

Consumer Awareness Towards Ayurveda Products and the Factors Influencing Choice of Ayurveda Products

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ABSTRACT

Ayurveda is basically a natural way to preserve health of an individual through conserving the folks mind, body and spirit practiced equability with nature. The goal of the current paper was to study the reasons of preferring Ayurveda products and to determine the factors affecting ayurvedic products. Convenience sampling was used. Data has been collected from 100 customers who used ayurvedic products and purchased either from local shops, retail shops and online as well were selected for the study during January to March 2019 from the Hisar city of Haryana District. Factor analysis and average has been used to identify factors influencing selection of ayurvedic products while using SPSS 13. The survey data from the questionnaire was analyzed using factor analysis in order to summarize the 10 statements related to relevance of ayurvedic medicines into smaller sets. These 10 statements are reduced to four principal components through varimax rotation. The percentage of variance explained by factor 1 to 4 was 18.412, 18.004, 16.579 and 13.042. Study revealed that effects of ayurvedic medicine and use of ayurvedic medicine has high Cronbach alpha value i.e. .562 and .550 respectively. Hence it can be concluded that ayurvedic medicine along with allopathic, homeopathic medicine is good for common diseases. Moreover, ayurvedic medicines should be taken under doctor's prescription as everyone is concerned about their health and moving towards the ayurvedic or nature based products. Even though, ayurvedic medicines too have side effects on our health if taken without supplements.

Keywords: Allopathic, Ayurveda, Equability, Homeopathic, Impact, Medicine

INTRODUCTION

Ayurveda stands for (Sanskrit) a historical clinical treatise summarizing the Hindu artwork of recuperation and prolonging life, sometimes viewed as a fifth Veda. Ayurveda is a system, which avails the critical fundamentals of nature to keep health in an individual via retaining the individual's mind, body and spirit in adept equanimity with nature. The Ayurveda approach of holistic healthcare emphasizes balancing the body, mind, and spirit to deal with and forestall disease. The knowledge of this recovery technique used to be exceeded down through ancient Indian religious texts known as the "Vedas". Fast

globalization and changing life-style lead to fitness changes and deterioration in everyday life, passing unfavorable effect on health. Intensive industrialization and long working hours deliver drastic harm to fitness in particular in metros and NCR Region, only medicine which can help human beings is nature mother "Ayurveda". In the existing scenario, consumers are getting greater concerned about their health as nicely as keeping work lifestyles balance with the aid of giving choice to only those merchandise which continues fitness and gratification. Consumer appreciation is described as the way that buyers normally view or experience about positive merchandise and services. It can also be related

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to customer pleasure which is the expectation of consumers towards the product Ayurveda has been identified by using WHO as whole machine of natural medicine.

The Indian natural market is flooded with several familiar and recognized herbal brands. In pursuit of a wholesome life-style Indian has grown to be greater inclined to Ayurvedic or Herbal remedy as choice healthcare for herbal cure. The preference and usage of a specific company by using the patron over the time is affected with the aid of the excellent benefits provided through the manufacturer in particular when it comes to manufacturer of eatable and cosmetics. Consumer pride is derived when he compares the true performance of the product with the performance he anticipated out of the usage. India is already an eye-catching destination for manufacturers to set in due to favorable advertising conditions. India has regarded to be a hub of Herbal brands as well seeing that the herbal products are deeply associated with the spirituality sentiments of the people. WHO find out about estimates that about eighty percentage of world populace relies upon on natural products for their health care as a substitute of modern drugs especially due to the fact of side effects and high cost of present day remedy (Sharma *et al.*, 2008). Many studies in line include the subjects like market potential (Sharma *et al.*, 2008), attitude towards organic farming (Jaganathan *et al.*, 2009), attitudes and beliefs of consumers (Suleiman, 2014), purchase intention (Kalaivani *et al.*, 2019) and consumption pattern (Krishnan *et al.*, 2019). Present study aimed to know about the reasons of preferring Ayurveda products and to determine the factors affecting choice of ayurvedic products.

