

# Effect of Digital Advertising on Customer Satisfaction – A Case Study of Ayurvedic FMCG Products

Dr. Kanchan Yadav\*  
Assistant Professor

Garvita\*\*  
Research scholar, Manipal University Jaipur

## ABSTRACT

Ayurveda has its roots in the ancient India and the fruits of its utility are beard in present too. With awareness of the hazardous impact of chemical products customer base of FMCG products started preferring the products with long lasting effects with no harm. The proved formula of ayurvedic products have shifted the preference of consumers towards such products. The scientific and ancient formulas of ayurveda significantly cures the ailments and foe not have any side effects. The aim of the study to analyse the effect of digital advertising on customer satisfaction .

**Purpose:** This research aims to investigate the extent to analyse the effect of digital advertising on customer satisfaction.

**Design/methodology/approach –** A self-administered survey of 300 consumers who buy ayurvedic FMCG products through online in Jaipur City was used to test direct and indirect effects among the hypothesised variables.

**Findings:** The findings indicate that digital advertising has a full mediating effect on the customer satisfaction in ayurvedic FMCG products.

**Originality/value –** This study indicates that the app should be easy and comfortable so all customers can easily browse and shop comfortably. Online shopping should be cheaper than offline shopping, so more customers will engage in online shopping. Ordering online can be difficult, so there should be a simple and easy provision for customers to easily place their order.

**Keywords:** Indian, Ayurvedic products, ayurveda, FMCG, recent, trend, consumer preference, shift

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## 1. Introduction

FMCG is an acronym for “Fast-moving consumer goods” i.e., the products featured by economic cost and quick saleability. Ayurveda refers to the Indian system of medicine which is one of the world’s oldest medical systems which utilises the products derived from natural sources such as plants, herbs etc. to treat the ailments. The effectiveness of Ayurvedic products have been recognized since the era of ‘Rishi-Munis’ and such products are widely trusted by the world at large. The importance of ayurvedic FMCG products have commercialised their production and use: Baidyanath, Dabur, Zandu Ayurveda and Charak Pharma are just to name few. Growth of net disposable income overtime has also increased the consumption of FMCG products, in light of importance of ayurvedic products; preference of consumers has shifted towards Ayurvedic FMCG products. As per the report of Fitch-Solutions, real-household expenditure is expected to increase by “9.1% YoY in 2021, after contracting >9.3% in 2020 due to economic impact of the pandemic” and is forecasted to grow with.

