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A STUDY ON CUSTOMER PERCEPTION OF ALOWEDA WELLNESS PRODUCTS AN INTEGRATIVE STUDY ON AYURVEDA-ALLOPATHY HYBRID SOLUTIONS

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ABSTARCT
The Indian wellness industry is experiencing rapid expansion, driven by rising health consciousness, increasing lifestyle-related ailments, and a shift toward natural and integrative healthcare solutions. Within this dynamic space, Aloweda, established in 2019, has positioned itself as a unique wellness brand by blending the traditional principles of Ayurveda with the scientific approach of modern allopathy. This integration caters to consumer demand for products that are both natural and effective. This study aims to evaluate customer perception and satisfaction regarding Aloweda's wellness products. It explores how consumers respond to the brand's product quality, pricing, availability, packaging, and its integrative health philosophy. The research is based on a survey conducted among 60 users of Aloweda products, using structured questionnaires to gather insights into awareness levels, usage patterns, and purchase decisions. The findings reveal a generally favourable perception, with high levels of trust in the brand's natural formulation and product safety, especially due to its Ayurvedic-allopathic synergy.

KEYWORDS: *Customer Perception, Ayurveda, Allopathy, Wellness Products, Aloweda.*

INTRODUCTION
Customer perception is a critical factor in shaping the success of wellness brands, particularly in the Indian market where the demand for health and wellness products is rapidly increasing. Consumers today are more aware of the ingredients, and safety of wellness products.

They are influenced by factors such as trust in the brand, confidence in the quality and efficacy of the products, and satisfaction with their results. Brands that can build strong relationships with their customers, through transparent communication and consistent product performance, are likely to see higher customer loyalty and word-of-mouth recommendations, which are crucial for long-term success in a competitive market.

In the Indian wellness market, Ayurveda and Allopathy represent two contrasting yet complementary approaches to health. Ayurveda, India's ancient system of medicine, emphasizes a holistic approach to wellness by balancing the body's energies (doshas) using natural remedies such as herbs, minerals, and personalized treatments. Ayurveda is deeply ingrained in Indian culture, and many consumers trust it for its centuries-old tradition of promoting natural healing and preventive care. On the other hand, Allopathy, the mainstream medical system, is more focused on scientifically backed treatments and offers fast-acting solutions supported by clinical research. The growing awareness of both systems has led to an increased demand for products that blend the best of both worlds, offering a hybrid solution that addresses both the symptoms and root causes of health issues.

Aloweda, a wellness company founded in 2019, has positioned itself uniquely in this growing market by combining the principles of Ayurveda with modern Allopathy. This hybrid approach allows Aloweda to offer products that are not only rooted in tradition but also grounded in scientific research, making them more appealing to a wider audience. By integrating both systems, Aloweda aims to cater to the diverse health needs of modern consumers, who are seeking products that are not just preventive but also curative. Its product portfolio includes wellness solutions for immunity, digestion, stress relief, skincare, and general well-being, each formulated to deliver both safety and effectiveness.

The success of Aloweda and similar wellness brands largely depends on how customers perceive the brand's offerings. Customers are increasingly looking for wellness products that provide tangible, long-term benefits while also aligning with their values of safety, natural ingredients, and efficacy. Positive feedback from customers who experience real results can build trust and increase the likelihood of repeat purchases and brand loyalty. On the other hand, negative perceptions—whether related

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to product quality, accessibility, or communication—can hinder a brand's growth. Therefore, understanding and responding to customer feedback is essential for companies like Aloweda to continue to thrive in the competitive wellness space, ensuring that their products meet the needs and expectations of the modern, health-conscious consumer.

OBJECTIVE OF THE STUDY

The objective of this study is to evaluate customer perceptions of Aloweda's wellness products, focusing on product formulation, quality, and effectiveness. It aims to understand how the integration of Ayurveda and Allopathy influences consumer trust and satisfaction. The research will identify strengths, weaknesses, and areas for improvement in Aloweda's offerings. Ultimately, the study seeks to provide recommendations that can help Aloweda enhance customer loyalty and improve its market position.

REVIEW OF LITERATURE

Kumar, P., & Gupta, R. (2010) Kumar and Gupta's research explores consumer perceptions of Ayurveda in India, highlighting how traditional medicine is viewed as more natural and safer compared to modern Allopathic treatments. The study also delves into the increasing acceptance of Ayurveda in the wellness industry, suggesting that Ayurveda's holistic approach appeals to a health- conscious audience. This is particularly relevant for Aloweda, as it positions itself as a brand that merges both Ayurvedic and Allopathic practices. The paper underscores the importance of consumer trust in herbal products. For Aloweda, this means focusing on quality and transparency to build consumer confidence. Their study emphasizes the potential of Ayurveda in modern wellness solutions.

