



## **A study on consumer preference and satisfaction towards Ayurvedic products with reference to erode**

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### **ABSTRACT**

India is one of the most important countries in the world in term of floristic diversity. The Ministry of Environments and Forests, Government of India has established 8 biosphere reserves, 85 national parks and 448 sanctuaries for conservation of flora and fauna. India has a network of about 140 botanical gardens for ex-situ (outside natural habitat) conservation and demonstration of plants. Land based developmental activities provide means of livelihood, health and opportunity for employment. India has global position in the field of traditional medicines. There are about 45,000 plants species in India which are in abundant in the regions of eastern Himalaya, western Ghats and Andman and Nicobar Islands. The official documented plants with medicinal potential are 3,000 but traditional practitioner use about 8,000 vegetable drugs. India is the largest producer of medicinal herbs and approximately called the botanical garden of the world.

### **I.INTRODUCTION**

The word 'Ayurveda' comes from the word 'ayur' meaning 'life' and the word 'Veda' meaning 'to know'. Ayurveda means 'the science of life', and is a medical system practiced in India, Sri Lanka and Nepal. Ayurveda's mythological origins, though, are attributed to the Indo- European Nasatya or Aswins, twin physicians of the gods of the ancient Indo-European pantheon. Four thousand year old references to the Nasatya are found in the now extinct, Hurrian and Hittite languages in Turkey, and in the Sanskrit language in India. Ayurveda is considered the upaveda or accessory Veda to the Atharva Veda. The four Vedas are the world's oldest literary documents in an Indo-European language. The ayurvedic expertise with modern medical research methodology, to extend the science of ayurveda to produce scientifically verified herbal solutions. Ayurveda means " knowledge of life " and is about 5000 years old traditional Indian system of medicine. Ayurveda is a system, which avail the essential fundamentals of nature, to maintain

health in a person by preserving their mind, body and spirit in adept equanimity with nature. Natural remedies have immense applications globally. Ayurveda sees health and disease in holistic terms. It links the microcosm of individuals with the cosmos. It takes account the relationship between energy and matter. This system of healing believes in treatment of not just a part affected by disease but the individual as a whole. Consumer perception is defined as the way that consumers usually view or feel about certain products and services. It can also be related to customer satisfaction which is the expectation of consumers towards the product ayurveda has been recognized by WHO as complete system of natural medicine. The crude drugs have therapeutic benefits significant for both humans and animals.

## II.OBJECTIVES OF THE STUDY

To identify the problems faced by the respondents due to ayurvedic products.

## III.SCOPE OF THE STUDY

1. The present study will be helpful in understanding the consumer attitude of the different strata people in the society especially in towards Ayurvedic health Products.
2. The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions for the future studies by the researchers and academicians.
3. It will also help in studying the effect of cosmetics purchase of the study

specifically among the segment under consideration.

## IV. LIMITATION OF THE STUDY

1. Ayurvedic tend to be more effective for long standing health complaints that don't respond well to traditional medicine.
2. The effect of use of soaps, shampoos and oils cannot be ruled out.

## V.LITERATURE REVIEW

Since the beginning of human civilization, medicinal plants have been used by mankind for its therapeutic value. Nature has been a source of medicinal agents for thousands of years and an impressive number of modern drugs have been isolated from natural sources. Many of these isolations were based on the uses of the these systems contains a rich heritage of indigenous herbal practices that have helped to sustain the health of most rural people of India. The ancient texts like Rig Veda (4500-1600 BC) and Atharva Veda mention the use of several plants as medicine. The books on ayurvedic medicine such as *Charaka Samhita* and *Susruta Samhita* refer to the use of more than 700 herbs (Jain, 1968). India has several traditional medical systems, such as Ayurveda and Unani, which has survived through more than 3000 years, mainly using plant-based drugs. The *materia medica* According to the World Health Organization (WHO, 1977) "a medicinal plant" is any plant, which in one or more of its organ contains substances that can be used for the therapeutic purposes or which, are precursors for the synthesis of useful drugs. This definition distinguishes those plants whose

therapeutic properties and constituents have been established scientifically and plants that

are regarded as medicinal but which have not yet been subjected to thorough investigation.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

1. A Master plan that specifies the method and procedures for collecting and analyzing needed information.
2. A research design is a framework or blueprint for conducting the marketing research project.

### SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of element from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

### NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a

### CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

### SIZE OF THE SAMPLE

The Sample size is 100.

