

Awareness Of Consumers Towards Various Aspects Of Ayurvedic Products In Chennai City

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Abstract

In the recent years, consumption of ayurvedic products among the people in Chennai city has rapidly increased. Since, people get knowledge about harmfulness of non-ayurvedic products and medicinal and other benefits of ayurvedic products. But for enjoying absolute benefits of consuming ayurvedic products is possible when the consumers have complete awareness about various aspects of ayurvedic products. In this view, the researcher studied the awareness level of the consumers towards various aspects of ayurvedic products. The area of the study is Chennai city of the state of Tamilnadu. The sample size of the study is 536 consumers. The primary data were collected using a well-structured questionnaire. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, 't' test and One-way ANOVA for analyzing the data. The study evidenced that ingredients and medicinal properties, a significant number of respondents exhibited partial awareness, possessing limited knowledge about the chemical components and specific ingredients utilized in Ayurvedic formulations. Awareness related to safety and authenticity was notably lower, particularly in terms of verifying legitimacy and the necessity for expert advice, although knowledge about product expiration was comparatively higher. In terms of availability, the majority of respondents recognized the presence of Ayurvedic products in online marketplaces and acknowledged the existence of alternative brands, although their understanding of brand diversity was inconsistent.

Key words: Awareness, ayurvedic products, herbal, ingredients, medicinal benefits, socio-economic variables.

Introduction

The current trend of the Ayurvedic market in Chennai is on the rise, with an increasing number of people turning to natural remedies and traditional medicine for health and wellness. Ayurvedic products such as herbal supplements, skincare products, and healthcare services are becoming more popular among consumers in Chennai. The demand for Ayurvedic treatments and therapies is also seeing a significant uptick as people seek holistic and alternative healthcare solutions. With a growing awareness of the benefits of Ayurveda, the market in Chennai is expected to continue thriving, offering a wide range of products and services to cater to the needs of health-conscious individuals in the city. In recent years, there has been a notable revival of interest in Ayurvedic products, especially among urban populations. Chennai, a lively metropolis in India, is experiencing a burgeoning consumer base that is increasingly knowledgeable about and interested in the holistic health solutions provided by Ayurveda. This study intends to investigate the various dimensions of consumer awareness regarding Ayurvedic products in Chennai, focusing on aspects such as product knowledge, perceptions of authenticity, health benefits, and purchasing behaviors. As the global market for Ayurvedic products continues to grow, it is crucial to comprehend the factors that influence consumer decisions in Chennai. This city, rich in tradition yet swiftly modernizing, offers a distinctive setting where ancient healing practices converge with modern lifestyles. By evaluating consumer awareness, it could be pinpointed the trends that affect the acceptance and utilization of Ayurvedic products, which will assist manufacturers and retailers in effectively addressing the needs of this expanding market. The subsequent sections will explore specific facets of consumer awareness, including demographic influences, brand recognition, perceived effectiveness of Ayurvedic solutions, and the impact of social media on shaping consumer attitudes.

Gaining an understanding of these components will not only illuminate the current landscape of Ayurvedic product consumption in Chennai but also provide valuable insights for stakeholders seeking to enhance their engagement with consumers in this dynamic field. In this context, the researchers have made an attempt to analyse the awareness level of the consumers towards various aspects of ayurvedic products in Chennai city.

Literature Review

Peter S. et al (2017) studied the role of advertising in creating brand awareness of herbal products. The study found that 26% of respondents came to know about the brand name of the herbal products through advertisement. 44% of respondents bought the herbal products from the retailers. **Sinha K. and Jain P.K. (2018)** in their study evidenced that that advertisement had strong positive impact on consumer buying behavior. Awareness could be increased only through advertisement. Brand perception loyalty and association could be influenced by advertisement which can further leads to influence consumer buying behavior. **Kumar P. (2018)** in research work investigated the effects of internet advertising on consumer behavior by conducting a survey on University of Delhi Students. The study identified that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an advertising media was low compared to TV. **Agarwal C., and Agarwal B. (2018)** found that demographic profile of consumers was not significantly dependent on gender, age, education and occupation. For the gender no difference was found towards effectiveness of advertising on brand awareness of Patanjali products as male and female had similar perception towards ads of Patanjali products for the factors of cultural values, appealing, swadeshi theme except morality in the same way for age the factors of cultural values, appealing, swadeshi theme except morality have no differences among age groups. **Dubey P.K., and Sharma J.K. (2019)** in their study concluded that the sample respondents were satisfied with the unique selling prepositions, Availability and Triumphant over its competitors of Herbal Products of Patanjali. The research determined about perception and satisfaction level of consumers and factors influences customer's behaviour towards herbal products of Patanjali.

