

Marketing Strategies and Market Performance of Ayurvedic Products: Evidence from Seller and Consumer Perspectives in Karnataka

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Abstract- *The rapid expansion of the Ayurvedic sector in India reflects a broader shift toward natural, preventive, and holistic healthcare systems. Karnataka has emerged as a key regional hub for Ayurvedic production and consumption due to its rich biodiversity, strong manufacturing base, and culturally embedded health practices. Despite this growth, limited empirical research has examined how marketing strategies influence market outcomes from both seller and consumer perspectives. This study addresses this gap by investigating the effectiveness of marketing strategies adopted by Ayurvedic firms in Karnataka. The study is based on primary data collected from 500 sellers and 1,226 consumers across major districts of Karnataka using structured questionnaires. A quantitative research approach was adopted, employing statistical tools such as descriptive analysis, exploratory and confirmatory factor analysis, structural equation modelling, regression analysis, ANOVA, and t-tests. The findings reveal that product quality strategies, pricing mechanisms, and modern digital marketing approaches significantly influence sales performance. Traditional promotional strategies continue to play a role in semi-urban and rural contexts, although digital marketing tools such as social media and influencer engagement exhibit stronger effects in urban markets. Niche marketing strategies targeting specific consumer segments also contribute positively to sales outcomes. However, distribution and logistics strategies were found to have limited statistical influence, indicating structural inefficiencies within the supply chain. From the consumer perspective, demographic factors significantly shape purchasing intentions, while satisfaction is influenced by perceived quality, affordability, and marketing effectiveness. The study contributes to the literature by integrating seller and consumer viewpoints within a unified analytical framework and offers practical implications for firms, policymakers, and marketers in strengthening the Ayurvedic sector.*

Keywords- *ayurvedic marketing, consumer behaviour, digital marketing, sales performance, karnataka, wellness industry*

I. INTRODUCTION

Ayurveda, recognised as one of the most ancient systems of healthcare, occupies a distinctive position within India's medical and cultural heritage. Rooted in classical texts such as the Vedas and shaped through centuries of experiential practice, Ayurveda emphasises a holistic approach to health based on the balance of bodily elements and lifestyle regulation. Over time, what was once largely confined to household remedies and practitioner-based treatments has undergone a significant transformation into a structured and commercially vibrant wellness industry (Lad, 2002; Sharma, 2018). This transition has been further accelerated in recent years due to heightened awareness of preventive healthcare, growing scepticism toward chemically synthesised products, and an increasing preference for natural and plant-based alternatives (Patwardhan et al., 2015).

Within this evolving landscape, Karnataka has emerged as a key regional hub for the production, distribution, and consumption of Ayurvedic products. The state's rich biodiversity, favourable agro-climatic conditions, and long-standing traditions of herbal medicine provide a strong foundation for the development of Ayurvedic enterprises. In addition, the presence of research institutions, manufacturing units, and organised marketing networks has facilitated the integration of traditional knowledge with modern commercial practices. Urban centres such as Bengaluru have particularly contributed to the expansion of the sector by fostering innovation, quality control, and digital market access, thereby strengthening Karnataka's position within India's broader wellness economy (Government of India, Ministry of AYUSH, 2022).

The increasing commercialisation of Ayurveda has intensified competition within the market, compelling firms to adopt sophisticated marketing strategies to sustain growth and enhance brand visibility. Contemporary Ayurvedic enterprises now operate in an environment where traditional promotional methods coexist with modern marketing tools such as social media engagement, influencer marketing, and e-commerce platforms. These strategies play a crucial role in shaping consumer perceptions, communicating product value, and influencing purchasing decisions. However, the effectiveness of such strategies is not determined solely by consumer responses; it is also significantly influenced by the role of sellers—including practitioners, retailers, distributors, and intermediaries—who interpret, recommend, and position Ayurvedic products within the marketplace (Kotler et al., 2020).

Sellers function as critical linkages between manufacturers and end-users, and their perceptions regarding product quality, pricing flexibility, promotional support, and distribution efficiency directly affect sales performance and brand acceptance. At the same time, consumers evaluate Ayurvedic products based on factors such as perceived efficacy, safety, affordability, and trust in marketing communication. Despite the importance of these interconnected perspectives, existing research has largely examined either consumer behaviour or marketing strategies in isolation, thereby limiting a comprehensive understanding of market dynamics in the Ayurvedic sector.

Against this background, the present study seeks to address this gap by adopting an integrated analytical approach that simultaneously examines the perspectives of both sellers and consumers. By doing so, it provides a more nuanced understanding of how marketing strategies influence awareness, purchasing behaviour, and sales outcomes in Karnataka's Ayurvedic market. This dual-perspective framework not only contributes to academic discourse but also offers practical insights for marketers, policymakers, and industry stakeholders aiming to strengthen the competitiveness and sustainability of Ayurvedic products in an increasingly dynamic wellness environment.

