Factors Affecting Consumers Buying Behavior towards Ayurvedic Product in Butwal Sub-Metropolitan City

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Abstract— This paper aims to analyze whether the product information, price, place and promotion have significant effect on consumers buying behavior towards ayurvedic product in Nepal. A convenient sample of 230 respondents approaching self-administered questionnaires survey from different locations in Butwal has been conducted. Regression analysis were used to explore the relationship between independent variables (Product information, Price Place and Promotion) and dependent variable i.e. consumers buying behavior. The results reveal that Product information, place and promotion have positive effect to determine the consumers buying behavior towards ayurvedic product in Nepal. Price of the ayurvedic product does not affect consumer's behavior for purchasing ayurvedic in Nepal.

Index Terms- Ayurvedic, Product Information, Price, Multiple Regression, Correlation

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I. Introduction

Chopra (2018) defined that the term Ayurveda combines the Sanskrit words Ayur (life) and Veda (science or knowledge). Ayurvedic medicine is one of the oldest systems of medicine in the world.

IP (2016) defined that Ayurveda means '' knowledge of life '' and is about 5000 year's old traditional system of medicine. Ayurveda is a system, which avail the essential fundamentals of nature, to maintain health in a person by preserving their mind, body and spirit in adept equanimity with nature. Natural remedies have immense applications globally. Ayurveda sees health and disease in holistic terms. It links the microcosm of individuals with the cosmos. It takes into account the relationship between energy and matter. This system of healing believes in treatment of not just a part affected by disease but the individual as a whole.

Today Ayurveda is gaining a popular opportunity. The World Health Organization recognizes an Ayurvedic as an alternative system of medicines as a safest system of medicines. NCCIH (2016) reveals that Ayurvedic medicine uses a variety of products and practices. Ayurvedic products are made either of herbs only or a combination of herbs, metals, minerals, or other materials in an Ayurvedic practice called *rasa Shastra*.

The primary goal of Ayurvedic medicine is to help people live long, healthy and balanced lives without the need prescription drugs, complicated surgeries or suffering through painful conditions.

According to 2015 report published by University of Maryland Medical Center, Ayurvedic medicine can help treat inflammatory, hormonal, and digestive conditions including Asthma back Cancer Dysmenorrhea (painful menstruation), Herpes High blood pressure or cholesterol. Ayurvedic herbs, practices and recommendations, including yoga or mediation, have also been shown to be helpful as a home remedy for acne, relieving constipation, reducing pain and lowering obesity risk.

Ayurnepal (2018) revealed that Nepal has glorious history on Ayurvedic. It is still taken as eternal because nobody knows when it was not there. Even the festivals and ethnic rituals celebrated in Nepal have the background Ayurvedic. The process, theories and philosophies that were described on Ayurvedic text are the basis of all the activities that are used to prevent the diseases by the Nepalese people. All these shows ayurvedic has long tradition and deep attachment to the Nepalese culture. In Nepal, ayurvedic is used as a socio cultural and hereditary therapy. Presently there are 30 Ayurvedic industries in Nepal.

II. Literature Review and Theoretical Framework

Anupriya (2017) indicated that consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Arya, Thakur, Kumar, & Kumar (2012) stated that numerous studies have been regulated on consumer behavior in the use of ayurvedic medicine/products or herbal drugs in several areas.

Liang (2012) explored that from a marketing angle, products are goods or services that most closely meet the requirements of a particular market and yield enough profit to justify their continued existence that the higher the consumer's product knowledge, the higher the impulse buying behavior. Goncalves (2008) identified that when consumers choose among competing products, they face quality and product performance uncertainty so they are likely to rely on heuristics to judge quality across competitive products since consumers have finite time horizons and no incentive to perform thorough comparative studies prior to purchase

Goncalves (2008) also found that product appearance can influence consumers in many different ways. Insights into the different ways in which appearance characteristics, such as form and color, may influence consumer choice, and by differentiating the roles played by product appearance managers can make a better use of packaging and labels as marketing tools.

Anupriya (2017) analyzed the determinants of consumer's perception and buying behavior towards ayurvedic product among 100 respondents. The outcome showed that that most of the customers are aware of the product through advertisement, customers are satisfied with the quality & price of the product and all the selected respondents selected the product due to the customers are satisfied with the quality and price of the ayurvedic products.