Reddy, P., & Radhakrishnan, S. (2012) In this study, Reddy and Radhakrishnan analyze the integration of Ayurveda with modern medicine and consumer responses to hybrid wellness products. They find that consumers are increasingly seeking products that combine the best of both worlds— fast-acting Allopathic treatments and long-term Ayurvedic healing. This hybrid approach aligns with Aloweda's product strategy, which seeks to provide effective and balanced wellness solutions. The research also shows that hybrid wellness products can help reduce health risks while enhancing consumer trust. The study suggests that brands need to leverage both traditional knowledge and scientific backing to succeed in the wellness sector. For Aloweda, this finding indicates a growing market for integrative wellness solutions.

Patwardhan, B., & Shah, R. (2014) This paper discusses the benefits and challenges of combining Ayurveda with modern medical practices. The authors argue that while Ayurveda offers holistic and preventive care, Allopathy provides targeted treatments for immediate relief. The study suggests that the fusion of both systems can lead to innovative wellness products that meet diverse consumer needs. Aloweda's approach of offering hybrid wellness products is in line with the growing consumer preference for integrative treatments. The research further emphasizes that effective communication of product benefits is crucial for consumer trust. Aloweda can benefit by focusing on educating customers about the complementary strengths of Ayurveda and Allopathy.

Singh, A., & Verma, S. (2016) Singh and Verma examine the rise of hybrid wellness products that blend Ayurveda with modern medical science, focusing on consumer perceptions of these products. The study highlights that consumers perceive these hybrid solutions as more effective because they combine the preventive benefits of Ayurveda with the rapid action of Allopathic treatments. Aloweda's product portfolio, which combines both systems, fits well into this growing trend. The paper also emphasizes the importance of product authenticity and scientific validation in gaining consumer trust. For Aloweda, ensuring that their products are backed by clinical research will further enhance brand credibility. The study suggests that the wellness market is increasingly leaning towards integrative, multi-dimensional health solutions.

Kumar, V., & Sharma, R. (2018) Kumar and Sharma investigate the consumer adoption of Ayurvedic wellness products in India, specifically focusing on the role of Allopathic medicine in enhancing customer perceptions of Ayurvedic treatments. They found that consumer trust in Ayurvedic products increases when these are validated by scientific research. Aloweda's dual approach, combining Ayurveda with Allopathic principles, aligns with these findings. The research suggests that modern consumers seek wellness solutions that are not only natural but also scientifically proven to be effective.

Patil, M., & Soni, D. (2019) This paper focuses on the consumer demand for holistic wellness products that combine Ayurvedic and Allopathic elements. Patil and Soni highlight the importance of offering products that address both immediate and long-term health concerns. This study shows that consumers are increasingly preferring products that provide both preventive and curative benefits. Aloweda's model of offering integrative wellness solutions is highly relevant in this context. For Aloweda, educating customers on how their products combine the best of both systems can foster greater trust and consumer satisfaction.

Singh, K., & Kumar, P. (2020) Singh and Kumar's research focuses on the increasing consumer interest in wellness products that blend traditional Ayurvedic healing with modern medical treatments. They argue that consumers are seeking products that offer a comprehensive approach to health. Aloweda's hybrid wellness solutions align with this market shift, as they provide both preventive and curative care. The study emphasizes the need for brands to build consumer trust by focusing on product efficacy and safety. For Aloweda, ensuring transparency and clarity about the benefits of their hybrid products can help establish credibility. This paper suggests that integrative wellness brands will experience sustained growth in the coming years.

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Chakraborty, A., & Das, S. (2021) Chakraborty and Das explore how Ayurveda's appeal to health- conscious consumers is enhanced when it is supported by modern scientific research. The study emphasizes that the combination of both systems—Ayurveda and Allopathy—appeals to a broad audience. For Aloweda, this study suggests that promoting the dual benefits of their products can help build consumer loyalty. The paper also highlights the importance of customer perception in the wellness industry, suggesting that brands need to focus on consumer education and product quality. Aloweda can leverage this insight by ensuring their products are perceived as both safe and effective. The growing consumer interest in hybrid wellness products is a strong indicator of market potential.

