

## CUSTOMER SATISFACTION TOWARDS AYURVEDIC HEALTH CARE PRODUCT: A STUDY WITH REFERENCE UDUPI DISTRICT

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### ABSTRACT

Ayurveda is a medical system that deals not only with the body but with the mind and spirit as well. According to Ayurveda, most diseases connected with the psycho-physiological and pathologic changes in the body are caused by imbalance in three different *dosha* (i.e. *vata*, *pitta* and *kapha*). The fundamental aim of ayurvedic therapy is restore the balance between these three major body systems. The object of this research survey is to study consumer behavior in consuming or purchasing ayurvedic products and their attitude towards herbal medicine in Udupi district. Consumers look for healthy products along with the quality because in modern India there is a great awareness about the healthy life style.

**Key words:** consumer perception, ayurvedic product, customer satisfaction.

### INTRODUCTION

“Ayurveda” means “Knowledge of life” and is about 5000 years old traditional system of medicine. Ayurveda can be regarded as the science of life since life is synonymous with health, Ayurveda is deemed to be the science of human health. Ayurveda is a gift of nature to the human beings and Ayurveda is the most ancient systems of medicines in the world. Ayurveda is also called “Mother of All Healing.” It stems from ancient Vedic culture and was taught for many thousands of years in a tradition from accomplished masters to their disciples.

### RESEARCH OBJECTIVE:

- To study the factors influencing brand preference on purchase of ayurvedic health care products.
- To study the level of satisfaction of the respondents towards ayurvedic health care products.

### RESEARCH METHODOLOGY

#### SAMPLING:

The sample random sampling technique was used by the researchers to draw the samples from Udupi city. The data has been collected from 150 respondents for with the objective of studying consumer satisfaction towards ayurvedic healthcare products.

### TOOLS USED FOR STUDY:

The study is based on both primary data and secondary data. Primary data has been collected from structured questionnaire method by various customers from selected area of Udupi. Secondary data has been collected from related journals, magazines, and internet. Chi-square test was used for testing Hypothesis.

### HYPOTHESIS:

**H0:** There is no significant relationship between age of the respondents and level of satisfaction on selected ayurvedic healthcare products.

**H1:** There is significant relationship between age of the respondents and level of satisfaction on selected ayurvedic healthcare products.

### SCOPE OF THE STUDY

Different strata people in the Indian society, especially in Udupi city, are receptive to ayurvedic healthcare products. Ayurvedic healthcare products have immense utility and scope as these ayurvedic products have fewer side effects on human body and, in addition it works better for deep and long-term diseases. It focuses on establishing and maintaining balance of the life by energizing us, rather than focusing on individual symptoms.

### NEED OF THE STUDY

Day by day diseases are increasing due to the changes in lifestyle. One must maintain good healthcare by practicing a better time table in their lifestyle. The main goal of Ayurveda is prevention as well as promotion of the body's own capacity for maintenance and balance. Ayurvedic products are also safe because they are made from natural ingredients.

### LITERTURE REVIEW

Materia Medica of Ayurveda of Vaidya Bhagwan Dash (1980) is based on *saukhyam of todarananda*. Ayurveda has been made for all aspects of Ayurveda in this book including fundamental principles, *materia medica*, medical chemistry, examination and treatment of disease. It deals with the drugs of vegetable, mineral and animal origin.

White Law Ainstie (1826) the author of "Materia Indica" has discussed about Indian medicines which are almost exclusively employed by the Hindu and other oriental nations, and these are in the form of arts, manufactures and vegetables and which are cultivated as food. This book is *materia medica* of medicinal plants.

### FINDINGS OF THE STUDY

Most of the customers prefer ayurvedic healthcare product because it is not a chemical product. Regarding the quality of the products, customers are greatly satisfied with the ayurvedic healthcare products. From the analysis it is found that most of the customers are aware of the products through advertisements. The customers are also satisfied with quality and price of the product. It is observed during the study that there are both positive and negative factors that affect healthcare products.

**Table 1: Gender distribution of respondents**

Gender	Frequency	Percentage
Male	40	26.7%
Female	110	73.3%
Total	150	100%

Source: Field survey data.

