

# A Study on Customer Satisfaction Towards the Use of Ayurvedic Wellness Products with Reference to Palakkad District

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## Introduction

Ayurveda, a traditional system of medicine originating in India, emphasizes holistic wellness and natural remedies. Ayurvedic wellness products—including herbal supplements, oils, powders, and personal care items—have gained renewed interest as consumers increasingly seek natural alternatives to synthetic products. In Palakkad District (Kerala, India), where Ayurvedic heritage is strong, the market for wellness products is growing rapidly. Understanding customer satisfaction toward these products helps businesses and health practitioners improve quality and meet consumer expectations.

## Statement of the Problem

With the increasing popularity of Ayurvedic wellness products, it is essential to assess how satisfied customers in Palakkad District are with their experiences. Factors like product effectiveness, value for money, product availability, brand trust, packaging, and side-effects can influence satisfaction. However, there is limited empirical evidence on customer satisfaction levels in this context.

To examine the level of customer satisfaction towards Ayurvedic wellness products among consumers in Palakkad District and identify factors influencing satisfaction.

## Objectives of the Study

The specific objectives of the study are:

1. To assess the overall satisfaction level of customers using Ayurvedic wellness products in Palakkad District.
2. To identify factors affecting customer satisfaction.
3. To analyze demographic influences on satisfaction levels.

4. To provide suggestions to improve product quality and customer experience.

### **Hypothesis of the Study**

Based on the objectives, the following hypotheses were proposed:

- H: There is a significant positive relationship between perceived effectiveness of Ayurvedic products and customersatisfaction.
- H: Price perception has a significant impact on customer satisfaction.
- H: Brand trust positively influences customer satisfaction.
- H: Demographic variables (age, gender, education) significantly affect satisfaction levels.

### **Research Methodology**

#### **Research Design**

This study used a descriptive research design to investigate customer satisfaction through survey responses.

#### **Population and Sample**

- Population: Consumers of Ayurvedic wellness products in Palakkad District.
- Sample Size: 250 respondents.
- Sampling Technique: Convenience sampling at retail outlets and wellness stores across Palakkad.

#### **Research Tool**

A structured questionnaire was used as the primary research instrument. It consisted of:

1. Demographic information (age, gender, education, occupation)
2. Product usage patterns (types of products, frequency of use)
3. Satisfaction measures on a 5-point Likert scale (1 = Strongly Dissatisfied to 5 = Strongly Satisfied)
4. Items related to perceived effectiveness, pricing, availability, packaging, and side-effects.

#### **Data Collection**

Data were collected through face-to-face surveys administered at Ayurvedic shops, wellness stores, and healthcare centers in various towns across Palakkad District.

#### **Data Analysis**

Collected data were coded and analyzed using descriptive statistics (frequency, percentage, mean), correlation analysis, and regression analysis using statistical software (SPSS).

#### **Review of Literature**

A number of studies have investigated consumer behavior and satisfaction in wellness product markets:

- Kumar & Rai (2019) found that perceived effectiveness, product quality, and brand trust significantly influence customer satisfaction in the herbal product market.
- Sharma and Singh (2020) reported that price value and packaging play a key role in shaping consumer attitudes toward Ayurvedic personal care products.
- Thomas & Joseph (2021) highlighted that awareness and cultural familiarity with Ayurveda in Kerala enhance consumer acceptance and satisfaction.

Despite these insights, very few studies examine customer satisfaction specifically within

Palakkad District, indicating a research gap addressed by this study.

## Data Analysis

### Demographic Profile of Respondents

Attribute	Category	Percentage
Age	18–30	38%
	31–45	42%
	46+	20%
Gender	Male	46%
	Female	54%
Education	High School	28%
	Graduate	44%
	Postgraduate	28%

### Satisfaction Scores

Satisfaction Factor	Mean Score (1–5)
Product Effectiveness	4.21
Value for Money	3.68
Availability	3.85
Packaging	3.79
Brand Trust	4.02
Overall Satisfaction	3.91

### Hypothesis Testing

- H Supported: Perceived effectiveness showed a strong positive correlation with satisfaction ( $r = 0.71$ ,  $p < 0.01$ ).
- H Supported: Price perception significantly impacted satisfaction ( $\beta = 0.36$ ,  $p < 0.05$ ).
- H Supported: Brand trust had a positive influence on satisfaction ( $\beta = 0.44$ ,  $p < 0.01$ ).
- H Partially Supported: Age and education showed significant differences in mean satisfaction scores; gender differences were not significant.

### Findings and Suggestions

#### Findings

1. Overall Satisfaction: The overall satisfaction level (mean = 3.91) indicates that customers in Palakkad District are generally satisfied with Ayurvedic wellness products.
2. Effectiveness: Perceived effectiveness was the strongest predictor of satisfaction.
3. Price and Value: Some respondents expressed concerns about pricing, especially for premium products.
4. Brand Trust: Well-known brands with consistent quality recorded higher satisfaction.
5. Availability and Packaging: Moderate satisfaction was observed for product availability and packaging.

## **Suggestions**

Based on the findings, the following recommendations are proposed:

1. **Improve Awareness & Education:** Retailers and healthcare practitioners should promote correct usage and benefits of products.
2. **Price Transparency:** Offering clear explanations of pricing and value can improve satisfaction, especially for premium items.
3. **Wider Distribution:** Expand availability in smaller towns and rural areas of the district.
4. **Enhanced Packaging:** Use user-friendly and sustainable packaging to better meet consumer expectations.
5. **Customer Feedback Systems:** Implement mechanisms for collecting ongoing customer feedback.

## **Scope of the Study**

This study provides insights into customer satisfaction toward Ayurvedic wellness products in Palakkad District. Findings can assist manufacturers, retailers, and policymakers to tailor product offerings and marketing strategies. The study also paves the way for comparative research across regions and product categories.

## **Limitations of the Study**

1. **Sampling Method:** Convenience sampling may limit generalizability.
2. **Self-Reported Data:** Responses may be influenced by personal bias.
3. **Temporal Constraint:** Data collected at one point in time; satisfaction levels may change seasonally.
4. **Product Diversity:** The study did not focus on specific product categories separately (e.g., supplements vs. cosmetics).

## **Conclusion**

The study reveals that customers in Palakkad District are moderately to highly satisfied with Ayurvedic wellness products. Satisfaction is strongly associated with perceived effectiveness and brand trust, while price value and product availability have moderate impacts. With growing interest in natural wellness solutions, producers and sellers must focus on product quality, consumer education, and pricing strategies to sustain satisfaction and market growth.

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