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. Huck & Wallace (2015) investigated that the literature on price framing and its impact on consumer behavior is surprisingly patchy. Even within the marketing literature the effects of different price frames have not been systematically explored and many studies focus on hypothetical choice or simply rely on perception or recall data. Licata, Biswas, & Wilson (1993) found that how lower price recalled the consumers for the good and increases demand. Oosthuizen, Spowart, & Heydenrych (2015) indicated that overall perceived price had a significant positive relationship on overall purchase intentions.

According to Phillip Kotler: "Promotion includes all the activities of the company undertake to communicate and promote its products to the target market. Clow & Baack (2007) explored that mainly sales promotion has a temporary effect on consumer buying behavior, it does not have a long term effect on consumer buying behavior and also it reduces the revenue, as in coupon, refunds and rebates and also these tools are increasing costs. Neelkanth, Sachan, & Gupta (2015) found that promotional tools are more frequently influencing the people to purchase herbal products, though people have lots of self-interest too. Kotler, Wong, Saunder, & Armstrong (2005) defined that promotion tools can be classified in four ways: Advertising, personal selling, sales promotion and public relation.

Shrivastava & Bisen (2014) exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior. Sharma & Nikki (2014) determined that ayurvedic achieved higher market value by advertisements but without soul of ayurvedic concept. Sahoo & Manchikanti (2013) explored that advertisement is the major factor that influence the market for OTC herbal products. Neelkanth, Sachan, & Gupta (2015) found that there is a positive impact of place for availability on consumers' mind for purchasing ayurvedic product.

Theoretical Framework

Nepal has a glorious history on Ayurveda. It is still taken as external because nobody know when it was not there. Ayurveda has a long tradition and deep attachment to the culture. In Nepal Ayurvedic product

is being used as a hereditary therapy. Gupta (2009) justified that the consumer buying behavior is an important factor to forecast the sales of any product in a particular area. Kotler, Wong, Saunder, & Armstrong (2005) identified the marketing mix factors such as: Product information, price, place and promotion that affects the buying behavior of consumers for any product.
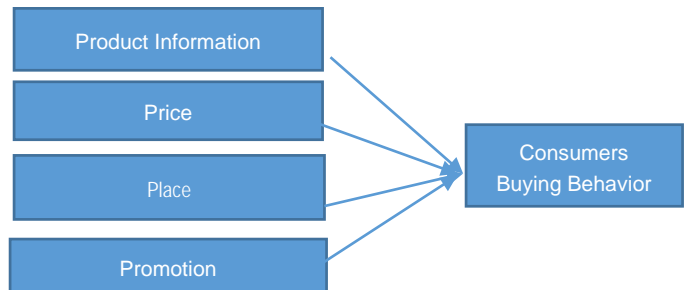
Independent Variables   **Dependent Variable**

Source: Kotler, Wong, Saunder, & Armstrong, (2005)

Product Information

Product refers to what the business offers for sale and may include products or services. Product decisions include the "quality, features, benefits, style, design, branding, packaging, services, warranties, guarantees, life cycles, investments and returns. Martin (2014) indicated that the benefits offered by the product and all its features need to be understood and the unique selling proposition of the product need to be studied and the potential buyers of the product need to be identified and understood.

Price

The definition of Price according to Philip Kotler is: "Price is the amount of money charged for a product or service." Broadly price is the total amount that being exchange by the customer to obtain a benefit of the product or service owning. Biswas, Wilson, & LIcata (1993) explored how partitioned pricing lowers consumers recalled price for the good and increases demand. Oosthuizen, Spowart, & Heydenrych (2015) indicated that overall perceived price had a significant positive relationship on overall purchase intentions.

Place

Marketing mix (2011) defined that place is defined as the "direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics and order fulfilment" and it also refers either to the physical location where a business carries out business or the distribution channels used to reach markets. UKessays (2015) found that decision making by customers for purchasing product include the availability of the product in the region. Ranjbarian, Kazemi, & Shokrollahi (2013 used regression analysis to determine the relationship between place of access to herbal medicines and prescription of these drugs by physician for purchasing and the result showed that there is significant relationship between place of access and purchasing behavior of consumer of herbal product.