### DATA COLLECTION METHOD PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

### SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

### STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

#### FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondent}}{\text{Total no of respondents}} \times 100$$

### HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100(\text{Rij} - 0.5) \text{ Nj}$$

Where Rij= rank given for the ith

variable by  $j$ th respondents

$N_j$  = number of ranked by  $j$ th respondents

## DATA ANALYSIS

### PROFILE OF THE RESPONDENTS

The Respondent who participated in the research are from diversified background with gender, age group, marital status and educational qualification.

**Table 1: PROFILE OF RESPONDENTS**

Details of the respondent		No. of Respondents	Percentage
Gender	Male	23	23
	Female	77	77
	Total	100	100
Age Group (in Years)	Below 20	03	3
	20 – 30 Years	65	65
	30 – 40 Years	20	20
	Above 40 years	12	12
	Total	100	100
Marital Status	Married	75	75
	Unmarried	25	25
	Total	100	100
occupation	Agriculture	00	00
	Business	26	26
	Homemake	57	57
	students	12	12
	Teachers	05	05
	Others	00	00
	Total	100	100
monthly income	Below 10000	78	78
	10000 - 20000	22	22
	20000-30000	00	00

30000-40000	00	00
Above	00	00
TOTAL	100	100

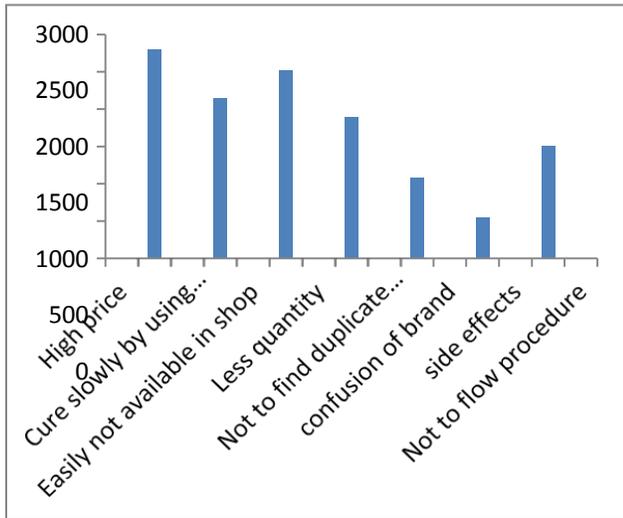
**Table : 2**

### RANK THE PROBLEM FACED BY AYURVEDIC PRODUCTS

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	High price	328	2624	2
2	Cure slowly by using ayurvedic	400	2800	1
3	Easily available not in	428	2140	4
4	Less quantity	420	2520	3
5	Not to find duplicate	474	1896	5
6	confusion of	538	1076	7
7	side effects	551	551	8
8	Not to flow procedure	501	1503	6

From the above table it is evident that “cure slowly by using ayurvedic products” ranked as no.1 with a total score of 2800, “high price” is ranked as no.2 with a total score of 2624, “less quality” is ranked as no.3 with a total score of 2520, “Easily available in shop” is ranked as no.4 with a total score of 2140, “Not to find duplicate products” is ranked also no.5 with a total score of 1896 “Not to flow procedure” is ranked as no.6 with a total score

of 1503, “Confusion of brand” is ranked as no.7 with a total score of 1076,”Side effects” is ranked as no.8 with a total score of 551.



## FINDINGS

1. From this evident that “cure slowly by using ayurvedic products” ranked as no.1 with a total score of 2800.
2. ”High price” is ranked as no.2 with a total score of 2624,.
3. “Less quality” is ranked as no.3 with a total score of 2520.
4. 65 % of the respondent had falls under “20 to 30 Years”
5. 77% of the respondent had falls under “Female”
6. 75% of the respondent had falls under “Married”
7. 57% of the respondent had falls under “Home Maker”
8. 78% of the respondent had falls under “Below 10000”

## SUGGESTIONS

1. The organization can adopt advertisement techniques such as television advertisements, newspaper advertisements etc. to create awareness about the products among consumers.
2. The pharmacy may implement online shopping site to attract various prospective consumers to make them a real consumers of the products.
3. The pharmacy can provide a service of experienced consultants at its own premises.
4. The organization can adopt web based promotional techniques to increase its area of operation and also to increase its commercial sales

## CONCLUSION

The ayurvedic industry which already exhibits a very high level of inter-dependence of rivals and multi- market multi-contact situations will stand to benefit immensely when the resource allocations and utilization are also performed after Mutual forbearance consideration of the rival units. The network perspective affixed along with the resource perspective would add practicality to the firms' competitive strategies, fine tuning them towards more pragmatic market maneuvering. The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of health product, the consumers are found more quality conscious preferred to purchase ayurvedic products, they

wait for the brand during no availability, become emerging as important source of information and in spite of impact of other factors, the actual brand decision is taken by themselves.

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