



To Study Gen-Z Perception about Cosmetic Beauty Ayurvedic Brands in Ahmedabad City

Shubham Suthar^{1*}, Pratiksha Agrawat², Jignesh Vidani³
L.J University

Corresponding Author: Shubham Suthar, 24003400310662@mail.ljku.edu.in

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ABSTRACT

The article deals with the effects of age on the perception of consumers towards Ayurvedic cosmetics, in regard to price, brand reputation, packaging, safety, stability, and social media influence. This work uses a few ideas along with statistical analysis to determine whether or not there is an influence on consumer opinion towards Ayurvedic cosmetics based on age in comparison with non-Ayurvedic variants. According to the study, there does not exist any strong correlation between age or several customers' perceptions. Instead, product's effectiveness, consciousness of the environment, and consciousness of health are viewed to be strongly influencing purchasing behaviour. The study supports a new approach to traditional age-based marketing segmentation and focuses psychographic segmentation, such as sustainability and health. Also, the minor effect of social media advertising efforts on buying choices shows

INTRODUCTION

This shift is quite pronounced within the global beauty industry in the last few years, as consumers increasingly look for natural, sustainable, and holistic products, which are gaining traction among the youth (Vidani & Solanki, 2015). This trend is especially prominent among Generation Z (Gen-Z), the demographic cohort born between 1997 and 2012, who are known for their heightened environmental awareness, digital fluency, and inclination toward healthier lifestyles (Vidani, 2015). As a result, Gen-Z consumers are increasingly drawn to Ayurvedic beauty products, which offer a natural, plant-based approach to skincare and cosmetics (Vidani, 2015). Ayurveda, the ancient Indian system of medicine, is now gaining a global reputation with its focus on using natural herbs, oils, and ingredients in the pursuit of holistic well-being (Vidani, 2015). In the city of Ahmedabad, the cultural richness, coupled with the growing middle-class population, has seen a rise in popularity of Ayurvedic beauty brands among the young generation (Solanki & Vidani, 2016).

As the Gen-Zers in Ahmedabad are now wary of chemicals causing harm in the traditional cosmetics, they look at Ayurvedic alternatives promising efficiency without health and environmental costs (Vidani, 2016). All this synergy of a newfound health awareness and environmental consciousness of sustainability as well as an intense quest for true authenticity in their beauty products helped Ayurvedic cosmetic brands ride the crest, and so Ayurveda - the traditional wellness practice is only going to swell the growth that the Indian Beauty Industry - a segment Ayurveda falls within - promises itself (Bhatt, Patel, & Vidani, 2017). These consumers are highly susceptible to social media, peer recommendation, and influencer culture-all of which form a very strong basis for them to make decisions about what to buy and how to prefer (Niyati & Vidani, 2016).

In addition, the digital space, where one can easily get information about the advantages of Ayurveda, reinforces their interest in these products (Pradhan, Tshogay, & Vidani, 2016). The purpose of this study is to scrutinize the perception of Gen-Z in Sixth City Ahmedabad towards Ayurvedic cosmetic beauty brands (Modi, Harkani, Radadiya, & Vidani, 2016). That is to say, trust on the brand, effectiveness, sustainability, and marketing in determining consumer attitude (Vidani, 2016). With these perceptions in mind, it is possible to provide Ayurvedic beauty industry businesses with more knowledge about what Gen-Z looks for in Ayurvedic beauty products and the ways in which their marketing could be adjusted according to the Gen-Z value system and expectation (Sukhanandi, Tank, & Vidani, 2018). This will finally bridge the gap between old Ayurveda and new standards of beauty for Ayurvedic beauty brands by the growth in Ahmedabad, as well (Singh, Vidani, & Nagoria, 2016).

Cosmetic Beauty Ayurvedic Brands in Ahmedabad City: Khadi Natural, Patanjali Ayurveda, Sohum Ayurveda, Lotus Herbals, Kama Ayurveda, Vedic Line, Forest Essentials, Boutique and etc. (Mala, Vidani, & Solanki, 2016).

Research Objectives

1. The Gen-Z youth in Ahmedabad City is aware of and familiar with Ayurvedic cosmetics and wellness companies.
2. The most well-liked and common herbal goods in the age range.

