



# FACTORS AFFECTING CONSUMER INTENTION OF AYURVEDIC BABY PRODUCTS - A STUDY ON CONSUMERS OF GURUGRAM

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**Abstract:** The traditional medical practice of Ayurveda, which has its origins in ancient knowledge, has expanded in contemporary society to become a vital part of people lives in almost every aspect. The naturalness, absence of side effects, and purity of Ayurveda contributed to its rise to fame. Within the larger landscape of Ayurvedic products, there exists a notable gap in research when it comes to understanding the factors that affect consumer intentions specifically in the domain of Ayurvedic baby products. The choices parents make regarding products for their infants are influenced by a myriad of factors, including safety, health considerations, cultural beliefs, and effectiveness. To address this gap, this research paper aims to identify and analyze the key determinants that impact consumer intention when it comes to selecting Ayurvedic baby products. The main purpose of this research is to understand the trust that consumers have in ayurvedic products, how that trust translates into the intention to buy, and how that buying behavior ultimately plays out in the marketplace in Gurugram.

**Keywords:** - Consumer Intention, Ayurvedic products, Baby Products, Gurugram, Brand Image, Consumer Behavior.

## INTRODUCTION

The modern consumer landscape has witnessed a remarkable shift towards holistic and natural approaches to health and wellness, with Ayurveda emerging as a prominent contender. Originating from ancient Indian traditions, Ayurveda emphasizes the use of natural ingredients and personalized treatments to achieve holistic well-being. This age-old system has found its way into various aspects of contemporary life, including skincare, dietary supplements, and even baby care products. Parents and caregivers are increasingly considering Ayurvedic products for their infants due to the perceived benefits of using natural, traditional remedies for their young ones. In this context, the city of Gurugram presents an intriguing environment to study the factors that influence consumer intentions towards Ayurvedic baby products. Gurugram's urban landscape is characterized by a mix of traditional values and modern lifestyle choices, providing a unique setting to explore how cultural heritage intersects with evolving consumer preferences. The city's diverse population, ranging from working professionals to traditional families, offers a rich backdrop for investigating the intricate dynamics that shape the choices parents make when it comes to baby care products.

### Ayurvedic Products and Market

India's healthcare industry is developing quickly. The demand for healthcare is projected to rise as a result of factors like rising incomes, an aging population, more access to medical treatment in rural areas, and a focus on preventive care. The goal of India's National Health Policy is to provide high-quality healthcare to all Indians at a price they can afford. The main focus of this strategy is to cover all of a person's health care needs, from pediatrics through geriatrics to palliative and rehabilitative services. It would be an enormous undertaking for such a populous nation as India to attain this aim with just the current medical system. Expanding healthcare expenses, diminished quality of life, and an inability to prevent or cure diseases are just a few of the downsides of today's modern remedies. Below figure illustrates how the widening demand/supply gap might be reduced by emphasizing secondary and tertiary illness prevention via the promotion of Ayurveda as a mainstream therapeutic strategy.

Ayurveda can be the treatment of choice for non-emergency medical care		
DISEASE STAGE	AYURVEDA	ALLOPATHY
Pre-acute(Preventative & Curative)	√	
Acute(Alleviative, Preventative & Curative)	√	√

Emergency(Management)		√
Post-acute(Preventative, Curative & Promotive)	√	

*Source: AyurVAID Hospitals*

Here, it helps to know the distinctions between Herbal, Ayurvedic, and Natural.

### **Ayurvedic Medicine**

The practice of Ayurvedic medicine dates back to ancient India. Taking its name from the Sanskrit words for "life" (Ayur) and "knowledge" (Veda), Ayurveda is sometimes referred to as the "knowledge of living" or the "science of longevity."

### **Herbal Medicine**

The term "herbal medicine" refers to products that are manufactured by combining one or more herbal substances with other permitted ingredients to achieve certain medical goals.

### **Natural Medicine**

Some well-known drugstore and high-end cosmetics brands do not test on animals; however the vast majority of their products are made using synthetic substances. Natural ingredients are what organic food is all about, and cruelty-free cosmetics are what veganism is all about. Forecasts place the value of the worldwide Ayurvedic market at \$9.7 billion by 2022, up from \$3.4 billion in 2015. Ayurvedic product demand in India is being fueled by expanding education about the advantages of these medicines, government attempts to promote their use, and more disposable income.

