

# Analysing Customers' Trust in Ayurvedic Product Consumption: Development of Conceptual Model

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### ABSTRACT

**Purpose:** *Investigating and analysing the numerous elements that affect consumers' faith in Ayurvedic products is the main goal of the article. In order to create a conceptual model to achieve this, the study undertakes an extensive examination of pertinent literature and current consumer theories. In order to help people develop faith in ayurvedic medicines, this model tries to give them a structured understanding of the essential components. The main goal of the study is to identify, synthesise, and discuss the elements that influence consumer trust in these products within a clear conceptual framework based on well-established customer theories and earlier research.*

**Design:** *Accessing books and journal articles via search engines like Google Scholar, ResearchGate, SSRN, Base, Semantics, and Infilbnet is how secondary data for research is acquired. The focus group interaction method is used to formulate hypotheses and pinpoint characteristics that influence trust.*

**Findings:** *The study has identified a number of variables that affect consumer trust in Ayurvedic goods. These factors include the items' holistic approach, the value consumers see in them, individual norms, and close customer relationships. It is hypothesised that these elements have a substantial impact on consumers' trust in ayurvedic products.*

**Originality:** *This essay focuses on identifying and analysing the various elements that affect consumer confidence in ayurvedic products.*

**Paper Type:** *Literature review for the creation of a conceptual model.*

**Keywords:** Ayurvedic products, customers' trust, Thridosha Theory, Theory of Consumption Value, Theory of Planned Behaviour, Consumer-Based Brand Equity Theory, Relationship Marketing Theory, Technology Acceptance Model, Norm Activation Model.

### 1. INTRODUCTION :

The term "Ayurveda," originating in India and often referred to as the "mother of all healings," is one of the world's oldest healing sciences, with a history spanning centuries. Its name is derived from two Sanskrit words: "Ayur," meaning life, and "Veda," meaning science or knowledge (Parasuraman, et al. (2014). [1]). Its name is derived from two Sanskrit words: "Ayur," which means life, and "Veda," which means science or knowledge. The term "Ayurveda," which has its roots in India and is frequently referred to as the "mother of all healings," is one of the oldest healing sciences in the world, with a history spanning centuries (Mukherjee, et al. (2017). [2]). Concerns about the adverse effects of contemporary medications, the lack of effective treatments for chronic illnesses, the high price of novel drugs, microbial resistance, and developing diseases are causing a rise in interest in traditional systems of medicine. Ayurveda and Traditional Chinese Medicine (TCM) stand out among these antiquated systems as lasting traditions founded in philosophy, practical experience, and scientific proof. The growing acceptance of conventional therapies highlights the demand for thorough scientific verification of their underlying theories and the efficacy of their interventions. Recent discoveries in the biological and analytical sciences, as well as in genomes and proteomics, present potential ways to bolster and validate these conventional treatments. We can bridge the gap between conventional science and old

wisdom by utilising these modern techniques, which will ultimately increase the legitimacy and acceptability of Ayurveda, TCM, and other conventional medical practises (Patwardhan, et al. (2005). [3]). Ayurvedic items are becoming more and more important due to things like their success in curing illnesses and raising customer happiness. The success of using Ayurvedic medicine to cure patients has pleasantly surprised ayurvedic physicians. This achievement led to significant word-of-mouth (WOM) referrals and raised patient awareness. Due to these benefits and the recommendations of pleased physicians and clients, consumers are becoming more likely to buy Ayurvedic medicines (Dhar & Dey, (2019). [4]). The consumers were satisfied with the products and would like to recommend the products to others. Due to the lack of standardised methods for evaluating quality, quantity, and efficacy, Ayurveda, a traditional medical system with many advantages, faces difficulties. Chromatographic techniques are advised by the World Health Organisation (WHO) as trustworthy instruments for standardising and measuring key biomarker components in single and polyherbal preparations. Indigenous medical systems like Siddha, Ayurveda, and Unani, which collectively list some 800 medicinal plants, have been using plants as medicine for centuries. To maintain the safety and efficacy of Ayurveda in contemporary healthcare, standardisation challenges must be addressed (Kaur, et al. (2020). [5]). In contrast to COVID-19 patients who experienced more severe outcomes, including mortality, individuals who utilised Ayurvedic therapy feel that it lessened the severity of their sickness. India's thorough understanding of Indian Systems of Medicine, including Ayurveda, was essential to controlling and treating COVID-19 in an efficient manner. India benefited much from this pandemic's opportunity to demonstrate the effectiveness of Ayurveda in treating disease (Girija & Sivan, (2022). [6]). Indian Ayurvedic practitioners worried that their practise would be labelled dishonest and made illegal under British colonial control. This worry, however, gradually subsided as Indians took over their administration starting in 1920, in part because provincial politicians began to recognise Ayurveda. Ayurvedic physicians had great expectations for the future of their profession following India's freedom. In contrast to the concepts of biomedicine, Ayurveda has recently experienced extraordinary success on the worldwide market and is now largely regarded as one of the best treatment methods (Hardiman, (2009). [7]). Southwest India had a transition in its medical practises as a result of colonial and postcolonial modernism. In order to address this, there was a plan to create a uniform Ayurveda system at the national level with a focus on reviving local Vaidyam traditions. The status of Vaidyam practitioners has, however, unintentionally been lowered by this institutionalisation process. These modifications reflect the deterioration of indigenous medical knowledge and changes in the social standing of traditional healers (Abraham, (2013). [8]).

Similar issues impacting teachers, students, and practitioners plague modern Ayurvedic schools as do their Western medicine counterparts. A new breed of Vaidya scientists—skilled experts in both modern biology and the profundity of Ayurveda—is needed to address these concerns. In order to close the gap and identify answers in the changing healthcare environment, these academics can work as change agents (Chaudhary & Singh, (2011). [9]). Even now, ayurveda is still widely used to cure illnesses and promote overall wellness. The development of appropriate standardisation and validation techniques for Ayurvedic medicines is under process in order to guarantee that their widespread use is both safe and effective. Creating safety profiles and carrying out pharmacovigilance investigations fall under this category. The knowledge of Ayurveda and ethnic treatments is currently being validated using contemporary procedures and criteria. The AYUSH administrative structure, quality assurance requirements, and incorporation of Ayurveda into healthcare in India are all factors that could play a part in its ability to enhance public health (Mukherjee, et al. (2012). [10]). The traditional medical system, in particular Ayurveda, has a lot of room to expand and find more followers. It can become more widely accepted worldwide by expanding its accessibility and incorporating contemporary breakthroughs in holistic healthcare and technology. Even though they have ancient roots, holistic treatments like Ayurveda can be successfully modified to fit current needs, especially in light of the global resurgence of holistic healthcare (Krishna, et al. (2020). [11]).

Despite having a large supply of herbal drug resources, India has a very little market share worldwide. This is mostly due to a number of important problems, such as the absence of standardised common names for plants, the lack of understanding of phytochemical composition, the prevalence of adulteration, and unethical extraction techniques used in herbal supplements. To change this, it is necessary to create a separate department or ministry for herbal medicines from Ayurveda, Unani, and Siddha. It is essential to produce top-notch monographs that are comparable to those issued by the

European Economic Community, detailing active principles, substances, antioxidants, and supported by clinical research. Additionally, establishing quality standards that cover plant quality, quantity, and extraction techniques will raise Indian herbal supplements to international standards and allow the nation to win a larger market share (Priyanka, et al. (2019). [12]).

Due to the fact that it was taught in illustrious institutions like Takshashila and Nalanda, ayurveda had a significant impact on ancient society. Even Greek medicine was impacted by its theories. Its historical significance was highlighted by the translation and dissemination of Ayurvedic texts to places like Central Asia, Tibet, Indo-China, Indonesia, and Cambodia. This extensive transmission emphasises how widely used Ayurveda's primary principles and empirical techniques were in ancient times (Tubaki & Prasad, (2022) [13]).

## 2. OBJECTIVES :

The main objectives of this study are:

- (1) To conduct a thorough literature research in order to assess the current state of the intellectual foundation of consumers' trust in the use of ayurvedic products.
- (2) To improve the suggested model through discussion with the focus group.
- (3) To determine what influences consumers' trust in using ayurvedic products.
- (4) To develop hypotheses based on focus group discussion.
- (5) To highlight the advantages, benefits, constraints and disadvantages of suggested approach for gaining customers' trust in using ayurvedic products.
- (6) To make recommendations for further research to support the hypotheses in order to empirically support the conceptual model.

## 3. STUDY OF CONCEPTUAL MODELS :

**3.1. Related Works:** Below Table 1 exhibits the contribution by different scholars across globe highlighting major findings of customers' trust towards consumption of ayurvedic products.

**Table 1:** Contribution by scholarly articles

S. No.	Contribution	Author
1.	This analysis of our investigation into the preferences of young consumers from the Middle East highlights the strength of the social-psychological TPB model. We acquire a clearer understanding of the dynamic factors influencing the organic food industry by unravelling the complex interaction of moral convictions, health concerns, and subtleties of conscious control. Understanding these complex factors is essential for firms and politicians attempting to cater to the tastes of this dynamic group as the landscape of consumer behaviour changes.	Naim, (2022) [14].
2.	The numerous customer groupings that appear from the data provide our investigation more depth. Consumers who vote in favour of sustainable practises most frequently are women. Notably, this tendency is paralleled by middle-class shoppers, whose conscious decisions reflect a dedication to environmental responsibility. Young people, those under 30, emerge as advocates for sustainability, their decisions displaying a forward-thinking mindset. Additionally, customers who have completed senior secondary education are strong proponents of sustainability, demonstrating the importance of education in raising environmentally conscientious individuals.	Francis & Sarangi, (2022) [15].
3.	The pillars of a person's upbringing are their Ahara (diet) and Vihara (way of life). The traditional Indian medical system known as Ayurveda places a strong emphasis on the importance of nutrition and lifestyle choices in the development of disease. The terms Pathya (good) and Apathya (destructive) are used in Ayurvedic writings to describe this notion in connection to nutrition and lifestyle. To achieve the best	Kamde & Sawarkar, (2020) [16].

	results throughout therapy, adherence to these recommendations becomes essential.	
4.	A holistic approach is used in ayurvedic therapeutic concepts, which cover both the body and the psyche. This method includes a number of components, including medication, dietary changes (Ahara), lifestyle changes (Vihara), yoga exercises, and psychological methods referred to as Satvavajaya chikitsa. Ayurveda, which takes a holistic approach to health and wellness, attempts to offer complete healing and regeneration by treating physical diseases and mental health jointly.	Wasnik, et al. (2022) [17].
5.	Due to the perceived advantages and satisfaction, cancer patients frequently employ medicinal herbs and spiritual therapy. Patients who are female, Indo-Trinidadians, and between the ages of 41 and 50 are more likely to use CAM. No reliable indicators exist for CAM use. It is typical to utilise multiple CAMs concurrently without disclosing this to healthcare professionals.	Bahall. (2017) [18].
6.	This study looks into the connection between consumer preferences and the demand for Ayurvedic goods. In order to forecast consumers' purchasing intentions, it applies the Theory of Consumption Values (TCV). An initial-trust mediated model is created by the conditional, functional, emotional, epistemic, and social values of the TCV. The findings show that these values have an effect on first trust. Four values—not including social values—influence purchase intention. The impact of consumption values on purchase intentions for Ayurvedic goods is greatly mitigated by initial trust.	Chakraborty, et al. (2022) [19].
7.	Effectively examining the factors that influence sustainable consumption behaviour (SCB). Peer opinion, social recognition, word-of-mouth, and cultural customs have a big impact on SCB for consumers that value green credentials. To avoid negative feedback, marketers should control expectations, promote positive word-of-mouth, and inform consumers. Education programmes help broaden people's awareness of the environment. For consumers to make educated decisions, manufacturers should offer thorough product information and eco-labelling. Enhancing functional and conditional values is necessary to close the gap between segments with a preference for going green and those who don't. Discounts on eco-friendly goods can take advantage of price sensitivity. Eco-friendly industrial techniques can be encouraged by financial incentives and education.	Biswas & Roy, (2015) [20].
8.	The study emphasises how consumer attitudes influence how the relationship between emotional value and purchase intention is influenced. This demonstrates that not every person will experience the same impact of emotional worth on purchase intention. Instead, depending on the underlying sentiments of the consumers, the strength of this link may change. In other words, the extent to which a product's emotional worth influences a consumer's desire to make a purchase depends on their general opinions regarding the product. This implies that, in comparison to consumers with less positive attitudes, those with more positive attitudes may be more influenced by emotional value in their decision-making process.	Chakraborty & Dash. (2023). [21].
9.	This study emphasises on the importance of following a sattvic diet when travelling to holy places. Organisations that promote sattvic food use yogic, Ayurvedic, and responsibility principles, while bloggers	Adapa & Yarram, (2022). [22].

