

**A STUDY ON CONSUMER AWARENESS AND
PREFERENCES TOWARDS
AYURVEDHA PRODUCTS**

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(DEEMED TO BE UNIVERSITY)



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PUNITHA. R (39740029)** who has done the Project work entitled **A STUDY ON CONSUMER AWARENESS AND PREFERENCES TOWARDS AYURVEDHA PRODUCTS** under my supervision from December 2021 to February 2022.

Internal guide

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Submitted for Viva voice Examination held on _____

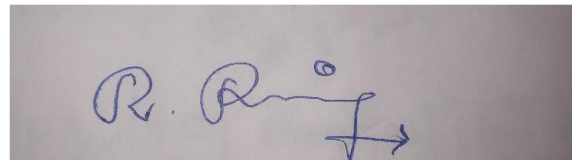
Internal examiner

external examiner

DECLARATION

I **PUNITHA.R (39740029)**. Hereby declare that the Project Report entitled **“A STUDY ON CONSUMER AWARENESS AND PREFERENCES TOWARDS AYURVEDHA PRODUCTS”** done by me under the guidance of Dr. D. VELUMONI, MBA, MPhil, PhD assistant professor School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of commerce degree.

STUDENT SIGNATURE

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature appears to be 'P. Punitha' with a stylized flourish at the end.

DATE I

PLACE: CHENNAI

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to MR.DR. D. VELUMONi MBA, MPhil, PhD **for** providing me necessary support and details at the right during the progressive reviews and guidance.

I wish to express my thanks to all teaching and non- teaching staff members of the DEPARTMENT OF BUSINESS ADMINISTRATION who were helpful in many ways for the completion of the training.

PUNITHA.R

ABSTRACT

The Indian ayurvedic product is flooded with numerous well-known and recognized ayurvedic brands. Consumers of this epoch have become more concerned about their health and tending to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide utmost satisfaction. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand. This study is proposed to try to find out the consumer satisfaction, awareness, attitude, and preference towards familiar ayurvedic products in Coimbatore city of Tamil Nadu, India. Around 150 consumers were directly interviewed using well-structured questionnaire and the result of the study is showing valuable work has been done to show the consumers awareness, attitude, and preference towards ayurvedic products.

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CHAPTER 1

1.1 INTRODUCTION

- ❖ In the 21st century, Ayurvedic products seem to be the prime preference to attract the consumers in due course of its medicinal value and using pattern.
- ❖ 'Ayurveda' is the 'science of life'. Ayurveda's approach towards healing is holistic. It doesn't deal with individual organs in isolation but treats the body as a whole. More important, it doesn't give temporary relief, but cure the disease.
- ❖ In India, lot of people want to buy Ayurveda product because it is traditional and healthy and not make any side effects.
- ❖ In addition to that generally, Indians are strongly believed their hand remedies which are derived from their pioneer, so they are treating the methods, pattern of uses and ayurvedic knowledge as key tool to cure their diseases at their doorstep.
- ❖ This study is proposed to try to find out the consumer satisfaction, awareness, attitude and preference towards familiar ayurvedic products.

COVID 19 IMPACT

- ❖ The COVID-19 outbreak has impacted almost all the business sectors. But the Ayurveda market is positively impacted by this outbreak.

- ❖ The demand for food supplements and immunity boosters is raised among consumers worldwide to withstand and fight against the COVID-19 pandemic. As most of the ayurvedic products are providing food supplements and immunity boosters which increases the Ayurveda market size during the pandemic.
- ❖ Several companies, large and small have witnessed 50-90 % growth in the last quarter of the pandemic. Since March 2020, the demand for the Ayurveda market products like honey has raised to 45%, and turmeric by 40% in ayurvedic stores which is very high sales in the market history. In this way, the Ayurveda market size in India has been favored due to the pandemic and increased sales.

STATEMENT OF THE PROBLEM

- The consumer or the buyer is the person or group of persons, who decide what to buy and what not to buy.
- He must produce what is demanded or what can be demanded. The need of the study is to find out the influence of ayurvedic products by consumer satisfaction towards this product.
- Through the study it is motivated to buy or not to buy a particular product.
- After the study of consumer satisfaction towards that product, from which manufacturer tries to find out how sales can be pushed of existing products, what changes are required to get larger market share.
- The study is dependent upon consumer behaviour which can be influenced, which has been proved by actual sales promotion for the product.

HERBODHAYA PRODUCTS



PATANJALI



12

SKM SIDDHA PRODUCTS



1.2 NEED OF THE STUDY

- ✓ In the present modernised business world, consumer is the key decision maker to enable the ayurvedic product market whereas it is appropriate to study the consumer behaviour towards selection, security, utilization of the ayurvedic products and its services for satisfying the users of the products.
- ✓ In this context the present is an attempt to study the ayurvedic product consumer's behaviour on preference of the ayurvedic products and their opportunities and challenges faced by the ayurvedic industry.

1.3 SCOPE OF THE STUDY

- The organization to become a happy place to work if employee work is fully satisfied with customer expectation.
- When the relationship between employees and customer become healthy then problem will not arise.
- To understand the transparency communication among customer about their attitude and satisfaction

1.4 OBJECTIVE OF THE STUDY

The purpose of the study is to understand the awareness, attitude, and preference of consumers towards various ayurvedic products. The overall objectives are as follows:

- ✓ To study the consumers awareness towards ayurvedic products.
- ✓ To study about the consumer preference towards ayurvedic products
- ✓ To study about the consumer satisfaction on ayurvedic products.
- ✓ To know the marketing strategies used by various Ayurvedic companies.
- ✓ To know the reason for change Ayurvedic brand.

CHAPTER 2

2.1 REVIEW OF LITERATURE

- ✓ The review plays a vital role in analyzing the present literature. It provides the useful information and results of the similar studies done by many researchers.
- ✓ The present review of literature will help to study the perception and preferences of Ayurveda products. It will also be helpful to investigate awareness level regarding these products and examine those factors which motivate to purchase Ayurveda products.
- ✓ Majority of the customers show their loyalty towards the brand they are using. They prefer to buy these products again and again.
 - **Vishnu P.M** (2019) study conclude that customers are mostly satisfied with the price and the quality of Patanjali products that lead to an increase in brand loyalty.
 - **P. Sivaranjani** (2019) result concludes that most of the consumers are preferring the Himalaya branded ayurvedic products. Marital status as a factor has appositive influence on the customers' satisfaction whereas age and gender factor does not have any impact on the customers' satisfaction.
 - **Suganya R** (2018) A study on brand awareness towards selected ayurvedic healthcare products. Result concludes that most of the customers are not changing their brands, but sometimes they changed their brand due to doctor advice and a hike in price.

- **Ashok Yakkal Devi** (2013) concluded that consumer's psychological and economic factors are not the only factors which influence their buying behavior towards personal care products. There are many other factors too which include tradition, culture, history and values of affection and care
- **Sundari and Murugan** (2011) conducted a study on the women to investigate those factors which influence the purchase decision of Ayurveda products. They revealed that consumer prefer to purchase Ayurveda products by analyzing two types of benefits. In the primary benefit, consumers analyze the product's quality, its quantity, and its price. In the secondary benefit, the consumer buying behavior was influenced by the products' ingredients, its innovative features and reputation of the manufacturer in the market and product's brand name.
- **Urvashi Makkar** (2007) revealed there was a huge demand of the herbal cosmetic products due to increasing population in middle class families and increasing their income. These two factors majorly responsible for the boom in cosmetic industry. The study also revealed that middle class consumers have a strong and positive attitude towards herbal cosmetic products. They perceive that these products do not create any hazard to their health so that they can also prefer to purchase these products on the higher price
- **P. Anitha** (2018) Consumer satisfaction on Patanjali products. The research result revealed that the maximum consumers are highly satisfied with the Patanjali products, and the variables namely marital status, the period of usage, the amount spent, and suggestion to purchase are associated with the customers satisfaction level towards Patanjali products

CHAPTER 3

3.1 RESEARCH METHODOLOGY

Research helps the researcher to collect the data and analyze it in the proper way to understand the selected topic thoroughly. Research methodologies provide the summary that helps to achieve the objectives.

3.2 RESEARCH APPROACH:

Customer satisfaction toward Ayurveda product was used mixed of research approach. The independent variables like quality, loyalty, service, etc. are related to qualitative Approach.

DESIGN

The type of research for consumers for this study is descriptive research.

SAMPLING METHOD:

Due to limited time, energy, budget, samples taken around erode, Convenience sampling of non-probability sampling as well as random sampling was taken into consideration for this specific research.

SAMPLING AREA:

The sampling area is the Ayurveda products users who are living in erode.

SAMPLING SIZE:

The sample size for this survey is nearly 120 people

STATISTICAL TOOL:

Research has applied percentage analysis with chi-square test.

3.3 TYPES AND SOURCE OF DATA

There are basically two types of data i.e., primary data and secondary data. In this study primary was taken into consider getting relevant data needed.

PRIMARY DATA:

- Primary data was generated through face-to-face interviews, questionnaire, survey method.
- Primary data will collect from those people who are using Ayurvedic products

SECONDARY DATA:

- ❖ Secondary data has been collected from various secondary sources like Journals, magazine, articles, and other sources.
- ❖ Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else.
- ❖ The secondary data for the study I will collected with help of google form.