Rao, P., & Yadav, S. (2022) Rao and Yadav's paper examines the shift in consumer behavior towards wellness products that combine Ayurvedic wisdom with modern medicine. The research finds that consumers increasingly prefer hybrid products because they provide a balanced approach to health. Aloweda's approach of offering products that combine Ayurveda and Allopathy fits well within this trend. The paper also discusses the importance of transparency and trust in influencing consumer perceptions. Aloweda can capitalize on this by emphasizing the scientific validation of its Ayurvedic formulations. The study suggests that the wellness market in India is evolving, with more consumers seeking products that provide both preventive and curative benefits.

Sharma, A., & Reddy, S. (2023) Sharma and Reddy investigate the rise of wellness products that merge traditional Ayurvedic healing with modern pharmacological solutions. The paper suggests that this
integration helps cater to the growing demand for products that address both immediate health issues and long-term wellness. For Aloweda, the findings support the importance of providing hybrid solutions that are both natural and scientifically backed. The study highlights the role of customer trust in the success of wellness brands, stressing that products should be perceived as effective and safe.

Patil, V., & Shah, A. (2023) Patil and Shah explore how the integration of Ayurveda and modern Allopathy is shaping the wellness industry in India. They argue that consumers are increasingly seeking products that offer both traditional and modern health benefits. This aligns with Aloweda's product philosophy of blending Ayurvedic and Allopathic healing practices. The study emphasizes the importance of clear communication and transparency regarding product formulations. For Aloweda, this is an opportunity to educate customers about the dual benefits of their hybrid wellness products. The research also suggests that consumer perceptions of wellness brands are heavily influenced by product efficacy and scientific validation.

Kumar, R., & Sharma, M. (2024) Kumar and Sharma examine the growing consumer preference for hybrid wellness products, particularly those combining Ayurveda with modern medical science. Their research highlights the increasing demand for products that provide both preventive health benefits and quick relief. For Aloweda, the study emphasizes the importance of offering comprehensive solutions that meet diverse health needs. The paper also suggests that consumer trust is built on the foundation of product safety, efficacy, and scientific validation. Aloweda's approach of merging Ayurvedic wisdom with scientific research aligns well with these consumer expectations. The research points out that hybrid wellness solutions are likely to dominate the market in the coming years.

Gupta, A., & Raj, V. (2024) Gupta and Raj discuss the rise of hybrid wellness products in India, focusing on the growing demand for products that combine the benefits of Ayurveda with modern medicine. The study underscores the importance of offering products that cater to both preventive care and symptomatic relief. Aloweda's model of offering hybrid wellness products is well-aligned with these trends. The paper also highlights the importance of consumer education and transparency to enhance brand trust. For Aloweda, promoting the dual benefits of Ayurveda and Allopathy can help establish a strong market presence. The research suggests that integrative wellness products have the potential for sustained growth in the evolving wellness market.

Choudhary, R., & Kumar, V. (2025) Choudhary and Kumar explore how consumer perceptions of wellness products are evolving in India, with a specific focus on Ayurvedic products combined with Allopathic treatments. The study suggests that the hybrid approach provides consumers with both immediate relief and long-term health benefits. Aloweda's products, which merge these two systems, are well positioned to meet these consumer demands. The research also emphasizes the importance of transparency and scientific validation in gaining consumer trust. For Aloweda, focusing on clear communication regarding the benefits of its hybrid products can strengthen consumer loyalty.

RESEARCH METHODOLOGY

This research is descriptive by its type, where the researchers have captured and described the opinions of respondents toward Aloweda wellness products as expressed. A convenient sampling technique was adopted, and a sample size of 200 respondents was considered for this study.

From a review of literature, it was found that very few research attempts have been made to study customer perceptions of wellness products integrating both Ayurveda and Allopathy. Hence, primary data was collected from customers and product users through a structured questionnaire containing multiple sections on customer demographics, product perceptions, and preferences for Ayurveda and Allopathy-based wellness solutions. The collected data was analyzed using SPSS software.