Promotion tools

According to Phillip Kotler promotion is defines as: "Promotion includes all the activities of the company undertake to communicate and promote its products to the target market." Shrivastava& Bisen (2014) exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior. Ayurveda is an Indian traditional science; this science faces so many ups and downs since many years. Now Ayurveda achieved higher market value by advertisements but without soul of ayurvedic concept. Sharma & Bulani (2014) identified that OTC also increased the market value of Ayurvedic proprieties drugs.

Consumers buying behavior

R & R (2017) stated that the consumer buying behavior is the processes that consumers use to select, secure, use and dispose of products and services that satisfy their needs. Sanad (2016) found that researchers have been long studying consumer behavior and response for products and it was found important for researchers to carry out a comprehensive review for these research studies in order to identify and determine the key factors affecting consumer behavior and specially factors affecting purchasing decision. Furaji, Latuszynska, & Wawrzyniak (2012) indicated that the study of customer behavior is based on consumer buying behavior, with the customer playing three distinct roles: user, payer and buyer.

III. Methodology of the study and Data Analysis

Methodological issues associated with this study are described in the following sections.

Research Design

This study investigates the factors which influence the consumers buying behavior towards ayurvedic product in Nepal. The research design of this study is descriptive as well as analytical research.

Primary and secondary data are used in this research. The primary data defined as the data collected first hand for subsequent analysis to find solutions to the research problem. The primary data were obtained from a structured questionnaire survey while the secondary data refer to information gathered by someone other than the researcher conducting the current study. The secondary data were obtained from books, journals, internet website etc. to access the respondents of this study for data collection, the questionnaires were distributed the respondents by handed personally. Confidentiality was assured by encouraging the respondent to return back the questionnaire directly.

Population and Sample

The population of this study is directly means all consumers who used to consume the ayurvedic product. It is practically rather impossible to examine the whole population of interest. The sample size (n=230) was computed and the respondents were conveniently selected from the consumers available in different medical hall, ayurvedic ausadhalya in Butwal sub metropolitan city.

This study has taken the convenience sampling methods. A total of 300 sets of questionnaire were distributed to respondents, only 230 were returned. Of these 230 people 108 (47%) were male and 122 (53%) were female. The questionnaire survey was conducted during the month of June and July, 2018.

Limitations

This study is limited to determine the factors which affects the consumer's behavior for purchasing ayurvedic product. The study has some limitations: first the data are collected through self-administered questionnaire methods from the selected respondents of the Butwal Sub- Metropolitan City only and this research gives the limited information about the customer's opinions where it is very difficult to probe in the mind.

Table No.1

Respondents Profile

Age

	18-25	25-32	32-39	39-46	46-53	Above 53	Total
N	32	84	31	25	48	10	230
%	14	36	13	11	21	4	100

Gender

	Female	Male	Total
N	122	108	230
%	47	53	100

Monthly Expenditure

	Below 10000	10001-15000	15001-20000	20001-25000	Above 25000		Total
N	35	44	106	24	21		230
%	16	19	46	10	9		100

Occupation

	Employee	Farmer	Business	Others	Total
N	95	13	61	61	230
%	41	5	27	27	100

Types of Family

	Joint	Nuclear	Total
N	54	176	230
%	23	77	100

Education Qualification

	SEE & Below	Inter	Bachelor	Master	Total
N	63	79	76	12	230
%	27	34	33	5	100

Method of data analysis

The primary data analysis were carried out on the basis of response derived from structured questionnaire survey. In the first section of the questionnaire, respondents were asked to provide background information on their age, gender, occupation, monthly expenditure, family structure and academic qualification. Second section consisted of total 17 statements about the factors affecting for consumers buying behavior from literature survey during first week of May 2018. The 17 statements were designed in 5 points Likert Scale items where respondents were asked to state their level of agreement and disagreement indicating 1 to 'Strongly Disagree' and so on up to 5 to 'Strongly Agree'.

The statistical tools used in this study were simple descriptive statistics such as mean and standard deviation to describe the importance of variables under consideration. In order to accomplish the objective of the study, reliability analysis was done to check the scale items reliability. Correlation analysis was done to check the relation between the predictors and dependent variables. Multiple regression analysis was used for testing hypothesis. ANOVA was used to check the overall fitness of model. The result of analysis has been properly tabulated, analyzed and interpreted.