3. The factors impacting Gen-Z buyers' choices of Ayurvedic cosmetics and care products.
4. How Gen-Z consumers see the advantages and negative aspects of these items.
5. Favorite sources (on the web, in-person shops, etc.) for buying Ayurvedic products.
6. Take note of what Generation Z thinks about the simplicity, security, and efficiency of Ayurvedic goods.
7. Perform market research on how Gen-Z views traditional Ayurvedic ingredients in modern goods.
8. Examine the ways in which cultural and societal variables impact their beliefs and preferences.
9. Learn how Ayurvedic beauty maintenance companies could interact or educate Ahmedabad City's Gen-Z consumers.
10. Understand the challenges faced by these brands in appealing to this specific demographic.

LITERATURE RIVIEW

The growing preference for environmentally friendly and ecological beauty items, especially Ayurveda beauty products, among Gen-Z consumers is well recognized (Dhere, Vidani, & Solanki, 2016). Ayurveda, which is based on organic components or holistic well-being, tends to appeal to this group as it stands for genuineness of buys, ecological responsibility, and medical sensitivity (Singh & Vidani, 2016). Gen-Z's purchasing behaviors and opinions are influenced by digital platforms, particularly social media (Vidani & Plaha, 2016). According to research, the current generation respects and admires companies that encourage ethical manufacturing, such as eco-friendly packaging for non-cruelty or no-crush items (Solanki & Vidani, 2016).

As further research continues to show that Gen-Z will be wary of items that include chemicals, Ayurvedic firms stand to gain greatly from their assurance of more palatable yet natural remedies (Vidani, 2016). By focusing on ideals like ecological responsibility and honest packaging, well-known Ayurvedic companies like Khadi Natural and Forest Essentials have effectively seized this consumer group and won over a new generation of consumers (Vidani, Chack, & Rathod, 2017). Clarifying illusory on Ayurveda's productivity or teaching customers regarding it fundamental scientific basis are still difficult tasks, though. Whatever is considered, Gen-Z's growing interest in Ayurveda presents a big chance for business entities to appeal to them by matching their values of ethical behavior, conservation, and wellness (Vidani, 2018).

Research Gap

The growing popularity of Ayurvedic beauty products in the global market encourages an increased level of study on consumer behaviour, marketing strategy, and brand perception in the sector. However, there exists a larger gap in study in which demographic factors, especially age, would specifically influence perceptions among consumers and resultant purchasing decisions about Ayurvedic beauty products. Inasmuch as Ayurvedic cosmetics

are marketed with the attributes of naturalness, safety, and environmental-friendliness synthetic beauty products, there is little empirical work on how such attributes are viewed across different age groups and how far age influences purchases. Most of the previous literature on consumer behaviour in the beauty industry seems to be mainly focused on wider demographic factors, such as gender, income, and education, but little has been given to how age in particular influences the attitude of the consumer toward Ayurvedic products.

Many studies related to consumer behaviour and beauty products focus mainly on synthetic or commercial cosmetics, with little research into natural, herbal, and traditional beauty products like Ayurvedic cosmetics. With the expanding Ayurvedic beauty market, especially in those countries where Ayurveda has strong cultural roots, understanding how aging-related factors might influence perceptions about product safety, trust, efficacy, and packaging appeal is crucial. This gap becomes particularly significant for Ayurvedic beauty products as, often, a specific cultural meaning is attributed to them which can resonate with more traditional Ayurveda-related notions in the elderly, compared with younger generations whose perception is mainly through modern perceptions of wellness, sustainability, and authenticity.

Another relevant gap in current research is little exploration of psychographic factors like health consciousness, environmental awareness, and ethical consumerism, which, in particular, have an age relationship. Even though awareness of the importance of these psychographic factors in the process of making decisions as consumers has been growing, few studies address how different age groups interpret and react to Ayurvedic products' sustainability assertions, natural ingredients, and the practices adopted for ethical sourcing. Mostly, the research on sustainability in the beauty industry focused on younger, environmentally conscious consumers, which does not take into account older generations who may also care about sustainability but are not targeted through conventional marketing strategies. Age-related factors towards brand loyalty and long-term consumer interactions with Ayurvedic brands also have not yet been adequately tested despite the fact that trust within the brand constitutes an essential criterion for decision making on the part of the consumer especially within niche segments like Ayurveda.