	place an emphasis on practical, health, social, societal, emotional, epistemic, spiritual, and environmental values. The study's findings about consumption values line up with Maslow's hierarchy of requirements.	
10.	Reasons for consumption and attitude are favourably correlated with health consciousness, and these two variables also exhibit a positive correlation. Similar to this, brand loyalty for natural products is positively influenced by both consumption motivations and attitude. Contrarily, arguments against using natural products have a negative effect on attitudes and have nothing to do with brand loyalty or health consciousness. The relationship between brand love and its predecessors is influenced by environmental concern, one of the two hypothesised moderators, but not by household size.	Naman. et al. (2021). [23].
11.	Customers' pleasure with both goods and brands influences their loyalty to those goods and companies. The popularity of alternative medicine has led to a global upsurge in the number of businesses making natural products. The inclination of consumers for alternative medicine is being driven by the appeal of "organic" and "nature-made" food for health enhancement. Alternative medicine has always received attention in nations like India, the birthplace of Ayurveda. Modern improvements in manufacturing methods have made it easier to regulate complementary medicines, both for treating and preventing diseases. Many people believe that ayurvedic products have fewer side effects than allopathic therapy.	Chandran, et al. (2020). [24].
12.	Concern for the environment has a significant impact on the relationships between brand loyalty and motivations for consuming natural products. While decreasing the negative link between brand love and reasons against consuming such products, it accentuates the positive relationship between these reasons and brand love. Environmental concern does not, however, affect the association between attitude and brand love. This may be because attitudes already include a pro-environmental stance, which eliminates the need for extra influence on the relationship with brand love. The connections between reasoning (for and against) and attitude, as well as between attitude and brand love, are also unaffected by household size.	Sreen, et al. (2021). [25].
13.	In-depth concepts covered in this study include social media, egoistic and altruistic incentives, as well as TPB components like attitude and purchase intentions. Particularly in emerging countries like the Kingdom of Saudi Arabia (KSA), it offers insightful information on green marketing. The study provides a distinctive contextual framework that is expertly regulated by environmental views. Notably, the results show that social media considerably increases consumers' intentions to make green purchases as well as their altruistic and selfish motives. The linkages between social media, altruistic and egoistic motivations, and green purchase intents are expertly moderated by a green mindset, emphasising the strength of this moderating influence.	Alam, et al. (2023). [26].
14.	The suggested approach emphasises how user-generated material affects the purchasing behaviour of environmentally conscious consumers. This influence is influenced by how social media is regarded to be easy to use, useful, and emotionally charged. On the other hand, the influence of elements like commercials, blogs, peer opinions, and news on purchases of green products depends on a person's level of environmental care. Positive user-generated material may be a powerful instrument for promoting eco-friendly products and greatly assists in	Biswas. (2016). [27].

	making green decisions. Businesses that manufacture green products can interact with customers on social media to increase their market share rather than relying entirely on conventional marketing.	
15.	Due to the negative effects of environmental issues on daily life, customers are choosing Green FMCG items over traditional ones in their shopping habits. The ground-breaking "Go Green" idea is becoming more popular and significant among Indian customers. The study clearly reveals the variables affecting consumers' decisions to buy green FMCG products. Additionally, it emphasises how well television ads, booklets, and wall murals reach and have an impact on customers in urban, semi-urban, and rural locations. The "Go Green" idea is efficiently promoted by this kind of advertising. The importance of the government's involvement in promoting eco-friendly goods and services and ultimately moving the country towards a greener economy is also emphasised.	Anbukarasi & Dheivanai (2017). [28].
16.	Pricing, eco-labelling, advertising, and environmental awareness all have an impact on consumers' purchasing decisions. Unexpectedly, in contrast to predictions but consistent with earlier study in Malaysia, attitude did not significantly influence decisions to purchase green products. The importance of personal rules in bridging the gap between attitude and behaviour may be the cause of this unanticipated outcome. A strong personal commitment to the environment is necessary to transform that attitude into purchasing decisions; simply having a positive attitude towards the environment does not guarantee that you would choose green products. The significant effect of environmental consciousness highlights the value of individual commitment to a better environment in influencing purchasing decisions.	Tan, et al. (2019). [29].
17.	The process and conditions under which consumers' environmental values indirectly influence green purchasing behaviour through environmental attitudes are investigated for the first time in this study. According to the study, attitudes of consumers towards environmental issues and eco-social advantages have a stronger impact on their decision to buy green items, especially when the quality of those products is high rather than low. Surprisingly, the relationship between green product information and actual purchase behaviour is unaffected by the quality of green products.	Cheung & To (2019). [30].
18.	This study proves that greenwashing by businesses has a negative effect on customers' green purchasing decisions. Additionally, the study shows a bad association between a company's greenwashing and both its reputation as a green brand and its brand loyalty among consumers, two elements that generally have a beneficial impact on consumers' green purchasing decisions. The study also shows that the negative relationship between greenwashing and customers' green purchasing behaviour is somewhat mediated by firms' and consumers' perceptions of their own green brands. This suggests that greenwashing has an impact on consumers' eco-friendly purchases both directly and indirectly by harming the green brand's reputation and customer loyalty. As a result, the study gives businesses advice on how to lessen their propensity for "greenwashing" while enhancing their image as environmentally conscious businesses and developing consumer loyalty.	Chen, et al. (2020). [31].
19.	The common consensus among the populace is that Ayurvedic products can help prevent COVID-19. This impression not only promotes increasing use of these products but also promotes healthy lifestyle adjustments, inspiring people to actively strengthen their immunity. The	Mhatre & Singh, (2022). [32].

	ability to demonstrate results rests on conducting appropriate clinical trials prior to product launch in accordance with the directives of the Central Council for Research in Ayurveda Sciences (Ministry of Ayush, India). In the end, producers of Ayurvedic goods must actively maintain and improve the favourable attitude connected with the advantages of consumption. This initiative will increase the market's Ayurvedic product sales and consumer demand.	
20.	TV ads have a powerful persuasive effect that has a significant impact on consumers' propensities to buy over-the-counter (OTC) goods. Customers who admit the influence of these commercials on their purchasing decisions are evidence of the impact of marketing on over-the-counter purchases. Additionally, the influence of well-liked celebrities endorsing goods is considerable, leading people to buy the products they recommend. OTC product advertising is carefully designed to portray diseases through characters, successfully appealing to consumers' mentalities. Customers are prompted to relate to the portrayed illness through this strategy, which directly influences their purchasing decisions in favour of OTC goods. In the Katni district, clients showed this behavioural trend.	Singh (2022). [33].
21.	Consumer environmental awareness (CEA), which is influenced by businesses' pricing policies and market shares, has a significant impact on the uptake of green products. The pricing tactics and environmental performance in a Bertrand competition market are different from those in a Stackelberg game market, which is another way that market structure affects the diffusion of green products. Contrary to pricing strategies without green design, it's interesting to note that when taking green design considerations into account, the price of a green product drops as CEA increases. While WOM (Word of Mouth) diffusion in the context of CEA features has little impact on pricing strategies, it has a major impact on the market shares of both green and conventional products.	Hong, et al. (2020). [34].

### 3.2. Focus group interaction and analysis through model review:

The consumers' trust is explained by several theories and the current study has analysed seven models to pinpoint the aspects that need additional investigation. They are as follows:

#### 3.2.1: Tridosha Theory:

The Tridosha Theory is a cornerstone of the Ayurvedic medical system, which has its roots in India and dates back over 5,000 years. The three main doshas, which are dynamic forces or energy that control a variety of physiological and psychological activities, are said to make up the human body in this theory. These three doshas—Vata, Pitta, and Kapha—are thought to exist in different amounts in each person. While imbalances between these doshas can result in illness, balance between them is thought to be necessary for preserving good health.

#### The properties of each dosha are described in depth below:

Vata is frequently referred to as the "king of doshas" since it regulates bodily movement and communication. It is related to the elements of ether (space) and air. Breathing, circulation, nervous system activity, and excretion are all under the control of Vata. A dominant Vata constitution is characterised by vigour, imagination, and fast thinking. Vata can cause difficulties like anxiety, insomnia, dry skin, and digestive troubles when it is out of balance, though.

#### The traits of a balanced Vata include:

- Inventiveness and zeal
- Flexibility of the mind and body
- A rapid rate of learning
- Regular elimination and digesting



- Elegant motions.

#### Pitta Dosh:

Fire and water are the elements that Pitta is related to. It controls procedures involved in digestion, metabolism, and transformation. Pitta also has an impact on intelligence, leadership, and controlling body temperature. Pitta-dominant people are frequently determined, well-organized, and forceful. Pitta imbalance can lead to illnesses like inflammation, acidity, anger management problems, and skin ailments.

#### Pitta that is balanced has these traits:

- Strong metabolism and digestion
- Logical and clear reasoning
- Strong thirst and appetite
- Having a good complexion
- Warm and welcoming attitude

#### Kapha Dosh:

Earth and water are complementary components to kapha. It controls the body's lubrication, structure, and stability. The maintenance of the body's tissues, the provision of hydration, and the support of immunological function fall under the purview of kapha. Those with a dominant Kapha constitution are frequently dependable, calm, and caring. Conditions including weight gain, congestion, sluggishness, and attachment can result from an overabundance of Kapha.

#### Features of a Balanced Kapha:

- Strong stamina and endurance
- dependable and maternal personality
- Luminous and smooth skin
- Dependable and effective biological processes
- Effective immune system

The three distinct doshas that are specific to each individual are meant to be kept in harmonious balance according to Ayurveda. A comprehensive strategy that incorporates food decisions, lifestyle changes, herbal medicines, physical activity, meditation, and other practises is used to achieve this. In order to customise advice for optimum health and wellbeing, ayurvedic practitioners consider a person's dosha constitution as well as any current imbalances. It's crucial to remember that obtaining and maintaining balance is a continuous effort because different elements like the seasons, ageing, and outside influences can affect the equilibrium of the doshas.

Figure 1 depicts the Doshas which combine differently in each person, which is referred to as their Prakriti. Their physical, mental, and emotional traits are determined by their constitution. In order to promote good health, Ayurveda aims to preserve or restore the balance of these Doshas.

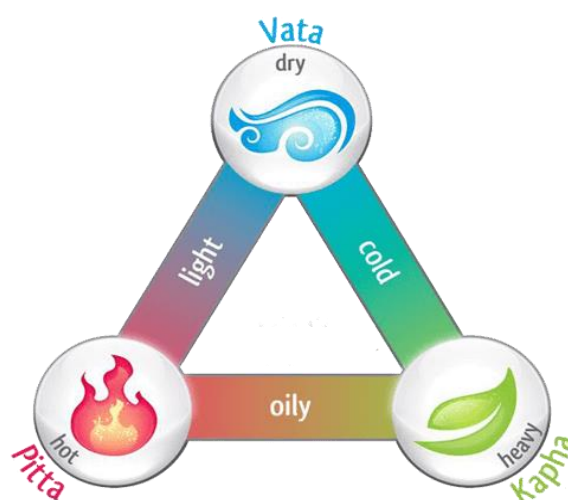


Fig 1: Tridosha Theory of Ayurveda (Tridosha, (2020). [35]).

The health and wellbeing of the body are supported by balanced doshas. But if these Doshas are disturbed, they can become pathogenic and be a factor in a number of disorders. Therefore, in order to preserve optimal health and avoid imbalances that result in health problems, Ayurveda emphasises maintaining the equilibrium of Kapha, Pitta, and Vata (Joshi, et al. (2021). [36]). Ayurveda has adopted the concept of total health which is related to the unique multi-dimensional concept of human life. It is a state of well-being referred to physical, censorial, mental and spiritual well-being. A living being which is termed as Purusha in Ayurveda is a composite entity, consisting of physical body, superadded with highly sensitive apparatus (Singh, et al. (2022). [37]).

