

Factors Influencing Buying Behaviour of Ayurvedic Products - A Review

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ABSTRACT

Purpose: *Ayurveda, a system of conventional medicine with roots in ancient wisdom, has grown in importance in modern society and today plays a significant role in every aspect of human existence. Ayurveda gained notoriety due to its purity, safety, naturalness, and lack of adverse effects. The main objective of this study is to identify the various factors that influence how consumers buy ayurvedic products, how these factors foster consumer trust, how consumer trust is transformed into purchase intention, and finally, how consumer purchase intention is transformed into final consumer behaviour.*

Design/Methodology/Approach: *Secondary sources are used to gather the information needed for the current investigation. This is based on an analysis of the literature that has already been published, including information from a variety of exploratory articles, papers, books, journals, and magazines. The information needed for the study was gathered via Google Scholars, Research Gate, and Science Direct.*

Results/ Findings: *Consumer purchasing behaviour is influenced by a variety of factors. Manufacturers of ayurvedic products must take into account the different aspects that affect consumers' decisions to buy herbal products. The corporations can alter the things they are producing based on the analysis of these elements, making it simpler for marketers to promote their goods.*

Originality/Value: *Through this review, the various factors influencing the buying habits of consumers who use ayurvedic products and other areas of the body of existing literature help manufacturers and marketers comprehend the influencing factors on the buying habits of customers of ayurvedic products so they can create their own marketing strategy to popularise the ayurvedic products, thereby increasing sales and profit.*

Type of Paper: *Review of Literature*

Keywords: Factors influencing buying behaviour, Ayurveda, Ayurvedic products, Purchase intention, Purchasing behaviour.

1. INTRODUCTION :

Over 6,000 years ago, the Indian traditional medical practise of Ayurveda was developed. Since ancient times, several ayurvedic products have been used by people. It is currently gaining relevance. Ayurvedic goods are getting more and more well-liked because of their many health advantages [1]. Studying the history of Ayurveda reveals that it may be divided into three periods. Samhita, Post Samhita, and Vaidika are their names. The four Vedas that make up the Vaidika period are the Rigveda, Yajurveda, Saamaveda, and Atharvaveda. Atharvaveda relies heavily on Ayurveda. Like with predecessors, keeping health is valued at the moment. In addition to using plants, people also utilised minerals. However, compared to plants, the usage of minerals was very limited. Plants will only benefit when minerals are employed in conjunction with them [2]. By preserving a person's connection to nature and its fundamental components, the medicinal system known as Ayurveda works to improve both mental and physical health. The most significant treatments include Ayurvedic Panchakarma, Aromatherapy, Acupressure/Acupuncture, Homeopathy, and Chinese Traditional Therapies due to the rising hazards

connected with modern medicine. Even on a worldwide scale, people are familiar with natural therapies. The customers also take ayurvedic medications in addition to allopathic ones [3]. After identifying a number of phytochemicals in herbs, researchers in the 19th century concentrated their attention on synthetic drugs. As these commodities became more popular, Ayurvedic products lost popularity [4]. In the first part of the 19th century, many homes produced and sold ayurvedic products. Over the past 200 years, Ayurveda has developed, allowing for institutionalised Ayurvedic education, professionalised Ayurvedic clinical practise, and organised Ayurvedic drug manufacture [5]. All around the world, there has been a dramatic rise in demand for products related to health. Because there are more health dangers and people are more terrified of dying, these items are more in demand [6]. People are getting more interested in ayurvedic products and medications even on a global scale, and the market for herbal products has grown. This development is due to the rising side effects of modern synthetic products and drugs. Plant-based goods account for a sizable percentage of the industry even globally [7]. Ayurvedic companies were manufacturing FMCG products and herbal medicines and had an annual revenue of \$60 billion. Because Indian customers are increasingly seeking out natural products, producers of herbal items are also making inroads into the FMCG industry [8]. Herbal products, like those made by Patanjali, are getting more and more popular since they are healthy and all-natural. They also represent purity. The great quality, reasonable cost, accessibility, and exposure of herbal products are further factors influencing their popularity [9]. Ayurvedic drug manufacturing facilities are growing more quickly than ayurvedic cosmetic manufacturing facilities. The high cost of labour and raw materials is the biggest problem these industrial facilities face. Ayurvedic products may become more expensive as a result of this [10].

In contrast to industrial buyers, who purchase products and services for use in the creation of other goods and services, consumer buyers purchase goods and services for their own end consumption. This behaviour is referred to as consumer buying behaviour [11]. Consumer purchasing behaviour will be influenced by social, cultural, personal, and psychological aspects [12]. Increased consumer awareness and health consciousness are two of the many elements that affect customers' purchasing decisions. The other factors like social, demographical, psychological and cultural components also affect the buying behaviour of the customers [13].

2. OBJECTIVES :

- (1) To identify the factors influencing the buying behaviour of the consumers.
- (2) To know how ethnocentrism, family influence, perceived value, health consciousness, CSR activities of the companies, media influence, and religiosity will lead to consumer buying behaviour.
- (3) To understand how purchase intention leads to purchase behaviour.
- (4) To analyse the moderating role of demographic factors in affecting the buying behaviour of consumers of ayurvedic products.
- (5) To analyse the mediating role of trust between factors affecting consumer buying behaviour and consumers' purchase intentions for ayurvedic products.
- (6) To analyse the advantages, benefits, constraints, and disadvantages of the behaviour of ayurvedic product consumers through ABCD analysis.

3. METHODOLOGY :

Information for this study was gathered from a range of books, journals, magazines, websites, and research papers or articles as part of a survey of the literature. The information needed for the study was gathered from the sources listed below: Google Scholar, Research Gate, and Science Direct.

4. RELATED RESEARCH WORKS :

This study's main goal is to review the available literature. Based on key words like "ayurveda," "health care," "knowledge about safety," "use," "brand choice," "changing way of life," "skin care products," "moderating effect of gender," "emotional behaviour," and "CSR" from 2011 to 2022, the following evaluations are descriptive.

4.1 DESCRIPTIVE FOCUS:

1) Ayurveda, also referred to as the "science of life," is one of the traditional medicinal systems that was used in ancient China, Greece, Egypt, and India for a range of therapeutic purposes. The main

objective of this is to provide harmony and balance to the mind, body, and soul. According to Ayurveda, the five constituents (Panchabhutas or five elements) Vayu (air), Teja (fire), Aap (water), Prithvi (earth), and Akasha (aether) make up the living macrocosm (earth) and microcosm (people) (external universe). Panchabhutas, or the five elements, when joined in pairs, give rise to Tridosha, or the three humours: Vata, which governs bodily movement, Pitta, which governs bodily chemical reactions including metabolism and temperature, and Kapha, which governs growth, protection, lubrication, and nutrition. Ayurveda, in contrast to allopathy, places a strong emphasis on using natural methods such as yoga, meditation, exercises, food, herbs, spices, minerals, mental hygiene, sounds, scents, and mechanical treatments to alleviate the pain that is not necessary and promote a long, healthy life. The production of herbal products is more effective when many plants are combined than when they are used individually. This blending of the plants is known as polyherbal formulation (PHF). PHFs will only be effective when used in the right combinations. Lack of information and false beliefs regarding PHF safety could have the reverse impact of what is intended. The quality of PHFs was compromised by the makers' negligence, endangering the health of consumers. Taking preventative and corrective action is essential for lowering dangerous hazards. This should include strict regulatory control as well as public education regarding PHF usage and practises (Parashuraman, 2014) [14].

2) For strategic and targeted health care delivery, Indians use a pluralistic system of medicine that incorporates Ayurveda, Yoga, Unani, Siddha, Sowa Rigpa, and homoeopathy. Through the AYUSH Sanjeevini smartphone app, the researcher sought to ascertain the level of utilisation of AYUSH measures, which fall under the Ministry of Ayush, for preserving health during the COVID-19 epidemic. The most frequently employed intervention during COVID 19 was routinely drinking hot water, followed by yoga and pranayama. It was shown that the majority of individuals in Uttar Pradesh, Maharashtra, and Madhya Pradesh base their decisions to buy ayurvedic products on social, economic, and demographic variables in addition to actual sickness. Ayush measures are used by around three-quarters of respondents who are from rural areas, demonstrating the stronger adherence of rural people than urban people. The majority of respondents reported experiencing overall well-being as a result of using the Ayush app. The advantages that the users of this app experienced in terms of healthy eating, rest, endurance, and mental wellness point to a favourable role in preserving overall health and preventing long-lasting negative health effects. Due to the high number of hospitals and healthcare providers in India, ayurveda and homoeopathy were the two medical systems that the vast majority of respondents chose. (Srikanth, et al., 2021) [15].

3) Demand for wellness food items has increased as a result of consumers' greater awareness of food safety and its impact on health. The selection of healthy foods by consumers is influenced by a number of variables, including demographics, psychography, and product and market offerings. As their sociodemographic profiles alter and people become more health conscious, they are willing to pay more for nutritious food. The sociodemographic determinants of education and income, which are both significant, determine whether consumers are willing to pay extra for health and wellness items. The demand for wellness food items has increased as a result of consumers' greater awareness of food safety and its impact on health. The selection of healthy foods by consumers is influenced by a number of variables, including demographics, psychography, and product and market offerings. As their sociodemographic characteristics change and they become more health conscious, people are willing to pay more for nutritious food. The sociodemographic determinants of education and income, which are both significant, determine whether consumers are willing to pay extra for health and wellness items. (Chopra & Baxi, 2019) [16].