3.4 QUESTIONNAIRE:

- ✓ To collect needed data interview, questionnaire was used.
- ✓ Structured, unstructured, descriptive, yes/no, multiple choice questionnaires were used
- ✓ These tools were helping to find the tentative result needed for this research study.

3.5 HYPOTHESIS / ANALYTICAL TOOLS:

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table no 4.1

Q- age

AGE OF RESPONDENT	PERCENTAGE
15-20	66.7 %
21-30	32.4 %
31-40	0.0 %
ABOVE 40	0.9 %

Interpretation:

From the above table it shows 66.7% people are between the age of 15-20 and 32.4% people are between the age of 21-30 and 0.9% of people are above the age of 40

chart no 4.1

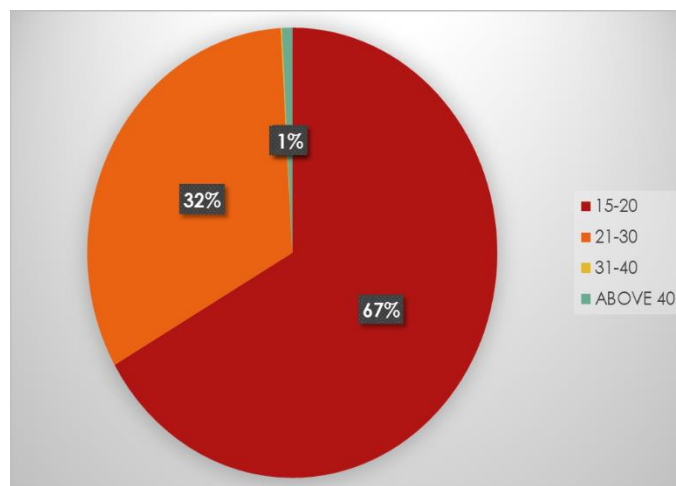


Table no 4.2

Q- gender

GENDER	PERCENTAGE
MALE	73.1 %
FEMALE	26.9 %

INTERPRETATION:

From the above table it is shows 73.1 % people are male and 26.9% people are female.

Chart no 4.2

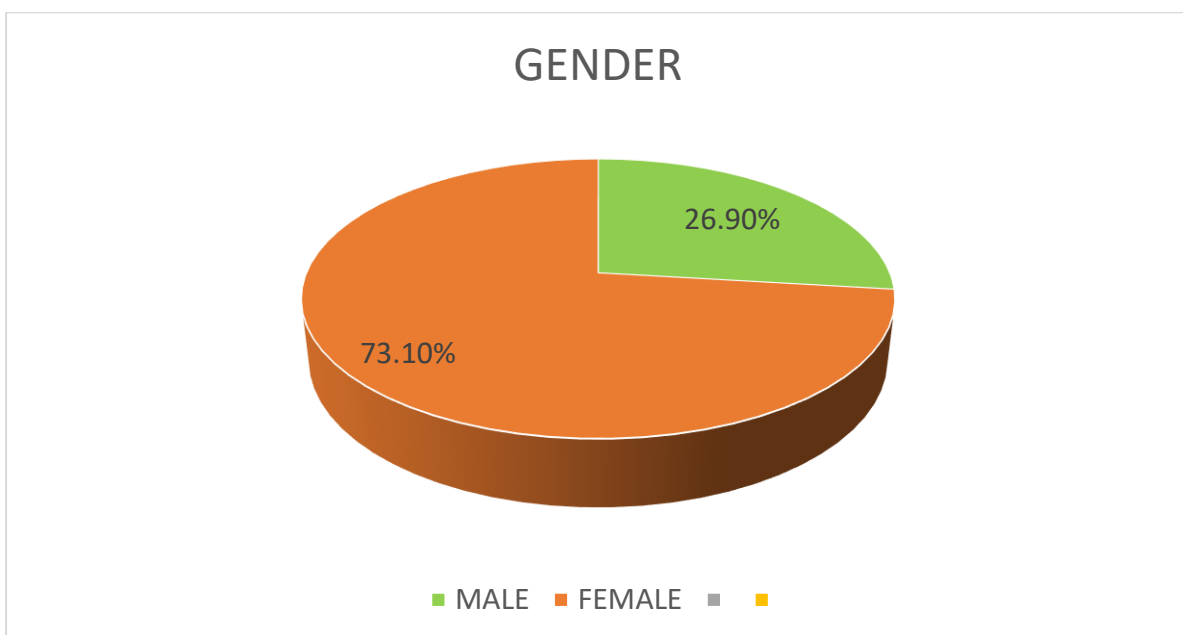


Table no 4.3

Q – occupation

OCCUPATION	PERCENTAGE
STUDENT	84.3 %
EMPLOYEE	12%
BUSINESS	1.85 %
GOVERNMENT	1.85%

INTERPRETATION:

From the above table it shows 84.3 % of people are students and 12 % of people are employee and 1.85% of people are doing business and 1.85% of people are having a government job.

Chart no 4.3

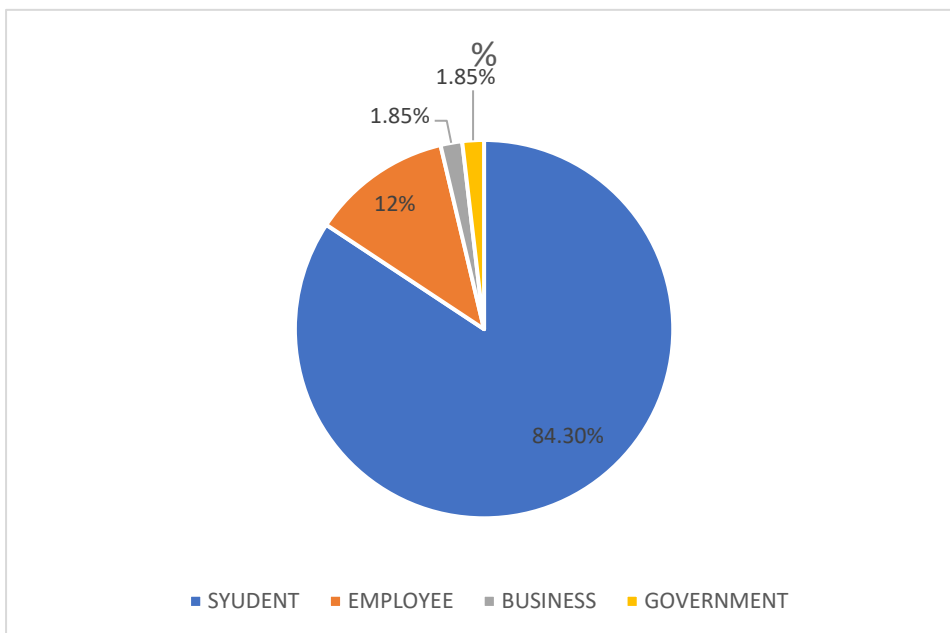


Table no 4.4

Q – have you used any ayurvedha products

USED AYURVEDHA PRODUCTS	PERCENTAGE
YES	100 %

INTERPRETATION:

From the above table it shows 100% of people are used ayurvedha products at least once

Chart no 4.4

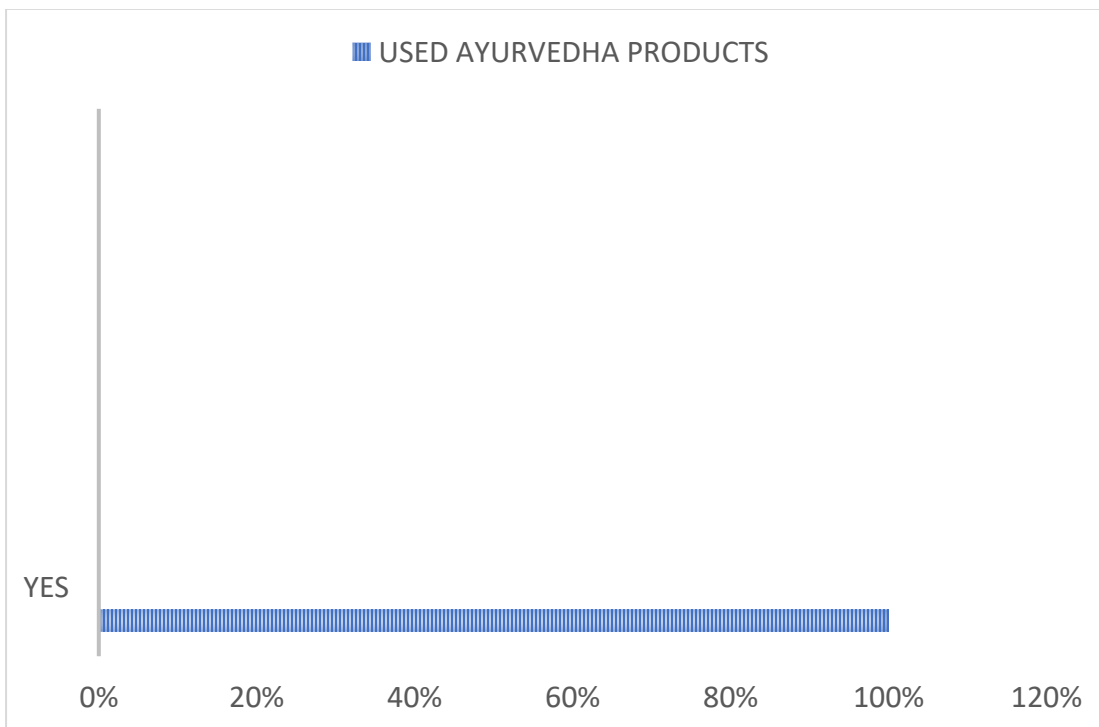


Table no 4.5

Q- which brand of products did you used?

