

A study on customer buying behavior of selected ayurvedic healthcare products

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Abstract

Ayurveda is a medical system that deals not only with body but with the mind and spirit as well. According to ayurveda, most diseases connected with the psychophysiological and pathologic changes in the body are caused by imbalance in three different dosha (ie, vata, pitta, and kapha; the fundamental aim of ayurvedic therapy is to restore the balance between these three major body systems. Any imbalance can lead to inflammation (also called sophia). Almost seven different types of inflammation have been described in ayurveda. The ayurvedic definition of pittaja sophia (inflammation) encompasses the modern concept of inflammation, which is defined as redness, pain, heat, loss of function, and swelling. The balanced coordination of body, mind, and consciousness is the ayurvedic definition of health. From this point of view the research paper analysis selected ayurvedic healthcare products. The objective of the research work is to study about the customers buying behavior and their level of satisfaction towards selected Ayurvedic healthcare products. Tools used for the analysis are Garrett's Ranking Technique, average ranking analysis and chi-square test it is concluded that all the customers are giving first rank for no chemical product and quality of the product, and most of the customers are satisfied of the ayurvedic healthcare product.

Keywords: ayurveda, buying behavior, level of satisfaction, healthcare

1. Introduction

Ayurveda is the traditional, ancient Indian system of health science. Its name literally means, "Life knowledge." The Ayurvedic method of holistic healthcare emphasizes balancing the body, mind, and spirit to treat and prevent disease. This 5,000-year-old practice focuses on harmonizing the body with nature through diet, herbal remedies, yoga and meditation, exercise, lifestyle, and body cleansing. It is considered the sister science of yoga.



Understood to be the oldest and most holistic medical system in the world, Ayurveda was developed around 3,000 BCE. The wisdom of this healing method was passed down through ancient Indian spiritual texts, called the "Vedas." There are four major Vedas, each of which describes, in some parts, the principles of health, disease, and treatment. One of these texts, the "Rig Veda" (also known as "Rik Veda" or "Rigveda"), is one of the oldest known books of any Indo-European language.

The Rig Veda contains philosophical verses on the nature of existence, as well as information on the three basic human constitutions (see "The Doshas" below). It discusses the use of herbs to heal the mind and body, and to keep oneself young. Another Veda, the "Atharva Veda," contains

information on everything from internal medicine and surgery, to infertility and psychiatry. The "physicians" at the time of the Vedas were "rishis" — sages or seers, holy people — who viewed health as an overall integration between mind, body, and spirit.

Knowledge of Ayurveda spread from India, influencing other ancient systems, including Chinese medicine and the ancient Greek medicine practiced by Hippocrates. Because of its influence, Ayurveda is known as the "Mother of all healing." In the 1970s, Ayurvedic teachers from India began traveling to the United States and Europe, sharing their teachings of holistic health. Today, there are Ayurvedic colleges all over the world.

2. Statement of the Problem

Customer preference of any product rises only when there are a number of brands available in the market and also depends upon the customer satisfaction of the particular brand selected. The customer satisfaction for a commodity depends upon a number of aspects like price and quality are of the prime importance. From the customer point of view the product with the lowest price and comparatively high quality is usually preferred. This study aims to find the customer preference and level of satisfaction on ayurvedic healthcare products and to identify the factors influencing their preference.

3. Review of Literature

Gaur and Waheed (2002), in their study "A Study of buying behaviour for branded fine rice" conducted a study on buying behaviour for branded fine rice in Chennai and Coimbatore city. The study indicated that retailers were ranked as the prime source of information and the family members as the next important source of information about the branded fine

rice. Rice mandy formed the major source of purchase for Chennai (73.00%) and Coimbatore (70.00%) households. Quality and image of the brand were ranked as first and second factors influencing brand preference in both Chennai and Coimbatore cities.

Dr. K. Ramasamy, *et al.*, (2005), in their article entitled “Consumer behaviour towards instant food products”, highlighted that preparing food with instant mixes has become a way of life and no doubt they are going to be an integral part of food habit in future. Consumers expect the cognitive dissonance used by certain deficiency of products and irritants are bound to be removed with emerging new food processing techniques.