METHODOLOGY

Exploratory research design was used for attaining objectives. Primary data was collected from Hisar city, 100 respondents who were using ayurvedic products were selected. To select respondents, judgmental and convenience sampling was used and data was collected during January to March 2019 from respondents at city Cafeterias, hotels and eating points. Sociological model (included demographic profile of the respondents were

taken) was used to understand theoretical models underlying the respondents and their awareness of ayurvedic products.

The data was analyzed using SPSS13 software. Factor analysis in order to summarize the 10 statements related to relevance of ayurvedic medicines into smaller sets was performed and 10 statements were reduced to four principal components through varimax rotation. Only those factors were considered as significant, whose Eigen-values were more than one. The reliability coefficients for four factors ranged from 0.477 to 0.562 indicating a fair to good internal consistency among the items of each dimensions.

RESULTS AND DISCUSSION

Majority (60%) of the respondents were female, followed by their male (40%) counterpart. Age group comprised of 18-25 years was 39 per cent, followed by age group 26-40 years were 28 per cent. Majority (58%) of the respondents were married. Most of the respondents (37%) were graduate and post graduate (35%) followed by undergraduate (25%). Mainly (36%) of respondents considered Ayurvedic product as of good quality, followed by minimum side effects (33%) easily available (16%) and reasonable price. Majority of the respondents (83%) considered Ayurveda product for assurance of their health. Regarding the motivation towards Ayurveda products, respondents considered that social media and doctors play vital role for its recommendations i.e. 32 & 30 per cent respectively, followed by friends (23%) and celebrity (14%). Regarding the side effects of ayurvedic, 63 per cent respondents believed that low side effects, 32 per cent respondents believed as medium side effects and 5% respondents believed as high. Majority of the respondents were using Patanjali (40%) followed by Himalaya (25%), Dabur (22%) and Vicco (12%). Respondents said that ayurvedic products comprised of chemicals (62%), no adulteration (17%) and pesticides (13%). Regarding gaining advantageous position in the market, respondents said that Ayurveda products belong to rich heritage (45%) followed by spiritual elements (29%) and biodiversity (20%) makes it more popular.

Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test

Table 1: Demographic profile of the respondents

Variables	Demographic Profile	Freq. & Percentage
Sex	Male	40
	Female	60
Age	18-25 year	39
	26-40 year	28
	41-55 year	26
	56 & above	07
Marital Status	Married	58
	Unmarried	42
Education Level	Under graduate	25
	Graduate	37
	Post graduate	35
	Doctorate	3
Why do you prefer Ayurvedic products?	Good quality	36
	Reasonable price	15
	Easily available	16
	Minimum Side effects	33
Ayurvedic products give assurance of health?	Yes	83
	No	17
How do you get motivation towards Ayurvedic products?	Social media	32
	Doctor	30
	Celebrity	14
	friend circle	23
	Others	1
Level of side effects of Ayurvedic products	Low	63
	Medium	32
	High	5
Which brand of Ayurvedic product you prefer the most?	Patanjali	40
	Dabur	22
	Himalaya	25
	Vicco	12
	Other	1
Factors influencing the reason for preferring ayurvedic products?	Chemical	62
	Pesticide free	13
	No adulteration	17
	Others	8
Why Ayurveda have advantageous position in market?	Spiritual elements	29
	Biodiversity	20
	Rich heritage	45
	Others	6

Table 2: Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.519
Bartlett's Test of Sphericity	Approx. Chi-square	118.087
	df	36
	Sig.	.000

of Sphericity as pre analysis verification for judging the suitability of the entire sample which is a prerequisite of factor analysis was applied. Table 2, shows the value of Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity is .519 and 118.087 respectively, which are statistically significant at 1% level of significance. Thus, it shows that the sample is suitable for factor analysis. Table 3, shows four factors in the rotated component matrix.