BRAND NAME	PERCENTAGE
PATANJALI	26.9 %
HIMALAYAN	53.7 %
HERBODHAYA	19.4 %
AAYUSH HERBAL	7.4 %

INTERPRETATION:

From the above table it shows 26.9% of people are using Patanjali and 53.7 % of people using Himalayan and 19.4 % of people are using herbodhaya and 7.4 % of people are using aaysh herbal .

Chart no 4.5

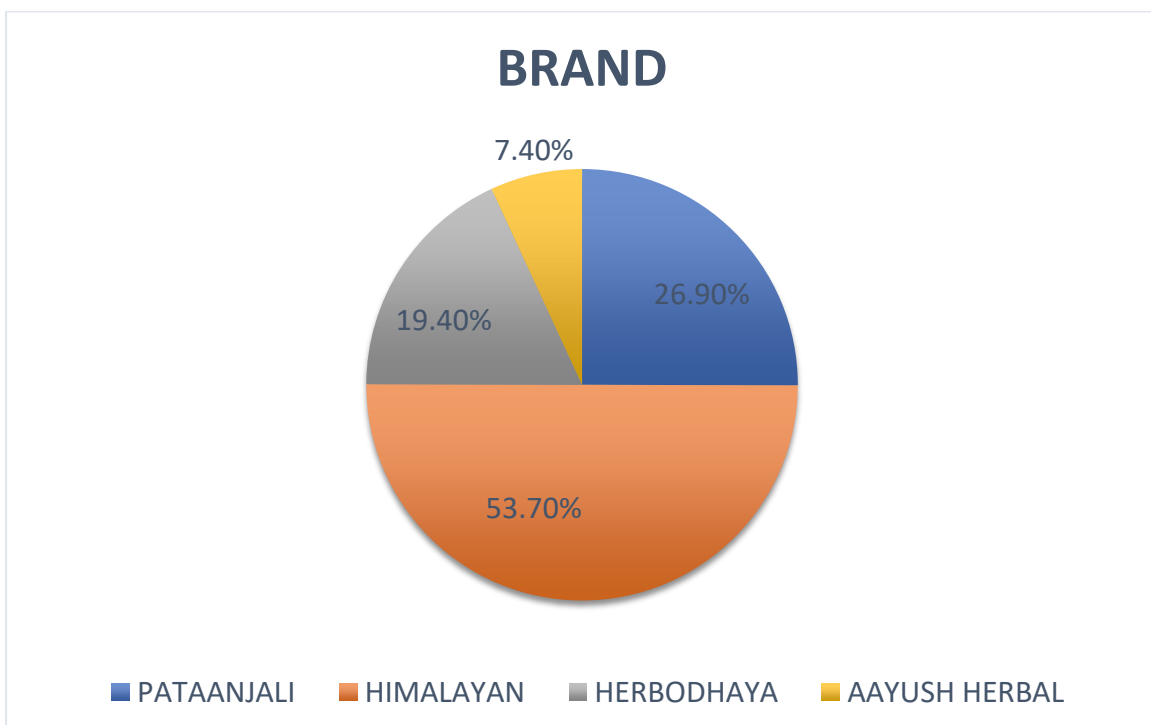


Table no 4.6

Q- sort of products

SORT OF PRODUCTS	PERCENTAGE
TABLETS	16.7 %
THAILAM	25 %
COSMATICS	44.4 %
EATABLE PRODUCTS	30.6 %

INTERPRETATION:

From the list of tablets 16.7 % people are using tablets and 25 % of people are using thailam and 44.4% of people are using cosmetics and 30.6 % of people are using eatable products of ayurvedha

Chart no 4.6

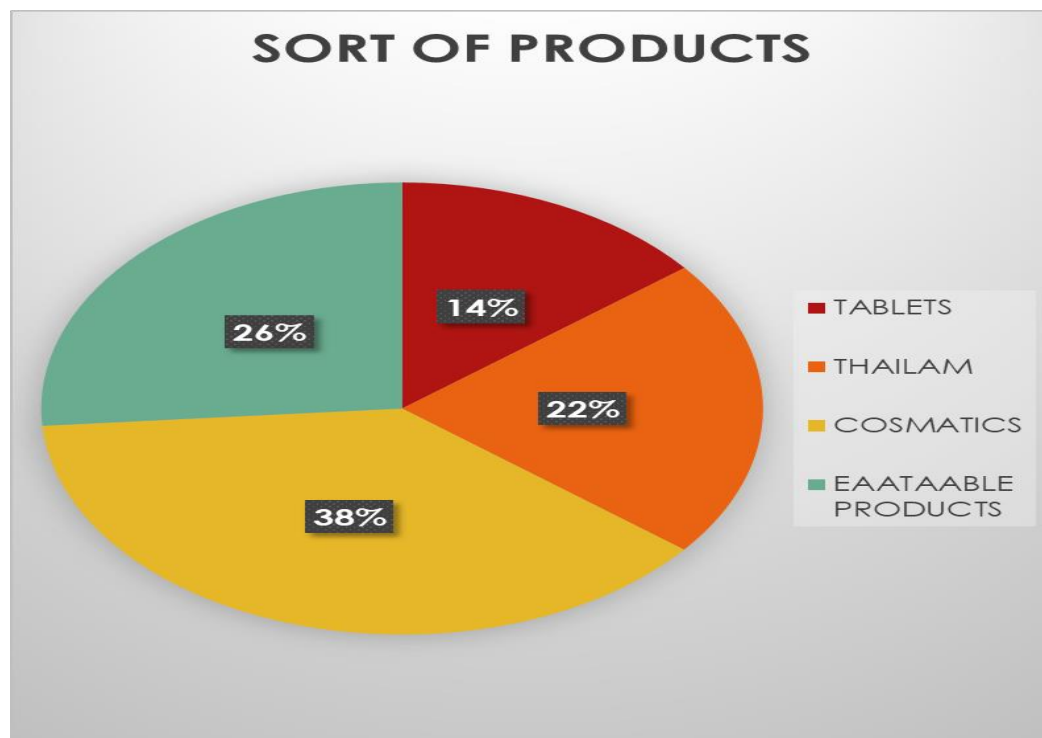


Table no 4.7

Q -why did you prefer these type of products

WHY PREFER	PERCENTAGE
HEALTHY	53.7 %
CHEAPER	10.2 %
QUALITY	25 %
NATURAL	49.1 %

INTERPRETATION:

From the above table it shows 53.7 % of people are prefer because of its healthiness and 10.2% of people are prefer because of its cheap and 25 % of people are prefer because of its quality and 49.1% of people prefer because of its natural.

Chart no 4.8

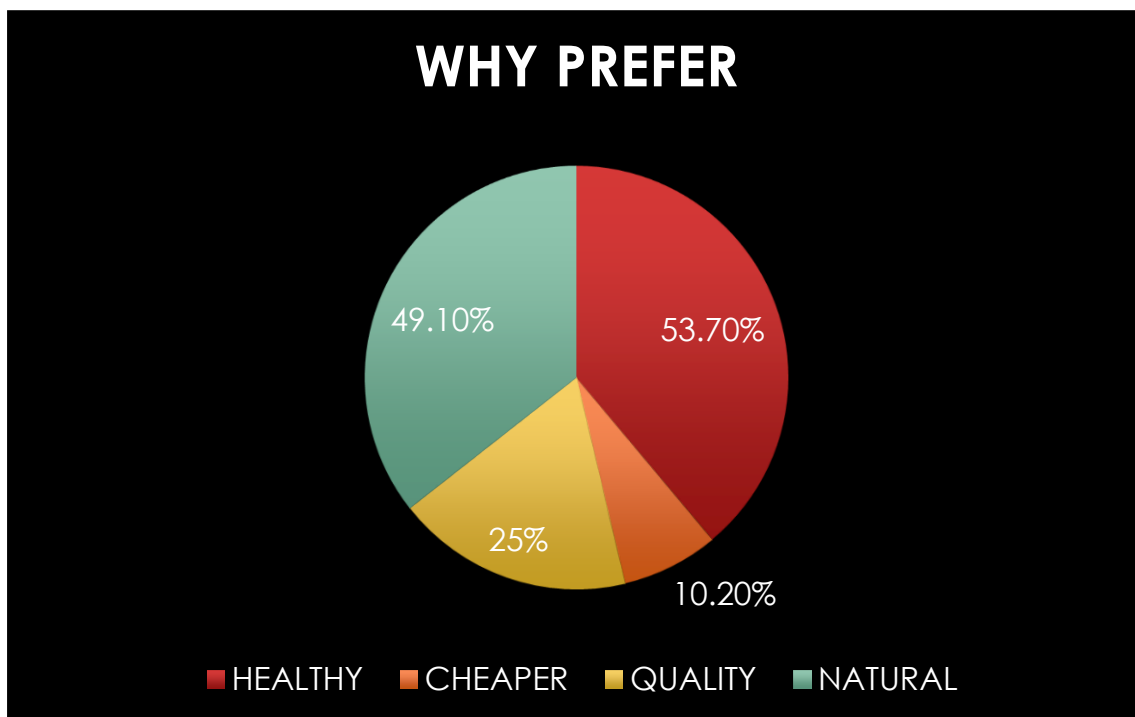


Table no 4.8

Q – how did you get to know about these products?