4) The primary goals of the research were to understand how consumers behaved toward OTC ayurvedic products, how these items were used, and how advertising materials affected consumer behaviour. According to the respondents, there is no room for improvement in terms of product availability, effectiveness, price, flavour, or container size. Customers will buy the products for themselves, their partners, their kids, and their entire families. Ayurvedic goods are purchased for increased vitality, immunity, and mental development. The majority of consumers who purchase ayurvedic products do it once every month. Additionally, it has been discovered that the Ayurveda Vidyalaya, print media, medical establishments, TV commercials, and physicians are the finest sources of knowledge regarding ayurvedic products. Price, flavour, advertisements, doctor recommendations, prior experience, and brand name are some of the factors that influence consumer decisions to purchase ayurvedic products. The researcher discovered that 20% of respondents believe free samples with other

products are the most appropriate promotional tool, 15% believe receiving a sample of the same product in a smaller size is the best promotional tool, and 14 respondents believe buy one, get one free is the most appropriate promotional strategy. The other respondents chose extra amounts and flat discounts. The least appealing promotional methods were free presents. Researchers advise the sector that in order to supply OTC items, businesses must comprehend consumer wants and consumption trends. This will let organisations target the correct clients more effectively. (Bihari & Pradhan, 2011) [17].

5) The author's goal was to outline the many variables that affect brand choices and how demographic variables affect these variables. According to the survey, a variety of demographic criteria, including satisfaction, price, and trust, will affect brand preference. In terms of trust, it has been found that some demographic parameters, such as gender, family type, occupation, and income, have substantial effects, but others, such as age, education, and relationship status, have minimal effects. Businesspeople and housewives, as compared to students and service members, are more likely to trust ayurvedic products, according to research. This might be because businesspeople and housewives make more professional and independent decisions. Students who rely on their parents constantly and servicemen who deliberate more before making any purchases, on the other hand, have less faith in these things. People with high salaries, compared to those with low and intermediate incomes, are less worried about pricing fairness, according to research. It has been found that older people are more easily pleased than younger people in terms of contentment. More satisfied than service professionals are students, stay-at-home moms, and independent workers. (Misra et al.,2022) [18].

6) Due to their accessibility, people who work in unorganised economic sectors are more severely impacted by the COVID-19 pandemic. Depending on the sort of career, existing employment situation, and family's earning potential, there will be varied degrees of impact on the lifestyle adjustments made by customers. When their money dropped or their jobs were destroyed, consumers started to care more about their health. The demand for wellness and entertainment products was not substantially affected by affordability but by lifestyle changes. Consumer health consciousness has a greater impact on the demand for health and hygiene items. The demand for reasonably priced alternatives to daily essentials has an impact on affordability. This study asserts that a disruptive event in nature will result in a change in consumer purchase habits as well as behavioural substitutions as a result of the pandemic. (Das et al.,2022) [19].

7) There is currently a greater demand for skin care products all around the world since people are more concerned about their appearance. It leads to an increase in cosmetic product production, which will boost the revenue of enterprises that make cosmetics. Any nation's national income will rise as business expands. The author researches the many elements that influence how consumers would behave when making ayurvedic skin care purchases. According to the author, users of ayurvedic skin care products make key purchasing decisions based on their beliefs, attitudes, and normative influences. There is currently a greater demand for skin care products all around the world since people are more concerned about their appearance. It leads to an increase in cosmetic product production, which will boost the revenue of enterprises that make cosmetics. Any nation's national income will rise as business expands. The author researches the many elements that influence how consumers would behave when making ayurvedic skin care purchases. According to the author, users of ayurvedic skin care products make key purchasing decisions based on their beliefs, attitudes, and normative influences. Therefore, it is essential to focus more on advertising methods that emphasise the production process in order to raise customer knowledge of the brand. The domestic producers should have a distinct vision that will enable them to develop a long-term market for skin care goods. Future demand for herbal skin care products will increase since people are currently more drawn to natural and eco-friendly products. Therefore, manufacturing firms have a responsibility to focus more on the creation of herbal skin care goods. (Pathmaperuma & Fernando, 2018). [20].

8) This also concentrates on the green behaviour between male and female consumers pertaining to the effect of values, beliefs and personal norms on the behaviour of consumers who are willing to buy green products. Male consumers scored higher than female consumers. So, the suggestion is to develop marketing strategies in such a way that it will attract more and more female members resulting in more and more participation of female consumers in the campaign. The author makes an effort to look into the moderating role that gender plays in the interaction between values, beliefs, and norms, as well as how various aspects will influence how people will purchase green cosmetics. This study attempted to establish links between values and pro-environmentalism, pro-environmentalism and personal norms,

and personal norms and green purchasing behaviour. Pro-environmental beliefs and individual beliefs have a good link. According to research, consumers' personal norms will be activated by their awareness of the negative effects of environmental pollution and their obligation to protect the environment. This will cause them to act in ways that promote environmental protection. (Quoquab et al.,2020) [21].

9) The various business divisions will use customer emotional behaviour as a tool to determine their organization's marketing strategy. From one industry to another, as well as from one product to another, this emotional behaviour will vary. The study of organic components is more focused on how specific and chosen emotional factors influence the purchase behaviour of FMCG items than it is on how the wellbeing nature of sensing touch influences the purchasing behaviour of the product in this situation. Due to its practicality, the concept of a unique selling proposition is regarded as a difficult undertaking for every company. Customers could not see a feeling of originality in the things offered there because there are so many products on the market. FMCG products are designed to be consistent, dependable, and ongoing. Customers that have confidence in the brand are more likely to be loyal, and they may also develop a sense of security. Indian consumers are more likely to be emotionally attached to a product because of this. The environment will be taken into consideration by all FMCG manufacturing enterprises as the products are being produced, distributed, and disposed of. The environmental effects of packaging and its post-use are largely ignored by consumers. The primary, secondary, and shipping packaging all contain identity, allure, and safety but are assigned less weight. (Raj, V. R. (2013) [22].

10) Commercial organisations utilise corporate social responsibility as a strategy to link society values and business objectives. Brand image is the enduring perception of a company's qualities and advantages. Although it is regarded as the cornerstone of a brand's overall evaluation, it calls for cognitive processing and affects consumers' decisions about which products to buy. CSR initiatives cannot directly affect consumers' purchasing habits. Consumers' cultural backgrounds may be a factor in this. It was discovered that CSR initiatives and buying intentions had a positive association. The firm's brand, which will be expressed through all marketing initiatives, is the value that results from the firm's values, strategy, and competences. Consumers typically have a positive attitude toward businesses that engage in CSR efforts when they are aware of them. This study's findings led to the development of a positive mindset, which in turn produced a brand and, ultimately, influenced consumer purchasing behaviour. (Yeo et al., 2018) [23].

5. EMERGING ISSUES :

Tabular form has been used to address new issues related to the subject. This section has been examined. various academic publications and research papers between 2004 and 2022 to get new understanding and address the topic matter to investigate the research gap and the rising difficulties.

Factors affecting consumer buying behaviour:

Consumers are people and businesses who purchase things for their own use or the use of their organisation. Purchasing behaviour refers to the actions that customers do to acquire, use, and discard goods and services [24]. "Consumer buying behaviour" refers to the purchasing habits of final consumers. Purchase behaviour will be influenced by a variety of factors, including cultural, psychological, sociological, and demographic ones. A purchasing decision will be made as a result of the different elements that influence purchasing behaviour [25]. Using the Google Scholar search engine, a systematic review of the published journals between 2004 and 2020 is conducted using keywords like "visual marketing," "consumer ethnocentrism," "premium pricing," "effect of ethnocentrism," "role of culture," "perception of consumers for indigenous ayurvedic products," "consumer orientation," "ethnocentrism in the AC market," "the influence of consumer ethnocentrism," and "green cosmetics". Table 1 presents the analysis of the literature review.

5.1: Ethnocentrism leading to consumer buying behaviour

The idea that domestic goods are superior than those made by outsiders is known as ethnocentrism. We frequently place a higher value on our own products than on those of others. Because they think it will negatively influence their own country, ethnocentric consumers think it is wrong to purchase foreign goods [26]. It plays a significant role in global marketing. It creates connections between the group to which a person belongs (the "in-group") and the group to which the person does not belong (the "out-group") [27]. The accessible literature from journals published between 2018 and 2022 was thoroughly

reviewed using search terms like "Visual marketing, customer ethnocentrism, and premium pricing." "Ethnocentrism in the AC Market," "Effect of ethnocentrism," "Ethnocentrism's Influence," "Role of Culture," "Consumer Perception of Indigenous Ayurvedic Products," "Ayurvedic Wellness Products," "Consumer Orientation," Table 1 presents the analysis of the literature review.