Pal K., and Pal T. (2019) in their study examined the effects of advertisement on consumer buying behavior. The study revealed that advertising was very useful to create the awareness among consumers but they were unsuccessful to build powerful perceptions in consumer's mind. Two variables such as consumer perceptions and brand awareness about a particular product would persuade and influence the consumer to buy a product, as there is a positive relation exist between two of them. **Sharma Y. (2021)** found that majority of the consumers preferred herbal medicine because of scientific proven medicines. Majority of the respondents had awareness about herbal medicine. **Nishant S.G. (2023)** in a study found that majority of the respondents confirmed the reasons for purchasing Ayurvedic product was effectiveness. Regarding brand awareness majority respondents were aware of majority iris brands like Patanjali, Himalaya, Dabur and Zandu. **Anand S.M., and Asha P. (2024)** found that product quality, safety, and authenticity strongly influence consumer preferences, as individuals associate Ayurvedic products with natural healing and long-term wellness. Price emerged as a significant factor, as consumers seek affordable products without compromising on quality. **Vandana et al (2025)** in their study concluded that Trust and credibility are vital factors driving consumer behavior. Price, packaging, and Social media advertising also significantly influence buying behavior. Personal ideas, values, and perceptions are among the psychological elements that significantly influence consumer preferences.

Objectives

The study has been made with the following objectives

- To study the awareness level of the sample consumers regarding various aspects of ayurvedic products in the study area.
- To test significant differences between awareness level and socio-economic variables of the respondents

Methodology

In the recent years, consumption of ayurvedic products among the people in Chennai city has rapidly increased. Since, people get knowledge about harmfulness of non-ayurvedic products and medicinal and other benefits of ayurvedic products. But for enjoying absolute benefits of consuming ayurvedic products is possible when the consumers have complete awareness about various aspects of ayurvedic products. In this view, the researcher studied the awareness level of the consumers towards various aspects of ayurvedic products. For this purpose the researcher selected Chennai city of the state of Tamilnadu as study area. The researcher selected a total of 536 consumers who consumed ayurvedic products in the study area as sample of the study. They were selected using simple random sampling method. The researcher framed and used a well-structured questionnaire for collecting primary data from the sample respondents. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, 't' test and One-way ANOVA for analyzing the data.

Results and Discussion

Recently, there has been a significant rise in the popularity of Ayurvedic products, especially in urban areas like Chennai. Situated in the core of Tamil Nadu, Chennai is not only a lively metropolitan hub but also a cultural center where traditional practices thrive alongside contemporary developments. This unique blend of the old and the new has sparked an increased interest in health and wellness, leading many consumers to explore Ayurveda as a holistic approach to healthy living. Understanding consumer awareness is crucial for businesses aiming to enter or grow within the Ayurvedic market in Chennai. Factors such as educational initiatives, marketing tactics, and the impact of social media play a vital role in shaping consumer perceptions. A comprehensive analysis of these elements can shed light on the current landscape of Ayurvedic products in the city and help identify potential growth opportunities in this field. In this regard, the researcher examined the level of consumer awareness concerning various aspects of Ayurvedic products in Chennai city. This section of the chapter outlines the findings related to consumer awareness levels. The researcher identified a total of 16 various aspects of ayurvedic products on which a consumer necessarily having awareness. These number of aspects are categorised into five such as awareness regarding "Ingredients and Benefits", "Safety and Genuineness", "Availability", "Usage Method and Suitability" and "Price and Place". Table 1 presents the results regarding percentage analysis of awareness of the consumers.

