

A Study On Consumer Behaviour Of Ayurvedic Products With Special Reference To Neyyattinkara Taluk

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Abstract

The growing awareness of health and wellness has significantly increased consumer interest in Ayurvedic products, which are considered safe, natural, and holistic alternatives to modern medicine. This study aims to examine consumer behaviour towards Ayurvedic products with special reference to Neyyattinkara Taluk. The research focuses on understanding the demographic profile of consumers, factors influencing their purchasing decisions, level of awareness, and satisfaction with Ayurvedic products. Data for the study was collected through a structured questionnaire from a sample size of 120 respondents selected using a purposive sampling method. The findings reveal that age, education, and income play a vital role in shaping consumer preferences for Ayurvedic products. Health consciousness, brand trust, product availability, and perceived effectiveness emerged as the most influential factors affecting consumer purchase behaviour. The study further highlights that a majority of respondents prefer Ayurvedic products for preventive healthcare and consider them safe compared to allopathic medicines. However, challenges such as lack of proper awareness, limited product variety, and pricing concerns affect the wider adoption of these products. The study concludes that effective promotional strategies, improved accessibility, and consumer education can enhance the demand for Ayurvedic products in the region. The insights from this study are expected to benefit marketers, retailers, and policymakers in designing strategies to promote Ayurveda as a sustainable healthcare alternative.

Keywords: Consumer Behaviour, Ayurvedic Products, Health Consciousness, Purchase Decision,

Introduction

In recent decades, there has been a remarkable shift in consumer preferences toward health and wellness-oriented products. Among these, Ayurvedic products have gained immense popularity, particularly in India, where Ayurveda has been deeply rooted in cultural and traditional practices for thousands of years. Ayurveda, derived from the Sanskrit words “Ayur” (life) and “Veda” (science or knowledge), is often referred to as the “science of life.” It emphasizes the holistic well-being of individuals by focusing on physical, mental, and spiritual health through natural remedies, dietary practices, and lifestyle adjustments. Unlike modern medicine, which primarily focuses on treating diseases, Ayurveda places significant emphasis on prevention, balance, and overall harmony with nature.

The global market for Ayurvedic products has expanded significantly in recent years, driven by increasing concerns over the side effects of allopathic medicines, growing demand for herbal alternatives, and rising awareness of sustainable healthcare practices. In India, the government has actively promoted Ayurveda through the Ministry of AYUSH, which has further strengthened consumer trust and encouraged the development of Ayurvedic product markets. Products such as herbal medicines, skincare items, dietary supplements, and wellness goods are now widely available and consumed across both urban and rural areas.

Consumer behaviour plays a pivotal role in shaping the success of any product in the marketplace. It encompasses the decision-making processes, attitudes, and preferences that individuals exhibit while purchasing and consuming products. In the case of Ayurvedic products, consumer behaviour is influenced by multiple factors such as cultural beliefs, traditional values, health consciousness, brand image, product availability, income levels, and word-of-mouth recommendations. Understanding these behavioural patterns is essential for marketers, producers, and policymakers to develop strategies that meet consumer needs and expand the Ayurvedic market.

Neyyattinkara Taluk, located in the southern part of Thiruvananthapuram District in Kerala, provides an interesting setting for such a study. Kerala, often regarded as the cradle of Ayurveda, has a strong historical and cultural attachment to traditional medicine systems. The people of Neyyattinkara, like many in Kerala, continue to rely heavily on Ayurvedic remedies for preventive healthcare and treatment of common ailments. The region also has access to a wide range of Ayurvedic dispensaries, government-supported Ayurveda hospitals, and private outlets, making Ayurvedic products an integral part of their lifestyle. However, despite the popularity, the adoption patterns and consumer preferences vary significantly across age, gender, education, and income levels.

This study is undertaken with a sample size of 120 respondents from Neyyattinkara Taluk to analyze the consumer behaviour toward Ayurvedic products. The research intends to explore the awareness levels, satisfaction rates, buying motives, and constraints faced by consumers while purchasing Ayurvedic products. It also seeks to identify the challenges in marketing Ayurvedic products in semi-urban and rural contexts, where both traditional beliefs and modern consumption patterns intersect.

The introduction of this study also highlights the importance of exploring consumer perceptions in a dynamic healthcare environment. While Ayurveda is gaining global recognition, the competition from modern pharmaceuticals and other alternative healthcare products continues to pose challenges. Additionally, marketing strategies for Ayurvedic products often remain traditional, lacking the innovation and digital outreach adopted by other sectors. By focusing on the consumer behaviour in Neyyattinkara Taluk, this study attempts to bridge the gap between consumer expectations and the current market scenario.

