

GREEN MARKETING AND CONSUMER DEMAND FOR AYURVEDIC PRODUCTS: A SUSTAINABLE SYNERGY

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Abstract

The growing emphasis on sustainability and ethical consumption has spurred interest in green marketing, especially in relation to Ayurvedic products. This study explores the impact of green marketing strategies on consumer demand for Ayurvedic healthcare and cosmetic products, focusing on how perceptions of eco-friendliness, natural composition, and environmental responsibility influence purchase decisions. Using a mixed-methods approach, the research collected data from 200 respondents in urban and semi-urban regions of India to assess awareness, behavior, and preferences. The results demonstrate that green marketing positively correlates with increased consumer interest and loyalty, particularly among health-conscious and environmentally aware consumers. The findings confirm that Ayurvedic products marketed for diabetes and skincare benefit significantly from sustainable branding, highlighting a synergy between traditional medicine and modern eco-centric values. The study offers strategic recommendations for Ayurvedic brands to enhance their market positioning through green marketing. This work contributes to sustainable marketing literature and supports the alignment of traditional health systems with contemporary environmental and consumer trends.

Keywords: Green Marketing; Consumer Behavior; Ayurvedic Products; Sustainability; Eco-Friendly Branding; Natural Cosmetics; Diabetes Care, Environmental Awareness; Herbal Medicine,; Ethical Consumption.

Introduction

The growing interest in green marketing drives consumer demands for Ayurvedic products because it emphasizes marketing sustainability and ethical sourcing and health-conscious products. The rising environmental consciousness combined with health concerns leads today's consumers to choose effective environmentally friendly products. Ayurvedic products based on natural ingredients and traditional practices fulfill this growing demand by providing green sustainable alternatives compared to products based on chemicals (Bhowmick et al., 2024).

The demand for Ayurvedic products increases substantially when marketing emphasizes their environmental benefits alongside their organic components and safe compositions. The introduction of diabetes management drugs containing the natural herbs Gudmar, Jamun and Neem attracts health-focused customers who want plant-based medicine without adverse reactions. Market credibility and consumer loyalty develop because consumers receive reassurance about environmental-responsive manufacturing and sustainable packaging methods as well as chemical-free ingredients (Sharma et al., 2024).

Green marketing stands to be essential in the cosmetics industry due to rising consumer worries about synthetic elements. Ayurvedic cosmetics containing natural components such as turmeric, sandalwood and aloe vera as well as rose water offer a reassuring experience for the skin and users perceive them to be gentler and safer. Marketers who amplify natural elements along with their skin-healing capabilities become successful in drawing customers who value wellness with environmental-friendly beauty decisions.

The cooperative relationship between green marketing and Ayurveda benefits both consumers and supports sustainable agriculture and rural economies because small-scale farmers usually cultivate the Ayurvedic ingredients. The communication of conscious social and ecological impacts through marketing campaigns develops emotional connections with value-focused consumers particularly those who belong to the younger generation (Kumar et al., 2025).

Today's eco-conscious consumers find deep resonance with the powerful combination of Ayurvedic principles blended with green marketing approaches. Through open communication of all Ayurvedic product advantages related to health and environment and social aspects companies can build substantial consumer demand while creating brand loyalty and supporting sustainability (Hassan, 2021).

The strategic implementation of green marketing leads consumers towards environmentally friendly products that respect health while focusing on both Ayurvedic principles. Traditional Indian medicine products based on Ayurvedic principles use natural elements and therefore match green marketing parameters. Consumer trust grows because this shared approach highlights pure and sustainable practices that reduce environmental effects. Green marketing presents Ayurvedic brands with an opportunity to use their narrative around natural cosmetic products alongside rising awareness of diabetes-related lifestyle diseases (Morbale et al., 2024). Herbal medicines that contain Neem and Karela ingredients for diabetes management along with eco-friendly Ayurvedic skincare products formed from sandalwood and aloe vera have proved successful at attracting health-conscious and environmentally sensitive buyers. The dual benefits of green marketing boost product viability while enhancing brand retention through changes in consumer behavior which promotes environmentally friendly purchasing choices. A study examines how Ayurvedic companies can establish sustainable purchase patterns through green marketing methods to encourage high consumer involvement across therapeutic medicines and cosmetic products (Shrivastava & Zsolnai, 2022).

