



## Consumer Awareness For Ayurvedic Skin Care Products

K B Nalina<sup>1</sup>, Aruna Adarsh<sup>2</sup>, Abhilash Puttabuddhi<sup>3</sup>

<sup>1</sup>Professor, JSS Centre for Management Studies, JSS Science and Technology University, Mysuru, Karnataka, India

<sup>2</sup>Associate Professor, JSS Centre for Management Studies, JSS Science and Technology University, Mysuru, Karnataka, India

<sup>3</sup>Assistant Professor, JSS Centre for Management Studies, JSS Science and Technology University, Mysuru, Karnataka, India

Email: [kbnalina@jssstuniv.in](mailto:kbnalina@jssstuniv.in)

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### Abstract

*This research paper delves into the awareness and perceived effectiveness of Ayurvedic medicines among the Indian diaspora. Additionally, it explores the underlying factors that shape the mentality of Indian consumers and influence their buying behavior in the context of Ayurvedic products, with a specific focus on skincare products. The study adopts a holistic approach to examine the level of awareness and attitude of consumers toward Ayurvedic skincare products. Employing a descriptive research design, the paper aims to identify the demographic characteristics of consumers of Ayurvedic skincare products in Karnataka, India. Data collection is carried out using stratified sampling, ensuring representative insights from diverse consumer segments. A 5-point Likert scale is utilized for data gathering, allowing for nuanced assessments of consumer perceptions. Both primary and secondary data sources are leveraged for comprehensive analysis. Findings from the data analysis revealed that consumers' purchase behavior is influenced by various factors, including family preferences, pricing considerations, product ingredients, and the influence of advertisements. Interestingly, the study uncovers that consumers display limited knowledge about Ayurvedic skincare products, leading them to rely heavily on the aforementioned factors while making purchase decisions. An intriguing suggestion emerges from the younger cohort of consumers who advocate for the establishment of a regulatory body to study the effectiveness of Ayurvedic skincare products. This proposal aims to verify the claims made by manufacturers regarding the efficacy of their products, even though Ayurveda is deeply rooted in India's traditional healthcare system. Overall, this research paper offers valuable insights into the awareness, attitude, and buying behavior of Indian consumers towards Ayurvedic skincare products, shedding light on the dynamic factors that shape their preferences and decisions. The study's implications hold significance for marketers and policymakers seeking to better understand and cater to the needs of the Indian skincare market.*

## 1. Introduction

Preserving human health and its knowledge has become almost simultaneous. The well-known cul-

ture of the past such as the Indus-valley, Jewish, Babylonian, Egyptian, and Greek had glorious and useful systems of healthcare systems and medicines.

In India, the development of Ayurveda, one of the Indian systems of medicine, evolved and developed with the Indian civilization and culture.

The consistent support and interest in developing Ayurveda in the past few decades have resulted in a new era of marketing. More people are inclined towards natural or herbal products because of the factors such as limitations and side effects of modern synthetic medicines. The system of Ayurveda has proven its efficacy for thousands of years in India and has recently aroused the interest of the entire world as an alternative and holistic natural health care system. Ayurveda has a special brand since the body of knowledge is still preserved and practiced in India.

India, a vast country with 28 states, a population exceeding one billion, and encompassing around 120 dialects and languages, is characterized by diverse market segments based on class, status, and income. The population of India serves as a significant driving force behind the demand for various skincare products. Despite their strong attachment and commitment to traditions and culture, the rise of television and increasing awareness have gradually influenced the preferences and customs of the people. These changes in India, though subtle, may not be immediately apparent to first-time visitors. The process of market liberalization initiated in 1991, coupled with the recognition of three Indian women as Miss World and Miss Universe within the previous four years, has led to heightened consciousness among Indian women regarding their appearance. As a result, the usage of skincare products has witnessed a surge, subsequently bolstering the growth of the skincare products sector.