Contemporary and Ayurvedic systems of medicine differ in their approaches. The synthetic drug therapy in contemporary medicine aims to address physical symptoms and temporarily alleviate them without addressing the root causes, resulting in short-term relief. In contrast, Ayurvedic medicine follows a holistic approach that considers physical, mental, spiritual, and social well-being. It focuses on treating the underlying causes of illness by balancing the Tridosha (bioenergies), leading to lasting and potentially irreversible results. Properly applied Ayurvedic principles can provide effective and comprehensive management for various health conditions, including those like Alzheimer's disease (Sharma, et al. (2019). [38]). Complementary and alternative medicine (CAM) therapies offer valuable support for cystic fibrosis management. CAM approaches such as nutritional supplementation, acupuncture, herbal medicine, yoga, breathing techniques, and massage therapy contribute to enhancing the well-being and health of individuals with CF. These therapies can serve as beneficial additions to conventional treatments, aiming to improve the overall condition and quality of life for CF patients (Hankey, (2005). [39]).

### **3.2.2: Theory of Consumption Value:**

Understanding why consumers pick and find happiness in particular goods or services is the goal of the theory of consumption value, a concept in marketing and consumer behaviour. It looks at the psychological, emotional, and social benefits that customers identify with their purchases in addition to a product's utilitarian characteristics. This theory, which was developed in 2013 by Ercan Sirakaya-Turk and Alan Fyall, goes beyond conventional theories of consumer behaviour by highlighting the various kinds of value that consumers look for when making judgements about what to buy (Gonçalves, et al. 2016). [40]).

According to the Theory of Consumption Value, consumers' perceptions and choices are influenced by five different categories of value:

#### **(1) Functional Value:**

Functional value describes the observable and useful advantages that customers receive from a good or service. This comprises the fundamental purposes that the product is intended to serve. For instance, a smartphone's capacity to make calls, send messages, and access the internet can be considered its functional worth. On the basis of features, performance, and reliability, consumers evaluate functional value.

#### **(2) Emotional Value:**

An item or service's emotional value is the emotional connection or satisfaction it gives customers. It includes the emotions that a product elicits in customers, including happiness, excitement, comfort, and nostalgia. Design, aesthetics, and brand identity of a product can also be linked to emotional worth. For instance, luxury businesses frequently highlight emotional value to convey a sense of status and exclusivity.

#### **(3) Social Value:**

A product's or service's social value refers to how it enables customers to forge or strengthen their social bonds. Customers frequently select goods that are in line with their social circles, ideals, and objectives. The status and acclaim that a product brings can also be linked to social worth. Consumers feel a sense of connection and belonging thanks to brands that emphasise social value.

#### **(4) Epistemic Value:**

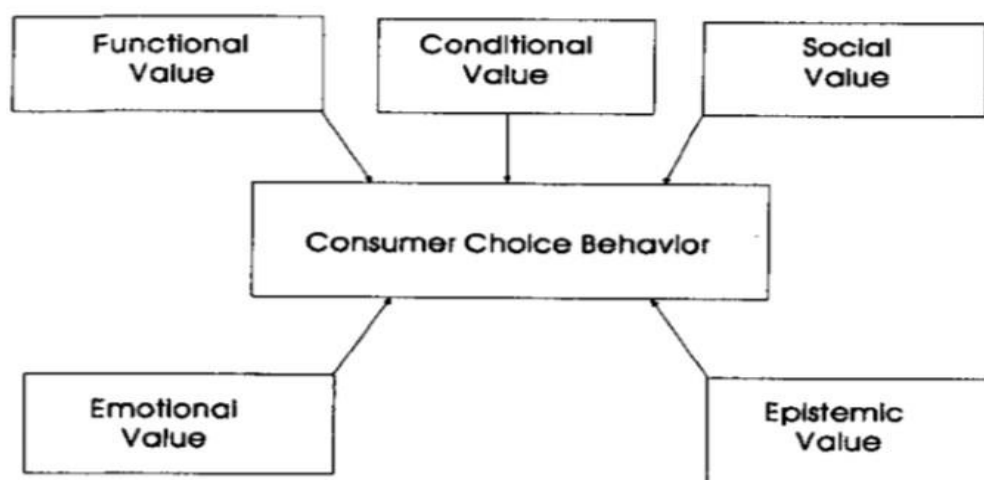
The knowledge, interest, and novelty that a good or service delivers are referred to as epistemic value. Customers look for goods that encourage learning, exploration, and discovery. This value is especially important in sectors like technology, where consumer interest is driven by innovation and constant

development. Consumers are more likely to interact with things that pique their intellectual curiosity when they have epistemic value.

**(5) Conditional Value:**

A product or service's situational or contextual advantage based on particular circumstances is known as conditional value. This can include time-saving functions, comfort, and situational flexibility. Customers evaluate a product's conditional value by taking into account how well it fits into their daily routines and addresses their individual demands.

According to the Theory of Consumption Value, in order to effectively connect with customers, marketing tactics should cover a variety of value dimensions. Marketers may customise their messaging, branding, and product development to produce a comprehensive and alluring consumer experience by knowing the various reasons why customers interact with products and services. According to this theory, customer decisions are influenced by more than just utilitarian qualities; they are also influenced by the emotions, social relationships, and personal goals that a product can satisfy.



**Fig 2:** Theory of consumption Value (Sheth, et al. (1991). [41]).

Green items are frequently associated with higher functional, social, emotional, conditional, and epistemic values by respondents who have strong environmental concerns. These connections make people who care about the environment more likely to choose green products than people who care less about the environment (Lin & Huang, (2012). [42]). Customers' willingness to pay more for green products is significantly influenced by how often they plan to purchase them. They are moving away from merely depending on word-of-mouth recommendations and towards inventive purchasing habits in order to live more dynamic lives. Active knowledge searching feeds this propensity for change. When impacted by environmental attitude and awareness, factors like discounts and promotions for ecologically friendly products would further increase green consumption intention. In this context, there is also a positive association between contextual elements and perceived conditional value (Biswas & Roy, (2015). [43]). The people who care about the environment more highly value quality, price, social acceptance, and education when it comes to green items. They demonstrate greater assurance in the value and cost of green products. Along with actively looking for information about how green products are made and embracing novelty, they also place a high priority on other people's perspectives and societal acceptance of them. This underlines the correlation between rising environmental concern and rising demand for eco-friendly products. Promoting environmental awareness is essential for enticing people to make eco-friendly decisions and incorporate green items into their lifestyles (Lin, et al. (2010) [44]).

**3.2.3: Theory of Planned Behaviour:**

In the study of social psychology and consumer behaviour, the Theory of Planned Behaviour (TPB) is a psychological framework that is frequently employed. As a development of the older Theory of

Reasoned Action, it was created by Icek Ajzen in the late 1980s. The TPB seeks to anticipate and comprehend human behaviour, especially the choices that people make in regard to their attitudes, intentions, and actual behaviours.

According to the Theory of Planned Behaviour, three major elements can affect someone's intention to engage in a particular behaviour:

- **Attitude Towards the Behaviour (AB):**

An individual's attitude towards a certain behaviour is a general assessment of that behaviour. It involves the person's perceptions about the results or repercussions of engaging in the behaviour, as well as the subjective importance they accord to these results. Cognitive variables (beliefs about the behaviour) and affective factors (emotional responses to the behavior's results) both have an impact on attitude. Positive intentions and behaviour are more likely to follow from positive attitudes.

- **Subjective Norms (SN):**

A person's sense of social pressure or the influence of important persons to engage in or refrain from a particular behaviour is referred to as a subjective norm. This encompasses the perceptions of what is expected of you by friends, family, coworkers, and society at large. The incentive to conform to those ideas (the value placed on winning others' acceptance) and normative beliefs (individuals' beliefs about what others think) have an impact on subjective norms. An individual is more inclined to adhere to those norms the stronger the perceived social pressure.

- **Perceived Behavioural Control (PBC):**

A person's perception of their capacity to carry out the behaviour in question is referred to as perceived behavioural control. It considers elements including the person's abilities, resources, opportunities, and external limitations that may affect their capacity to engage in the behaviour. High levels of perceived control make it more likely that someone will intend to engage in the behaviour and actually do so.

In conclusion, the Theory of Planned Behaviour suggests that a person's intention to engage in a particular behaviour is influenced by their attitudes towards the behaviour, how they perceive the social norms surrounding the behaviour, and how much behavioural control they feel they have over the behaviour. The major predictor of actual behaviour is intention. According to this view, people make reasonable decisions after carefully weighing all available information.

Numerous disciplines, including marketing, social psychology, environmental preservation, and health promotion, have made extensive use of the Theory of Planned Behaviour. It has been used to comprehend and forecast actions like dieting, quitting smoking, recycling, and buying choices. The concept is used by researchers and practitioners to create interventions that try to alter attitudes, social norms, or perceived control in order to encourage desired behaviours and prevent unpleasant ones.

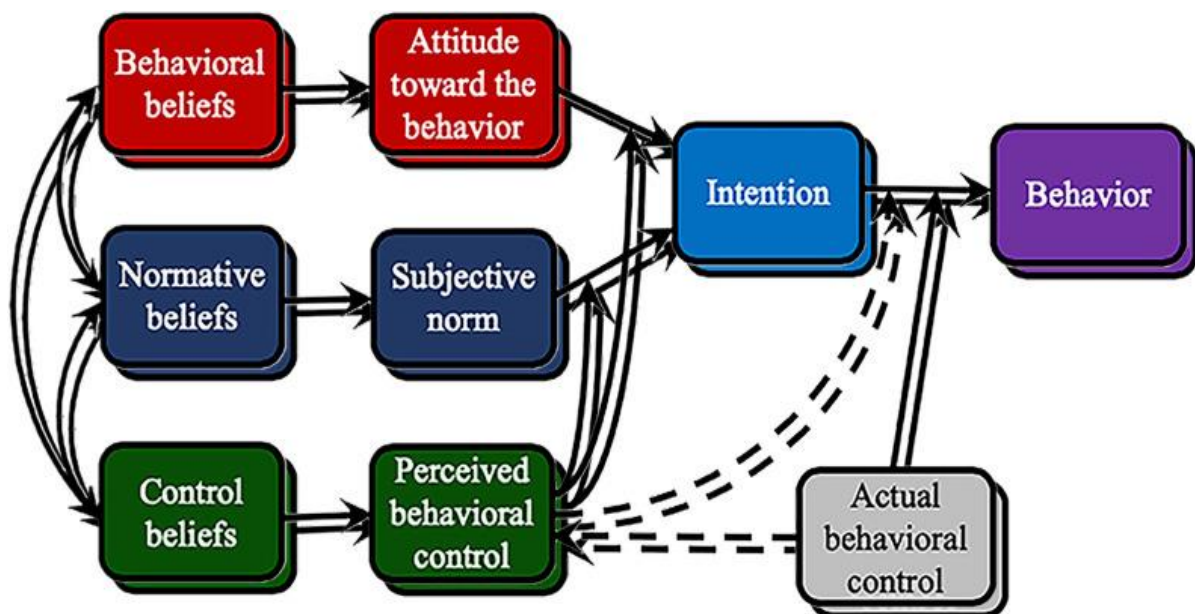


Fig 3: Theory of Planned Behaviour (Bosnjak, et al. (2020). [45]).

