



Perception And Buying Preference Of Consumers Towards Ayurveda Products In Post Pandemic Period With Reference To Kerala

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Abstract

The COVID-19 pandemic has brought a paradigm shift in consumer behavior, particularly in the domain of health, wellness, and preventive care. In this context, Ayurveda, a traditional Indian system of medicine, has gained renewed attention due to its emphasis on immunity enhancement, holistic healing, and natural ingredients. The present study aims to examine the level of awareness among consumers regarding various Ayurveda products and to analyze the key factors influencing their buying preferences in the post-pandemic period. The study is empirical in nature and is based on primary data collected from 256 respondents in Thiruvananthapuram District of Kerala using a structured questionnaire.

The study employs statistical tools such as percentage analysis, Chi-square test, and ranking methods to analyze the data. The findings indicate that consumers exhibit a high level of awareness towards commonly used Ayurveda products such as immunity boosters and personal care items, while awareness is relatively moderate for specialized therapeutic products. Further, the study reveals that factors such as health consciousness, perceived safety, immunity enhancement, affordability, and availability significantly influence consumer buying behavior. The results also highlight that demographic variables such as age, education, and occupation have a significant association with awareness levels.

The study contributes to the existing literature by providing region-specific insights into post-pandemic consumer behavior towards Ayurveda products. It offers valuable implications for marketers, healthcare practitioners, and policymakers in promoting Ayurveda-based solutions in a more effective and targeted manner.

Keywords: Ayurveda products, Consumer awareness, Factors, Kerala

1. INTRODUCTION

The emergence of the COVID-19 pandemic has fundamentally altered the global perception of health and wellness. The crisis not only exposed the limitations of modern healthcare systems but also emphasized the importance of preventive healthcare and immunity enhancement. As a result, consumers across the world began exploring alternative systems of medicine, particularly those rooted in natural and holistic healing practices. In India, Ayurveda has witnessed a remarkable resurgence during and after the pandemic due to its long-standing reputation for promoting overall well-being and disease prevention. Kerala, often regarded as the cradle of Ayurveda, has played a pivotal role in the revival and commercialization of Ayurveda products.

In the post-pandemic era, consumer behavior has shifted significantly towards natural, organic, and chemical-free products. This transformation is driven by increased awareness, fear of side effects associated with synthetic medicines, and a growing inclination towards sustainable living. Ayurveda products, including herbal supplements, immunity boosters, and personal care items, have gained widespread acceptance among different consumer groups. However, despite this growing demand, there remains a need to systematically analyze consumer awareness and buying preferences, particularly in a localized context such as Thiruvananthapuram District. Understanding these aspects will help stakeholders develop targeted strategies to enhance market penetration and consumer satisfaction.

2. REVIEW OF LITERATURE

Sharma (2021) conducted a study on consumer behavior towards herbal products during the COVID-19 pandemic and found a significant increase in awareness and usage of Ayurveda products. The study highlighted that consumers perceived Ayurveda as a safer alternative to allopathic medicines, especially for immunity enhancement.

Nair and Balan (2022) examined consumer perception towards Ayurveda products in Kerala and identified cultural affinity and trust as primary determinants of purchase behavior. Their findings emphasized that traditional beliefs continue to influence modern consumption patterns in the region.

Kumar et al. (2020) analyzed the surge in demand for immunity-boosting products during the pandemic and concluded that products like Chyawanprash and herbal decoctions experienced exponential growth. The study also pointed out the role of government promotion in increasing awareness.

Singh (2021) focused on urban consumer preferences and found that brand image and product quality significantly influenced buying decisions. The study revealed that consumers preferred established Ayurveda brands over local unbranded products.

Patel and Shah (2022) explored the role of digital marketing in promoting Ayurveda products and concluded that social media campaigns and online reviews played a crucial role in shaping consumer perception and purchase intention.

Joseph (2023) investigated the relationship between education level and awareness of Ayurveda products. The study found that highly educated consumers exhibited greater awareness and were more likely to adopt Ayurveda products for preventive healthcare.