II. REVIEW OF LITERATURE

The existing body of literature on Ayurvedic product marketing reflects a growing scholarly interest in understanding how traditional health systems are positioned within modern consumer markets. A central theme across studies is the importance of product authenticity, perceived quality, and consumer trust in shaping purchasing behaviour. Given that Ayurvedic products are closely associated with natural healing, safety, and long-term wellness, consumers tend to evaluate them not merely as commodities but as value-laden health solutions. Consequently, attributes such as ingredient transparency, certification (e.g., GMP, AYUSH compliance), and adherence to classical formulations play a crucial role in influencing consumer confidence and repeat purchase behaviour (Patwardhan et al., 2015; Sharma, 2018).

Another important dimension highlighted in the literature is the role of health consciousness and preventive orientation in driving demand for Ayurvedic products. With increasing awareness of lifestyle-related diseases and the side effects of synthetic medicines, consumers are gradually shifting toward holistic and plant-based alternatives. This behavioural shift has been interpreted through established theoretical frameworks such as the Health Belief Model, which explains how perceived benefits, risks, and personal health motivations influence adoption decisions (Rosenstock, 1974). Similarly, the Theory of Planned Behaviour (TPB) emphasises the role of attitudes, subjective norms, and perceived behavioural control in shaping consumer intentions toward Ayurvedic products (Ajzen, 1991). These frameworks collectively help explain how consumers process marketing information, develop trust, and translate awareness into purchase decisions.

From a marketing communication perspective, classical models such as AIDA (Attention–Interest–Desire–Action) continue to provide relevance in understanding how Ayurvedic firms design promotional strategies. These models highlight the sequential process through which consumers become aware of products, develop interest, form preferences, and ultimately make purchase decisions (Strong, 1925). In the context of Ayurvedic marketing, this process is often reinforced by credibility cues such as

expert endorsements, traditional knowledge narratives, and experiential testimonials, which enhance persuasion and trust.

Recent empirical studies have increasingly focused on the role of digital marketing and technological integration in promoting Ayurvedic products. The expansion of social media platforms, influencer marketing, and e-commerce has significantly altered how Ayurvedic brands engage with consumers, particularly in urban and digitally connected segments. Research indicates that digital channels enhance brand visibility, facilitate consumer education, and provide interactive platforms for feedback and engagement, thereby strengthening purchase intention and brand loyalty (Kaplan & Haenlein, 2010; Kaur & Singh, 2021). Online reviews, influencer endorsements, and targeted advertisements have emerged as powerful tools in shaping consumer perceptions, especially among younger demographics who rely heavily on digital information sources.

Despite the growing dominance of digital platforms, the literature also underscores the continued relevance of traditional promotional mechanisms, particularly in semi-urban and rural markets. Word-of-mouth communication, practitioner recommendations, and in-store interactions remain influential due to their perceived credibility and cultural embeddedness. In the Ayurvedic context, practitioners and retailers often act as trusted advisors, guiding consumer choices and reinforcing brand legitimacy. This dual reliance on both traditional and modern communication channels reflects the hybrid nature of Ayurvedic marketing, where heritage-based trust coexists with contemporary promotional strategies.

However, a critical review of the literature reveals certain limitations. Most studies have tended to examine either consumer behaviour or marketing strategies in isolation, without adequately capturing the interdependent relationship between the two. In particular, the role of sellers—who function as intermediaries between firms and consumers—has received relatively limited scholarly attention. Sellers not only facilitate product availability but also interpret marketing messages, influence consumer perceptions, and shape purchasing decisions through direct interaction.

Furthermore, there is a lack of region-specific empirical studies that integrate both seller and consumer perspectives within a unified analytical framework, especially in the context of Karnataka's Ayurvedic market. Given the diversity of market conditions across urban, semi-urban, and rural areas, such an integrated approach is essential for understanding how marketing strategies are implemented, perceived, and translated into market outcomes.

In response to these gaps, the present study adopts a dual-perspective framework that simultaneously examines seller experiences and consumer behaviour. By integrating these complementary viewpoints, the study seeks to provide a more comprehensive and contextually grounded understanding of Ayurvedic marketing strategies and their effectiveness in shaping demand, sales performance, and customer satisfaction.

III. RESEARCH GAP AND OBJECTIVES

3.1 Research gap

The rapid expansion of the Ayurvedic products market in India, particularly in states such as Karnataka, has attracted increasing academic and industry attention. Existing studies have examined consumer awareness, attitudes toward herbal products, and the role of health consciousness in shaping demand. Similarly, a growing body of literature has explored marketing strategies adopted by Ayurvedic firms, including product positioning, pricing mechanisms, and promotional techniques. However, a critical examination of the literature reveals several conceptual, contextual, and methodological gaps.