In the context of sustainable development and herbal medicine, Obahiagbon and Ogwu (2023) examined the intersection of business, sustainability, and herbal medicine, emphasizing how traditional practices have increasingly merged with modern market dynamics. They noted that the global rise of Traditional, Complementary, Alternative, and Integrative Medicine heightened the demand for sustainability in herbal product development. However, they highlighted several challenges, particularly in underdeveloped nations, including the difficulty of introducing herbal cosmeceuticals as eco- and user-friendly products with value-added features. The authors emphasized the need for public-private partnerships involving universities, research institutions, businesses, and healthcare stakeholders to foster the innovation of herbal products rooted in indigenous practices. Moreover, they proposed strategies such as eco-friendly packaging, regenerative sourcing, community engagement, and transparent communication as vital for aligning herbal medicine with sustainable business practices. Building upon the sustainability framework, Chandra (2023) focused specifically on medicinal and aromatic plants (MAPs) in India and proposed a strategic marketing mix approach to enhance the competitiveness of MAP enterprises. Using a qualitative case study method and data from 37 in-depth interviews, the study revealed that marketing mix strategies could not only address existing shortcomings but also unlock entrepreneurial opportunities and sustainable livelihoods. The findings supported the view that marketing failures might be reframed as innovation triggers, thus enriching the literature on sustainable entrepreneurship and resource management. Together, these studies underscored the necessity of integrative strategies in herbal product development and marketing to ensure long-term success and sustainability.

Vashishth and Malviya (2024) investigated the intersection between sustainable marketing and Indian cultural values, particularly through the philosophical lenses of Hinduism and Buddhism.

They argued that the increasing public concern for environmental ethics and the demand for ethical consumerism have made sustainable marketing more relevant in India. By analyzing sacred texts, historical narratives, and modern applications, the study demonstrated how integrating religious values into marketing strategies could enhance cultural relevance and societal acceptance of sustainability efforts. In parallel, Malik et al. (2022) conducted a qualitative case study on an innovative Indian multinational enterprise (MNE) operating in rural areas and specializing in Ayurvedic products and services. Using interviews, observations, and secondary data, they examined the company's sustainable business model through the frameworks of dynamic capabilities and business models. Their findings revealed that the MNE achieved sustainable growth by leveraging indigenous knowledge, particularly Ayurvedic wisdom, and by continuously reorganizing ecosystem resources—including social capital and community engagement—to maintain innovation in patient care. Together, these studies highlighted the potential for culturally rooted and resource-driven strategies to foster sustainability in both marketing and healthcare business practices within the Indian context.

Gurnani (2025) highlighted the profound influence of the interconnected Indian philosophies of Yoga, Ayurveda, and Sanskrit on global wellness trends by promoting a lifestyle centered on health, sustainability, and holistic well-being. The study emphasized how Ayurveda, through its focus on natural remedies and preventive healthcare, responded to the rising global demand for organic products and positioned itself competitively within the international wellness and healthcare industries. This growth not only benefited sectors such as agriculture, tourism, and retail but also emphasized the role of Sanskrit in preserving and transmitting the intellectual and cultural heritage embedded in Ayurveda and Yoga. Simultaneously, Abraham et al. (2025) addressed the environmental challenges emerging from the surge in global demand for Ayurvedic products, particularly the waste generated from expired plant matter and packaging. Their study proposed innovative waste management strategies by valorizing Ayurvedic by-products—specifically Dashamoola Spent Material (DSM)—into biopolymers and nutraceuticals using nanotechnology and lignocellulosic biomass conversion. This approach aimed to align traditional Ayurvedic practices with circular economy goals by minimizing pollution, generating new income sources, and enhancing resource efficiency. While Gurnani underscored the economic and cultural expansion of Ayurveda, Abraham et al. provided a complementary perspective by focusing on its environmental sustainability, together offering a comprehensive understanding of Ayurveda's evolving global relevance.