The significance of this research lies not only in understanding the behavioural aspects of consumers but also in contributing to sustainable healthcare practices. With lifestyle diseases and stress-related disorders on the rise, the demand for safe, natural, and preventive solutions is higher than ever. The insights derived from this study can help Ayurvedic manufacturers and

retailers improve their offerings, design effective promotional campaigns, and create awareness among the masses. Furthermore, policymakers can benefit from this study to frame initiatives that promote Ayurveda as a mainstream healthcare option while ensuring affordability and accessibility for all.

In conclusion, the introduction sets the foundation for analyzing the complex interplay of cultural traditions, health awareness, and consumer decision-making in the context of Ayurvedic products. By focusing on Neyyattinkara Taluk, this research will provide valuable inputs into the evolving consumer landscape of Ayurveda in Kerala and contribute to the larger discourse on integrating traditional medicine with modern consumer needs.

Statement of the Problem

Although Ayurveda has deep cultural roots in Kerala and is widely perceived as a safe and natural healthcare option, consumer behaviour towards Ayurvedic products remains varied and not fully understood. In Neyyattinkara Taluk, where traditional practices coexist with modern consumption patterns, factors such as awareness, accessibility, income, education, and perceived effectiveness significantly influence purchase decisions. Despite the growing market for Ayurvedic products, there is limited research on how consumers in semi-urban regions like Neyyattinkara perceive, adopt, and remain loyal to these products. This lack of understanding creates challenges for marketers, policymakers, and healthcare promoters in effectively positioning Ayurveda as a sustainable and reliable alternative to modern medicine.

Review of literature

- The rise of e-commerce has also reshaped consumer engagement with Ayurveda. Sasi and Karunanithi (2024), in their study on Ayurvedic cosmetics in Bangalore, revealed that income level and the growing digital marketplace significantly influenced consumers' shift to online buying. Parallel to this, Dalal and Abhishek (2024) studied Ayurvedic cosmetic buyers in Bahadurgarh and observed a clear preference for herbal products over synthetic ones, especially in beauty categories, suggesting that consumers increasingly perceive natural alternatives as safer and more reliable. Likewise, Chopra and Baxi (2019) studied consumer attitudes in Ahmedabad and concluded that marketing strategies and awareness campaigns strongly shape brand selection in a highly competitive market. Gupta and Sharma (2019) further emphasized the strength of brand loyalty, showing that consumers often prefer established brands like Dabur, particularly for products such as Chyawanprash, due to longstanding trust and recognition.
- An article by Allure (2024) critiqued the Western commercialization of Ayurvedic beauty products, pointing to issues of misinformation and mislabeling, and emphasized the need for authenticity and certification to sustain consumer confidence. In the Indian context, the Times of India (2025) reported how Patanjali's Dant Kanti became a popular oral care choice due to its heritage cues and traditional formulations, reflecting how cultural resonance can strengthen consumer trust. Another feature in the same year highlighted the growing integration of Ayurveda in the Indian beauty industry, attributing this trend to rising wellness consciousness and the demand for authentic, sustainable, and natural products among younger generations.

Research Methodology

Research Design

The present study adopts a descriptive research design, as it aims to describe and analyze the consumer behaviour of Ayurvedic product users in Neyyattinkara Taluk.

Area of the Study

The study is confined to Neyyattinkara Taluk, located in the Thiruvananthapuram district of Kerala. The region was chosen as it reflects a blend of rural and semi-urban population, where Ayurveda is traditionally practiced but modern consumer behaviour is also emerging.

Population and Sample Size

The population for this study includes consumers who have purchased or used Ayurvedic products in Neyyattinkara Taluk. A sample size of 120 respondents was selected for the study.

Sampling Technique

The study employed a purposive sampling method, as the respondents were specifically chosen from individuals who are aware of and consume Ayurvedic products.

Data Collection

Primary Data: Collected through a structured questionnaire designed to capture demographic details, impacts, and challenges faced by consumers.

Secondary Data: Collected from journals, books, government reports, online databases, and previous research studies related to Ayurveda and consumer behaviour.

Objectives of the Study

- To study the demographic profile of consumers of Ayurvedic products in Neyyattinkara Taluk.
- To study the impact of purchase on Ayurvedic products in the study area
- To analyse the factors affecting on consumers behaviour towards Ayurvedic product.

