FACTORS AFFECTING BRAND RECOGNITION OF AYURVEDIC FOOD PRODUCTS DURING PANDEMIC PERIOD: DESCRIPTIVE STUDY

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ABSTRACT Ayurveda has enough potential and possibilities to be employed both for prevention and treatment of COVID-19. This will provide an important opportunity for learning and generating credible evidence. It is pertinent to reiterate that participation of Ayurveda in addressing the COVID-19 challenge in India should not remain limited and seen as the extension of healthcare services and support to bio-medical system. Indeed, with adequate monitoring and data keeping during the implementation, important lessons and research directions are likely to emerge on the management of increasingly frequent and virulent communicable diseases. Implementation of proposed action is likely to provide evidence-based insights strengthening the scope of Ayurveda beyond preventive health care and care for non-communicable diseases. This Paper dealt with how Brand recognition of Ayurvedic food products during pandemic period.
Key words: Pandemic, Ayurveda, AYUSH

INTODUCTION

An outbreak of pneumonia in December, 2019 in Wuhan, China, has now been determined to be caused by a novel coronavirus. It is named as Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) The disease has since spread to 185 countries and regions, with more than 2.06 million confirmed cases and more than 1,34,354 deaths as of April 16, 2020 Despite worldwide efforts to contain it, the pandemic is continuing to spread for want of a clinically-proven prophylaxis and therapeutic strategy .Consequently, it is necessary that scientific community must draw on pluralistic knowledge systems available globally. Drawing on the original Ayurveda classics, contemporary scientific studies, and our experiential knowledge on similar clinical settings, here we propose a pragmatic plan for interventions. We provide a graded response depending on the stage of infection and proximity with disease among individuals in a population. Notwithstanding the fact that no system of medicine has any evidence-based treatment for COVID-19 as yet, clinical interventions are being done worldwide. Similar strategy is required to be implemented by Ayurveda system of medicine. Ayurveda interventions become even more relevant by the fact that there is an elaborate description of causation and management of epidemic (*Janapadodhwamsa*) in Ayurveda.

OBJECTIVES OF THE STUDY

1. To analyze the Brand Awareness of the Arya Vaidya Pharmacy food products with special reference to Palakkad district.
2. To understand the customer perception about the brand Arya Vaidya Pharmacy.
3. To determine the factors affecting the brand selection of food products.
4. To analyze the level of brand loyalty among customers.

REVIEW OF LITERATURE

Aaker, 1996, found that Brand awareness means the ability of a consumer can recognize and recall a brand in different situations. Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see a product category, they can recall a brand name exactly, and brand recognition means consumers has ability to identify a brand when there

is a brand cue. **Hoeffler & Keller (2002)** indicated that brand awareness can be distinguished from depth and width. Depth means how to make consumers to recall or identify brand easily, and width expresses infers when consumers purchase a product, a brand name will come to their minds at once. If a product owns brand depth and brand width at the same time, consumers will think of a specific brand when they want to buy a product. That is, the product has higher brand awareness.

Dodds et al., (1991) & Grewal et al., (1998), indicated that the brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation. **Kotler (2000),** Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was, "the name, associated with one or more items in the product line that is used to identify the source of character of the item(s)". **Srinivasan et al. (2005),** defines brand equity with the help of the incremental choice probability, that is, brand equity is the difference between the choice probability of a certain brand and that of the base product. In their model, the base product is neither a private label, nor a fictive brand. At the individual consumer level, the model compares a certain brand to one in the sample in whose case the difference between product-related or awareness -related associations and objective measures is the smallest.

RESEARCH METHODOLOGY

The study has undergone gathering, analysing and interpreting relevant data of concern. The samples are collected from different agencies of AVP in Palakkad District. The target is the people who visit the agencies for purchasing AVP products. First the samples are collected by convenience sampling and later convenient is used to select the sample for analysing. Here the random sampling is done by collecting samples randomly of the total 500 samples. Data is collected from different outlets of AVP in Palakkad district. AVP has 150 outlets in every district. Distribution is through their direct outlets. Outlets are selected based on the density of customer who visits in the respective outlets. Both primary and secondary data is collected from these selected outlets and on random basis the customers are chosen.

RESEARCH DESIGN : Descriptive Research

SAMPLE UNIT	:	Customers who are using AVP products.
SAMPLE REGION	:	Palakkad District
SAMPLE PROCEDURE	:	Simple Random Sampling
SAMPLE SIZE	:	500 Customers of AVP products.