The consumer mindset in India is characterized by its complex nature, influenced by regional variations and impromptu behaviors. The decision-making process for adopting new products or brands is largely driven by rationality among Indian consumers, a trend consistent across diverse product categories, such as skincare products, cosmetics, fast-moving consumer goods (FMCG), consumer durables, automobiles, and services. The market offers consumers an extensive range of choices and competitive pricing, making the phrase 'Customer is king' aptly indicative of the prevailing market dynamics. The consumption patterns of Ayurvedic skincare products also demonstrate dynamic behav-

ioral trends akin to other product categories. Furthermore, the concept of skincare has evolved to encompass holistic well-being, emphasizing not only physical beauty but also mental intelligence.

Consumer purchase decisions are influenced by a variety of factors, including opinions shared by family members and social groups, as well as advertisements through print and electronic media. The examination of consumer awareness empowers marketers to gain insights into and anticipate consumer behavior within the market. This study not only addresses consumer interests in purchasing but also delves into the methodologies employed. It encompasses all stages of the consumption process, ranging from pre-purchase considerations to post-purchase evaluations. Understanding consumer awareness plays a crucial role in comprehending the intricacies of consumer decision-making and consumption patterns.

Consumer awareness is interdisciplinary and is based on concepts and theories which are developed by diverse disciplines such as economics, culture, social, psychology, etc. It has become an integral part of strategic marketing plans. In this context, this paper tries to explore consumer awareness of Ayurvedic skin care products in the market.

## 2. Literature Review

Any product marketing should start with awareness; without awareness, nothing will run for the business. (Arya, Kumar, and Kumar), explore consumer awareness about usage and its impact on buying behavior and cosmetic contamination awareness among females. Cosmetics have become part and parcel of every woman in today's world. Women who use cosmetics may not be aware that certain products cause infections if it is not used in the right way and is being identified by a research study. The study was conducted by analyzing adolescent women's cosmetic usage behaviors reviewed through a questionnaire. The study showed that there is a rapid increase in concern among respondents about cosmetic contamination. It is observed that packaging allows customers to make informed decisions when buying products. Consumer awareness of products in developing countries is gaining momentum because of enlightened customers.

(Rekha and Gokila) underscore the high level of consumer awareness regarding various herbal cos-

metics, which have now attained the status of luxury items. Consumers are motivated to switch to herbal products due to their apprehensions about the potential side effects and excessive use of chemicals. Remarkably, this shift in consumer preference is observed across different demographic characteristics, such as age, gender, and qualification. Similarly, (Sawant) research conducted on rural consumers reveals a pronounced preference for Ayurvedic products, with both genders demonstrating comparable awareness levels. The absence of side effects emerges as a critical factor, particularly among women, influencing their decision to purchase herbal skincare products (A. F. Khan and M. F. Khan). Furthermore, (Arya, Kumar, and Kumar) report that customers display a positive attitude towards Ayurvedic drugs and products, often using them without a medical doctor's prescription. Ayurveda is perceived not merely as a treatment but as a lifestyle (Arya, Kumar, and Kumar). Additionally, people exhibit an optimistic perception of traditional medicine, emphasizing the importance of revitalizing the system in line with prevalent traditions and promoting the use of herbal medicines.

The potential of Ayurveda and other traditional herbal medicines to address some modern medical needs and serve as the basis for product development is acknowledged by (Sen, Chakraborty, et al.). However, the processing of herbal products is a complex process that necessitates strict adherence to quality standards to prevent adulteration and harmful chemicals. It is crucial to note that while herbal products offer numerous benefits, not all of them are universally safe for everyone. Prior research by (Aneesh et al.) highlights the importance of gathering accurate information before using any herbal medicines and products. (Suleiman) conducted a study that revealed the widespread usage of herbal medicine among the populace, yet the lack of proper information on its usage was evident. Ayurvedic herbal medicines may not be entirely devoid of adverse effects, and caution should be exercised, particularly in the case of children, pregnant women, the elderly, and patients with critical or chronic illnesses.