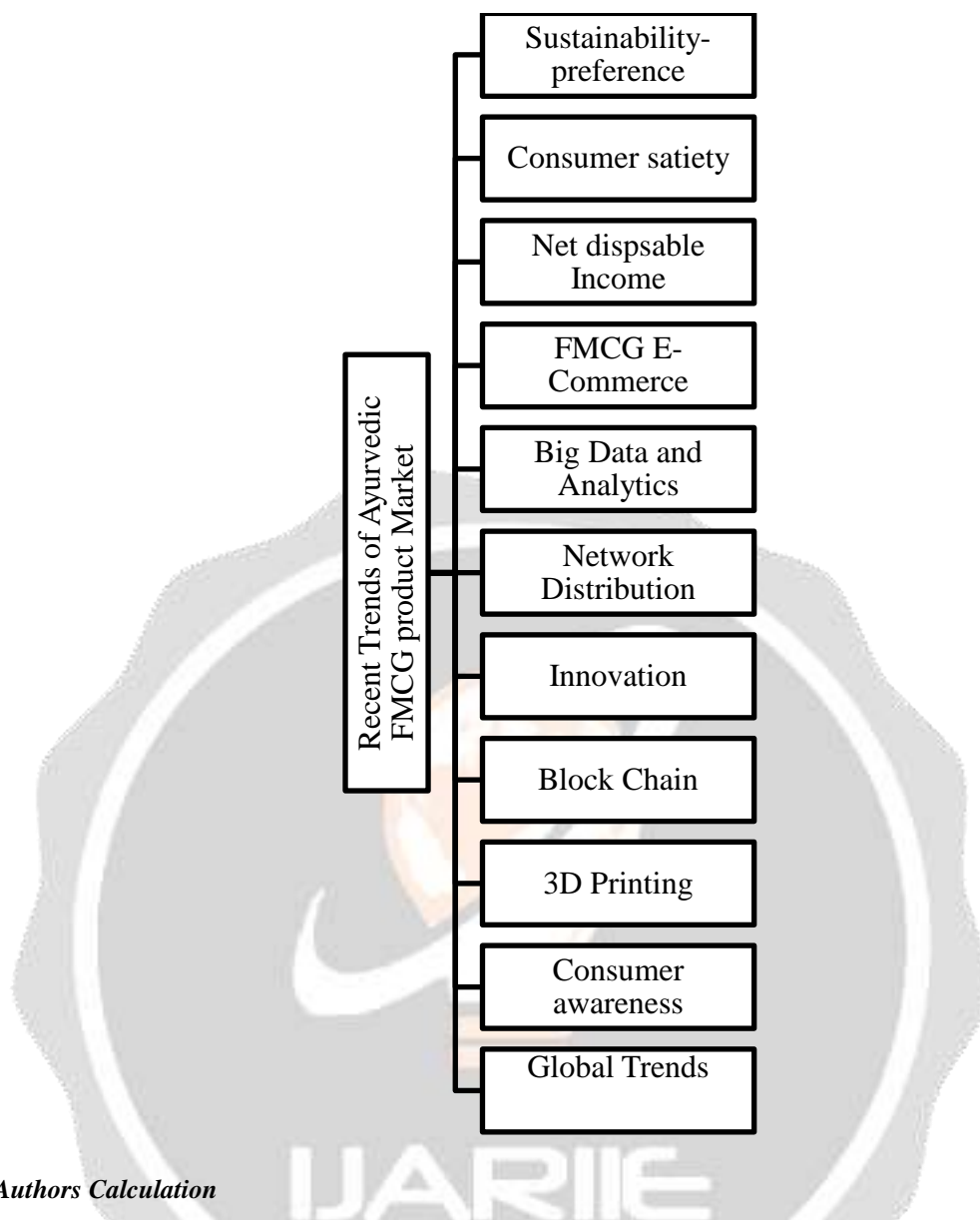


Indian FMCG sector is the fourth largest sector of the economy and has enriched the fastest-growing of the household and personal care (50%), health care (31%) and food and beverages (19%) segment. This sector is empowered by the largest distribution channel in the country. These extended distribution channels in the wake of awareness of benefits of ayurvedic ingredients have brought a paradigm shift in the preference and perception of the present and prospective consumers of the FMCG industries. The change in the consumer preference calls for the evaluation of this sector. Though many studies have been performed to analyse the performance of the FMCG sector and the satisfaction of consumer of this sector but very few research work has been done to analyse the latest trends of Ayurvedic FMCG Market. This is exploratory research to address this research gap.

## 2. Latest Trends in Ayurvedic FMCG Market

Trend refers to the prevailing inclination of the prospects over a period of time. The consumer mindset is dynamic and changes over time which is further influenced by various factors such as Globalization, life style, net disposable income etc.

Based on the analysis of environment in which the FMCG sector, the trend of ayurvedic products in there, the researcher identified 11 major prevailing trends of such products at present which are explained hereunder:



Source: Authors Calculation

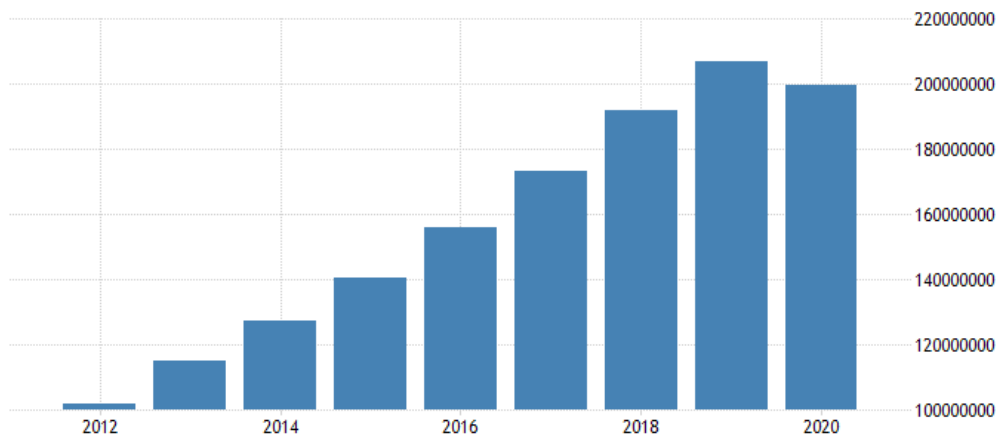
1. **Sustainability-preference:** Growing awareness and enlarged distribution of the knowledge of the benefits of sustainable products have increased the use of Ayurvedic FMCHG products. It is a proven fact that ayurvedic products have sustainable nature and they don't have any negative impact on the planet and environment.