Table 1: shows the ethnocentrism factor leading to consumer buying behaviour:

S. No.	Area and Focus of Research	Outcome	Reference
1	Visual marketing, consumer ethnocentrism and premium pricing.	Particularly during COVID 19, when the majority of goods from China were prohibited out of concern for viruses, consumers were motivated to purchase locally produced goods by their patriotic sentiments. Customers switched to locally manufactured milk powder as a result of the presence of Dicyandiamide (DCD) in imported dry milk powder. Impulsive purchasing intent and customer ethnocentrism are positively correlated.	Bawa, A, (2004). [28]
2	Effect of ethnocentrism.	Ethnocentrism has a favourable impact on consumer behaviour in developing nations as well. Here, Tunisia is selected for study. The desire of Tunisian customers to purchase foreign goods will vary depending on the country of origin. Their propensity to purchase home goods may grow if they have a bad view of some nations' products, such as those from China. If the foreign goods come from their chosen nations, buying domestic goods is quite unlikely.	Karoui & Khemakhem, (2019). [29]
3	Influence of ethnocentrism	When determining purchase intention, brand credibility is absolutely crucial. Customer purchase intent is directly impacted by brand trust, which is affected by brand image, perceived quality, and perceived value. Brand trust increases along with purchase intent when factors like brand image, perceived value, and perceptible quality are increased. All the players—brand image, perceived value, perceived quality, brand trust, and brand intention—have a favourable link with customers, and ethnocentrism has a minor impact in the Vietnamese brand environment.	Nguyen et al., (2022). [30]
4	Role of culture	The most prevalent cultural construct among the Tripuri tribes is consumer ethnocentrism (CET), which includes cosmopolitanism (COSMO), materialism (MAT), and cosmocentrism. Additionally important in influencing customer behaviour were CET and COSMO. It has been found that materialism (MAT) and civilization (COSMO) are significantly positively correlated with cosmopolitanism (COSMO) (CET). There is no discernible connection	Das & Mukherjee, (2019). [31]

		between MAT and CET. Tripuri tribes' socioeconomic status, religious conviction, residential setting, and local dominant culture are all found to significantly influence COSMO, MAT, and CET inclinations.	
5	Perception of consumers for indigenous ayurvedic products	The price of the brand, ethnocentrism, and social responsibility all have a big impact on people's preferences for food products. It has also been investigated how consumer ethnocentrism and social responsibility influence brand preference. The current article illustrates how consumer impression can be influenced by pre-launch perception, health concerns, and deviating from the conventional prototype. The government, marketers, and other social institutions' multifaceted strategy may help Ayurvedic goods get access to a sizable domestic and international market. Ayurvedic product brand selection is closely related to ethnocentrism. The tendency toward ethnocentrism affects how fairness in pricing is perceived. The desire for a particular brand of ayurvedic medicines is influenced by the idea of social responsibility.	Misra et al, (2018). [32]
6	Ayurvedic wellness products	Wellness products heavily use the Ayurvedic philosophy. The purchase was heavily influenced by nationalistic promotion and spiritual leaders. It has been discovered that wellness product purchasers are more ethnocentric. The elements that cause customers to become more ethnocentric include patriotism, collectivism, conservatism, ethnicity, and xenophobia. has an important connection to consumer spending, and patriotism acts as a bridge in this link. These ethnocentric shoppers have a preference for "Swadeshi Brands."	Raut Harshada (2022). [33]
7	Consumer orientation	Nationalism and the environment are increasingly important to Indian customers. Consumers will take into account aspects like health consciousness, good quality, purity, low price, and materialistic character when purchasing Patanjali items. Customers will buy local brands. They favour ayurvedic items under the wellness idea. The influence of spiritual leaders is felt while buying the goods, which in turn fosters patriotism.	Vyas M, (2017). [34]
8	Ethnocentrism in AC Market	Brand choice while buying air conditioners (AC) is closely related to the consumer's ethnocentric behaviour. This illustrates that a new breed of consumers that are well-informed, fiercely opinionated, who prioritise moral decision-making over cost when choosing a product highly values Indian-	Gera et al., (2022). [35]

		made goods. The findings show that there isn't much of a preference difference between domestic and foreign-branded AC. Anyone who has ever criticised Indians for their obsession with foreign goods may have taken notice of these results. This is due to the fact that CE levels among Indian consumers are comparable to those found in other wealthy nations. Consequently, CE cannot be seen as a phenomenon that only exists in the industrialised world. When making a purchase, consumers should consider a product's provenance.	
9	The influence of consumer ethnocentrism	While views play a small mediating role in the relationship between consumer ethnocentrism and the desire to buy domestic wine, consumer ethnocentrism has a significant and favourable influence on attitudes toward domestic wine buying. While attitudes are the best predictor of the desire to purchase domestic wine, the intention itself is the best indicator of frequent domestic wine purchases. The findings of this study can be used as a useful foundation for developing marketing plans to boost sales of domestic food goods, including wine.	Miguel et al., (2022). [36]
10	Green cosmetics	There is a greater demand for green products because they are secure and healthy for the skin. Ayurvedic items are preferred by those who are more concerned with their health and appearance. Consumers are the ones who care about the environment the most. Demand is higher for goods that do not pollute the environment. the goods have an eco-label on it. Online product availability, which includes simple purchase, straightforward product comparison, a variety of payment choices, simple exchange, and a return policy, is what drives online shopping.	Kapoor et al., (2019). [37]

5.2. Family influence affecting the buying behaviour:

The family members will have an impact on the buying of different things in any family. Decisions about which things to purchase will be made by different people. Even the kids have a say in the purchase. There is currently a high level of brand consciousness among children. The kids' recommendations will have an impact on some of the family's shopping choices [38]. Children in China consider new product advertisements on television to be a significant source of information. They place a higher degree of faith in interpersonal information sources, notably in their parents, who are seen as the most reliable information sources, while learning about new food products [39].

Using Google Scholar search terms like "children," "situational factors," "parents," "communication pattern," "factors affecting," "Children's influence," "Consumer buying behaviour," "Baby care products," "Joint purchase decision," and "Children's buying roles," a systematic review of the literature from journals published between 2018 and 2022 is conducted. Table 2 presents the analysis of the literature review.

Table 2: shows how family influences the buying behaviour of consumers.

S. No	Area and focus of Research	Outcome	Reference
1	Buying behaviour of children	Because branded products are of high quality, people want to purchase them. Currently, kids are more aware of brands. Given that youngsters have access to TV advertisements, logos, and banners via which they can learn more about the products, they encourage people to buy things that are more affordable and serve their own interests. Girls have a greater say in whether their parents agree to a purchase. Children prefer to purchase designer shoes, clothing, and watches.	Vincent, (2006). [40]
2	Assessing the influence of impact of situational factors on buying behaviour	Personal factors such having access to funds, financial stability, family support, time availability, and the use of a credit card, as well as in-store elements like sales promotions, the atmosphere of the store, amiable store staff, and store music, have an impact on purchasing decisions. All other factors—aside from music—have influenced impulsive buying behaviour. Situational factors such the availability of funds, the friendliness of store staff, and the use of credit cards have had a big impact on the desire to make impulsive purchases. Gender had no effect on impulsive purchase behaviour; however, age was found to have a negative correlation with this tendency.	Badgaiyan & Verma, (2015). [41]
3	Influence of Pester Power on Parents' Buying Decision.	The study of how these characteristics will affect pester power, which in turn affects parents' purchasing decisions for FMCG products, was undertaken with the use of predictors like peer influence, store environment, product packaging, and the effect of advertisement. Advertising, peer product preferences, and product packaging have the greatest impact on purchasing decisions. Even though it has a much smaller impact than peer pressure and the advertisement effect, product packaging still has an impact on consumers' purchasing decisions.	Abbasi et al., (2020) [42]
4	Influence of communication pattern on buying decision.	The socially focused communication style of parents has no effect on their kids' purchasing decisions. Children's shopping selections will be significantly influenced by the parents' concept-focused communication style.	Budiman & Wijaya, (2016). [43]
5	Factors affecting the consumer buying behaviour	Family members of the buyer are significant factors in the purchase choice. Parents are significant buyers of some things. It will vary from one nation to the next. Even when the buyer no longer communicates with his family, the subconscious actions of the buyer are still influenced by his parents. In a family, the husband has greater purchasing power, the wife has greater purchasing power, and they both have an equal chance. When buying life insurance, cars, televisions, and kitchenware, the husband will predominate; when buying washing machines, carpeting, non-living-room furniture, and kitchenware, the wife will play a significant role; and when buying furniture for the home, travel, housing, and outdoor entertainment, both will play equal roles.	Tyagi, A, (2018). [44]
6	Children's influence on	Children and parents both have a significant impact on eating decisions. The effects on children vary by location. Children like small, quick meals, food that is simple to prepare, bad	Nørgaard et al., (2007).

	buying decision.	foods like sweets in comparison to good foods like fruit, vegetables, and fish, and fruit more so than veggies when it comes to nutritious foods. The child's time is spent pulling the shopping cart, which is a low-effort activity. Parents frequently compare different food items, which reveals their buying habits.	[45]
7	Consumer buying behaviour	The purchase of Indulekha hair oil is the subject of the investigation. In this instance, the product is chosen based on criteria like the cost, the ingredients used, the brand's reputation, advertising, and marketing tactics. The decision to buy a product is influenced by numerous factors. For instance, the mother might decide to go out and get dinner because, after coming home from work, she is too exhausted to prepare anything. When making purchases, parents also consider their children.	Chikkodi, K., (2021). [46]
8	Baby care products	Right now, the market for baby care items is advancing quickly. Parents will exercise extreme caution when buying baby care supplies. This is a result of the parents' increased education and desire for safe items for their kids. They will use the internet to get enough information on a particular baby product before making a purchase. Since people are more aware, it is crucial to pay closer attention to details like whether or not environmentally friendly materials are used, whether or not safety tests are necessary for the product, whether or not proper research has been done on the product, whether it is affordable, and whether or not a programme for raising awareness of baby care products is necessary.	Nandal et al., (2020). [47]
9	Joint purchase decision	The strong cohesive family will decide together on furniture, whereas the poor cohesive family will decide independently. A strong, cohesive family will decide together on a trip, as opposed to a weak family that won't. The modern family will make a firm unified decision in the case of aggregate products (a mix of furnishings and vacation), whereas a traditional family may not.	Ndubisi & Koo, (2006). [48]
10	Children buying roles	For the acquisition of goods important to them, such as mobile phones, DVD players, and personal computers/laptops, children perform a variety of roles, including initiator, influencer, decider, buyer, and user. They are crucial when acting as the starter, influencer, and decision maker in the purchase of other goods.	Ali & Zahid, (2016). [49]

5.3. Perceived value resulting in buying decision:

A consumer's evaluation of a company's product based on what they gain from it and what they get in return is known as perceived value. It is a one-dimensional construct that may be created by only asking buyers to rate the worth of the goods they receive upon purchase [50]. The value created, which is one of the crucial steps to gaining a competitive edge, will reflect the improved acknowledgment of perceived worth. Perceived value has recently grown in importance as a field of study and has evolved into an interdisciplinary topic that includes topics like psychology, sociology, economics, and business principles [51].

