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PROMOTIONAL EFFORTS BY GOVERNMENT AND IMPACT ON PURCHASE INTENTION OF AYURVEDIC PRODUCTS

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ABSTRACT:

The increasing global shift toward natural and holistic wellness solutions has significantly boosted the demand for Ayurvedic products. Governmental interventions play a crucial role in influencing consumer behavior and enhancing purchase intentions through strategic promotional efforts. This research paper explores the impact of government-driven promotional initiatives on consumers' purchase intention toward Ayurvedic products. The Ayurvedic sector, governed under the AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) framework, has seen a surge in popularity, especially in the wake of growing consumer awareness towards natural and holistic healthcare. This study explores the promotional efforts employed by Ayurvedic brands and their impact on consumers' purchase intentions. The paper evaluates digital marketing strategies, traditional advertising, influencer endorsements, and government initiatives to analyze their effectiveness.

KEYWORDS: Government Promotion, Ayurvedic Products, Purchase Intention, Consumer Behavior, Marketing Strategies

1. INTRODUCTION:

Ayurveda, an ancient system of medicine, has gained global recognition due to its natural healing properties. With increasing health awareness and preference for organic alternatives,

governments worldwide, particularly in India, have undertaken various promotional measures to stimulate demand for Ayurvedic products. This study examines how these governmental efforts influence consumers' purchase intentions. The global shift towards alternative medicine and natural healthcare has given rise to the increasing popularity of Ayurvedic products. AYUSH, under the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy, plays a crucial role in promoting traditional medicine systems. This paper investigates how promotional efforts influence consumer purchase behavior and the factors driving consumer confidence in Ayurvedic products.

2. THEORETICAL CONCEPT AND LITERATURE REVIEW

The patriotic passion of the individuals, their leaders and altruism of the rulers of handsome States started the revival of Ayurvedic system of medication even prior to the nation got its liberty. In 1916, the Members of Imperial Legislative Councils pushed the Government to accept this native and ancient system of Ayurveda for establishing it on clinical basis and for increasing its effectiveness. In 1920, the Indian National Congress required Government patronage for Ayurveda and Provincial Governments started to approve help.

The Health Minister's conference declared Ayurved to be established and should be utilized for supplying medical care to individuals. After this, Ayurveda got main acknowledgment and ended up in National Health system in nation. Present scenario medical scientists are looking into Ayurveda treatments for way of life associated illness, psychosomatic and degenerative conditions. Studies indicate a rising preference for herbal and Ayurvedic products due to concerns about chemical-based healthcare. Factors such as perceived health benefits, trust in tradition, and word-of-mouth influence purchase intention.

Existing studies highlight that consumer purchase intention is shaped by multiple factors, including product awareness, perceived benefits, trust, and affordability. Government-led promotions such as subsidies, awareness campaigns, quality certifications, and digital marketing play a significant role in enhancing these factors.

3. RESEARCH METHODOLOGY

This study employs a mixed-method approach, integrating qualitative and quantitative research. Surveys and interviews with consumers and industry experts provide primary data, while secondary data is collected from government reports, academic journals, and market

research studies. A study is based on combination of surveys, case studies, and secondary data sources.

The study categorizes consumers into two categories: Category one- Consumers who use Ayurvedic non-medicinal products, such as fast-moving consumer goods (FMCG) containing Ayurvedic formulations and Category two Consumers who use both Ayurvedic medicines and non-medicinal Ayurvedic products. The sample size is 500 respondents from urban and semi-urban areas. Statistical analysis is done using regression models and sentiment analysis on social media data.

Research Objectives:

1. To analyze the impact of promotional efforts on consumer purchase intention for Ayurvedic products.
2. To analyze the promotional efforts undertaken by governments for Ayurvedic products.
3. To ascertain Purchase Intention for Ayurvedic Products consumers (medicinal or non-medicinal) has any significant association with Governmental Influence.