V. N. Indumathi, *et al.*, (2007), in their article entitled “Consumer buying behaviour spice products” elaborated that, certain factors which would influence the purchasing pattern of spice products viz., (i) Occupational status of the women in household, (ii) Income of the households and (iii) Time saving while cooking. About one third of the consumers were skeptical that continuous consumption on processed spices which have preservatives may cause harmful effects in long run.

G. Vani, M. Ganesh Babu and N. Panchanatham (2010), in their article “Toothpaste Brands –A Study of Consumer Behavior in Bangalore City” focused that the external factors like demographic, social, cultural, price, quality, product attributes etc. for buying toothpaste. The market share of any product is highly determined by the purchasing behavior of the consumers. Following study is conducted by the researcher to find out the behavior of the consumers, to analyze the preference of consumers, and consumer awareness. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire; Simple random sampling technique was adopted for selecting the consumers.

Susana (2010), in his study “Consumer Buying Behaviour in Fashion Retailing: Empirical Evidences” stated that the consumer behaviour research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The main objective of this paper is to study the gender differences in consumer buying behaviour of the Portuguese population when they go shopping to buy attire products. To attain this objective a survey was developed and administered across Portugal. The findings confirm the differences between women and men especially in terms of What, Where, When, and How they buy.

4. Need of the Study

Day by day diseases are increasing. It is because of the change in lifestyle. We have to maintain a good health care by practicing a better timetable in the life style. The main goal of ayurveda is prevention as well as promotion 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 very safe for health and providing less side effects compared to allopathic medicines. So now a day’s peoples are going to purchase the ayurvedic healthcare products.

5. Objectives

1. To study the factors influencing the brand preferences on purchase of ayurvedic healthcare products
2. To study the level of satisfaction of the respondents towards ayurvedic healthcare products

6. Hypothesis

1. **Ho:** There is no significance relationship between gender of the respondents and level of satisfaction on selected ayurvedic healthcare products - Accepted
2. **Ho:** There is no significance relationship between age of the respondents and level of satisfaction on selected ayurvedic healthcare products- Accepted
3. **Ho:** There is no significance relationship between income level of the respondents and level of satisfaction on selected ayurvedic healthcare products - Accepted

7. Methodology

- i) **Sample Size:** The study was conducted towards ayurvedic healthcare product users. The size of the respondents is 50.
- ii) **Sampling Technique:** Convenient sampling method.
- iii) **Data collection tool:** Questionnaire.
- iv) **Period of Study:** The study has been conducted during the period of 3 months.
- v) **Tools for analysis:** The following are the tools applied on the respondents given by the respondents to analyze and derive the result.
 1. Henry garret ranking method
 2. Average ranking analysis
 3. Chi-square test

8. Analysis and Interpretations

In this chapter the analysis and interpretation of the, “a study on customer buying behavior of selected ayurvedic healthcare products”, was carried out based on a sample size of 50 respondents through questionnaire method. The data were tabulated and analyzed using the following tools based on the objective of the study.

1. Henry garret ranking method
2. Average ranking analysis
3. Chi-square test

Table 8.1: Demographic factors of the respondents

Demographic profile		Respondents
Gender	Male	19
	Female	31
	Total	50
Age Group	Below 25 years	19
	26 – 35 years	15
	36 – 45 years	14
	46 – 55 years	2
	Above 55 years	-
	Total	50
Income level	Up to Rs. 10,000	13
	Rs.10,001 – 30,000	24
	Rs.30,001 – 70,000	7
	Above Rs.70,000	6
	Total	50

Objective 1: To study the factors influencing the brand preferences on purchase of ayurvedic healthcare products

i) Henry Garrett’s ranking method

Garrett’s Ranking Technique - Major influencing factor. To findout the most significant factor which influences the respondent, garret ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking has been

converted into score value with the help of the following formula:

$$\text{Percentage position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Table 8.2

