

Image Of Ayurvedic Product Brands And Buying Behaviour: A Perceptual Mapping For Pune City

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Abstract

Ayurveda has been always savior of life through the use of traditional medication techniques based on natural remedies, now days Consumers wants health care products that are transformed from a chemical based items to healthy and natural Ayurvedic base. This study aims to understand consumer buying behavior towards Ayurvedic product brands on the basis of product related and brand related variables, study is descriptive and exploratory in nature with the 201 respondents with applying proper analytical tools and extracted structural equation models, At the same time shoppers and companies have explored new products according to need of time as the life expectancy is reducing day by day due to use of chemical based products and its side effects. This study aims to provide information to consumers as well as company about need and innovative products availability under any brand. Both home-grown and worldwide organizations are battling severely to draw in the purchasers of Ayurvedic items by presenting different inventive and advantageous items. The present study analyses the factors influencing consumers to buy specific brand of Ayurvedic product in Pune City.

Keywords: Buying behavior, FMCG, Consumers need, Product image, home-grown and worldwide organizations

INTRODUCTION

Antagonistic side endeavours made by the allopath clinical treatment have average person's concentration towards Ayurveda medical care items. Individuals have begun understanding that Ayurveda theory i.e., typifies anticipation and advancement of wellbeing arrangement of individual as these clinical medicines distinguish the main drivers for an infection or disease and resolve it. Ayurveda medical services items accessible in the market have received the idea of offering sustenance, dietary enhancement, and anticipation and fix wellbeing problems. Changing purchasers brain research towards eco-accommodating items, understanding the evil impacts of allopath drugs, improving mindfulness towards conventional prescriptions, urbanization, selection of present day innovation in enormous scope creation of customary medical services, meds

and makeup items, simple accessibility of Ayurveda items in different kinds of multi-brand retail locations, reasonableness estimating idea, benefit of multi-channels for item dissemination, developing interest for Ayurveda medical services items both in public and worldwide business sectors are distinguished as some of components that impacts the development of Ayurveda medical care items.

Today quantities of Ayurveda medical care items are accessible on the lookout and cluster of brands are accessible in any retail shops directly from the items fabricated by Multinational organizations to home-grown and territorial made brands.

The customers are pulled in by proposals makers and their advertisers by highlighting the item quality, its eco-accommodating highlights, customary relevance, remedial highlights, nature of spices, root, leaves and so on, utilized in item producing, estimating highlights etc. These days

Ayurveda items are considered as one of the quick purchaser products (FMCGs) accessible in any customer retail market. Individuals of every single segment layer, pay class and with various economic wellbeing incline toward purchasing different marked Ayurveda items.

Commercialization of any item consistently raises an uncertainty about consumers' dependability towards a brands, as advertising limited time strategies, persuading realities, informal exposure, item exhibitions, its cost and accessibility in the market can impacts purchasers to change starting with one brand then onto the next and can make at that point carry on less faithful to a particular brand of items. Drawing a reasonable comprehension on the consumers' brain science lead of definite observational examination was considered as truly practical. This idea offered scope for the lead of this examination.

REVIEW OF LITERATURE

Backhaus et al (2007) suggested that purchase decision is one of the important stages as this stage refers to the occurrence of a transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes a decision whether or not to make the decision. Purchasing decision can further be divided into a planned purchase Partially purchase or impulse purchase as stated by Kacen (2002) which will be discussed further in detail in the next chapters.

Post-purchase decision involves the experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors Neal et al (2004) argues that this is perhaps one of the most important stages in the consumer decision-making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future.

The most noteworthy writers that serve as academic advocates of The Five Stage Model of consumer decision making include Tyagi (2004), Kahle and Close (2006) Blackwell et al. (2006), and others.

It is important to note that The Five-Stage Model is not the only model related to consumer decision-making, and there are also a range of competing models that include Stimulus-Organism-Response Model of Decision Making developed by Hebb in 1950s, Prescriptive Cognitive Models, The Theory of Trying (Bagozzi and Warsaw, 1990), Model of Goal-Directed Behaviour Naresh and Reddy (2016) research paper basically centered on examining the variables that impacts buyers' insight towards natural items in India. The examination referenced

that home grown items accessible in the market are expensive yet have no results. The investigation expressed that personal circumstance of individuals alongside specialist recommendation they burn-through different brand of natural items.

