**FACTORS INFLUENCING CONSUMERS FOR BUYING AYURVEDIC PRODUCT IN TUMKUR, INDIA**

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**ABSTRACT**

**Aim:**The present study analyses the factors influencing consumers to buy specific brands of Ayurvedic products in the Tumkur district in India.

**Results:**A sample size of 450 customers from 9 Taluks of the Tumkur district is selected for this study. A detailed questionnaire is made with 20 factors and studied for six months (June to December 2021). It is found that health benefits, product quality, price, acquitting with the product and brand recognition played an important role in selecting ayurvedic products.

**Conclusion:**The researcher suggests that the model will be helpful in understanding customer buying patterns in Tumkur, India.

**Keywords**: Entrepreneurship, Digitalization, Motivation, Women.

**HIGHLIGHTS:**

**Five factors, including health benefits, product quality, price, acquitting of the product and brand recognition, played an important role in selecting ayurvedic products.**

**INTRODUCTION**

The current study objective is to identify the principal factors influencing consumers in selecting specific brands of Ayurvedic healthcare products [1]. A self-administered questionnaire including all 20 parameters mentioned in (Table 2) was developed to collect the data. The data collection was done for six months, from June to December 2021. A stratified random sampling method has been followed to choose from consumers to buy specific brands of Ayurvedic products in selected Taluks of Tumkur, India. A sample size of 450 consumers is selected from 9 Taluks of Tumkur with a sample of 50 from each taluk. The study proposed to cover almost all the major Taluks in Tumkur, India. Tumkur District is subdivided into nine Taluks (1. Sira 2. Gubbi 3. Maddagiri 4. Pavagowda 5. Tipture 6. Kunigal 7. Turavikera 8. Nittur and 9. Govaribidnuru).

**RESULTS**

The value of KMO (Kaiser–Meyer–Olkin) for the twenty variables' overall matrix was excellent (0.863). Bartlett's Test of Sphericity should be significant (of less than 0.05), indicating that the correlation matrix is significantly different from an identity matrix, in which correlations between variables are all zero. Bartlett's test of Sphericity's Chisquare value of 1470.886 was highly significant at a five per cent level of significance (Table 1).

Table 2 represents that the five factors extracted together account for 89.72 per cent of the total variance (information contained in the selected 19 variables).

* **Health Benefits and Availability:**Health consciousness and easy availability of products are grouped as the first factor, accounting for 32.11 per cent of the total variance.
* **Product Quality and Promotion:** The quantity of the product and attractive offers and discounts constitute the second factor, and it accounts for 30.77 per cent of the total variance
* **Price and Benefit Realised:** Quality of the product, reasonable price, value for money and proven health improvements results represent the third factor and account for 15.41 per cent of the total variance.
* **Acquistant with the Product:** Traditional practices, routine habits and prescribed by a doctor or specialist compose the fourth factor, accounting for 8.66 per cent of the total variance.
* **Brand Product and Recognition:** The taste of the product and brand Image &Reputation constitute the fifth factor, accounting for 2.77 per cent of the total variance.

The reliability analysis Cronbach's Alpha values of all variables (Table 3) indicate a significant correlation between the variables tested and good internal consistency.

**CONCLUSION**

It is evident from the analysis that health consciousness, easy availability of the product, the quantity of the product, attractive offers, reasonable price, value for money, proven health improvements, and discounts has the highest influence on selecting Ayurvedic products by the respondents in Tumkur, India.

**REFERENCES:**

1. <https://doi.org/10.1177/0258042X18797752>

**TABLES:**

# Table 1: KMO and Bartlett's test- primary factors that influenced consumers to buy specific brand of product in Tumkur, India

|  |  |
| --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .821 |
| Bartlett's Test of Sphericity Approximate Chi-Square | 1325.4 |
| Degree of Freedom | 185 |
| Significance | .002 |

# Table 2: Factors influenced consumers to buy specific brand of product in Tumkur, India

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Health Benefits and Availability** | **Product Quality and Promotion** | **Price and Benefit Realised** | **Acquistant with the Product** | **Brand Product and Recognisation** |
| **Product Related Factors** |  |  |  |  |  |
| X1-Traditional  Practices |  |  |  | .592 |  |
| X2-Routine Habits |  |  |  | .663 |  |
| X3-Prescribed by Doctor or Specialist |  |  |  | .632 |  |
| X4-Health Consciousness | .590 |  |  |  |  |
| X5-Easy Availability of Product |  | .759 |  |  |  |
| X6-Taste of the Product |  |  |  |  | .529 |
| X7-Other Attributes |  |  |  |  |  |
| **Brand Related Factors** |  |  |  |  |  |
| X8-Brand Image and Reputation |  |  |  |  | .598 |
| X9-Availability of Brand |  |  |  |  |  |
| X10-Brand Reliability |  |  |  |  |  |
| X11-Convenience of Usage |  |  |  |  |  |
| X12-Quality of the Product |  |  | .511 |  |  |
| X14-Reasonable Price |  | .549 |  |  |  |
| X15-Value for Money |  | .612 |  |  |  |
| X16-Attractive Offers & Discounts |  |  |  |  |  |
| X17-Proven Health Improvements /Results |  |  |  |  |  |
| X18-No Chemical Product |  | .698 |  |  |  |
| X19-Environmental Friendly |  |  |  |  |  |
| X20-No side effects |  |  | .593 |  |  |
| **Eigen Value** | **4.22** | **3.91** | **3.55** | **3.31** | **3.85** |
| **% of Variance** | **32.11** | **30.77** | **15.41** | **8.66** | **2.77** |
| **Cumulative** | **32.11** | **62.88** | **78.29** | **86.95** | **89.72** |

# Table 3: Rotation factor analysis and Cronbach’s Alpha for factors influencing customer behavior.

|  |  |  |
| --- | --- | --- |
| **Factors** | **Variables included inthe factors** | **Cronbach’s Alpha** |
| Health Benefits and Availability | Health Consciousness and Easy Availability of Product | 0.855 |
| Product Quality and Promotion | Quantity of the Product and Attractive Offers and Discounts | 0.821 |
| Price and Benefit Realised | Quality of the Product, Reasonable Price, Value for Money and Proven Health Improvements/Results | 0.748 |
| Acquistant with the Product | Traditional Practices, Routine Habits and Prescribed by Doctor or Specialist | 0.729 |
| Brand Product and Recognisation | Taste of the Product and Brand Image and Reputation | 0.695 |