



A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS AYURVEDIC PRODUCTS SPECIAL REFERENCE WITH LEVER AYUSH PRODUCTS IN COIMBATORE CITY

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1. INTRODUCTION

‘Ayurveda’ is the ‘Science of life’. Life is connected with health, Ayurveda is meant to be the ‘Science of human health’. Ayurveda’s approach towards healing is holistic. It does not deal with individual organs in isolation, but treats the body as a whole. There is evidence that Ayurveda is treating any disease or problems. More important, it does not give temporary relief, but cures the disease.

India is the origin of Ayurveda. Ayurveda has 8 ways to cure illness, called NADI (pulse), Mootra (urine), Mala (stool), Jihva (tongue), Shabda (speech), Sparsha (touch), Druk (vision), and Aakruti (appearance).

Ayurveda has the strong belief that it would be transmitted from god to sage and then it treats the human body. Ayurveda follows the concept of **Dinacharya** which says that natural cycles (walking,

sleeping, working, meditation etc.) are important for health. In some research says that India uses Ayurvedic individually or combine with some western medicine. According to modern Ayurvedic research, the birth period of Ayurveda has been predicted around 6,000 BCE when they originated as an oral tradition. Ayurveda has developed many products like Medicine, cosmetics etc. It is one of the oldest medical systems and remains one of India’s traditional health care systems. Ayurvedic treatment follows the products that from Plants, animal, metal and mineral.

Ayurveda is the biotic and chemical free way. Some people use ayurvedic practices to maintain health, reduce stress and improve flexibility, strength and stamina with practices like yoga and meditation can be. A daily used product of ayurvedic products are soap, shampoo, hair oil, face wash, face cream.

suffering from lack of plans and innovations of poor marketing. Attitude of customers also affects the purchasing of these products.

2. STATEMENT OF PROBLEM

Lever Ayush product whose goal is to connect people with them. It has different products that include Healthcare, medicines, nutrients and cosmetics. Lever Ayush sells their products at the best fair rates in the market. People are satisfied with the quality and performance of lever ayush products like toothpaste, soap, face wash etc.. External factors like size, shape, intensity and status are also good. But, there are some issues and problems related to Lever Ayush products. Some side effects occurred while users use these products. Ayurvedic companies are

3. OBJECTIVES OF THE STUDY

1. To know about the demographic and socio economic outline towards LEVER AYUSH products by the customer.
2. To identify the factors influencing customer to buy lever ayush products.
3. To know the satisfaction level of customers after using Lever Ayush products.



4. To calculate the level of awareness among customer towards ayush products.

5. To provide valuable advice based on the study.

4. SCOPE OF STUDY

In an attempt to investigate the customer preference and satisfaction towards Lever Ayush products, the study has been covered Lever Ayush consumers of Urban and Rural areas, both educated and uneducated people. The company has to analysis their customers fulfillment towards their products or services provided by them.

5. LIMITATION OF THE STUDY

There is an partial information because of questionnaire. Accurate result of the primary data collected for the study depends upon the originality of the information filed by the respondents of questionnaire. Due to the shortage of time the sample size was limited to 135 only. The study was restricted to Coimbatore city only.

6. TOOLS USED FOR THE STUDY

The tools used for my study are

- Simple percentage test
- Ranking analysis test
- Weighted average test
- Chi-Square test

7. RESEARCH METHODOLOGY

Research methodology is a specific procedures to systematically solve the research problems. The study has been proven that the research has done scientifically. The study concludes with overall result, data collection methods and analysis procedure.

AREA OF THE STUDY

The study is undertaken in Coimbatore city.

SAMPLE SIZE

The study is restricted to 135 respondents.

SAMPLING TECHNIQUES

Convenience sample technique is used for the study.

PERIOD OF THE STUDY

The period for the study is 4 months i.e January 2021 – March 2021.

METHOD OF DATA COLLECTION

Questionnaire method is used to collect the data from the respondents.

SOURCES OF DATA

The study covers primary data and secondary data. The respondents through questionnaire is primary data and the data is collected from articles, books, magazines and newspaper is secondary data.

8. MEANING AYURVEDA

Ayurveda is the science that deals with living things or long-lasting which helps in the betterment of health, prevention of diseases and stay for long life. The basic philosophy of Ayurveds is based on the Panchamahabhoota (five elements) theory. This theory states that the universe , human body is made up of five elements are,

- AIR (Vaayu)
- SPACE (Akash)
- EARTH (Prithvi)
- FIRE (Agni)
- WATER (Jal)

These elements merge to form controlling forces or biological humours called Doshas. According to the philosophy of Ayurveda, health is not only maintained by taking a balanced diet but also by proper good food.