Bulsara and Yadav (2018) scrutinised the ayurvedic prescriptions market status in Gujarat. The examination found that the majority of the buyers are steadily getting mindful about the Ayurvedic medication or items and furthermore profited of its utilization. The examination referenced that individuals are getting more interested towards Ayurvedic OTC items when contrasted with the compound item.

Similar investigation among ayurvedic and non-ayurvedic item clients in Noida was directed by Singh et al., (2018). The scientists referenced that ayurvedic prescriptions are utilized by 50% of the example populaces of all age gatherings and dominant part of the clients come to think about Ayurvedic medical services items structure their companions, family members and relatives. The scientists found that their essential inspiration to utilize Ayurvedic items is because of liberated from results.

RESEARCH MEHODOLOGY

Objective

To Study the factors that influences Consumer buying behavior towards selecting specific Ayurveda healthcare product brands

Hypothesis

- 1) H1: There is significant relationship between Product related factor and consumer buying behavior
- 2) H1: There is significant relationship between Brand related factor and consumer buying behavior

Research Design

Study is descriptive and exploratory in nature, A self-administered questionnaire was developed to collect the data. The duration of data collection of the study extended for six months from May to June 2021.

Sampling Procedure:

Stratified Random sampling method has been followed to choose from consumers to buy specific brand of Ayurvedic product in selected Areas of Pune. For getting better information, 201 consumers were selected of Pune city

Sampling Area Coverage

The study proposed to cover almost all the major areas in Pune. Pune City is subdivided into four parts. The following are the east, west, north, south region of the Pune city.

Statistical Tools Used

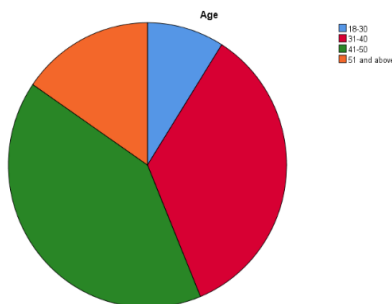
To assess the factors that influence the consumers in selection of specific brand Ayurveda healthcare products in Pune City, researcher has used Cronbach's Alpha to understand the reliability value, factor analysis, chi-square test and structural equation modeling.

DATA ANALYSIS & INTERPRETATION

Demographic data analysis

Table no.1

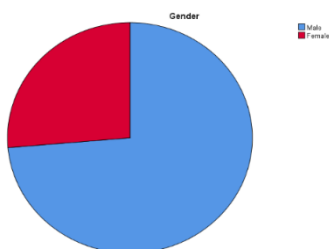
Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	18	9.0	9.0	9.0
	31-40	70	34.8	34.8	43.8
	41-50	82	40.8	40.8	84.6
	51 and above	31	15.4	15.4	100.0
	Total	201	100.0	100.0	



According to table no.1 in the study 9% respondents are from 18-30 age group, 34.8% respondents are from 31-40 age group, 40.8% respondents are from 41-50 age group, 15.4% respondents are from 51 and above age group.

Table no.2

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	148	73.6	73.6	73.6
	Female	53	26.4	26.4	100.0
	Total	201	100.0	100.0	

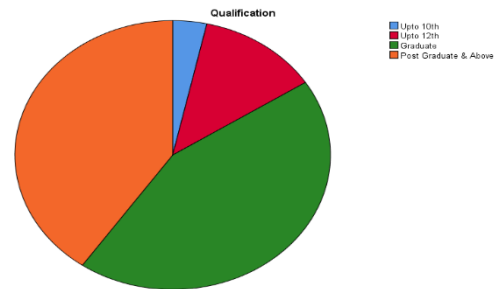


According to table no.2 in the study 73.6%

respondents are male and 26.4% respondents are female

Table no.3

Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto 10th	7	3.5	3.5	3.5
	Upto 12th	25	12.4	12.4	15.9
	Graduate	88	43.8	43.8	59.7
	Post Graduate & Above	81	40.3	40.3	100.0
	Total	201	100.0	100.0	



According to table no.3 in the study 3.5% respondents are educated upto 10th, 12.4% respondents are educated upto 12th, 43.8% respondents are educated Graduation, 40.3% respondents are educated Post Graduation.