IV. Data Analysis, Results and Discussion

Regression model

$$Y= \alpha+\beta_{Pr} + \beta2_{Pc} + \beta3_{Pl} + \beta4_{Pm} + U$$

Where,

Y= Consumers buying behavior (Dependent Variable)

α= Constant

β1= Co-efficient or slope of regression model

Pr = Product information

Pc = Price

Pl = Place for availability of the product

Pm = Promotional tools

Research Hypothesis

Based on the study framework, this study attempts to test the following alternative hypothesis:

H_1: Product Information has a direct significant impact on consumer's buying behavior towards ayurvedic product.

H_2: Price has a direct significant impact on consumer's buying behavior towards ayurvedic product.

H_3: Place availability has a direct significant impact on consumer's buying behavior towards ayurvedic product.

H_4: Promotion has a direct significant impact on consumer's buying behavior towards ayurvedic product.

Reliability Analysis

The reliability of used measurement scales were tested using Cronbach's alpha coefficient. The overall reliability of the response on 4 variables has been tested by using Cronbach's alpha. Cronbach's alpha of all 4 variables which are product information, price, place and promotion is 0.759 which iss acceptable and it indicates that the internal consistency of variables is good.

Table No.2

Descriptive Statistics

Particulars	N	Mean	Std. Deviation
Promotion	230	3.1209	.50586
Price	230	2.9696	.49357
Place	230	3.9239	.61074
Product Information	230	4.1902	.59927

Source: Author's calculation using data from questionnaire survey

Table 2 reveals the descriptive statistics mean and standard deviation of the independent variables (product, price, place and promotion) and of consumers buying behavior towards ayurvedic product. Table indicates that the mean value of promotion, price, place and consumers are above the level of 3.0. All the independent variables have standard deviation below 1. It means that the mean result is accurate. The mean value of product information is reported highest as 4.1902. This shows that the product information is greater determinants for affecting consumers buying behavior towards ayurvedic product

Table No.3

Gender and Consumers buying behavior towards ayurvedic product

Gender	Mean	Std. Deviation
Male	2.52	1.169
Female	2.75	1.077
Total	3.37	1.125

Source: Author's calculation using data from questionnaire survey

The above table indicates the combine mean of Gender of the consumers and behavior of the consumers for purchasing ayurvedic product. The result shows that female consumers have higher mean value than male consumers so it can be concluded that female consumers are highly influenced for purchasing ayurvedic product than male consumers.

Table No.4

Age and Consumers buying behavior towards ayurvedic product

Age	Mean	Std. Deviation

18-25	2.53	1.047
25-32	2.86	1.355
32-39	2.58	1.385
39-46	2.64	1.221
46-53	2.44	1.050
Above 53	2.40	1.174
Total	2.64	1.238

Source: Author's calculation using data from questionnaire survey

Table 4 reports that the age group of 25-32 have higher mean value It means that the consumers of young age group of 25-32 are most attracted for buying ayurvedic product.

Test of Multi collinearity

Table No. 5

Collinearity Statistics

Model	Collinearity Statistics	
	Tolerance	**VIF**
Promotion	.693	1.444
Price	.795	1.257
Place	.758	1.320

a.   Dependent Variable: Product

Source: Author's calculation using data from questionnaire survey

Variance Inflation Factor (VIF) and tolerance measures the multicollinearity among the independent variables. It is denoted by:

$$VIF_{j=\frac{1}{1-Rj^2}}$$

The above table shows that tolerance values are more than 0.1 and value of VIF is less than 10 in all independent variables and moderating variables. So regression model is free from multi Collinearity.

Table No. 6

Inter - Item correlation Analysis

	Promotion	Price	Place	Product	Consumers buying behavior
Promotion	1.000				
Price	.429	1.000			
Place	.472	.328	1.000		
Product	.393	.367	.640	1.000	
Consumers buying behavior	.207	.116	.078	-.091	1.000

Source: Author's calculation using data from questionnaire survey

The above table exhibits that promotion is highly correlated with consumers buying behavior in positive direction with the value of 0.207. Similarly price and place is moderately correlated with consumers buying behavior towards ayurvedic product with the value of 0.116 and 0.078 respectively. Product information has -0.091 correlation value so it is less correlated with consumers buying behavior in negative direction.