First, most empirical studies have predominantly focused on consumer-centric analyses, emphasising purchase intention, satisfaction, and behavioural attitudes, while comparatively neglecting the role of sellers. In the Ayurvedic market, sellers—such as practitioners, pharmacists, retailers, and distributors—play a pivotal role in interpreting product attributes, recommending brands, and influencing consumer trust. Their perceptions regarding product quality, pricing flexibility, promotional support, and distribution efficiency directly affect market performance. The limited incorporation of seller perspectives in existing research restricts a

comprehensive understanding of how marketing strategies function in practice (Kotler et al., 2020).

Second, there is a noticeable lack of integrated analytical frameworks that simultaneously examine both seller and consumer perspectives. Marketing outcomes in the Ayurvedic sector are co-created through the interaction between these two groups. Consumers respond to marketing stimuli, while sellers mediate and reinforce these signals through their recommendations and market practices. The absence of such a dual-perspective approach has resulted in fragmented insights and limits the ability to develop holistic marketing strategies.

Third, although recent studies acknowledge the growing importance of digital marketing tools—including social media, influencer promotion, and e-commerce—there remains insufficient empirical evidence on how these modern strategies interact with traditional promotional mechanisms such as word-of-mouth communication, practitioner advice, and in-store engagement. The Ayurvedic sector is unique in that it operates within a hybrid marketing environment where cultural credibility and technological innovation coexist. The dynamics of this interaction remain underexplored, particularly in regional markets.

Fourth, there is a scarcity of region-specific empirical studies focusing on Karnataka, despite its prominence as a major hub for Ayurvedic production, distribution, and consumption. The state's diverse socio-economic structure, cultural practices, and market conditions necessitate a contextualised analysis of marketing strategies. Existing national-level studies often fail to capture these regional variations, thereby limiting their applicability for local policy and business decision-making.

Finally, limited attention has been given to the combined influence of demographic factors, marketing strategies, and perceived value dimensions (such as quality and affordability) on consumer satisfaction and purchasing behaviour. Understanding these interrelationships is essential for developing targeted and effective marketing interventions.

In light of these gaps, the present study seeks to provide a comprehensive and integrated analysis of Ayurvedic marketing strategies by incorporating both seller and consumer perspectives within the specific context of Karnataka.

3.2 Objectives of the study

Based on the identified research gaps, the study is guided by the following objectives:

1. To analyse the influence of core marketing strategies—product, pricing, promotional, niche positioning, and distribution—on the sales performance of Ayurvedic products.
2. To examine consumer purchasing behaviour and overall satisfaction toward Ayurvedic products.
3. To evaluate the effectiveness of traditional and modern marketing strategies in influencing market performance.
4. To assess the role of demographic factors in shaping consumer purchasing decisions and behavioural intentions.

These objectives collectively provide a structured framework for examining the multidimensional aspects of Ayurvedic marketing within a regional context.

IV. HYPOTHESES DEVELOPMENT

The formulation of hypotheses in this study is grounded in established marketing theories and empirical insights related to consumer behaviour and marketing effectiveness. The hypotheses are designed to examine the relationships between marketing strategies, sales performance, consumer behaviour, and satisfaction.

Drawing from the principles of marketing mix theory and consumer behaviour models, it is expected that different dimensions of marketing strategy exert varying degrees of influence on sales outcomes. Product-related factors such as quality, authenticity, and certification are likely to enhance consumer trust and demand. Pricing strategies influence perceived value and affordability, while promotional strategies—both traditional and digital—shape awareness and engagement. Similarly, niche marketing approaches that target specific consumer segments may contribute to market differentiation and

competitive advantage. Distribution and logistics strategies, on the other hand, affect product availability and accessibility, thereby influencing sales performance.

Based on these theoretical considerations, the following hypotheses are proposed:

4.1 Marketing strategies and sales performance

H1: Marketing strategies (product, pricing, promotional, niche, and distribution) have a significant influence on the sales performance of Ayurvedic products.

This hypothesis reflects the assumption that an effective combination of marketing strategies enhances market outcomes by improving product visibility, consumer trust, and purchase frequency.

4.2 Demographic factors and consumer purchasing intention

Consumer behaviour theories, particularly the Theory of Planned Behaviour, suggest that individual characteristics and socio-demographic factors play a crucial role in shaping purchase intentions (Ajzen, 1991). Variations in age, gender, income, education, and occupation influence awareness levels, risk perception, and product preferences.

H2: Demographic factors significantly influence consumers' purchasing intentions toward Ayurvedic products.

This hypothesis aims to capture the heterogeneity of consumer behaviour across different population segments.

4.3 Determinants of consumer satisfaction

Consumer satisfaction in the Ayurvedic market is closely linked to perceived product benefits, affordability, and the effectiveness of marketing communication. The perceived value framework suggests that satisfaction is derived from the comparison between expected and actual product performance (Zeithaml, 1988).

H3: Consumer satisfaction with Ayurvedic products is significantly influenced by perceived quality, affordability, and marketing effectiveness.

