

11. Customers Ranking of Ayurvedic Brands in South Goa

***Ms. Charmaine D'Souza**

Associate Professor, Department of Commerce Rosary College, Navelim Salcete Goa.

****Ms. Kelly Lopes**

Student of T.Y.B.Com., Department of Commerce Rosary College, Navelim, Salcete, Goa.

Abstract

Ayurveda is India's ancient gift to the modern world and one of the most comprehensive way to health and happiness, the natural way. Ayurveda teaches a series of conceptual systems characterized by balance and disorder, health and disease. The objective of the study was to rank the ayurvedic brands in terms of price, promotion and quality, through a questionnaire of 120 respondents interviewed in south Goa. The research methodology followed was hypothesis testing using of annova showing the significant difference in ranking of brands in terms of price, promotion and quality.

Key words: Ayurveda, price, promotion, quality.

Introduction

Going beyond just curing a disease, Ayurveda aims at total well being of the mind, body and spirit of an individual ^[1]. An increasing number of Americans are discovering the health benefits of the herbs because of the growing popularity of Ayurveda ^[2]. Ayurveda evolved from the ancient wisdom of healers, prophets & Rishis ^[3]. Ayurvedic medicine is founded on the understanding that illnesses are due to a weakness in the body that allow for a disease to take hold in the first place ^[4]. The Ayurvedic concept of Rasayana therapy is now being confirmed by the recent advancements in genomics ^[5]. Ayurvedic medicine is only recently receiving recognition in current medical literature ^[6]. Ayurveda is based on a belief that wellness and health depend on a balance of body, mind, and spirit ^[7]. Ayurveda is one of the four Upavedas or secondary Vedic texts ^[8]. Ayurveda is ancient India's gift to the modern world. It is one of the most comprehensive ways to health and happiness ^[9]. The conceptual systems characterized by balance and disorder, health and disease, philosophy of Ayurveda ^[10]. The Rs 8,000-crore company also said it will enter allied categories within the food and oral care segments without straying away from the core ayurvedic products business ^[11]. The term "ayurveda" thus means "the science of life" or "the knowledge of life" ^[12]. Ayurveda is considered as one of the oldest of

the traditional systems of medicine ^[13]. Ayurvedic medicine, is a healthy-lifestyle system that people in India have used for more than 5,000 years ^[14]. Ayurveda is the traditional holistic medical system in India ^[15]. Baba Ramdev made Indians rediscover their love for the 5000-year-old system of medicine ^[16]. The world's leading brand for original Ayurveda products is Maharishi Ayurveda ^[17]. India's traditional system of healing (ayurveda) uses more than 5,000 herbs ^[18]. Ayurveda is a new fast catching up in the city is Ayurveda treated fabrics ^[19]. Ayurveda cloth is attractive simply for its zero impact: it is completely organic, sustainable, and biodegradable ^[20]. An adjoining room with full-length mirrors and straw mats doubles as a showroom for Ayurveda clothing ^[21]. Ayurveda practitioners and manufacturers say that, while allopathic drugs will become cheaper, ayurveda prices are going to increase post-GST ^[22]. Over the next decade, The Indian Ayurvedic Market is expected to grow at a CAGR of around 16.0% ^[23]. Ayurveda the ancient 5,000 year old Indian system of Vedic healthcare is a branch of Ayurveda ^[24].

Theoretical perspective

Ayurvedic homemade cleaners are simple and inexpensive and cleaning with herbs will keep harsh toxins out and keep home smelling sweet and fresh. ^[25]. Organic Shop offers natural cleaners, vaporizer that is both safe for kids and pets ^[26]. One can make safer "green" cleaning products for a fraction of the cost of the commercial products and without the scary ingredients, with just a few basic ingredients ^[27]. India's premier & largest online organic store for cosmetics, personal care, home care products that brings specially curate eco-friendly organic products is Natural Mantra ^[28]. Consumer data analytics firm Nielsen India said that sales of personal care products made of natural, ayurvedic ingredients, are growing 1.7 times as fast as the overall market ^[29].

Review of literature.

