



Digital Marketing Strategies of AYUSH Brands and Their Impact on Urban Consumer Behavior

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Abstract

Due to more people in cities being aware of health, interested in herbal remedies and backed by the government, the AYUSH industry in India, made up of Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy, has expanded greatly. It examines how digital marketing strategies have changed how city dwellers think about AYUSH brands. Thanks to using techniques like local SEO, content marketing, social media presence, email campaigns, partnerships with influencers and improving their websites, AYUSH companies are more visible and trusted by their customers. Education, dispelling myths and building a community are important uses for Instagram, Facebook and YouTube, while data and advertising targeting in e-commerce help users buy more easily. Such strategies have helped people in urban areas learn more about the company, receive personal treatment and stay more loyal to it. Digital methods are good for AYUSH because they also match today's tendency for preventive health and for seeking out organic products. Therefore, consumer expectations and the way the market functions are now different because of this blend of wellness and technology. It brings out the importance of government support and activities in making AYUSH systems popular and valid in cyberspace. All in all, digital marketing helps AYUSH brands reach more people, who may start using Ayurvedic or other traditional systems as a regular part of their wellness routines. The paper explains how the use of health products is continuing to change due to ancient knowledge and digital progress combining.

Keywords: AYUSH, digital marketing, consumer behavior, Ayurveda, influencer marketing, local SEO, urban consumers, traditional medicine, e-commerce, wellness industry.



Introduction

Social media, technology and data-driven advertising by AYUSH brands are changing the actions of people living in urban areas. Examples of these brands are Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy. In the last few years, the AYUSH industry has expanded a lot because more people are caring about their health, turning to natural remedies and the government is supporting traditional medicine. By using newer digital strategies, these brands have reached out to urban tech-lovers using influencers, content that appears on search engines, videos and app development. They not only help the brand be seen but also explain its health benefits which encourages trust and loyal following. The use of Instagram, Facebook and YouTube on social media helps people by sharing facts, contradicting myths and showing achievable outcomes which influence their decisions to buy. With the use of both targeted ads and AI, brands are able to help certain groups of people and e-commerce shortcuts enable buyers to purchase AYUSH products online easily. Because of these techniques, the way people view things is changing. Many in the city now choose preventive health care, eat organic foods and pay for fitness plans. Brands can improve their methods by using data analytics and paying attention to what customers mention and trending behaviors. Thus, thanks to digital marketing, AYUSH brands can now serve more people and influence city-dwellers to integrate traditional wellness into how they live. This has been affecting how customers want to eat and how the food industry operates for a long time.

Research Objectives

- To examine the digital marketing strategies employed by AYUSH brands to promote traditional healthcare practices among urban consumers.
- To assess the impact of digital marketing on consumer awareness, trust, and purchase behavior towards AYUSH products.
- To analyze how specific digital platforms (SEO, social media, influencer marketing) contribute to the growth and reach of AYUSH brands in India.



Overview and Key Aspects of AYUSH Brands in India

The Government of India officially acknowledges AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) as a group of traditional medical systems. They concentrate on keeping people healthy by encouraging natural body healing, taking preventive measures and adding herbal and plant foods. AYUSH Brands are companies and organizations that make and market products based on these traditional systems. These offerings include traditional medicines as well as recently developed health products and more and more health-conscious consumers are choosing them in cities.

Key Aspects of AYUSH Brands:

1. Diverse Product Range: AYUSH brands provide many kinds of products aimed at different health and wellness concerns. They consist of various herbal and classical Ayurvedic supplements, products meant to raise your immunity, personal hygiene items, skincare products (herbal shampoo, soap and cream) and natural drinks. Some companies sell things associated with wellness, for example, yoga tools, essential oils and aids for meditation. People choosing chemical-free, organic and environmentally-friendly products has greatly increased sales of such items.

2. Government Recognition: The Ministry of AYUSH works to develop, promote and regulate AYUSH which the government recognizes as a traditional medical system. Being recognized allows AYUSH products to have more trust, uniform rules and bigger financial support for research, education and their production. Keeping an eye on research, encouraging AYUSH courses in institutions and promoting the integration of traditional and modern healthcare are the main duties of the Ministry.