Pande (2024) examined Nepal's growing potential as a hub for wellness tourism, recognizing its unique geographical setting in the Himalayas, rich cultural heritage, and spiritual traditions. The study highlighted the global shift in tourism trends towards wellness-oriented experiences that support physical, mental, and spiritual well-being. By evaluating Nepal's current wellness tourism landscape, Pande identified opportunities for growth along with significant challenges, offering strategic insights for stakeholders to leverage the country's untapped potential in this sector. Complementing this perspective, Pathak et al. (2024) explored the evolution of traditional herbal medicine, noting that extensive research over recent decades had elevated herbal remedies—once on the margins—to the forefront of medical practice. These environmentally friendly and cost-effective treatments were shown to play a significant role in both disease prevention and care. Despite their benefits, the expansion of herbal medicine faced notable barriers including regulatory limitations, overuse of medicinal plants, industrialization pressures, biopiracy, and biodiversity loss. The authors emphasized that integrating herbal medicine into

primary healthcare systems could help overcome these challenges while contributing to broader sustainable development goals (SDGs), improving healthcare access, and conserving natural resources. Together, both studies illuminated how wellness and traditional medicine, particularly in South Asian contexts, could intersect to support sustainable health tourism and holistic public health systems.

In the wake of the COVID-19 pandemic, the old adage "Health is Wealth" gained new meaning, emphasizing the importance of prioritizing health, and wellness tourism, which offers opportunities for rest, renewal, and comprehensive self-care, saw a rise in demand as global conditions improved. Bhuyan, et al., (2025) examined wellness tourism in India from 1990 to 2023, analyzing its current state, future economic and ecological potential, and its connection to the Sustainable Development Goals (SDGs), with key themes including the need for wellness tourism (13.63%), its contribution to SDGs (11.36%), development in India (22%), and future directions involving technology and case studies (17.04%). Traditional practices like Ayurveda, yoga, and meditation were seen as offering India a competitive edge in international wellness tourism, while spa and thermal tourism (14.28%), medical wellness (10.71%), yoga and meditation retreats (14%), environmental and nature-based wellness (21.42%), fitness and adventure wellness (10.71%), and cultural and spiritual wellness (21.42%) formed the diverse offerings in the country. These wellness experiences, available across 28 states, contributed to achieving several SDGs, both directly and indirectly. A SWOT analysis revealed that despite the advantages of diverse landscapes and rich traditions, challenges like infrastructure deficiencies, quality standardization, and global competition persisted, and to position India as a global leader in wellness tourism, strategic investments in infrastructure, marketing, and workforce training were recommended. Similarly, Mukherjee et al. (2021) highlighted the significance of traditional medicine (TM), which has a long-standing history and is recognized by the World Health Organization (WHO) as a crucial part of the global health care system. The WHO advocated for the integration of TM into health and wellness systems, ensuring its safe and effective use through regulation, research, and proper integration of products, practitioners, and practices. TM was defined as the sum total of knowledge, skills, and practices indigenous to various cultures, whether explicable or not, used to maintain health and prevent, diagnose, improve, or treat physical and mental illnesses. In some countries, terms such as complementary, alternative, or nonconventional medicine were used interchangeably with traditional medicine, further reflecting its importance in global health systems.

Shukla (2010) emphasized the growing reliance of the global intellectual community on the mutually beneficial relationship between Traditional Knowledge (TK) and Intellectual Property Rights (IPR), highlighting the need to preserve, protect, and promote TK for the economic well-being of knowledge holders and cultural preservation. He discussed the challenges of safeguarding traditional healthcare and the complexities of intellectual property in TK, focusing on the necessity for regulations that protect it. The article presented the Traditional Knowledge Digital Library (TKDL) as a global regulatory tool to prevent the appropriation of documented knowledge, offering essential guidelines for its implementation to safeguard traditional knowledge and enhance research on Ayurveda. Shukla argued that IPRs should be integrated with TK protection to foster fairness, conservation, and anti-biopiracy efforts, urging global collaboration to protect and utilize TK effectively, ensuring that protections are accessible and understandable for TK holders. Máthé and Khan (2024) further explored the dynamics of Medicinal and Aromatic Plants (MAPs) in India, examining their role in traditional medicine and

contemporary product development. They noted the growing replacement of traditional knowledge by modern medical techniques and the challenges posed by commercialization and modernization, which threatened the preservation of indigenous knowledge. The chapter highlighted the importance of integrating traditional health systems with modern science and technology to promote MAPs' benefits and boost the economy. It called for legislative changes and research to preserve traditional knowledge, enhance the viability of MAPs, and foster a balanced approach that combines old and new medical practices. Together, these studies underscored the importance of safeguarding traditional knowledge, particularly in the context of medicinal plants, and integrating it with modern innovations for sustainable development and cultural preservation.