Hans (1999). States that ayurveda treatments deals with natural and non-artificial herbal products with hands-on treatments. **Jain (1968).** Says that materiamedica of these systems contains a rich heritage of indigenous herbal practices that have helped to sustain the health of most rural people of India. **Jawla , et al., (2009).** States that general awareness of Ayurvedic system, 8 questions which include the factors of trustworthiness, quality measures, etc. are prepared to examine the response from the customers. **Jon Stock (2002)** in his paper is states that people in the west are becoming increasingly disgruntled with the detrimental effects of drug therapy. The global herbal market is of worth \$ 120 billion in four years and Ayurveda represents \$ 60 billion worth of market. **Morgan (1985); Wang, et al., (2009).** Examined that Ayurvedic medicines can protect to reach poor health condition through preventive mechanism.

Ravishankar , et al, (1999). States that the accessibility of low priced Ayurveda products will be increased if India initiates own development process as huge availability of economically important bio-diversified herbs. **Singh, V. (2004), Frank, R. and Stollberg, G. (2002) and Sirosis, F.M. (2007)** have noticed that despite of extensively advertising ayurvedic medicines and services on television and internet did not succeed to persuade people. While, word-of-mouth (social networks), recommendation of friends and family members does good. **Subrahmanian and Venkatesan (2011)** suggested the awareness level in elderly men was more towards ayurvedic products **Thatte and Bhalerao (2008).** Says that in 2007, 8403 licensed Ayurvedic pharmacies were available in India with total turnover of Rs. 4000Crore.

Statement of the problem

With the demand for cosmetics, skin care, hair care, home care and oral care products constantly increasing the present study analysed the customer preferences towards ayurvedic products.

Objectives

Ranking of brands in terms of price, promotion and quality.

Limitations

The respondent's views and opinions may hold good for the time being and may vary in the future. The results of the study may not be generalized because convenient sampling method was followed. Time constrain has prohibited from going deep into the subject due to time constraints study is restricted to limited places/cities only.

Scope of the study

The scope of the study is on the customer perception towards ayurvedic products in South Goa.

Sample design

The method of random sampling, on the basis of 60 male respondents of which 14 respondents were of the age group below 18 years, while 15 respondents were of the age group of 18-25 years of age, on the other hand 16 respondents were 26-35 years of age and 15 respondents were of 36 years and above of age. And similarly for female were pooled together to achieve the objectives of the study.

Sample size

A total of 120 respondents in rural and urban parts of Goa Salcete taluka having different educational levels and occupations along with monthly income were used to collect data from the respondents.

Research methodology

A combination of interview method and questionnaire method was used to collect data from the respondents for the purpose of study. The data was collected, both from primary sources as well as from secondary sources. A total of 120 respondents were interviewed using the questionnaire to understand the perception of customer towards ayurvedic products in Salcete taluka. Secondary data collected for the purpose of study, includes journals, books, magazines and websites.

Table 4.1 : Ranking of brands in terms of price

	A*	B*	C*	D*	E*	F*	G*	H*	I*	J*
1*	25.83	1.6	15	3.3	3.3	4.16	13.3	1.6	10.8	20.8
2*	17.5	10	19.16	3.3	3.3	4.16	8.3	7.5	18.33	8.3
3*	7.5	11.6	19.16	5.83	5	10	19.16	15.83	2.5	3.3
4*	7.5	7.5	4.16	22.5	13.3	24.16	6.6	8.3	3.3	2.5
5*	6.6	13.3	6.6	10.83	31.6	16.6	5.83	3.3	5	0
6*	5	10.83	5.83	25.83	18.3	12.5	5	5	10	1.6
7*	7.5	19.16	4.16	16.6	7.5	12.5	10.83	11.6	5.8	5
8*	6.6	14.16	10	8.3	5.83	7.5	10	19.16	13.3	5
9*	8.3	9.16	10	0.83	6.6	1.6	10.83	21.6	19.1	11.6
10*	7.5	2.5	5.83	2.5	5	6.6	10	5.83	11.6	41.6

Source: Primary Data

(1*= Highest and 10*= Lowest, A*= Surya herbal, B*= Vicco, C*= Charak pharma, D*= Zandu, E*= Emami, F*= Hamdard, G*= Baidyanath, H*= Dabur, I*= Himalaya, J*= Patanjali.)

Table 4.1.1 : Annova of ranking of brands in terms of price.

Source of Variation	SS	df	MS	F	P-value	F crit
SSBC	555.7675	9	61.75194	7.879374	2.3E-11	1.887733
SSWC	9326.225	1190	7.837164			
Total	9881.992	1199				

(SSBC= sum of squares between columns, SSWC= sum of squares within columns).