**E.g.:** Growth Demand of green sanitary pads and tampons to decrease the harm to the planet

2. **Consumer satiety:** Ayurveda FMCG products are known for being effective products in terms of utility. Effective use with no side effects persuades the customers to purchase such products even at increased costs. The stewardship Code released by Financial Reporting Council in 2010 has also increased the emphasis of business entities round the world to manufacture such kind of products. Apart from satisfying the demand of customers it also simulates their emotions of preventing the harm to environment which increases the level of satiety of the consumers.

**E.g.:** Awareness of environment impact has changed the trends of packaging of FMCG products by switching it from plastic pack to the sustainable or reusable packaging material.

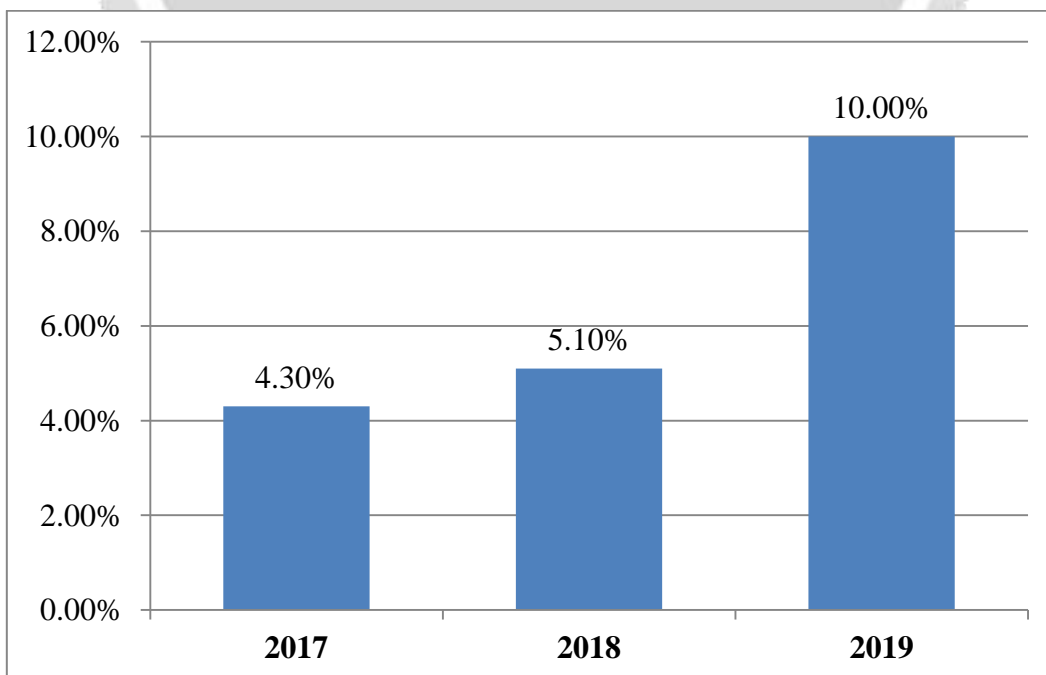
3. **Net disposable Income:** Increase in the Net Disposable Income of the residents result in increase in their budget allocation for FMCG products. Economic growth of the country has led to increase in the per capita income (as depicted in the chart below):



Source: Ministry of Statistics and Programme Implementation (MSOP), 2021

Increased income of individuals persuades them to spend for the products with maximum benefit rather than spending on chemical products and harmful salts. Further, availability of the ayurvedic products in affordable package and sachets have also increased the demand of such products.

4. **FMCG E-Commerce:** Introduction of E-commerce in FMCG industry has increased the sales exponentially. In the back drop of COVID-19 the consumers’ shopping habits have been shifted towards online purchasing channels. Online presence of ayurvedic products has increased the reach of such products to even the remote consumers. Now a days FMCG start-ups utilise diversified “social traditional and media, leveraging mobile and headless commerce, to market their products”. Further, availability of easy return policy and reviews of the existing customers makes them buy the desired ayurvedic products. The growing role of e commerce in the FMCG sector can be understood with the following statistics publishes by Statista



Source: Statista: Role of E commerce in FMCG Sale

The graph typically projects more than 50 % growth in the sales of FMCG products in the upcoming years. E-Commerce platform delivers “APIs for product information through a semantically structured content engine and content management to digitize the sales process”.