According to the survey, shoppers who appreciate discovering novel products have a propensity to see purchasing green products favourably. This optimistic outlook in turn influences their decision to buy environmentally friendly goods. It's interesting to note that the research also found a connection between novelty seeking and purchase intention. This shows that some customers, especially those who have a strong desire for novelty in their shopping, may have strong purchase intentions even if they do not necessarily have favourable views towards purchasing eco-friendly products (Choi & Johnson, 2019). [46]). Green products must match non-green alternatives in terms of quality, cost, durability, and use in order to successfully solve environmental challenges. Consumers make conditional or unintentional green purchases when such alignment takes place. When making green purchases, customers that care about the environment seriously are willing to make concessions and place a high value on factors like cost- and energy-efficiency. In particular categories, factors such as quality, sturdiness, brand, and pricing are crucial for both green and non-green products. These findings highlight how crucial it is to highlight these qualities when advertising and communicating green products (Sharma & Foropon, (2019). [47]). Within the TPB (Theory of Planned Behaviour) paradigm, only trust in farmers has demonstrated effectiveness among the various categories of trust. For stakeholders, this research gives practical insights. Making the most of farmers' crucial contributions to building consumer trust can inspire creative and successful marketing plans for organic goods. Expanding the market share of organic products can be achieved indirectly by improving customer understanding and perception of farmers' efforts and reputation (Carfora, et al. (2019). [48]).

#### 3.2.4: Consumer-Based Brand Equity Theory:

Kevin Lane Keller, a marketing professor, first created the Customer-Based Brand Equity (CBBE) Model, which is also known as Keller's Brand Equity Model, in his widely-used textbook, "Strategic Brand Management."

Consumer-Based Brand Equity highlights these crucial elements:

- **Brand Awareness:**

The emphasis of this component is on how well-known and recognisable a brand is to consumers. When consumers are making selections about what to buy, it's important to make sure they can quickly recall and recognise the brand.

- **Brand associations:**

Brand associations are the different traits, characteristics, and qualities that customers connect with a particular brand. Positive brand connections can establish a potent emotional bond and affect how people view the brand's worth.

- **Perceived Quality:**

Consumers' perceptions of the general effectiveness and quality of a brand's goods or services are referred to as perceived quality. Consumers are more likely to trust brands that they believe to be of good quality and pay more for them.

- **Brand Loyalty:**

Consumers' dedication and devotion to a specific brand are shown in brand loyalty. Positive brand experiences and constant delivery of perceived benefits are frequently the drivers of strong brand loyalty.

- **Brand Image:**

A brand's image includes its reputation and general perception in consumers' thoughts. It is affected by the brand's messaging, actions, and benefits that consumers perceive.

- **Perceived Value:**

The consumer's evaluation of what they get in return for what they give (i.e., the price they pay) is known as perceived value. It is closely related to perceived benefits. Customers are more inclined to choose and stick with the brand if they believe the advantages outweigh the disadvantages.

Benefit perceptions are crucial in determining consumers' brand preferences, purchasing choices, and general perceptions. Customers are more inclined to choose a brand over rivals when they believe it offers worthwhile benefits that are consistent with their requirements, desires, and beliefs. It's critical to remember that consumer-based brand equity is a multifaceted framework that combines diverse psychological, emotional, and practical components of consumer-brand connections. Customers are

more loyal to brands that successfully manage and build their consumer-based brand equity, and these brands also enjoy favourable word-of-mouth marketing and a durable competitive advantage.

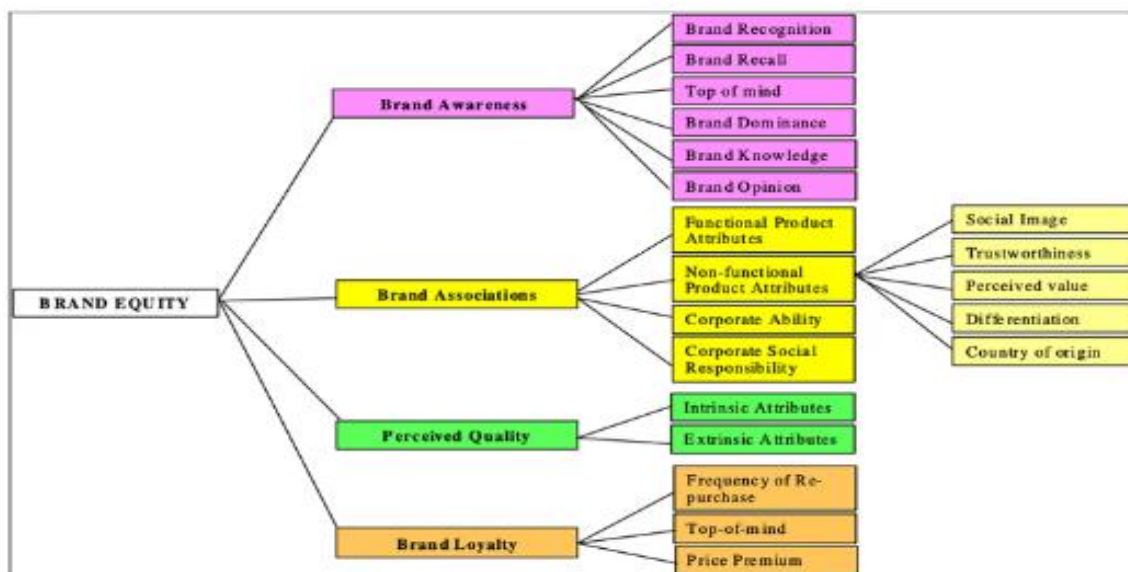


Fig 4: Consumer-Based Brand Equity model (Chieng Fayrene & Goi Chai Lee, (2011). [49]).

Cohesive methods that support the Consumer-Based Brand Equity (CBBE) characteristics of Superior Quality (SQ), Positive Brand Personality and Quality (PQ), and Lasting Connection (LC) are essential for successfully connecting with the target audience. The goal of these initiatives is to promote brand loyalty. Businesses in the service sector will be able to protect their market share thanks to consumers' increased emotional attachment and loyalty. The interaction between emotional engagement, brand loyalty, and business success is reflected in this favourable effect, which also translates to a sustained competitive advantage and increased profitability (Polat & Çetinsöz, (2021). [50]). The study's findings supported the mediation hypotheses green brand attachment and green scepticism, showing that both attachment to and scepticism towards green brands influence the relationship between green practises and green brand equity. These two elements have a part in the partial mediation. Given its significant impact on green brand attachment, practitioners and policymakers should address green scepticism in order to increase green brand equity (Khan, et al. (2022). [51]). Compared to consumers with lesser levels of religious commitment, those with higher levels of dedication to their religion exhibit a clear correlation between brand loyalty and actual green consumption. The results show that, when considered as a whole, elements including green knowledge, perceived quality, perceived value, contentment, trust, and loyalty, together with religious devotion, have an impact on how fast-moving consumer goods (FMCGs) are purchased in terms of sustainability (Saeed & Shafique, (2021). [52]).

### 3.2.5: Relationship Marketing Theory:

A theory in the world of marketing known as "Relationship Marketing Theory" places an emphasis on creating and preserving enduring bonds with clients. Through personalised interactions, trust-building, and customer loyalty, it places a strong emphasis on generating value for both the organisation and the customers. Relationship Marketing Theory was developed over time by a number of academics, yet no one person is recognised as having invented it.

The following illustrious academics have made significant contributions to the growth of relationship marketing theory:

#### Evert Gummesson:

Evert Gummesson is frequently cited as a relationship marketing pioneer. The "30Rs" framework, which he established, outlines 30 various relationship approaches that businesses can use to interact with their clients. Gummesson emphasised the value of establishing more lasting, mutually beneficial connections rather than merely conducting transactional trades.

#### Jagdish N. Sheth:

Customer relationship management (CRM) and relationship marketing are two topics on which Jagdish N. Sheth has written extensively. In order to preserve a competitive advantage over the long term, he emphasises the transition from transaction-based marketing to relationship-based marketing.

**Shelby D. Hunt and Robert M. Morgan:**

These academics helped shape the "Commitment-Trust Theory of Relationship Marketing." Their approach emphasises the value of trust and dedication in creating fruitful long-term relationships with clients. Trust and dedication are seen as essential ingredients for developing long-lasting bonds that result in client loyalty.

**Adrian Payne:**

The understanding of relationship marketing has advanced thanks in large part to Adrian Payne's research and writings. In order to improve customer interactions, he has emphasised the benefits of customer-centricity, value co-creation, and the use of technology.

The Relationship Marketing Theory's guiding concepts/principles are as follows:

**Long-Term Focus:**

Relationship marketing places an emphasis on establishing connections that go beyond simple business dealings. The objective is to establish enduring relationships with clients.

The philosophy emphasises the notion that the relationship should be mutually beneficial for the organisation and the client. Organisations strive to meet client wants while fulfilling their corporate goals.

**Customer-Centric Approach:** Relationship marketing places a high value on comprehending and addressing the particular needs of each customer. This entails individualised communication, tailored products, and attentive customer feedback.

**Trust and Commitment:**

Relationship marketing is built on the pillars of trust and commitment. Loyalty and long-term relationships are fostered by establishing trust via regular and dependable encounters.

**Two-way communication:**

Effective two-way communication between the business and its clients is essential. It entails attending to client demands, reacting to criticism, and preserving open lines of communication.

**Loyalty and Repeat Business:**

Businesses can boost client loyalty and promote repeat business by cultivating good relationships. Customers who are happy and devoted to a brand are more inclined to stick with it and promote it.

In general, Relationship Marketing Theory is a customer-centric strategy that emphasises the value of creating deep emotional bonds and consumer trust. It recognises that over time, retaining devoted clients may be more advantageous than continually pursuing new ones through transactional methods.

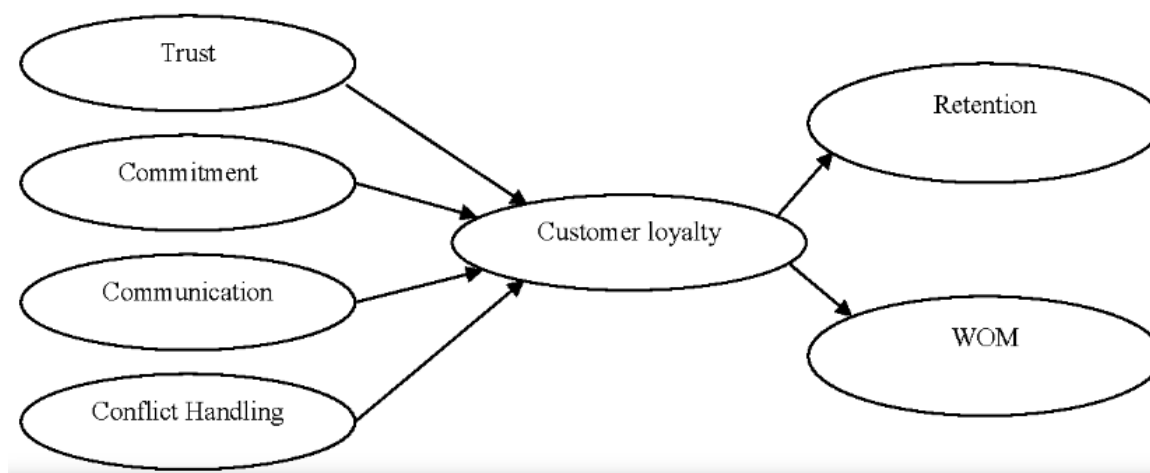


Fig 5: Relationship Marketing (Sohail, (2012). [53]).

Green product knowledge and green purchasing intention are connected through the partly mediating effect of green trust. This shows that green trust serves as a bridge, allowing the conversion of

information about green products into the intention to buy them. Consumers who are more knowledgeable about green products are more likely to believe more strongly in the environmental benefits and effects of these items, which in turn influences their faith in them and, ultimately, their decision to make green purchases (Wang, et al. (2019). [54]). The article proposes three crucial characteristics—pleasantness, credibility, and emotions—as useful standards for assessing how well Instagram influencers are influencing consumer engagement with businesses and products. These factors make it easier to choose the best influencer possibilities.

A startling conclusion from the study is that there is a counterintuitive negative association between pleasantness and credibility in terms of consumer involvement. It emphasises how important emotions are in developing successful client interaction.

The research emphasises the multidimensional character of these factors by distinguishing credibility and consumer engagement as basic constructs, each of which consists of two independent aspects.

The report also emphasises how important it is to distinguish between micro and macro influencer scenarios, highlighting important differences that call for careful attention when building influencer campaigns (Berne-Manero & Marzo-Navarro, (2020). [55]).

### 3.2.6: Technology Acceptance Model:

The marketing abbreviation "TAM" stands for "Technology Acceptance Model." A well-known theoretical framework that aims to comprehend and forecast how users or consumers perceive and adopt new technology, particularly information systems and software applications, is the Technology Acceptance Model. Fred Davis created the model in 1989, and it has subsequently undergone a number of additions and revisions.