(Awad and Al-Shaye) conducted research to assess the level of awareness, usage patterns, and attitudes toward natural health products. Respondents attributed herbal products to promoting and maintaining health, preventing illnesses, and

strengthening the immune system in the human body. The study further indicates that consumers seek consultation from doctors before using Ayurvedic products and sometimes experience minor side effects. (Zimmerman and Kandiah) found that the younger generation shows awareness of the benefits of Ayurvedic medicine and food supplements, but they possess limited experience and knowledge. Their study focused on the perception, familiarity, and knowledge of six commonly used herbs. The participants expressed interest in exploring the usage of complementary and alternative medicine in healthcare settings. (Arya, Kumar, and Kumar) elucidate the significant role played by promotion in impacting consumer purchase decisions. (U Subrahmanian and Venkatesan) suggest that the level of awareness towards Ayurvedic products is higher among elderly individuals, while a lack of facility and availability hinders the popularity of herbal products.

(Huda and Sultan) argue that the physical procurement of Ayurvedic products by the younger generation, aged 17 to 23 years, is influenced and impacted by various elements of the marketing mix, including accessibility, availability, awareness, affordability, and product quality. (A. F. Khan and M. F. Khan) discover that the company's strong selling activity and overall marketing mix contribute to the successful sale of herbal products. Quality and promotional strategies significantly influence the sale of Ayurvedic products. The study also reveals a high awareness level among women's skincare consumers, attributed to education, media, advertisements, and the use of unique ingredients to create a unique selling proposition. Thaisorn et al. (2012) examine the influence of the 4Ps of the marketing mix (product, price, promotion, and place) and inflation factors on Thai consumers' perception of facial herbal cosmetic products through in-depth interviews and content analysis. The study by (Kewlani and S. Singh) demonstrates the importance of factors such as brand, advertisement, awareness, small packaging, and availability in shaping people's perception of Ayurvedic products and therapy.

The cosmetic market in India is characterized by intense competition, with a fierce rivalry between international brands and chemical-based Ayurveda products. Notably, the young female generation

is displaying an increasing tendency and preference for natural products, compelling cosmetic companies to swiftly adapt to this evolving consumer demand (Sinha and N. Singh).

At the evaluation stage of the purchase process, consumers play significant importance in ranking brands and forming purchase intentions. (Kotler and Armstrong) emphasize two crucial factors that influence purchase intentions and decision-making - consumer attitudes and the expected income of consumers. Positive consumer attitudes towards a brand, coupled with higher expected income, can positively impact the intention to purchase.

Moreover, consumer loyalty, as described by (Uncles, Dowling, and Hammond), involves the repeated purchase of a product based on the satisfaction derived from previous experiences. This loyalty fosters a willingness among consumers to continue purchasing the same product in the future.

(Kotler) introduces the concept of measuring the current brand image of a company and its products through familiarity with the study. The notion of familiarity centers on evaluating the target audience and consumer base of the brand, providing insights into the level of brand awareness and recognition among potential consumers. Additionally, favourability assessments delve into the feelings and perceptions of respondents towards the brand and its products, capturing valuable feedback to gauge consumer sentiments.

The cumulative impact of these factors and consumer behavior dynamics is driving cosmetic companies to be more responsive and adaptable in their marketing strategies, as they seek to cater to the changing preferences and demands of the Indian cosmetic market. The insights from these research studies provide valuable guidance to companies seeking to thrive in the highly competitive cosmetic industry in India ((Sinha and N. Singh) ; (Kotler and Armstrong) ; (Uncles, Dowling, and Hammond) ; (Kotler)).

(Chandiraleka and R. Hamsalakshmi) , conducted research work to study consumer awareness and to identify factors influencing customers to buy Ayurvedic and herbal products. Garrett Ranking Technique was used in the study and identified that customers are aware of product range and most customers were satisfied with the quality and price of the product. A similar study conducted

by (Suganya and D. R. Hamsalakshmi) stated that the respondents gave priority to chemical-free products as well as the quality of the product, and most respondents were satisfied with Ayurvedic health-care products. (Anupriya) conducted a study on consumer preference and perception towards Patanjali products and observed that many significant factors contribute to buying decisions of the product and respondents were satisfied with the product quality.