5. **Big Data and Analytics:** “FMCG companies actively leverage Big Data to innovate and compete in the industry”<sup>14</sup>. Ready availability of data regarding consumers-shopping attitudes, brands-preference helps the companies to explore new areas to serve their customers best and to create niche. Data analytics helps in exploring the consumer-preferences with logical understanding of their behaviour. In this way Big-data solutions help the FMCG companies to optimize their products as per the need of the customers. For eg: offering ‘heat and serve’ packet of foods for the bachelors and hostellers.
6. **Network Distribution:** FMCG companies have increased their reach to almost all the parts of India and have made various tie ups with the delivery partners even in the rural areas of the country. Now a days goodness of ayurvedic FMCG can be very well enjoyed by any person by just using the simple Graphic user interface or call network to get such products.
7. **Innovation:** Dynamics of consumer demands have shifted the preference of FMCG customers towards the customised products and availability of Chat-Bots have further facilitated it. Also, the GPS tracking facility has made it possible to deliver the highly perishable products within no time. In this way ongoing improvements in the innovation have increased the demand of ayurvedic FMCG products.

**Eg:** many influencers post the videos of using FMCG products with detailed explanation of the ayurvedic contents of the FMCG products. This increases the consciousness of the customers about the products and make them frame an informed buying decision of such products.

8. **Block Chain:** In this highly competitive era, brands often invest in Blockchain to grab a competitive edge. “Smart contracts and Blockchain traceability allow FMCG companies to understand their supply chain bottlenecks and make necessary interventions”<sup>13</sup>. It facilitates the consumers to track the purchase and the ingredient of the items purchased by them. “Additionally, Blockchain platforms offer crypto-currencies and loyalty programs that allow consumers to collect, exchange, and redeem points there by increasing customer engagement”<sup>13</sup>. Block chain helps in synchronisation of consumer preferences and shift thereon.
9. **3D Printing:** Additive-manufacturing and integrated solutions offer disruptive-solutions for the FMCG-industry. Knowledge of mass wastage caused by ‘use-and-throw FMCG products’ have prompted FMCG industry and its stakeholders for finding soe sustainable alternatives to such products. 3D printing enables FMCG industries in designing eco-friendly products eg: use of recycled paper packing instead of plastic and thermacol wraps. 3D printing is used to create the prototype, design, tools, and scaled production of sustainable nature. “Further, food companies are able to offer extra nutritional value in their products by utilizing 3D food printers”.
10. **Consumer awareness:** “The Covid-19 pandemic has heightened the consumer’s awareness of health and wellness”. The pandemic made the consumers more conscious of the health impacts of FMCG products. This has increased the demand for ayurvedic and organic sustainability products across the value chain, and to choose the brands according to their personal goals and lifestyle eg: choosing vegan products. In present era consumers demand for “digital-first experiences”, with engaging-communication. This has forced the FMCG sector to utilize the insights of data for continuous improvement on the basis of customer-experiences by making better personalised products, and by choosing engaged and interactive delivery channels.
11. **Global Trend:** Now a days ayurvedic FMCG’s are not only limited to the ayurveda of a single country only but the modernised supply logistics facilitates the consumers to reap the benefit of ayurvedic products of even the foreign lands. For e.g.: offering cosmetic products offering the benefits of Korean Glass Skin and also the hair products with the formula of Yao women.

### 3. Indicators Driving the Trends of Ayurvedic FMCG Market.

Following are the indicators of the trend of ayurvedic FMCG products in the market:

- **Preference of Ayurvedic products over chemical products:** Overtime consumers started preferring the ayurvedic products over chemical based products.
- **Organizations indulging in the ayurvedic product line at large:** Considering the importance of ayurvedic products, various organizations are indulging in ayurvedic product lines. Gradually

organizations have started offering new innovative products which indicates the craze of ayurvedic products in the market.