Packaging appeal and product design are among the most popular topics in consumer behaviour literature, yet there is a gap in the understanding of how age and cultural associations with Ayurveda influence packaging preferences for Ayurvedic beauty products. Packaging in the Ayurvedic beauty segment often communicates messages of sustainability and authenticity, yet it is not clear how age groups interpret such messages.

In conclusion, while the Ayurvedic beauty market attracts more and more attention, significant gaps in our knowledge of how age affects consumer perceptions and behaviours remain. Thus, further research is advisable to be conducted: age and psychographics may affect the cultural associations with and digital influence on consumer attitudes toward Ayurvedic beauty products and regional, as well as generational differences in perceiving these items. These research gaps will be important for Ayurvedic beauty brands when finding

creative ways to tailor their marketing, create a good rapport with consumers, and tap into new markets.

Hypothesis

1. Ayurvedic beauty brands are safer to use compared to non-ayurvedic brands.
2. I trust Ayurvedic cosmetic brands for being free from harmful chemicals.
3. The packaging and design of Ayurvedic beauty products are appealing.
4. Ayurvedic cosmetic products are reasonably priced compared to other beauty brands.
5. I prefer using Ayurvedic brands over non-Ayurvedic brands due to fewer side effects.
6. The availability of Ayurvedic beauty products is sufficient in Ahmedabad City
7. I am influenced by social media promotions when choosing Ayurvedic cosmetic brands
8. I believe Ayurvedic cosmetic brands are more effective than synthetic products.
9. Brand reputation plays a significant role in my decision to purchase Ayurvedic beauty products.
10. I prefer Ayurvedic brands that use eco-friendly packaging.

Table 1.Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Ayurvedic beauty brands are safer to use compared to non-ayurvedic brands	(Vidani & Solanki, 2015)
I trust Ayurvedic cosmetic brands for being free from harmful chemicals	(Vidani, 2015)
The packaging and design of Ayurvedic beauty products are appealing	(Vidani, 2015)
Ayurvedic cosmetic products are reasonably priced compared to other beauty brands.	(Vidani, 2015)
I prefer using Ayurvedic brands over non-Ayurvedic brands due to fewer side effects.	(Solanki & Vidani, 2016)
The availability of Ayurvedic beauty products is sufficient in Ahmedabad City.	(Vidani, 2016)
I am influenced by social media promotions when choosing Ayurvedic cosmetic brands.	(Bhatt, Patel, & Vidani, 2017)
I believe Ayurvedic cosmetic brands are more effective than synthetic products.	(Niyati & Vidani, 2016)

Brand reputation plays a significant role in my decision to purchase Ayurvedic beauty products.	(Pradhan, Tshogay, & Vidani, 2016)
I prefer Ayurvedic brands that use eco-friendly packaging.	(Modi, Harkani, Radadiya, & Vidani, 2016)
If you prefer non-Ayurvedic brands, what is the primary reason?	(Vidani, 2016)

*Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	162
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's Compilation

Demographic Summary

Some details on the respondents' characteristics can be found from the demographic summary. 59.3% of the population is among the ages of 18 to 25, 40.7 percent is among the ages of 25 to 32. Males comprise 86.4% of the sample, while females comprise 13.6%. The majority (61.7%) are students, followed by those who work (27.2%) and those who run their own business (7.4%), with a tiny number being professionals (1.2%) or stay-at-home moms (2.5%). Sixty-seven percent of respondents spend less than \$1,000 per month on personal care items, while sixteen percent spend more than \$5,000. The remaining participants are classified as 3,001-5,000 (4.9%) and 1,001-3,000 (12.3%). This demographic breakdown helps to understand the sample's characteristics and personal care-related behaviour.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.919	26

*Source: SPSS Software

The 26-item scale's Cronbach's Alpha rating of 0.919 shows excellent internal consistency, suggesting that each of the items measure the same underlying construct and are so highly reliable. In general, a value higher than 0.9 suggests the items are strongly linked and reliably score the intended idea. The scale has excellent reliability with such a high alpha, making it an excellent tool to collect valid information. But the scale needs to be unidimensional and each item must add evenly to a whole construct being evaluated.