S. No.	Reason	Garret Score	Percentage	Rank
1	Brand Image & Reputation	3104	62.08	4
2	Easy Availability of the Products	2788	55.76	7
3	Convenience of Usage	2220	44.4	9
4	Quality of the Product	3728	74.56	2
5	Reasonable Price	2641	52.82	8
6	Value for Money	1972	39.44	12
7	Long Usage of Product (Family Tradition)	2068	41.36	10
8	Attractive Offers & Discounts	1425	28.5	14
9	Proven Health Improvements /Results	2949	58.98	5
10	No Chemical Product	4106	82.12	1
11	Environmental Friendly	2850	57	6
12	Less Side effects Compared to Allopathic Medicines	3420	68.4	3
13	Recommended by Family Members	1404	28.08	15
14	Recommended by others	1693	33.86	13
15	Awareness from advertisements	2018	40.36	11

The above table shows that, no chemical product has been ranked first influencing factor with the score of 4106 followed by quality ranking second, with the score of 3728. Less Side effects Compared to Allopathic Medicines are has been ranked as third influencing factor, with the score of 3420. Brand image and proven health improvements factor has been fourth and fifth rank. With the score of 3104, 2949. Environmental friendly factor has been sixth rank with the score of 2850. Easy availability, reasonable price, convenience of usage, long usage of products are coming under seventh, eighth, ninth, tenth rank. Scores of 2788, 2641, 2220 and 2068. Other factors are coming under the eleventh, twelfth, thirteenth and fourteenth rank. These scores are 2018, 1972, 1693 and 1425. And finally recommended by family members have been ranked last with the score of

1404. This technique has been used to find the majority of the customer by order of their preference and presented in the above table.

ii) Average Ranking Analysis

The statistical tool is used to clearly depict the features which influence the customer to purchasing. The number of ranks obtained by each factor was first totaled; average were calculated by mean values the ranks were assigned. Mean in which each item being averaged is multiplied by a number (weight) based on the item's relative importance. The result is summed and the total is divided by the sum of the weights. Weighted averages are used extensively in descriptive statistical analysis such as index numbers. Also called weighted mean.

A) Respondents Details

Table 8.3

Brand Image & Reputation	0	11	5	6	4	14	6	2	2	0	0	0	0	0	0	50
Easy Availability of the Products	0	2	7	4	4	4	14	8	2	0	5	0	0	0	0	50
Convenience of Usage	0	0	0	3	4	2	6	6	2	8	8	5	2	0	4	50
Quality of the Product	21	9	8	2	6	4	0	0	0	0	0	0	0	0	0	50
Reasonable Price	3	2	4	2	3	4	4	4	6	10	4	4	0	0	0	50
Value for Money	0	2	0	2	0	0	0	5	8	6	6	12	0	0	9	50
Long Usage of Product (Family Tradition)	0	0	0	0	4	2	4	8	4	7	7	2	4	2	6	50
Attractive Offers & Discounts	0	0	0	0	0	0	0	2	2	0	4	4	13	16	9	50
Proven Health Improvements /Results	8	4	4	9	4	4	0	2	3	2	2	2	4	2	0	50
No Chemical Product	2	14	2	10	9	4	6	1	0	0	0	0	0	0	2	50
Less Side effects Compared to Allopathic Medicines	16	4	8	8	0	1	5	2	4	2	0	0	0	0	0	50
Recommended by Family Members	0	0	0	0	0	0	0	2	0	4	0	6	12	16	10	50
Recommended by others	0	0	0	0	0	0	0	0	6	2	8	9	15	8	2	50
Awareness from advertisements	0	0	0	0	0	4	2	4	11	9	4	6	0	6	4	50

