

ATTITUDE OF CONSUMERS TOWARDS AYURVEDA PRODUCTS.

- **Mr.David Raj,J, Research Scholar, Department of Commerce, Chikkanna Govt Arts College, Tirupur.**
- **Dr.N.Raja, Assistant professor, Department of Commerce, Chikkanna Govt Arts College, Tirupur.**

1.1 Introduction

India always enjoys the prestige of holding its traditional Medicine base, and sustains the first place in the production and usage. The Ayurveda products are produced with herbal and plant based ingredients and hence it is harmless. (Harilal, 2009). As the Ayurveda product does not create any side effects, the usage and preference are high. The Indian's perceive Ayurveda products as not a product, but as a life style. (Arya, thakur, Sanjeev kumar & Kumar 2012).Award and shyee (2014) states that ayurveda products are gaining importance because the attitude, awareness and pattern of usage is widely accepted by all class of people. The producers of ayurvedic products are well marketing the products through mass media, posters and banners, botler (2009). The Indian consumers are very much concern over the harmful effects, health risks associated with chemicals, but ayurvedic products does not include any chemicals, but ayurvedic products does not include any chemicals and gains the confidence of its usage. (Sharma, Shankar, Tyagi, Sing & Rao 2008). The Indian consumers believe that the body, health and wellness constitute the life style and the usage of ayurveda products are not fancy and image but for their life style.(Deshpande 2015). The ayurvedic market business accounts for 20 billion and would touch 5 trillion world wide by 2050. (Deshpande 2015).

1.2 Ayurveda As a Medicine

As Ayurveda hold the pride and prestige as traditional medicine, it was accepted worldwide. The WHO states that the ayurvedic medicine includes not only herbal and plants but also spiritual beliefs knowledge, therapies and exercise techniques. The ayurveda is very famous in the states of kerala, Gujarat, Uttarpradesh, Rajasthan, Orissa, Himachal Pradesh, Madhyapradesh, Andhra Pradesh and Uttaranchal in the practice, the ayurvedic products are well prepared in the combination and forms of herbal and raw plants with honey, ghee, milk and animal fats (Patel 2012).

1.3 Consumers perception towards ayurveda

Perception is generally a process which involves, selecting organizing and interpreting sensations into a whole meaning fullness. (Hanna & Wozniak 2013). The marketers make continuous efforts in understanding the consumer's perception towards the products success failures. The consumer makes radical differences in the way they think and react. Thus the through and reactions of consumers towards a product is more important. (Kharma2013). Field, Douglar and Terpey 1996 states that there are various factors which affect the factors of perception viz., Mental setup, first impression past experiences, social and psychological needs and status. The consumers use ayurvedic products for the care, allergies over skin. It is so because the consumers perceive the world "Herbal" as confidence. (Huda and Sultan 2013). Most of the consumer's perception towards, ayurvedic products does not change while obtaining consuming and disposing its services. The Consumers perceive the usage into two forms viz., primary and secondary benefit. Primary benefit includes the variables viz., price,

quality and quantity. The Secondary benefit includes the variables of ingredients, purpose of usage innovative features, reputation and certification. (Doucette 2002).

1.4 Conclusion

The consumers have perceived the ayurvedic products as it a mixture of their culture, practice of family social up beginning, norms and values. (Giddens 2001) Most of the ayurvedic products include tulsi, which is accepted as medicinal herb, and it helps in decongesting the lungs, lowers fever, without adding artificial flavors'. (Subramanian and Venkatesan 2011).

Reference:

- Arya, Vikrant & Thakur, Raneev & Kumar, Suresh & Kumar, Sanjeev. (2012). Consumer buying behaviour towards ayurvedic medicines/ products in joginder nagar- a survey. *Ayurpharm - International Journal of Ayurveda and Allied Sciences*. 1. 60-64.
- Deshpande, S. V., Deshpande, V. S., & Potdar, S. S. (2017). Effect of panchakarma and Ayurvedic treatment in postpartum rheumatoid arthritis (amavata): A case study. *Journal of Ayurveda and Integrative Medicine*, 8(1), 42–44.
- DR. Subrahmanian MU, DR. Venkatesan Prasanna R. Awareness on Ayurvedic system of Medicine in Chennai City. *Zenith International Journal of Multidisciplinary Research* 2011; 1(2): 37-45
- Giddens, A. (2001) *Sociology*. (4th ed.) Oxford: Polity or Haralambos, M. and Holborn, M. (2004) *Sociological Themes and Perspectives* (6th ed.) London: Collins Education or Marsh, I. (2000) *Making Sense of Sociology*. (2nd ed.) London: Prentice Hall # 3rd ed. 1997.
- Kharma MY, Tarakji B. Current evidence in diagnosis and treatment of Proliferative verrucous leukoplakia. *Ann Saudi Med* 2012;32:412-4.
- Nessim Hanna & Richard Wozniak (2013) *Consumer Behavior: An Applied Approach* Kendall Hunt Publishing Co, U.S.
- Patel MV, Gupta S N, Patel NG. Effects of Ayurvedic treatment on 100 patients of chronic renal failure. *AYU* (serial online) 2011. Aug 32, 486 – 6.
- Sharma, A., Shanker, C., Tyagi, L.K., Singh, M. and Rao, C.V. (2008) *Herbal Medicine for Market Potential in India: An Overview*. *Academic Journal of Plant Sciences*, 1, 26-36.
- Taufique, Khan & Huda, Muzakkerul & Sultan, Parves. (2011). *Buying motives of herbal skin care products: a study on Dhaka city consumers*.