The Technology Acceptance Model's main goal is to describe the elements that affect a person's intention to use a specific technology and consequently their actual usage behaviour. The concept contends that users' attitudes towards and intentions to embrace a technology are mostly determined by perceived usefulness and simplicity of use.

The main elements of the technology acceptance model are as follows:

#### **Perceived Utility:**

Utilising a certain technology, according to the user, will improve their performance, efficiency, or effectiveness in reaching their objectives. A user is more likely to have a favourable opinion of a technology and a higher intention to use it if they believe it to be useful.

#### **Perceived Ease of Use:**

The user's perception of how easy and handy a piece of technology is to use is reflected in perceived ease of use. Users are more likely to have a good attitude towards technology and a higher intention to use it if they believe it to be simple to use.

#### **Behavioral Intention to Use:**

The user's behavioural intention to utilise a technology is a major indicator of how they will actually use it. Users are more likely to want to utilise technology if they have a good attitude towards it and believe it to be helpful and simple to use.

#### **Actual Usage:**

Actual usage refers to a user's actual use of a piece of technology. The intention of the user to utilise the technology is a determining factor, as are outside circumstances that may help or impede adoption.

#### **External Variables:**

The approach acknowledges that in addition to perceived usefulness and perceived usability, other factors may also have an impact on how quickly people adopt new technology. These external factors could consist of societal impact, enabling circumstances (such the availability of training or support), and individual traits.

Numerous contexts, such as those involving consumer technology, commercial software, mobile applications, and others, have seen extensive use of and expansion of the Technology Acceptance Model. It has also served as the foundation for the creation of related models, such the Unified Theory of Acceptance and Use of Technology (UTAUT), which combines a number of elements that affect how people adopt new technology.

The Technology Acceptance Model, in its whole, offers understandings of the psychological and cognitive processes that influence people's decisions to adopt new technology. It has practical



ramifications for marketers and developers looking to create valuable and user-friendly solutions that fit with users' preferences and demands.

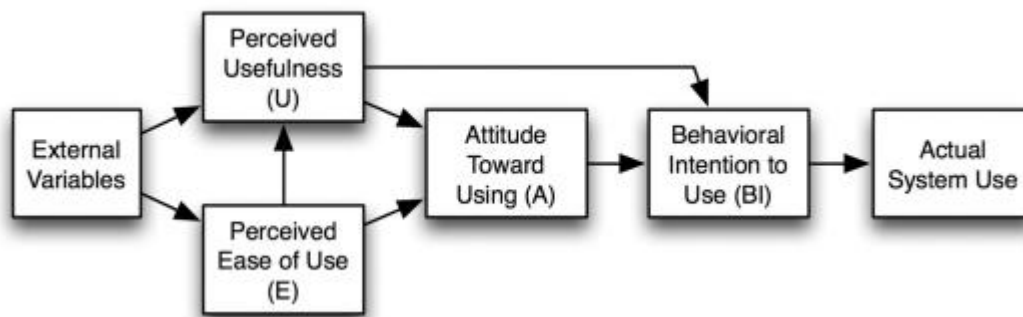


Fig 6: Technology Acceptance Model (Kabir, et al. (2022). [56]).

A variety of marketing factors, such as relative product innovation, product advantage, pricing advantage, promotional activities, and government incentives, all have a positive impact on how useful people consider e-vehicles to be. Its significance is highlighted by the mediation function of perceived usefulness in the relationship between individual inventiveness and intention to purchase an e-vehicle. The study also demonstrated that personal innovativeness moderates the relationship between marketing stimuli and perceived usefulness, highlighting its significance in influencing the purchase of e-vehicles (Shanmugavel & Micheal, (2022). [57]). Perceived utility and perceived simplicity of use both affected attitudes towards buying on the part of consumers. Additionally, purchase intention was positively influenced by subjective norms and perceived behavioural control (Hua & Wang, (2019). [58]). The purchase intentions of consumers for natural food products were found to be positively and significantly influenced by all constructs—conditional, functional, emotional, and epistemic—with the exception of social value. The research also shows that the association between emotional value and purchase intention is moderated by attitude (Khan & Mohsin, (2017).[59]).

### 3.2.7: Norm Activation Model:

The term "personal norms" is frequently used in social psychology and behavioural economics research to refer to the "Norm Activation Model" (NAM). A theoretical framework called the Norm Activation Model aims to explain how personal standards affect people's behaviours, especially those that have moral or social repercussions.

The Theory of Planned Behaviour was expanded upon by scholars Schwartz and Howard to create the Norm Activation Model in the late 1970s. It focuses on comprehending the motivations behind people's pro-social behaviour, or behaviour that benefits other people and society as a whole.

The Norm Activation Model's main elements are:

**Personal Norms:** Moral principles or internalised standards that shape a person's behaviour are referred to as personal norms. Regardless of outside factors, they reflect a person's perception of what is good or wrong in a certain circumstance. These norms come from a person's values, beliefs, and feeling of personal accountability.

**Antecedents:** The Norm Activation Model outlines the antecedents that activate personal norms and affect a person's choice to act in a pro-social manner. The understanding of consequences, moral obligation, social expectations as seen by the individual, and personal values are some of these antecedents.

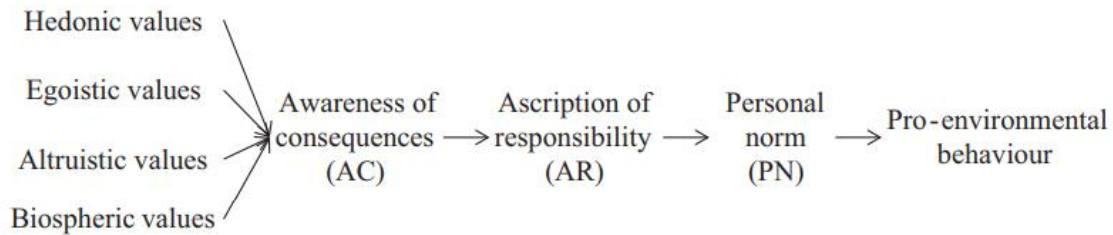
**Outcome Expectations:** When deciding whether to engage in a specific behaviour, people take into account the expected results or repercussions of their actions. This entails determining how their activities may affect other people and whether the results will be consistent with their personal standards.

**Level of Identification:** The degree to which people identify with a certain group or social category might affect how personal norms are activated. When making decisions, people frequently take the interests and welfare of organisations they identify with into account.

**Internalisation:** Personal norms are thought to gradually get internalised through time as a result of socialisation, education, and experience. People are more inclined to take these norms into account when making judgements as they become ingrained in their belief system.

Numerous pro-social behaviours, including charitable giving, blood donation, environmental preservation, and volunteering, have been studied using the Norm Activation Model. It explains why people opt to do actions that benefit others even when doing so may have costs to themselves. The paradigm places a strong emphasis on how moral obligations and intrinsic incentives play a role in determining behaviour.

In conclusion, personal norms are crucial to the Norm Activation Model because they help people make decisions based on internalised moral principles and values, which in turn affects how pro-social they act.



**Fig 7:** Norm Activation Model (Hiratsuka, et al. (2018). [60]).

With regard to green items, this study provides a solid framework for comprehending the essential proximal and distal aspects that motivate eco-friendly behaviour and lessen environmental harm. Understanding client preferences and behaviours about eco-friendly products is essential for the viability and development of hotel operations in the context of the environmentally conscious global tourism sector (Han, et al. (2020). [61]). Personal norms stand out as a key factor in encouraging the desire to buy New Energy Vehicles (NEVs). Government action is essential in raising people's moral standards, which will increase the adoption of NEVs and assist the expansion of the automotive sector. It becomes essential to increase ecological consciousness through public relations and education. Promoting environmental moral responsibility can be done successfully by utilising a variety of channels, such as school initiatives, media campaigns, and community education. The government could use media outlets to emphasise the environmental advantages of NEVs, portraying their purchase as a morally admirable action (Zhao, et al. (2022). [62]). The results of the study show that different environmental values (egoism, altruism, and biospheric) have differential direct and indirect effects on Generation Z's consumption of green clothing. Notably, egoistic values have no discernible direct negative effects, whereas biospheric values have a stronger direct influence than altruistic values (Liang, et al. (2020). [63]).

### 3.3. Understanding the pattern of affecting factors and variables on research issue:

Ayurveda is a 5,000-year-old holistic medical practise that has its roots in India. It is regarded as one of the oldest medical systems in the world and is still in use today. Ayurveda's value rests in its all-encompassing approach to health and wellbeing, which emphasises the harmony of mind, body, and spirit. It's crucial to remember that preferences can vary greatly from person to person and can be impacted by a variety of variables. While some people may choose other strategies depending on their own requirements and beliefs, others may discover that Ayurvedic goods are useful and advantageous for their health and well-being.

The foundation of Ayurveda is a comprehensive approach to health that emphasises the harmony of the mind, body, and spirit. Businesses that incorporate this comprehensive perspective into their goods and services might earn customers' trust. They can achieve this by not only delivering goods but also by giving customers access to knowledge and assistance that addresses their general well-being. This strategy demonstrates a dedication to all-encompassing care, which can increase customer confidence. The advantages of a product are measured in terms of perceived value in relation to cost. Businesses that provide consumers with high-quality Ayurvedic goods at an affordable price might win their trust.

This can entail obtaining resources honestly, utilising high-quality ingredients, and exhibiting a dedication to providing value that is consistent with Ayurvedic values. Personal norms are a person's sense of moral duty and accountability. Consumers who appreciate these criteria are more likely to trust businesses whose practices conform to ethical and sustainable principles. Utilising eco-friendly packaging, choosing ethically sourced materials, and supporting fair trade practises, for instance, can appeal to customers who have personal norms on sustainability and ethical consumption. Developing close relationships with clients, getting to know their needs, and customising products and services are all part of customer intimacy initiatives. Businesses that interact with clients to comprehend their specific health concerns and offer tailored recommendations might build trust in the context of ayurvedic products. This may entail providing individualised advice, coming up with unique wellness regimens, and keeping the lines of communication open.

The goal of the study was to compare several consumer behaviour theories to the variables affecting confidence in ayurvedic products. The study has discovered important factors that influence consumers' propensity to trust ayurvedic products by referring to various consumer behaviour models and using methodologies like focus group interactions.

The study emphasises how perceived value and individual norms play a crucial role in influencing customers' trust towards using ayurvedic products by drawing on well-established theories like the Theory of Consumption Value, Theory of Planned Behaviour, Consumer-Based Brand Equity Theory, and Norm Activation Theory. The importance of a holistic approach and customer intimacy techniques in generating confidence in ayurvedic products is also highlighted by theories like the Tridosha Theory and TAM Theory.

#### 4. DEVELOPMENT OF CONCEPTUAL MODEL BASED ON RESEARCH ISSUE :

By studying several consumer behaviour theories, models, and focus group discussions, the following postulates are created:

- P1: The trust determinants will influence the customer inclination towards trust on ayurvedic product consumption.
- P2: The trust determinants will affect trust level of customers on ayurvedic products.
- P3: Customer inclination is very important to increase the trust level of customers in ayurvedic products.
- P4: The customers' trust in ayurvedic products results in consumption of ayurvedic products.
- P5: The demographic factors act as a moderator between inclination and trust in ayurvedic product consumption.

Figure 8 exhibits the proposed conceptual model based on postulates for the present study.