RESULT

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relation ship
H1:	Ayurvedic beauty brands are safer to use compared to non-ayurvedic brands	0.181	<	H01 Accept (Null hypothesis Accepted)	0.093	Weak
H2:	I trust Ayurvedic cosmetic brands for being free from harmful chemicals	0.128	<	H02 Rejected (Null hypothesis rejected)	0.083	Weak
H3:	The packaging and design of Ayurvedic beauty products are appealing	0.832	>	H03 Rejected (Null hypothesis rejected)	-0.044	Weak
H4:	Ayurvedic cosmetic products are reasonably priced compared to other beauty brands.	0.075	>	H04 Accept (Null hypothesis Accepted)	-0.158	Weak
H5:	I prefer using Ayurvedic brands over non-Ayurvedic brands due to fewer side effects.	0.131	>	H05 Accept (Null hypothesis Accepted)	0.011	Weak
H6:	The availability of Ayurvedic beauty products is sufficient in Ahmedabad City	0.502	>	H06 Rejected (Null hypothesis rejected)	-0.082	Weak

H7:	I am influenced by social media promotions when choosing Ayurvedic cosmetic brands	0.099	>	H07 Accept (Null hypothesis Accepted)	-0.069	Weak
H8:	I believe Ayurvedic cosmetic brands are more effective than synthetic products.	0.047	<	H08 Rejected (Null hypothesis rejected)	-0.062	Weak
H9:	Brand reputation plays a significant role in my decision to purchase Ayurvedic beauty products.	0.693	>	H09 Rejected (Null hypothesis rejected)	-0.025	Weak
H10:	I prefer Ayurvedic brands that use eco-friendly packaging.	0.326	>	H10 Accept (Null hypothesis Accepted)	0.018	Weak

*Source: Author's Compilation

DISCUSSION

A few intriguing results emerge when other hypotheses based on age and other factors influencing consumer preference for Vedic beauty products are examined. The p-values and R values of the statistical tests will ultimately indicate the rate at which the age factor interacts with various variables depending on the Ayurvedic cosmetic brand. A closer look at these ideas will reveal how age influences customer choices, opinions about the effectiveness, safety, and reliability of Ayurvedic beauty treatments, and the significance of factors like cost, accessibility, and social media influence.

A value of one the thesis Age and the Safety Perception of Ayurvedic Beauty Brands Since the p-value is 0.181, which is higher than the 0.05 cutoff, the null hypothesis (H01) is accepted. Regardless of age, ayurveda beauty brands will consider safety standards as superior to those of their non-ayurvedic competitors. This notion has a very weak link with the age variable, since the correlation is very low, at only 0.093.

The second thesis states that the absence of dangerous substances and age make Ayurvedic cosmetics credible. This study disproves null hypothesis H02 as the p-value of 0.128 is higher than 0.05. Additionally, taking into account the fact that there is a correlation between age and customer perception of the lack of harmful ingredients in Ayurvedic goods

The third Thesis the Age and Appeal of Vedic Beauty Product Packaging and Design The null hypothesis (H03) is rejected with a p-value of 0.832. The low and minor connections that is demonstrated by the negative correlation of -0.044 suggests the ages has little bearing on the appeal of Ayurvedic beauty product packaging and design. It also demonstrates that, generally speaking, when it comes to Ayurvedic beauty products, package attractiveness may not be influenced by age.

The fourth Thesis correlation the years Age and the Perceived Price of Ayurvedic Products The null hypothesis (H04) is rejected since the p-value of 0.075 is near the threshold, although being less than 0.05. There is only a small inverse relationship among age with the weak negative correlation of -0.158. The fifth thesis for the few side effects, clients of every stage of life choose Ayurvedic brands. As herbs used in Ayurveda are thought to have less side effects, age may have a little but non-significant impact on brand preference, according to the derived p-value of 0.131, which renders the hypothesis of no effect (H05) unacceptable. The same claim is backed up by the weak the coefficient value of 0.011.