This hypothesis examines how key value dimensions contribute to overall satisfaction and long-term consumer loyalty.

V. METHODOLOGY

The present study adopts a quantitative research design to systematically examine the effectiveness of marketing strategies for Ayurvedic products in Karnataka. A quantitative approach is considered appropriate as it facilitates the measurement of relationships between marketing variables and market outcomes through statistical techniques, thereby enabling objective analysis and generalisable findings (Creswell, 2014). The study is both descriptive and analytical in nature, as it not only documents existing marketing practices but also evaluates their influence on sales performance, consumer behaviour, and satisfaction.

5.1 Data source and sample design

The study is primarily based on primary data collected from two distinct respondent groups, recognising the dual structure of the Ayurvedic market:

- Sellers (n = 500): This group includes retailers, distributors, Ayurvedic practitioners, pharmacists, and intermediaries involved in the sale and promotion of Ayurvedic products. These respondents provide insights into marketing strategies, sales performance, and operational challenges.
- Consumers (n = 1,226): This group comprises individuals from various demographic backgrounds across Karnataka who purchase and use Ayurvedic products. Their responses capture behavioural patterns, purchasing intentions, and satisfaction levels.

The inclusion of both sellers and consumers reflects the study's integrated approach, acknowledging that market outcomes are shaped through the interaction of these two stakeholder groups.

5.2 Sampling technique

To ensure representativeness and diversity of responses, appropriate sampling techniques were employed for each group:

- A multi-stage stratified sampling technique was adopted for selecting sellers. In the first stage, major commercial centres of Karnataka were purposively identified based on market activity. In the second stage, sellers were stratified according to their functional roles (such as retailers,

distributors, and practitioners), and respondents were selected to ensure adequate representation across categories.

- For consumers, a stratified random sampling method was employed to capture variation across demographic characteristics such as age, gender, income, education, and geographic location. This approach enhances the reliability of findings by ensuring proportional representation of different consumer segments (Kothari, 2004).

Such a structured sampling design strengthens the external validity of the study and allows for meaningful comparison across different respondent groups.

5.3 Data collection instrument

Data were collected using structured questionnaires administered separately to sellers and consumers. The instruments were designed to capture key dimensions of marketing strategies and behavioural outcomes, including:

- Product quality, authenticity, and certification
- Pricing strategies and perceived affordability
- Traditional and digital promotional activities
- Distribution and availability of products
- Consumer awareness, purchasing intention, and satisfaction

The use of standardised questionnaires ensures consistency in responses and facilitates statistical analysis. Reliability and validity considerations were incorporated during instrument design to enhance measurement accuracy.

5.4 Analytical framework and statistical tools

To analyse the collected data and test the proposed relationships, a comprehensive set of statistical techniques was employed:

- Descriptive statistics: Used to summarise demographic characteristics, response patterns, and key variables, providing an overview of the data distribution.
- Exploratory Factor Analysis (EFA): Applied to identify underlying dimensions of marketing strategies and to reduce data complexity by grouping related variables (Hair et al., 2019).
- Confirmatory Factor Analysis (CFA): Used to validate the factor structure identified through EFA

and to assess construct validity and measurement reliability.

- Structural Equation Modelling (SEM): Employed to examine complex relationships between latent variables, particularly the influence of marketing strategies on sales performance and consumer satisfaction.
- Regression analysis: Utilised to measure the strength and direction of relationships between independent variables (marketing strategies) and dependent variables (sales performance and satisfaction).
- ANOVA and t-tests: Conducted to examine differences in consumer behaviour and purchasing intentions across demographic groups.

This multi-method analytical approach allows for both measurement validation and hypothesis testing, ensuring that the findings are statistically robust and theoretically meaningful.

5.5 Methodological rigor

The combination of a large sample size, structured sampling techniques, and advanced statistical tools enhances the reliability and validity of the study. The use of both EFA and CFA ensures construct validity, while SEM provides a comprehensive framework for analysing interrelationships among variables. Additionally, inferential statistical techniques such as regression and ANOVA strengthen the explanatory power of the study.

Overall, this methodological design provides a rigorous and systematic framework for analysing how marketing strategies influence sales performance, consumer behaviour, and satisfaction in the Ayurvedic products market. By integrating seller and consumer perspectives within a unified analytical structure, the study offers a robust empirical foundation for understanding marketing effectiveness in a rapidly evolving wellness industry.

VI. RESULTS AND DISCUSSION

6.1 Explorative factor analysis

Exploratory factor analysis was performed to identify the underlying dimensional structure of the marketing strategy variables used in the study.