Reliability

Table no.4

Reliability Statistics	
Cronbach's Alpha	N of Items
.830	21

Table no.4 represents Reliability test Cronbach's Alpha is applied on 21 scaled items to understand reliability value of 201 samples, Cronbach's Alpha value is .830 it show items has good internal consistency hence items are good to have further research study.

Factor Analysis

It is one of the more popular “analysis of interdependence” techniques. In studies of interdependence, all the variables are on an equal footing, and the analysis is concerned with the whole set of relationships among the variables that characterize the objects. Unlike regression or discriminant analysis, factor analysis would focus on the whole set of interrelationships displayed by the variables. At the conceptual level, a factor is a qualitative dimension of the data that attempts to depict the “way in which entitles differ, much as the length of an object of the flavour of a product defines a qualitative dimension on which objects may or may not differ. Factor analysis is a procedure that takes

a large number of variables or objects and searches out factors in common which account for their inter-correlation.

Table: 1.1 kmo and bartlett's test- primary factors that influenced consumers to buy specific brand of product in Pune City

Table no.5

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	3609.224
	df	190
	Sig.	.000

Source: computed from primary data

Table no.5 represents the value of KMO for overall matrix of twenty variables was found to be Excellent (0.813). Bartlett's Test of Sphericity should be significant (of less than .05), indicating that the correlation matrix is significantly different from an identity matrix, in which correlations between variables are all zero. Bartlett's test of sphericity's chi-square value 3609.224 was highly significant at five per cent level of significance.

Factors influenced consumers to buy specific brand of product in Pune City

Table no.6

Variables	Health Benefits and Availability	Product Quality and Promotion	Price and Benefit Realized	Acquaintance with the Product	Brand and Product recognition
Product Related Factors					
Traditional Practices					.912
Routine Habits			.639		
Prescribed by Doctor or Specialist	.690				
Health Consciousness	.774				
Easy Availability of Product	.815				
Taste of the Product	.732				
Other Attributes	.602				
Brand Related Factors					
Brand Image & Reputation	.851				
Availability of Brand	.744				
Brand Reliability				.840	
Convenience of Usage		.585			
Quality of the Product					.781
Brand Loyalty		.656			
Reasonable Price		.740			
Value for Money		.650			
Attractive Offers & Discounts		.726			
Proven Health Improvements/Results		.754			
No Chemical Product			.538		
Environmental Friendly		.613			
No side effects				.581	
Eigen Value	6.885	4.886	1.265	1.136	1.116
% of Variance	34.427	24.430	6.325	5.679	5.580
Cumulative	34.427	58.857	65.183	70.862	76.442

Source: computed from primary data

The above table no.6 represents that the five groups extracted together account for 76.442 per cent of the total variance (information contained in the selected 20 variables).

Health Benefits and Availability: Health

consciousness and Easy availability of product are grouped as first factor and it accounts for 32.427 per cent of the total variance.

Product Quality and Promotion: Quantity of the Product and Attractive Offers & Discounts

constitute the second factor and it accounts for 24.430 per cent of the total variance

Price and Benefit Realized: Quality of the Product, Reasonable Price, Value for Money and Proven Health Improvements /Results represents the third factor and it accounts for 6.325 per cent of the total variance.

Aquatint with the Product: Traditional Practices, Routine Habits and Prescribed by Doctor or Specialist compose the fourth factor and it accounts for 5.679 per cent of the total variance.

Brand Product and recognition: Taste of the Product and Brand Image & Reputation constitute the fifth factor and it accounts for 5.580 per cent of the total variance.

HYPOTHESIS TESTING

1) H1: There is significant relationship between Product related factors and consumer buying behavior

Table no.7

Sr.no.	Product related Independent variable* dependent Variable	Chi-Square Value	Pearson Chi-Square Asymp. Sig. (2-sided)	Relationship significance
1	TraditionalPractices	66.903a	.000	Significant
2	Routine Habits	43.464a	.000	Significant
3	Prescribed by Doctor or Specialist	104.788a	.000	Significant
4	Health Consciousness	130.427a	.000	Significant
5	Easy Availabilityof Product	345.763a	.000	Significant
6	Taste of theProduct	105.660a	.000	Significant
7	Other Attributes	98.246a	.000	Significant

Dependent variable: Overall Buying Behavior towards Ayurvedic product brands

Source: computed from primary data

Table no.7 represents significant values after applying chi square test between seven product related factors and overall buying behavior, hence it is found that Pearson Chi-Square Value is less than 0.005 so we can conclude that research study’s first alternate hypothesis “There is significant relationship between Product related factors and consumer buying behavior” is accepted.

