLUSION:

A. Conclusion and Key Takeaways:

The present study concludes that consumer preference is gradually shifting from chemical-based products toward Ayurvedic and eco-friendly alternatives. The findings show that a large proportion of consumers are already using Ayurvedic products and demonstrate positive future purchase intention. This indicates increasing awareness

regarding health consciousness, natural living, and sustainable consumption practices.

The study further reveals that Ayurvedic Green Marketing practices, particularly eco-label awareness and advertisements, significantly influence consumer behaviour and purchase intention. The results highlight that effective green marketing strategies can play a major role in encouraging sustainable consumer choices and promoting the adoption of Ayurvedic products.

However, the study also identifies a gap between consumer awareness and actual purchasing behaviour. Although awareness regarding eco-friendly products is relatively high, consumer trust regarding the safety, effectiveness, and environmental benefits of Ayurvedic products is still not fully developed. In addition, factors such as high prices, limited product availability, and slow perceived results continue to act as barriers in the complete transition from chemical-based to natural products.

Overall, the study emphasizes that increasing consumer trust, improving accessibility, and strengthening awareness through effective communication and educational initiatives are essential for achieving long-term growth in the Ayurvedic and eco-friendly product sector.

B. Limitations of the Study:

Despite its contributions, the study has certain limitations. The data was collected through online platforms such as Google Forms, which may exclude respondents who do not have access to digital resources. The use of convenience sampling limits the generalizability of the findings to the broader population, and unequal regional representation may affect the overall accuracy of consumer perspectives.

Furthermore, the study is based on self-reported responses, which may involve personal bias. Only selected variables related to consumer behaviour, sustainable consumption, and green marketing practices were included in the study, while several other factors influencing consumer purchase intention remain unexplored.

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APPENDIX:

QUESTIONNAIRE:

Q1. “Which region of India do you belong to?” आप भारत के किस क्षेत्र से संबंधित हैं?”

- ☐ North India
- ☐ South India
- ☐ East India
- ☐ West India
- ☐ Central India

Q2. Age Group / आयु वर्ग

- ☐ Below 20
- ☐ 20 – 30
- ☐ 30 – 40
- ☐ Above 40

Q3. Gender / लिंग

- ☐ Male
- ☐ Female

- ☐ Other

Q4. Do you use Ayurvedic or herbal products? / क्या आप आयुर्वेदिक या हर्बल उत्पादों का उपयोग करते हैं?

- ☐ Yes
- ☐ No

Q5. How often do you use Ayurvedic products? / आप कितनी बार आयुर्वेदिक उत्पादों का उपयोग करते हैं?

- ☐ Regularly
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

Q6. Have you experienced a shift from chemical products to Ayurvedic products? / क्या आपने केमिकल उत्पादों से आयुर्वेदिक उत्पादों की ओर बदलाव महसूस किया है?

- ☐ Yes
- ☐ No
- ☐ Not sure

Q7. Do you feel that Ayurvedic products are safer than chemical products? / क्या आपको लगता है कि आयुर्वेदिक उत्पाद केमिकल उत्पादों से अधिक सुरक्षित हैं?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Q8. Do you feel that you may increase your use of Ayurvedic products in the future? / क्या आपको लगता है कि आप भविष्य में आयुर्वेदिक उत्पादों का उपयोग बढ़ा सकते हैं?

- ☐ Yes
- ☐ No
- ☐ Maybe

Q9. Do you prefer eco-friendly (environment-friendly) products? / क्या आप पर्यावरण के अनुकूल उत्पादों को प्राथमिकता देते हैं?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Q10. Do you feel that labels like “natural”, “organic”, or “chemical-free” influence your purchase decision? / क्या आपको लगता है कि “नेचुरल”, “ऑर्गेनिक” या “केमिकल-फ्री” लेबल आपके खरीद निर्णय को प्रभावित करते हैं?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Q11. Do you feel that advertisements (ads/social media) influence you to use Ayurvedic products? / क्या आपको लगता है कि विज्ञापन (सोशल मीडिया आदि) आपको आयुर्वेदिक उत्पाद उपयोग करने के लिए प्रेरित करते हैं?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Q12. Do you feel that Ayurvedic products are better for the environment? / क्या आपको लगता है कि आयुर्वेदिक उत्पाद पर्यावरण के लिए बेहतर होते हैं?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Q13. What is the main reason that stops you from using Ayurvedic products more? / आयुर्वेदिक उत्पादों का अधिक उपयोग करने से आपको क्या रोकता है?

- ☐ High price
- ☐ Lack of awareness
- ☐ Less availability
- ☐ Slow result

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