B) Average Ranking Analysis

Table 8.4

Factors	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	Total	mean	rank
Brand Image & Reputation	0	11	5	6	4	14	6	2	2	0	0	0	0	0	0	50		
Score	0	154	65	72	44	140	54	16	14	0	0	0	0	0	0	559	11.2	4
Easy Availability of the Products	0	2	7	4	4	4	14	8	2	0	5	0	0	0	0	50		
Score	0	28	91	48	44	40	126	64	14	0	25	0	0	0	0	480	9.6	7
Convenience of Usage	0	0	0	3	4	2	6	6	2	8	8	5	2	0	4	50		
Score	0	0	0	36	44	20	54	48	14	48	40	20	6	0	4	334	6.68	9
Quality of the Product	21	9	8	2	6	4	0	0	0	0	0	0	0	0	0	50		
Score	315	126	104	24	66	40	0	0	0	0	0	0	0	0	0	675	13.5	1
Reasonable Price	3	2	4	2	3	4	4	4	6	10	4	4	0	0	0	50		
Score	45	28	52	24	33	40	36	32	42	60	20	16	0	0	0	428	8.56	8
Value for Money	0	2	0	2	0	0	0	5	8	6	6	12	0	0	9	50		
Score	0	28	0	24	0	0	0	40	56	36	30	48	0	0	9	271	5.42	12
Long Usage of Product (Family Tradition)	0	0	0	0	4	2	4	8	4	7	7	2	4	2	6	50		
Score	0	0	0	0	44	20	36	64	28	42	35	8	12	4	6	299	5.98	10
Attractive Offers & Discounts	0	0	0	0	0	0	0	2	2	0	4	4	13	16	9	50		
Score	0	0	0	0	0	0	0	16	14	0	20	16	39	32	9	146	2.92	14
Proven Health Improvements / Results	8	4	4	9	4	4	0	2	3	2	2	4	2	0	50			
Score	120	56	52	108	44	40	0	16	21	12	10	8	12	4	0	503	10.1	6
No Chemical Product	2	14	2	10	9	4	6	1	0	0	0	0	0	0	2	50		
Score	30	196	26	120	99	40	54	8	0	0	0	0	0	0	2	575	11.5	3
Environmental Friendly	0	2	12	4	12	6	4	4	0	0	2	0	0	0	4	50		
Score	0	28	156	48	132	60	36	32	0	0	10	0	0	0	4	506	10.1	5
Less Side effects Compared to Allopathic Medicines	16	4	8	8	0	1	5	2	4	2	0	0	0	0	0	50		
Score	240	56	104	96	0	10	45	16	28	12	0	0	0	0	0	607	12.1	2
Recommended by Family Members	0	0	0	0	0	0	0	2	0	4	0	6	12	16	10	50		
Score	0	0	0	0	0	0	0	16	0	24	0	24	36	32	10	142	2.84	15
Recommended by Others	0	0	0	0	0	0	0	0	6	2	8	9	15	8	2	50		
Score	0	0	0	0	0	0	0	0	42	12	40	36	45	16	2	193	3.86	13
Awareness from advertisements	0	0	0	0	0	4	2	4	11	9	4	6	0	6	4	50		
Score	0	0	0	0	0	40	18	32	77	54	20	24	0	12	4	281	5.62	11

The above table reveals that the respondents have assigned quality of the product was the primary factor (Rank I) and Less Side effects Compared to Allopathic Medicines as the next factor (Rank II), third rank to no chemical product.

Objective 2: To study the level of satisfaction of the respondents towards ayurvedic healthcare products

3. Chi-square test

In order to apply the chi-square test either as a test of goodness of fit or as a test to judge the significance of

association between attributes, it is necessary that the observed as well as expected frequencies must be grouped in the same way and the theoretical distribution must be adjusted to give the same total frequency as we find in case of observed distribution. X^2 is then calculated as follows:

$$X^2 = \sum (O_{ij} - E_{ij})^2 / E_{ij}$$

Where

O_i = observed frequency in i th category.

E_i = expected frequency in i th category.

i) Gender and level of satisfaction on selected ayurvedic healthcare products

Table 8.5

Gender	Factors	Calculated value	Table value	Degree of freedom	Significant level
	Brand Image & Reputation	0.99227703	11.1	5	5%
	Nutritious Value	0.856991866	11.1	5	5%
	Chemical Free Usage	0.643447116	11.1	5	5%
	Nullified Side Effect	0.482734798	11.1	5	5%
	Safety For Health	0.992307322	11.1	5	5%
	Price Of The Product	0.997923819	11.1	5	5%
	Quality Of The Product	0.999874475	11.1	5	5%
	Taste Of The Product	0.97041309	11.1	5	5%
	Quantity Of The Product	0.706616907	11.1	5	5%
	Product Availability	0.161487395	11.1	5	5%
	Convenient Package	0.535550811	11.1	5	5%
	Attractive Offers & Promotions	0.625199947	11.1	5	5%
	Brand Reliability	0.643416139	11.1	5	5%