SOURCE	PERCENTAGE
ADVERTISEMENT	49.1 %
DOCTOR	17.6 %
OWN EXPERIENCE	36.1 %
NEWSPAPER	11.2 %

INTERPRETATION

From the above table it shows how people get to about ayurvedha products. Then it shows 49.1% of people knowing the product via advertisement and 17.6% of people knowing via doctor suggestions and 36.1% knowing with our own experience and 11.2 % of people knowing via newspaper.

Chart no 4.8

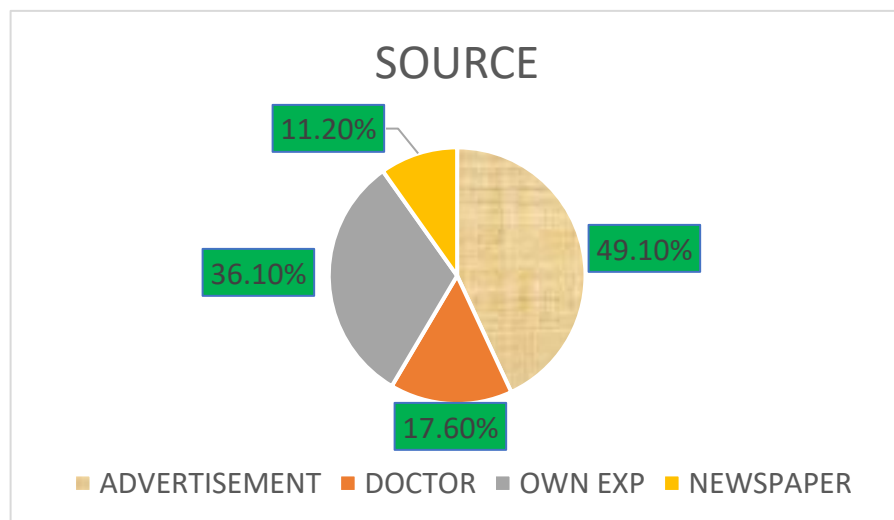


Table no 4.9

Q – agreeableness towards advertisement awareness on ayurvedha product

AGREEABLENESS	PERCENTAGE
STRONGLY DISAGREE	5.1 %
DISAGREE	5.1%
NEUTRAL	33.3 %
AGREE	38.9 %
STRONGLY AGREE	17.6%

INTERPRETATION

above table shows that agreeableness toward advertisement are really helps to aware of ayurvedha products and the results is 5.1%of people said that strongly disagree and 5.1% of people said that disagree and 33.3% of people said that neutral and 38.9% of people said that agree and 17.6 % of people are said that strongly disagree.

Chart no 4.9

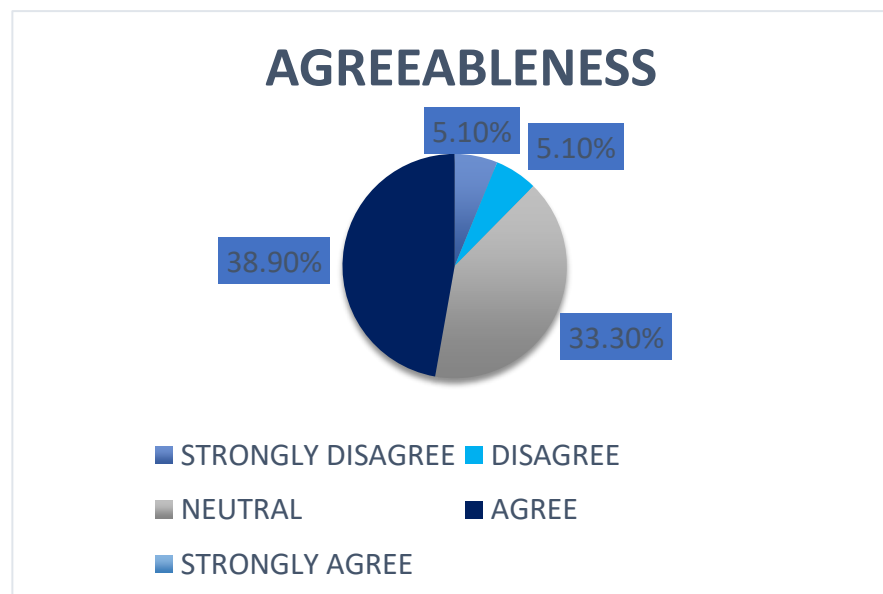


Table no 4.10

Q- times of purchase

TIMES	PERCENTAGE
MONTHLY ONCE	44.4 %
TWICE A MONTH	8.3 %
YEARLY ONCE	8.3 %
DEPEND ON MINDSET	38.9 %

INTERPRETATION:

From the above table 44.4% of people are purchase ayurvedha product monthly once and 8.3 % of people are purchase twice a month and 8.3% of people are purchase at yearly once and 38.9% of people purchase these products depend on mindset

Chart no 4.10

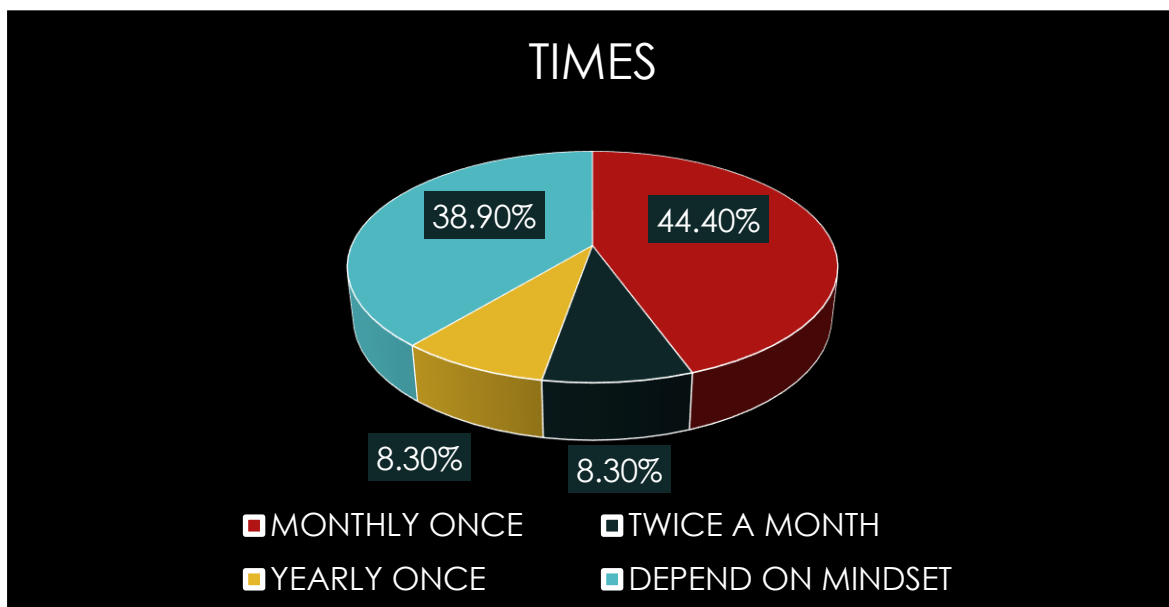


Table no 4.11

Q- budget suitable

BUDGET SUITABLE	PERCENTAGE
YES	81.5 %
NO	18.5 %

INTERPRETATION

This table shows that 81.5% of agreed that their budget is suitable of buying these ayurvedha products and 18.5% of people did not agreed that their budget is suitable of buying ayurvedha products

Chart no 4.11

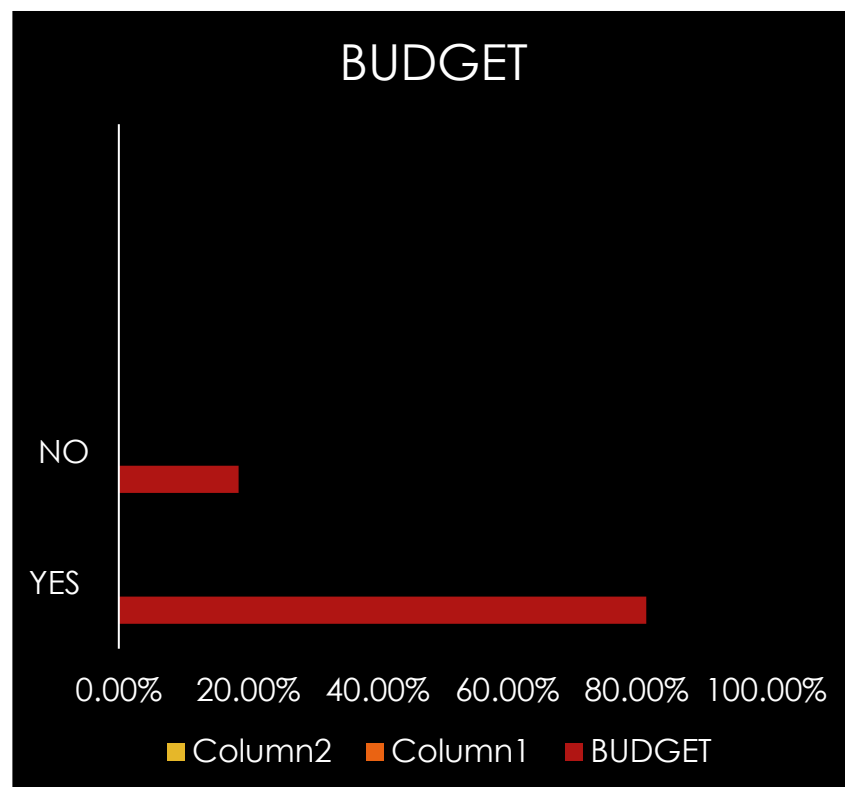


Table no 4.12

Q – offer likeableness

OFFER LIKEABLENESS	PERCENTABLE
YES	80.6 %
NO	19.4 %

INTERPRETATION

This table shows that 80.6 % of people like offers which is given from ayurvedha company and 19.4 % of people did not like their offers