RESEARCH INSTRUMENTS

- ➢ Reliability test (Tools used for pre-test)
- ➢ ANOVA (One way)
- ➢ Karl Pearson Correlation Test
- ➢ Chi square Test

HYPOTHESIS TO BE TESTED

1. To find if there is a significant mean difference between gender of the respondents and their satisfaction level of the customer.
2. To find if there is a significant mean difference between salary of the respondents and advertisement requirement to remember the brand.
3. To find if there is a significant difference between educational qualification of the respondents and their frequency of purchase.
4. To find if there is a significant difference between nature of work and their reasons for the purchase of AVP products.
5. To find if there is a significant difference between educational qualification and their awareness level.
6. To find if there is a significant difference between number of members in the family and their usage of the AVP products.

Reliability Test:

Reliability Statistics

Cronbach's Alpha	N of Items
0.72	19

The reliability estimates are provided for the pilot study and the main study where Cronbach's Alpha, which is a measure of inter-item correlation, is used. The reliability of scales used in this study was calculated by Cronbach's coefficient alpha and normally it

ranges between 0 and 1. All constructs obtained an acceptable level of a coefficient alpha above 0.72, indicating the scales used in this study were reliable.

ONE WAY ANOVA: This analysis is to find if there is a significant mean difference between Gender of the respondents and their satisfaction level of the respondents.

Step 1: Formulation of Hypothesis:

H1 : There is a significant mean difference between gender of the respondents and their satisfaction level of the respondents.

Step 2: Finding Calculated Value:

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.348	10	.348	1.067	.307
Within Groups	15.672	480	.326		
Total	16.020	490			

Step 3: Inference:

In the above table shows that, the significant value of one-way ANOVA is .307, which is above the P value 0.05. H0 accepted. So, there is no significant difference between the gender of the respondents and their satisfaction level. Therefore, Gender of the respondent is not an influencing factor to satisfy the customers.

ANOVA TEST: This analysis is to find if there is significant mean difference between salary of the respondents and advertisement requirement to remember the brand.

Step 1: Formulation of Hypothesis:

H2: There is a significant mean difference between salary of the respondents and advertisement requirement to remember the brand.

Step 2: Finding Calculated Value:

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.294	30	.431	1.347	.271
Within Groups	14.726	460	.320		
Total	16.020	490			

Step 3 : Inference:

In the above table shows that, the significant value of one-way ANOVA is .271, which is above the P value 0.05. H0 accepted. So, there is no significant difference between the salary of the respondents and advertisement requirement to remember the brand. Therefore, Salary of the respondent is not an influencing factor to remember the brand.

CHI-SQUARE TEST: This analysis is to find if there is a significant difference between Educational Qualification of the respondents and their Frequency of purchase.

Step 1: Formulation of Hypothesis:

H3 : There is a significant difference between educational qualification of the respondents and their frequency of purchase.

Step 2: Finding Calculated Value:

Sl. No	Educational Qualification	Observed N	Expected N
1	SSLC/HSC	41	25.0
2	Diploma	26	25.0
3	UG	19	25.0
4	PG	14	25.0
	Total	100	

Sl. No	Frequency of Purchase	Observed N	Expected N
1	Monthly Twice	38	20.0
2	Once in a Month	42	20.0
3	Once in 3 Months	6	20.0
4	Once in 6 Months	7	20.0
5	Yearly Once	7	20.0
	Total	100	

Test Statistics

	Educational Qualification	Frequency of Purchase
Chi-Square	16.560[a]	67.100[b]
Df	3	4
Asymp. Sig.	.000	.000

Step 3 : Inference:

In the above table shows that, the significant value of one-way chi-square is .000, which is below the P value 0.05. H0 rejected. So, there is a highly significant difference between the educational qualification of the respondents and their frequency of purchase. Therefore, educational qualification of the respondent is an influencing factor towards their frequency of purchase.

CHI-SQUARE TEST: This analysis is to find the significant relationship between nature of work of the respondents and their reason for purchase of AVP products.

Step 1: Formulation of Hypothesis:

H4 : There is a significant difference between salary of the respondents and their reason for purchase of AVP products.

Step 2: Finding Calculated Value:

Sl. No	Nature of Work	Observed N	Expected N
1	Students	50	20.0
2	Self-employees	37	20.0
3	Government employees	2	20.0
4	Private employees	7	20.0
5	Housewives	4	20.0
	Total	**100**	

Sl. No	Reasons for Purchase	Observed N	Expected N
1	Better result	38	25.0
2	Price	33	25.0
3	Availability	13	25.0
4	Quality	16	25.0
	Total	**100**	

Test Statistics

	Nature of Work	Reasons for Purchase
Chi-Square	96.900[a]	18.320[b]
Df	4	3
Asymp. Sig.	.000	.000

Step 3 : Inference:

In the above table shows that, the significant value of one-way chi-square value is 0.000, which is below the P value 0.05. H0 rejected. So, there is a highly significant relationship between the nature of work of the respondents and their reason for purchase of the customer. Therefore, Occupation of the respondents is plays an important role towards reasons for purchasing AVP products.

CHI-SQUARE TEST: This analysis is to find if there is a significant difference between Educational Qualification of the respondents and their awareness level.