Table 1: Awareness of the Respondents on Ayurvedic Products

Sl. No.	Awareness about	FA	PA	SWA	SA	NA	Total
I Ingredients and Benefits							
1	Medicinal benefits of AP	77 (14.4)	217 (40.5)	46 (8.6)	125 (23.3)	71 (13.2)	536 (100)
2	Ingredients used to produce AP	77 (14.4)	119 (22.3)	75 (14.0)	174 (32.4)	91 (16.9)	536 (100)
3	Quantum of chemical contents in AP	166 (31.0)	91 (17.0)	61 (11.4)	117 (21.8)	101 (18.8)	536 (100)
II Safety and Genuineness							
4	Genuineness of ayurvedic products	90 (16.8)	68 (12.7)	90 (16.8)	162 (30.2)	126 (23.5)	536 (100)
5	Way of knowing genuineness of AP	73 (13.7)	69 (12.9)	104 (19.4)	155 (28.9)	135 (25.1)	536 (100)
6	Expiry of different AP	164 (30.6)	141 (26.4)	67 (12.5)	97 (18.0)	67 (12.5)	536 (100)
7	Requirement of prior consultation with experts	173 (32.3)	119 (22.3)	76 (14.2)	97 (18.0)	71 (13.2)	536 (100)
III Availability							
8	Availability of AP in online markets	133 (24.9)	194 (36.2)	90 (16.8)	56 (10.4)	63 (11.7)	536 (100)
9	Availability of various brands of AP	111 (20.8)	58 (10.9)	101 (18.8)	168 (31.3)	98 (18.2)	536 (100)

Sl. No.	Awareness about	FA	PA	SWA	SA	NA	Total
10	Alternate brands for each AP if available in the market	122 (22.8)	212 (39.6)	59 (11.0)	81 (15.1)	62 (11.5)	536 (100)
IV Usage Method and Suitability							
11	Way of use of different AP	138 (25.8)	116 (21.7)	58 (10.8)	136 (25.3)	88 (16.4)	536 (100)
12	Suitability of different AP for children	117 (21.9)	176 (32.9)	82 (15.3)	98 (18.2)	63 (11.7)	536 (100)
13	Suitability of different AP for elders	149 (27.8)	132 (24.7)	77 (14.4)	100 (18.6)	78 (14.5)	536 (100)
14	Usage of quantum of each AP per use	127 (23.7)	162 (30.3)	117 (21.9)	77 (14.3)	53 (9.8)	536 (100)
V Price and Place							
15	Price of each ayurvedic product	116 (21.7)	171 (31.9)	64 (11.9)	96 (17.9)	89 (16.6)	536 (100)
16	Place of manufacturing	93 (17.4)	81 (15.2)	82 (15.2)	186 (34.7)	94 (17.5)	536 (100)

Source: Computed from Primary Data; AP – Ayurvedic Product.

I Ingredients and Benefits

Table 1 exposes that the awareness level of respondents regarding Ayurvedic products was assessed across three key aspects: medicinal benefits, ingredients used, and the presence of chemical contents. A significant portion of respondents (40.5%) were partially aware and 14.4% of the respondents were fully aware of the medicinal benefits of Ayurvedic products, while 23.3% were slightly aware and 13.2% reported being not aware of ayurvedic products. Regarding ingredients used, 32.4% were slightly aware, 16.9% of the respondents were not aware. Only 14.4% were fully aware and 22.3% of the respondents were partially aware about it. Limited detailed knowledge about product composition was found by the results. Notably, about the quantum of chemical content in Ayurvedic products, only 21.8% were slightly aware and 18.8% of the respondents were not aware about it, and a relatively high 31.0% were fully aware and 17% of the respondents were partially aware about it. It indicates that they had moderate level of awareness about concern or consciousness around the natural vs. chemical.

II Safety and Genuineness

The study also explored respondents' awareness regarding the safety and genuineness aspect of Ayurvedic products. Concerning the genuineness of Ayurvedic products, 30.2% of respondents were slightly aware and 23.5% of the respondents were not aware about it, while 16.8% were fully aware and 12.7% of the respondents were partially aware. Concerning to awareness about the methods to verify genuineness of ayurvedic products was somewhat lower, with 28.9% slightly aware and 25.1% of the respondents were not aware about it. Only 13.7% were fully aware about it and 12.9% of the respondents were partly aware about this aspect. It indicates a gap in consumer knowledge on authenticity verification. Regarding the expiry of Ayurvedic products, a relatively higher percentage of respondents (30.6%) were fully aware and 22.3% of the respondents were partially aware about it, it shows better understanding by the respondents regarding this aspect, although 12.5% were unaware and 18% of the respondents were slightly aware about it. On the need for prior consultation with experts before usage of ayurvedic products, about one-third of the respondents (32.3%) were fully aware and 22.3% of the respondents were partially aware about it. Where 13.2% totally unaware about it and 18% of the respondents revealed that they were slightly aware about the requirements of prior consultation with experts before using certain ayurvedic products.