4. ANALYSIS AND INTERPRETATION:**Table 1: Government promotion impacts Purchase intention.**

	Category of Ayurvedic Products used		Total
	Category 1	Category 2	
The promotional efforts taken by Government has been up to the mark and has affected my purchase intention positively	Strongly Disagree	Count	77
	Strongly Disagree	%	30.8%
	Disagree	Count	35
		%	14.0%
	Neutral	Count	51
		%	20.4%
	Agree	Count	56
		%	22.4%
	Strongly Agree	Count	31
		%	12.4%
Total		Count	250
		%	100.0%

According to the above table 15.2% consumers strongly agreed and 31.2% consumers agreed that the promotional efforts taken by Government has been effective and up to the mark in generating interest in consumer's mind and affected the purchase intention positively. 22.4% consumers were neutral. 11.6% of the respondents disagreed about as 19.6% consumers

strongly disagreed that the promotional efforts taken by Government is not sufficient to generate interest in people's mind. This shows that the promotional efforts taken by Government are fairly influential as far as the purchase intention of the buyers is concerned.

Table 2: Government's AYUSH impacts Purchase Intention.

		Category of Ayurvedic Products used		Total	
		Category 1	Category 2		
I feel that the investments made by Government in AYUSH has impacted the purchase of the Ayurvedic products	Strongly Disagree	Count	19	19	
		%	7.6%	0.0% 3.8%	
	Disagree	Count	12	78 90	
		%	4.8%	31.2% 18.0%	
	Neutral	Count	24	76 100	
		%	9.6%	30.4% 20.0%	
	Agree	Count	148	29 177	
		%	59.2%	11.6% 35.4%	
	Strongly Agree	Count	47	67 114	
		%	18.8%	26.8% 22.8%	
Total		Count	250	250 500	
		%	100.0%	100.0% 100.0%	

Above figures show that 22.8% consumers strongly agree whereas 35.4% consumers agree that they feel that the AYUSH has created an impact in consumer's mind towards purchase of Ayurvedic products. 20% of the respondents were neutral and 18% consumers disagree while 3.8% consumers strongly disagree that they feel that the AYUSH has been able to generate that kind of trust among consumers.

5. FINDINGS AND DISCUSSION:

Governmental Influence is the impact of governmental actions in Ayurvedic industry and its legal regulations and enforcements. The enforcement of governmental norms in this industry, like AYUSH, has brought some kind of transparency and standardization in Ayurvedic products. From the study, an evident positive relation is seen between Governmental Influence and its impact on ayurvedic consumers' Purchase Intention. Also, as we discovered from the educational and occupational data, most of the users are educated and have good

occupation, so they are more intellectually oriented and want complete knowledge and transparency in knowing what they are consuming. Governmental regulations have helped this aspect in Ayurvedic product consumption.

a) Government Promotional Efforts:

1. **Advertising and Awareness Campaigns:** Governments launch campaigns through television, social media, and print media to educate consumers on the benefits of Ayurvedic products.
2. **Subsidies and Incentives:** Financial support for Ayurvedic product manufacturers and retailers encourages production and market expansion.
3. **Regulatory Support and Certifications:** Government certifications such as AYUSH standards in India enhance credibility and consumer trust.
4. **Integration into Public Healthcare Systems:** Many governments incorporate Ayurvedic treatments into mainstream healthcare, increasing accessibility and acceptance.

5. b) Impact of Government Promotional Efforts on Purchase Intention:

6. **Increased Awareness:** Effective promotional campaigns lead to greater knowledge about Ayurvedic products, resulting in higher purchase intention.
7. **Trust and Credibility:** Government endorsements and regulatory approvals improve consumer trust.
8. **Affordability and Accessibility:** Subsidies and financial incentives make Ayurvedic products more affordable, influencing purchase decisions positively.
9. **Perceived Effectiveness:** Promotional efforts that highlight scientific backing and testimonials increase consumer confidence in product efficacy.

c.) General Impact of Government Initiatives:

1. Government campaigns such as "Ayushman Bharat" and standardization of Ayurvedic products have boosted consumer confidence.
2. Subsidies and research funding have encouraged new players in the market.

6. CONCLUSIONS:

The role of Government was found to be most significant in impacting the Green Purchase Intention of Ayurvedic users. Government should take active participation in promoting Ayurvedic industry. The role of Governmental influence was maximum in non-medicinal users.

Governmental influence involves intentional efforts taken by the government to change a person's beliefs, attitudes, or behavior. At times, the Government encourages the use of certain products and services, with a view of bringing about balanced economic development and giving a chance for certain industries to survive and success in the long run. The study concludes that government promotional efforts positively impact consumer purchase intention toward Ayurvedic products. Future research can explore region-specific influences and long-term consumer loyalty patterns.

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