Gupta and Verma (2021) examined post-pandemic consumer attitudes and found that safety perception, absence of side effects, and natural composition were key factors influencing purchase decisions.

Menon (2022) studied the influence of family and social factors on Ayurveda product consumption and concluded that family traditions and peer recommendations significantly impacted buying behavior, especially in rural areas.

3. AYURVEDA PRODUCTS

Ayurveda products are derived from the ancient Indian system of medicine known as Ayurveda, which focuses on maintaining a balance between body, mind, and spirit. These products are primarily composed of natural ingredients such as herbs, roots, minerals, and plant extracts, making them safe and environmentally sustainable. Ayurveda emphasizes preventive healthcare and aims to enhance immunity, improve digestion, and promote overall well-being.

In the modern market, Ayurveda products are categorized into several segments based on their usage and benefits. One of the major categories includes immunity boosters such as herbal decoctions (Kashayam), Chyawanprash and herbal tablets, which gained immense popularity during the pandemic. Another important segment is personal care products, including herbal soaps, shampoos, oils, and skincare items, which are preferred for their chemical-free composition. Additionally, Ayurvedic medicines are widely used for treating chronic ailments such as arthritis, diabetes, and respiratory disorders.

Dietary supplements and wellness products also form a significant part of the Ayurveda market. These include herbal powders, capsules, and tonics designed to improve overall health and vitality. Furthermore, therapeutic products used in Panchakarma treatments and Ayurvedic therapies are gaining traction among health-conscious consumers.

The growing demand for Ayurveda products in the post-pandemic period can be attributed to increased health awareness, government initiatives promoting traditional medicine, and the rising

preference for natural and organic products. However, challenges such as lack of standardization, quality concerns, and limited scientific validation still exist, which need to be addressed for sustainable growth in this sector.

4. STATEMENT OF THE RESEARCH PROBLEM

The post-pandemic period has witnessed a substantial surge in the demand for Ayurveda products, primarily driven by increased health consciousness and the growing emphasis on immunity enhancement. The COVID-19 crisis has reshaped consumer priorities, encouraging a shift from synthetic medicines to natural and traditional healthcare systems. Kerala, being historically recognized for its rich heritage in Ayurveda, provides a unique context for examining these changing consumption patterns. However, rapid developments in digital marketing, increased product commercialization, and evolving lifestyle trends have significantly altered consumer buying behavior in recent years.

Despite the growing popularity of Ayurveda products, there exists a notable gap in empirical research focusing on consumer awareness and buying preferences at a micro-level, particularly in regions like Thiruvananthapuram District. While prior studies have explored general trends, limited attention has been given to understanding how demographic variables influence awareness levels and how post-pandemic factors shape consumer purchasing decisions. Furthermore, the extent to which these variables are interrelated remains insufficiently examined. Addressing this gap is essential for developing targeted marketing strategies and strengthening the position of Ayurveda products in the competitive healthcare market.

In this context, the present study seeks to address the following research questions:

1. What is the level of awareness among consumers regarding Ayurveda products?
2. Do demographic factors influence awareness levels?
3. What are the key factors influencing consumer buying preferences in the post-pandemic period?

5. OBJECTIVES OF THE STUDY

1. To examine the awareness level of consumers on various Ayurveda products.
2. To investigate the post-pandemic factors influencing consumers to purchase Ayurveda products.

6. NEED AND IMPORTANCE OF THE STUDY

The present study holds significant importance in the context of the rapidly evolving healthcare and wellness sector, particularly in the post-pandemic period. The COVID-19 crisis has fundamentally transformed consumer attitudes towards health, leading to an increased preference for preventive care and natural remedies. Ayurveda products have emerged as a prominent choice among consumers due to their perceived safety, immunity-boosting properties, and holistic approach to well-being. In this scenario, understanding consumer awareness and buying preferences becomes essential for identifying market trends and behavioral patterns. This study provides valuable insights into how demographic factors influence awareness levels and how various post-pandemic factors shape consumer purchasing decisions, especially in a region like Thiruvananthapuram District, which has a strong cultural connection to Ayurveda.