III Availability

The awareness of respondents regarding the availability of Ayurvedic products in the study area was assessed through three key dimensions of availability in online markets, presence of various brands, and availability of alternate brands for each product. The findings show that a majority of respondents were either partially aware or fully aware of the online availability of Ayurvedic products (61.1%) and 11.7% were not aware and 10.4% were slightly aware about availability of ayurvedic products through online market. Awareness regarding the various brands available for ayurvedic products was more polarized, with 31.3% slightly aware and 20.8% fully aware. 18.2% of the respondents reported no awareness and 10.9% of the respondents were partially aware about it. Concerning the availability of alternate brands for each Ayurvedic product, most respondents were either partially aware (39.6%) or fully aware (22.8%), indicating reasonable knowledge of market options. 11.5% of the respondents were not aware and 15.1% of the respondents were slightly aware about it. Overall, the results reflect moderate awareness about the accessibility and diversity of Ayurvedic products, highlighting the growing role of online markets and the importance of brand variety in consumer choices.

IV Usage Method and Suitability

Respondents' awareness of the usage methods and suitability of Ayurvedic products was examined across four dimensions. In terms of the way of use of different Ayurvedic products, 25.8% were fully aware and 21.7% were partially aware about it, while 25.3% were slightly aware and 16.4% were unaware about use of different ayurvedic products. Awareness about the suitability of Ayurvedic products for children revealed that 32.9% were partially aware and 21.9% fully aware, but a 11.7% were not aware and 18.2% of the respondents were slightly aware about suitability of different ayurvedic products for children. Regarding suitability of different ayurvedic products for elders, 27.8% were fully aware and 24.7% partially aware, showing better awareness levels regarding this. Awareness about the correct dosage or quantity per use was reasonably high, with 30.3% were partially aware and 23.7% of the respondents were fully aware about it, though 21.9% were only somewhat aware, 14.3% were slightly aware and 9.8% of the respondents were not aware about, it indicates moderate understanding about this aspect.

V Price and Place

The awareness of respondents regarding the aspect of price and place of manufacturing of Ayurvedic products reveals mixed levels of understanding. In terms of price awareness, a considerable proportion of respondents (31.9%) were partially aware and 21.7% of the respondents were fully aware, while 16.6% reported being not aware and 17.9% of the respondents were slightly aware about price of different ayurvedic products. It shows that moderate awareness levels about this aspect. Regarding the place of manufacturing of ayurvedic products, awareness appears lower. Only 17.4% of respondents were fully aware and 15.2% of the respondents were partially aware, and a large segment (34.7%) were slightly aware and 17.5% of the respondents were not aware about place of manufacturing of ayurvedic products, indicating a vague understanding of where Ayurvedic products are produced.

Table 2 brings out the results regarding descriptive statistics (mean, standard deviation, coefficient of variation) related to awareness level of sample consumers regarding all the 16 various aspects of ayurvedic products in the study area. The table also bears the respective ranks of each aspect of awareness of ayurvedic products by the respondents.

Table 2: Descriptive Statistics of Awareness of the Respondents on Ayurvedic Products

Sl. No.	Awareness about	\bar{x}	σ	CV	Rank
I Ingredients and Benefits					
1	Medicinal benefits of ayurvedic products	3.20	1.31	40.92	IX
2	Ingredients used to produce ayurvedic products	2.85	1.33	46.89	XII
3	Quantum of chemical contents in ayurvedic products	3.19	1.53	47.97	X
	Overall	3.08			3
II Safety and Genuineness					
4	Genuineness of ayurvedic products	2.69	1.40	51.89	XV