### 2.1. Research Gaps

After analyzing the literature on consumer awareness and the market potential of Ayurvedic products, the following research gaps have been identified;

**TABLE 1. Research gap and source**

Sl. No	Research Gap	Source
1	Assessment of level of awareness and attitude toward Ayurvedic skin care products needs to be assessed as the study is done with a holistic approach.	((Kong et al.) )
2	Awareness of the Ayurvedic system of medicine with special reference to Skincare products is to be studied.	((U Subrahmanian and Venkatesan) )

From the review of the literature carried out becomes clear that several studies have been made and carried out about consumer awareness of cosmetics products and Ayurveda products. These studies throw light on various factors influencing purchase intention, consumer attitude, and repurchase intention of cosmetic products. But there is a huge gap between the study made on Ayurveda skin-care products and chemical-based skincare products/ cosmetics products and its market potential to date and the present study entitled “Consumer Awareness for Ayurvedic Skincare products”.

Each one of the above shortcomings mentioned in the table is pertinent to initiate the examination of consumer awareness of ayurvedic skincare products in India. Considering the above motivations, specialist endeavors to give proof of purchase decision of ayurvedic skincare products customer and factors influencing purchase decision by consumers.

The importance of this research is to study the awareness level of consumers towards ayurvedic skincare products which can influence purchase and repurchase intention among the respondents.

Based on the extensive literature survey, the following research questions have been framed;

### 2.2. Research Question

What is the level of awareness about Ayurvedic skincare products in the Indian market?

### 2.3. Research objectives

1. To identify the demographic characteristics of consumers of Ayurvedic skincare products
2. To identify the level of awareness about Ayurvedic skin care products among consumers

### 2.4. Research design

This study is descriptive research. The population for the study is the skincare product customers who are residing in Karnataka State. For the primary data collection, the sample unit is the ayurvedic skincare product customers in Karnataka State. Non-probability sampling techniques have been utilized for choosing samples.

The Stratified Sampling Method has been utilized for picking samples through the geographic location of Karnataka. In each zone, the ayurvedic skincare customers are chosen based on Convenience Sampling Method.

For analyzing consumer awareness of Ayurvedic skincare products, a survey has been conducted. For that, we have utilized the sample size of 300 respondents across Karnataka State by a controlled and structured questionnaire.

### 2.5. Research Instrument

A structured questionnaire has been utilized to assemble the information about consumer awareness and market potential of the highlights of respondents. A five-point scale was utilized with responses categories running from strongly disagree (1) to strongly agree (5). This was utilized to look for the opinions of respondents for the items in the questionnaire.

### 2.6. Data Source

The study utilizes the direct method of analyzing consumer awareness and market potential, the sur-

vey and collected data have been utilized.

### 2.7. Primary Data

For this research, the primary data has been collected and the equivalent value has been gathered through a structured questionnaire. The primary data has been gathered from the ayurvedic skincare products customers which are crossover with three zones of Karnataka State with the assistance of broking houses.

### 2.8. Secondary Data

The secondary data identified with the study was gathered from various websites, research books, past research reports, newspapers, research journals, and so on.

### 2.9. Data Collection Methods

Both survey data and secondary data were utilized to conduct the study. Primary data was gathered through the administration of questionnaires to customers of ayurvedic skincare products, while secondary data were gathered from various reliable sources.

### 2.10. Statistical Tools and Techniques

The data have been analyzed utilizing a statistical package for social sciences (SPSS), Various statistical techniques were utilized to dissect the data, for example, descriptive statistics, reliability analysis, correlation analysis, and multiple regression models.

### 2.11. Methodology

Objective	Tests Used
To identify the level of awareness about ayurvedic skincare products among the consumers	Descriptive Statistics

### 2.12. Scope of the Study

The scope of the study covers estimating the level of awareness of ayurvedic skincare products among consumers in the Indian market. This sees how consumers make a decision on buying behavior.