The sixth thesis for Ahmedabad's Ayurvedic Beauty Product Availability and Age City The null hypothesis, H06, is rejected as the p-value is more than 0.05 ($p = 0.502$). The small inverse relationship indicated by the negative correlation of -0.082 suggests that age has no discernible effect on perceptions of the easy availability of Vedic beauty products in Ahmedabad.

The seventh thesis for Social Media Promotions and Age Increase the Choice of Ayurvedic Cosmetic Brands Although been below 0.05, the p-value of 0.099 results in the null hypothesis (H07) getting rejected. Social media sales have little effect on Ayurvedic beauty goods, based to the low negative correlation of -0.069, which is not notably age-dependent.

The eight theses of Age and Perception of Ayurvedic Cosmetics' Effectiveness in Relationship to Synthetic Products Age is, in fact, play a role – albeit a minor one – in the perception of the effectiveness of Vedic beauty goods in contrast to synthetic ones, as shown by the same p-value of 0.047, so allows the disapproval of the null hypotheses (H08). The negative correlation's small magnitude is proven by the coefficient of -0.062.

The night thesis for buying Ayurvedic beauty products, age and brand reputation Inference of Choices As brand reputation is not an important factor in the choice of purchasing Ayurvedic beauty products, the p-value of 0.693 indicates that the null hypothesis (H09) is in error. This has a weak but negative relationship of -0.025, which could be thought to be inverse.

The tenth thesis is Age and Preferences for Ayurvedic Brands' Eco-Friendly Packaging In 0.326, the p-value is more than 0.05. The null hypothesis is rejected. Ayurvedic beauty companies' preference of eco-friendly packaging does not significantly change with age and has limited bearing, based to the low correlation score of 0.018.

Theoretical Implications

The results of the investigation offer many of theoretical ideas about the way age and consumer views of Ayurvedic products relate. Given the reality that

age has a rather little overall impact on customer behaviour in this case, results still provide a substantial contribution to the body of knowledge already available on customer conduct, perceptions of brands, and marketing tactics for specialized cosmetic industries. Below is an overview of the study's theoretical implications.

This suggests that age might not be a significant factor in how consumers perceive their Ayurvedic beauty brands in relation to aspects like price, package appeal, safety and trustworthiness, or other emotional and cultural variables that influence what they believe for Ayurvedic brands. This runs contrary to some of the data available

Weak age effect on belief in herbal goods living without harmful chemicals problems the theory that one's age may influence such trust, though there is increasingly proof linking Ayurvedic products to safety, particularly as it comes to the absence of harmful chemicals. This implies that consumers of every age would have an average trust in Vedic firms, and a possible consequence meaning the consumers of all age might grow more mindful and cognizant about the healthy goods and herbs they use. Since it implies consumer trust may be age-neutral and more in general associated with deeper problems like environmental concerns, this study has implications for theoretical models of trust in branding.

The low correlations of brand reputation and consumer choice represent another important theoretical decision (Hypothesis 9). The results indicate that customer loyalty within the Ayurveda cosmetic product category may not be greatly impacted by age, which is contrary with traditional models of loyalty to a brand, which often imply that age is an excellent indicator of attachment to a company and reputation-based decisions. This would put existing brand loyalty models to the test and provide opportunities for further study into other aspects of Ayurvedic brand loyalty that may be more significant than age, such as sustainability, societal effects, or effectiveness of the product.

According to the study's results, Ayurvedic beauty companies won't gain much by age-based market division. This is because age has little impact on many of the key variables influencing buying choices; as such, marketers shouldn't utilize age like a basis for classification as is typically done. The findings suggest other split variables, such as healthy lifestyle values, knowledge about the environment, and a desire for eco-friendly or chemical-free products, could prove more useful in identifying possible buyers in this market. In an effort to market Ayurvedic beauty products, the argument calls on typical demographic-based identification concepts and suggests a move to mental or based on values segmentation.