2) H1: There is significant relationship between Brand related factors and consumer buying behavior

Table no.7

Sr.no.	Brand related Independent variable* dependent Variable	Chi-Square Value	Pearson Chi-Square Asymp. Sig. (2-sided)	Relationship significance
8	Brand Image & Reputation	392.954a	.000	Significant
9	Availability ofBrand	138.714a	.000	Significant
10	Brand Reliability	307.572a	.000	Significant
11	Convenience ofUsage	116.381a	.000	Significant
12	Quality of theProduct	259.553a	.000	Significant
13	Brand Loyalty	110.522a	.000	Significant
14	Reasonable Price	123.726a	.000	Significant
15	Value for Money	158.649a	.000	Significant
16	Attractive Offers& Discounts	72.736a	.000	Significant
17	Proven Health Improvements/Results	124.334a	.000	Significant
18	No Chemical Product	87.884a	.000	Significant
19	Environmental Friendly	141.914a	.000	Significant
20	No side effects	50.814a	.000	Significant

Dependent variable: Overall Buying Behavior towards Ayurvedic product brands

Source: computed from primary data

Table no.8 represents significant values after applying chi square test between thirteen brand related factors and overall buying behavior, hence it is found that Pearson Chi-Square Value is less than 0.005 so we can conclude that research study’s second alternate hypothesis “There is significant relationship between Brand related factors and consumer buying behavior” is accepted.

CONFIRMATORY FACTOR ANALYSIS

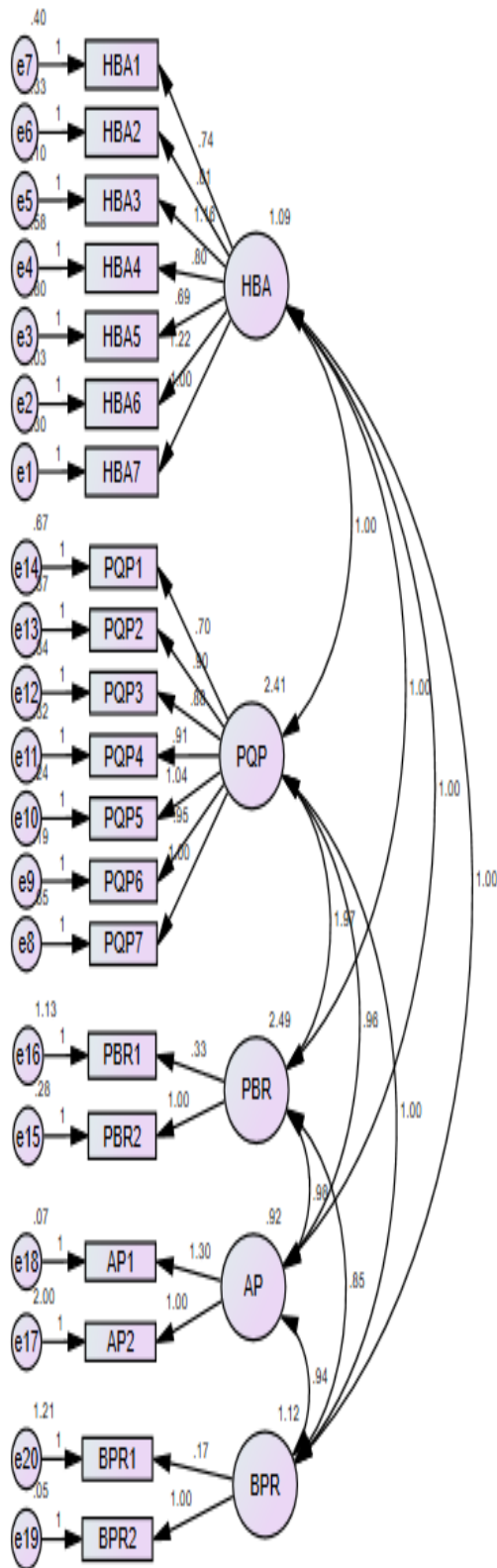
After applying factor analysis on 20 independent variables of product and brand related factors, through the SPSS output got rotated component matrix in that researcher have got five different components and loading of factors, hence applied confirmatory factor analysis through the structural equation modeling