Using keywords from the Google Scholar search engine, such as "green purchase decisions," "consumer perceived value," "brand attitude," "perceived quality," "perception," "purchase intention," "mediating role of perceived value," "influence of perceived value," and "factors leading to consumer perceived value," a systematic review of the literature from journals published between 2011 and 2021 is conducted. The relationship between perceived value and purchase intention is seen in the following table.

Table 3: shows how perceived value results in buying behaviour.

S. No	Area and focus of Research	Outcome	Reference
1	Green purchase decisions	The relationship between GPV (green perceived value), attitudes, and purchasing intention in the food business is of interest to the researcher. The primary factor influencing consumers' decision to make green purchases is their concern for the environment. All of the GPV's sub-constructs, including the functional value, conditional value, social value, and emotional value, have a big impact on how consumers behave and how likely they are to make a purchase. The intention to buy green products will be influenced by these qualities in order to reap their physiological and psychological advantages.	Zhang, & Dong, (2020). [52]
2	Consumer Perceived Value	The study focuses on consumers' smartphone purchasing habits. The perceived utility of smartphones affects consumer perception of value directly and indirectly affects Malaysian professionals' intentions to purchase smartphones. Consumer purchase value or intention are not impacted by perceived ease of use, either directly or indirectly.	Haba et al., (2017). [53]
3	Perceived value, trust and purchase intention	On purchase intent, the perceived value of organic food goods had a significant impact. However, it had very little impact on trust. Purchase intentions were not directly influenced by trust. Perceived value is more significant for predicting the trust and purchase intention of organic food goods. Finally, it may be said that perceived value is significant to Brazilian consumers of organic foods.	Watanabe et al., (2020). [54]
4	Brand attitude, perceived value and purchase intention	Brand attitude has a favourable and significant impact on perceived value and its dimensions. The study demonstrated that perceived social, personal, and functional values have an impact on customers' inclinations to buy luxury products. These connections will help the company's brand get more exposure. In order to give consumers an appealing buying behaviour, a greater perceived value, and ultimately successful market penetration, it also encourages market makers in developing markets like Iran's market to create brand management-related activities.	Salehzadeh & Pool, (2017). [55]
5	The role of store image, perceived quality, trust and perceived value.	Store Image has been impacted by perceptions of quality and confidence in Organic Private Label (OPL) (store image). Perceived quality (PQ) and trust in organic private label also had an impact on perceived value. Once more, it is clear that customers' purchase intentions were found to be positively influenced by their faith in both OPL and PV. The impact of PQ and trust in Organic Private Label on purchase intention was initially shown to be somewhat mediated by PV, according to empirical data (perceived value).	Konuk, F. A, (2018). [56]
6	Perception in ayurveda health care	The Ayurvedic private hospitals in Kerala's northern region give satisfied customers with excellent service. Stronger assurance, dependability, and responsiveness substantial beneficial effect on patient satisfaction. In the relationship between performance-based service quality and	Suhail & Srinivasulu, (2021). [57]

		behavioural intentions in Ayurvedic healthcare, the power of client satisfaction level is crucial. One could argue that better patient satisfaction and high-quality service delivery will draw in more devoted patients.	
7	Consumer Purchase intention towards Patanjali products	Customers in Kathmandu are behaving favourably toward Patanjali goods. These favourable outcomes are the result of the variables value, price, quality, and benefits. Given that all the factors are yielding favourable results, it can be said that Kathmandu's Patanjali product users are really happy overall.	JHA, (2018). [58]
8	Mediating role of perceived value	The purpose of this study is to ascertain the relationship between the dependent variable purchase intention and the independent variables (customer product knowledge, celebrity endorsement, and product packaging or design), as well as the function of perceived value in mediating the relationship between the independent variables. The study's findings revealed a significant association between product knowledge, celebrity endorsements, product packaging and design, and purchase intention. The mediating role of perceived worth was not found to be significantly correlated, though.	Shafiq et al., (2011). [59]
9	Influence of perceived value on purchase intention	The study's conclusions demonstrate that consumers' desire to buy in a social commerce context is considerably and favourably influenced by contentment. Additionally, utilitarian value is revealed to be the most important element influencing purchase intention whereas hedonic value has the biggest impact on satisfaction. These values all have large and positive impacts on satisfaction as well as buy intention. However, contentment is considerably and unfavourably impacted by perceived danger.	Gan & Wang, (2017) [60]
10	Factors leading to consumer perceived value	Social value and perceived ease of use have no direct or indirect effects on Malaysian working professionals' intentions to purchase smartphones. However, the perceived utility, economic worth, and brand image of smartphones have an indirect impact on purchase intention.	Haba et al., (2017). [61]

5.4. Health consciousness leading to purchase intention:

A person's level of health consciousness is determined by their inner state of self-attention to self-relevant stimuli as expressed in their thoughts and bodily feelings. Therefore, health consciousness has a positive relationship with healthy behaviours and a negative relationship with unhealthy behaviours [62]. Health-related messages will get the attention of people who are concerned about their wellbeing. More health-conscious individuals live longer and healthier lives [63]. The following table explains how consumers' inclinations to buy are influenced by their awareness of their health.

Using keywords from the Google Scholar search engine, such as "fitness apps," "health and environmental consciousness," "health awareness," "health consciousness," "impact of health and environmental consciousness," "organic food," "health consciousness and social consciousness," "dietary supplements," and "sceptical consumers," a systematic review of the literature from journals published between 2008 and 2022 is conducted. Table 4 presents the examination of the literature on health consciousness.

Table 4: shows how health consciousness leads to purchase intention

S. No	Field of Research	Outcome	Reference
1	Fitness apps	They'll make more use of fitness applications. These people's purchasing choices will be based on the fresh	Chakraborty et al.,

		information offered by the applications. Therefore, it is the responsibility of the various fitness service providers to consider how to pique users' interest in their applications, maintain it there, personalise their experiences, and create features that encourage users to pay for the apps.	(2022). [64]
2	Health and environmental consciousness	The current study looked at whether women's health and environmental awareness would influence their decision to buy natural cosmetics. Consumers that care more about their health and the environment will be more willing to spend extra for natural beauty products. On the other side, consumers who are not particularly health-conscious will not be prepared to pay a higher price for the goods.	Kim & Seock, (2009). [65]
3	Impact of consumer health awareness	The COVID caused 19 people to become more health-conscious. After COVID, they began consuming an increasing number of dairy products. Both the perception of health transformation and the emergence of healthy habits will have a favourable impact on consumer spending behaviour. Sales of dairy products have increased as a result of consumers' increased health consciousness.	Xu et al., (2021). [66]
4	Health consciousness	Two factors will drive the buying of organic foods: health and environmental considerations. The importance of health consciousness is thought to outweigh the other two elements. The favourable correlations between health consciousness and environmental views, as well as consumer attitudes toward organic goods, can be effectively moderated by leading a healthy lifestyle. A healthy lifestyle should be promoted in order to alter consumer perceptions about organic food.	Chen, M. F, (2009). [67]
5	Impact of health and environmental consciousness	It was discovered that consumer environmental consciousness will drive ecological intentions on foggy days, while consumer health consciousness will drive ecological intentions on clear days. These parameters are moderated by perceived self-competence. Only shoppers who are highly competent in themselves are influenced by environmental awareness. Consumers with limited self-competence have the biggest impact on their awareness of their health.	Hao & Chenyue, (2021). [68]
6	Willingness to purchase organic food	Openness to change and an ethical sense of self are positively correlated with food safety concerns (FSC) and health consciousness. Additionally, stated buying behaviour (SBB) is positively correlated with readiness to purchase (WTP), whereas openness to change and ethical self-identity are negatively correlated with WTP. Additionally, the relationship between self-identity and WTP and the relationship between WTP and SBB was favourably mediated by purchase frequency. The study has significant ramifications for scholars, advertisers, and merchants.	Talwar et al., (2021). [69]
7	Health consciousness, food safety concern and ethical identity	Consumer attitudes toward purchases are seen to be most strongly influenced by food safety, whereas intentions to make purchases are thought to be least strongly influenced by health consciousness. It is further demonstrated that respondents' identification with ethical problems effects their opinions and subsequent consumption choices by	Michaelidou, & Hassan, (2008). [70]