Chart no 4.12

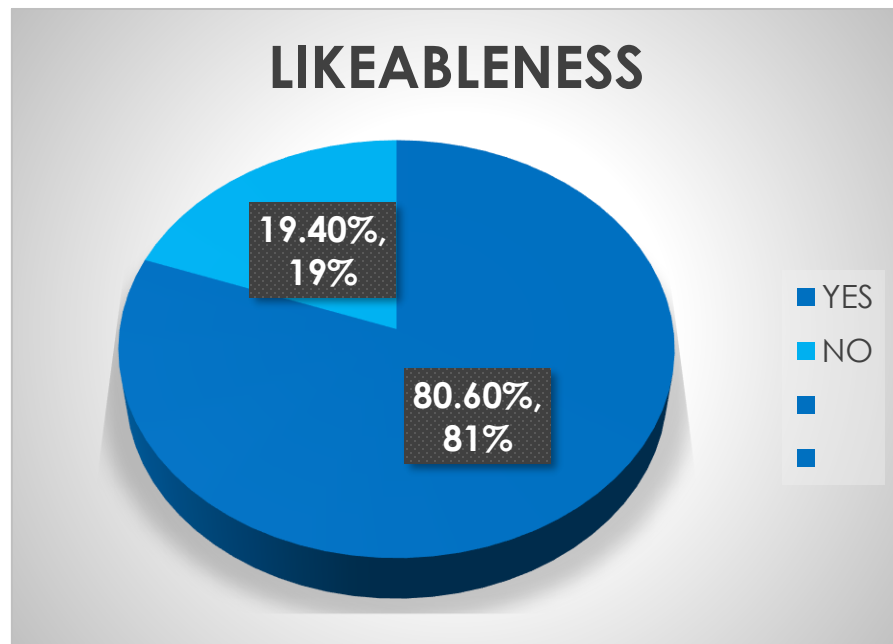


Table no 4.13

Q- type of offers did you like

TYPES	PERCENTAGE
BUY ONE GET ONE FREE	50.9 %
FREE GIFTS	14.8 %
FLAT DISCOUNT	23.1 %
MEMBERSHIP OFFER	11.1 %

INTERPRETATION

From the above table 50.9% people are liked to buy one get one free offer and 14.8% of people like free gifts and 23.1 % of people are like flat discount and 11.1% of people are like membership offer

Chart no 4.13

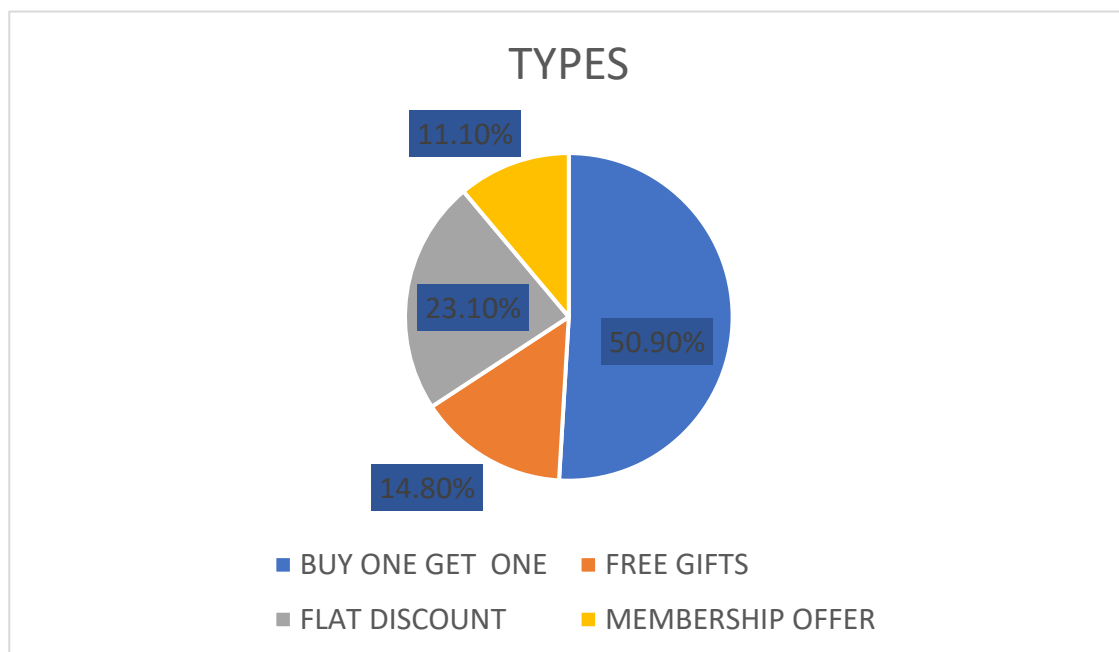


Table no 4.14

Q- type of problems did u face while using ayurvedha products

PROBLEM	PERCENTAGE
NO PROBLEM	76.9 %
STOMACH PAIN	3.7 %
HEAD PAIN	14.8 %
BACK PAIN	1.9 %
VOMITTING	1.9%
SLEEPLESSNESS	3.7 %

INTERPRETATION

From the above table 76.9 % people are said that there was a no problem while using ayurvedha products and 3.7 % of people having a problem of stomach pain and 14.8% of people are having a problem of headache and 1.9 % of people are having a problem of back pain and 1.09 % of people are having a problem of vomiting and and 3.7 % people are having a problem of sleeplessness

chart no 4.14

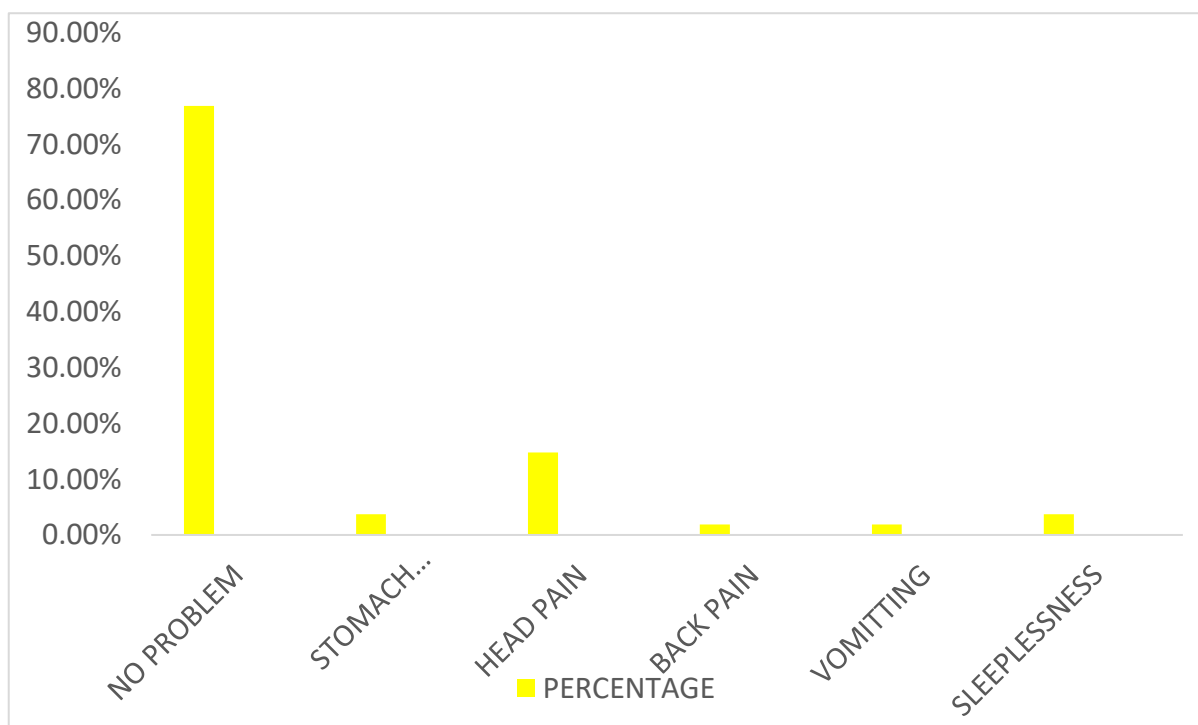


Table no 4.15

Q- Complained about ayurvedha products

COMPLAINED	PERCENTAGE
YES	80.6 %
NO	19.4 %

INTERPRETATION

This table shows that 80.6 % of people are complained about ayurvedha products and 19.4% of people are said that never complained about ayurvedha