Sl. No.	Awareness about	\bar{x}	σ	CV	Rank
5	Way of knowing genuineness of ayurvedic products	2.61	1.35	51.72	XVI
6	Expiry of different ayurvedic products	3.44	1.41	40.80	III
7	Requirement of prior consultation with experts	3.42	1.43	41.84	V
	Overall	3.04			4
III Availability					
8	Availability of ayurvedic products in online markets	3.52	1.29	36.65	I
9	Availability of various brands of ayurvedic products	2.84	1.40	49.24	XIII
10	Alternate brands for each ayurvedic product if available in the market	3.47	1.31	37.63	II
	Overall	3.28			2
IV Usage Method and Suitability					
11	Way of use of different ayurvedic products	3.15	1.46	46.43	XI
12	Suitability of different ayurvedic products for children	3.35	1.32	39.38	VI
13	Suitability of different ayurvedic products for elders	3.32	1.42	42.81	VII
14	Usage of quantum of each ayurvedic product per use	3.43	1.27	36.86	IV
	Overall	3.31			1
V Price and Place					
15	Price of each ayurvedic product	3.24	1.40	43.35	VIII
16	Place of manufacturing	2.80	1.36	48.67	XIV
	Overall	3.02			5

Table 2 reveals the results of descriptive statistics on the awareness of respondents regarding Ayurvedic products reveal varying levels of understanding across five major categories. Among all, the highest overall mean awareness score was observed in Usage Method and Suitability ($\bar{x} = 3.31$), indicating that respondents are relatively more aware of how to use Ayurvedic products, especially regarding quantum per use of various ayurvedic products ($\bar{x} = 3.43$) and suitability of different ayurvedic products for children ($\bar{x} = 3.35$) and elders ($\bar{x} = 3.32$). This was closely followed by Availability of ayurvedic products in different online platforms ($\bar{x} = 3.28$), where awareness about the online availability of ayurvedic products ($\bar{x} = 3.52$) and alternate brands of ayurvedic products available in online shopping ($\bar{x} = 3.47$) ranked first and second bearing high mean values. overall, showing strong consumer familiarity with purchasing options. The awareness level of the respondents about Ingredients and Benefits had a moderate awareness level ($\bar{x} = 3.08$), with respondents demonstrating basic understanding of the medicinal benefits ($\bar{x} = 3.20$), although awareness of specific ingredients was lower ($\bar{x} = 2.85$). The dimension of awareness about Safety and Genuineness was ranked fourth overall ($\bar{x} = 3.04$), with awareness of expiry dates ($\bar{x} = 3.44$) and the need for expert consultation ($\bar{x} = 3.42$) being relatively high, while genuineness verification scored the lowest in the entire table ($\bar{x} = 2.61$ and 2.69 respectively). The lowest overall awareness was observed in the Price and Place category ($\bar{x} = 3.02$), especially regarding the place of manufacturing ($\bar{x} = 2.80$), which ranked 14th among all 16 items. Regarding consistency, the Coefficient of Variation (CV) was found to be the lowest for online availability (CV = 36.65) and dosage per use (CV = 36.86), indicating reduced variability and a higher level of consistent awareness among respondents. Conversely, elevated CV values in aspects such as genuineness and ingredient knowledge reveal significant variation in awareness levels, underscoring the necessity for focused educational initiatives.

Association between Awareness and Socio-economic Variables

In this research, the investigator intends to explore the correlation between the respondents' level of awareness and several socio-economic factors. By examining elements such as gender, marital status, family structure, income, educational attainment, profession, family size, and other related aspects, the investigator aims to comprehend how these factors affect individuals' awareness levels. The research has endeavored to offer significant insights into the connection between socio-economic variables and awareness levels concerning various dimensions of ayurvedic products. To achieve this goal, the

investigator employed independent 't' tests and One-way ANOVA to analyze the relationship between awareness levels and the socio-economic backgrounds of the respondents. The findings are illustrated in the subsequent tables. To this end, the investigator formulated the following null hypothesis.

Ho : There were no significant differences in awareness level of the respondents about various aspects of ayurvedic products and their socio-economic variables.