- **Growing awareness of the side effects of the chemical products:** Growing awareness of the side effects of the FMCG products with chemical base has significantly contributed towards the trend of Ayurvedic FMCG products.
- **Easy availability of ayurvedic products due to globalisation:** Globalization has made it easy for the customers to reap the benefits of ayurvedic products irrespective of geographical boundations which have contributed.
- **Innovative technology:** Innovation has made it possible to reap the benefits of ayurvedic ingredients rather a combination of them which has contributed to the increasing trends of ayurvedic FMCG products.
- Insurance companies have also started offering coverage for Ayurveda treatment and services which further increases the trust over ayurvedic products .

#### 4. Literature Review

**Chakraborty, et al.,** (2022) in their paper titled “Exploring consumer purchase intentions and behaviour of buying ayurveda products using SOBC framework” examined the determinants of consumer satiety and choice by analysing the primary data collected from a1316 respondents. They concluded that identification of behavioural stimuli e.g., health-consciousness and attribute of product and organisms influence behavioural response of customers while sustainability-orientation served the consumer-insights to the marketers of such products.

**Misra, et al.,** (2022) in their study titled “An Analysis on Consumer Preference of Ayurvedic Products in Indian Market” analysed the demographic factors of ayurvedic products vis-à-vis the preference of the consumers to buy them. They found a strong positive correlation between the satisfaction and trust factors with the ayurvedic products.

**Tudu, et al.,** (2021) in their research titled “To buy or not to buy green: the moderating role of price and availability of eco-friendly products on green purchase intention” attempted to identify the green purchase persuasions of the buyers of such products. They found that the consumers adopting the green buying behaviour are often inclined to purchase the ayurvedic products.

**Saji, et al.,** (2020) in their study titled “Testing marketing-mix effects on consumer ratings of Swadeshi brand: the case of Patanjali Ayurved” analysed the emerging issues of market mix of customer ratings for FMCG products of Swadeshi brands. They found that the perception of consumers for Patanjali ayurvedic products is very high. They also suggested the need of improvement to provide high quality economic ayurvedic product in the present FMCG product line offered by the company.

**Sar, et al.,** (2018) in their study titled “Competitive advantage and performance: An analysis of Indian FMCG industry” explored the competitive advantage of FMCG industry of India and found that ayurvedic products offered by such industries are the key products influencing the customers and are the most trusted products amongst the range of products offered by them and hence, serve as the competitive advantage for Indian FMCG industries.

**Misra, et al.,** (2018) in their article titled “Analysing the role of consumer ethnocentrism and social responsibility in the preference of ayurvedic products” analysed the social responsibility of consumers towards the selection of ayurvedic products. They found that growing of social awareness and environment activism has increased the purchase of ayurvedic products by tempting the consumers to buy such kind of products.

**Kapoor, et al.** (2017) in their paper titled “Patanjali: Emergence of a new star on the Indian FMCG horizon” explored the influencing factor for the consumers to purchase ayurvedic range of Patanjali products. The sample size of the study was 150. They found that “product quality, brand image, and trust are the most important factors influencing consumers” are the major deciding the purchase of ayurvedic FMCG products.

**Sreejith, et al.,** (2017) in their research titled “The Patanjali marketing sutra-An exploratory analysis of brand experience, personality, satisfaction, and loyalty in the FMCG space’ explored the determinants of FMCG space

and found that satisfaction level of the customers from the ayurvedic products and from the products containing ayurvedic ingredients is comparatively more than that of the chemical or essence-based products.

**Arora, et al.**, (2016) in their paper titled “Impact of Spirituality on Consumer Perception creation and Preference of Products wrst FMCG and Patanjali Ayurved Ltd. in Punjab” analysed the connection of spirituality of ayurvedic FMCG products in the state of Punjab. They found a strong significant correlation between the two and justified the findings by correlating it with the mention of ayurvedic essentialities in Vedas.

**Shekhar, et al.**, (2015) in their research titled “Promises of silent salesman to the FMCG industry: an investigation using linear discriminant analysis approach” explored the discriminating power of 5selected variables of FMCG products such as ‘colour’, ‘picture’, ‘shape’, ‘size’ and ‘material’ affecting the purchase decision of FMCG products. They found that ‘material’, ‘price’ and ‘size’ are the poor predictors of purchase decision of FMCG products while ‘colour’, ‘picture’ and ‘shape’ of the product are the significant predictors for purchasing such products.