CHART NO 4.15

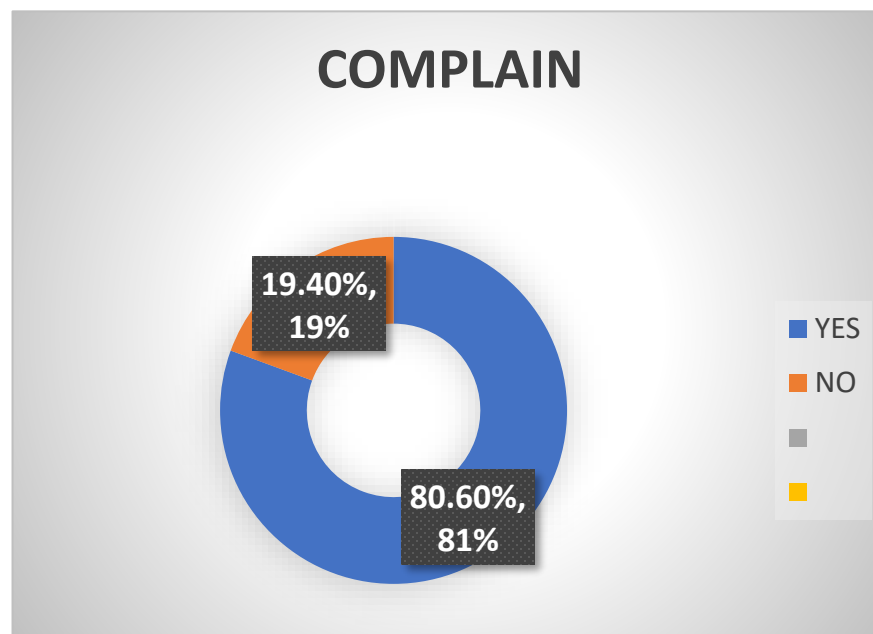


Table no 4.16

Q- agreeableness towards healthiness and natural on ayurvedha products

AGREE ABLENESS	PERCENTAGE
STRONGLY DISAGREE	4.6 %
DISAGREE	4.6 %
NEUTRAL	35.2 %
AGREE	42.6 %
STRONGLY AGREE	13 %

INTERPRETATION

The above table shows that 4.6% of people strongly disagree that ayurvedha products are healthy and natural and 4.6 % of people disagree that statement and 35.2% of people are said neutral that statement and 42,6% of people are agree that the statement and 13% of people are strongly disagree that the statement.

Chart no 4.16

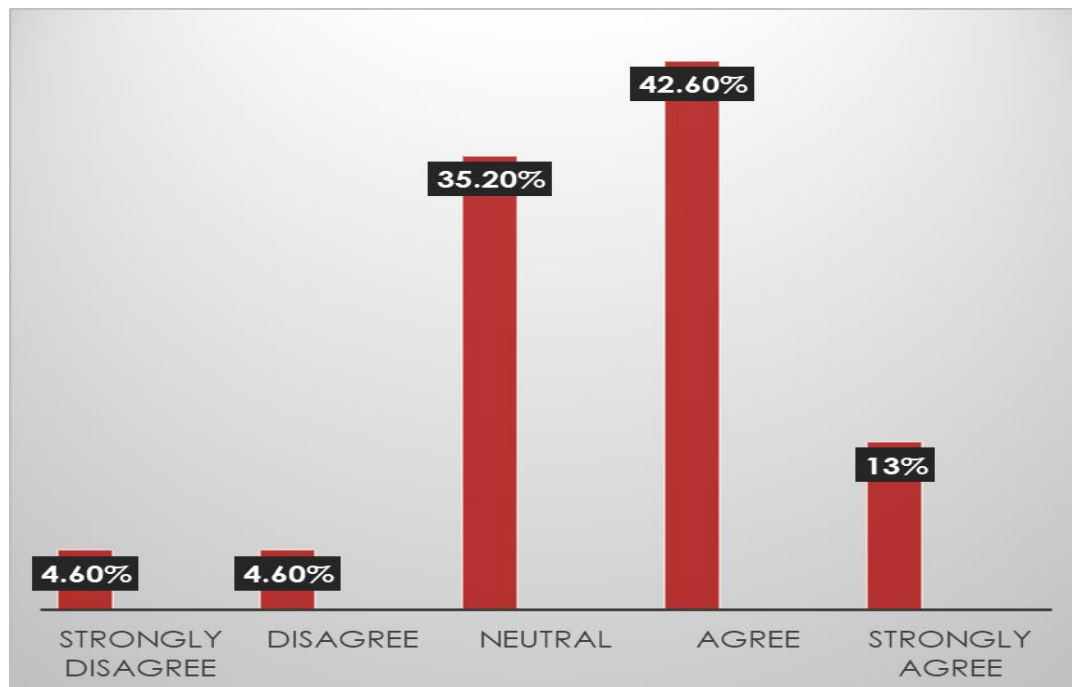


Table no 4.17

Q- attractive part of ayurvedha product

PART	PERCENTAGE
PACKING	33.3 %
PRICE AND OFFERS	25 %
AVAILABLE OF PRODUCTS	48.1 %
TASTE	48.1 %

INTERPRETATION

The above table shows that 33.3% of people like packing of ayurvedha products and 25 % of people like price and offers and 48.1% of people like availableness of products and 48.1 % of people like taste of ayurvedha products.

Chart no 4.17

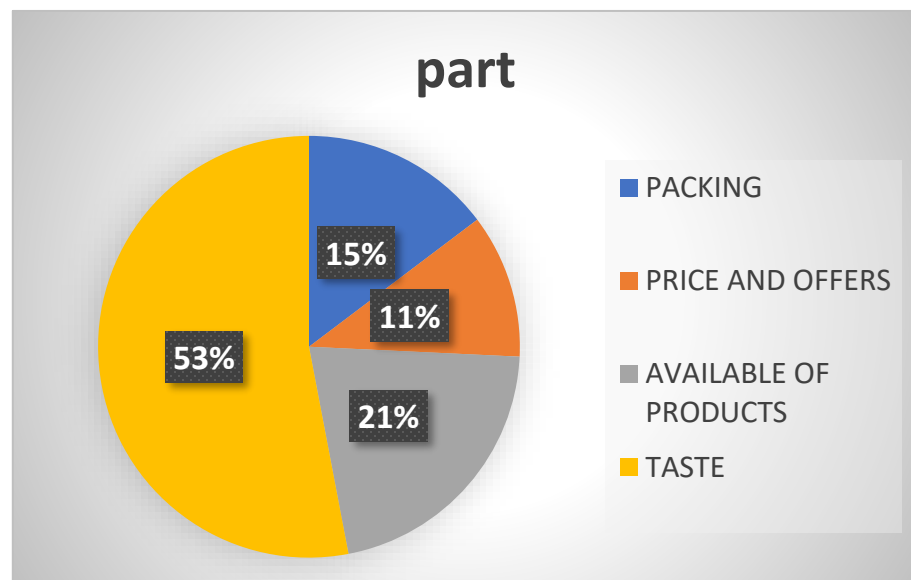


Table no 4.18

Q- agreeableness towards product availableness

AGREEABLENESS	PERCENTAGE
STRONGLY DISAGREE	5.6 %
DISAGREE	5.5 %
NEUTRAL	24.1 %
AGREE	52.8 %
STRONGLY AGREE	12 %

INTERPRETATION

The above table shows that 5.6 % of people are strongly disagree towards of product availableness and 5.5% of people are disagree that the statement and 24.1% of people are neutral that the statement and 52.8% of people are agree that products are available and 12 % of people strongly agree that ayurvedha products are really availableness.

Chart no 4. 18

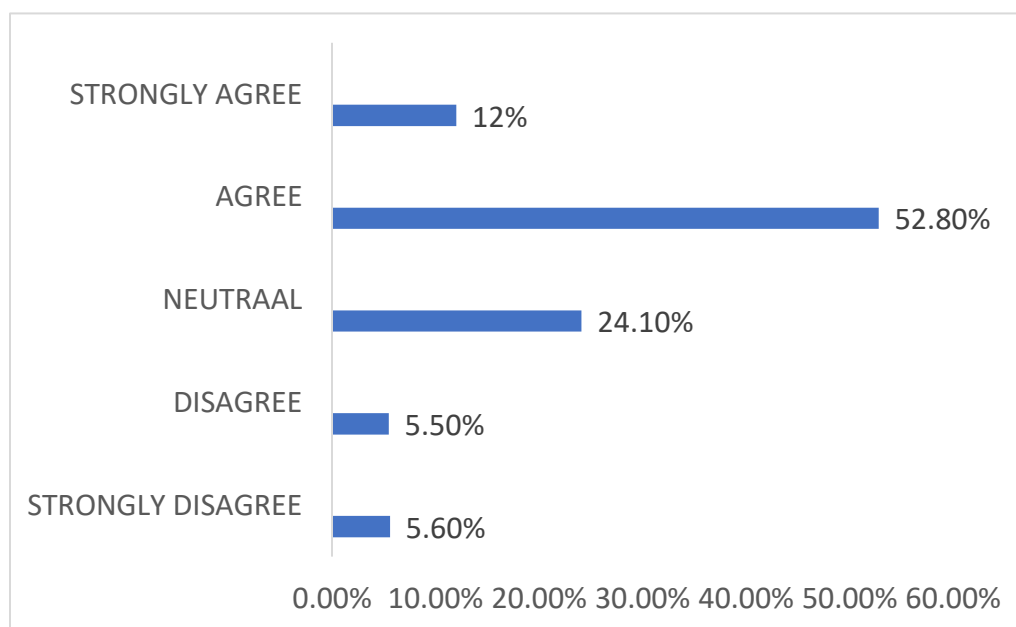


Table no 4.19

Q- do you satisfied

SATISFIED	PERCENTAGE
YES	65.7 %
NO	8.3 %
MAYBE	25.9 %

INTERPRETATION

The above table shows that 65.7% of people satisfied with ayurvedha products and 8.3% of people said that did not satisfy with ayurvedha products and 25.9 % of people said that maybe that means 50% of satisfaction only they get.