Table 3: 't' Test between Awareness and Socio-economic Variables

SN	Variable	't' Value	'p' Value	Sig.	H ₀ Result
1	Gender	2.201*	0.028	Significant	Rejected
2	Marital Status	-2.335*	0.020	Significant	Rejected
3	Family Type	1.996*	0.049	Significant	Rejected

It could be known from table 3 that the results of the 't' test reveal that there is a statistically significant relationship between respondents' awareness level of Ayurvedic products and the socio-economic variables of gender, marital status, and family type. Specifically, the awareness levels differed significantly by gender ($t = 2.201$, $p = 0.028$), marital status ($t = -2.335$, $p = 0.020$), and family type ($t = 1.996$, $p = 0.049$), with all p-values below the 0.05 level. As a result, the null hypotheses for the above variables were rejected. These findings indicate that socio-demographic factors gender, marital status and family type of the respondents played a significant role in shaping consumer awareness level about various aspects of Ayurvedic products.

Table 4: ANOVA between Awareness Level and Socio-economic Variables

SN	Variable	't' Value	'p' Value	Sig.	H ₀ Result
1	Age	2.679*	0.046	Significant	Rejected
2	Family Size	1.776	0.170	Not Significant	Accepted
3	Education	2.635*	0.033	Significant	Rejected
4	Occupation	1.836	0.104	Not Significant	Accepted
5	Income	2.098	0.099	Not Significant	Accepted

Table 4 reveals that the ANOVA analysis showed that the socio-economic variables age and educational level of the respondents had a significant influence on respondents' awareness level of various aspects of Ayurvedic products in the study area. The results showed significant differences in awareness levels across different age groups ($F = 2.679$, $p = 0.046$) and different education levels ($F = 2.635$, $p = 0.033$), leading to the rejection of the null hypotheses, since they were statistically significant at 5% level as shown by the results of p-values. However, the socio-economic variables family size, occupation, and income level of the respondents did not show statistically significant differences in awareness level of the respondents on various aspects of ayurvedic products, as their calculated p-values exceeded the 0.05 level. Hence, the null hypotheses were accepted for the above cases, on account of insignificant of the above results as shown by the results of computed p-values.

In summary, the t-test results indicated that the socio-economic variables gender, marital status, and family type of the respondents had a significant impact on awareness level of the respondents about various aspects of ayurvedic products. Similarly, the ANOVA results showed that the socio-economic variables age and education of the respondents were also significantly associated with awareness levels, while family size, occupation, and income did not show significant influence. These findings highlight that personal and demographic characteristics such as age, gender, education, marital status, and family type made significant differences in awareness level of the respondents regarding various aspects of ayurvedic products in the study area. The researcher also found that the quality of advertising of ayurvedic products was found to be good in the aspects of "slogans or songs", "attractiveness of actors", and "the timing of advertisements". It was also evident that "Building Awareness" is the most effective

advertising strategy influencing purchase behaviour, followed by “Fabricating Impulse Buying” and “Constructing Brand Image”. The advertising effectiveness through different media was good for audio-visual and digital platforms, especially television, Instagram, YouTube, and radio, in terms of advertising effectiveness.

Conclusion

For enjoying complete benefits of ayurvedic products, it is necessary for the consumers to have a vast level of knowledge regarding various aspects of ayurvedic products. Chennai city is one of the biggest cities in the country. Where all types of people are living. Hence the researcher selected the city to study the awareness level of consumers towards various aspects of ayurvedic products. The study evidenced that ingredients and medicinal properties, a significant number of respondents exhibited partial awareness, possessing limited knowledge about the chemical components and specific ingredients utilized in Ayurvedic formulations. Awareness related to safety and authenticity was notably lower, particularly in terms of verifying legitimacy and the necessity for expert advice, although knowledge about product expiration was comparatively higher. In terms of availability, the majority of respondents recognized the presence of Ayurvedic products in online marketplaces and acknowledged the existence of alternative brands, although their understanding of brand diversity was inconsistent. The study also found that respondents had the highest awareness in the area of Usage Method and Suitability, followed by Availability of Ayurvedic products. Awareness was moderate for Ingredients and Benefits and Safety and Genuineness, while the lowest awareness was related to Price and Place of Manufacturing. While most were aware of how and where to use Ayurvedic products, gaps remain in understanding ingredients, verifying authenticity, and knowing product origins. Overall, while the data shows that consumers are generally aware of how to use Ayurvedic products and where to find them, there is significant room for improvement in areas related to product authenticity, ingredients, and manufacturing transparency.

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