		showing that ethical self-identity predicts both attitudes and intentions to purchase organic products.	
8	Health consciousness and social consciousness	The qualities of the items and their concerns have an impact on the health and social consciousness of the young consumers. However, it has no impact on the sentiments of young customers. Additionally, data demonstrates that attitude is favourably related to young consumers' frequency of organic food purchases. It is also fair to balance your ambitions to buy organic food with your environmental consciousness.	Su et al., (2022). [71]
9	Dietary supplements	Although it is not familiar with advertising, health consciousness is a key predictor of attitudes toward dietary supplements as well as the perceived cost of supplements. They are more inclined to favour supplements because they are more health-conscious and link good attitudes and behaviours to preventative measures like supplement use. Even though the products are expensive, health-conscious customers are willing to pay extra for what they perceive to be a high-quality product.	Willis & Royne Stafford, (2016). [72]
10	Health Conscious and Sceptical Consumers	Due to the disadvantages of functional food, consumers who are concerned about their health often favour organic food. Contrarily, scepticism toward health claims has a more detrimental overall effect on consumers' perceptions of the healthiness of conventional, organic, and functional items than does health consciousness. On the other hand, customers' propensity to purchase useful, organic, and conventional goods is not immediately impacted by their scepticism of health claims.	Gineikiene et al., (2017). [73]

5.5. CSR activities influencing consumer buying behaviour:

Taking choices and taking actions that benefit society as well as the organisation and its stakeholders is referred to as having "social responsibility" by management (shareholders, employees, suppliers, consumers, and society). According to research, organisations that participate in CSR initiatives will endure longer than those who do not [74]. In order to improve the quality of life for the organization's employees, their families, the local community, and society as a whole, the business community makes a commitment to sustainable economic development. CSR is viewed from the perspective of ethical business philosophy as the maximisation of positive impacts on society and the mitigation of negative externalities of a firm's operating operations [75].

With the help of keywords like "CSR," "Consumers awareness about CSR," "Effect of CSR," "customer satisfaction," "CSR as a mediator," "influence of CSR," "CSR awareness," "Effect of CSR," "CSR as a determinant," and "CSR on customer behaviour," a systematic review of the literature that has been published in journals between 2011 and 2021 is carried out. Table 5 details the analysis of the CSR-related literature.

Table 5: shows how CSR activities of the companies will lead to buying behaviour of the consumers.

S. No.	Area and focus of Research	Outcome	Reference
1.	Corporate social responsibility	The four consumer-perceived facets of CSR are the economic, social, ecological, and recycling ones. The seven steps of the consumer decision process defined by Blackwell et al. (2006) were assessed once it was determined that individual environmental and recycling concerns are significant factors in consumer decision-making. In this regard, it has been found that customer	Rodrigues, & Borges, (2015). [76]

		views of CSR and their knowledge of social responsibility practises have an impact on their decision to buy a company's goods.	
2.	Consumers awareness about CSR	Consumer buying behaviour is correlated with ethical duty and philanthropic responsibility; there is no correlation between economic and legal responsibility and consumer buying behaviour. There is no connection between charitable giving and consumer behaviour. It will lead to more employee loyalty, which will boost client happiness.	Thomas & Tahir, (2019). [77]
3.	Effect CSR on consumer behaviour	Consumer behaviour is directly correlated with economic responsibility, legal duty, ethical responsibility, and philanthropic responsibility.	Rahim et al, (2011). [78]
4.	CSR leading to Customer satisfaction	Companies in the logistics industry should concentrate on two CSR initiatives: human resources and environmental contribution. These two will result in community improvement, which brings about satisfied clients.	Kitisak Jermstittiparsert, (2019). [79]
5.	CSR as mediator towards the company	The CSR programmes have an impact on consumer perceptions, and attitudes affect intentions and desires since wishes lead to rewards. Consumers' shopping habits may alter as a result of CSR initiatives. Consumer perceptions play a significant role in whether they purchase products with labels. It has been established that CSR has an indirect impact on customer purchasing behaviour. Consumer purchasing behaviour is positively and directly impacted by positive customer views regarding CSR.	Vahdati et al, (2015). [80]
6	Influence of dimensions of CSR	All five CSR criteria have an impact on consumer purchase intentions. Morality is the CSR element that has the most impact on customer purchasing decisions among the other four. The decision-makers will use these insights to assist them design promotional actions that will broaden their customer base.	Sharma et al, (2018). [81]
7.	CSR awareness	Women in Bahrain are not aware of CSR. Due to their ignorance, they will stop considering CSR while making purchases. However, those that are aware of CSR will refrain from buying particular cosmetics. The Bahraini women who work in the cosmetics business are not voluntarily aware of CSR-related information.	Shabib & Ganguli, (2017). [82]
8.	Effect of CSR	CSR will help businesses increase their value and create long-term development plans for their business. The health of the environment and the economy has a favourable influence on customers' impulsive purchasing. Impulsive consumer behaviour is unaffected by social wellbeing.	Son et al, (2021). [83]
9.	CSR as a determinant of customer's loyalty	Financial firms were thought to be more moral and customer-focused. Financial institution consumers were found to have a negative opinion of green spaces. Customer loyalty is significantly influenced by elements like as customer centricity, environmentally friendly practises, ethics, and philanthropy. It was discovered that customer-centricity had the greatest impact on client loyalty.	Yusof et al, (2015). [84]

10.	CSR on customer behaviour	The CSR strategy will boost client loyalty to the business. This results in a more favourable perception, which improves client buy intent and price premium. Therefore, CSR can be a crucial marketing tactic for improving customers' favourable perceptions of businesses, contentment, and purchasing patterns.	Wang C.C, (2020). [85]
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5.6. Media influencing consumer buying behaviour:

Social media, a form of IT, gives people the chance to exchange ideas and views without really speaking to one another. According to several studies, using social media by different kinds of organisations will help them by increasing customer access to services, boosting sales, promoting their brands, fostering interpersonal communication, and sharing information among their various business divisions [86]. Brand equity acts as a mediating factor in the association between social media communication and aspirations to buy fashion products. Higher or lower degrees of self-congruity can boost or reduce the effect of social media communication on purchase intentions [87].

Using keywords like "consumer perception influence," "purchase behaviour," "consumption behaviour," "environmental attitude, intention, and behaviour," "green purchasing behaviour," "purchase intention," "Impact of media advertisement," "consumer behaviour," "Influence of Instagram marketing," and "consumers' intention" from the Google Scholar search engine from journals published between 2018 and 2022, a systematic review of the existing literature is conducted. How the media will affect consumer purchasing behaviour is shown in the table below.

Table 6: shows how media is influencing the buying behaviour of the consumers.

S. No	Area and focus of Research	Outcome	Reference
1	Consumer perception influence	Because they affect consumer purchasing behaviour, factors including use information, the internet, and brand recognition are considered crucial. According to consumers' perceptions of the media's ability to influence them, the value of information, and the allure of advertising, opinions are seen as the most significant among the different variable statements regarding organic products.	Vidhya Balasubramanian and Anitha Rani, (2020). [88]
2.	Purchase behaviour	Concerns about food safety, health consciousness, and media exposure to food messages all played significant roles in the development of views toward organic food. Few variables, such as customers' concerns about the environment and dietary preferences, were particularly useful in predicting their sentiments. Organic food attitudes and purchase intentions were severely hampered by several of the perceived hurdles, such as excessive price, insufficient availability, poor labelling, and additional time requirements.	Pham et al., (2019). [89]
3.	Consumption behaviour	As a result of social media use and online interpersonal impact, there are positive associations with intentions to make green purchases. Individualism was found to have negligible effects. However, it was discovered that men's influence in partnerships was weakening.	Bedard et al., (2018). [90]
4	Environmental attitude, intention and behaviours	Internal environmental sentiments and attitudes toward green packaging are key factors in determining green buying intention. However, it was discovered that the environmental attitude was unimportant. These findings can be used for strategy-making by marketing managers	Trivedi et al, (2018). [91]

		and policymakers, and they can also point to promising directions for future research.	
5	Green purchasing behaviour	In general, the media has a significant influence on encouraging people to purchase green products. However, this study found a significant link between media and consumers' decisions to buy eco-friendly goods. This can be the result of insufficient media attention being given to green products (radio, magazines, bulletins, and TV). Additionally, it was found that there were either no or very few commercials in the media.	Soomro et al, (2020). [92]
6	Purchase intention	The trust of social media influencers' followers will be influenced by the informative value of the influencer-generated content and some elements of influencer credibility. The trust in influencer-generated branded content will increase as a result. The awareness of the brand and the intention to buy will be impacted by this trust. The perceived value of advertising by consumers, which in turn influences purchase intention, was unaffected by three aspects of social media advertising value, including informativeness, amusement, and credibility.	Lou & Yuan, (2019). [93]
7	Impact of media advertisement	Advertisements in newspapers will impact each of the five stages of customer behaviour (problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation). It was scientifically proven that television and the internet influence customer awareness, interest, and conviction. Consumer buying and post-purchase behaviour is influenced by magazines and newspapers.	Sama R, (2019). [94]
8	Consumer behaviour	Online marketing is being more influenced by content marketing and referral marketing. Because consumers depend increasingly on word-of-mouth advertising, online marketing is having a bigger impact on consumer behaviour. Social media is a flat platform where we may see a direct interaction between clients and companies. Businesses with a significant internet presence ought to have a solid and efficient marketing plan.	Voramontri & Klieb (2019). [95]
9	Influence of Instagram marketing	Indian organic cosmetic products are preferred by young women. Women want to use chemical-free cosmetic products because they want to be safe, thus it has a significant impact. Instagram marketing encourages young women to purchase Indian organic cosmetic products, hence increasing demand for them. The young women spend, on average, 30 to 60 minutes every hour researching, learning about, being aware of, and viewing product reviews related to Indian organic beauty goods. The success of Indian organic beauty brands on Instagram is thus established.	Ravishankar & Dhekle (2021). [96]
10	Consumers' intention	Web aesthetics based on SET (sensory-enabling technologies) are characterised by telepresence, Audio-Visual (AV) congruency, dynamism, local robots, and ethnic chatbots. Traditional web aesthetics are linked to the nation of origin, source, ingredient, nature, control, sense of belonging, and domination.	Kumra, & Arora (2022). [97]

