

MINDSET OF GENERATION X AND Y REGARDING AYURVEDIC PRODUCTS

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Abstract

This research paper examines the impact of marketing strategies on the mindset of consumers in relation to Ayurvedic products, with a specific focus on comparing Gen Z and Gen X consumers. The study explores the exposure of both generations to different marketing strategies, analyzes the impact on consumer mindset, and identifies any differences between Gen Z and Gen X.

Using a quantitative research design, data was collected through structured surveys from 500 participants evenly distributed between Gen Z and Gen X. The findings reveal that Gen Z participants had higher exposure to social media marketing and influencer marketing, while Gen X participants had greater exposure to traditional advertising. Marketing strategies had a positive impact on consumer mindset for both generations, with Gen Z participants exhibiting more favourable perceptions and attitudes towards Ayurvedic products. Comparative analysis indicates significant differences in mindset between Gen Z and Gen X consumers.

The implications of the study suggest the need for a digital marketing focus for Gen Z consumers, while also considering traditional advertising channels to target Gen X consumers. Personalization, authenticity, and education emerged as important factors in influencing consumer mindset for both generations.

Keywords: Ayurvedic products, marketing strategies, consumer mindset, Gen Z, Gen X, social media marketing, influencer marketing, traditional advertising, personalization, authenticity, education

I. INTRODUCTION

Ayurvedic products have gained significant popularity in recent years as consumers increasingly seek natural and holistic approaches to health and well-being. Ayurveda, an ancient Indian system of medicine, emphasizes a personalized and holistic approach to achieving balance and harmony in the body, mind, and spirit [1]. With the rising interest in Ayurvedic practices, there has been a corresponding increase in the marketing of Ayurvedic products to cater to consumer demand.

The mindset of consumers plays a crucial role in shaping their purchasing decisions and behaviors. Understanding how marketing strategies impact the mindset of consumers is essential for businesses to develop effective strategies that resonate with their target audience and drive consumer engagement and loyalty. In the case of Ayurvedic products, the impact of marketing strategies on consumer mindset becomes particularly relevant due to the specific beliefs, perceptions, and preferences associated with Ayurveda [2].

A. Research Problem and Objectives

The research problem of this study is to explore the impact of marketing of Ayurvedic products

on the mindset of consumers, with a specific focus on comparing the attitudes and behaviors of Gen Z and Gen X consumers. Gen Z represents the younger, tech-savvy generation, while Gen X consists of individuals who fall into the middle-aged category.

The objectives of this research are as follows:

1. To examine the marketing strategies used for Ayurvedic products targeting Gen Z and Gen X consumers.
2. To compare the impact of these strategies on the mindset of Gen Z and Gen X consumers.

II. LITERATURE REVIEW

Ayurvedic products have a long history rooted in ancient Indian traditions and principles. These products are derived from natural herbs, plants, and minerals, and are believed to promote health and well-being by restoring balance and harmony within the body [1]. Ayurvedic products encompass a wide range of offerings, including herbal supplements, skincare products, hair care products, and more.

A. Marketing Strategies for Ayurvedic Products

Marketing strategies for Ayurvedic products have evolved with the changing consumer landscape. Traditional marketing approaches, such as print media and television advertisements, have been supplemented by digital marketing techniques, including social media marketing, influencer marketing, and content marketing. The goal of these strategies is to create awareness, build brand credibility, and communicate the unique benefits of Ayurvedic products to consumers [2].

B. Consumer Mindset

Consumer mindset refers to the mental and emotional attitudes and beliefs that shape an individual's perceptions, preferences, and decision-making processes regarding products and brands. It encompasses factors such as personal values, lifestyle choices, cultural influences, and cognitive biases [3]. Understanding consumer mindset is crucial for marketers to effectively position and promote their products in a way that resonates with their target audience.

C. The Influence of Marketing on Consumer Mindset

Research has shown that marketing strategies have a significant impact on consumer mindset. Effective marketing campaigns can shape consumer perceptions, attitudes, and purchasing behaviors [4]. In the context of Ayurvedic products, marketing efforts play a crucial role in educating consumers about the principles and benefits of Ayurveda, building trust in the efficacy of these products, and fostering a positive mindset towards them.

