

Consumer Buying behaviour towards Ayurvedic Products in Mysore District, Karnataka

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Abstract

The Science of Life originated in India over 5000 years ago, making it one of the world's oldest health care systems. It is not merely a health care system to treat ailments but a complete philosophy that encourages the pursuit of a healthy lifestyle. Ayurveda is known to be the 'Mother of all healing systems' as it predates all other healing therapies and natural medicines. Ayurveda can be seen as one of most visible faces of alternative medicines practiced throughout the world. In India, it has regained its lost ground in mass appeal along with renewed interest for it in the west. There has been noticed a renewed tendency to turn back towards natural cure. Ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines. The objective of this research paper is to study the consumer buying behavior in purchasing ayurvedic products and to understand their attitudes toward herbal medicine in Mysore district of Karnataka, India.

Keywords: Ayurveda, consumer, health care, therapies, allopathic medicines.

Introduction:

Ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines, coupled with increasing number of product innovations by Ayurvedic product manufacturers. Moreover, rising number of exclusive showrooms and increasing availability of Ayurvedic products at multi-branded stores is boosting sales of Ayurvedic products in the country. In addition, growing incidence of lifestyle diseases in India is increasing consumer inclination towards using Ayurvedic products that are completely natural and are considered of minimal or zero side-effects. Dabur, Patanjali and Emami dominated the country's Ayurvedic products market with a cumulative revenue share of more than 70% in 2015. However, with the planned entrance of new players with aggressive and innovative marketing campaigns, the market dynamics are expected to witness major changes

Location and Area:

The district that is selected for study lies between 11° 60" and 21° 17" North latitude and 75° 19" and 77° 77" East longitude. Physiographically it lies partly between maiden and semi-malnad range at an altitude of 610 meters from the sea level. The district covers a total geographical area of 6,76,382 hectares of which 62,851 hectares constitutes forest land. The net cultivable land is 4,86,410 hectares and 1,14,010 hectares of land is irrigated. The prominent river of the district is Cauvery. Mysore district may be considered as one of the prosperous district of the state based on the development and utilization of irrigation facilities, abundance of forest wealth and its sericulture products. The population of the city according to the census report 2011 is 9,90,900.

Consumer buying behaviour:

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. The study of consumer behaviour is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase

consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders.

Review of Literature:-

M.BanuRekha and K.Gokila (2015) :

The study reveals that most of the respondents are aware of the herbal cosmetics. The people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. This study enables the manufactures to know the need and preference of the customers which can be implemented by them to improve their products.

KisanShivajrao Desai (2014):

The study reveals that different factors have significant influence on buying behavior. Consumers preferred ayurvedic products and were also quality conscious.

Debiprasad Mukherjee (2012) :

Conducted a study entitled “Impact of celebrity endorsement on Brand Image”. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

Prahlad and Ramaswamy(2000):

Have rightly stated that consumers are changing the dynamics of the market place. The market has become a forum in which consumers play an active role in creating and competing for value. Consumers are becoming a new source of competence for the corporation. The competence that consumers bring is a function of knowledge, skills and their willingness to learn and experiment and ability to engage in an active dialogue.

Objectives:

1. To analyze the factors influencing on buying decisions.
2. To analyze the effect of media on buying behaviour.
3. To examine the brand awareness for various brands.

Methodology:

The present study was a descriptive. The study comprises of several selected questions (to be asked from consumers randomly) about their buying behavior towards Ayurvedic product in Mysore district.

Sources of data:

The study is based on both primary data & secondary data. The primary data has been collected by using a questionnaire and the secondary data has been collected from books, magazines and the internet.

Sample Selected For The Study:-

A total of 50 respondents from Mysore city were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Tools For Analysis:-

The statistical tool used for the purpose of the analysis of this study is simple percentage technique. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables.

Limitations of study:

The limitation contained in the primary data was that of limited sample size used for study, thus sample cannot be correct representation of the target. Moreover consumer buying is a complex process in which number of factors like economic factors, social status and psychographic factors influence the buying of the consumer, those are not considered for the study.

Demographic Characteristics Of Respondents:

CHARACTERISTICS	SUB CATEGORIES	NUMBER	PERCENTAGE
GENDER	MALE	22	44
	FEMALE	28	56
	TOTAL	50	100
AGE	BETWEEN 15-30 yrs	24	48
	30-45yrs	12	24
	45 yrs& above	14	28
	TOTAL	50	100
MARITAL STATUS	MARRIED	34	68
	UNMARRIED	16	32
	TOTAL	50	100
EDUCATION	GRADUATE	12	24
	POST GRADUATE	22	44
	OTHERS	16	32
	TOTAL	50	100
OCCUPATION	STUDENT	08	16
	HOUSE WIFE	04	8
	GOVT SERVICE	12	24
	Pvt SERVICE	16	32
	BUSINESS	06	12
	ANY OTHER	04	8
	TOTAL	50	100
MONTHLY INCOME	LOW	08	16
	MEDIUM	28	56
	HIGH	14	28
	TOTAL	50	100

The above table shows the demographic characteristics of the respondents. The other questions that were asked to the respondents were as follows:

Sl.no	QUESTIONS	YES	NO
1.	Do you use ayurvedic medicine for treatment of common diseases like common cold, cough, allergy etc.		
2.	Do you prefer using ayurvedic medicine for treatment of major diseases like diabetes, heart related problems, cancers etc.		
3.	Do you use ayurvedic medicine on doctor's consultation?		
4.	According to you which medication is better a) Ayurvedic b) Allopathic c) Homeopathic d) others		
5.	Which is your favorite ayurvedic brand a) Pathanjali b) Dabur c) Himalayas d) Baidyanath e) others		

6.	Do you think ayurvedic products are reliable for use		
7.	Do you think ayurvedic products will have side effect on your health or body		
8.	Do you combine ayurvedic medicinal treatment along with allopathic/homeopathic medication		

Results and Discussion:

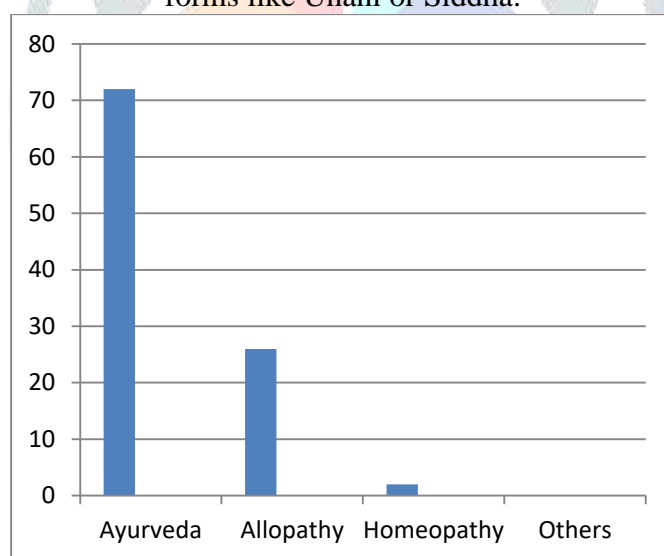
74% of consumers consume Ayurvedic medicine for treatment for common/prevalent diseases like common cold, cough, allergy etc. From this we can infer that Ayurveda is prevalent for common diseases. Ayurveda is the root of our culture. Many respondents are positive for the treatment of Ayurveda and they have also adopted this in their day to day life.

25% of respondents preferred using ayurvedic medicines for treatment of major diseases like diabetes, heart related problems, cancers etc. But on the other hand 75% of the respondents were skeptical to use ayurvedic medicines for major diseases as they were not sure of its effectiveness and they did not want to take risk.

80% of people consume medicine without consulting Physician. These data shows that the people are interested in the OTC (over the counter) products of Ayurveda because they are much influenced by the advertisement given by various Ayurvedic manufacturing companies (Pathanjali, Dabur, Himalaya, Zandu etc.)

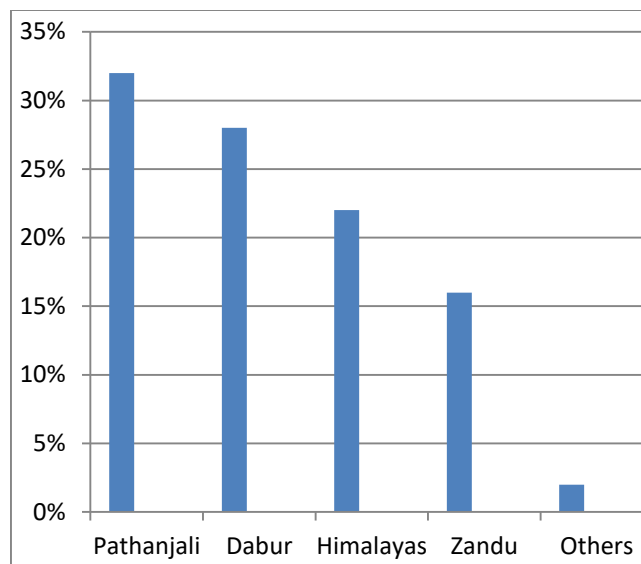
72% of the respondents preferred ayurvedic medicine in comparison to 26% for allopathic and 2% for homeopathic medicines. Ayurveda is the most famous form of medication among the respondents in Mysore district.

Graph 1: Consumer’s preference of medication between Ayurveda, Allopathy, Homeopathy and any other forms like Unani or Siddha.



While evaluating the favorite ayurvedic brand of consumers, Pathanjali was preferred by many(32%) followed by Dabur (28%) and then Himalayas (22%), Zandu(16%) and other brands (2%). Pathanjali has become a house hold name and consumers are preferring this brand over other brands.

Graph 2: Consumer’s favorite brand:



70% of the consumers agree that ayurvedic products are reliable for use and 84% of the respondents also believe that ayurvedic products do not have side effects or at least very less side effects.

58% of the respondents combine ayurvedic treatment along with allopathic and none of the said that they combine Ayurveda and Homeopathy. The respondents start with Allopathy and then slowly switch over to Ayurveda because of the trust in the medication.

Conclusion:

The research is based on the survey conducted to analyse the consumer buying behaviour in Mysore district. The study reveals that the customers are aware of the various ayurvedic medicines that are available and also variety of brands. People are now realizing the adverse effect of allopathic medication and hence are adopting ayurveda which is there in our roots.

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