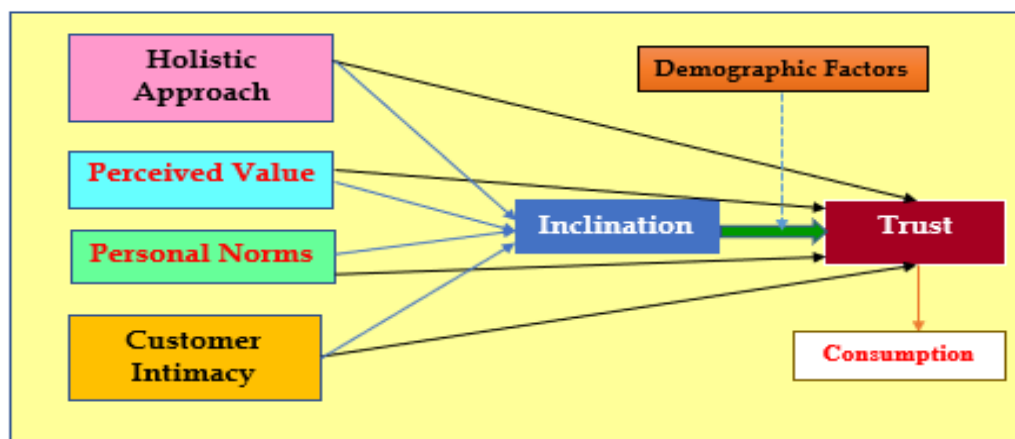


Fig. 8: Proposed Conceptual Model

Source: Author

The various factors that will influence the proposed model are:

##### 4.1. Holistic Approach:

Over 5,000 years ago, in India, the Ayurvedic medical system was developed. Because it considers how the body, mind, and spirit are intertwined, it is frequently referred to as a holistic approach to health and wellbeing. The Sanskrit terms "ayur" (which means life) and "veda," which means knowledge, are

combined to form the English phrase "Ayurveda," which refers to the "science of life." In order to promote health and prevent disease, Ayurveda places an emphasis on balance, harmony, and natural cures. Here is a thorough explanation of Ayurveda's holistic approach:

**(1) The fundamental principles:** The Tridoshas (three doshas), Dhatus (body tissues), and Malas (waste products) are the three most important foundational principles on which Ayurveda is built. Ayurvedic diagnosis and therapy are based on these tenets.

- **Tridoshas:**

According to Ayurveda, there are three main doshas that make up a person's constitution: Vata, Pitta, and Kapha. Each dosha symbolises a blend of distinctive features and regulates a variety of bodily physiological and psychological processes. The state of balanced doshas is referred to as being in good health.

- **Dhatus:**

According to Ayurveda, there are seven basic body tissues, or dhatus, including blood, muscle, fat, bone, marrow, and reproductive tissue. These tissues are all listed below. These tissues are related and give the body sustenance.

- **Malas:**

Waste products from metabolic activities like urine, faeces, and perspiration are known as malas. The correct removal of malas is essential for preserving health.

**(2) Individualised Approach:** According to Ayurveda, there is no such thing as a one-size-fits-all approach to health because every individual is different. As a result, it places a strong emphasis on creating customised treatment programmes based on each patient's unique prakriti (natural constitution) and vikriti (current imbalances). Determining the ideal nutrition, lifestyle, and treatment plans depends on one's dosha constitution.

**(3) Balance and Harmony:** According to Ayurveda, good health is a condition of harmony and balance in both the body and the mind. The doshas, dhatus, or malas are said to be out of balance or disrupted when a disease occurs. By addressing the underlying causes of sickness rather than just treating symptoms, ayurvedic medicines seek to restore this equilibrium.

**(4) Holistic Diagnosis:** Ayurvedic diagnosis entails a thorough evaluation of a person's emotional, mental, and physical health. The patient's dosha constitution, any existing imbalances, digestive ability (agni), and general vigour (ojas) are just a few of the things that practitioners take into account.

**(5) Treatment Options:** Ayurveda provides a variety of treatment options, such as:

- **Diet and nutrition:**

Ayurvedic dietary recommendations are based on the dosha imbalances and constitution of the individual. The proper diet is essential for preserving equilibrium because food is thought of as medication.

- **Herbal medicine:**

Ayurveda uses a wide variety of plants and herbal preparations to address a wide range of medical ailments. These treatments are frequently tailored based on the constitution and imbalances of the individual.

- **Lifestyle Advice:**

To preserve general well-being, Ayurveda offers advice on daily routines, exercise, sleep habits, and stress management.

- **Yoga and meditation:**

These are incorporated into Ayurveda to encourage mental and physical harmony as well as spiritual development.

- **Panchakarma:**

This is a rejuvenation and detoxification therapy that uses a variety of cleansing techniques to get rid of impurities and bring about equilibrium.

**(6) Mind-Body connection:**

Ayurveda is aware of the strong link that exists between the mind and body. It is believed that mental and emotional wellness are essential to good physical health. To encourage mental clarity and emotional balance, ayurvedic practices including mindfulness, pranayama, and meditation are used.

**(7) Prevention:** Disease prevention is a key component of Ayurveda and is achieved by a healthy lifestyle, a balanced diet, and regular cleansing. The objective is to preserve optimum health and stop imbalances before they cause illness to develop.

In conclusion, the holistic view of health advocated by Ayurveda takes into account a person's physical, mental, and spiritual well-being. It places a strong emphasis on the necessity of balance, individualised treatment, and prevention as fundamental ideas for obtaining and preserving good health. Ayurveda seeks to promote general health and longevity by addressing the underlying causes of imbalances and encouraging harmony between the body and mind. To guarantee safe and efficient treatment, it's crucial to keep in mind that Ayurveda should only be practiced under the supervision of a licenced Ayurvedic practitioner.

Ayurveda is a holistic health system that emphasises improving vitality and preventing disease rather than just treating illness. It focuses on achieving a balance between the three biological forces known as tridoshas—Vata, Pitta, and Kapha—and takes into account the union of the mind, spirit, physical body, and sense organs/intellect as a single, integrated whole (Mukherjee et al. (2017). [64]). The functions of the three doshas—Kapha, Pitta, and Vata—in the body are similar to those of the moon, sun, and wind in the natural world. By nourishing (visarga), draining (Adana), and dispersing (vikshepa), they eventually promote and protect the body's health (Patwardhan & Bodeker, (2008). [65]). The comprehensive approach to healthcare provided by naturopathy can enhance the treatment of cystic fibrosis. It comprises a variety of therapies such as homoeopathy, hydrotherapy, herbal medicine, dietary support, and mind-body therapies. These naturopathic therapies may help improve the general health and wellbeing of cystic fibrosis patients (Manik, et al. (2023). [66]). Diet, one of the fundamental tenets of Ayurveda, is said to play a critical part in preserving health. Six tastes are used by Ayurveda to categorise foods: sweet, sour, salty, pungent, bitter, and astringent. Astringent foods dry you out, whereas pungent foods are hot and peppery. The vata, pitta, and kapha, the three basic energies in Ayurveda, can be affected by these tastes. Diet can be utilised as a therapeutic strategy to balance out a person's doshas if they fall out of harmony. This entails choosing meals whose flavours and properties balance out the excess or lack of particular doshas, aiding in the body's return to balance (Sharma, et al. (2007). [67]). An important Ayurvedic strategy used to bring equilibrium back to the body is called panchakarma. It makes use of a number of therapeutic techniques as well as herbalized oils to speed up the body's natural removal of accumulated wastes. The smooth operation of numerous systems, including the circulatory, neurological, and digestive systems, can be hampered by these accumulated wastes (Conboy, et al. (2009). [68]). The scientific worlds, both domestic and international, are beginning to take notice of Ayurveda. Ayurveda may, however, experience a similar fate to yoga, which gained popularity before being commercialised and given skewed interpretations in the West. Ayurvedic practises are increasingly being commercialised, such as by giving "Panchakarma packages," which may obscure their true nature (Sharma R, et al. (2018). [69]).

#### 4.2. Perceived Value:

As they affect consumers' views and attitudes towards these products, perceived values are vital in building confidence in Ayurvedic goods. Different kinds of perceived values might help consumers develop trust in ayurvedic products because they are frequently linked to holistic, natural approaches to health and wellness. Here are some examples of how each of these qualities may influence consumers' faith in Ayurvedic goods:

- **Functional value:**

The ability of a product to successfully carry out its specified purpose is referred to as functional value. Customers believe in Ayurvedic products when they see their functional worth. Consumers may trust Ayurvedic items because they feel these products offer genuine health advantages and relief from a variety of ailments. Ayurveda has a long history of use in traditional medicine. Ayurvedic treatments are thought to be effective, which adds to their practical worth and fosters confidence.

- **Conditional Value:**

The exact circumstances or situations under which a product is useful to consumers are referred to as conditional value. When it comes to ayurvedic products, confidence may be developed based on the idea that they are appropriate for particular situations or preferences. Ayurvedic medicines may be trusted by customers that value natural or herbal remedies, have particular health issues, or favour holistic techniques as a conditional option that suits their requirements and beliefs.

- **Emotional Value:**

The emotional connection or satisfaction that customers feel after utilising a product is referred to as emotional value. Ayurvedic goods frequently exude a sense of history, authenticity, and kinship with nature. When customers perceive emotional value in Ayurvedic products due to sensations of harmony, relaxation, and well-being connected to their use, trust can be built. The brand and its products may be more trustworthy as a result of this emotional connection.

- **Social value:**

A product's social worth is determined by how well it reflects the social and cultural identities and values of its target market. Ayurveda has a strong foundation in Indian culture and history and is popular among people who value natural living, cultural legacy, and sustainability. The assumption that Ayurvedic products are trustworthy and reliable may be strengthened by the perception that they are consistent with these social and cultural values.

- **Epistemic Value:**

The knowledge and educational opportunities that a product provides are referred to as epistemic value. Ayurvedic items frequently include information on herbal remedies, holistic health practices, and conventional medical practices. Ayurvedic items may be trusted by customers who want to learn more about complementary therapies and natural cures because of the educational materials they offer. The perceived value of learning and personal development might support trust.

In conclusion, a combination of these perceived values—including functional value, conditional value, emotional value, social value, and epistemic value—is what supports faith in Ayurvedic medicines. Collectively, these values influence consumers' perceptions, attitudes, and opinions regarding the sincerity, potency, and conformity of Ayurvedic medicines with their requirements and values, ultimately influencing their trust in these age-old cures.

Consumers' value perceptions (PV) are a key factor in their purchasing decisions, according to consumer behaviour literature. PV, which is based on the consumer's judgements of what they get from the product and what they provide in return, is essentially their overall appraisal of the utility of the product. This idea can also be viewed as a cognitive trade-off between the product's perceived excellence and the perceived cost or sacrifice involved. The product's perceived quality and perceived price are thus two important PV variables (Konuk, F. A. (2019). [70]). Both potential and present consumers' intents to utilise wearable technology are highly influenced by their perception of the value of these products. This research confirms the widely held notion that consumers' decisions to adopt new goods or services are heavily influenced by perceived value. Make sure that clients completely understand the value that wearable devices bring if you want to promote their adoption and continued use. In other words, the adoption and continuous use of wearable technology depends on getting customers to understand their value and benefits (Yang, et al. (2016). [71]). It was discovered that while functional value, particularly as it related to safety and quality considerations, had an influence on purchase intention, trust did not directly affect this intention. In other words, customers' perceptions of a product or brand's functional qualities, such as its dependability and safety, influence their level of trust in it. However, perceived emotional worth had a significant impact on purchase intention, showing that people are more likely to buy when they have an emotional connection to a product. This suggests that while emotional elements play a large part in purchasing decisions, they are not the main drivers of customer trust. However, this emotional value had a lesser impact on trust. In conclusion, trust is influenced by functional variables, particularly safety and quality, whereas purchase intention is mostly influenced by emotional factors (Watanabe, et al. (2020). [72]). There is a strong positive correlation between consumer purchase intent and the three variables of advertised value, perceived price, and perceived quality. This implies that customers are more likely to intend to buy herbal goods when they believe they are high-quality, moderately priced, and have access to effective promotion (Mubarak, K. (2020). [73]). As a key mediator in determining the relationship between consumption values and purchasing intention, green trust is extremely important. Customers' intentions and purchasing behaviour may be hampered if they don't trust or believe in green items. The presence of green trust strengthens the link between consumption values (such as price, performance, quality, social image, and emotional associations of green items) and green purchasing intention. As it considers different aspects of the product, including its eco-friendliness and the beneficial influence it has on the environment, green trust works as a crucial component that boosts consumers' propensity to acquire

green products. In order to encourage and enhance consumers' intentions to select and purchase green products, it is crucial to cultivate green trust. (Amin & Tarun (2021). [74]).