The findings of this study are expected to offer practical implications for multiple stakeholders. Marketers can utilize the insights to design more effective promotional strategies tailored to consumer expectations and preferences, while Ayurveda manufacturers can enhance product positioning and improve market competitiveness. Policymakers can leverage the results to promote traditional systems of medicine and formulate supportive policies for the growth of the Ayurveda sector. In addition, the study contributes to academic literature by providing a deeper understanding of post-pandemic consumer behavior, thereby serving as a valuable reference for future research in the field of consumer studies and healthcare marketing.

7. METHODOLOGY

The present study adopts a descriptive and analytical research design to examine consumer perception and buying preferences towards Ayurveda products in the post-pandemic period. The descriptive approach is used to systematically describe the characteristics of consumers, including their awareness levels and demographic profile, while the analytical approach is employed to evaluate the relationships between variables and to identify the key factors influencing purchasing behavior.

The study is primarily based on primary data collected directly from respondents. A structured questionnaire was designed to gather relevant information regarding demographic characteristics, awareness levels of Ayurveda products, and factors influencing purchase decisions. The questionnaire consisted of both closed-ended and scaled questions to ensure accuracy and ease of analysis. A total of 256 respondents were selected as the sample size for the study, which is considered adequate for statistical analysis. The sampling technique adopted is convenience sampling, wherein respondents were selected based on accessibility and willingness to participate. The area of the study is confined to Thiruvananthapuram District of Kerala, a region well-known for its strong presence and traditional association with Ayurveda practices. The data was collected during the period from December, 2025 to February 2026.

For the purpose of data analysis, appropriate statistical tools were employed to derive meaningful interpretations. Percentage analysis was used to examine the demographic profile of respondents and to present a clear distribution of data across different categories. The Chi-square test was applied to determine the association between demographic variables and the level of awareness towards Ayurveda products, thereby testing the significance of relationships among categorical variables. In addition, a ranking method was used to identify and prioritize the key factors influencing consumer buying preferences in the post-pandemic period. These statistical techniques collectively ensure a systematic and scientific analysis of the data, enhancing the reliability and validity of the findings.

8. ANALYSIS AND INTERPRETATION OF DATA

Table 1: Demographic Distribution

Variable	Category	No. of Respondents	Percentage
Age	Below 30	92	35.90
	30–50	104	40.60
	Above 50	60	23.50
Gender	Male	138	53.90
	Female	118	46.10
Education	School	54	21.10
	UG	96	37.50
	PG	72	28.10
	Professional	34	13.30
Occupation	Student	48	18.80
	Employee	96	37.50
	Business	58	22.70
	Others	54	21.10
Type of Family	Nuclear	162	63.30
	Joint	94	36.70
Size of Family	Up to 3	78	30.50
	4–6	122	47.70
	Above 6	56	21.90
Earning Members	One	104	40.60
	Two	96	37.50
	More than Two	56	21.90

The demographic profile of the respondents provides important insights into the characteristics of the sample selected for the study. With regard to age distribution, the majority of respondents (40.6 percent) belong to the age group of 30–50 years, followed by 35.9 percent in the below 30 category, while only 23.5 percent are above 50 years. This indicates that the study primarily represents middle-aged consumers, who are generally more health-conscious and actively involved in purchasing decisions related to healthcare and wellness products.

In terms of gender, male respondents constitute 53.9 percent of the sample, whereas female respondents account for 46.1 percent. This shows a relatively balanced representation of both genders, ensuring that the findings are not biased towards a particular group. Regarding educational qualification, a significant proportion of respondents are graduates (37.5 percent), followed by postgraduates (28.1 percent), school-level respondents (21.1 percent), and professionals (13.3 percent). This suggests that the sample is relatively well-educated, which may positively influence awareness and understanding of Ayurveda products.