Minimum was achieved

Chi-square = 1328.167

Degrees of freedom = 165

Probability level = .000



Structural Equation Modeling (Confirmatory Factor Analysis)

Health Benefits and Availability (HBA)	Product Quality and Promotion (PQP)	Price and Benefit Realized (PBR)	Acquaintance with the Product (AP)	Brand and Product recognition (BPR)
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**Table no.8
Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P
HBA7	<---	HBA	1.000			
HBA6	<---	HBA	1.216	.038	32.374	***
HBA5	<---	HBA	.689	.064	10.690	***
HBA4	<---	HBA	.799	.057	13.995	***
HBA3	<---	HBA	1.160	.041	28.640	***
HBA2	<---	HBA	.811	.046	17.736	***
HBA1	<---	HBA	.741	.048	15.395	***
PQP7	<---	PQP	1.000			
PQP6	<---	PQP	.950	.037	25.566	***
PQP5	<---	PQP	1.043	.041	25.498	***
PQP4	<---	PQP	.911	.040	22.943	***
PQP3	<---	PQP	.881	.039	22.350	***
PQP2	<---	PQP	.902	.041	22.238	***
PQP1	<---	PQP	.695	.044	15.841	***
PBR2	<---	PBR	1.000			
PBR1	<---	PBR	.328	.058	5.690	***
AP2	<---	AP	1.000			
AP1	<---	AP	1.303	.037	35.551	***
BPR2	<---	BPR	1.000			
BPR1	<---	BPR	.170	.080	2.115	.034

Table no.8 represents following regression estimates, Health Benefits and Availability (HBA) have strong association (1.216) with Brand Image & Reputation, Product Quality and Promotion (PQP) have strong association with Attractive Offers & Discounts(1.043), Price and Benefit Realized (PBR) have strong association with No Chemical Product (1.000), Acquaintance with the Product (AP) have strong association with Brand Reliability (1.303) and No side effects (1.000), Brand and Product recognition (BPR)) have strong association with Quality of theProduct (1.000).

Table no.9 Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
HBA	<->	PQP	1.000			
PQP	<->	PBR	1.973	.149	13.260	***
PBR	<->	AP	.981	.038	25.545	***
AP	<->	BPR	.937	.032	29.084	***
HBA	<->	PBR	1.000			
HBA	<->	AP	1.000			
HBA	<->	BPR	1.000			
PQP	<->	AP	.964	.035	27.344	***
PQP	<->	BPR	1.000			
PBR	<->	BPR	.851	.041	20.788	***

Table no.9 represents highest correlation between ProductQualityand Promotion (PQP) and Price and Benefit Realized (PBR) that is with the (1.973) regression estimates

Table no.10 Variances: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P
HBA		1.086	.038	28.390	***
PQP		2.411	.179	13.496	***
PBR		2.493	.326	7.648	***
AP		.922	.039	23.682	***
BPR		1.124	.238	4.725	***

Table no.10 represents Price and Benefit Realized (PBR) has highest regression weightage (2.493) among all five latent variables.

DISCUSSIONS

It is evident from the analysis that people have become more health conscious and being consumer they want harmless and high quality product, study divided in the five components out of that Price and Benefit Realized (PBR) has highest impact on the study where Routine Habits and No Chemical Product followed by Product Quality and Promotion (PQP) with the Convenience of Usage, Brand Loyalty, Reasonable Price, Value for Money, Attractive Offers & Discounts, Proven Health Improvements/Results, Environmental Friendly. Consumer have switched their medicine requirement from chemical to natural during pandemic as well, as Ayurvedic medicines have healing capacity so brand are having impact with respect to Health benefits and availability and its associated variables. People are more health conscious during pandemic and seeking long term health protection from Ayurvedic products hence

preferring promising brands in Pune city market.

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