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Research Article

CONSUMERS' PERCEPTION TOWARDS PURCHASING OF SPECIFIC BRAND OF AYURVEDIC PRODUCT: A PERCEPTUAL ANALYSIS

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ABSTRACT

Consumers inclinations for health care products have transformed from a chemical based items to healthy and natural Ayurvedic base. Changing way of life of the shoppers, their mindfulness about sick impacts brought about by compound based items, inclinations to live long and solid, high buying force and improvement in instructive capability of customers have affected these changes. 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 Mysure district.

Keywords: FMCG, Consumers inclinations, instructive capability, home-grown and worldwide organizations

1.1 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.

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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, lefts and so on, utilized in item producing, estimating highlights etc7. 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.

Commercialisation 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 a 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.

1.2 OBJECTIVES OF THE STUDY

To identify the principal factors that influences the consumers in selection of specific brand Ayurveda healthcare products

1.3 REVIEW OF LITERATURE

Coimbatorians inclination and fulfilment towards Himalaya Ayurvedic items was concentrated by Sekar and Ramya (2017).The investigation uncovered that a large portion of the shoppers know about Himalaya Ayurveda items in contrast with other well-known brands. The examination guaranteed the shoppers lean toward purchasing Himalaya Ayurveda items than some other brand accessible in the market due its better quality, wide scope of items accessibility, sensible cost and so forth

Naresh and Reddy (2016) research paper basically centred 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 burns-through different brand of natural items.

Dadhich and Dixit (2017) examined effect of advertising blend components on purchaser insight, purchasing conduct of home grown medications through Over the Counter brand unwaveringness in Rajasthan. Article demonstrated that advertising blend of OTC medications has positive effect on shopper insight and brand unwaveringness. It was likewise noticed that self-medicine practices of people contrarily impacts their image unwaveringness broadened. The examination additionally uncovered that Place, Product accessibility, Price of the item and Promotions are the essential highlights considered by the shoppers while purchasing natural meds through OTC.

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.

In another investigation of Rani (2017) assessed customers mindfulness, disposition and resemblance towards Patanjali Retail Products in Haryana. The examination referenced that an enormous bit of the purchasers were intrigued to purchase Patanjali skin health management items, food, staple items and medications. The examination gave confirmations that greater part of buyers additionally liked to purchase of Patanjali items as it is effectively accessible in nearby business sectors, better quality, alluring bundling, successful ad in TV and reasonable cost when contrast with different brands of ayurvedic medical care items.

1.4 SAMPLING DESIGN:

1.4.1 Research Design

A self-administered questionnaire was developed to collect the data. The duration of data collection of the study extended for six months from June to Dec 2019.

1.4.2 Sampling Procedure:

Stratified Random sampling method has been followed to choose from consumers to buy specific brand of Ayurvedic product in selected taluks of Mysuru in the selected study area. For getting better information, 450 consumers were selected in 9 Taluks of Mysuru with the sample of 50 from each Taluks.

1.5 Sampling Area Coverage

The study proposed to cover almost all the major taluks in Mysuru. Mysore District is subdivided into nine taluks. The following are the 1.Piriyapatna 2.Hunsur 3. Krishnarajanagara 4.Mysore 5.Heggadadevanakote 6.Nanjangud 7.Saragur 8.Tirumakudalu Narasipura 9.Saligrama

1.6 STATISTICAL TOOLS USED

To assess the factors that influences the consumers in selection of specific brand Ayurveda healthcare products in Mysuru Taluk.

1.7. FACTOR ANALYSIS

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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 characterise 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 Mysuru district