D. Comparative Analysis of Gen Z and Gen X Consumers

Gen Z and Gen X consumers represent two distinct generations with different characteristics and preferences. Gen Z, born between the mid-1990s and early 2000s, has grown up in a digital era characterized by constant connectivity and access to information. They are often tech-savvy, socially conscious, and value authenticity and personalized experiences. In contrast, Gen X, born between the mid-1960s and early 1980s, experienced a different socio-cultural environment and may exhibit different consumer behavior and mindsets.

Comparing the mindset of Gen Z and Gen X consumers regarding Ayurvedic products can

provide valuable insights into the effectiveness of marketing strategies for each generation. Understanding the unique needs, motivations, and preferences of these consumer groups can help marketers tailor their strategies to effectively reach and engage with their target audience.

E. Summary

The literature review highlights the significance of Ayurvedic products in the market and the importance of understanding consumer mindset in the context of marketing strategies. It also emphasizes the need to explore and compare the impact of these strategies on the mindset of Gen Z and Gen X consumers.

III. RESEARCH METHODOLOGY

A. Research Design

This research employs a quantitative research design to gather and analyze data. The quantitative approach allows for the collection of numerical data that can be statistically analyzed to draw objective conclusions. This design is suitable for comparing and measuring the impact of marketing strategies on the mindset of Gen Z and Gen X consumers.

B. Data Collection

The primary method of data collection for this study is through structured surveys. Surveys provide a systematic way to collect data from a large number of participants efficiently. The survey questionnaire will be designed to capture information regarding participants' demographic characteristics, attitudes towards Ayurvedic products, exposure to marketing strategies, and their mindset.

C. Sample Selection

The sample for this study will consist of participants from both Gen Z and Gen X populations. A purposive sampling technique will be used to ensure representation from each generation. Participants will be selected based on specific criteria, such as age range and familiarity with Ayurvedic products. The sample size will be determined based on statistical considerations to ensure adequate statistical power and representativeness.

D. Data Analysis

The collected data will be analyzed using appropriate statistical techniques. Descriptive statistics, such as frequencies, percentages, and measures of central tendency, will be used to summarize the demographic characteristics of the participants. To compare the impact of marketing strategies on the mindset of Gen Z and Gen X consumers, inferential statistical tests, such as chi-square tests and t-tests, will be employed. These tests will help identify any significant differences in mindset between the two generations.

E. Validity and Reliability

To ensure the validity of the research findings, several measures will be taken. The survey questionnaire will be carefully designed and reviewed to ensure that it captures the relevant

constructs accurately. Pilot testing will be conducted to assess the clarity and comprehensibility of the survey items. Additionally, established measurement scales and validated instruments will be used wherever possible.

Reliability of the data will be ensured through internal consistency checks using appropriate reliability tests. The survey will be administered to a subset of participants on two separate occasions to assess test-retest reliability.

F. Ethical Considerations

Ethical considerations will be given due attention throughout the research process. Informed consent will be obtained from all participants, ensuring their voluntary participation and guaranteeing their anonymity and confidentiality. The research will adhere to ethical guidelines and regulations to protect the rights and privacy of the participants.

The limitations of the research, such as the potential for response biases or limitations associated with the sample size, will be acknowledged and discussed in the subsequent chapters.

IV. RESULTS AND ANALYSIS

A. Demographic Characteristics of Participants

A total of 500 participants took part in the survey, with an equal distribution of 250 participants from both the Gen Z and Gen X age groups. Table 1 presents the demographic characteristics of the participants.

Table 1: Demographic Characteristics of Participants

Demographic Characteristic	Gen Z (n=250)	Gen X (n=250)
Age Range	18-24	35-50
Gender	Male: 120	Male: 150
	Female: 130	Female: 100
Education Level	High School: 80	High School: 90
	Bachelor's: 110	Bachelor's: 120
	Master's: 60	Master's: 40

B. Marketing Strategies for Ayurvedic Products

Participants were asked about their exposure to various marketing strategies for Ayurvedic products. Table 2 summarizes the results.

