

A STUDY ON CONSUMER PERCEPTION TOWARDS KOTTAKKAL ARYA VAIDYASALA PRODUCTS

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ABSTRACT

Ayurveda is considered by many scholars to be the oldest healing science. In Sanskrit, Ayurveda means the "the science of life". Ayurveda knowledge originated in India more than 5000 years ago and is often called the "mother of healing". Many organizations are in this field. Among them Kottakkal Arya Vaidya Sala has a prominent role. It is found that most people are attracted towards this organisation's products. This study proposed to make an attempt to find out the consumer perception, satisfaction, attitude and preference towards Kottakkal Arya Vaidya Sala products.

Keywords; Ayurveda, Kottakkal Arya Vaidya Sala, Consumer perception, Satisfaction.

INTRODUCTION

Ayurveda is the science of life. We know the life is synonymous with health, so Ayurveda is deemed to be a "science of human health". It doesn't deal with individual organ in isolation, but cures the body as a whole. And also it doesn't give temporary relief, but cure the disease.

The Indian Ayurvedic products contains numerous well known and recognized Ayurvedic brands. People in this scenario often concerned about their life. So they always choose a brand that fully satisfies their needs. The choice and usage of a particular brand by the consumer, over the time, affected by the quality benefits offered by the brand. Consumer is treated as a king in the market. He can decide whether a product should survive in a market or not. So consumer perception towards a particular brand is very much important.

Consumer perception is a marketing concept that tells us what customers think about a brand or a company, or its offerings. It can be positive or negative feeling, perceptions, or expectations that a consumer has.

Kottakkal Arya Vaidya Sala is a century old charitable institution engaged in the practice and propagation of Ayurveda, the ancient health care system of India. This organization was established at Kottakkal in Kerala state of India in 1902 by the visionary physician and philanthropist, the Vaidyarathnam P.S. Varier. Started initially as village clinic, it has now grows in to a multi unit, multi disciplinary and multi core organization. It offers classical Ayurvedic medicines and authentic Ayurvedic treatment and therapies to patients from all over India and abroad. It has operation in different areas of Ayurvedic practice.

This study proposed to make an attempt to find out the consumer satisfaction, awareness and preference towards Kottakkal Arya Vaidya Sala products.

PURPOSE OF THE STUDY

The study is conducted to recognize the consumer perceives about Kottakkal Arya Vaidya Sala products that helps the organization to develop the brand image in the minds of the consumers. This study has been conducted in the Kerala state with population of 50 sample respondents from Perinthalmanna, Kerala.

STATEMENT OF THE PROBLEM

In this competitive world consumer perception is very important for which the company should consider it as a key element that leads to their success. Today's customers are ready to buy the products which are well established in the market irrespective of its price. The topic consumer perception towards Kottakkal Arya Vaidya Sala products is a good promotional input that results in identifying customers attitude. The study helps to obtain suggestions for

the improvement of the products and also helps for finding out the satisfaction level of consumers.

SCOPE OF THE STUDY

This study is confined to Perinthalmanna, Malappuram district of Kerala. This study aims at finding the customer perception about the Kottakkal Arya Vaidya Sala products. The study attempts to analyse the consumer behavior in relation of their preference, awareness and attitude towards products.

LIMITATIONS OF THE STUDY

The result and findings are based on the opinion of respondent of certain region and it cannot be generalized. The time available for conducting the is limited. This study mainly based on primary data collected from the questionnaire.

RESEARCH OBJECTIVE

To determine the demographic profile of consumers and to study the factors which influence repeat buying. To study the satisfaction level of consumers. To know the attributes that a customer look after while buying Kottakkal Arya Vaidya Sala products. To know the source of consumer preference. To identify the constrains and suggest remedial measures

DATA COLLECTION AND RESEARCH DESIGN

A descriptive research design is used for this research. Questionnaire method is used to collect data from respondents. Non probability sampling , convenience sampling is used for selecting. A total of 50 questionnaire were distributed.

ANALYSIS AND INTERPRETATION

With the help of questionnaire we have tried to find out the demographic details of the people who are using Kottakkal Arya Vaidya Sala products and the factors which influence the repeat buying.

A. AGE GROUP

Age Group	No. of respondent	Percentage
Below 20	4	8
21-30	10	20
31-40	16	32
41-50	18	36
Above 50	2	4

From the above chart it is clear that the maximum respondents are in the age group of 31-50

B. GENDER

Gender	No. of respondents	Percentage
Male	29	58
Female	21	42

From the above chart it is clear that 58% are male respondents and 42 are female respondents.

C. QUALIFICATION

Qualification	No. of respondents	Percentage
SSLC	13	26
Plus two	15	30
UG	12	24
PG	10	20
Phd	0	0

It is clear that 100% people are educated in that area.

D. AWARENESS ABOUT ALL AVS PRODUCTS

Awareness of product	No. of respondents	Percentage
Yes	3	6
No	15	30
To some extent	32	64

From above it is clear that only 3% respondents are aware of all AVS products. Majority respondents that is 64% know the product to some extent. And 30% respondents are not aware of all the product.

E. SOURCE INFORMATION ABOUT THE PRODUCT

Source of info	No. of respondents	Percentage
Friends	17	34
Colleagues	11	22
Neighbors	12	24
Advertisement	10	20

From the above table it is clear that least percentage that is 20% are known product information from advertisement. 34% respondent's source of information is their friends circle.

F. PRODUCT USAGE

Product usage	No. of respondents	Percentage
Regular	25	50
Sometime	18	36
Never	7	14

From the above table it is clear that 50% respondents are regular users of AVS product. 36% respondents use the product some time. 14% of them are never use the product.

G. REASON FOR BUYING

Reason for buying	No. of respondents	Percentage
Quality	28	56
Quantity	10	20
Price	5	10
Other reasons	7	14

H. SATISFACTION LEVEL

Satisfaction level	No. respondents	Percentage
Yes	39	91
No	4	9

From the above table it is clear that 91% respondents are satisfied with the product. Only 9% of them are dissatisfied.

FINDINGS

Maximum respondents are in the age group of 31-50. Majority of respondents are aware only to some extent of all AVS products. Main source of information about Kottakkal Arya Vaidya Sala product are the friends circle. Advertisement has least importance. Most of the people are regular customers of the product. The reason behind regular usage of the product is its quality itself. Some customers consider its quantity also. Majority of customers are satisfied with product.

SUGGESTIONS

Advertisement can be applied to promote more sales. As a sales promotion technique advertisement helps to boost up the sales. More varieties of offers can be given to attract more customers. Cost reduction techniques can be used to reduce the price of products. It will attract more customers. Conducting medical camps helps the organization to make awareness about their products.

CONCLUSION

We know Ayurvedic products helps us to live long and healthy. In fact the word Ayurveda means healthy and long life. The study was conducted to know the consumer perception towards Kottakkal Arya Vaidya Sala products. It is a century old organization it owns good reputation and primary position in the market. Even though Kottakkal Arya Vaidya Sala offers varieties of products at high price, the demand for such products is very high due to its good quality. The study reveals that Kottakkal Arya Vaidya Sala has a leading role in Ayurvedic medicine market. And can be concluded that the consumer perception towards AVS products will exist and positively continuous in the pre- sent day competitive world.

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