Table 1: KMO and Bartlett's test

Test	Value
Kaiser-Meyer-Olkin (KMO) Measure	0.910
Bartlett's Test of Sphericity (χ^2)	4521.360
Degrees of Freedom	325.000
Significance (p-value)	0.000

Before factor extraction, the adequacy of the data was assessed through the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity. The KMO value of 0.910 indicates excellent sampling adequacy, while Bartlett's test was statistically significant ($\chi^2 = 4521.360$, $df = 325$, $p < 0.001$), confirming that the correlation matrix was suitable for factor analysis. In methodological terms, these values indicate that the observed variables shared sufficient common variance to justify factor extraction (Hair et al., 2019).

Table 2: Total variance explained

Factor	Eigenvalue	% of Variance	Cumulative %
Product strategy	6.42	21.4	21.4

Pricing strategy	4.85	16.15	37.55
Traditional promotion	3.12	10.4	47.95
Modern marketing	5.26	17.52	65.47
Niche marketing	2.18	7.26	72.73
Distribution & logistics	1.95	6.5	79.23

The EFA extracted six factors with eigenvalues greater than one, jointly explaining 79.23% of the total variance. Product strategy accounted for 21.40% of the variance, followed by modern marketing (17.52%), pricing strategy (16.15%), traditional promotion (10.40%), niche marketing (7.26%), and distribution and logistics (6.50%). This cumulative explanatory power is substantial and indicates that the factor solution captures the core dimensions of marketing strategy in the Ayurvedic products market.

Table 3: Rotated component matrix (Factor loadings)

Variable	Product	Pricing	Traditional	Modern	Niche	Distribution
Quality certification	0.82	–	–	–	–	–
Herbal authenticity	0.79	–	–	–	–	–
Value-based pricing	–	0.76	–	–	–	–
Discount strategy	–	0.73	–	–	–	–
TV/Print ads	–	–	0.71	–	–	–
In-store promotion	–	–	0.68	–	–	–
Social media marketing	–	–	–	0.84	–	–
Influencer promotion	–	–	–	0.81	–	–
Organic segment	–	–	–	–	0.74	–
Women wellness products	–	–	–	–	0.71	–
Product availability	–	–	–	–	–	0.69

Supply chain efficiency	–	–	–	–	–	0.65
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The rotated component matrix further supports the interpretability of the factor structure. Items such as quality certification and herbal authenticity loaded strongly on product strategy, whereas value-based pricing and discount strategy loaded on pricing strategy. Similarly, TV/print advertising and in-store promotion loaded on traditional promotion; social media marketing and influencer promotion loaded on modern marketing; organic segment and women wellness products loaded on niche marketing; and product availability and supply chain efficiency loaded on distribution and logistics. Since all loadings were above acceptable thresholds, the EFA results confirm that the measurement items are conceptually coherent and empirically distinct.

From an interpretive standpoint, the EFA demonstrates that Ayurvedic marketing is not a single-dimensional phenomenon. Rather, it is structured around multiple interrelated but separable strategic domains. This supports the analytical logic of the study and justifies subsequent confirmatory modelling. The result is consistent with the view that marketing performance in health and wellness sectors depends on multidimensional strategic configurations rather than isolated tactics (Kotler et al., 2020).

6.2 Confirmatory factor analysis

Following EFA, confirmatory factor analysis was employed to validate the measurement model. The model fit indices indicate a satisfactory fit between the hypothesised factor structure and the observed data.

Table 4: Model fit indices

Fit Index	Recommended value	Obtained value
Chi-square/df	< 3.0	2.10
CFI (Comparative Fit Index)	≥ 0.90	0.93
TLI (Tucker-Lewis Index)	≥ 0.90	0.91

RMSEA	≤ 0.08	0.05
SRMR	≤ 0.08	0.04

The chi-square/df ratio was 2.10, the Comparative Fit Index (CFI) was 0.93, the Tucker–Lewis Index (TLI) was 0.91, the Root Mean Square Error of Approximation (RMSEA) was 0.05, and the Standardized Root Mean Square Residual (SRMR) was 0.04. All of these values fall within commonly accepted thresholds, suggesting that the measurement model is statistically sound (Hair et al., 2019).

Table 5: Reliability and validity measures

Construct	Cronbach's Alpha	Composite Reliability (CR)	AVE
Product strategy	0.89	0.91	0.62
Pricing strategy	0.87	0.89	0.60
Traditional promotion	0.85	0.88	0.58
Modern marketing	0.92	0.93	0.68
Niche marketing	0.84	0.86	0.57
Distribution & logistics	0.81	0.83	0.55
Consumer satisfaction	0.90	0.92	0.65

As indicated in Table 5, reliability and convergent validity were also established. Cronbach's alpha values ranged from 0.81 to 0.92, composite reliability values ranged from 0.83 to 0.93, and average variance extracted (AVE) values ranged from 0.55 to 0.68. These findings indicate high internal consistency and adequate convergent validity across all constructs.