H₁: there is significant difference towards the ranking of brands in terms of price.

H₂: there is significant difference towards the opinion of the respondents in the ranking of brands in terms of price.

Using Annova, if $F < F_{crit=0.05}$ there is no significant difference i.e. H₀ and if $F > F_{crit=0.05}$ there is a significant difference i.e. H₁. In the table, $F=7.88$ and $F_{crit=0.05}=1.89$ hence, there is a significant difference in the ranking of brands in terms of price. And, $F=0$ and $F_{crit=0.05}=0$, there is

no significant difference in the opinion of the respondents in the ranking of brands in terms of price. According to table 4.1, the respondents feel that the brand Patanjali is the cheapest that is 41.6% while on the other hand they feel that the brand Surya herbal is the most expensive that is 25.83%.

Table 4.2 : Ranking of brands in terms of promotions

	A*	B*	C*	D*	E*	F*	G*	H*	I*	J*
1*	5.8	4.1	1.6	0	5	0	1.6	1.6	16.6	64.16
2*	4.1	9.1	1.6	3.3	2.5	1.6	0.83	31.6	30	15
3*	3.3	34.1	4.1	6.6	6.6	6.6	0.83	21.6	11.6	4.16
4*	1.6	15	5.8	25.8	18.3	9.16	5	6.6	11.6	2.5
5*	5.8	12.5	4.1	16.6	18.3	15.83	2.5	10	11.6	1.6
6*	5.8	2.5	5	22.5	22.5	20	6.6	6.6	6.6	0.83
7*	5.8	11.6	2.5	15.8	15	24.1	10.83	8.3	2.5	2.5
8*	16.6	3.3	23.3	7.5	5	9.1	25	5.83	3.3	0.83
9*	20	5.8	33.3	0	4.1	3.3	25	1.6	4.16	2.5
10*	30.8	1.6	18.3	1.6	2.5	10	21.6	5.83	1.6	5.83

Source: Primary Data

(1*= Highest and 10*= Lowest, A*= Surya herbal, B*= Vicco, C*= Charak pharma, D*= Zandu, E*= Emami, F*= Hamdard, G*= Baidyanath, H*= Dabur, I*= Himalaya, J*= Patanjali.)

Table 4.2.1 : Annova of ranking of brands in terms of promotions

Source of Variation	SS	df	MS	F	P-value	F crit
SSBC	3936.041	9	437.3379	86.94311	4.6E-124	1.887733
SSWC	5985.892	1190	5.030161			
Total	9921.932	1199				

H₁: there is significant difference towards the ranking of brands in terms of promotions.

H₂: there is significant difference towards the opinion of the respondents in the ranking of brands in terms of promotions.

Using Annova, if $F < F_{crit=0.05}$ there is no significant difference i.e. H₀ and if $F > F_{crit=0.05}$ there is a significant difference i.e. H₁. In the table, $F=86.94$ and $F_{crit=0.05}=1.89$ hence, there is a significant difference in the ranking of brands in terms of promotions. And, $F=0$ and $F_{crit=0.05}=0$, there is no significant difference in the opinion of the respondents in the ranking of brands in terms of promotions. According to the table 4.2, the respondents feel that the promotion of the

brand Patanjali is the highest that is 64.16% while on the other hand they feel that the promotion of the brand Surya herbal is the least that is 30.8%.

Table 4.3 : Ranking of brands in terms of quality

	A*	B*	C*	D*	E*	F*	G*	H*	I*	J*
1*	7.5	2.5	1.6	2.5	3.3	4.16	0.83	9.16	28.3	40
2*	0.83	3.3	2.5	5	0.83	0.83	1.6	17.5	40	27.5
3*	4.16	17.5	3.3	3.3	7.5	10	1.6	31.6	10.83	10
4*	2.5	21.6	5	13.3	15.83	14.16	4.16	13.3	5	5
5*	7.5	18.3	1.6	17.5	24.16	8.3	9.16	8.3	2.5	1.6
6*	2.5	10.83	9.16	25	22.5	15	2.5	8.3	0.83	3.3
7*	5.83	10.83	10	20.83	13.3	23.3	6.6	3.3	3.3	2.5
8*	13.3	6.6	15.83	7.5	6.6	9.16	34.16	3.3	1.6	2.5
9*	25	3.3	31.6	0.83	4.16	7.5	17.5	2.5	6.6	0.83
10*	30.83	5	19.16	4.16	1.6	7.5	21.6	2.5	0.83	6.6

Source: Primary Data

(1*= Highest and 10*= Lowest, A*= Surya herbal, B*= Vicco, C*= Charak pharma, D*= Zandu, E*= Emami, F*= Hamdard, G*= Baidyanath, H*= Dabur, I*= Himalaya, J*= Patanjali.)