Step 1: Formulation of Hypothesis:

H5 : There is a significant difference between educational qualification of the
respondents and their awareness level

Step 2: Finding Calculated Value:

Sl.no	Educational qualification	Observed N	Expected N
1	SSLC/HSC	41	25.0
2	Diploma	26	25.0
3	UG	19	25.0
4	PG	14	25.0
	Total	100	

Sl.no	Know about product	Observed N	Expected N
1	Friends	44	33.3
2	Relatives	38	33.3
3	Doctors	18	33.3
	Total	100	

Test Statistics

	Educational Qualification	Know AVP
Chi-Square	16.560^a	11.120^b
df	3	2
Asymp. Sig.	.001	.004

Step3: Inference:

In the above table shows that, the significant value of chi-square value is 0.004, which is below the P value 0.05. H0 rejected. So, there is a significant relationship between the educational qualification of the respondents and their awareness level. Therefore, Educational qualification of the respondents is an influencing factor to get aware of the product.

CHI-SQUARE TEST: This analysis is to find if there is a significant difference between Family members of the respondents and their Long usage of the product.

Step 1: Formulation of Hypothesis:

H6 : There is a significant difference between Family members of the respondents and

Their long usage of the product.

Step 2: Finding Calculated Value:

Sl. No	Family Members	Observed N	Expected N
1	Less than 3	33	33.3
2	3 – 5	55	33.3
3	Greater than 5	12	33.3
	Total	**100**	

Sl. No	Long use	Observed N	Expected N
1	Below2 Years	54	25.0
2	2 – 4 Years	42	25.0
3	4 – 6 Years	2	25.0
4	Above 6 Years	2	25.0
	Total	**100**	

Test Statistics

	Family Members	Long use
Chi-Square	27.740^a	87.520^b
df	2	3
Asymp. Sig.	.000	.000

Step 3 : Inference:

In the above table shows that, the significant value of chi-square value is .000, which is below the P value 0.05. H0 rejected. So, there is a highly significant relationship between the Family members of the respondents and their long usage of the product. Therefore, usage of AVP products is depend upon the number of family members.

CORRELATION: This analysis is to find if there is correlation between visiting the dealership and advertisement requirement to remember the brand.

Variables		Visiting AVP	Required Advertisement
Visiting AVP	Pearson Correlation	1	.392[**]
	Sig. (2-tailed)		.000
	N	100	100
Require Advertisement	Pearson Correlation	.392[**]	1
	Sig. (2-tailed)	.000	
	N	100	100

Inference:

In the above table shows that Karl-Pearson Correlation significant value is 0.00, which is below 0.05. So, there is a highly significant relationship between Visiting AVP dealership and Advertisement requirement to remember the brand.

FINDINGS

ANOVA Test:

- Gender of the respondent is not an influencing factor to satisfy the customers.
- Salary of the respondent is not an influencing factor to remember the brand.

Chi-Square Test:

- Educational qualification of the respondent is an influencing factor towards their frequency of purchase.
- Occupation of the respondents is playing an important role towards their reasons for purchasing AVP products.
- Educational qualification of the respondents is an influencing factor to get aware of the product.

- Usage of AVP products is depend upon the number of family members.

Correlation:

- There is a highest strong relationship between Visiting AVP dealership and Advertisement requirement to remember the brand.

SUGGESTIONS

The company should take some immediate measures to provide more advertisement for this product during Pandemic period. The company should install some modern sales promotional activities in order to improve the sales of the food products. The company has to take some steps to increase the availability of the food products. The company should try to expand their marketing area instead of concentrating on limited area. The company should make the packaging of the food products more attractive for the customers. The company should also provide more publicity for the food products among the lower class.

CONCLUSION

The study concludes that the brand awareness about Arya Vaidya Pharmacy is very effective in Palakkad district, because everyone is aware of Arya Vaidya Pharmacy food products. It is very effective to the customers because, by using these products during this Pandemic period customers are feeling good and the quality, pricing, availability of the Arya Vaidya Pharmacy food products is more in Palakkad district because, the Arya Vaidya Pharmacy have 150 pharmacies in every district.

RECOMMENDATIONS AND THE WAY FORWARD

AYUSH system across the country has been put on alert for being called anytime to serve the nation. AYUSH healthcare facilities are also being readied to be converted into quarantine facilities in times of need. From this perspective, implementing the suggested intervention plan within AYUSH healthcare facilities by Ayurveda workforce may benefit the nation greatly. India is the country where the world's oldest living health care system originated and therefore it is being carefully watched by the world community for how it handles the crisis using its own resources.

Reference:

Sanjeev Rastogi, Deep Narayan Pandey and Ram Harsh Singh, *"Covid-19 Pandemic - A pragmatic plan for Ayurveda Intervention",* Elsevier Public Health Emergency Collection.

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