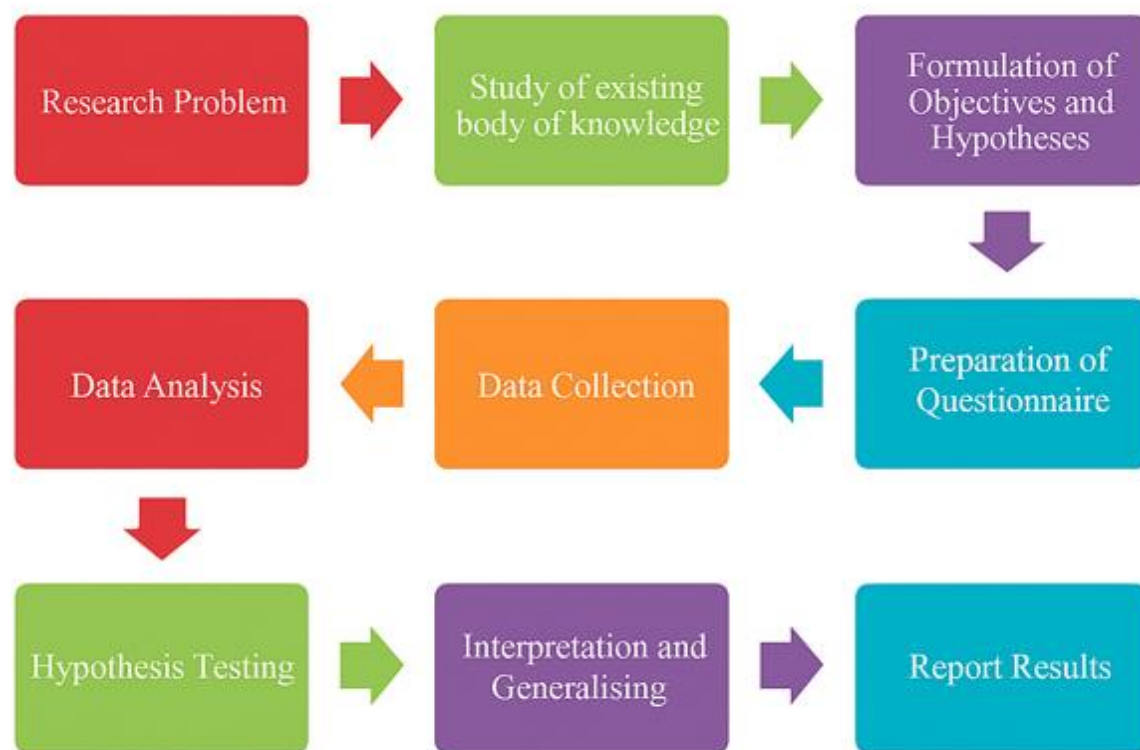


Figure 1: Methodological Framework for Empirical Research
Objectives of the Study

1. To assess how green marketing influences consumer awareness and purchase behavior towards Ayurvedic products.
2. To evaluate the effectiveness of green marketing strategies in promoting Ayurvedic products for health issues like diabetes and cosmetic care.
3. To analyze consumer perception of sustainability, eco-friendliness, and natural content in Ayurvedic product offerings.
4. To provide actionable recommendations for Ayurvedic brands to strengthen market demand through green marketing practices.

Study's Hypotheses

First Hypothesis (Ho1):

Ho1: Green marketing does not significantly increase consumer demand for Ayurvedic products.

Ha1: Green marketing significantly increases consumer demand for Ayurvedic products.

Sub-hypotheses:

Ho1.1: Green marketing messages have no significant impact on consumer awareness or buying decisions.