Chart no 4.19

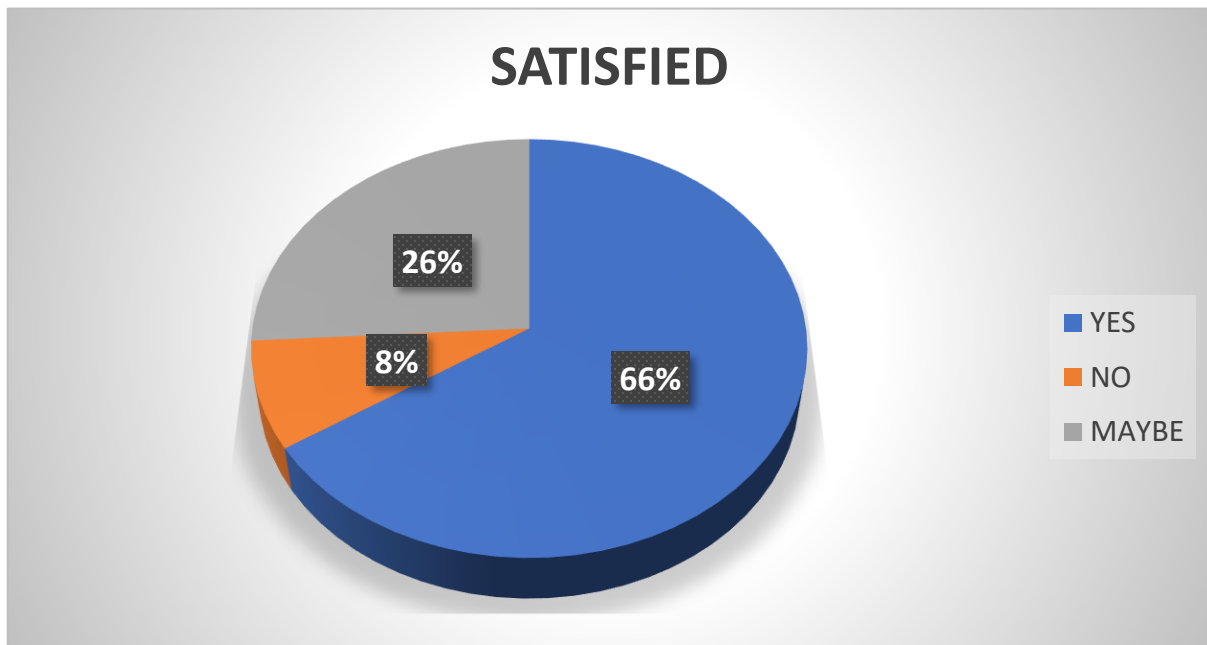


Table no 4.20

Q- improvement required

IMPROVEMENT	PERCENTAGE
PRODUCT AVAILABleness	33.3 %
PACKING	13 %
PRICE DETERMINATION	32.4 %
QUALITY	43.5 %

INTERPRETATION

The above table shows that 33.3% of people said ayurvedha product should improve their product availableness and 13% of people are said improve their packing improvement and 32.4% of people said improve their price determination and 43.5 % of people said improve their quality of ayurvedha products.

Chart no 4.20

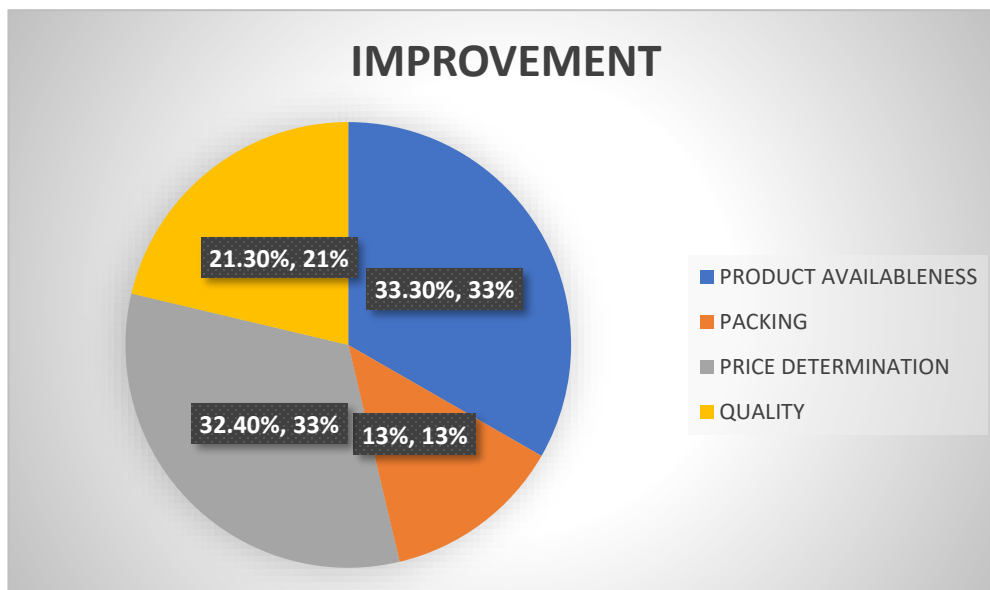


Table no 4.21

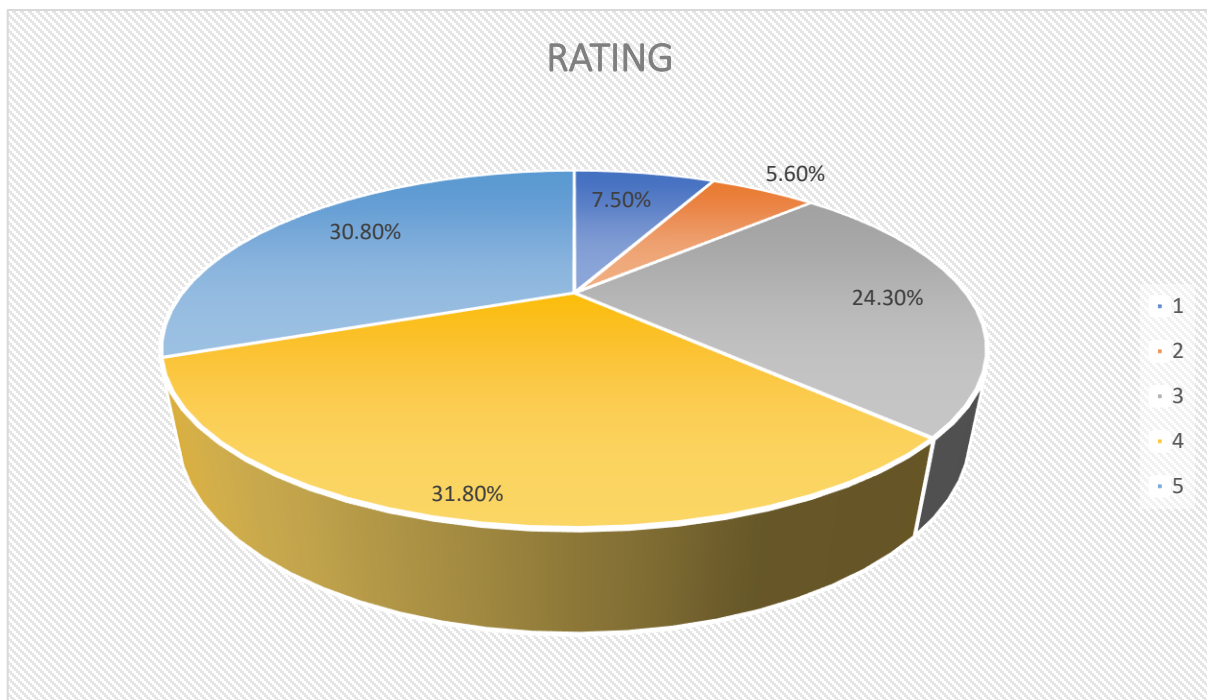
Q-overall rating for ayurvedha products

RATING	PERCENTAGE
1	7.5 %
2	5.6 %
3	24.3 %
4	31.8 %
5	30.8 %

INTERPRETATION

From the above table it shows that over all rating of ayurvedha products,7.5% of people gave 1 point and 5.6% of people gave 2 points and 24.3% of people gave 3 points and 31.8% of people gave 4 points and 30.8% of people gave 5 points out of points.

chart no 4.21



STATISTICAL TOOL

Here, Chi-square test is used as statistical tool.

CHI-SQUARE TEST

The statistical test, based on the statistic following χ^2 distribution, is known as χ^2 test.

χ^2 test can be used for testing the given population variance, by comparing with variance of the sample.

Conditions for the Application of χ^2 -test

1. The total frequencies (N) must be reasonably large say at least 50.
2. Expected frequency of less than 5 is pooled with the preceding or succeeding frequency so that no expected frequency is less than 5. Then the degrees of freedom are based on the resulting number of frequencies.
3. The distribution should not be of proportions or percentages etc. it should be in original units.