### 2.13. Limitations of the Study

1. The opinions of the respondents are exposed to preference at the time of response and may not be conceivable to touch base with the correct outcomes.

2. In the study, the primary data are gathered from the customers in retail stores only and avoided other customers as they could likewise be the underlying driver for the market potential and they might be less in numbers yet their buying volume is not considered in the study.

3. The findings of this study depend on sample size, so it is bad form, to sum up the consequences of the study to the whole population of Indian Ayurvedic Skincare Product consumers. The primary data are gathered from chosen urban areas in Karnataka State.

## 3. Results and Discussion

### 3.1. Demographic characteristics of the respondents

382 questionnaires were distributed to the customers of ayurvedic skincare products of North Karnataka (Belgaum and Hubli-Dharwad), South Karnataka (Mysore and Bangalore), and Coastal Karnataka (Mangalore) in the state of Karnataka, India. 300 completely filled-in questionnaires were considered for the final study. The following table depicts the demographic characteristics of the respondents.

**TABLE 2. Respondent's Gender**

Gender	Frequency	Percent
Male	147	49
Female	153	51
Total	300	100

The above table and figure exhibit the statistics of respondents' gender. The analysis shows that out of 300 selected respondents, there are 147 male respondents constituting 49% of the total sample size and the remaining 51%, 153 of them are female respondents.

This analysis clearly shows that even the male respondents are also showing keen interest in ayurvedic skincare products. The manufacturing companies can gain the advantage by designing the products irrespective of gender.

The maximum number of respondents were of the age group of up to 25 years. The age group was divided into five categories namely up to 25 years,

**TABLE 3. Age Group of Respondents**

Age Group	Frequency	Percent
Up to 25 Years	128	42.7
26-35 Years	89	29.7
36-45 Years	39	13
46-55 Years	28	9.3
Above 55 Years	16	5.3
Total	300	100

26 to 35 years, 36 to 45 years, 46 to 55 years, and 55 years and above. The above table and graph show that there are 42.7% were of up to 20 years age group, 29.7% were from 26 to 35 years age, 13% were 36 to 45 years, 9.3% were 46-55 years and 5.3% were 55 years and above.

**TABLE 4. Respondents Marital Status**

Marital Status	Frequency	Percent
Married	108	36
Single	192	64
Total	300	100

The marital status of the respondent is one of the important attributes to determine the buying behavior of ayurvedic skincare product users. Out of the selected 300 respondents, 108 respondents were married and the remaining 192, 64% were single.

**TABLE 5. Respondents Education Qualification**

Education Qualification	Frequency	Percent
Class 12 or less	62	20.7
Degree	161	53.7
Post Graduate	60	20
Doctoral Degree	17	5.7
Total	300	100

The levels of education of the respondents were gathered by giving the options from less than 12 to a doctoral degree. Accordingly, 62 users were of class 12 or less, 161 had completed their degree course, 60 had completed their respective Post Graduate and 17 were doctoral degree holders.

The respondents were given four choices to select their employment type. The employment type was classified into Government, Non-government, Professionals, and self-employed. The above information is very critical in analyzing the employment type and the buying behavior and purchase intent of the respondents. Out of 300 respondents,

**TABLE 6. Respondents Employment Type**

Employment Type	Fre- quency	Per- cent
Government Employee	51	17
Non-Government Employee	63	21
Professional	107	35.67
Self Employed	79	26.33
Total	300	100

79 were self-employed, 107 were professionals, 63 were non-government employees and 51 were government employees.

**TABLE 7. Respondents Monthly Income**

Monthly Income	Fre- quency	Per- cent
> Rs 25,000	134	44.7
Rs. 25,001 to 50,000	110	36.7
Rs. 50,001 to Rs. 75,000	39	13
Rs. 75,000 and Above	17	5.7
Total	300	100

The information relating to the income of respondents was collected. Respondents were asked to choose from four choices starting from less than Rs. 25000 per month to more than Rs. 75000 per month. 44.7% of the total respondents were having income of less than Rs. 25000 (134), 36.7% were having income between Rs. 25001 to Rs. 50000 (110), 13% of respondents had income of more than Rs. 50000 and less than Rs. 75000 (39) and 5.7% had income of more than Rs. 75000 per month (17).