Table No.7
ANOVA

Multiple Regression Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	131.140	4	32.785	34.398	.000
Residual	214.447	225	.953		
Total	345.587	229			

Source: Author's calculation using data from questionnaire survey

a. Dependent Variable: Consumers buying behaviors

b. Predictors: (Constant), Product, Price, Place, Promotion

Model Summary

Std Error of the Estimate (S.E) = 0.976
F value = 34.398
Correlation Coefficient (r) = 0.616
Coefficient of determination (r^2) = 0.379

Table no. 7 exhibits that F- value and p- value of the model is 34.398 and 0.000 respectively which is significant at 5% level of significance. So the model is fitted linearly. R square of the model is 0.379 or 37.9% which me\ans   37.9% of variation in consumers buying behavior is explained by variation in independent variables (Product information, Price, Place and Promotion)

Table No.8

Regression Analysis of Factors and Consumers buying behavior towards Ayurvedic Product

Model	B	Std. Error	t	Sig.
Constant (α)	1.134	.470	2.415	.017

Coefficients

Promotion (β_1)	.383	.143	2.678	.008
Price (β_2)	.066	.145	.453	.651
Place (β_3)	-.558	.148	-3.773	.004
Product (β_4)	1.441	.173	8.339	.001

Source: Author's calculation using data from questionnaire survey

Model:

$$Y = 1.134 + 0.383Pr + 0.066Pc - 0.558Pl + 1.1441Pm$$

Decisions of Hypothesis from the Study

H_1:   P- value of promotion coefficient is 0.008 which is significant at 5 % level of significance. So, hypothesis 1 is accepted. Thus promotion has shown a direct significant on consumers buying behavior towards ayurvedic product.

H_2:   P- value of price coefficient is 0.651 which is not significant at 5 % level of significance. So, hypothesis 2 is not accepted. Thus price has not shown a direct significant on consumers buying behavior towards ayurvedic product.

H_3:   P- value of place coefficient is 0.004 which is significant at 5 % level of significance. So, hypothesis 3 is accepted. Thus place has shown a direct significant on consumers buying behavior towards ayurvedic product.

H_4:   P- value of product information coefficient is 0.001 which is significant at 5 % level of significance. So, hypothesis 3 is accepted. Thus product information has shown a direct significant on consumers buying behavior towards ayurvedic product.

Major Findings

a)   From descriptive statistics the mean value of product information is reported highest as 4.1902 so the product information have greater impact on buying behavior of consumers for purchasing ayurvedic product.

b)   Female consumers have mean value 2.75 & male consumers have 2.52 which indicates that female consumers are more attracted for purchasing ayurvedic product.

c)   Consumers having age of 25 to 32 and 39 to 46 have shown more interest for purchasing ayurvedic product.

d)   P-value of Promotion, place and product information are 0.008, 0.004 and 0.001 respectively which shows important predictors for forming consumers buying behavior towards ayurvedic product in Nepal.

e)   P-value of Price is 0.651 which is more than 0.05, so price have negative impact on consumers buying behavior towards ayurvedic product

V. Conclusion

The main aim of this research paper is to identify the factors of consumers buying behavior towards ayurvedic product in Nepal. Based on study findings, it can be concluded that promotional tools can attract consumers for purchasing ayurvedic product. Different promotional tools such as: advertising, public relation direct selling, personal selling motivate consumers to purchase ayurvedic product. From this research paper it can be concluded that consumers are more aware of product information for buying ayurvedic product and place for availability also affect the consumers for buying ayurvedic product. They purchase ayurvedic product because ayurvedic product is chemical free and they have long usage. They also purchase ayurvedic product by seeing ingredients of the product.

Price of the ayurvedic product does not pleased consumers for purchasing ayurvedic product. Consumers do not attracted to purchase ayurvedic product even if its price is lower than allopathic product. Female consumers have shown more interests for purchasing ayurvedic product. Young age consumers from the group of 25 to 32 prefer more to purchase ayurvedic product.

These findings provide some insights to motivate the consumers for purchasing ayurvedic product. Nepalese government should promote the domestic ayurvedic product by motivating the Nepalese industrialist, Vaidya or ayurvedic doctor to produce and sales ayurvedic product. Government should also influence the consumers to purchase ayurvedic product over the allopathic.

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