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.821
Bartlett's Test of Sphericity Approx. Chi-Square	1325.4
DF	185
Sig	.002
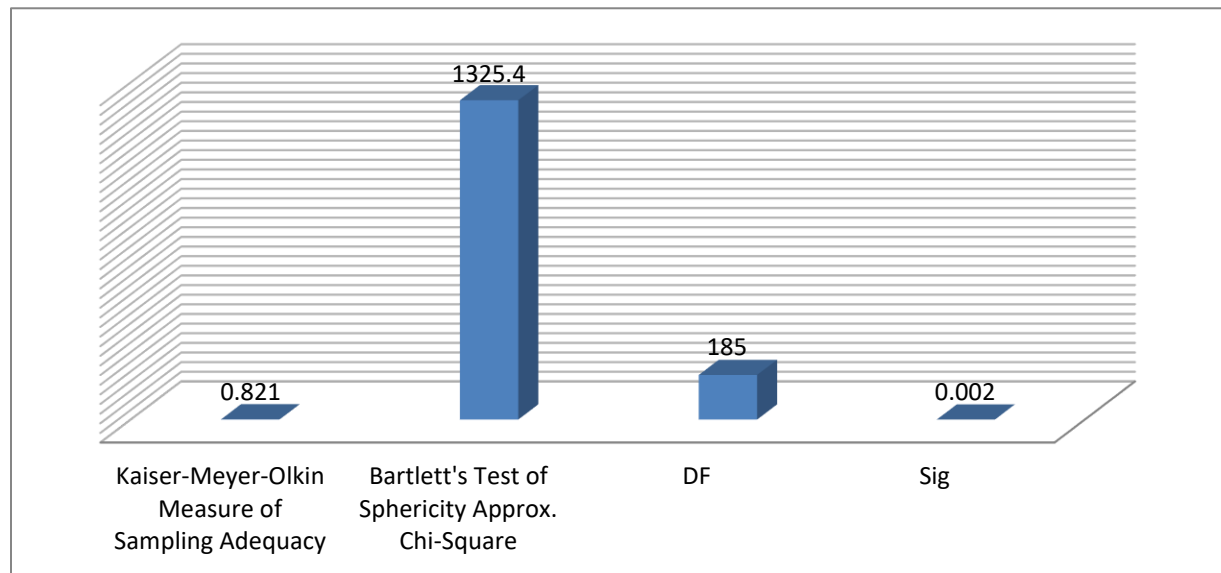
Source: computed from primary data

The value of KMO for overall matrix of twenty variables was found to be Excellent (0.863). 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 chisquare value 1470.886 was highly significant at five per cent level of significance.

Table: 1.2 factors influenced consumers to buy specific brand of product in mysuru district

Variables	Health Benefits And	Product Quality and	Price and Benefit	Acquistant with the Product	Brand Product and Preconisation

	Availability	Promotion	Realised		
Product Related Factors					
X1-Traditional Practices				.592	
X2-Routine Habits				.663	
X3-Prescribed by Doctor or Specialist				.632	
X4-Health Consciousness	.590				
X5-Easy Availability of Product		.759			
X6-Taste of the Product					.529
X7-Other Attributes					
Brand Related Factors					
X8-Brand Image & Reputation					.598
X9-Availability of Brand					
X10-Brand Reliability					
X11-Convenience of Usage					
X12-Quality of the Product			.511		
X14-Reasonable Price		.549			
X15-Value for Money		.612			
X16-Attractive Offers & Discounts					
X17-Proven Health Improvements/Results					
X18-No Chemical Product		.698			
X19-Environmental Friendly					
X20-No side effects			.593		
Eigen Value	**4.22**	**3.91**	**3.55**	**3.31**	**3.85**
% of Variance	**32.11**	**30.77**	**15.41**	**8.66**	**2.77**
Cumulative	**32.11**	**62.88**	**78.29**	**86.95**	**89.72**

Source: computed from primary data

The above table represents that the five factors extracted together account for 89.72 per cent of the total variance (information contained in the selected 19 variables).

Health Benefits and Availability: Health consciousness and Easy availability of product are grouped as first factor and it accounts for 32.11 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 30.77 per cent of the total variance

Price and Benefit Realised: Quality of the Product, Reasonable Price, Value for Money and Proven Health Improvements /Results represents the third factor and it accounts for 15.41 per cent of the total variance.

Acquistant with the Product: Traditional Practices, Routine Habits and Prescribed by Doctor or Specialist compose the fourth factor and it accounts for 8.66 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 2.77 per cent of the total variance.

Table: 1.3 rotation factor analysis & cronbach's alpha primary factors influenced that consumers to buy specific brand of Ayurveda product in mysuru district

Factors	Variables included in the factors	Cronbach's Alpha
Health Benefits and Availability	Health Consciousness and Easy Availability of Product	0.855
Product Quality and Promotion	Quantity of the Product and Attractive Offers & Discounts	0.821
Price and Benefit Realised	Quality of the Product, Reasonable Price, Value for Money and Proven Health Improvements /Results	0.748
Acquistant with the Product	Traditional Practices, Routine Habits and Prescribed by Doctor or Specialist	0.729
Brand Product and Recognisation	Taste of the Product and Brand Image & Reputation	0.695

The Reliability analysis Cronbach's Alpha values of (health benefits and availability : .855, product quality and promotion: .821, price and benefit realised: .748, Acquistant with the product: .729 and brand product and Recognisation: .695) indicate significant correlation between the variables tested and a good internal consistency

1.10 CONCLUSION

It is evident from the analysis that Health Consciousness and Easy Availability of Product, Quantity of the Product and Attractive Offers, Reasonable Price, Value for Money and Proven Health Improvements /Results & Discounts has the highest influence to select Ayurvedic products by the respondents in Mysuru District.

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