### **Consumer Behavior**

The study of consumer behavior focuses on the how, when, and why behind a product's success or failure in the marketplace. The fundamentals of their economic situation, psychology, society, and social anthropology are all taken into account and blended together. In a nutshell, it makes an effort to honor the choice made by the customer, either alone or collectively. Customers' individuality, including their demographics and behavioral attributes, is analyzed to determine the current condition of consumer demand. The field of consumer behavior examines the factors that influence individual and institutional buyers' and users' choices regarding which items and services to acquire, use, and discard. It's a way of talking about how consumers act in the marketplace and what drives them to do so.

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### **Statement of the Problem**

Within the larger landscape of Ayurvedic products, there exists a notable gap in research when it comes to understanding the factors that affect consumer intentions specifically in the domain of Ayurvedic baby products. The choices parents make regarding products for their infants are influenced by a myriad of factors, including safety, health considerations, cultural beliefs, and effectiveness. To address this gap, this research paper aims to identify and analyze the key determinants that impact consumer intention when it comes to selecting Ayurvedic baby products.

### **RESEARCH OBJECTIVES**

- 1. To Identify Key Factors:** This study aims to identify and categorize the key factors that significantly influence consumers' intentions when considering the purchase of Ayurvedic baby products.
- 2. To Understand Consumer Preferences:** The research intends to obtain an depth understanding of the attitudes, preferences and motivations that drive parents and caregivers in Gurugram to opt for Ayurvedic baby products over conventional alternatives.
- 3. To Analyze Cultural Influences:** One of the objectives is to analyze the role of cultural beliefs, practices, and traditions in shaping consumer intentions towards Ayurvedic baby products in the urban context of Gurugram.
- 4. To Examine Perceived Benefits:** The study seeks to examine how consumers perceive the benefits of Ayurvedic baby products, particularly in terms of safety, effectiveness, and alignment with holistic well-being principles.

### **SIGNIFICANCE OF THE STUDY**

- 1. Academic Contribution:** This study will contribute to the academic literature by addressing the research gap in the specific domain of Ayurvedic baby products. By exploring consumer intentions within this niche, the study extends the understanding of consumer behavior in the context of holistic and natural products.
- 2. Industry Insights:** Manufacturers and marketers of Ayurvedic baby products will benefit from the insights gained into consumer preferences and motivations. The findings can guide product development, marketing strategies, and communication approaches that resonate with the target audience.
- 3. Policy Implications:** The research findings may have implications for policy recommendations related to the safety, quality assurance, and marketing regulations for Ayurvedic baby products. This can contribute to ensuring consumer well-being and protection.
- 4. Cultural Understanding:** By analyzing the interplay between cultural beliefs and consumer choices, the study can provide a deeper understanding of how traditional practices persist and evolve in modern urban environments, shedding light on the role of culture in consumer decision-making.
- 5. Consumer Empowerment:** Through insights into the perceived benefits of Ayurvedic baby products, the study can empower parents and caregivers with information to make informed choices that align with their values and preferences.

## LITERATURE REVIEW

### Ayurvedic Baby Products

**Definition and Characteristics:** Ayurvedic baby products encompass a range of natural care items specifically designed for infants, incorporating principles from the ancient Ayurvedic system of medicine. According to Sharma and Sharma (2017), these products are formulated using traditional herbs and ingredients to promote the holistic well-being of babies. They often lack synthetic chemicals, making them appealing to parents seeking safer alternatives for their infants.

### Consumer Behavior and Purchase Intention

Understanding consumer behavior and purchase intentions is fundamental in comprehending why individuals choose certain products. Schiffman and Kanuk (2010) emphasize that consumer behavior is shaped by a complex interplay of internal psychological factors, external stimuli, and situational influences.

### Factors Influencing Purchase Intention

Several factors play a pivotal role in shaping purchase intentions. Kotler and Keller (2012) underline that consumers evaluate products based on a combination of attributes, which extend beyond mere functionality. Psychological and emotional factors, in addition to rational considerations, influence the decision-making process.

#### 1. Product Quality and Safety

Product quality and safety are most important thought for today's parents when selecting baby care products. Smith and Cooper-Martin (2011) have noted that the parent's preference products are chemical free and non-allergic, in order to provide the best care for their infants.

#### 2. Perceived Health Benefits

Consumers' perception of health benefits associated with Ayurvedic baby products significantly influences their purchase intentions. Mishra and Ramesh (2010) emphasize that the perceived natural and holistic nature of Ayurvedic products enhances their desirability among health-conscious consumers.

#### 3. Brand Reputation and Trust

The reputation and trustworthiness of a brand are essential factors affecting purchase intentions. Beldona and Wysong (2007) states that customers prefer to choose ayurvedic products from known brands they trust for the guarantee of quality and consistency.