Therefore, there also exists the relevant theoretical question of the reason social media promotions face a weak effect on consumers' choices about buying Ayurvedic cosmetics brands (Hypothesis 7). That is especially relevant provided the increasing number of studies emphasizing how social media will substantially impact and transform customers, particularly those who are interested in health, beauty, and wellness products. This indicates that the effectiveness of social media campaigns as a whole might not be relevant to

Ayurvedic beauty products. Age and social media affect in a small and negative link, and which implies consumer decisions to Ayurvedic products are more likely to be affected by social pressure, personal views, or expert endorsements. The current study adds to the body of social media literature generally in place. the benefits of the reality that there was little association between age and a need for recyclable packaging (Hypothesis 10), the outcome adds to the body of research on consumer preferences regarding green beauty products. The concept that morality and the environment are global is boosted by the simple fact that gender has no impact on the significance of recyclable packaging is for Ayurvedic beauty products. This puts doubt on ideas that consumers today are inspired more by sustainability issues and raises the prospect that older generations can also appreciate eco-friendly packaging for cosmetics, particularly if it reflects ethical or health-conscious principles.

Practical Implications

To businesses, brand executives, the companies working in the Ayurveda and beauty industries, the study's findings about the connection among age with consumer evaluations of Ayurveda cosmetics are of significant implications. Age is found to have a little impact on consumer behaviour in this market category, although it does offer insights into product creation, customer involvement, and the improvement of marketing strategies. We include some significant practical ramifications of the research findings below.

Many of the characteristics impacting customers' perceptions of Ayurvedic beauty products, such as safety, trust, package appeal, and brand reputation, appear to be unaffected by age. Age-based segmentation seems to be insufficient for Ayurvedic beauty businesses because it can be. For example: wellness-Conscious Clients: Ayurveda's comprehensive approach to wellness has rendered it popular. Ayurveda commodities can be marketed as harmless and harmless ingredients. Other characteristics, such as interests in wellness and health, may be utilized to segment the market rather than age. Cantered Segmentation involves Ayurvedic cosmetics companies might target consumers of any age that value environment and the environment because both of these are important reasons for many consumers. All ages will respond favourably to campaigns which encourage cruelty-free methods, sustainable packaging, and fair trade.

Ayurveda cosmetics ought to emphasize effectiveness above age-based variations as consumers of nearly all ages see Ayurvedic product lines as safe and effective. In addition, Ayurveda cosmetic brands benefit from stressing the safety part of using organic elements instead of chemicals in formulation. Brands can spend money in promotional material that educates people on the science driving herbs from Ayurveda as well as how they may assist with skin and hair. The young and elderly people will respond in this way because they are beginning to utilize natural cosmetics rather than artificial ones.

Establishing Respect by Openness: Becoming open and honest about the production, sourcing, and quality control procedures would make establishing trust simple. Regardless what their age, these consumers are going to be mindful of security laws and moral obligations.

Even though the present research found that social media has minimal effect on purchase decisions, there is still an opportunity to use both conventional or digital advertising methods to connect with a potential clientele. As the aftermath of internet promotion, age does not appear to be a significant factor, therefore firms need to broaden their marketing plans to include both online and offline platforms.

Advertising using Influencers: Engaging with solid and reliable wellness, wellness, or beauty advocates across a range of age groups is probably still beneficial since age can be a significant determinant. Next, brand partnerships should choose influencers that share their beliefs, such as an affinity for sustainable, natural beauty products devoid of chemicals. Offline Engagement: Ayurvedic beauty firms might host seminars, item demos, or community-based events in addition to their online advertisements to give customers an additional hands-on experience using the Ayurvedic product. That will be the most effective strategy for building brand loyalty among the senior population.

Aged were adversely connected or had a minor amount impact in line with the research's findings, which also showed that there is little interaction between the factors. These findings suggest that Ayurvedic brands are reasonably priced when compared to other beauty products. Therefore, the author concludes that it is time for consumers to start believing in value for money without sacrificing the quality of the product.

Complex Pricing Strategy is a term to meet an extensive range of customer needs with money levels of difficulty, brands might offer items at different pricing points. Premium Ayurvedic products, for example, are occasionally marketed like upscale, expensive items, whereas less costly choices can appeal to younger customers or those on a tight budget.