Null Hypothesis (Ho)

There is no significance relationship between gender of the

respondents and level of satisfaction on selected ayurvedic healthcare products

ii) Age group and level of satisfaction on selected ayurvedic healthcare products

Table 8.6

	Factors	Calculated value	Table value	Degree of freedom	Significant level
Age	Brand Image & Reputation	0.999997356	31.4	20	5%
	Nutritious Value	0.999788199	31.4	20	5%
	Chemical Free Usage	0.999497142	31.4	20	5%
	Nullified Side Effect	0.999364522	31.4	20	5%
	Safety For Health	1	31.4	20	5%
	Price Of The Product	0.990533106	31.4	20	5%
	Quality Of The Product	1	31.4	20	5%
	Taste Of The Product	0.999992457	31.4	20	5%
	Quantity Of The Product	0.910901031	31.4	20	5%
	Product Availability	0.99185641	31.4	20	5%
	Convenient Package	0.970440523	31.4	20	5%
	Attractive Offers & Promotions	0.809267436	31.4	20	5%
	Brand Reliability	0.999999362	31.4	20	5%

Null Hypothesis (Ho)

There is no significance relationship between age of the

respondents and level of satisfaction on selected ayurvedic healthcare products .

iii) Income level and level of satisfaction on selected ayurvedic healthcare products

Table 8.7

	Factors	Calculated value	Table value	Degree of freedom	Significant level
Income Level	Brand Image & Reputation	0.998091	25.0	15	5%
	Nutritious Value	0.961866	25.0	15	5%
	Chemical Free Usage	0.803025	25.0	15	5%
	Nullified Side Effect	0.058093	25.0	15	5%
	Safety For Health	0.841548	25.0	15	5%
	Price Of The Product	0.928739	25.0	15	5%
	Quality Of The Product	0.999576626	25.0	15	5%
	Taste Of The Product	0.772815987	25.0	15	5%
	Quantity Of The Product	0.085399773	25.0	15	5%
	Product Availability	0.35787636	25.0	15	5%
	Convenient Package	0.999797708	25.0	15	5%
	Attractive Offers & Promotions	0.971465762	25.0	15	5%
	Brand Reliability	0.802922846	25.0	15	5%

Null Hypothesis (Ho)

There is no significance relationship between income level of the respondents and level of satisfaction on selected ayurvedic healthcare products

3. Increase the ayurvedic shops.
4. Majority of the respondents feel that the product quality is good. So the ayurvedic healthcare company can try maintaining the same quality level.
5. The majority of respondents feel that the neat appearance to the stores. So the stores can try to maintain the same level.

9. Findings

Most of the customers are prefer the ayurvedic healthcare products for the reason of no chemical product and quality of the products. Customers are maximum satisfied with the ayurvedic healthcare products. Most of the respondents are female respondents (31) out of (50). The majority of the respondents belong to the age group of below 25 years (19) out of (50). The majority of the respondents are having a monthly income of Rs. 10,001- 30,000.

10. Suggestions

1. Government should take necessary steps to improve the sales of ayurvedic healthcare products by giving due importance to quality, sales efforts etc.,
2. Through proper channel awareness can be enhanced.

11. Conclusion

The research was based on the customer buying behavior and their level of satisfaction towards Aayurvedic healthcare products. In this research, it is found that respondents prefer a specific brand because of the chemical free product and quality of the products. Also it is found that respondents with different age groups have different perceptions, like customers between age group 36-45 years are most interested with buying ayurvedic healthcare products. The customer buying a variety of ayurvedic healthcare products which satisfy his wants and they are always influenced by his purchasing activities by some considerations which lead him

to select a particular brand or a particular store in preferred to others.

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