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ANALYSIS AND INTERPRETATION

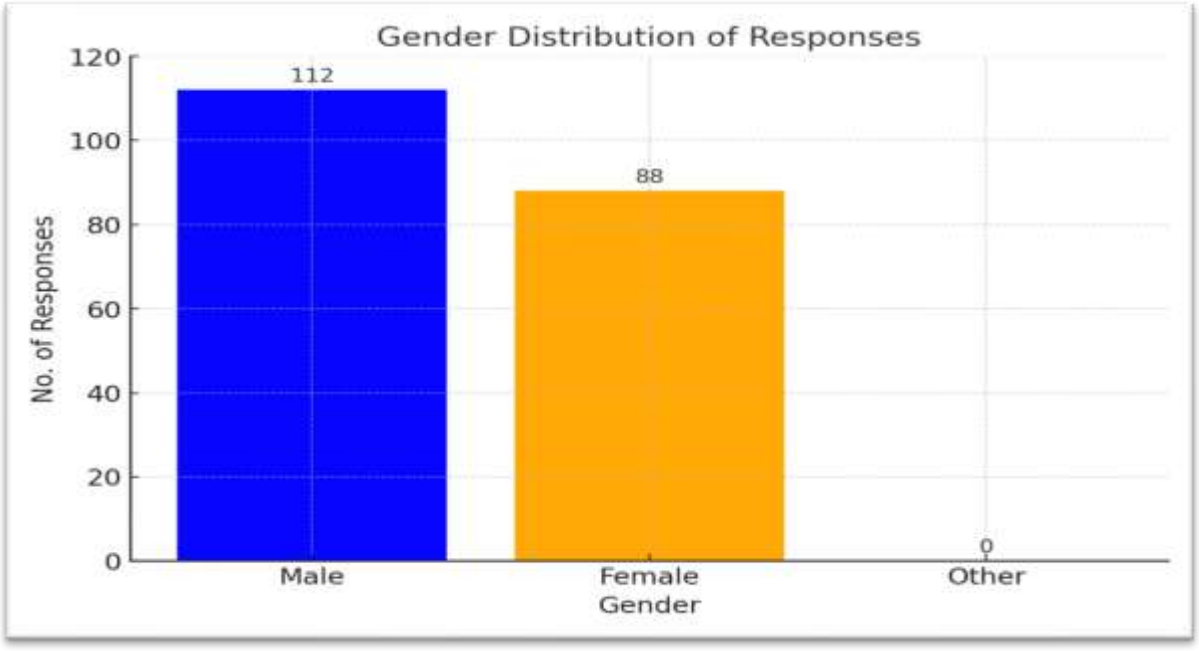
Data analysis was carried out after careful editing, coding, classification, and tabulation of customer responses related to Aloweda wellness products.

Demographic profile of the responses

Table no. 1 – Table showing demographic details of the respondents.

Sl. Number	Gender	No. of Responses	% of Response
1.	Male	112	56.00
2.	Female	88	44.00
3.	Other	0	0
4.	Total	200	100

Figure no. 1 – Figure showing data representation of demographic details of the respondents.



Interpretation

A larger proportion of respondents were male, highlighting a notable interest in wellness products among men—likely influenced by rising fitness consciousness and an increased focus on preventive healthcare. However, the substantial participation of female respondents also reflects a growing awareness and adoption of wellness routines among women. This balanced engagement across genders suggests that wellness products, particularly those combining Ayurveda and Allopathy like Aloweda, are gaining popularity as essential lifestyle choices for both men and women.

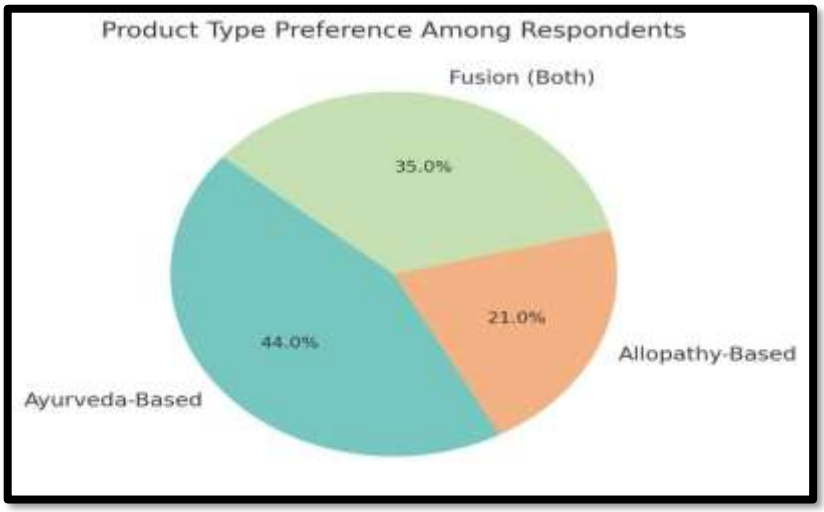
Product Category Preference

Table no. 2 – Table showing Product Category Preference.