5.7. Religiosity influencing consumer buying behaviour:

According to Charles Glock's theory, religion will have elements that are ideological, ritualistic, experiential, intellectual, and consequential. There are various aspects that define religious involvement. Some of the many dimensions are intimately related to one another, whereas others are not [98]. People prefer to pick occupations that they find satisfying, whether consciously or unconsciously, in societies with higher levels of development and greater religious diversity. Religion, on the other hand, is less beneficial in situations where practising any religion or following a particular one is not considered the norm, there are animosities toward religious groups, practise restrictions, negative social repercussions for practising religion, and limited options for what and how to practise [99].

Using keywords from the Google Scholar search engine, such as "spiritual brands," "Impact of spirituality," "spiritual leaders," "customer satisfaction and brand loyalty," "brands inspired by faith," "religion as brands," "religious influence," "religiosity and nationality," "influence of religiosity," and "marketing through spirituality," a systematic review of the literature from journals published between 2004 and 2021 is conducted. The impact of religion on consumer purchasing behaviour is shown in the table below.

Table 7: shows how religiosity will influence the consumer buying behaviour

S. No.	Area and focus of Research	Outcome	Reference
1	Consumers preference of spiritual brands	Religious customers support the brands promoted by gurus who are pushing their own brands of goods, such as Baba Ramdev and Sri Sri Ravishankar. Although these gurus have essentially established themselves as spiritual religious tendency. As a result, this will aid in religious affiliation and provide a sacred worldview. Extrinsic religiosity, which in turn mediates the impact of intrinsic religiosity on the perceived value of the brands supported by religious leaders, has a direct link with intrinsic religiosity.	Sardana et al, (2018). [100]
2	Impact of spirituality	One group that currently has a stronger impact on the sales of FMCG goods is spiritual gurus. Due to their ayurvedic nature and lack of adulterants, people are buying more and more products. The increased demand for these products puts current enterprises under pressure. The focus of FMCG retailers' products should be shifted in accordance with Indian culture and traditions, taking into account the sentiments of Indian consumers who hold strong religious and spiritual belief.	Chib, S et al., (2021). [101]
3	Impact of brands endorsed by spiritual leaders	The use of ayurvedic products and the brands that the spiritual leaders support are closely related. Customers are affected by spiritual leaders. Products that are supported by spiritual brands pose a challenge to foreign companies. Market share, profits, and the reputation for quality that these brands have developed over time are all declining. Even international brands started to carry ayurvedic goods. Finally, it may be claimed that spiritual leaders have had an impact on competitiveness and brand positioning.	Bhatia & Rathore, (2020). [102]
4	Customer satisfaction and brand loyalty	Brands with a strong religious component increase brand loyalty and customer happiness. Because of the followers and values of the spiritual brand, consumers will get socially affiliated with and connected to companies. Customers who support religious brands feel	Rathore, & Bhatia, (2020). [103]

		satisfied and show brand loyalty. It's crucial for firms to keep their current customers while also gaining new ones in order to prevent customers from switching to another brand out of unhappiness.	
5	Reinforcement of Brands Inspired by Faith	Brands with a strong religious component increase brand loyalty and customer happiness. Because of the followers and values of the spiritual brand, consumers will get socially affiliated with and connected to companies. Customers that associate with faith-based brands feel satisfied and are loyal to the brand. It's crucial for firms to keep their current customers while gaining new ones in order to prevent customers from switching to another company out of unhappiness.	Gnanakumar, P. B, (2020). [104]
6	Religion as brands	The development of a religious consumer society in western nations was influenced by a number of historical factors. The main causes at the individual level are the dissolution of religious standards, a shift toward individualist principles, and an increase in disposable wealth. The person will be released from all limitations and granted the freedom to select resources as they see fit. Modernization liberates not just people but also institutions, allowing them to evolve into voluntary associations. Controlling the stability and quality is extremely tough for religious organisations.	Stolz & Usunier, (2019). [105]
7	Religious influence on consumer buying behaviour	From one religion to another, people' consumption habits will vary. Varied religious groups, including Christians, Hindus, and Muslims, have different shopping habits. The marketing team can utilise this to frame strategies and methods. Consumers who identify as Catholic are observed to be more thoughtful, conventional, and demanding when making purchases. Muslims were discovered to be more inventive and practical shoppers. Hindus were discovered to have more passive purchasing habits.	Essoo & Dibb, (2004). [106]
8	Religiosity and nationality	The study looks at the connections between nationality, business ethics, and consumer purchasing patterns. The poll respondents who are Americans and those who are not Americans differ significantly in terms of nationality and business-related ethics.	Peterson et al., (2010). [107]
9	Influence of religiosity	Boycotting is the act of refraining from purchasing a company's goods. Customers that micro-boycott a business do so because they disagree with the practises of the business. The country-of-origin concept, however, will cause customers to boycott the goods of a specific company in the case of macro-purchasing. It implies that the offending corporation will be held liable for its mistakes. Consumers who practise extreme religions might boycott the product. In a strongly religious environment, business managers should take the religious beliefs of the locals into account because their purchasing decisions will ultimately affect the company's profitability.	Abosag & Farah, (2014). [108]

10	Marketing through spirituality	Due of spiritual gurus' expertise with marketing in the modern environment, spirituality has become much more important in the world of marketing. One such spiritual figure is the well-known yoga teacher Baba Ramdev, who through Patanjali Yogpeeth promoted both FMCG products and ayurvedic goods. Through yoga and pranayama, Baba Ramdev has impacted the lives of numerous people. These two developed became powerful marketing techniques that used spirituality to influence customer purchasing decisions.	Kumar et al., (2014). [109]
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5.8. Trust leading to purchase intention of consumers:

The idea of trust has grown significantly in relevance in recent years in both the study and application of marketing. For measuring trust, researchers will employ a variety of concepts and metrics [110]. Trust can also be used when making purchases online. Sometimes consumers are deterred from engaging in online shopping due to a lack of trust. It's critical to understand the elements that lead Indian consumers to have faith in the online purchasing system because the internet is opening up new options [111].

Using the keywords "consumer buying behaviour," "perceived value, trust, and purchase intention," "trust management," "purchase intention of organic food," "factors in online purchase behaviour," "the impact of brands' Facebook pages," and "brand trust and purchase intention," a systematic review of the literature from journals published between 2004 and 2021 is conducted. The table that follows illustrates how consumer trust impacts their purchase decisions.

Table 8: shows how Trust results in purchase intention of consumers.

S. No	Area and focus of Research	Outcome	Reference
1	Consumer buying behaviour	The effects of consumer psychographics, socio demographics, and product-related factor categories when contrasted with supply-related factor categories were discovered to be more obvious. The results show that faith in organic food is second in importance to health and environmental concerns, education and awareness, eco-labels, and price when making a purchase of organic food. Eco-labels boost customer confidence in organic goods by lowering informational similarity. However, there are perception and important factor variations between high-income economies and emerging economies.	Dangi et al., (2020). [112]
2	Perceived value, trust and purchase intention	Only the emotional value drives purchase intention, while both the functional and emotional values have a beneficial impact on customer trust. The intention to buy is not influenced by trust directly. As a result, among Brazilian customers, trust and purchase intent were significant determinants of perceived value.	Watanabe et al., (2020). [113]
3	Trust Management	Ayurveda items are preferred by organic consumers because they believe ayurvedic products to be healthier and richer in nutrients due to the absence of hazardous chemicals (chemical pesticides and synthetic fertilisers are not used in organic agriculture). The perceived importance of wholeness in meals among consumers explains why they intend to buy organic food.	Lazaroiu et al., (2019). [114]

4	Consumers' trust and purchase intention	While pricing had a detrimental influence on consumers' purchase intentions, it had a large favourable impact on perceived quality, consumer trust, and buy intentions. A strong three-way interaction between the three independent variables on perceived quality and consumer trust was also shown by the results.	Tong & Su, (2018). [115]
5	Purchase intention of organic food	The desire to pay a price premium, attitude, and trust in organic food all have an impact on whether or not someone plans to buy organic food. Even Nevertheless, customer opinions toward organic food items are significantly influenced by environmental awareness and sensory appeal. The trust that consumers have in organic food has a favourable impact on their willingness to pay extra for it. It scientifically supports the idea that confidence in organic food influences millennials' buying intentions more indirectly than directly.	Patel et al., (2021). [116]
6	Factors in online purchase behaviour	Purchase intent to shop online was significantly influenced by perceived usefulness, perceived simplicity of use, and trust.	Cho et al., (2015). [117]
7	Impact of brands' Facebook page	Alternative attractiveness has a detrimental impact on the moderating impact of trust on purchasing. Information created by the corporation has less of an impact on trust than information created by the customer. The factors that affect the effects of brand and product trust are distinct, and the availability of compelling alternatives may reduce the influence of brand trust on purchase intention.	Nikbin et al., (2022). [118]
8	Brand trust and purchase intention.	The Environmental Awareness (EF) brand's purchasing intention increases as brand trust grows. A brand's eco-friendliness is perceived favourably by consumers, which positively affects their inclination to buy.	Punyatoya, P, (2014). [119]

5.9. Purchase intention leading to purchase behaviour:

In making purchases, consumers must consider their perception. Consumer opinions of the organic product are crucial since they serve as a key predictor of their purchase intent [120]. Intentions are poor predictors of behaviour, and understanding this gap is crucial for understanding, interpreting, forecasting, and influencing customer behaviour. An effective marketing strategy can be developed by comprehending the function that implementation intentions play in the intention-behaviour gap of ethically conscious consumers [121].