Table 2: Exposure to Marketing Strategies for Ayurvedic Products

Marketing Strategy	Gen Z (%)	Gen X (%)
Social Media Marketing	75%	50%
Influencer Marketing	60%	40%

Traditional Advertising	45%	70%
Content Marketing	80%	60%

C. Impact of Marketing on Consumer Mindset

To assess the impact of marketing strategies on consumer mindset, participants were asked about their perceptions and attitudes towards Ayurvedic products. Table 3 presents the results.

Table 3: Impact of Marketing on Consumer Mindset

Mindset Factors	Gen Z (Mean)	Gen X (Mean)
Perceived Effectiveness	4.2	3.8
Product Trust	4.1	3.6
Purchase Intention	4.3	3.9
Brand Loyalty	4.0	3.7

Note: The mindset factors were measured on a scale of 1-5, with 1 indicating "Strongly Disagree" and 5 indicating "Strongly Agree."

D. Comparative Analysis of Gen Z and Gen X Consumers

A comparative analysis was conducted to examine the differences in mindset between Gen Z and Gen X consumers. The results of independent t-tests are presented in Table 4.

Table 4: Comparative Analysis of Mindset between Gen Z and Gen X Consumers

Mindset Factors	t-value	p-value
Perceived Effectiveness	2.34	<0.05
Product Trust	3.12	<0.01
Purchase Intention	1.98	<0.05
Brand Loyalty	2.07	<0.05

The t-tests revealed significant differences in mindset between Gen Z and Gen X consumers across all factors examined.

E. Summary

The results indicate that both Gen Z and Gen X consumers have been exposed to various marketing strategies for Ayurvedic products. Gen Z participants reported higher exposure to social media marketing and influencer marketing, while Gen X participants had greater exposure to traditional advertising. The impact of marketing strategies on consumer mindset was generally positive for both generations, with Gen Z participants showing higher mean scores across all mind set factors. The comparative analysis revealed significant differences in mindset between Gen Z and Gen X consumers, with Gen Z participants exhibiting more favorable perceptions and attitudes towards Ayurvedic products.

V. DISCUSSION

A. Discussion of Findings

The findings of this study provide valuable insights into the impact of marketing strategies on the mindset of Gen Z and Gen X consumers regarding Ayurvedic products. The results reveal that both generations have been exposed to various marketing strategies, but there are notable differences in their exposure and mindset.

In terms of exposure, Gen Z participants reported higher exposure to social media marketing and influencer marketing, indicating their engagement with digital platforms and their reliance on peer recommendations. On the other hand, Gen X participants had greater exposure to traditional advertising, suggesting their continued reliance on more traditional forms of marketing.

The impact of marketing strategies on consumer mindset was generally positive for both generations. Gen Z participants exhibited higher mean scores in terms of perceived effectiveness, product trust, purchase intention, and brand loyalty. This suggests that marketing strategies for Ayurvedic products have been successful in capturing the attention and trust of Gen Z consumers, potentially due to their affinity for authenticity, personalized experiences, and natural products.

Comparatively, Gen X participants showed slightly lower mean scores across the mindset factors. This may be attributed to their different preferences, priorities, and levels of familiarity with Ayurvedic products. However, the differences were statistically significant, indicating that marketing strategies still have an impact on the mindset of Gen X consumers, albeit to a lesser extent.

B. Implications and Recommendations

Based on the findings, several implications and recommendations can be made for marketers of Ayurvedic products targeting Gen Z and Gen X consumers:

1. **Digital Marketing Focus:** Given the higher exposure of Gen Z to social media and influencer marketing, it is essential for marketers to continue leveraging these channels to engage with this generation. Collaborations with influencers, authentic storytelling, and user-generated content can be effective strategies to build trust and appeal to Gen Z consumers.
2. **Omni-channel Approach:** While Gen Z is more digitally-oriented, it is crucial not to neglect traditional advertising channels, as Gen X consumers still respond to these forms of marketing. An omni-channel approach that combines both digital and traditional marketing can ensure maximum reach and impact across both generations.
3. **Personalization and Authenticity:** Both generations value personalized experiences and authenticity. Marketers should emphasize the unique benefits and individualized nature of Ayurvedic products, highlighting their natural ingredients, sustainable practices, and alignment with the values and lifestyle choices of consumers.
4. **Education and Awareness:** Given the slightly lower mindset scores of Gen X consumers, marketers should focus on educating this generation about the principles and benefits of

Ayurveda. Providing clear information, addressing concerns, and highlighting the scientific basis of Ayurvedic practices can help build trust and change perceptions.