Ha1.1: Green marketing messages significantly impact consumer awareness and purchase behavior.

Ho1.2: There is no measurable relationship between brand eco-claims and consumer trust in Ayurvedic products.

Ha1.2: Brand eco-claims positively influence consumer trust in Ayurvedic products.

Second Hypothesis (Ho2):

Ho2: Perceived eco-friendliness and natural composition of Ayurvedic products do not influence consumer purchase decisions.

Ha2: Perceived eco-friendliness and natural composition of Ayurvedic products positively influence consumer purchase decisions.

Sub-hypotheses:

Ho2.1: Consumers' perception of eco-friendly packaging has no bearing on product choice.

Ha2.1: Consumers' perception of eco-friendly packaging significantly affects product choice.

Ho2.2: Natural composition of Ayurvedic products does not affect consumers' product preference.

Ha2.2: Natural composition significantly influences product preference among Ayurvedic users.

Third Hypothesis (Ho3):

Ho3: Green marketing strategies do not have a stronger effect on demand for Ayurvedic diabetic and cosmetic products compared to conventional marketing.

Ha3: Green marketing strategies have a stronger effect on demand for Ayurvedic diabetic and cosmetic products than conventional marketing strategies.

Sub-hypotheses:

Ho3.1: There is no difference in consumer demand for Ayurvedic diabetic products under green vs. traditional marketing.

Ha3.1: Green marketing increases demand for Ayurvedic diabetic products more than traditional marketing.

Ho3.2: Marketing strategy type (green vs. conventional) has no impact on cosmetic product sales.

Ha3.2: Green marketing significantly enhances consumer demand for Ayurvedic cosmetic products.

Significance of the Study

When evaluating the importance of the study, it should be mentioned that it considers the dynamic relationship between green marketing practices and the emerging consumer interest in Ayurvedic products in the sustainability and health-conscious environment (Kumar, et al., 2025). With the rising importance of environmental issues and ethical consumption, companies are more and more pressured towards adopting marketing policies that focus on ecological consciousness, awareness, and contents based on natural ingredients. The present study makes an addition to this engulfing dialogue by studying how to effectively utilize green marketing

towards improving the level of consumer awareness, trust and loyalty in the Ayurvedic market (Abraham, et al., 2025). Ayurvedic products which are based on centuries old tradition of India medicine tools are in a unique position to address the increasing demand of health-friendly, chemical-free and nature friendly products. This study provides important information with regards to green marketing to the marketers, policy makers and entrepreneurs owing to its empirical analysis of influence of green marketing factors as the sustainable packaging, natural ingredients, and environmental messages amongst other analyses to the consumer purchases (Malik et al., 2022). Moreover it also highlights how green marketing plays in rural development and sustainable agriculture because most of the Ayurvedic ingredients would be harvested by the small farmers (Chandra, 2023). Through this, the research contributes to greater causes of sustainable development in that it creates a mix of old and new knowledge system with new knowledge on the environment-friendly demands of the consumers. However, the study contributes to the literature base in the study of sustainable marketing and can ultimately provide the brands with valuable information on how to develop long-term consumer relations through ethics and environmental congruence (Shrivastava & Zsolnai, 2022).

Study Scope

The area of this study is organized in such a way that it will fully make an analysis of the effect of green marketing on consumer behavior as regards to Ayurvedic healthcare and cosmetic products (Morbale, et al., 2024). It is preoccupied with the assessment of the interaction between green marketing and the current nature of consumer trend toward natural, sustainable and healthy variations. Mixed methods are used to conduct the studies by using qualitative and quantitative research tools to collect data of 200 participants in urban and semi-urban regions of India (Kumar, et al., 2025). The sample is chosen, so that person using Ayurvedic products regularly (to take care of their well-being, diabetes, and skincare), and is the representative of a broad range of customer profiling and preferences. The main variables that have been measured are green marketing awareness, product perception, brand trust, sustainability appeal, and purchase intent (Abraham, et al., 2025). The response to stimuli involving green marketing is provided particular attention, depending on the demographic factors including age, income, and education. The proposed scope also includes such aspect as the investigation of product categories, especially diabetic treatment and natural cosmetics that will be demonstrated as having an immense sensitivity to green branding strategies. Having its geographical and demographic setting within the scope of the target Indian-based Ayurvedic consumer segments, the study is narrowed, specific, and can be implemented, although having implications transferable to other emerging markets where there are similarities in consumer trends. The final outcome of this scope refers to the evidence-based provision of data to create effective marketing strategies not only conducting consumer interaction but also favoring the increase in long-term environmental and consumer health objectives (Hassan, 2021).