3. Emphasis on Natural Ingredients: A major characteristic of AYUSH brands is their frequent use of natural and herbal ingredients. Most products consist of carefully mixed herbal ingredients that are without any dangerous chemicals or chemical additives. It is thought that



these natural combinations can bring the body back into balance and support good health. Because of their therapeutic benefits, tulsi (holy basil), ashwagandha, neem, aloe vera, turmeric and amla are often added to ayurvedic treatments.

4. Ayurvedic Principles: Many AYUSH brands make their remedies using Ayurveda which focuses on the balance of mind, body and spirit. In Ayurveda, people are assigned to certain body types (doshas) and the therapies provided match their individual constitution and imbalance. Use of AYUSH products focuses on getting rid of toxins, boosting the immune system, smoother digestion and encouraging a long and healthy life, aligning with the focus of Ayurveda.

5. Popular Brands: Several leading companies have emerged as dominant players in the AYUSH market.

- **Dabur:** Known for its heritage and wide range of products like *Dabur Chyawanprash*, *Dabur Amla Hair Oil*, and *Honitus* cough syrup.
- **Patanjali:** A household name with a vast portfolio that includes *Dant Kanti* toothpaste, *Divya Ashwagandha Churna*, and Ayurvedic juices.
- **Baidyanath:** One of the oldest Ayurvedic brands, offering classical and proprietary medicines for common ailments.
- **Himalaya:** Specializes in herbal supplements, skincare products, and personal care items that are widely accepted in India and abroad.
- **Lever Ayush:** A modern brand by Hindustan Unilever focusing on beauty and wellness products rooted in Ayurvedic science.

6. Government Initiatives: The Indian government has taken actions to advance AYUSH, for example by introducing the National AYUSH Mission, providing assistance to AYUSH schools and adding AYUSH treatment to basic healthcare. The COVID-19 AYUSH for Immunity campaign told people about the role of traditional medicine in improving the body's natural defense systems. These activities are greatly helping AYUSH brands become more well known and accepted around India.

Understanding Digital Marketing: Key Concepts and Importance

All marketing that relies on the internet and digital devices to promote, drive interaction and build awareness is called digital marketing. E-commerce helps companies get the attention of the right groups of buyers and develop meaningful relationships with them over time. While traditional marketing mostly uses print and TV advertising, digital marketing is interactive, data based and can be adjusted more easily. It makes it possible to communicate with consumers directly, measure the results and change strategies as things happen, so it is a key part of current business strategies.



Key Aspects of Digital Marketing

- 1. Online Marketing:** The idea of digital marketing starts with online marketing which involves using strategies found online. The activities are email marketing, search engine optimization (SEO), pay-per-click advertising (PPC), content marketing and affiliate marketing. They are designed to raise the company's presence on the web, bring in new customers, create more leads and drive up sales.
- 2. Online Platforms:** Various online platforms are used to run digital marketing. Some advertising channels are social networks such as Facebook, Instagram and Twitter; search engines like Google and Bing; websites and blogs to distribute information; and email marketing services. Because these platforms are flexible, businesses can reach their audience in different locations on the internet.
- 3. Targeted Audience Engagement:** Instead of the same approach for everyone, digital marketing allows companies to divide their audience into groups and present the right information to each group. By using customer relationship management (CRM) tools and



analyzing data, marketers can make messages and experiences that suit different consumer groups more effectively.

4. Measurable Results: Analytics allows digital marketing to be evaluated in terms of results, a key benefit. With Google Analytics, Facebook Insights and email campaign trackers, detailed records on customer behaviors, how often people click through, conversion rates and ROI are available. Because of data, marketers are able to update their tactics, modify their content and enhance results all the time.

5. Digital Marketing Techniques: Included in digital marketing are SEO to increase visibility in organic search, content marketing to engage audiences and provide value, social media marketing for building the brand and messaging, email marketing for easy messaging, advertising to appear instantly and marketing automation to keep campaigns in order.

Digital Marketing Strategies Employed by AYUSH Brands

1. Local SEO

Many AYUSH companies rely on Local Search Engine Optimization to put their brands in local listings. Likewise, websites are improved by using keywords that are used where they are based, for example, “Ayurvedic clinic in Delhi” or “Homeopathic doctor near me.” Managing Google My Business profiles is part of local SEO, where users can find the clinic’s timings, how to contact it and read reviews from patients. When AYUSH brands work on local search, city-based consumers will have an easier time finding nearby services and goods online.