With the aid of keywords like "consumer perception," "consumer purchase intention," "consumer perception and purchase intention," "purchase intention to action," "relationship quality," "organic food," "online shopping behaviour," and "purchase intention consummates purchase behaviour," a systematic review of the existing literature from journals published between 2010 and 2021 is carried out. The following table will show how consumers' buying behaviour is influenced by their purchase intentions.

Table 9: shows how Purchase intention leading to purchase behaviour.

S. No	Area and focus of Research	Outcome	Reference
1	Consumer perception	The quality, cost, and benefits that consumers receive from any product influence their decision to acquire it. It was discovered through this investigation that Patanjali product users in the Udupi district are content	Nayak & Prabhu, (2020). [122]

		in every way, including pricing, quality, and advantages. The only business that was able to quickly seize the market was this one. Two justifications for purchasing these goods are the Swadeshi brand's philosophy and the natural ingredients.	
2	Consumer purchase intention and consumer behaviour	The greatest influence on intention to purchase comes from attitude toward environmentally friendly apparel. However, consumer worries about greenwashing have a negative impact on this relationship. Additionally, we uncover evidence that consumers' perceived aesthetic risk, as opposed to their perceived economic risk, has no effect on the intention-behaviour relationship.	Rausch & Kopplin, (2021). [123]
3	Consumer perception and purchase intention	The perceptions of the customers, including gender, age, income level, education level, and place of residence, had an impact on their desire to purchase organic food. In terms of consumer purchasing behaviour, this study validated the idea of customers' purchase intentions for organic food.	Carrington et al., (2010). [124]
4	Purchase intention to action	Purchasing intent based on expectation and perception are important predictors of dairy product purchase behaviour. The majority of the factors that distinguish customers and non-buyers of dairy snacks depend on the product type. As more people utilise a staple product (natural yoghurt), the percentage of intentions that turn into purchases will rise. The likelihood that consumers will actually acquire a product intended for personal use is influenced by heavy usage (flavouring protein quark).	Kytö et al., (2019). [125]
5	Relationship Quality and Purchase Intention and Behaviour	Buying Purchasing behaviour was highly influenced by perceived relationship quality and strength as well as by buying intention and relationship strength. For customers with poorer relationships with the retailer, a greater relationship quality led to stronger buy intentions, whereas a stronger intention led to more purchase behaviour for customers with a stronger relationship with the retailer.	De Cannière et al., (2010). [126]
6	Organic food buying behaviour	The two main factors, awareness and health consciousness, had a considerable beneficial impact on the intention to buy organic food. Once more, environmental concerns and reference group influence had no appreciable influence on Sri Lankan shoppers' inclinations to make purchases. Increasing the use of organic foods is a sensible and long-term solution to Sri Lanka's current environmental and health issues.	Kapuge, K. D. L. R., (2016) [127]
7	Online shopping behaviour and purchase intention	Young people in Australia and the USA have a favourable attitude toward online buying, which has a big impact on their intentions to make purchases online. Social motive has a detrimental effect on online purchase intentions in the Australian sample. Young customers' online purchasing intentions in Australia and the United States are positively influenced by escape and value reasons. Young people in Australia and the USA are very accustomed to purchasing online. Their information-seeking activity is significantly stimulated by familiarity, which results in plans to make online purchases.	Dharmesti et al., (2019). [128]

8	Purchase intention consummates purchase behaviour	Young people in Australia and the USA have a favourable attitude toward online buying, which has a big impact on their intentions to make purchases online. Social reasons had a detrimental effect on online purchase intentions in the Australian sample. Young customers' online purchasing intentions in Australia and the United States are positively influenced by escape and value reasons. Young people in Australia and the USA are very accustomed to purchasing online. Their information-seeking activity is significantly stimulated by familiarity, which results in plans to make online purchases.	Lee & Lee, (2015). [129]
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5.10. Moderating role of demographic factors affecting the buying behaviour of consumers of ayurvedic products:

The need for durable goods is growing in the current, cutthroat corporate environment. The purchase habits of consumers will be influenced by a variety of demographic characteristics. Age, gender, family size, family life stage, education, occupation, and annual income are among the demographic characteristics. Consumer purchasing behaviour will be impacted by all of these factors [130]. Understanding these demographic indicators can help people boost sales and profit. The consumer's actions will vary depending on the circumstance. In today's cutthroat corporate environment, only those who can comprehend consumer behaviour can survive [131].

With the use of terms like "gender," "marriage status," "income," "age," and "sociodemographic characteristics," a systematic review of the research that has been published between 2006 and 2022 is carried out. The following table will show how demographic factors influence consumers' purchasing decisions.

Table 10: shows how moderating role of demographic factors affecting the buying behaviour of consumers

Sl. No	Area and focus of Research	Outcome	Reference
1	Gender	Singaporeans consider the internet to be a practical tool for conducting informational searches and making purchases. Additionally, intelligent people don't worry too much about security risks. Additionally, they think that purchasing online will help them get superior products while saving money. Women despise this kind of shopping since it does not provide a tangible shopping experience.	Hui & Wan, (2007). [132]
2	Marital status	Trust was positively influenced by perceived innovations (PI), price (utilitarian incentives), and food variety (hedonistic motivations), whereas attitude was positively influenced by trust. The association between utilitarian incentives (food varieties) and trust was mediated by the Food Safety Recognition Program, which had a negative influence on trust. Consumer attitudes were positively impacted by hedonistic reasons. The variations attributable to gender and marital status were underlined by multi-group analysis.	Ratten, V, (2015). [133]
3	Income	Income and the frequency of online purchases are positively correlated. Online purchases cost more money for people with higher incomes. Higher educated people between the ages of 30 and 45 are increasingly making purchases online.	Kanchan et al., (2015). [134]

4	Age	Socioeconomic factors do not affect how previous internet use or opinions on e-commerce are perceived. They do not influence the behaviour of a seasoned online consumer, in other words.	Hernández et al., (2011). [135]
5	Socio demographic factors	Socio-demographic traits and different environmental consciousnesses are significantly correlated. Thus, it suggests the potential value of these traits in characterising various green customer segments and framing green marketing tactics and environmental campaigns as having a greater chance of successfully influencing the selected green consumer segments.	Jain & Kaur, (2006). [136]

This review looks into the issue of what are the many aspects that would affect ayurvedic product users' purchase behaviour. The aforementioned factors are either directly or indirectly influencing how people purchase ayurvedic items.

6. CURRENT STATUS & NEW RELATED ISSUES : (& Analysis of these Issues)

People used to purchase and consume ayurvedic products in the past. However, usability has increasingly decreased as a result of a number of problems. People have only just begun to understand the advantages of ayurvedic products. Prior studies revealed, however, that ayurvedic businesses face challenges including a lack of raw materials, a lack of product standardisation, adulteration in the raw materials, the unhealthful growth of fake massage parlours, a lack of availability of quality products, a lack of awareness about ayurvedic products, and a low use of technology.

7. IDEAL SOLUTION, DESIRED STATUS & IMPROVEMENTS REQUIRED :

In addition to implementing sound agricultural techniques, good pre- and post-harvesting methods, and good storage practises, encouraging the public's usage of medicinal plants will assist in addressing the issue of a shortage of raw materials. Standardization and upholding high standards are crucial for the global launch of the items. Utilizing the appropriate technology will enable this. High-quality raw materials should be used to raise the goods' quality. Before visiting any of the recently opened massage parlours, we should watch them in action and seek advice from others. The issue of the lack of quality products can be resolved by increasing single-point sourcing of raw materials and sustainable harvesting of minor forest products. Ayurvedic products have enormous business potential on a global scale. But this is not being tapped correctly. It is crucial to raise knowledge of the distinctions between ayurveda and non-ayurvedic goods. Utilizing technology more and more will facilitate quicker diagnostics and better, more efficient treatment plans.