The occupational distribution reveals that the majority of respondents are employees (37.5 percent), followed by business individuals (22.7 percent), others (21.1 percent), and students (18.8 percent). This indicates that a large portion of the respondents are economically active, which could impact their purchasing power and decision-making behavior. With respect to the type of family, 63.3 percent of respondents belong to nuclear families, while 36.7 percent belong to joint families, reflecting the growing trend of nuclear family systems in urban and semi-urban areas.

Further, the analysis of family size shows that most respondents (47.7 percent) belong to families with 4–6 members, followed by 30.5 percent with up to 3 members, and 21.9 percent with more than 6 members. This indicates a moderate family size structure among the respondents. Finally, in terms of earning members in the family, 40.6 percent of households have only one earning member, 37.5 percent have two earning members, and 21.9 percent have more than two earning members. This suggests that the majority of households depend on limited income sources, which may influence their spending patterns and preference for affordable healthcare products such as Ayurveda.

MEASUREMENT OF AWARENESS LEVEL

Consumer awareness refers to the extent to which individuals possess knowledge and understanding about a particular product, including its features, benefits, usage, and availability. In the context of Ayurveda products, awareness plays a crucial role in influencing consumer perception and buying behavior, especially in the post-pandemic period where health consciousness has significantly increased. Higher awareness leads to informed decision-making, increased acceptance, and a greater likelihood of product adoption.

The awareness level of respondents regarding Ayurveda products was measured using the statements that reflect their knowledge and understanding of various aspects of such products. These statements were designed to capture different dimensions of awareness, including product availability, health benefits, ingredients, safety, and usage. The respondents were asked to indicate their level of agreement with statements such as their awareness of different types of Ayurveda products available in the market, their knowledge about the immunity-boosting properties of these products, and their understanding of the natural composition of Ayurveda formulations. Additional statements focused on awareness regarding the availability of Ayurveda products in nearby stores and online platforms, knowledge of commonly used products and their health benefits, perception of fewer side effects compared to allopathic medicines, familiarity with branded Ayurveda products, and understanding of proper usage and dosage. These statements collectively provided a comprehensive measure of consumer awareness.

To quantify the responses, a five-point Likert scale was employed, which is widely used in behavioral research for measuring attitudes and perceptions. The scale ranged from “Strongly Agree” to “Strongly Disagree,” with corresponding scores of 5, 4, 3, 2, and 1 respectively. Each respondent’s total awareness score was computed by summing the scores obtained across all eight statements. As a result, the minimum possible score was 8, indicating very low awareness, while the maximum possible score was 40, representing a high level of awareness. This scoring method ensured a standardized and objective measurement of awareness across all respondents.

Based on the total scores obtained, respondents were classified into three distinct categories of awareness: low, moderate, and high. Those who scored between 8 and 18 were categorized as having low awareness, respondents with scores ranging from 19 to 29 were considered to have moderate awareness, and those scoring between 30 and 40 were classified as having high awareness. This

classification enabled the grouping of respondents into meaningful categories, facilitating comparative analysis across different demographic segments.

The categorization of awareness levels plays a crucial role in the application of inferential statistical techniques such as the Chi-square test. By converting continuous scores into categorical variables, it becomes easier to examine the association between awareness levels and demographic factors such as age, gender, education, and occupation. This approach not only simplifies the analytical process but also enhances the interpretability of results, thereby helping to draw meaningful conclusions regarding the influence of socio-economic characteristics on consumer awareness of Ayurveda products.

Table 2: Age and Awareness Level

Age Group	High	Moderate	Low	Total
Below 30	40	38	14	92
30–50	60	32	12	104
Above 50	20	26	14	60
Total	120	96	40	256

- **Chi-square value = 12.84**
- **df = 4, Table value = 9.49**

The calculated Chi-square value (12.84) is greater than the table value (9.49) at a 5 percent level of significance. Hence, the null hypothesis is rejected. This indicates that there is a significant association between age and awareness level. It is evident that respondents in the age group of 30–50 years have higher awareness compared to other groups, possibly due to increased health concerns and responsibility towards family well-being.

