

## **A study of cultural influences in the buying behaviour of Indian consumers towards Ayurvedic and Herbal FMCG products**

**By**

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The purpose of this minor research project was to study the influence of cultural values on the purchase intentions of consumers for Ayurvedic and Herbal FMCG products. Mixed research method was used to study different variables affecting the purchase intentions of the consumers. These variables were developed into a model after an extensive literature review and from the findings of three focus group discussions. Various scales available in the literature for different values of culture were taken which ensured the validity of the instrument. These variables were religiosity, spirituality, ethnocentrism, consumer attitude towards purchase on various parameters of ayurvedic and herbal healing, and preference for chemical free products. The variables reflect the cultural values consumers hold that are deep rooted in Indian sub culture. Focus group discussions helped in understanding the qualitative aspect of the study and the quantitative aspect of the study was conducted using survey of questionnaire to 361 respondents. Descriptive and inferential statistics was used for analysing the data. Descriptive statistics was used for analysing the univariate data and inferential statistics was used for analysing the bivariate data. The study shows positive relationship between the variables like spirituality, religiosity and ethnocentrism and purchase intent for Ayurvedic and Herbal FMCG products. The results of this study can help the marketers take decisions regarding the communication strategy, approach towards competitive positioning and redesigning product planning.