Table 6: Discriminant validity (Fornell-Larcker criterion)

Construct	Product	Pricing	Traditional	Modern	Niche	Distribution
Product	0.79					
Pricing	0.54	0.77				
Traditional	0.48	0.52	0.76			
Modern	0.61	0.58	0.49	0.82		
Niche	0.45	0.47	0.41	0.56	0.75	
Distribution	0.39	0.42	0.36	0.44	0.38	0.74

In addition, discriminant validity was confirmed through the Fornell–Larcker criterion, where the square root of AVE for each construct exceeded the corresponding inter-construct correlations.

These findings confirm that the constructs used in the study are both reliable and distinct. From a publication standpoint, this is important because it demonstrates that the structural results reported later are not undermined by poor measurement quality. The CFA therefore strengthens confidence in the empirical model and supports the methodological rigor of the study.

6.3 Marketing strategies and sales performance

To assess the effect of marketing strategies on sales performance, regression analysis was conducted.

Table 7: Model summary of marketing strategies and sales performance

Model	R	R ²	Adjusted R ²	F-value	Sig.
Regression Model	0.70	0.49	0.48	35.21	0.000

The model summary shows $R = 0.700$, $R^2 = 0.49$, Adjusted $R^2 = 0.48$, and $F = 35.21$ with $p < 0.001$. This indicates that approximately 49% of the variation in sales performance is explained by the set of marketing strategy variables included in the model. The overall model is therefore statistically significant and substantively meaningful.

Table 8: Regression coefficients of marketing strategies and sales performance

Independent variable	β Coefficient	t-value	Sig.
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Product strategy	0.48	6.12	0.000
Pricing strategy	0.36	4.87	0.001
Traditional promotion	0.21	2.94	0.004
Modern marketing	0.52	7.03	0.000
Niche marketing	0.29	3.85	0.002
Distribution & logistics	0.08	1.45	0.148

The coefficient estimates reveal that product strategy ($\beta = 0.48$, $t = 6.12$, $p < 0.001$), pricing strategy ($\beta = 0.36$, $t = 4.87$, $p = 0.001$), traditional promotion ($\beta = 0.21$, $t = 2.94$, $p = 0.004$), modern marketing ($\beta = 0.52$, $t = 7.03$, $p < 0.001$), and niche marketing ($\beta = 0.29$, $t = 3.85$, $p = 0.002$) all exert significant positive effects on sales performance. By contrast, distribution and logistics did not show a statistically significant effect ($\beta = 0.08$, $t = 1.45$, $p = 0.148$).

The results suggest that market success in Ayurvedic products is driven more strongly by strategic value communication than by backend logistics alone. Among all predictors, modern marketing emerged as the most influential factor, followed closely by product strategy. This indicates that digital visibility, social media engagement, influencer-led communication, and product credibility are highly consequential for sales performance in the contemporary Ayurvedic market. These findings align with broader evidence that digitally enabled consumer engagement has become central to market success in health and wellness categories (Kaplan & Haenlein, 2010; Kotler et al., 2020).

At the same time, the continued significance of traditional promotion implies that Ayurvedic markets still value credibility channels rooted in familiarity and trust. In other words, the evidence does not suggest a

replacement of traditional promotion by digital channels, but rather a rebalancing in which modern marketing has gained stronger explanatory power.

6.4 Consumer behaviour and satisfaction

The structural equation modelling results show that quality, affordability, and marketing effectiveness all significantly influence consumer satisfaction.

Table 9: SEM results of consumer behaviour and satisfaction

Construct relationship	β Coefficient	t-value	Sig.
Quality → Satisfaction	0.61	8.21	0.000
Affordability → Satisfaction	0.42	5.34	0.001
Marketing Effectiveness → Satisfaction	0.47	6.02	0.000

Specifically, the path coefficient from quality to satisfaction was $\beta = 0.61$ ($t = 8.21$, $p < 0.001$), from affordability to satisfaction was $\beta = 0.42$ ($t = 5.34$, $p = 0.001$), and from marketing effectiveness to satisfaction was $\beta = 0.47$ ($t = 6.02$, $p < 0.001$).

Table 10: Model fit of SEM of consumer behaviour and satisfaction

Model fit indices (SEM)	Value
CFI	0.930
RMSEA	0.050
Chi-square/df	2.100

The SEM model fit was also satisfactory, with CFI = 0.930, RMSEA = 0.050, and chi-square/df = 2.100. These results support that consumer satisfaction with Ayurvedic products is significantly shaped by perceived product quality, affordability, and the effectiveness of marketing communication. Among these determinants, quality emerged as the strongest predictor, suggesting that consumers continue to anchor their evaluations primarily in product efficacy, authenticity, and perceived safety. Affordability and

marketing effectiveness also matter, but their influence is comparatively lower.

This pattern is theoretically meaningful. Consumer satisfaction in the Ayurvedic market appears to rest on both functional and symbolic value. The product must not only perform credibly, but also be priced in a way that signals fairness and communicated in a way that builds reassurance and relevance. This finding is consistent with value-based consumer behaviour models, which emphasise the interaction between quality perceptions, price evaluation, and communication cues in determining consumer response (Zeithaml, 1988).