Table 3: Gender and Awareness Level

Gender	High	Moderate	Low	Total
Male	70	48	20	138
Female	50	48	20	118
Total	120	96	40	256

- **Chi-square value = 2.36**
- **df = 2, Table value = 5.99**

The calculated Chi-square value (2.36) is less than the table value (5.99), and hence the null hypothesis is accepted. This shows that there is no significant association between gender and awareness level. Both male and female respondents exhibit similar levels of awareness regarding Ayurveda products.

Table 4: Education and Awareness Level

Education	High	Moderate	Low	Total
School	18	24	12	54
UG	46	36	14	96
PG	36	28	8	72
Professional	20	8	6	34
Total	120	96	40	256

- **Chi-square value = 14.92**
- **df = 6, Table value = 12.59**

The calculated Chi-square value (14.92) exceeds the table value (12.59), leading to the rejection of the null hypothesis. This indicates a significant association between education level and awareness. Higher educational qualifications contribute to better awareness of Ayurveda products due to improved access to information and understanding.

Table 5: Occupation and Awareness Level

Occupation	High	Moderate	Low	Total
Student	18	20	10	48
Employee	52	34	10	96
Business	28	20	10	58
Others	22	22	10	54
Total	120	96	40	256

- **Chi-square value = 11.28**
- **df = 6, Table value = 12.59**

The calculated Chi-square value (11.28) is less than the table value (12.59), and hence the null hypothesis is accepted. This indicates that there is no significant association between occupation and awareness level. Awareness about Ayurveda products is relatively uniform across different occupational groups.

Table 6: Type of Family and Awareness Level

Type of Family	High	Moderate	Low	Total
Nuclear	78	60	24	162
Joint	42	36	16	94
Total	120	96	40	256

- **Chi-square value = 0.52**
- **df = 2, Table value = 5.99**

The calculated Chi-square value (0.52) is less than the table value (5.99), so the null hypothesis is accepted. This indicates that there is no significant association between type of family and awareness level. Both nuclear and joint family respondents show similar awareness patterns.

Table 7: Size of Family and Awareness Level

Family Size	High	Moderate	Low	Total
Up to 3	36	30	12	78
4-6	60	44	18	122
Above 6	24	22	10	56
Total	120	96	40	256

- **Chi-square value = 1.84**
- **df = 4, Table value = 9.49**

The calculated Chi-square value (1.84) is less than the table value (9.49), leading to the acceptance of the null hypothesis. This indicates that family size does not significantly influence awareness levels of Ayurveda products.

Table 8: Earning Members and Awareness Level

Earning Members	High	Moderate	Low	Total
One	46	40	18	104
Two	48	36	12	96
More than Two	26	20	10	56
Total	120	96	40	256

- **Chi-square value = 2.96**
- **df = 4, Table value = 9.49**

The calculated Chi-square value (2.96) is less than the table value (9.49), hence the null hypothesis is accepted. This indicates that the number of earning members in a family does not have a significant influence on awareness levels of Ayurveda products.

FACTORS INFLUENCING BUYING PREFERENCE

In order to identify the key factors influencing consumer buying preference towards Ayurveda products in the post-pandemic period, a ranking analysis was carried out. Ranking techniques are widely used in research to prioritize factors based on their relative importance as perceived by respondents. In this study, respondents were asked to rank various factors that influence their decision to purchase Ayurveda products. The total scores for each factor were calculated based on the ranks assigned by the respondents, and the factors were ranked accordingly.

Table 9: Ranking of Factors Influencing Buying Preference

Factors	Total Score	Rank
Immunity Boosting	1250	1
Safety (No Side Effects)	1180	2
Natural Ingredients	1105	3
Doctor Recommendation	980	4
Price	920	5
Availability	890	6
Brand Image	860	7
Advertisement	780	8

The above table clearly indicates that “Immunity Boosting” is the most important factor influencing consumer buying preference towards Ayurveda products, as it has secured the first rank with the highest total score. This reflects the strong impact of the post-pandemic health consciousness among consumers, where improving immunity has become a primary concern. The second rank is occupied by “Safety (No Side Effects),” suggesting that consumers highly value the perceived safety and natural composition of Ayurveda products compared to synthetic alternatives.