#### 4.3. Personal Norms:

Customers' own norms and worries, such as those related to the environment, their health, their ego, and their altruism, might have an impact on how confident they are in using Ayurvedic products. Here are some examples of how each of these elements might help foster trust:

- **Environmental Concern:**

- i. When compared to conventional medications, ayurvedic treatments are frequently seen as being more environmentally friendly. Many buyers who care about the environment may trust Ayurvedic goods because they think they have a smaller ecological impact.
- ii. Businesses may gain the trust of consumers who care about the environment by prioritising sustainable practices in the manufacturing and sourcing of their ayurvedic products.
- iii. Consumers that place a high priority on environmental issues may be more trusting if eco-friendly practices, such as sustainable herb collecting, are clearly labelled and openly discussed.

- **Health Concern:**

- i. Ayurveda is connected with all-natural and integrative methods of treating illness. Customers who have serious health concerns may have faith in Ayurvedic items since they believe they are safe and chemical-free.
- ii. Consumers who are concerned about their health may become more receptive to Ayurvedic treatments if clinical studies and other scientific research demonstrate their effectiveness and safety.
- iii. Consumers can feel confident about the calibre and health advantages of Ayurvedic goods if they can verify their authenticity and get them certified by trustworthy regulatory agencies.

- **Egoistic concern:**

- i. Customers who are looking to improve their personal well-being or attractiveness may trust Ayurvedic items. They might think that using Ayurvedic treatments will make them feel and look better.
- ii. Businesses that provide Ayurvedic beauty and health items might appeal to egoistic desires by emphasising how their goods improve clients' looks and self-esteem.
- iii. By displaying actual results, user reviews and before-and-after images can help build trust.

- **Altruistic concern:**

- i. Because they are consistent with their altruistic beliefs, some buyers may believe in Ayurvedic items. Balance, harmony, and wellbeing are frequently emphasised in Ayurveda, not just for the individual but also for society and the environment.
- ii. Customers with altruistic considerations may be drawn to businesses that practice ethical sourcing, fair trade, and philanthropic activities because they perceive their purchases as having a beneficial social and environmental impact.
- iii. Transparency regarding these programmes and their benefits to the community might encourage trust among ethical shoppers.

In conclusion, a customer's own customs and worries may have an impact on how much they trust Ayurvedic items. Businesses that embrace sustainable practices, emphasise health benefits, respond to egoistic interests, and exhibit generosity can strengthen their relationships with their clientele. Additionally, maintaining confidence in the Ayurvedic product market requires clear communication, scientific validation, and adherence to quality standards.

According to Schwartz's definition of personal norms from 1977, a person's self-expectation of a given action in a particular circumstance. These expectations are felt as a sense of duty to uphold moral principles. Personal norms are, in essence, determined by internal forces that are consistent with an individual's internal beliefs and notions of what is good or bad. This indicates that people follow personal norms because they feel it is the morally or ethically appropriate thing to do based on their own internal principles and ideals rather than because of outside pressure (Jansson & Dorrepaal (2015). [75]). Strong personal norms, especially those relating to ecological issues, show a clear pattern in the factors that people make decisions based on. Strong ecological norms, in particular, result in a sharper focus on organic production selection criteria. These people don't necessarily place more value on metrics that determine how far a product is transported or how easily its packaging can be recycled or reused (Klöckner & Ohms (2009). [76]). When morality is a fundamental part of one's identity, it serves

as a strong incentive to act morally. Particularly, when a particular value, such as green consumption, becomes a significant part of one's identity, it heightens the sense of personal responsibility to conform one's behaviour to that value. Personal norms are thus derived from an individual's identity, and a strong sense of self can considerably boost one's urge to act morally and in accordance with their ideals. When green consumption is core to a person's identity, they are more likely to be inspired to make decisions that are considerate of the environment (Kim, et al. (2012). [77]). Globally, people are becoming more conscious of the environment, which has led firms to focus more on creating and advertising green electric products. Pakistani consumers are likewise demonstrating this trend by placing an increased emphasis on ecologically friendly goods. These environmentally friendly appliances are becoming more and more popular as a result of the advantages they provide to both society and the environment, which supports the rising concern for sustainability and ecological responsibility. This change in consumer priorities is a reflection of a larger worldwide movement towards greener production and consumption methods (Zhang, et al. (2022). [78]). When morality is a fundamental part of one's identity, it serves as a strong incentive to act morally. Particularly, when a particular value, such as green consumption, becomes a significant part of one's identity, it heightens the sense of personal responsibility to conform one's behaviour to that value. Personal norms are thus derived from an individual's identity, and a strong sense of self can considerably boost one's urge to act morally and in accordance with their ideals. When green consumption is core to a person's identity, they are more likely to be inspired to make decisions that are considerate of the environment (De Waal & van der Heijden (2016). [79]).

#### 4.4. Customer Intimacy:

Building consumer trust in the use of Ayurvedic products can be accomplished via the use of customer intimacy techniques like blogging and social media. Since they have an impact on a person's wellbeing, ayurvedic items are frequently linked to natural and holistic health solutions that need a high level of trust. How these tactics can be useful is as follows:

- **Educational content:**

Bloggers and social media influencers can produce enlightening articles on ayurvedic goods. They are able to describe the foundations of Ayurveda, the components employed, their advantages, and how these products fit into a programme of holistic health. Consumer trust is improved as a result of this educational component, which enables customers to comprehend the science and philosophy of Ayurveda.

- **User testimonials and reviews:**

Influencers and bloggers can talk about their own experiences using Ayurvedic items. These first-hand accounts and testimonials serve as social proof that actual people have benefited from these products. Consumers are more likely to believe peer reviews than conventional advertising.

Transparency: Successful influencers and bloggers are open about their connections to ayurvedic companies. Since consumers value honesty and integrity in marketing, it helps to establish trust with their audience when they are transparent about their collaborations and sponsorships.

- **Expert Endorsements:**

Bloggers and influencers can work with Ayurvedic practitioners or experts who can offer their advice and views. Because consumers value the advice of industry experts, this gives the products credibility.

- **Interactive Engagement:**

Social media enables one-on-one communication between influencers and customers. Customers are more likely to believe the information and the items being discussed when they feel comfortable asking questions, seeking guidance, and receiving prompt answers from knowledgeable sources.

- **Visual and personal appeal:**

Social networking platforms enable the creation of visually appealing material. Influencers can present the goods in an appealing and sympathetic way. Consumers are better able to engage with the brand and the items when the experience is personalised.

- **Building Communities:**

Influencers can help create a network of people who share a passion for Ayurveda and holistic health. Being a part of such a group might increase customers' faith in Ayurvedic goods because they feel that they are making educated decisions with people who have similar interests.

- **Engagement that never ends:**



Influencers and bloggers frequently have continuing interactions with their audience. By regularly distributing articles on Ayurveda and its products, they reaffirm the message and progressively develop trust over time.

- **Scientific validation:**

Sharing studies and research that back up Ayurvedic practices and substances will help establish credibility further. Customers are more likely to believe in products that are supported by scientific research.

- **Customer Feedback Loop:**

Customers can directly communicate their opinions via social media sites, both positively and negatively. Brands may use this input to make their products better and demonstrate their dedication to client happiness, which raises trust.

In conclusion, customer intimacy tactics using bloggers and social media are successful at fostering consumer confidence in the usage of Ayurvedic products because they offer knowledge, authenticity, close relationships, and a sense of community. Combining these factors enables businesses to build credibility and a base of devoted customers who believe in the efficacy and veracity of Ayurvedic products.

Given how much time people now spend on social media, it provides a very powerful platform for spreading culture and knowledge. People utilise social media as their main source for the most recent news as well as for enjoyment. Additionally, social media offers a number of benefits for raising awareness, and new data shows that it significantly affects people's purchasing decisions. In conclusion, taking advantage of social media is a strong method for raising culture and awareness because of how widely it is used, how news is disseminated, and how it affects consumer purchasing behaviour (Abdollahbeigi & Salehi (2019). [80]). Utilisation of social media, social influence, individual environmental responsibility, and perceived social media trust are all important determinants of consumer attitudes towards sustainable consumption. This shows how important these antecedents are in encouraging sustainable purchasing behaviours. These attitudes in turn affect their intentions to make sustainable purchases (Arora, et al. (2023). [81]). Social media acts as a dynamic platform that affects how customers feel about eco-friendly cosmetics, how they view social standards, and how they acquire both altruistic and egoistic values. This exemplifies the complex influence social media has on consumer behaviour when it comes to environmentally friendly and sustainable cosmetics (Pop, et al. (2020). [82]). Social media use has a substantial positive correlation with perceived behavioural control (PBC) and subjective norm (SN), but not with attitude (AT). Additionally, social media use has a significant moderating effect on the connection between attitude (AT) and intention to make green purchases (GPI) (Nekmahmud, et al. (2022). [83]). By sharing engaging experiences from their everyday lives, personal green blogs play a significant role in developing credibility and trust among their audience. These bloggers do more than just disseminate information and communicate scientific knowledge; they also play a crucial role in advancing green standards, preferences, and identities. With their practical counsel and hands-on suggestions, they excel at making the complex idea of sustainability understandable at the grassroots level. Personal green blogs essentially fill the gap between impersonal sustainability ideas and doable initiatives for people, strengthening local communities' commitment to sustainable living (Joose & Brydges (2018). [84]).

#### 4.5. Inclination:

Customers' propensity to believe in and use Ayurvedic products is influenced by a number of important factors, including a holistic approach, perceived value, individual norms, and customer intimacy. The following are the ways in which each of these factors promotes trust and increases consumer preference for Ayurvedic products:

- **Holistic Strategy:**

Ayurveda is a comprehensive medical approach that places a focus on the interdependence of the body, mind, and spirit. Utilising natural components, fostering total balance and health, and taking into account all facets of a person's wellbeing are all aspects of a holistic approach to Ayurvedic products.

Customers have a tendency to trust Ayurvedic products that take a holistic approach since it is consistent with their conviction that health should be approached holistically and naturally. Customers are more likely to trust brands when they emphasise holistic concepts because they believe these products will

offer all-around wellness benefits.

- **Perceived Value:**

A customer's perception of value is their evaluation of the advantages they obtain in comparison to the price of a product. It entails assessing the efficacy, quality, and overall value of the products in the case of ayurvedic ones.

Customers are more likely to trust and buy Ayurvedic items when they believe they offer significant value. Customers are more likely to trust and use products with a high perceived value because they believe they are worth the investment in their health and wellbeing.

- **Personal Norms:**

Personal norms are the personal moral and ethical principles that direct behaviour. Personal norms can be related to values such as cultural or spiritual beliefs, ecological practices, ethical sourcing, and natural healing in the context of Ayurvedic products.

Customers are more likely to trust and use Ayurvedic items if their personal norms are in line with those of the discipline. They are more likely to be inclined to use the goods as part of their health and wellness routine when they are consistent with their personal values and beliefs.

- **Customer Intimacy:**

The development of close, personalised relationships between a business and its clients is referred to as customer intimacy. It entails comprehending specific consumer requirements, making recommendations that are appropriate for them, and giving top-notch customer service.

Businesses that cultivate customer intimacy show a dedication to the welfare and satisfaction of their clients. Customers are more likely to trust Ayurvedic items offered by these businesses as a result because they feel as though their particular requirements and worries are recognised and taken care of. In conclusion, a holistic approach that adheres to Ayurvedic principles, the perceived value of the products, their compatibility with individual norms and values, and the presence of customer intimacy in the business-customer relationship all affect consumers' propensity to trust and use Ayurvedic products. Businesses that successfully integrate these components into their strategy are more likely to foster customer trust and increase their propensity to buy Ayurvedic products for their health and wellbeing.