## 5. Objectives of the Study

- To analyse the latest trends of Ayurvedic FMCG Market.
- To analyse the effect of digital advertising on customer satisfaction of Ayurvedic FMCG products.
- To evaluate the future prospects of Ayurvedic FMCG Market.

## 6. Hypothesis of the Study

**H01:** There is no significance effect of digital advertising on customer satisfaction of ayurvedic FMCG products.

**HA1:** There is a significance effect of digital advertising on customer satisfaction of ayurvedic FMCG products.

## 7. Research Methodology

This is an empirical study to analyse the effect of digital advertising on customer satisfaction. The study is based on the analysis of market and preferences of the consumers about such products based on various researches, press releases, government data and panel discussions of the specialists.

The data will provide an insight of digital advertising of the ayurvedic FMCG products and their future prospects. Apart from being a valuable contribution to the literature, the study will be useful to serve as the base to frame the strategies by such industries and also to identify the niche of such products in the present and the future market scenario.

Digital advertising are to a great extent found in urban areas. Thus Jaipur city has been chosen for the present investigation as there are number of consumers who buy ayurvedic FMCG products through online.

**This paper proceeds to arrive at a picture of the ayurvedic market in the area of study by synthesizing the following:**

1. The review of relevant strategy concepts.
2. Primary data consolidation of the number of consumers who buy FMCG products of ayurvedic FMCG products through online.

The survey of consumers was done using a structured questionnaire which was administered to the selected users who buy the ayurvedic FMCG products through online. This survey instrument contained items covering the consumers’ personal profile, statements related to digital advertising and customer satisfaction. The doctors, general practitioners and retailers were personally interviewed to elicit opinions. These lengthy focused discussions were very much essential to have a comprehensive understanding of the ayurvedic market, since compiled statistics and synthesized information of the Ayurvedic market was scanty. 300 selected users who buy the ayurvedic FMCG products through online and selected from various parts of Jaipur city

**Table 1: Sampling Techniques**

1	Sampling Method	Simple Random Sampling Method
2	Sample size	300 Consumer
3	Area of Survey	Jaipur city

## 8. Variable Measurements

### 8.1 Independent variables

#### Independent variables: Digital Advertising

Independent variables taken for the study as a part of factors of digital advertising are:

- Convenient Shopping
- Quality of Product
- Product Variety
- Comfortable Shopping
- Fair Policy
- Trustworthy
- Convenient Price
- Easy to place order
- Shopping is Joyful
- Visual Appearance
- Cheaper than Traditional Purchase.

### 8.2 Dependent variables: Customer Satisfaction

Dependent variables taken for the study as a part of factors of customer satisfaction are:

- Recommend this company to a friend or colleague
- Company's products meet your needs
- Do you repeat your online purchase of FMCG products?
- Express your willingness to recommend online purchase of FMCG products
- Describe your level of satisfaction regarding online purchase of FMCG products

## 9. Empirical Analysis and Hypothesis Testing

**Table: Mean Comparison**

#### Descriptive Statistics

	N	Mean	Std. Deviation	Rank
Convenient Shopping	300	1.9800	.61715	7
Quality of Product	300	2.5867	.74229	1
Product Variety	300	1.9300	.55328	8



Comfortable Shopping	300	1.1833	.50719	11
Fair Policy	300	2.1600	.68015	5
Trustworthy	300	2.2767	.71308	4
Convenient Price	300	2.0200	.56628	6
Easy to place order	300	1.8967	.84164	9
Shopping is Joyful	300	2.3700	.73136	2
Visual Appearance	300	2.2833	.71980	3
Cheaper than Traditional Purchase	300	1.5867	.67131	10

From the above mentioned table it has revealed that 'quality of product', 'shopping is joyful' and 'visual appearance' are the most important factors as the mean value is higher than other factors (mean value is 2.5867, 2.3700 and 2.2833 respectively). These factors contribute towards the satisfaction of the customer. Whereas 'comfortable shopping', 'cheaper than traditional purchase' and 'easy to place order' are the least important factors as the mean value is lesser than other factors (mean value is 1.1833, 1.5867 and 1.8967 respectively). These factors contribute toward the dissatisfaction of customers. Remaining factors such as: 'trustworthy', 'fair policy', 'convenient price', 'convenient shopping' and 'product variety' are the moderate factors (mean value is 2.2767, 2.1600, 2.0200, 1.9800 and 1.9300 respectively)