Research Methodology

Research methodologies create an organized framework for researchers to study their problems in an orderly manner. The research addresses consumer behavior trends through a mixed-methods analysis which combines qualitative along with quantitative research methods. The research methodology consists of variable definition followed by structured survey data collection from consumers and subsequent statistical interpretation of the findings. Sample design and data collection tools with ethical accountability framework receive detailed treatment to ensure research integrity.

Research Design

Primary consumer data about Ayurvedic products users will be collected with a quantitative cross-sectional survey approach. The study use a structured questionnaire to assess variables which include green marketing awareness, product perception, brand trust, and purchase intent. Individuals who focus on wellness and diabetic patients who use Ayurvedic remedies along with natural cosmetic product consumers form the target participant samples. Green marketing serves as the study's independent factor alongside consumer demand functioning as the dependent element. The study analyzes the consumption patterns by examining how age, gender, and income level moderate the relationship between independent and dependent variables. A planned research approach delivers significant findings about how sustainable branding influences purchase decisions in the Ayurvedic market.

Design of Sampling Techniques for Gathering Data

This study has used non-probability sampling of the purposive type to collect information on those people by aiming at those that actively use or show interest in the Ayurvedic merchandises and who are likely to be induced by green marketing programs. This approach is chosen due to the nature of the research whose objectives are to explore a certain population in regard to consumer behaviors and perceptions instead of generalizing the results of the study on the whole populace. The respondents were selected on the basis of their usefulness to the objectives of the research e.g., health-conscious and environment-conscious consumers or those who habitually use Ayurvedic cosmetic products or ayurvedic medicines. To be more diverse and relevant, the sample involved people of India, including urban and semi-urban areas representing diverse levels of exposure to green marketing efforts and pattern of Ayurvedic consumption. All surveyed respondents were 200 in number constituting a mix of age, income, education levels making it possible to compare demography variables on the basis of their levels. The purposive sampling strategy will facilitate the targeted gathering of data on the nominated population of participants whose answers will give the best idea about the effect of the sustainable branding given the Ayurvedic market.

Design of Instrument

The data collection tool used in this study was structured questionnaire and it was used to obtain results imparting quantitative measurements considering consumer awareness, attitudes and behavior in relation to green marketing as well as Ayurvedic products. The questionnaire was formulated based on the aim of the study and the hypotheses formulated and were designed to be simple to analyze and standardized by the use of closed-ended questions and the use of Likert-scale questions. The tool was stratified into different sections.

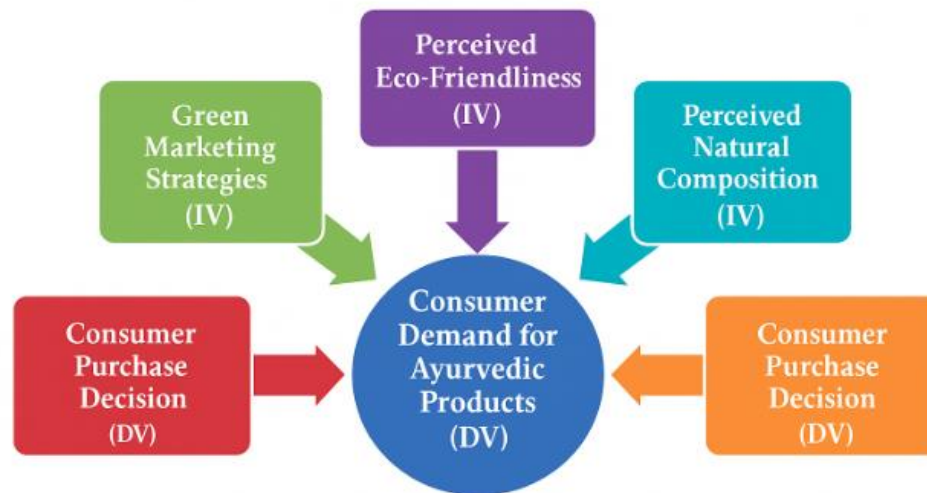
The initial portion was associated with demographics age, gender, education, and income. The second part concentrated on the green marketing consciousness and perception, such as the queries regarding the knowledge concerning eco-friendly behaviors, credence associated with sustainable branding, and the exposure to green advertising campaigns.