**TABLE 8. Respondents Geographical Zone**

Geographical Zone	Frequency	Percent
North Karnataka	100	33.33
South Karnataka	100	33.33
Coastal Karnataka	100	33.33
Total	300	100

To understand the factors influencing the purchase and repurchase behavior of ayurvedic skincare users in Karnataka, tier 1 and tier 2 cities were selected. The different cities selected to collect the samples were; Bangalore, Mysore, Hubli, Belgaum, and Mangalore. These cities were further divided into North Karnataka, South Karnataka, and Coastal

Karnataka. As all of these cities are equally important to study the respondents' opinion on ayurvedic skincare products, total samples were divided into 3 equal numbers. In each geographical zone, 100 samples of data were collected from the respondents, which is represented in the above table and figure.

**TABLE 9. Respondents Family Type**

Family Type	Frequency	Percent
Joint	82	27.3
Nuclear	218	72.7
Total	300	100

In developing countries like India, the purchase decision of the respondent is influenced by the family background they come from. In order to know the influence of family type, respondents were given two options to choose from; joint family and the nuclear family. Accordingly, 82 respondents constituting 27.3% of the respondents were staying in a joint family, and 218 respondents, which is about 72.7% respondents were living in a nuclear family.

**TABLE 10. Respondents Family Size**

Family Size	Frequency	Percent
Less than 3 members	76	25.3
3 to 4 members	140	46.7
5 members and above	84	28
Total	300	100

Out of 300 respondents, 76 were in a family having less than 3 members, 140 respondents were in a family of 3 to 4 members and 84 respondents were in a family of 5 and more than 5 members. Total respondents in percentage constitute 25.3%, 46.7%, and 28% respectively.

### 3.2. Ayurvedic Skincare Products Usage Information of Respondents

400 questionnaires were distributed to the respondents in order to gather data and to understand the skincare user intent of purchasing ayurvedic products. Few of the respondents said the researcher that they are not using ayurvedic skincare products. The data regarding the usage and non-usage of Ayurvedic skincare products are shown in the table and represented in the graph.

To understand the consumer awareness and market potential of ayurvedic skincare products, it

**TABLE 11. Respondents Usage of ayurvedicskin-care products**

Particulars	Fre- quency	Per- cent
Used Ayurvedic Skincare Products	326	85.34
Not Used Ayurvedic Skincare Products	56	14.66
Total	382	100

is very important to know whether the respondent is using the product or not. In the present study, out of the questionnaires distributed to collect the data, there were 56 respondents (14.66%) had never used ayurvedic skincare products and 326 respondents accepted that they are using ayurvedic skincare products. For the purpose of the study, fully completed 300 responses were considered.

**TABLE 12. Opinion of Respondents Preferring Use of Ayurvedic Skincare Products**

Particulars	Fre- quency	Per- cent
To have healthy skin	83	27.7
To maintain wrinkle-free skin (anti-aging)	61	20.3
To reduce pimples (Acne)	46	15.3
To have a good appearance	110	36.7
Total	382	100

The above table and figure depict the opinion of respondents on the reasons for preferring the use of ayurvedic skincare products. The respondents were asked whether they use ayurvedic skincare products to have healthy skin, maintain wrinkle-free skin, reduce pimples, or have a good appearance. These reasons are very much essential to identify the reasons why users prefer ayurvedic skincare products. There are many other reasons also for respondents to prefer the products, but the researcher decided to restrict to the above four choices to draw the inference relating to the topic chosen for study.