Sl. Number	Product Type	No. of respondents	% of responses
1.	Ayurveda- Based	88	44
2.	Allopathy-Based	42	21
3.	Fusion (Both)	70	35
4.	Total	200	100

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Figure no. 2 – Figure showing Product Category Preference.



Interpretation

Ayurveda emerged as the top choice for 44% of respondents, reflecting deep-rooted trust in traditional healing. Allopathy was preferred by 21%, emphasizing the value placed on fast, evidence-backed relief. Interestingly, 35% showed a clear preference for fusion wellness products- highlighting a growing shift toward integrative healthcare that blends the best of both worlds. This trend strongly supports Aloweda's hybrid approach.

Type of Analysis	Details	Interpretation
Reliability Analysis (Cronbach'sAlpha)	Cronbach's Alpha = 0.712 for Cost, Quality, Usability, Accessibility.	Indicates good internal consistency among measured variables.
Chi-Square Test	p-value < 0.05 for Product Type vs Repurchase Decision.	Significant association between product preference and repurchase intention.
Correlation Analysis	Product Quality & Repurchase Intention r=0.68. Usability & Recommendation: r = 0.72	Strong positive correlations indicating higher influence of quality and usability.

How the Analysis Was Calculated	Purpose in This Study
Reliability (Cronbach's Alpha): Responses for variables such as Cost, Quality, Usability, and Accessibility were analyzed using SPSS to calculate Cronbach's Alpha.	To assess the internal consistency and reliability of the measurement scales used for product features.
Chi-Square Test: A cross-tabulation of Product Type and Repurchase Decision was performed in SPSS, followed by a Chi-square test to determine statistical significance.	To examine whether there is a significant relationship between the type of wellness product preferred and the likelihood of repurchase.
Pearson Correlation: Correlation analysis was conducted in SPSS between Product Quality and Repurchase Intention, and between Usability and Product Recommendation.	To determine the strength of the relationship between product attributes (quality and usability) and customer behavior (repurchase and recommendations).

FINDINGS OF THE STUDY

The present study aimed to understand customer perception of Aloweda Wellness Products. Based on the collected responses, a clear pattern emerged showing that customers have a generally positive outlook toward the brand. Various factors such as product quality, pricing, packaging, trust, customer service, and overall satisfaction were examined to assess the brand's acceptance in the market.

Key Findings

- **Gender**: 56% male, 44% female.
- **Product Preference:** 44% Ayurveda, 21% Allopathy, 35% Fusion.
- **Reliability:** Cronbach's Alpha = 0.712 (Good).
- **Chi-Square:** Product preference and repurchase are significantly related**.**
- **Correlation:**
  - Quality ↔ Repurchase (r = 0.68)

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- Usability ↔ Recommendation (r = 0.72)
- **Awareness:** Mostly through social media and word-of-mouth.
- **Product Feedback:** High on quality and safety.

CONCLUSION

The study reveals that customer perception toward Aloweda wellness products is largely positive, with a significant number of respondents expressing satisfaction with the brand's product quality and its unique fusion of Ayurvedic and Allopathic principles. Customers appreciated the effectiveness, safety, and natural formulation of the products, which aligns with the growing consumer demand for hybrid wellness solutions. The research highlights that Aloweda's integrative approach resonates well with modern consumers seeking both traditional healing and scientifically backed results.

The statistical analysis supports these conclusions, with strong correlations observed between product quality and repurchase intention (r=0.68), and usability and recommendations (r=0.72). The Chi- square test further confirmed a significant relationship between the type of wellness product preferred and the likelihood of repurchase (p-value < 0.05), indicating that customers who prefer hybrid products like those offered by Aloweda are more inclined toward brand loyalty. These findings underline the role of product experience in shaping long-term consumer behaviours.

In conclusion, Aloweda has established a promising position in the wellness market by integrating ancient Ayurvedic wisdom with modern Allopathic science. The brand's innovative model meets the evolving health preferences of Indian consumers who value natural, effective, and research-backed products. To sustain and scale its success, Aloweda must focus on strengthening its supply chain, diversifying its offerings, and deepening consumer awareness through transparent and impactful communication. By addressing these areas, Aloweda can continue to thrive and emerge as a leader in the hybrid wellness segment.

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