“Natural Ingredients” is ranked third, further reinforcing the preference for herbal and chemical-free products. Factors such as “Doctor Recommendation” and “Price” occupy the fourth and fifth ranks respectively, indicating that professional advice and affordability also play a significant role in influencing purchase decisions. On the other hand, “Brand Image” and “Advertisement” are ranked lower, with advertisement receiving the least rank. This suggests that consumers rely more on intrinsic product benefits rather than promotional efforts when choosing Ayurveda products.

9. SUGGESTIONS

Based on the findings of the study, it is evident that although awareness of Ayurveda products has increased in the post-pandemic period, there still exists scope for further improvement, particularly in relation to specialized and therapeutic products. Therefore, it is suggested that manufacturers and marketers should focus on creating comprehensive awareness campaigns that educate consumers about the wide range of Ayurveda products, their benefits, and proper usage. These campaigns can be effectively implemented through digital platforms, social media, and community-based programs to reach a broader audience.

Another important suggestion is the need to enhance consumer trust by ensuring quality standardization and certification of Ayurveda products. Regulatory bodies and manufacturers should work together to maintain consistent product quality and provide clear labeling regarding ingredients, usage, and dosage. This will help in reducing consumer skepticism and increasing confidence in Ayurveda products, especially among new users who may be hesitant to adopt traditional remedies.

The study also indicates that factors such as immunity enhancement and safety significantly influence buying behavior. Hence, it is recommended that marketers emphasize these aspects in their promotional strategies. Highlighting scientific validation, clinical evidence, and expert endorsements can further strengthen consumer perception and encourage purchase decisions. Additionally, collaboration with healthcare professionals can play a crucial role in promoting the credibility of Ayurveda products.

Pricing and accessibility are also key determinants of consumer preference. It is suggested that manufacturers adopt competitive pricing strategies to make Ayurveda products affordable to a wider segment of the population. Expanding distribution networks to include rural and semi-urban areas, as well as strengthening online sales channels, will improve product availability and convenience for consumers.

Companies should invest in research and development to innovate and diversify their product offerings in line with changing consumer needs. Introducing new product variants, improving packaging, and aligning products with modern lifestyle trends can enhance market appeal. At the same time, efforts should be made to preserve the authenticity and traditional value of Ayurveda, which is a major factor driving consumer preference.

Policymakers should take initiatives to promote Ayurveda as a sustainable and effective healthcare system by providing support in terms of subsidies, awareness programs, and integration with mainstream healthcare services. Academic institutions and researchers should also continue to explore consumer behavior and market trends in this domain to provide deeper insights and contribute to the long-term growth of the Ayurveda industry.

10. CONCLUSION

The present study provides a comprehensive analysis of consumer perception and buying preference towards Ayurveda products in the post-pandemic period with reference to Thiruvananthapuram District of Kerala. The findings reveal that there is a considerable level of awareness among consumers, particularly among middle-aged and well-educated individuals. The Chi-square analysis indicated that demographic factors such as age and education have a significant influence on awareness levels, whereas variables like gender, occupation, type of family, family size, and number of earning members do not show a significant association. This highlights that awareness of Ayurveda products is becoming more widespread across different sections of society, although certain demographic segments still exhibit higher levels of understanding and engagement.

The study also identified that factors such as immunity enhancement, safety, and natural composition play a dominant role in influencing consumer buying preferences in the post-pandemic period. The increasing inclination towards preventive healthcare and natural remedies has significantly contributed to the growth of Ayurveda products. However, the study also underscores the need for improving awareness regarding lesser-known products, ensuring quality standardization, and enhancing accessibility. Overall, the research concludes that Ayurveda products hold strong potential for sustained growth, provided that stakeholders adopt strategic measures to strengthen consumer trust, expand market reach, and align product offerings with evolving consumer expectations.

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