#### 4. Price and Value Perception

Price is a critical factor that influences consumer choices. Vigneron and Johnson (2004) assert that consumers often evaluate products based on the perceived value they offer, balancing quality, benefits, and cost.

#### 5. Cultural and Social Factors

Cultural and social influences significantly impact consumer behavior. Shankar and Balasubramanian (2009) highlight that cultural norms and societal values shape preferences, and consumers tend to choose products that align with their cultural identity.

#### 6. Education and Consumer Awareness

Education and consumer awareness plays a crucial part in purchase decisions. Smith and Chaffey (2005) note that informed consumers prefer to choose products that align with their values and preferences, underscoring the importance of accessible and accurate information.

### Previous Studies on Ayurvedic Products and Consumer Behavior

Several studies have explored consumer behavior and preferences in the context of Ayurvedic products, shedding light on the factors influencing consumer choices and purchase intentions. Mishra and Ramesh (2010) conducted a study on consumer perceptions of Ayurvedic skincare products, revealing that the perceived natural and holistic attributes of Ayurvedic products played a significant role in consumers' decision-making processes. Their research emphasized the importance of health-consciousness and product authenticity.

### THEORETICAL FRAMEWORK (E.g. - Theory of Planned Behavior, Technology Acceptance Model)

Theoretical frameworks are helpful tools for analyzing and comprehending consumer actions and decisions. Ajzen's (1991) Theory of Planned activity (TPB) provides a comprehensive model for understanding the interplay between an individual's beliefs, subjective standards, and perceived behavioral control and their subsequent decision to participate in a particular activity, such the purchase of Ayurvedic baby items. Perceived behavioral control is related to how easy or difficult it is to accomplish the activity, whereas attitudes are an individual's appraisal of the conduct, subjective norms are the effects of social variables, and so on.

The **Technology Acceptance Model (TAM)**, introduced by Davis (1989), has also been applied to understand consumer adoption of innovative products. Although initially developed for technology acceptance, its core constructs, perceived usefulness and perceived ease of use, can be adapted to comprehend how consumers perceive Ayurvedic baby products. Perceived usefulness relates to the extent to which the product is perceived to offer benefits, while perceived ease of use pertains to the perceived simplicity of using the product.

By integrating the theoretical frameworks, researchers can obtain a comprehensive understanding of the psychological procedure that drive consumer intentions towards Ayurvedic baby products. These models provide a structured approach to examining the interplay of attitudes, social influences, perceived benefits, and ease of use, contributing to extensive understanding of consumer behavior in this context.

### RESEARCH GAP AND RATIONALE

While numerous studies have explored consumer behavior and customer preferences in the context of Ayurvedic products, there is a lack of dedicated research on Ayurvedic baby products. This is a significant research gap considering that infant care products have distinct characteristics and considerations compared to products intended for adults. Therefore, understanding the

factors influencing consumer intentions in this niche domain holds the potential to contribute valuable insights to both academic discourse and practical industry applications.

Furthermore, choosing Gurugram as the study's focal point allows for the exploration of how urbanization, changing lifestyles, and cultural heritage interact in shaping consumer preferences. By delving into the unique blend of traditional practices and modern aspirations that characterize Gurugram's population, this study aspires to provide nuanced insights into the consumer decision-making process regarding Ayurvedic baby products in an urban Indian context.

This study aims to fill a gap in the current literature by analyzing the many determinants of purchase intent for Ayurvedic infant goods among residents of Gurugram. The study's overarching goal is to illuminate the complex dynamic between tradition and modernity as well as health and cultural ideas that influences consumer decisions in this dynamic market.

## RESEARCH METHODOLOGY

### Research Design

This study applies a descriptive research design to investigate the factors influencing consumer intention towards Ayurvedic baby products among consumers in Gurugram. The study is on the selective questions asked to the random consumers about their preferences regarding ayurvedic baby products in Gurugram.

### Data Collection

**1. Primary Data:** Structured survey questionnaire is developed to collect primary data from the selected respondents. The survey utilizes a convenience sampling technique to select participants. The convenience sampling technique is used to collect the responses from the customers.

**2. Secondary Data:** Secondary data is collected from relevant literature, research papers, reports, and official sources to support and contextualize the findings of the primary data.

**Sample Size:** A sample size of 50 respondents will be targeted.

### LIMITATIONS OF THE STUDY

In this part, the study acknowledges the limitations that may have affected the research process and outcomes. These limitations could include sample size, data collection methods, or potential biases. Transparently addressing limitations enhances the credibility of the research and provides insights for future studies.