83 respondents opined that they prefer using ayurvedic skincare products to have and maintain healthy skin as these products will be free from chemicals, and constitutes 27.7% of the total respondents. 61 respondents use ayurvedic skincare products to maintain wrinkle-free skin which is considered an anti-aging skin cream, the reason for the

usage of this constitutes 20.3% of the total respondents. Another option given to respondents was to know whether they use ayurvedic skincare products to reduce pimples or acne, 46 respondents agreed that they use the product to reduce pimples, and this constitutes 15.3% of the total respondents. Ayurvedic skincare products are used by people in order to have a good appearance. 110 respondents gave their preference that they are using ayurvedic skincare products to have a good appearance which constitutes 36.7%.

From the above information, it can be inferred that maximum people use ayurvedic skincare products to have a good appearance followed by having healthy skin. The least preferred use of the product is to reduce pimples and above that comes the using of ayurvedic skincare products to maintain wrinkle-free skin.

### 3.3. Respondents' Preference on Categories of Ayurvedic Skincare Products

There are many categories of ayurvedic skincare products purchased and used by people. The different products available are facial creams, toners, sunscreen, body lotion, cleansers, face wash, moisturizers, etc. People prefer to use these products under different circumstances and depending on the need of the people. To know the products, the respondents use, the data was collected. The following table shows the details of respondents and the products they use in the category of ayurvedic skincare products from a sample size of 300 and also shows the ranking based on the highest usage.

The above table shows the different categories of Ayurveda skincare products used by consumers. The category of Ayurveda skincare products considered for the study are facial cream, toner, sunscreen, body lotion, cleanser, face wash, and moisturizer. The collected usage information has been ranked according to highest to the lowest usage; highest being 1<sup>st</sup> Rank and lowest being 7<sup>th</sup> Rank. It has been found in the study that most of the respondent prefers using face wash, 132 out of 300 respondents across different geographical region used Ayurveda-based face wash. 2<sup>nd</sup> highest usage of Ayurveda skincare products is the body lotion. 111 respondents said that they are using the product which is about 37% of the total respondents. The next product which is in demand in the category is sunscreen



**TABLE 13. Use of Different Categories of Ayurvedic Skincare Products**

Product	No. of Respondent using the Products	Rank
Facial Cream	60	V
Toner	42	VII
Sun Screen	75	III
Body Lotion	111	II
Cleanser	67	IV
Face Wash	132	I
Moisturizer	53	VI

products which is being used by 75 respondents. The fourth rank in the usage of Ayurveda products is cleansers followed by facial cream; moisturizers and toners placed fifth, sixth, and seventh rank respectively.

It can be stated from the above information that there is a huge market potential for face wash, body lotion, and sunscreen Ayurveda products, the companies producing and marketing Ayurveda-based skincare products can use this information to plan the marketing strategy for the aforesaid products.

**TABLE 14. Reliability test Cronbach' alpha**

Factors	No. of Items	Cronbach's Alpha
Level of Awareness about Ayurvedic Skincare Products	6	0.876
Factors influencing consumers to Buy Ayurvedic Skincare Products	16	0.858
Attitude towards Ayurvedic Skincare Products	15	0.845
Purchase and Repurchase Intent of Ayurvedic Skincare Products Consumers	16	0.875
Consumer Satisfaction	07	0.843

The above table and figure show the results of the reliability test. To examine the interior consistency within the information, the reliability test has been conducted issue-wise using Cronbach's Alpha.

To verify the data's consistency, Cronbach's alpha ought to be more than 0.70; it means if the study is conducted a hundred times beneath constant conditions, seventy times the results of obtaining constant opinions from the respondents are the same. Hence, once the consistency in information is confirmed, the information is used for additional analysis and interpretation. The results of the irresponsibility show that for all the activity factors used for the study found Cronbach's alpha more than 0.70. It means the data's consistency and irresponsibility are incredibly good.