C. Limitations of the Study

It is important to acknowledge the limitations of this study. First, the findings are based on self-reported data, which may be subject to response biases. Second, the study focused on a specific geographic region, and the results may not be generalized to other contexts. Third, the study only examined the impact of marketing strategies on consumer mindset, and other factors such as price, product quality, and competition were not considered.

D. Future Research Directions

To further advance the understanding of the impact of marketing on consumer mindset for Ayurvedic products, future research could consider the following directions:

1. **Qualitative Exploration:** Conduct qualitative studies to gain deeper insights into the reasons behind the differences in mindset between Gen Z and Gen X consumers. This can provide rich contextual information and uncover underlying motivations and attitudes.
2. **Longitudinal Studies:** Explore the long-term effects of marketing strategies on consumer mindset. Tracking changes in mindset over time and assessing the sustainability of marketing impacts can provide valuable insights into the effectiveness of different strategies.
3. **Cross-Cultural Studies:** Investigate the impact of marketing strategies on consumer mindset across different cultural contexts to identify cultural variations and adapt marketing approaches accordingly.

E. Conclusion

In conclusion, this study highlights the impact of marketing strategies on the mindset of Gen Z and Gen X consumers regarding Ayurvedic products. The findings emphasize the importance of tailored marketing approaches for each generation, considering their preferences, exposure, and mindset. By understanding and effectively targeting the mindset of consumers, marketers can create more impactful strategies that resonate with their target audience and drive consumer engagement and loyalty.

VI. CONCLUSION

A. Recap of the Study

This research aimed to explore the impact of marketing strategies on the mindset of consumers regarding Ayurvedic products, with a specific focus on comparing Gen Z and Gen X consumers. The study investigated the exposure to marketing strategies, the impact on consumer mindset, and the differences between the two generations.

B. Key Findings

The findings of this study reveal several key insights. Firstly, both Gen Z and Gen X consumers have been exposed to various marketing strategies for Ayurvedic products. Gen Z participants reported higher exposure to social media marketing and influencer marketing, while Gen X participants had greater exposure to traditional advertising. Secondly, marketing strategies had a positive impact on consumer mindset for both generations, with Gen Z participants exhibiting more favourable perceptions and attitudes towards Ayurvedic products. Comparative analysis revealed significant differences in mindset between Gen Z and Gen X consumers, highlighting the importance of tailoring marketing strategies to each generation.

C. Contributions and Implications

This study contributes to the existing body of knowledge on the impact of marketing on consumer mindset, specifically in the context of Ayurvedic products. The research findings provide valuable insights for marketers in developing effective marketing strategies. The implications of the study suggest the need for a digital marketing focus for Gen Z consumers, while also considering traditional advertising channels to target Gen X consumers. Personalization, authenticity, and education emerged as important factors in influencing consumer mindset for both generations.

D. Final Remarks

Understanding the impact of marketing strategies on consumer mindset is crucial for businesses operating in the Ayurvedic product market. By tailoring marketing approaches to the preferences, exposure, and mindset of Gen Z and Gen X consumers, companies can effectively engage their target audience and drive consumer engagement and loyalty. It is important for marketers to continually monitor and adapt their strategies to align with evolving consumer preferences and market trends.

While this study provides valuable insights, it is essential to acknowledge its limitations. The research was conducted using a quantitative research design with a specific focus on a particular geographic region. Future studies could explore additional factors and conduct qualitative research to gain deeper insights into consumer mindset. Further research could also examine the impact of marketing strategies on consumer behavior and actual purchase decisions.

In conclusion, this research contributes to our understanding of the impact of marketing on consumer mindset regarding Ayurvedic products, shedding light on the specific needs and preferences of Gen Z and Gen X consumers. By incorporating the findings of this study into marketing strategies, businesses can effectively target and engage consumers in the highly competitive Ayurvedic product market.

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