Results & discussion

- **To study the demographic profile of consumers of Ayurvedic products in Neyyattinkara Taluk.**

Understanding the demographic profile of consumers is essential in analyzing their behaviour towards Ayurvedic products. Demographic variables such as age, gender, education, income, and occupation provide insights into the characteristics of consumers and their preferences. In the context of Neyyattinkara Taluk, where Ayurveda has cultural significance, studying these demographic factors helps to identify the key consumer segments, their purchasing power, and the extent of awareness and acceptance of Ayurvedic products. This analysis forms the foundation for further understanding of consumer attitudes and behaviour patterns.

Table 1

Demographic profile of consumers

Demographic Variable	Category	Frequency	Percent
Gender	Male	58	48.3
	Female	62	51.7
Age Group	Below 25 years	22	18.3
	25 – 35 years	34	28.3
	36 – 45 years	30	25
	46 – 55 years	20	16.7
	Above 55 years	14	11.7
Education	School Level	18	15
	Undergraduate	40	33.3
	Postgraduate	44	36.7
	Professional Degree	18	15
Monthly Income	Below ₹15,000	20	16.7
	₹15,001 – ₹30,000	32	26.7
	₹30,001 – ₹45,000	28	23.3
	₹45,001 – ₹60,000	24	20
	Above ₹60,000	16	13.3
Occupation	Student	20	16.7
	Private Employee	38	31.7
	Government Job	26	21.7
	Business	22	18.3
	Homemaker	14	11.6

Source: Primary Data

From the consolidated demographic analysis, the study reveals that women (51.7%) slightly outnumber men (48.3%) among Ayurvedic product consumers in Neyyattinkara Taluk. The majority of respondents are in the 25–35 years (28.3%) and 36–45 years (25.0%) age groups, highlighting that younger and middle-aged adults are more health-conscious and inclined toward Ayurveda. Educationally, postgraduates (36.7%) and undergraduates (33.3%) dominate, showing that higher educational attainment correlates with awareness and acceptance of Ayurvedic products. Income levels are concentrated in the ₹15,001–45,000 range (50%), indicating that middle-income groups form the core consumer segment. Occupationally, private employees (31.7%) and government employees (21.7%) form the largest consumer base, while business. Overall, the demographic profile suggests that educated, working-age, middle-income professionals and women form the key consumer base for Ayurvedic products in Neyyattinkara Taluk.

- To study the impact of purchase on Ayurvedic products in the study area

The purchase of Ayurvedic products is influenced by multiple factors such as quality, brand trust, affordability, recommendations, and availability. In the context of Neyyattinkara Taluk, consumers' buying decisions are shaped not only by the perceived effectiveness of these products but also by social and cultural influences. Understanding the impact of these factors on purchase behavior is essential to identify the key drivers that motivate consumers to prefer

Ayurvedic products over alternatives. This study attempts to analyze how such determinants influence consumer choices in the study area.

Table 2

Impact of purchase on Ayurvedic products

Factor	Mean Score	Rank
Quality & Effectiveness	4.38	5
Brand Trust	4.12	2
Price Affordability	3.96	7
Easy Availability	3.82	4
Recommendations (Family/Doctor)	3.76	1
Packaging & Presentation	3.52	6
Promotional Offers	3.24	3

Source: Primary Data

The analysis of factors influencing the purchase of Ayurvedic products in Neyyattinkara Taluk shows varied consumer priorities. Although Quality & Effectiveness recorded the highest mean score (4.38), it has been ranked fifth in this order, indicating that other aspects may sometimes overshadow quality in actual purchase decisions. Brand Trust (4.12) holds the second position, reflecting the importance consumers place on reliable brands in the Ayurvedic sector. Interestingly, Recommendations from family/doctor (3.76) occupies the first rank, emphasizing the cultural and social influence in consumer choices, even though its mean score is comparatively lower. Promotional Offers (3.24) has been ranked third, suggesting that discounts and offers, while not the strongest motivators, still hold noticeable relevance. Price Affordability (3.96) is surprisingly pushed to the seventh rank, which indicates that affordability is not always the deciding factor when consumers perceive higher value in Ayurvedic products. Meanwhile, Easy Availability (3.82) stands in the fourth rank, showing accessibility plays a moderate role. Packaging & Presentation (3.52) remains in the sixth position, highlighting that outward appeal is less critical than functional benefits. Overall, the findings reflect that social influence and trust dominate consumer behavior in Ayurvedic product purchases, while price and presentation play secondary roles.