**TABLE 15. KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.862
Bartlett's Test of Sphericity	Approx. Chi-Square Df	12724.421
	Sig.	.000

At the initial stage of the study, the KMO has been conducted to check whether the sample used for the study is sufficient or not. The results show that 300 samples which are used for the study are sufficient as the KMO is more than 0.50 at 0.862. Further, the Bartlett test analyses the correlation among the selected items in the study. As per the condition, the Bartlett test of Sphericity should be significant and we have here the same results. It means that the correlation among the selected items is significant at a 1% level of significance. Once, these two conditions are fulfilled, the researcher can proceed further to check the commonalities, the total variance explained, and the component matrix score.

**TABLE 16. Awareness Level of Respondents about Ayurvedic Skincare Products**

Particulars	Frequency	Percent
Very High	3	1
High	6	2
Average	58	19.3
Low	132	44
Very Low	101	33.7
Total	300	100

To study the awareness level of respondents about ayurvedic skincare products, the question asked respondents to rate their awareness level. The

respondents were given the choice of having very high awareness, high awareness, average awareness, low awareness, and very low awareness about Ayurvedic skincare products. It is observed from the study that 33.7% of respondents were having very low awareness of ayurvedic skincare products, 44% of respondents were having low awareness, 19.3% has an average level of awareness and 3% of respondents has high and very high awareness about the skincare products.

The responsibility of creating awareness lies with the Ayurveda products manufacturing company as well as the government in promoting ancient Indian medicinal products. The main advantage of promoting Ayurveda products is that it is environmentally friendly as those will be made

from herbs and shrubs of medicinal plants. It shall also help to promote the Indian pharmaceutical industry in the world market.

**TABLE 17. Average Mean Score of Awareness about Ayurvedic Skincare Products**

Statement	Mean Value
I am aware of the advantages of ayurvedic skincare products in maintaining healthy skin	3.91
I am aware of several brands offering Ayurvedic skincare products	3.81
I am aware that ayurvedic skincare products protect skin from premature aging, reduce wrinkles and offer nourishment to the skin	3.37
I can quickly recall the symbol or logo of the Ayurvedic products company	3.72
I am aware of the features to purchase Ayurvedic skincare products	3.89

All the research studies have established that awareness and quality have a direct relationship with the market potential of the product. Awareness about Ayurvedic skincare products influences the purchase decision of the respondents. The study collected information from ayurvedic skincare product users on various parameters like health, brand, protection, products, and purchase decision.

From the close scrutiny of mean scores from the above table, respondents almost agree that they are aware of the advantages of ayurvedic skincare

products in maintaining healthy skin compared with chemical-based skincare products. The respondents have equally agreed that they are aware of the features of ayurvedic skincare products before purchasing. The opinion relating to brand awareness, skin protection, and brand recall has the opinion between neutral and agree with the statement.

The respondents agree that ayurvedic skincare products protect them from premature aging, reduce wrinkles and offer nourishment to the skin. They also agree that they are able to recall the brand logo or the symbol of the Ayurveda products manufacturing company and they are also aware of the features of the said products.

#### 4. Conclusion

In the present study, the authors attempted to identify the level of awareness of consumers. This is the foundation for the study to know how consumers perceive themselves with regard to ayurvedic skincare products. The results documented that they were influenced by family, quality, price, natural ingredients, and advertisements. Though there is majority of the young consumers, wisely shared their opinion on the products. The consumers were ready to use the Ayurveda products if it was having the regulatory body after making the required study. It is important to note that Ayurveda skincare products have their roots in India then also the respondents prefer to have regulating authority to authenticate the products.

The imperative result of the present study is that consumer has less knowledge about ayurvedic skincare products when they make buying decisions. Many times they are influenced by family and friends. Further, we explored the dimensions of the purchase and repurchase intent of consumers to measure the market potential. The results showed five dimensions that the consumer does consider for themselves at the time of making purchase decisions. Value, brand, quality, natural ingredients, and expectations will drive the market potential for the products. The buying behavior was also checked for the relationship with demographic characteristics of consumers and proved that there are differences among the consumers when they make purchase and repurchase decisions.

## 5. Authors' Note

We declare that we do not have any conflict of interest in publishing this paper. We have also run a plagiarism check and given credit wherever it is due to ensure the paper is not plagiarized at any point.

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