Inference: The above table indicates that females use more ayurvedic health care products when compared to males.

**Table 2: Type of family**

Family	Frequency	Percentage
Joint family	59	39.3%
Nuclear family	91	60.7%
Total	150	100%

Source: Field survey data.

Inference: This table shows that majority of the respondents belong to nuclear family (60.7%) and remaining (39.3%) of respondents to joint family.

**Table 3: Educational qualification of respondents**

Education	Frequency	Percentage
Non metric	0	0%
Metric	3	2%
P U C	13	8.7%
Graduate	62	41.3%
Post graduate	65	43.3%
Other	7	4.7%
Total	150	100%

Source: Field survey data.

Inference: This table shows that majority of the respondents belong to post graduate (43.3%), (41.3%) are graduate, (8.7%) are PUC, (4.7%) are others and remaining are non-matric.

**Table 4: Use of ayurvedic product**

Uses	Frequency	Percentage
Below-20%	13	8.6%
20-40%	49	32.7%
40-60%	40	26.7%
60-80%	33	22%
80 and above	15	10%
Total	150	100%

Source: Field survey data.

Inference: 32.7% of the total population uses 20-40% of ayurvedic healthcare products in their day-to-day life.

**Table 5: Aware of ayurvedic product**

	Frequency	Percentage
Advertisement	41	27.4%
Social media	20	13.3%
Friends	18	12%
Relatives	44	29.3%
Doctors	27	18%
Total	150	100%

Source: Field survey data.

Inference: In this table majority of the respondents came to know about the ayurvedic products through their relatives and remaining through their friends.

**Table 6: Preference for purchasing products**

Products	Frequency	Percentage
Ayurvedic products	99	66%
Branded products	51	34%
Total	150	100%

Source: Field survey data.

Inference: This table indicates that majority of the respondents prefer ayurvedic products (66%) remaining (34%) respondents prefer branded products.

**Table 7: Preference for ayurvedic products**

Preference	Frequency	Percentage
Low rate	7	4.67%
Good quality	28	18.66%
No side effects	79	52.67%
Convenient	9	6%
All the above	27	18%
Total	150	100%

Source: Field survey data.

Inference: This table shows majority of the respondents prefer ayurvedic healthcare products because of it has no side-effect.

**Table 8: Preference for branded ayurvedic products**

Brand	Frequency	Percentage
Himalaya	45	30%
Dabur	4	2.7%
Pathanjali	45	30%
Modicare	12	8%
Any other	44	29.3%
Total	150	100%

Source: Field survey data.

Inference: This table shows that majority of the respondents prefer Himalaya and Patanjali (30%) remaining (8%) respondents prefer Modicare products.

**Table: 9 Aware of ayurvedic products shops**

	Frequency	Percentage
Heard but not visit	52	34.7%
Heard and visited	80	53.3%
Not heard	16	10.7%
Hearing for the first time	2	1.3%
Total	150	100%

Source: Field survey data.

Inference: 18.6% of respondents prefer for good quality, 18% of respondents for all the above, 6% of respondents for convenience, remaining respondents prefer ayurvedic products because of low rate.

**Table 10: Promote or suggest ayurvedic products**

	Frequency	Percentage
Yes	83	55.3%
No	2	1.4%
Maybe	65	43.3%
Total	150	100%

Source: Field survey data.

Inference: This table shows that 55.3% of the respondents agreed that would promote or suggest ayurvedic products to their friends and relatives.

**Table:11 Chi-Square analysis**

Chi-Square data	Table value	Significance
4.8	12.6	Highly significant

Source: Field survey data.

Inference: There is no significant relationship between age of the respondents and level of satisfaction on ayurvedic healthcare products. Therefore, null hypothesis accepted and alternative hypothesis has been rejected.

## CONCLUSION

Ayurveda is one of the oldest healthcare systems that evolved in the Indian subcontinent. Ayurvedic product do not show adverse effect. Based on the study and the findings it can be concluded that ayurvedic products are cost effective and well accepted by customers. They are easily available and not fewer have side effects. It is also found that the preference for Ayurveda is due to the consumer belief that Ayurveda promotes health, increases immunity and resistance and is also known to be effective to cure diseases.

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