**Table 2: Reliability Test**

Indicators	Construct	No. of Indicators	Cronbach's Alpha
Convenient Shopping	Digital Advertising	11	.882
Quality of Product			
Product Variety			
Comfortable Shopping			
Fair Policy			
Trustworthy			
Convenient Price			
Easy to place order			
Shopping is Joyful			
Visual Appearance			
Cheaper than Traditional Purchase			
Recommend this company to a friend or colleague	Customer Satisfaction	5	0.789
Company's products meet your needs			
Do you repeat your online purchase of FMCG products?			
Express your willingness to recommend online purchase of FMCG products			
Describe your level of satisfaction regarding online purchase of FMCG products			

From the **table 2** we can see that Cronbach's alpha in both the variables is more than 0.700 which indicates a high level of internal consistency for our scale with this specific sample. Respondents were asked to indicate the extent of their agreement or disagreement with each of the items on a five-point Likert type scale ranging from 1-strongly agrees to 5-strongly disagree. The final instrument contained 11 items in digital advertising and 5 items in customer satisfaction and had an alpha coefficient of 0.882 and 0.789 respectively.

The SPSS Output table 3 provides the kurtosis and the skewness, along with their associated standard errors. The skewness is for digital advertising 1.123 and its standard error is 0.960 and the kurtosis is 1.153 and its standard error is 0.972. The skewness is for consumer buying behaviour 1.238 and its standard error is 0.903 and the kurtosis is 1.89 and its standard error is 0.990.

**Table 3: Descriptive Statistics**

Descriptive Statistics
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	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Digital Advertising	300	.92	2.83	1.8561	.41824	1.123	.960	1.153	.972
Customer Satisfaction	563	0.00	4.75	.2278	.92004	1.238	.903	1.89	.990
Valid N (listwise)	300								

At this stage, we need to manually compute the z-scores for the skewness and. First, compute the z-score for kurtosis of Digital Advertising:

$$z_k = \frac{K - 0}{SE_k}$$

$$z_k = \frac{1.153 - 0}{.972}$$

$$z_k = 1.186$$

Next, we compute the z-score for skewness of Digital Advertising:

$$z_{Sk} = \frac{S_k - 0}{SE_{Sk}}$$

$$z_{Sk} = \frac{1.123 - 0}{.960}$$

$$z_{Sk} = 1.169$$

z-score for kurtosis of Customer Satisfaction:

$$z_k = \frac{K - 0}{SE_k}$$

$$z_k = \frac{1.89 - 0}{.990}$$

$$z_k = 1.909$$

Z-score for skewness of Customer Satisfaction:

$$z_{Sk} = \frac{S_k - 0}{SE_{Sk}}$$

$$z_{Sk} = \frac{1.238 - 0}{.903}$$

$$z_{Sk} = 1.370$$

Both of these values must fall between  $-1.96$  and  $+1.96$  to pass the normality assumption for  $\alpha = 0.05$ . The z-score for kurtosis and skewness for both the variables falls within the desired range, Using  $\alpha = 0.05$ , the sample has passed the normality assumption for both kurtosis and skewness. Therefore, a parametric statistical test will be used.

### 9.1 Hypothesis Testing

**H01:** There is no significance effect of digital advertising on customer satisfaction of ayurvedic FMCG products.

**HA1:** There is a significance effect of digital advertising on customer satisfaction of ayurvedic FMCG products.

Equation of Regression

$$Y = \alpha + \beta X_1 + \beta X_2 + \dots + \beta X_n + \epsilon_i$$

Where,

Y= Dependent Variable

X= Independent Variables

$\alpha$  = Intercept value

$\beta$ = Regression Coefficient value

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 <sup>a</sup>	.488	.487	.58612	1.149
a. Predictors: (Constant), DA					
b. Dependent Variable: Satisfaction					

The above table shows the model summary of regression analysis of customer satisfaction on the basis of digital advertising of the ayurvedic FMCG products. The analysis reveals that R Square is .488 which means that digital advertising shows 48.8% of the variability with significant effect on customer satisfaction. The above table indicates that R value of our model is .698 with the  $R^2 = .488$ . Simple linear regression shows 48.8% of variance in the data. The Durbin-Watson  $d = 1.149$ , which does not fall between the two critical values  $1.5 < d < 2.5$ .