### Recommendations for Future Research

The discussion concludes by offering recommendations for future research endeavors in this domain. Based on the study's findings and limitations, it suggests areas that require further exploration or refinement. These recommendations guide researchers in expanding on the current study and addressing gaps that may have emerged.

By addressing these key points, the discussion section serves as a platform for critically analyzing and contextualizing the study's outcomes. It contributes to the broader understanding of consumer behavior in the context of Ayurvedic baby products and offers actionable insights for both practitioners and researchers in the field.

### DATA ANALYSIS

**Descriptive Statistics:** Descriptive statistics will be utilized to analyze the demographic profile of the respondents, including age, gender, income, education, and family status. Central tendency measures such as mean, median, and mode will be computed.

#### Ethical Considerations:

Ethical guidelines are followed throughout the research work process. Informed consent will be acquired from all the respondents, confirming their willing participation. Anonymity and Confidentiality will be done in presenting the findings, and the collected data will be used solely for research purposes.

By employing a mixed-method approach combining both quantitative and secondary data analysis, this methodology aims to provide comprehensive insights into the factors affecting consumer intention of Ayurvedic baby products among consumers in Gurugram.

### Demographic Profile of the Respondents

**Table 1.1**  
**Gender of the Respondent**

DEMOGRAPHIC	VARIABLES	TOTAL NUMBERS	PERCENTAGE
Gender	Female	30	60
	Male	20	40
	Total	50	100

**Table 1.2**  
**Age of the Respondent**

Age group	18-30	25	50
	31-45	15	30
	46 & above	10	20
	Total	50	100

**Table 1.3**  
**Marital status of the Respondent**

Marital Status	Married	45	90
	Unmarried	5	10
	Total	50	100

**Table 1.4**  
**Profession of the Respondent**

Profession	Student	2	4
	Business	3	6
	Housewife	15	30
	Govt. Job	25	50
	Private Sector	5	10
	Total	50	100

**Table 1.5**  
**Monthly salary of the Respondents**

Monthly Salary	below 15000	20	40
	15001-25000	3	6
	25001-40000	7	14
	40001-65000	6	12
	Above 65001	14	48
	Total	50	100

**Interpretation:** The above tables show the demographic profiles of the respondent. In which 60% are female and 40% are male. The age group of the respondents in which 50% comes between 18-30yrs, 30% comes between 31-45yrs and 20% comes above 46yrs age. The marital status of the respondents in which 90% are married and 10% are unmarried. If we go through the professions of the respondent, 4% are student, 6% are Business people, 30% are Housewife, 50% are government job and 10% are private sectors. The monthly salary of the respondents in which 40% are below 15000Rs, 6% are between 15001 – 25000Rs, 14% are between 25001 – 40000Rs, 12% are between 40001 – 65000Rs and 48% are above 65001Rs.

Other questions that were answered by the respondents are as follows:

1. What are the primary factors that influence parents and caregivers intentions to choose Ayurvedic baby products over non-Ayurvedic alternatives in Gurugram?
2. How do cultural beliefs and practices impact consumers perceptions and decisions related to Ayurvedic baby products in an urban setting like Gurugram?
3. What are the perceived benefits that consumers associate with Ayurvedic baby products, and how do these perceived benefits influence their purchase intentions?
4. How do factors such as product attributes, brand trust, and information sources contribute to consumers' intentions to adopt Ayurvedic baby products?

## FINDINGS

This segment forms the core of the results section, presenting the primary findings of the study.

-There various factors that influence consumer intention towards Ayurvedic baby products like product quality and safety, perceived health benefits, brand reputation and trust, price and value perception, as well as cultural and social influences.

-The consumer have also included that the ayurvedic products are natural and chemical free for babies.

-India is all about traditions so when it comes about the cultural beliefs the Indians follow it blindly. Ayurvedic medicines are here in India from ancient times. So, the beliefs, traditions and knowledge given by our ancestors play a vital role in choosing the ayurvedic baby products.

-The consumer perception towards ayurvedic baby products is nature and natural ingredients present in these products.

-The products are non-allergic for the babies giving their best results.

-There are lot of customers that has moved to ayurvedic baby products because of the brand value and advertisements performed by the company. The customers know about the ingredients that are used in their baby products by which their satisfaction level and the usage of ayurvedic products increases.

## CONCLUSION

This research was started with the objectives to know about the consumers intentions towards ayurvedic baby products and reasons for using ayurvedic baby products. Researcher found that that ayurvedic baby products are chemical free and doesn't have any type of side effects and allergic reaction to baby. Using ayurvedic baby products is quite safer and secure and it provides a relief to the consumers. Researcher concluded that the customers are very much satisfied with the ayurvedic baby products.

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