

“Brand Preferences: A Study on Consumer Behavior towards Ayurvedic Products with special reference to Amravati Region”

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Abstract

The objective of the study is to examine the brand preferences of the consumers in buying various Aayurvedic products Data from the randomly selected 200 respondents has been collected from the Amravati Region. The brand preference depends on the opinions of family member of the respondents. The respondents give first preference for the more quantity, price and availability of the aayurvedic products. The aggressive marketing strategies and strong faith in the brand ambassador of the company leadto increase the sales volume as well as new customer base.

Key words: Ayurvedic products, Ayurvedic doctor, brand preference, consumer Behavior, PatanjaliAayurved.

Introduction:

Brand preference refers to a desire to consume a particular company's product(s) or service(s) even when there are equally-priced and equally-available alternatives. In fact, more often than not, brand preference indicates a desire to seek out a specific product or service even when it requires paying more or expending more effort to obtain it! Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands¹.

¹<http://study.com/academy/lesson/brand-preference-definition-lesson-quiz.html>

Definitions

Consumer Behavior

As per the American Marketing Association Consumer Behavior is “The dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives.”

Peter D. Bennett, ed. Dictionary of Marketing Terms, 2nd ed. 1995.

“Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption.”

James F. Engel, Roger D. Blackwell and Paul W. Miniard,

Aayurvedic medicine

Aayurvedic medicine is a system of Hindu traditional medicine, is native to the Indian subcontinent, and is a form of alternative medicine. The oldest known Aayurvedic texts are the Suśrutha Samhita and the Charaka Samhita. These Classical Sanskrit texts are among the foundational and formally compiled works of Aayurveda.

Objectives

1. To study the reasons for brand preferences of the aayurvedic products
2. To study the knowledge of homemade remedies for general disease and preferences of medication towards the same.

Research Design

- **Sample size** N = 200 Units

Note: 250 Questionnaires were distributed for data collection out of which 209 questionnaires were return back to researcher. Out of 214 Questionnaires researcher picked up best 200 fully filled questionnaires for research purpose.

- **Sample universe** - Respondents who had completed 18 years of age from
Amravati Region (i.e. Amravati, Akola, Washim, Buldhana and Yavatmal City)
- **Sampling Technique** - Convenient Random Sampling Technique
- **Data collection tool** - Questionnaire
- **Tools for analysis** - Standers deviation

Limitations

- All findings are related to the Amravati Region only. The findings may or may not be applicable to all over India.
- Inability of human mind to remember certain facts also poses a limitation.
- The responses given by the respondents may not be cent percent accurate.

SData Analysis

Table 1: Consumers Satisfaction towards Aayurvedic Products

Parameters	Frequency	Likert Score
Highly satisfied	92	4.33
Satisfied	82	
Neutral	26	
Dissatisfied	0	
Highly Dissatisfied	0	

Table No. 1 shows Likert Score for the consumer satisfaction is found that 4.33 which above the average score and which is acceptable.

Table No 2: Consumers Favorite Brands

Brand	Rank
Patanjali	1
Sandu	2
Dabur	3
Baidyanath	4
Zandu	5
Himalaya	6
Charak	7
Shree Yog Pharmacy	8

As per the consumer's opinion Patanjali is the favorite brand because of so many reasons like Low price, Quality of the products, easy availability etc.

Table No: 3 Preferential Factors for Aayurvedic Products

Parameters	Frequency	Avg.	Variance	SD
High cost of allopathic product/ treatment	37	33.33	93.55	9.67
Allergy to allopathic products	46			
Fear of side effects of non aayurvedic products	17			
Can't trust on allopathic treatment/ product	27			
Like Natural Smell of the aayurvedic product.	42			
Previous experience with non aayurvedic products was not good	31			

As the SD (σ) is found to be 9.67 the shaded parameters are not valid preferences.

Other Findings

- ✓ It is found that out of 200 respondents 14% of the respondents whose age is in between 18-30 years, consumes more cosmetics than other age group.
- ✓ Also 36% of the respondents whose age is between 31-40 years are more health cautious so consumes health foods like Chyavanprash, Suvarnaprash, Sunthapak, honey etc...
- ✓ 30% of the respondents use Aayurvedic daily need items like soap, shampoo, face wash, hand wash etc...
- ✓ It found that 36% of the respondents will only buy product of their favorite brand and in case of unavailability of their product the consumer will wait till their product get available.
- ✓ But 33% of the respondents will switch to another brand.
- ✓ 34.5% of the respondents feels that Quality of the Patanjali products are up to the mark and simultaneously they have trust on the company as well as brand ambassador of the company i.e. Baba Ramdev.

Conclusion

The research was based on the consumer behavior towards Aayurvedic Brand Preferences in the Amravati Region. In this research, it is found that respondents prefer a specific brand because of the high quality standard and easy availability of the products. Also it is found that consumers (i.e. respondents) with different age groups have different perceptions, like consumers between age group 18-30 years are more interested with Daily Needs and Ayurvedic cosmetics. Simultaneously the consumers with age group 31-40 years are interested in health foods.

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