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.403	1	183.403	533.864	.000 <sup>b</sup>
	Residual	192.725	561	.344		
	Total	376.128	562			
a. Dependent Variable: Behaviour						
b. Predictors: (Constant), DA						

The F-ratio in the ANOVA table tests whether the overall regression model is a good fit for the data. The table shows that digital advertising statistically significantly predict the customer satisfaction. In the above table F sig. value is less than 0.05, which means the regression model is a good fit of the data. The F-test is highly significant, thus we can assume that the model explains a significant amount of the variance in customer satisfaction.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.147	.149		.982	.326
	DA	.921	.040	.698	23.105	.000
a. Dependent Variable: Behaviour						

The above table presents the coefficients of variation in customer satisfaction on the basis of digital advertising. The data reveals that digital advertising is significant predictor of customer satisfaction as the sig. value is less than 0.05 (sig. value=.000) which indicates that null hypothesis is rejected. Further, it can also be seen that digital advertising have a positive (Beta= .698) impact on customer satisfaction.

Equation:

$$Y=0.147+digital\ advertising\ (0.921)$$

Each beta-coefficient indicates the average increase in customer satisfaction associated with a 1-unit increase in a predictor. Increase in digital advertising by one time i.e. increase of one unit of customer satisfaction.

## 10. Future Prospects of Ayurvedic FMCG Market.

Growing trends and preference of ayurvedic FMCG products provides a clear vision of consumers perception towards them. The analysis reveals following future prospects of the ayurvedic FMCG products

- Ayurveda in combination with medicaments are expected to grab major market of both the beauty products as well as medicaments.
- Global awareness of ayurvedic products is expected to create market of ayurvedic FMCG products globally.
- Increase in consumption of ayurvedic FMCG products are evident from the foreseeable “Global consumer trend towards herbal, organic, natural, and wholesome health solutions”.
- Technological innovation are sure to increase the availability and use of ayurvedic FMCG products round the world.
- Lately Government of India has also started taking initiatives to promote ayurvedic FMCG products at large scale. Government schemes like “Pradhan Mantri VRIKSH AYUSH Yojana” for cultivating and marketing of medicinal plants having ayurvedic importance is one of the major initiative to promote such products nationally and internationally.

Thus, it is clear that ayurvedic FMCG products will be witnessing higher demands and growing trend in the future too.

## 7. Conclusion and Recommendation

An analysis of the trends of Ayurvedic FMCG products concludes the positive growth prospects of such products in the foreseeable future. ‘Consumer awareness’ enables the consumers to form an informed decision by considering the various features of products such as ‘Sustainability-preference’ persuade consumers to buy the sustainable products and increase in the ‘net disposable income’ which enables the customers to buy the desired ayurvedic products while ‘e-commerce’ and ‘Network Distribution’ enables the availability of such products. Further, usage of ‘Big Data and Analytics’ and ‘innovative’ approach of the FMCG industries help them to develop the desired ayurvedic FMCH products and also to create the niche of such products in light of the preference of the consumers worldwide. Thus, recent trends of the ayurvedic products frame the strong stimuli for increasing the demand of such products.

The study revealed that the digital advertising has a significant effect on customer satisfaction in ayurvedic FMCG products in Jaipur city. According to the study it has analysed that ‘quality of product’, ‘shopping is joyful’ and ‘visual appearance’ are the most important factors which contributes towards the satisfaction of the customer. Whereas ‘comfortable shopping’, ‘cheaper than traditional purchase’ and ‘easy to place order’ are the least important factors which contribute toward the dissatisfaction of customers. As regression equation study concluded that increase in digital advertising by one time i.e. increases of one unit of customer satisfaction. The analysis reveals that R Square is .488 which means that digital advertising shows 48.8% of the variability with significant effect on customer satisfaction.

The analysis also revealed that preference of ayurvedic FMCG products over products having chemical ingredients, innovation in such products and globalization are the major determinants of increasing trends of FMCG ayurvedic products. Further, future prospects of Ayurvedic FMCG products also appears bright and is

sure to grow with increasing marginal rates. Thus, not only present but future prospects of such products appear positive.

Study suggested that companies should work on the least important factors so the satisfaction level will be enhanced accordingly.

- Shopping should be comfortable, which means the app should be easy and comfortable so all customers can easily browse and shop comfortably.
- Online shopping should be cheaper than offline shopping, so more customers will engage in online shopping. The price should be comparable to the traditional market.
- Ordering online can be difficult, so there should be a simple and easy provision so that customers can easily place their order.