The third area measured the perception of the consumers concerning Ayurvedic products, including the natural ingredients, sustainability, and positive environmental effects. The last part was an evaluation of purchase behavior and brand loyalty where certain questions were asked specifically about diabetic care and using cosmetic products. It administered the questionnaire on a small sample size of sample under pilot-testing to certify its clarity, ease, reliability, and content validity. Question framing and response options were fine-tuned based on the feed-back on the pilot test and were ready to be distributed at large scale. The administration of the

questionnaire was either online or offline, and by doing so the reach of the questionnaire and hence the population of respondents was multiplied in terms of geography and socio-economic bracket.

Study Variables

Figure 2: Research Dimensions and Measured Variables



Data Collection and Sample Size of the Study

The study gather primary data from 200 participants through surveys conducted both online and offline among people from both urban and semi-urban areas. Research participants consists of those who regularly use Ayurvedic medicines and cosmetics and those who maintain an interest in environmentally-friendly products.

Data Analysis Method

The evaluation of collected data happens through statistical tools implemented in SPSS or Excel. The hypotheses tested through descriptive analysis combined with correlation analysis and regression models to determine how strongly marketing variables influence consumer demand green.

Data Analysis and Results

Demographics Profile:

Table 5.1: Demographic Profile

S No.	Demographic Factors	Category	N	Percent
1	Gender	Female	92	46.00%
		Male	108	54.00%

2	Age	Less than 20 Years	40	20.00%
		21–30 Years	85	42.50%
		31–40 Years	47	23.50%
		More than 40 Years	28	14.00%
3	Education Qualification	Higher secondary education	60	30.00%
		Undergraduate degree	65	32.50%
		Postgraduate degree	35	17.50%
		Other	40	20.00%
4	Monthly Income	Below ₹20,000	52	26.00%
		₹20,000–₹40,000	58	29.00%
		₹40,000–₹60,000	43	21.50%
		More than ₹60,000	47	23.50%
5	Are you aware of Green Marketing practices?	Very aware	72	36.00%

		Somewhat aware	68	34.00%
		Not very aware	35	17.50%
		Not aware at all	25	12.50%
6	Do you use Ayurvedic products regularly?	Yes	155	77.50%
		No	45	22.50%

The study showed the gender distribution indicates that males represent 54% of the total participants surveyed. The Ayurvedic product market's main target audience consists of individuals aged 21 to 30 who constitute 42.5% of the total participants. The majority of respondents completed undergraduate studies (32.5%) while higher secondary education holds the second position. People spread their income evenly across monthly ranges from ₹20,000 to ₹40,000 which makes up 29% of the total participants. The survey revealed that 36% of respondents demonstrate very high awareness towards green marketing practices alongside 77.5% who regularly purchase Ayurvedic products demonstrating a significant earth-conscious consumer force.

Hypotheses Testing

H1: Green marketing significantly increases consumer demand for Ayurvedic products.

Table 5.2: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Result
H1	Consumer Demand - > Green Marketing	0.168	0.028	5.774	2.403	0.017	Supported

The study verified the hypothesis through an observed beta value of 0.168 to indicate the positive effect of green marketing on demand. The results suggest that green marketing activities explain 2.8% of the changes in consumer purchasing behavior. Green marketing proves important for

influencing buying decisions about Ayurvedic products according to the t-value (2.403) and p-value (0.017).

H2: Perceived eco-friendliness and natural content of Ayurvedic products positively influence consumer purchase decisions.