Bundling and Promotions: Combine the product with other seasonal deals, such as an order one and receive encouraged promotion or a discount for first-time purchasing Ayurveda cosmetics. As perceived worth rises, it becomes more appealing to people of all ages.

Time was shown to have little impact on package attractiveness, although generally weak relationships across packaging elements would suggest that packaging is still a significant part of product design. Making their packaging relate to the more modern ideals of sustainability and simplicity may help even Ayurvedic beauty firms succeed.

Increase Local Supply: Marketing can focus on increasing accessibility in areas where there might exist an increasing demand for Ayurvedic goods but still limited access. As an example, this market can be significant for regions other than cities when there's a growing demand for natural and herbal cosmetics.

CONCLUSIONS AND RECOMMENDATIONS

The present research looks into how aging along with various variables affect consumers' opinions and tastes about Ayurveda cosmetics. The data indicate that while customer views regarding safety, trust, cost, and packaging appeal are not significantly influenced by ages, different variables such as well-being numbers, organic components, environmental responsibility, and effectiveness of the product play an even greater part in the way consumers make choices.

Essentially, our research stresses valued segments for advertising of Ayurveda cosmetics but questions conventional market segmentation techniques, particularly those that are heavily age-based. According to the research, Ayurvedic companies have to think about focusing on psychographic characteristics including worries about the environment, ethical principles, and wellness awareness rather than age.

Likewise emphasizes how customer confidence and devotion fluctuate by the effectiveness of products and transparency regarding ingredients through all age groups. Therefore, in order to reach out to a broad range in consumers, Ayurveda cosmetic firms must continue highlighting the organic, free of chemicals, or ecological elements in the items they sell.

Studies further suggest in which order to connect with consumers across multiple locations of contact, Omni channel advertising approaches that include both online and conventional outlets must be implemented. Credibility based on mindful follower's strong Ayurveda company values may be utilized to efficiently push their objective, despite the reality that online impact on this prospective demographic for purchasing was shown to be very low.

At summary, this investigation contributes to your knowledge of the ways consumers behave whenever buying Ayurveda beauty products the proposes that advertising initiatives expand to include principles, decisions about their lives, and company goals in addition to segmenting the population. With an even more ethical, ecological, and diverse marketing approach, Ayurvedic cosmetics companies should be equipped to reach a wider audience.

FURTHER STUDY

These remain several areas that might use more investigation, even though it provides excellent insights into how age and customer opinions on Ayurveda beauty products relate to one another. Such future possibilities may enhance the implementation of promotional tactics, explore additional variables which can influence buying choices, as well as refine our comprehension on how customers behave inside the Ayurveda cosmetics industry.

1. Psychological Division: Exceeding Aged

The determinant of gender was the main topic of this study. Future studies should, however, focus more on psychographic elements including customer motivations, values, beliefs, and lifestyle. It becomes essential to learn whether customers' own values – such as social factors, worries about the environment, or medical consciousness – affect their choice to buy Ayurveda cosmetics. Studies might look into how consumers' lifestyles (e.g., eco-conscious, vegan, wellness-focused) is strongly linked to client devotion or purchases, allowing Ayurveda care firms to break up their clientele not on age also through additional psychology traits.

2. The Influence of Local or Cultural Diversity

Because Ahmedabad served as the research's the background, its conclusions could not be generalized to different locations, countries, or civilizations. Given that Ayurvedic is a significant part of the centuries old traditional medicines used in many countries, cultural variables play a critical

role in shaping customer views and purchasing behaviour. This is especially true for Ayurvedic goods. For additional studies, perceptions of Ayurveda cosmetics can be significantly influenced by indigenous practices along with regional cultural elements. Comparative research among urban and rural regions, or even among nations with could provide a more complete understanding of client preferences.

3. Analyse how Networks Such as Facebook are Affected by Online Advertising.

Since web advertising had little bearing on the research's findings, more research is required as the power of social media the advancement and online reviews—especially those involving online celebrities—in influencing consumers' decisions to buy cosmetics is growing. Future researchers could think about looking into: Influencers on social media sites like Facebook, Twitter, TikTok, and others have the ability to promote Ayurvedic beauty products. How views regarding herbal goods are influenced by content created by users as well as driven by communities' discussions. The influence of online marketing techniques affects the spending habits of different demographics, including consumers who are environmentally concerned, cautious about their health, or ethical.