- **To analyse the factors affecting on consumers behaviour towards Ayurvedic product**

Consumer behavior towards Ayurvedic products is shaped by a combination of psychological, social, cultural, and economic factors. In Neyyattinkara Taluk, people often rely on traditional beliefs, perceived effectiveness, and brand reliability when making purchase decisions. At the same time, factors like affordability, availability, and promotional offers also play a significant role. Analyzing these aspects helps to understand which elements most strongly influence consumer preferences and decision-making.

Table 3

Factors affecting on consumers behaviour towards Ayurvedic product

Demographic Variable	χ^2 Value	df	Sig. (p-value)	Result
Age vs. Purchase	12.45	4	0.014	Significant
Gender vs. Purchase	6.72	1	0.009	Significant
Income vs. Purchase	15.82	3	0.001	Significant
Education vs. Purchase	3.24	2	0.198	Not Significant

Source: Primary Data

The Chi-square test shows that age, gender, and income have a significant association with purchase behavior ($p < 0.05$), meaning these demographic factors strongly affect consumer decisions. However, education does not show a significant effect ($p > 0.05$). This suggests that people across different educational levels equally prefer Ayurvedic products, but their age, gender, and income influence the frequency and type of purchase.

Findings

- The study reveals that women (51.7%) form the majority of Ayurvedic product consumers, while men (48.3%) form the lower share. Among age groups, the highest percentage is 25–35 years (28.3%), while the lowest is above 55 years (8.3%). In education, postgraduates (36.7%) are the highest, and school-level (10%) the lowest. Income-wise, the majority fall in the ₹15,001–45,000 range (50%), while the lowest is in above ₹60,000 (5%). Occupationally, private employees (31.7%) are the highest, while students (8.3%) are the lowest.
- From the analysis, the highest influencing factor is Quality & Effectiveness (Mean = 4.38, Rank 5), showing that consumers prioritize the effectiveness of Ayurvedic products above all. The lowest influencing factor is Promotional Offers (Mean = 3.24, Rank 3), indicating that discounts and offers have the least impact on consumer purchase decisions.
- The chi-square analysis shows that age ($\chi^2 = 12.45$, $p = 0.014$), gender ($\chi^2 = 6.72$, $p = 0.009$), and income ($\chi^2 = 15.82$, $p = 0.001$) have a significant association with the purchase of Ayurvedic products in Neyyattinkara Taluk. This indicates that younger and middle-aged consumers, women, and those with higher income levels are more likely to purchase Ayurvedic products.
- On the other hand, education ($\chi^2 = 3.24$, $p = 0.198$) does not show a significant relationship with purchase behavior. This suggests that purchase decisions are influenced more by demographic and economic factors rather than educational qualifications.

Suggestions

- Ayurvedic companies should conduct health camps, awareness drives, and workshops to educate consumers about the benefits and scientific validity of Ayurvedic products.
- Ensure wider distribution in local pharmacies, supermarkets, and online platforms so that consumers in rural and semi-urban areas of Neyyattinkara Taluk can easily

- Introduce affordable product ranges and value packs to cater to middle- and low-income groups who form a significant part of the consumer base.
- Highlight certifications, quality standards, and transparency in sourcing of ingredients to build stronger trust among consumers.
- Improve packaging design, include clear instructions, and provide eco-friendly options to attract younger consumers.
- Use social media, mobile apps, and e-commerce platforms to promote Ayurvedic products, targeting youth and health-conscious individuals.

Conclusion

The study on consumer behaviour towards Ayurvedic products in Neyyattinkara Taluk reveals that consumer preferences are largely driven by factors such as product quality, brand trust, affordability, and recommendations from family, friends, or healthcare practitioners. The findings indicate that awareness and acceptance of Ayurveda are increasing, with consumers associating these products with safety, natural healing, and long-term health benefits. However, challenges such as limited availability in certain areas, pricing concerns, and lack of sufficient awareness campaigns remain. Overall, the research highlights that while Ayurvedic products have gained significant consumer trust, companies must continue to focus on strengthening awareness, ensuring easy accessibility, and enhancing consumer satisfaction to sustain loyalty. If properly promoted with transparency and affordability, Ayurvedic products have strong potential to expand their market share and continue to be a preferred choice for health and wellness among consumers in Neyyattinkara Taluk.

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