2. Content Marketing

Spreading awareness and trust about AYUSH depends largely on content marketing. Brands develop good articles, explanations, infographics and videos to help consumers find out about conventional medicine. Articles about “Using Ayurveda to Manage Stress” and “Immunity Boosting With Natural Remedies” make AYUSH clear to urban readers. Informing readers makes the brand trustworthy and proves it leads in discussions of wellness and alternative medicine.

3. Social Media Engagement

Application such as Instagram, Facebook and YouTube are strong ways to reach city customers.



Operators in the AYUSH space take advantage of blogs and Facebook to spread health information, share success cases, testimonials and engaging materials. Ongoing communication via comments, likes, sharing and live questions and answers helps a brand connect with its audience and seem more accessible. Other platforms let advertisers focus on groups of users using demographic information and the things they like or do.

4. Email Marketing

Using email marketing lets businesses connect with their existing and future customers consistently. AYUSH gathers emails using sign-up forms, sales and health assessments and delivers newsletters with custom health pointers, news about new items and updates on AYUSH events. Innovative email campaigns fill customers in on latest news, encourage them to repurchase and build a bond by being personal.

5. Influencer Marketing

Working together with health and wellness influencers has been a popular route. Influencers who believe in holistic and natural medicine may spread awareness about AYUSH products to a diverse and bigger audience. Influencers pushing Ayurvedic teas or herbal supplements contribute to the understanding and use of traditional medicine by modern people.

6. Website Optimization

A nicely organized and easy-to-use website helps ensure digital success. The websites made by AYUSH brands contain relevant and detailed information about their products, services and way of thinking. Making appointments online, talking to someone in real time and shopping from the platform improve the user experience. A well-designed website is the main source of online details and increases the company's reputation.

Impact on Urban Consumer Behavior

1. Increased Awareness and Education

One of the most significant impacts of digital marketing is the rise in awareness among urban consumers. Through accessible digital content, many people are learning about the benefits, uses, and scientific backing of AYUSH practices for the first time. This exposure dispels myths and misconceptions, helping consumers see traditional medicine as a viable and effective health solution.



2. Influencing Purchase Decisions

Digital marketing strategies, particularly those involving influencer endorsements and customer reviews, have a strong impact on purchasing behavior. When consumers see relatable content that highlights the benefits and effectiveness of AYUSH products, they are more likely to try them. Personalized ads and compelling product descriptions further help convert interest into sales.

3. Building Trust and Loyalty

Consistent messaging and transparent communication through digital platforms build consumer trust. When a brand shares detailed information, provides excellent customer service online, and showcases authentic customer experiences, it earns consumer confidence. This trust leads to customer loyalty, repeat purchases, and word-of-mouth promotion.

4. Personalized Experiences

Digital marketing enables AYUSH brands to tailor their communication based on customer preferences. For example, a consumer interested in stress relief may receive targeted content on Ayurvedic oils and yoga techniques. This personalization enhances customer engagement and satisfaction, making them feel understood and valued.

5. Driving Online Traffic and Leads

All digital marketing efforts ultimately work to drive traffic to AYUSH websites and social media pages. Whether it's through search engine queries, social media ads, or email newsletters, consumers are being directed to platforms where they can learn more, make purchases, or book consultations. This lead generation is crucial for expanding customer reach and increasing revenue.

Conclusion

Overall, digital marketing has helped AYUSH brands in India become more well-known, trusted and attract more health-conscious people living in cities. They have introduced customers to healthy living and earned their trust with marketing efforts using old and new ways, including local SEO, publishing content, using social media and joining efforts with leading influencers. Having the government back the sector boosts its development and reputation. AYUSH's benefits from natural health have become more noticeable and digital



marketing has also helped people change the way they buy by providing them with real experiences. By using both traditional methods and modern digital approaches, AYUSH companies grow important in the health field which makes their offerings more popular and in demand. The growing trend of buying organic and eco-friendly health products means AYUSH brands can help more people, solidify trust and greatly shape healthcare in India.

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