The demand for immunity-based goods and materials has significantly increased as a result of the present emphasis on increasing immunity. In light of the ongoing "new normal" brought on by the pandemic, people have realised the value of having a strong immune system in preventing diseases and viruses. As a result, people are being persuaded to buy foodstuff ingredients and items that are said to boost immunity. This pattern shows a rising understanding of the importance of a strong immune system for preserving health and wellbeing (Arora, et al. (2021). [85]). Beliefs, attitudes, and normative influences are important variables in the context of female customers' intents to purchase ayurvedic skincare products. A higher chance of purchase intention is connected with positive attitudes and sentiments about these products. Additionally, normative effects, which include peer and social pressures, have a significant influence on people's decisions to buy Ayurvedic skincare products. In essence, the intention of female consumers to purchase these particular skincare products is significantly shaped by both internal moral convictions and outward social factors (Pathmaperuma & Fernando, (2018). [86]). Consumer purchase intention is positively impacted by consumer trust in a green brand's reputation and the perceived value of its environmentally friendly products. Building consumer trust and confidence is essential because, without it, persuading customers to make purchases becomes incredibly difficult. For green brands to generate attention and purchase intentions from consumers, building trust and highlighting the perceived value of their eco-friendly products are crucial (Rizwan, et al. (2014). [87]). Modern customers are significantly changing their views on cosmetics, favouring healthier and natural alternatives. The inclusion of chemicals in cosmetics and their potential adverse effects have garnered growing concern among many consumers. Consumers are increasingly choosing Ayurvedic-based cosmetic products because they are thought to be safer and more natural than other options. This modification mirrors a broader trend in the cosmetics and skincare sector that prioritises health and wellness (Sivagami, T. (2016). [88]). Information quality, information usefulness, and argument quality were highlighted as the three key components of electronic Word-of-Mouth (eWOM) communications. The effects of these factors on customers' propensity for trust were investigated. The study also evaluated perceived risk, recognising it as a dynamic aspect in the acceptance of eWOM, and

quantified its impact on trust propensity. The main goal of the study was to comprehend how these variables connect to trust in the context of eWOM communication (Khwaja, et al. (2020). [89]).

#### 4.6. Trust:

##### Holistic Strategy:

- **Authenticity:** Ayurveda is frequently linked to a traditional, holistic approach to health and wellbeing. When customers believe that the Ayurvedic items are actually based on archaic Ayurvedic principles, trust is established.
- **Transparency:** By being open and honest about their sourcing, production methods, and ingredients, Ayurvedic product merchants and manufacturers can win customers' trust. When there is accessible clear and honest information about a product, consumers are more likely to believe it.

##### Perceived Value:

- **Quality:** Ayurvedic goods should constantly provide the advantages promised. Positive outcomes increase consumer confidence in the brand and the usefulness of the product.
- **Affordability:** Ayurvedic items should be affordable, given their perceived worth, as this can increase trust. Customers ought to believe that their money is being well spent.

##### Personal Norms:

- **Cultural Alignment:** Ayurveda has a strong cultural foundation in Indian customs and culture. Respecting these cultural standards and ideals is necessary to establish trust. Brands are more likely to build trust if they exhibit cultural awareness and authenticity.
- **Ethical Standards:** Following ethical standards, such as fair trade, sustainable sourcing, and eco-friendly packaging, is consistent with one's own standards for social and environmental responsibility.

##### Customer Intimacy:

- **Customer Engagement:** Engagement with clients is necessary to establish trust. Examples of these channels include social media, email newsletters, and customer support. Trust can be increased through responding to queries, addressing issues, and actively seeking feedback.
- **Customization:** Making Ayurvedic products to meet the demands and tastes of each customer helps strengthen the trusting relationship. Personalised product and recommendations show a dedication to the welfare of the customer.

In conclusion, building consumer confidence in Ayurvedic products is a complex process that entails adhering to the holistic principles of Ayurveda, providing goods that are valued by consumers, respecting cultural conventions, and using customer intimacy techniques. Building and maintaining client confidence is crucial for long-term market success for Ayurvedic brands. This can be done through exhibiting authenticity, transparency, quality, and ethical practices.

Sales of organic food have consistently increased over the past few decades, demonstrating the growing interest and confidence that customers have in this class of goods, which are thought to be made naturally without the use of chemicals. Research on the potential link between consumer confidence in organic food and the variables affecting both purchase intentions and actual behaviour is, however, scarce. The necessity to look into these connections within the framework of the Theory of Planned Behaviour (TPB), an important sociopsychological theoretical framework, is highlighted by this research gap (Canova & Manganelli, (2017). [90]). In the modern era, women are more likely to trust natural items than synthetic and chemical alternatives. They are aware of the advantages of herbs and natural compounds for skincare and wellbeing. After experiencing the negative impacts of chemical-based cosmetics, customers are turning to herbal and Ayurvedic beauty products because the skin is so delicate and prone to damage from pollution. Customers clearly choose Ayurvedic beauty products in their quest to preserve the health and beauty of their skin, as evidenced by this trend (Pallathadka et al. (2022). [91]). Consumer acceptance of green products may be directly influenced by their perceived value. Additionally, this perceived benefit of becoming green indirectly has a favourable impact on one's intention to go green again. Consumer pleasure and trust in green products are the key drivers of this indirect influence. Essentially, customers are more inclined to embrace and buy green items when they believe that these products have a high value, and this belief increases satisfaction and trust, further confirming their intention to do so (Lam, et al. (2016). [92]). Green perceived value, green fulfilment,

and green trust are all positively correlated with green loyalty. Second, the study showed that the positive association between green perceived value and green loyalty is partially mediated by green satisfaction and green trust. In other words, although green perceived value effects green loyalty directly, it also influences green loyalty indirectly through the intermediary mechanisms of green pleasure and green trust. This demonstrates how these elements work together to influence consumer loyalty towards "green" or environmentally friendly items (Chen, Y. S. (2013). [93]).

#### **4.7. Consumption:**

Particularly in areas where Ayurveda has a long history and strong cultural value, trust in Ayurvedic products has been a major element in their consumption. Ayurveda is a conventional medical system with over 5,000 years of history that relies on natural ingredients and holistic approaches to health and wellness. It was developed in India. People prefer to use and trust Ayurvedic goods for the following reasons:

Deep historical and cultural roots may be found for Ayurveda in India and its surrounding areas. Because Ayurvedic treatments have been practiced for centuries and are seen as a part of their cultural legacy, many people have faith in them.

Ayurvedic remedies frequently contain natural components including minerals, herbs, and roots. People believe these organic components and believe they are less likely to cause harmful side effects compared to synthetic drugs.

It's vital to note that, despite the fact that many people trust and value Ayurvedic products, there can be differences in their quality and safety. When taking Ayurvedic remedies, especially when mixing them with other treatments or medications, customers must do their research, speak with trained Ayurvedic practitioners or healthcare professionals, and use prudence. Consumers should be informed of the legislation in their location as regulatory requirements and guidelines for Ayurvedic items may differ from one country to the next.

The study found that green perceived value affects green trust. This implies that businesses should concentrate on creating goods that are not just green or environmentally friendly, but also competitive in terms of both price and performance. The study also discovered that a number of criteria, including green trust, perceived value, and perceived quality, have an impact on consumers' purchase intentions. Because of this, it's critical for businesses aiming to promote buy intent for their environmentally friendly goods to build consumer confidence in their environmental commitments, stress the importance of sustainability, and uphold high perceived product quality. This multimodal strategy can successfully influence customer purchasing intentions when it comes to products that promote environmental responsibility (Cheung, et al. (2015). [94]). Personal beliefs alone do not directly influence Indonesian consumers' interest in buying ethical fashion products. Instead, when they are mediated by two important factors—green trust indicators and attitudes towards green products—personal values can affect the desire in purchasing such products. In other words, personal values first influence the growth of trust in the ethical component and mould favourable attitudes towards green products, which in turn influences the chance of purchasing ethical fashion products. This implies that cultivating positive attitudes and developing trustworthiness are essential steps in getting Indonesian consumers to embrace ethical fashion (Aprianti, et al. (2021). [95]).

#### **5. ABCD LISTING FRAMEWORK FOR THE CONCEPTUAL MODEL :**

The ABCD framework is a flexible method for examining several facets of commercial value in society. It can be used to evaluate system features, concept or idea efficacy, strategy effectiveness, and person qualities. This paradigm offers a methodical way to assess the significance and impact of business-related factors all at once (Aithal, 2017). [96]). The ABCD analysis framework, which was first presented by (Aithal, et al. (2015). [97]), provides a structured method for locating and addressing problems inside a system with the aim of improving it. This strategy facilitates the identification of critical components that require attention by categorizing findings into Advantages, Benefits, Constraints, and Disadvantages. This methodology enables a methodical and structured evaluation to be carried out in order to identify systemic improvement opportunities (Nayak & Kayarkatte, (2022). [98]). By finding influencing aspects within various constructs and identifying crucial constituent pieces using appropriate techniques like trial studies, interviews, focus group discussions, and experiments, the ABCD analytical framework supports exploratory research. The information gained helps to rank

these features and factors, improving comprehension of their importance for later decision-making and study focus (Aithal, (2016). [99]). These are the various papers studying ABCD analysis concerning various phenomenon and issues are few other articles which has listed various advantages, benefits, constraints and disadvantages of stress coping mechanism (Kumari & Aithal, (2022). [100]), assessing the attractiveness and feasibility of doing business in BoP Market (Raj & Aithal, (2022). [101]), performance evaluation through profitability ratio analysis (Bharathi & Mayya, (2022). [102]), Nano technology as green technology (Aithal & Aithal, (2018). [103]). etc.

Advantages	Benefits	Constraints	Disadvantages
<ul style="list-style-type: none"> <li>• Use natural ingredients.</li> <li>• Treating the whole person rather than just addressing isolated symptoms.</li> <li>• Ayurvedic products are tailored to an individual’s unique constitution.</li> <li>• Natural origins.</li> <li>• Recognizes the strong connection between the mind and body.</li> <li>• Ayurvedic products can be used in conjunction with conventional medical treatments as a complementary therapy</li> <li>• Focuses on addressing the root cause of health issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Less chemical content in the products.</li> <li>• Restore the balance between body, mind and spirit which leads to long term health improvements.</li> <li>• Personalized approach to health.</li> <li>• Fewer side effects.</li> <li>• Emphasizes mental wellbeing alongside physical health.</li> <li>• Enhancing the overall effectiveness of health case.</li> <li>• Long lasting improvements rather than temporary relief.</li> </ul>	<ul style="list-style-type: none"> <li>• No guarantee of 100% chemical free.</li> <li>• Severe level diseases cannot be treated.</li> <li>• Diagnosing the disease may be sometimes wrong.</li> <li>• Overdose of medicines.</li> <li>• People may not be ready to practice meditation, yoga, etc.</li> <li>• Possibility of decreased good results.</li> <li>• Result will be slow.</li> </ul>	<ul style="list-style-type: none"> <li>• Impact on trust in products.</li> <li>• Chances of shifting to non ayurvedic products.</li> <li>• Ill effects on the health.</li> <li>• More side effects.</li> <li>• No mental wellbeing.</li> <li>• Belief in ayurveda may be doubtful.</li> <li>• May not get permanent relief.</li> </ul>

**6. ARGUMENTS TO APPROVE THE PROPOSED CONCEPTUAL MODEL USING EMPIRICAL METHOD AS FURTHER STUDY :**

The study's goal is to gauge consumer confidence in ayurvedic goods. 800 respondents from the D.K. and Udupi districts of the state of Karnataka will be selected using convenient and purposive sample methods to provide their answers to the structured questionnaire. The structured questionnaire will use a five-point Likert scale to capture the data. The acquired data will be run through the SPSS 26 programme, and independent sample t-test, ANOVA, SEM, and regression analysis will be used for descriptive and informal analysis.

**7. CONCLUSION :**

Ayurvedic products are derived from ayurveda, an ancient Indian medical system. These products are typically made using natural ingredients including minerals, plants, herbs, and other organic items. Ayurvedic goods are said to promote holistic health by balancing the body, mind, and spirit. Currently, the majority of consumers choose ayurvedic products. Through analysis of numerous consumer behaviour models and instruction in literature, the study brought to light the various elements that contribute to consumers' faith in ayurvedic products. People are known to choose ayurvedic medicines because of things like increased health consciousness, fewer side effects, natural products, and so forth.

Ayurvedic goods could have various drawbacks, such as a lack of standardisation, adulteration and contamination, allergic responses, medicine interactions, delayed results, etc. The study has produced a conceptual model that would aid in analysing the customers' faith in ayurvedic items by outlining the key advantages of these goods. This will aid in bringing in new clients and keeping existing ones interested in ayurvedic items.

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