Table 4.3.1

Annova of ranking of brands in terms of quality

Source of Variation	SS	df	MS	F	P-value	F crit
SSBC	3882.351	9	431.3723	85.21972	4.9E-122	1.887733
SSWC	6023.642	1190	5.061884			
Total	9905.992	1199				

H₁: there is significant difference towards the ranking of brands in terms of quality.

H₂: there is significant difference towards the opinion of the respondents in the ranking of brands in terms of quality.

Using Annova, if $F < F_{crit=0.05}$ there is no significant difference i.e. H_0 and if $F > F_{crit=0.05}$ there is a significant difference i.e. H_1 . In the table, $F=85.22$ and $F_{crit=0.05}=1.89$ hence, there is a significant difference in the ranking of brands in terms of quality. And, $F=0$ and $F_{crit=0.05}=0$, there is no significant difference in the opinion of the respondents in the ranking of brands in terms of quality. According to the table 4.3, the respondents feel that the quality of the brand Patanjali is the highest that is 40% while on the other hand they feel that the quality of the brand Surya herbal is the least that is 30.83%.

Conclusion

The result of analysis of the data collected shows the perception and buying behaviour towards AP. Most of the people prefer buying AP in order to satisfy their daily needs. The outcome shows that the respondents prefer the brand Patanjali the most followed by Himalaya Drug co., Dabur, and lastly Surya Herbals. Majority of the respondents feel that the availability of the brand Patanjali is the highest while on the other hand they feel that the availability of the brand Surya herbal is the least. Majority of the respondents feel that the price fluctuation of the brand Patanjali is the lowest while on the other hand they feel that the price fluctuation of the brand Surya herbal is the highest.

Findings

In our study regarding preferring ayurvedic product of customers in South Goa the followings are the findings: -50% respondents are female and 50% are male i.e. 60 each and 120 in total. Under Age group below 18 was 23%, 18-25 was 25%, 26-35 was 26% and 36 above was 26%. There is a positive relationship between gender and ayurvedic treatments are reliable, dependable also ayurvedic treatment is natural and without artificiality. Majority of the respondents feel that the promotion of the brand Patanjali is the highest while on the other hand very few of the respondents feel that the promotion of the brand Surya herbal is the least.

Suggestions

The price of the ayurvedic cosmetics product can be reduced which would attract more customers. Window display is also an attractive method for attracting the minds of the people, especially the housewives. It should be easily available in retail stores. There has to be proper and conventional tools used for proper distribution of the products. Companies should use better marketing tools as to educate the distributors regarding products environmental impact and customer's health. The demand for Ayurvedic treatment can be improved in terms of care, environment, investigational facilities, quickness of service and access.

Our plagiarism count for the paper is 0% as per website
<https://searchenginereports.net/plagiarism-checker>

References

1. Hans, R. L. (1999). Alternative Medicine: Why so popular? International Health News. 93:1-5.
2. Jain SK. Medicinal plants. Natural book Trust, India, 1968; 16: 14-15.
3. Jawla, S.; Gupta, A.K., Singla, R. & Gupta, V. (2009). General awareness and relative popularity of allopathic, ayurvedic and homeopathic systems. Journal of Chemical and Pharmaceutical Research. 1(1):105-112.