9. SOURCES OF AYURVEDA

In ayurveda, the types of products prepared based on the source from which they are obtained, are classified as follows:

HERBAL – Which are extracted from plants & herbs

MINERAL – Which are extracted from minerals and gems

HERBOMINERAL – Which are a combination of both herbs and minerals

10. LEVER AYUSH BRAND ANALYSIS

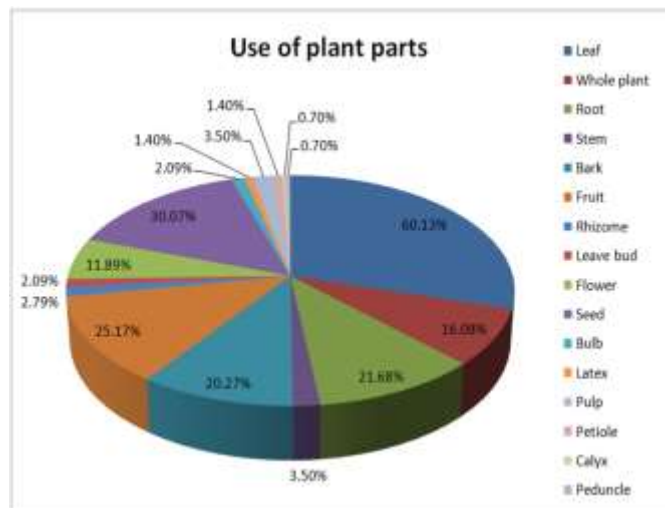
Parent company : Hindustan Unilever Ltd

Category : Fast moving consumer goods

Sector : Rapidly moving consumer goods

Tagline/ slogan : Truth of ayurveda proof of science

USP : Ayush is a unique combination of the Truth of Ayurveda with the Proof of science.



India's health insurance companies offering AYUSH benefit to their policyholders due to popularity of alternative treatments . As per the ayush coverage medical expenses which are incurred on in-patient treatment under Homeopathy, Ayurveda, Siddha or Unani are reimbursed under AYUSH. In the upcoming years, Maximum everyone tries to jump into the chemical free and healthy lifestyle . It has been built on the principles of true ayurveda through the range of products across all personal care categories.

Herbal hills is one of the trusted company in India which produce Ayurvedic skin care products to promote healthy skin . The collaboration between ayurveda, anti-aging and cosmeceuticals is increasing importance in the beauty, health and wellness sector. Ayurvedic cosmeceuticals are very much prized and welcomed in the today market.

11. IMPORTANCE OF USING AYURVEDIC PRODUCTS

Ayurveda was officially recognized by WHO (World Health Organisation) in 1976. Ayurveda increases the health based habits in the modern society and it helps us to live a healthy and stress free life.

12. FINDINGS OF THE STUDY

- Majority 61.48% of the respondents are female.
- Majority 57.71% of the respondents are between 18-21 years of age.
- Majority 76.30% of the respondents are unmarried.
- Majority 61.48% of the respondents are students.

There are number of people uses these ayurvedic products regularly and feels good about the product. There is an less chance of skin issues.

Ayurvedic practices also improves steadiness which results in better sleeping, pure mind, spirit and a healthy body.

There is very less side effects because it utilizes natural ingredients and uses herbal plants and seeds.

According to previous study and secondary data Ayurvedic skin products are made of 100% natural ingredients. You can find less amount of chemical ingredients in this products. So it doesn't cause skin allergies and skin problems and irritation on your skin.

Apart from the natural products they do not use synthetic fragrances. So it wont be an issue to the consumers.

Ayurvedic products are cost effective like other cosmetics products.

According to the research and study, it is suggested that Ayurvedic skin care products are long term benefits in comparison to other cosmetic products in Coimbatore city.

- Majority 56.20% of the respondents monthly income are below 20,000.
- Majority 57.78% of the respondents are from rural area.
- Majority 61.48% of the respondents are under graduate level.
- Majority 83.70% of the respondents are from nuclear family.
- Majority 62.22% of the respondents are prefer ayurvedic products.



- Majority 46.67% of the respondents are buying this product frequently.
- Majority 91.11% of the respondents are aware about Ayush brand.
- Majority 45.19% of the respondents are buy ayush product.
- Majority 45.19% of the respondents are answers the price of ayush products are average.
- Majority 65.19% of the respondents are satisfied about the products.
- Majority 38.52% of the respondents are buy these products in super market.
- Majority 47.70% of the respondents are use these products from 6 months.
- Majority 57.04% of the respondents are selected Himalaya as its competitor.
- Majority 88.89% of the respondents are never face any problems.
- Majority 39.26% of the respondents are needed improvement in fair price.
- Majority 93.33% of the respondents are recommended to their friends.

13. SUGGESTIONS

Most of the respondents are opinioned that they want more availability for this lever ayush products. Most of the respondents are suggest to reduce the price of this product. It has high quality so more and more consumers buy lever ayush products. Lever ayush should increase the productivity and make sure that there will be no shortage of products in market.

14. CONCLUSION

The study gives the knowledge of the various view and their association with customer satisfaction. It based through questionnaire pattern for the research and findings. This study results the customer satisfaction in the following factors (price, quality, variety, loyalty, location)

Lever ayush sells its products with a very high quality . Many like likes to adopt towards Lever ayush because of quality and promoting quotation as 'Ayurveda' and 'health and safety', it works very effectively for promotion. It has a reasonable price. On considering this study, it can be concluded that lever ayush product have gained significant place in the market and capture a huge lot of customers due to its quality, price, variety, loyalty and location.

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