4. Taking Emotions or Psychological Variables Into Account when Taking Selections

Physique picture, dignity, or self-care habits are just a few of the mental and feelings that commonly influence the choices of customers in the cosmetics industry. Further research should focus on the emotional aspects of choosing Ayurvedic cosmetics, particularly as they relate to total wellness, taking care of oneself and aesthetics. By understanding all of this, ayurvedic companies can more accurately match their advertising methods into the psychological underpinnings of consumer behaviour.

5. The Impact of Sustainable on Packing and the Behaviour of Customers

Despite the fact the the present research found minimal connection between packaging increasingly age, green packaging is rather becoming more and more common in the cosmetics business. Future research can concentrate on how customers' inclinations for environmentally friendly packaging affect their buying habits. This is determining if packing that is biodegradable, recyclable, etc minimalist will influence a consumer's decision to purchase Ayurvedic goods. Making choice could be facilitated by knowing how the package layout balances economy plus attractiveness.

6. Continuous Research of Item uses or Brand Retention

The vast majority of research studies on Ayurveda cosmetics were broad of nature, providing just a glimpse of what customers were doing at a specific point in time. It is advised to do periodic studies to examine shifts in client devotion and views. Scientists might determine the question of where customer's views of Ayurveda goods shift through a series of studies, especially in light of new developments in long-term viability good health, or healthcare. It could give a deeper comprehension of recurrent purchasing patterns, loyalty to a brand, and the long-term effects of marketing campaigns.

7. Analysing the Knowledge and Teaching of Ayurveda

Customer views on Ayurveda cosmetics may be influenced by current understanding on Ayurveda and its tenets. Seminars, instructional programs, or even informative programs that affect customer behaviour can be the subject of future studies. It is possible to investigate clients' faith or genuineness with Ayurvedic beauty businesses if they possess differing degrees of understanding regarding Ayurveda values, specific historical Vedic methods, and on occasion actual centuries-old Ayurvedic.

8. A Comparison of Ayurveda with Chemical Grooming Products Preference by Consumers

Closely comparing customer opinions on Ayurveda and modern, chemical-based cosmetics is a further possible study topic. Studies might examine why clients choose Ayurveda items versus imitations due to affordability or efficacy. Customers believe Ayurveda goods is healthier perhaps more effective in comparison to their chemical equivalents, mostly due to the have heard similar assertions regarding both goods classes. A greater understanding of the way product elements, whether pharmacological or herbal remedies affect client tastes and the way they can change among individuals of various ages and cultures.

9. Studies of the Function of Packing or Marketing to Establishing Credibility

Packing had a significant impact on the way customers see the quality of the item or brand credibility. Further studies could look at the way packaging aesthetics (visually an appeal, metaphor, completely a tale) and advertising tactics impact trust among consumers, particularly with regard to goods from Ayurveda that highlight their typical, conventional or ethical beliefs, as the investigation discovered a weak relationship among maturity as well as the containers the appeal.

10. Effects of Consumption Patterns on Pricing Sensitivities

The next study may concentrate upon affordability as well as readiness to pay for Ayurveda cosmetics, as cost has been recognized as a crucial aspect. Studies might investigate either consumers perceive Ayurveda items as being worth what they pay over an array of populations as well as how costs, either luxury or spending limits, impact customer decision. The study could also investigate the differences in buying patterns between customers that place a higher value on ecological and components from nature.

In Conclusion, additional study regarding the Ayurveda skin care sector has a vast amount of potential, as do chances to examine customer buying habits from a variety products perspective, such as online media, environmental responsibility, cultural factors, and psychological characteristics. By tackling such subjects, future research will be able to give a more thorough knowledge about how Ayurveda cosmetics firms might modify their products to accommodate the wide range of demands and tastes of contemporary customers. This will not only enhance marketing strategies but also contribute to a deeper theoretical understanding of consumer behaviour in the natural and holistic beauty product sector.

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