Four factors were: Use of Ayurvedic medicine, Impact of Ayurvedic medicine, Effects of Ayurvedic medicine and Ailment. Each of these factors is discussed below:

Use of Ayurvedic medicine: The first factor explained highest variance of 18.412 per cent. Three statements related to use of ayurvedic medicine are loaded to this factor. Thus, the loaded statement to this factor directs us to conclude that the sample respondent's orientation was towards better health with minimum side effects on health.

Impact of Ayurvedic medicine: The second factor explained variance of 18.004 per cent. Three statements related to impact of ayurvedic medicine were loaded to this factor. Respondents considered ayurvedic medicines as reliable as they are made up of plants roots and shrubs and environment friendly as well. They also considered that advertisements played an important role in attracting and retaining customers. Moreover advertisements created awareness and publicity among the respondents.

Effects of Ayurvedic Medicine: This factor explained variance of 16.579. Respondents mentioned that, no doubt ayurvedic medicines have some side effects so consuming health supplements will neutralize the effect. Hence it can be concluded that ayurvedic medicines will not harm as allopathy medicines and considered to be safe for health (Table 4).

Table 3: Rotated Component Matrix

S.No.	Statements	1	2	3	4
1.	You consume ayurvedic medicine along with allopathic, homeopathic medicines for treatment of common diseases	.812	.033	.141	.121
2.	You consume ayurvedic medicine on doctor's prescription	.669	-.049	-.003	-.406
3.	You use some herbal cosmetic products	.612	.410	-.119	.260
4.	Ayurvedic medicine reliable to your pocket	.164	.701	.145	-.343
5.	Advertisement of ayurvedic products have some impact on you	.305	.651	-.271	.021
6.	You use ayurvedic medicine for treatment of major disease like diabetes, asthma	-.219	.650	.244	.136
7.	Ayurvedic medicines have some side effects on your health	.031	-.128	.879	-.049
8.	You consume some ayurvedic health food supplements	.055	.304	.722	.175
9.	You use ayurvedic medicine for common disease like cold, cough, allergy etc.	.067	-.048	.095	.870
10.	You consume ayurvedic medicine along with allopathic, homeopathic medicines for treatment of common diseases	.812	.033	.141	.121

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization.

Table 4: Total Variance Explained

Name of Factor	Statements	Factor loading	Cronbach alpha value	Total variance	Cumulative variance
Use of Ayurvedic medicine	You consume ayurvedic medicine along with allopathic, homeopathic medicines for treatment of common diseases	.812	.550	18.412	18.412
	You consume ayurvedic medicine on doctor's prescription	.669			
	You use some herbal cosmetic products	.612			
Impact of Ayurvedic medicine	Ayurvedic medicine reliable to your pocket	.701	.477	18.004	36.416
	Advertisement of ayurvedic products have some impact on you	.651			
	You use ayurvedic medicine for treatment of major disease like diabetes, asthma etc.	.650			
Effects of Ayurvedic medicine	Ayurvedic medicines have some side effects on your health	.879	.562	16.579	52.995
	You consume some ayurvedic health food supplements	.722			
Ailment	You use ayurvedic medicine for common disease like cold, cough, allergy etc.	.870		13.042	66.037

Ailment: The fourth factor explained variance of 13.042. Respondents considered that ayurvedic medicine were used for the common diseases not for serious diseases. Hence it can be concluded that ayurvedic medicines can cure common diseases easily without any side effects.

CONCLUSION

The study reflects that the reasons behind choosing Ayurveda products disclosed that 36 per cent respondents considered it as of good quality, followed by minimum

side effects (33%), easily available (16%) and reasonable price. It can be concluded that customers preferred ayurvedic products as they were of good quality, minimum side effects and easily available on stores. Four important factors which influenced decision for choosing Ayurveda products, included use of ayurvedic medicine, impact of ayurvedic medicine, effects of ayurvedic medicine and ailment. Out of these four factors effects of ayurvedic medicine was of utmost importance. Hence it can be concluded that respondents were aware about the quality,

availability, reasonable price and minimal side effects of using Ayurveda products.

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