4. J
5. M
6. R
7. S
8. S
9. S
10. T

Weblink

1. a
2. w
3. w
4. li
5. n
6. j
7. w
8. v
9. v
10. v

4. Jon Stock (2002) "Ayurveda goes global big bucks and holistic treatment take Indian medicine to the West". The Week, Kochi. 28 July, Pg. 16-17.
5. Morgan, W. & L, Jr. (1985). Clinical approach to the patient. Cecil Textbook of Medicine. Philadelphia: Saunders. 56-60.
6. Ravishankar, M. G; Chandrakanth, S. & Rangesh, P. (1999). Unravelling the mystery, economics of conservation and sustainable use of medicinal plants' in South India. Proc National Conference on Health Care and Development of Herbal Medicines, Indira Gandhi Agricultural University, Raipur, M P. 343-84.
7. Singh, V. et al., (2004), The prevalence, patterns of usage and people's attitude towards complementary and alternative medicine (CAM) among the Indian community in Chatsworth, South Africa, BMC Complementary and Alternative Medicine, 4(3).
8. Sirois, F. M., Consumer decision factors for initial and long-term use of complementary and alternative medicine, Complementary Health Practice Review, 20(10).
9. Subrahmanian, M., & Venkatesan, R. P. (2011, June). Awareness on ayurvedic system of medicine in Chennai City. International Journal of Multidisciplinary Research, 1(2), 37-45.
10. Thatte, U. & Bhalerao, S. (2008). Pharmacovigilance of ayurvedic medicines in India. The Indian Journal of Pharmacology, 40:10-2. ISSN 0253 - 7613.

Weblinks

1. ayurmantra.com/patanjali-ayurveda-kendra-in-nepal.html
2. www.holisticprimarycare.net/topics/topics-o-z/traditions/1137-six-ayurvedic-herbs-every-doctor-should-know.html
3. www.thelivingcentre.com/cms/body/ayurvedic-herbal-medicineoldest-system-of-natural-healing-in-the-world
4. lifespa.com/about-lifespa/ayurveda/new-to-ayurvedic-herbs/
5. nopr.niscair.res.in/handle/123456789/13417
6. journals.lww.com/hnpjournal/Abstract/2009/07000/An_Ayurvedic_Approach_to_Postpartum_Depression.2.aspx
7. www.bloomberg.com/news/articles/2016-11-30/yoga-gurus-the-leaders-behind-india-s-hottest-consumer-products
8. vedanet.com/2014/11/23/ayurvedic-implications-of-yoga-sutras-of-patanjali/
9. www.synthite.com/synthite/our-products/Industrial-Products-By-Application/Health-And-Nutrition/Ayurveda.html
10. www.dabur.com/in/en-us/about/science-of-ayurveda

11. economictimes.indiatimes.com/industry/cons-products/fmcg/dabur-to-expand-herbal-farms-for-ayurveda-push-and-to-take-on-patanjali/articleshow/53703275.cms
12. www.thoughtco.com/what-is-ayurveda-1770039
13. www.sciencedirect.com/science/article/pii/S2225411016000250
14. www.webmd.com/balance/tc/ayurveda-topic-overview#1
15. www.gardenherbs.org/history.htm
16. economictimes.indiatimes.com/magazines/brand-equity/himalaya-was-selling-ayurveda-much-before-patanjali-entered-the-market-ceo-philipe-haydon/articleshow/54423415.cms
17. brandequity.economictimes.indiatimes.com/news/business-of-brands/the-essential-fmcg-guide-how-these-brands-are-selling-ayurveda-to-millennials/57443917
18. www.fnbnews.com/Ingredients-and-Flavours/herbs-and-spices-the-potent-source-of-natural-food-preservatives-39172
19. www.indiamart.com/ayurveda-kairali-export/products.html
20. cms.herbalgram.org/herbalgram/issue92/ORGNEWS-ayurveda.html?ts=1504508577&signature=893ef35cf80d516677f833eaf3257067
21. agreenbeauty.com/fashion/ayurveda
22. economictimes.indiatimes.com/jobs/why-93-of-indias-workforce-is-trapped-in-unorganized-sector/articleshow/16915839.cms
23. en.wikipedia.org/wiki/Dabur
24. www.indiamart.com/ayurveda-kairali-export/products.html
25. organicsshop.in/home-garden/household-supplies
26. naturalmantra.com/
27. www.cic.lk/our-segments/health-personal-care/herbal-health-personal-care/
28. www.livemint.com/Consumer/VeXxq4XjAvXIbqenkBZGDK/Naturals-now-account-for-41-of-personal-care-market-Nielsen.html
29. www.rodaleorganiclife.com/wellbeing/herbs-cleaning
30. <https://searchenginereports.net/plagiarism-checker>