Procedure: -

1. Set up the null hypothesis that there is goodness of fit between observed and expected frequencies.
2. Find the value of χ^2 using the formula

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

3. Degree of freedom is $n-1$ where 'n' is the number of frequencies given. Obtain the table value.

4. If the calculated value of X^2 is less than the table value, conclude that there is goodness of fit.

$$X^2 = \sum \frac{(O-E)^2}{E}$$

O = Observed frequency

E = Expected frequency

$$E = \frac{\text{Row Total} * \text{Column}}{\text{Grand To}}$$

4.2 STATISTICAL ANALYSIS:

Test no 1 (chi square test)

NULL HYPOTHESIS (H0):

There is no relation between the people age and offers they like which means their interest

ALTERNATIVE HYPOTHESIS (H1):

There is a significant relation between the people age and offers they like which means their interest.

OBSERVED VALUE: (O)

AGE	BUY ONE GET ONE FREE	FLAT DISCOUNT	FREE GIFTS	MEMBERSHIP OFFER	TOTAL
15- 20	39	16	12	5	72
21- 30	16	9	4	6	35
ABOVE 40	0	0	0	1	1
TOTAL	55	25	16	12	108

EXPECTED VALUE: (E) = $RT-CT/N$

AGE	BUY ONE GET ONE FREE	FLAT DISCOUNT	FREE GIFTS	MEMBERSHIP OFFER
15- 20	36.67	16.67	10.67	8
21-30	17.82	8.10	5.18	3.89
ABOVE 40	0.50	0.25	0.15	0.11

CALCULATION (X²) = total of (o-e)²/e

O	E	O-E	(O-E) 2	(O-E)2/E
39	36.67	2.33	5.43	0.15
16	16.67	-0.67	0.45	0.27
12	10.67	1.33	1.76	0.16
5	8	-3	9	1.12
16	17.82	-1.82	3.31	0.18
9	8.10	0.9	0.81	0.1
4	5.18	-1.18	1.39	0.27
6	3.89	2.11	4.45	1.14
0	0.50	-0.5	0.25	0.5
0	0.25	-0.25	0.06	0.24
0	0.15	-0.15	0.02	0.13
1	0.11	0.89	0.79	7.18
				Total = 11.44

DEGREE OF FREEDOM = (C-1) (R-1)

C = 4

R=3

SO (4-1) (3-1)

3*2

= 6

TABULATION VALUE (X²) = 12.59

CALCULATION VALUE(X²) = 11.44

since p value 12.59 is greater than 11.44. so null hypothesis is accepted.
Alternative hypothesis is rejected. Therefore, there is no significant relationship between people age and offers they like.

TEST NO 2 (CHI SQUARE TEST)

NULL HYPOTHESIS (H0):

There is no relation between gender and the budget suitability of people.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant relation between gender and budget suitability of people.

OBSERVED VALUE (O)

AGE	YES	NO	TOTAL
MALE	25	3	28
FEMALE	64	16	80
TOTAL	89	19	108

EXPECTED VALUE (E)

GENDER	YES	NO
MALE	23.07	4.92
FEMALE	65.92	14.07

CALCULATION (X2)

O	E	O-E	(O-E) ²	(O-E) ² /E
25	23.07	1.93	3.72	0.16
3	4.92	-1.92	3.68	0.75
64	65.92	-1.92	3.68	0.05
16	14.07	1.93	3.72	0.26
				TOTAL = 1.22

$$\begin{aligned}\text{DEGREE OF FREEDOM} &= (C-1) (R-1) \\ &= 2-1*2-1 \\ &= 1*1=1\end{aligned}$$

TABULATION VALUE: 3.84

CALCULATION VALUE: 1.22

since p value 3.84 is greater than 1.22 so null hypothesis is passed. alternative hypothesis is failed. Therefore, there is no significant relation between gender and budget suitability of people.

CHAPTER 5

FINDINGS:

From the questionnaire, the following points are found and noted:

- ❖ majority of 73.1% respondents was female.
- ❖ Majority of 66.7 % respondents are between the age of 15 to 20
- ❖ Majority of respondent 84.3 % are students.
- ❖ Majority of respondent 100 % people are used ayurvedha products.
- ❖ Majority of 53.7 % people are used Himalayan brand.
- ❖ Majority of 44.4 % people are used cosmetics in ayurvedha.
- ❖ Majority of 53.7 % people are preferred these products because of healthy.
- ❖ Majority of 53 % people are knowing the products because of advertisement.
- ❖ Majority of 38.9 % people strongly agree that advertisement really help to get awareness of ayurvedha products.
- ❖ Majority of 44.4% people purchase monthly once.
- ❖ Majority of 81.5 % people are agreed that their budget suit for purchasing.
- ❖ Majority of 50.9 % people are like buy one get one free offer.
- ❖ Majority of 80.6 % people are liked offers which offers is launched by ayurvedha company.
- ❖ Majority of 83 % people didn't face any problem while using these products.
- ❖ Majority of 80.6 % people didn't complain about ayurvedha products.
- ❖ Majority of 42.6 % people strongly agree that ayurvedha products good and healthy.
- ❖ Majority of 48.1 % people are liked ayurvedha product availableness.

- ❖ Majority of 52.8 % people are agreed that ayurvedha company should expand their product availableness.
- ❖ Majority of 65.7 % people are satisfied with ayurvedha products.
- ❖ Majority of 47 % people are vote for quality improvement required to ayurvedha products.
- ❖ Majority of 31.8 % people are rating 4 out of 5 for ayurvedha products.

5.2 SUGGESTIONS

- ❖ My suggestions on ayurvedha products are they should expand their product availableness.
- ❖ Because lot of people didn't know about brand or product so they must increase advertisement and expand their product availableness.
- ❖ Now a days lot of people like ayurvedha product because of its production method .and mainly between the age of 20 to 45 people are most liked. So, they should launch the product which is made for these age group of people.
- ❖ Maybe this suggestion helps to their profit and make good brand image.

5.3 LIMITATION OF THE STUDY:

- ❖ Due to the time constraint the sample size was restricted to 108 respondents only.
- ❖ Since the study is based on the primary data collected through questionnaire, the result of the study is subject to all the limitations of the primary data.
- ❖ The analysis based on some statistical tools (chi-square) which as it is own limitation.
- ❖ The finding and suggestions are based on the information given by the respondents.

CONCLUSION:

- This study provides insight about the various dimension and their association with customer satisfaction.
- The study has come up with the finding that was quested through research objectives. The relationship of customer satisfaction dimension identified.
- Many people like ayurvedha products because of quality and with the message is to promote 'Ayurveda' and 'health and safety', it can be a very effective way of promotion and that is why the company is able to do miracles with its simple yet effective packaging.
- The price of ayurvedha products is reasonable. Based on finding of the study, it can be concluded that ayurvedha product have gained significant place in the market and capture a huge lot of customers due to its quality, price, variety, loyalty, and location.

REFERENCES

- ✓ Vishnu P.M (2019) study conclude that customers are mostly satisfied with the price and the quality of Patanjali products that lead to an increase in brand loyalty.
- ✓ P. Sivaranjani (2019) result concludes that most of the consumers are preferring the Himalaya branded ayurvedic products. Marital status as a factor has apposite influence on the customers' satisfaction whereas age and gender factor does not have any impact on the customers' satisfaction.

WEBSITES

- ✓ www.google scholar.com
- ✓ www.opec.org
- ✓ www.wikipedia

APPENDIX

A STUDY ON CONSUMER AWARENESS AND PREFERENCES TOWARDS AYURVEDHA PRODUCTS

QUESTIONNAIRES:

1. Name

2. age

a) 15-20 b) 21-30 c) 31-40 d) above 40

3.gender

a) male b) female

4. occupation

a) student b) employee c) business d) government

5. have you used any ayurvedha products?

a) yes

6. which brand of products did you use?

a) Patanjali b) Himalayan c) herbodhaya d) Aayush herbal

7. what sort of products did you use?

- a) tablets b) thailam c) cosmetics d) eatable products**

8.why, do you prefer these types of products?

- a) healthy b) cheaper c) quality d) natural**

9. how did you get to know about these products?

- a) advertisement b) doctor c) own experiences d) newspaper**

10. how far do you agree that advertisements really help to get awareness of ayurvedha products?

- a) strongly disagree b) disagree c) neutral d) agree e) strongly agree**

11. how many times did you purchase these types of products?

- a) monthly once b) twice a month**
c) yearly once d) depend on mindset

12. do you think that your budget will suit the ayurvedha products?

- a) yes b) no**

13. ayurvedha products gives some special offer year or any important launch. Did you like that offers?

- a) yes b) no**

14. which type of offers did you like the most?

- a) buy one get one free b) free gifts
- c) flat discount d) membership offer

15. what type of problems did you face while using ayurvedha products?

- a) no problem b) stomach pain
- c) back pain d) vomiting
- e) sleeplessness

16. have you ever complained about ayurvedha products?

- a) yes b) no

17. how far do you agree that ayurvedha products natural and healthy?

- a) strongly disagree b) disagree c) neutral
- d) agree e) strongly agree

18. you are already used ayurvedha product. so which is attracted you the most?

- a) packing b) price and offers c) availability d) taste

19. some ayurvedha products are really rated to buy because of its availability. so, did you agree that company should expand their product availability?

- a) strongly disagree b) disagree c) neutral d) agree
- e) strongly agree

20.do u satisfied with ayurvedha products?

- a) yes b) no**

21. what is the improvement required to ayurvedha products?

- a) product availableness b) packing**
c) price determination d) quality

22. please give your rating out of 5 for ayurvedha products?

- a) 1 b)2 c) 3 d) 4 e) 5**