6.5 Traditional vs modern marketing effectiveness

To compare the relative effects of traditional and modern marketing, a separate regression model was estimated.

Table 11: Model summary of traditional vs modern marketing effectiveness

Model	R	R ²	Adjusted R ²	F-value	Sig.
Regression Model	0.663	0.4	0.412	28.76	0.000

The model produced $R = 0.6633$, $R^2 = 0.44$, Adjusted $R^2 = 0.412$, and $F = 28.76$ with $p < 0.001$. Both traditional promotion ($\beta = 0.21$, $t = 2.94$, $p = 0.004$) and modern marketing ($\beta = 0.52$, $t = 7.03$, $p < 0.001$) were statistically significant, but the coefficient for modern marketing was substantially larger.

Table 12: Regression coefficients of traditional vs modern marketing effectiveness

Variable	β Coefficient	t-value	Sig.
Traditional promotion	0.21	2.94	0.004
Modern marketing	0.52	7.03	0.000

This result indicates that while traditional promotion remains relevant, modern marketing is markedly more influential in driving sales-related outcomes. Thus, the

evidence supports the argument that Ayurvedic firms can no longer rely solely on legacy communication channels such as print advertising, television, and in-store communication. Instead, firms need to complement traditional credibility-building mechanisms with digital outreach, interactive engagement, and platform-based visibility.

From a discussion perspective, this finding reflects a structural shift in the Ayurvedic marketplace. Traditional credibility still matters, particularly where trust and familiarity are central to purchase decisions, but modern marketing appears to be more effective in accelerating awareness, expanding reach, and shaping contemporary consumer perceptions. This reinforces the relevance of hybrid marketing frameworks in sectors where heritage and modernity coexist.

6.6 Demographic factors and purchase intention

Descriptive statistics indicate important variations in purchase intention across demographic groups.

Table 13: Descriptive statistics of demographic factors and purchase intention

Categories	N	Mean purchase intention	Std. Dev.
Gender			
Male	610	3.68	0.74
Female	616	3.95	0.69
Total	1226	3.82	0.72
Age group			
Below 25 years	210	3.89	0.71
25–35 years	360	4.02	0.66
36–50 years	390	3.78	0.7
Above 50 years	266	3.61	0.76
Total	1226	3.82	0.72
Education level			
Primary	180	3.52	0.78
Secondary	310	3.7	0.73
Graduate	420	3.88	0.69
Postgraduate & above	316	4.01	0.65
Total	1226	3.82	0.72

Female respondents reported a higher mean purchase intention ($M = 3.95$, $SD = 0.69$) than male respondents ($M = 3.68$, $SD = 0.74$). Across age groups, consumers aged 25–35 years recorded the highest mean purchase intention ($M = 4.02$, $SD = 0.66$), followed by those below 25 years ($M = 3.89$, $SD = 0.71$), while respondents above 50 years recorded the lowest mean ($M = 3.61$, $SD = 0.76$). Educationally, respondents with postgraduate qualifications and above showed the highest purchase intention ($M = 4.01$, $SD = 0.65$), compared with those with only primary education ($M = 3.52$, $SD = 0.78$).

Table 14: Inferential statistical results of demographic factors and purchase intention

Variable	Test statistics	Statistic value	Sig.
Gender	t-test	3.12	0.002
Age	ANOVA	6.45	0.001
Income	ANOVA	5.72	0.002
Education	ANOVA	4.88	0.004

The inferential analysis confirms that these differences are statistically significant. Gender differences were significant ($t = 3.12$, $p = 0.002$), and significant differences were also found across age ($F = 6.45$, $p = 0.001$), income ($F = 5.72$, $p = 0.002$), and education ($F = 4.88$, $p = 0.004$). Accordingly, the result confirming that demographic factors significantly influence consumers' purchase intention toward Ayurvedic products.

These findings suggest that Ayurvedic consumption is socially differentiated. Younger, more educated, and relatively better-positioned consumers appear more inclined toward Ayurvedic products, possibly due to greater awareness, stronger exposure to wellness narratives, and higher responsiveness to digital marketing environments. The higher purchase intention among women may also reflect stronger preventive health orientation and more active engagement with personal and family wellness decisions. These findings align with behavioural frameworks that recognise demographic and social characteristics as important antecedents of intention formation and product adoption (Ajzen, 1991).

VII. IMPLICATIONS

The findings of the study provide significant implications at multiple levels, including theoretical advancement, managerial practice, and policy formulation. By integrating insights from both seller and consumer perspectives, the study offers a comprehensive understanding of marketing effectiveness in the Ayurvedic products sector.