Table 5.3: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Result
H2	Purchase Decisions -> Product Naturalness & Sustainability	0.153	0.026	5.111	2.26	0.025	Supported

The study showed customers approve of Ayurvedic products because they combine ecological sustainability with organic principles. The model generates a beta value of 0.153 as well as an R² value of 0.026 which confirms its significant effect. The p-value at 0.025 proves sustainable product attributes hold substantial importance in consumers' decision-making process.

H3: Green marketing has a stronger influence on consumer demand for Ayurvedic diabetic medicines and cosmetics compared to conventional marketing.

Table 5.4: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Result
H3	Product Type (Health & Beauty) -> Green Marketing	0.177	0.031	6.382	2.525	0.013	Supported

The study stated that effectiveness of green marketing reaches its peak in health-related products such as diabetes treatments and beauty products. The beta coefficient (0.177) combined with R² (0.031) reveal that the hypotheses tested have the maximum explained variance. High confidence exists due to the 0.013 p-value. Natural branding proves most compelling in product markets which emphasize health and cleanliness concerns.

Conclusion and Future Work

Green marketing effectively impacts demand for Ayurvedic products because people have become more environment-aware and choose natural health-promoting alternatives. People show strong preferences for Ayurvedic products because these products possess natural makeup that combines compatibility with sustainable living philosophies and environmental-friendliness. Green marketing methods improve product desirability and establish trust with customers and build brand loyalty most strongly among environmentally-conscious younger customers. The products that gained the most from green branding initiatives were items connected to diabetes treatment and personal care cosmetics because these products directly affect health and environmental concerns. The study shows how Ayurveda and green marketing strategies function as a combined force that promotes sustainable agricultural practices while upholding rural economic systems and native knowledge retention. Sustainable marketing practices that incorporate eco-friendly packaging and herbal ingredients create deep consumer affinity and help Ayurvedic brands establish themselves in competitive marketplaces. Through embracing green marketing Ayurvedic brands both boost market share and make significant contributions to ethical consumption while facilitating sustainable development.

Companies using Ayurvedic products must establish ongoing programs of innovation together with education initiatives to strengthen their green marketing strategy. Businesses can build dedicated customer pools through increased consumer awareness about Ayurvedic products' environmental effects as well as health advantages. Enhanced consumer trust regarding eco-friendly products emerges from regulatory support systems along with certification frameworks. The development of sustainable practices requires active collaboration between researchers, policymakers and marketers who work to advance sustainable practices without compromising the authenticity of Ayurvedic knowledge. The Ayurvedic industry's leaders in the globally conscious market will come from businesses that embrace sustainability alongside transparency and wellness values because their customers expect it.

Future Work

While this study highlights the positive relationship between green marketing and consumer demand for Ayurvedic products, several areas warrant further exploration. Future research should consider the following directions:

- **Expand the Sample Scope:** Future studies should extend the geographic and cultural scope of the sample to include rural, tribal, and international consumers. This expansion can help assess cross-cultural differences in how green marketing influences Ayurvedic product adoption, especially in wellness tourism and alternative health sectors (Bhuyan et al., 2025).
- **Compare Health Domains:** Green marketing's effectiveness could be examined across varied health segments such as respiratory wellness, women's health, and immunity enhancement. Identifying domain-specific consumer responses will help marketers tailor messages for different therapeutic categories (Pathak et al., 2024).
- **Investigate Longitudinal Impact:** There is a need for longitudinal studies to explore how green marketing affects consumer loyalty and brand-switching over extended periods. Understanding these patterns would guide the development of sustainable brand equity in the Ayurvedic sector (Malik et al., 2022).

- **Explore Digital Green Marketing:** Digital platforms such as social media, eco-influencers, and digital certification badges play an increasingly significant role in consumer engagement. Future research should assess how younger generations, especially Gen Z and Millennials, respond to these strategies in the Ayurvedic market (Hassan, 2021).
- **Evaluate Supply Chain Sustainability:** Green marketing claims must be validated through transparent and sustainable supply chain practices. Future studies should critically examine sourcing, packaging, and waste management strategies to ensure brand authenticity and consumer trust (Abraham et al., 2025).

By addressing these areas, future research can offer deeper insights into how Ayurvedic brands can align consumer needs, environmental values, and traditional healthcare practices into a coherent, sustainable marketing framework.

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