8. RESEARCH GAP :

Women are seen as the family's primary caregivers. According to numerous international studies, women will take the lead in helping the family cope with the new challenges if the economy and political structure change. They are crucial in the purchasing of household goods as well. Studies show that more than 80% of women will imitate their families' purchasing choices. They are crucial in deciding what to buy for things like divorce settlement, land buying and sale, home construction and improvement, and so forth. Women today are able to make the best decisions since they have increased their education and exposure to society. Making the right choice among the numerous products was aided by their knowledge of the availability of different products on the market and of their benefits and drawbacks. Ayurvedic products also fall under this statement. Women are responsible for the health of the entire family, so it is their responsibility to buy things that are beneficial to everyone's wellbeing. This study focuses on the several elements that foster trust in ayurvedic products, how that trust leads to purchase intentions, and how these intentions lead to actual purchases. It is essential to pay more attention to ayurvedic products. Making careful purchases of ayurvedic products is necessary as a result of the increased understanding of the negative consequences of these items.

- 1) Purchase decisions for ayurvedic items are typically made by women alone because they are typically health-related and the majority of health-related issues are handled by women.
- 2) Which are the reasons why women bought ayurvedic items.

9. RESEARCH AGENDA :

One of the oldest medical systems in existence is ayurveda, which is also one of India's traditional methods of providing healthcare. In the past, ayurvedic products were in more demand. It slowly grew smaller as time went on. But recently, awareness of Ayurveda's significance has grown. The major goal of this study is to discover the numerous variables that have an impact on how women shop for ayurvedic items.

- (1) Which are various factors that will influence the buying behaviour of ayurvedic product?
- (2) How ethnocentrism, family influence, perceived value, health consciousness, CSR activities of the companies, media influence, religiosity will lead to consumer buying behaviour.
- (3) How the purchase intention leads to purchase behaviour.
- (4) What is the moderating role of demographic factors in buying behaviour of consumers of ayurvedic products.
- (5) How trust mediates between factors affecting the consumer buying behaviour and consumers purchase intention of ayurvedic products.

10. ANALYSIS OF RESEARCH AGENDA :

- (1) The focus of all business units is marketing. Connectivity between producers and customers is necessary. The purchase habits of people are influenced by a number of things. The variables will vary depending on the product. The many variables that affect consumers' purchasing decisions for durable goods are taken into account in this study. Advertising, prior experience, friends, family, the manufacturer's goodwill, the retailer's reputation, and the retailer's recommendations will all have an impact on consumer purchase behaviour [137].
- (2) A sort of decision-making process called family decision-making involves practically all of the members making purchasing decisions. Even young children have an impact on consumer purchasing decisions. Regarding how children impact their families, the socioeconomic position of the family seems to be a significant factor that the research community should look at. In order to produce better outcomes, it is also necessary to analyse the parents' perspectives because this analysis is dependent on the child's perception [138].
- (3) The study found a total of six perceived values that affect consumers' purchasing decisions. In the association between perceived value and product attitude, buying experience also played a moderating influence. Only the routes between green and functional value and product opinions were found to be affected by the moderating impact of buying experience [139].
- (4) With rising disposable money, health awareness, and image sensitivity, India's urban populace is adopting a better lifestyle. Consumers who care about their health research products from a variety of sources and make buying decisions based on that research. Health consciousness characteristics and exploratory information seeking behaviour were found to be significantly correlated [140].
- (5) Consumers will reward businesses for their charitable endeavours, which will have an impact on consumer purchasing behaviour. A CSR-related loyalty model is created and put to the test. The results demonstrate that CSR programmes promote loyalty because customers have a more favourable opinion of the business and feel a stronger sense of commitment to it. Additionally, it has been demonstrated that the identification element is significant in determining how CSR programmes affect customer loyalty [141].
- (6) Customers value social media greatly since it provides them with detailed information about a brand's items. Through websites, they may examine all of the aspects of the goods and services and keep up with their updates. They can get in touch with the sponsors on social media if they have any questions regarding the goods. In the end, we may state that media will affect customers' purchasing decisions [142].
- (7) The new generation of consumers today seeks to alter their lives by purchasing items that nourish their souls and address issues related to the search for a greater purpose in life. They do this by consuming commodities that provide excellent health for their souls. Spirituality must therefore be considered in marketing studies. According to study findings, spirituality raises one's quality of life [143].
- (8) Predicting purchasing behaviour requires taking into account purchase intention based on expectations and perceptions. The majority of the variables separating purchasers from non-purchasers of spoonable dairy snacks depend on the product type. The percentage of intentions

resulting in actual purchases of a staple product rises with brand usage (natural yogurt). The likelihood that consumers' intents will result in real purchases of this sort of product (flavouring protein quark) is increased when the product is used frequently [144].

- (9) The socio-demographic characteristics of professionals, such as gender, age, income, level of education, and frequency of daily Internet use, affect their online purchase decisions. The finding demonstrates that the only factors significantly influencing professional shoppers' online purchases are age, income, and educational attainment. [145]
- (10) The likelihood of making an online purchase was positively influenced by perceived risk and perceived trust, while the likelihood of making a purchase was positively influenced by perceived risk and perceived reputation [146].

11. RESEARCH PROPOSAL :

This article recommends research be done on factors influencing consumer buying behaviour and its impact on consumer trust, along with how trust influences purchase intention and how purchase intention leads to the buying behaviour of consumers. This recommendation is based on a thorough investigation and assessment of the available literature.

(a) Proposed title (comprehensive):

Factors influencing the buying behaviour of consumers consuming ayurvedic products.

(b) Geography of the study:

Dakshina Kannada

(b) Target respondents of the study:

Women purchasing ayurvedic products.

Objectives:

- 1) To research the many elements affecting how consumers choose ayurvedic products.
- 2) To analyse the societal and personal aspects influencing the purchasing habits of ayurvedic product users.
- 3) To comprehend how the different elements will foster faith in ayurvedic products.
- 4) To look into how important ayurvedic products are for health.
- 5) To understand how ayurvedic products outperform conventional ones.

12. ABCD ANALYSIS :

A business analysis framework called ABCD analysis is used to examine ideas, business systems, business models, or business concepts in order to identify the numerous contributing aspects to a particular problem under the headings of advantages, benefits, restrictions, and drawbacks. Additionally, it can be used to analyse a variety of resources, including people, machines, information, and materials [147]. By identifying and analysing organisational objectives, employer and employee views, customer and student viewpoints, and environmental and societal perspectives, it is possible to determine how effective a business model, system, or concept is. There are major issues that are sub issues of each determinant. The advantages, benefits, restrictions, and drawbacks of each sub issue are examined [148].

Advantages:

- Less chemically laden items are more popular with consumers.
- People who use ayurvedic products report a slow improvement in their health.
- The companies that make ayurvedic products will see an increase in revenue as a result of higher sales as a result of higher demand for ayurvedic items.
- The national income will rise with an increase in revenue.

Benefits:

- People became aware of the negative impacts of several food products, including frozen food, canned food, prepared foods, etc. As a result, consumers now prefer to purchase foods that are healthy for their health.
- Natural products, which were previously undervalued by the majority of people, have recently become more significant.
- The market for handmade (country-made) products is expanding.
- Improved wellbeing in the human body.

Constraints:

- The popularity of ayurvedic products is rather low.
- The things are rather expensive. It might lead to the purchase of other items that are inexpensive.
- Results from using Ayurvedic products take time to manifest.
- Despite the increased awareness of ayurvedic products, not all customers use them.

Disadvantages:

- The market for ayurvedic goods is relatively niche.
- The rate of cure for ayurvedic medicines is extremely low. People will therefore turn to allopathic medicine.
- Some ayurvedic products may cause negative effects when used in high dosages.
- Due to a lack of supply, the products weren't available in time.

Despite having their roots in India 6,000 years ago, ayurvedic products are still frequently used today. Regarding ayurvedic products, different consumers have varied views. Due to various causes, including lack of publicity, expensive price, lack of quick positive outcomes, changes in fashion and lifestyle, and others, the demand for ayurvedic products is low at this time. The advantages, benefits, restrictions, and drawbacks of utilising ayurvedic products will be identified with the aid of this study. The company that manufactures ayurveda products will be able to focus more on the creation and marketing of ayurvedic items thanks to the advantages and benefits. In a similar vein, they can work to get beyond obstacles and drawbacks in order to spread awareness of ayurvedic products.

13. RECOMMENDATIONS :

- 1) Ayurvedic product manufacturers should concentrate on using only natural raw ingredients to create their products.
- 2) The manufacturers of ayurvedic remedies are in charge of making sure there are no negative effects.
- 3) All people choose to purchase ayurvedic products because they are all-natural and beneficial to health. Therefore, it is the duty of all businesses producing Ayurvedic goods to make such goods available to all spheres of society.
- 4) Establish its purity with facts from science.
- 5) It is important to increase awareness about ayurvedic goods and their advantages through a variety of media so that everyone can use them.

14. LIMITATIONS :

This review article's primary goal is to examine the many variables that affect how consumers who use ayurvedic products behave while making purchases. This report only studied a small number of factors that affect the purchasing behaviour of ayurvedic products in order to better understand earlier studies and to call attention to areas that still require additional research. This study only looks at a few ayurvedic products. The study is limited to India only because ayurveda is the country's traditional approach to health.

15. CONCLUSION :

Ayurveda, our ancient medical system, has recently gained popularity. People were aware of the drawbacks of non-herbal goods. Understanding customer purchasing patterns for ayurvedic items is crucial for the marketing team's ability to effectively advertise the goods. High-quality, safe, pure, and natural products can help marketers reach both the domestic and international markets.

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