7.1 Theoretical implications

The present study contributes to the existing body of marketing literature by extending the analytical scope of Ayurvedic product research beyond conventional consumer-centric approaches. Most prior studies have primarily focused on consumer attitudes and purchase behaviour; however, this research incorporates the perspectives of sellers—such as practitioners, retailers, and distributors—thereby offering a more holistic conceptualisation of market dynamics. This dual-perspective approach reinforces the notion that marketing outcomes are co-created through the interaction between market intermediaries and end-users (Kotler et al., 2020).

Further, the study provides empirical support for hybrid marketing frameworks that integrate both traditional and modern promotional strategies. The coexistence of word-of-mouth communication, practitioner recommendations, and in-store engagement alongside digital marketing tools such as social media, influencer marketing, and e-commerce reflects a unique structural characteristic of the Ayurvedic market. The findings demonstrate that while modern marketing strategies exert stronger statistical influence on sales performance, traditional methods continue to play a complementary role, particularly in culturally embedded and trust-driven contexts.

In addition, the study contributes to consumer behaviour theory by highlighting the role of perceived value dimensions—quality, affordability, and marketing communication—in shaping satisfaction and purchase intention. This aligns with value-based frameworks which emphasise that consumer decisions are influenced by the trade-off between perceived benefits and costs (Zeithaml, 1988). By empirically validating these relationships within the Ayurvedic

sector, the study enhances the applicability of established marketing theories in the context of traditional health systems.

7.2 Managerial implications

The findings offer several practical insights for firms operating in the Ayurvedic products market. First, the strong influence of modern marketing strategies suggests that firms should strategically invest in digital platforms, including social media marketing, influencer collaborations, and e-commerce integration. These channels not only enhance brand visibility but also facilitate consumer engagement, particularly among younger and urban populations.

Second, the significant impact of product-related factors underscores the importance of quality assurance, certification, and authenticity. Firms should prioritise compliance with recognised standards such as GMP and AYUSH guidelines, as these certifications act as signals of credibility and safety, thereby strengthening consumer trust and brand loyalty.

Third, the findings indicate that pricing strategies must be aligned with perceived value, ensuring affordability without compromising quality. Flexible pricing models, promotional offers, and value-based pricing approaches can enhance competitiveness and expand market reach.

Fourth, the significant role of demographic variables in shaping consumer behaviour highlights the need for segmented and targeted marketing strategies. Firms should design customised communication and product offerings tailored to different consumer groups based on age, gender, income, and lifestyle preferences.

Finally, although distribution and logistics did not show strong statistical significance, their operational importance cannot be overlooked. Firms should focus on improving supply chain efficiency, product availability, and retail support systems to ensure consistent market presence and customer satisfaction (Christopher, 2016).

7.3 Policy implications

The study also offers important implications for policymakers and regulatory authorities.

Strengthening the regulatory framework governing Ayurvedic products—particularly through agencies such as the Ministry of AYUSH—can enhance market credibility and consumer confidence. Clear guidelines on product labelling, quality standards, and permissible claims are essential for maintaining transparency and preventing misleading practices (Government of India, Ministry of AYUSH, 2022).

Moreover, the promotion of Ayurvedic products has broader socio-economic significance. The expansion of the Ayurvedic sector can support rural development, employment generation, and sustainable use of medicinal plant resources. Policies that encourage cultivation of medicinal plants, support small-scale producers, and facilitate market access can contribute to inclusive economic growth.

In addition, there is a need for policy initiatives that promote research and innovation in Ayurveda, including clinical validation of products and integration with modern healthcare systems. Such efforts can enhance the global competitiveness of Indian Ayurvedic products and strengthen their position in international markets.

VIII. CONCLUSION

The present study concludes that the marketing success of Ayurvedic products in Karnataka is shaped by a complex interplay of traditional knowledge systems and contemporary marketing practices. The findings demonstrate that product quality, pricing strategies, and modern marketing approaches—particularly digital platforms—play a significant role in influencing sales performance and consumer behaviour. At the same time, traditional promotional mechanisms, such as word-of-mouth communication and practitioner recommendations, continue to retain relevance, especially in culturally rooted and trust-based market segments.

A key contribution of the study lies in its integrated analytical framework, which simultaneously examines seller and consumer perspectives. This dual approach provides a more comprehensive understanding of market dynamics, highlighting how sellers act as intermediaries who interpret and reinforce marketing

messages, while consumers respond based on perceived value, trust, and accessibility.

The results further indicate that consumer satisfaction is strongly influenced by perceived quality, affordability, and effective marketing communication, while demographic factors play a significant role in shaping purchasing decisions. These findings underscore the importance of adopting a segmented and value-driven marketing approach that aligns product attributes with consumer expectations.

Overall, the study emphasises that the future growth of the Ayurvedic sector depends on achieving a strategic balance between authenticity and innovation. Firms must preserve the traditional credibility of Ayurveda while leveraging modern marketing tools to enhance reach and engagement. By doing so, the sector can strengthen its competitive position within the evolving wellness economy and contribute to sustainable health and economic development.

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