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Brand Awareness and Brand Perception of Ayurvedic Products: A Study with Special Reference to Pankajakasthuri Herbals India Pvt. Ltd.

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Abstract

The study investigates the level of brand awareness and perception of Ayurvedic products to the consumers with special reference to Pankajakasthuri Herbals India Private Limited, Thiruvananthapuram. The data collection technique used in this study was descriptive and applied research design with stratified random sampling technique used to select 120 respondents. The analysis was carried out using statistical tools such as Factor Analysis, Pearson correlation, Kruskal–Wallis Test and One-Way ANOVA, which were used for hypothesis testing. Factor Analysis results showed that perceived benefits (loading = 0.880) and brand trust (loading = 0.841) were the most significant factors to influence consumers' purchase intention, and were explained by a single factor which accounted for 55.96% of the total variance (KMO = 0.734; $\chi^2 = 215.61$, $p < 0.001$). No significant correlation was found between perceived quality and brand familiarity ($r = 0.114$, $p = 0.222$). Price sensitivity was found to have significant differences by income group ($p = 0.016$) and perceived benefits were found to have significant differences by income group ($F = 7.445$, $p = 0.000$) using the Kruskal–Wallis Test and ANOVA respectively. The study reveals that the brand Pankajakasthuri Herbals is well recognized in the market but has potential for further strengthening its market position by improving digital marketing, communication of product range and focused income based marketing strategies in the competitive ayurvedic product market.

Keywords: Ayurvedic products, Brand Awareness, Brand Perception, Consumer Behaviour and Pankajakasthuri Herbals.

Introduction

The health concern has become a primary concern in the fast pace environment of today's lifestyle for all sections of the population. The increasing lifestyle diseases, pollution and consumer disillusionment with synthetic medicines have made consumers more inclined towards natural and Ayurvedic medicines. One of the world's oldest health systems, Ayurveda is now viewed not just as a cure for ailments, but

as a way of maintaining health and living a healthy life. The brand awareness and brand perception play a significant role in the decision making process of consumers, especially when there are multiple brands with compositionally similar Ayurvedic formulations. Brand awareness is how well consumers can identify and remember the brand and the brand perception is how consumers process and recall the cumulative impressions, opinions and associations they have developed from their experiences and exposure to the brand's communication. The concept of trust, authenticity and cultural resonance are key factors in the Ayurvedic products market, making these constructs significant. Purchase intention and long-term loyalty are directly affected by the quality, safety and traditional legitimacy of a brand. In light of the above background, the present study is aimed at investigating "Brand Awareness" and "Brand perception" of consumers of the Pankajakasthuri Herbals India Private Limited, an authentic and leading brand in the Ayurvedic healthcare sector of Kerala to get some meaningful insights to develop a proper branding and marketing strategy for the company.

Importance of Brand Perception in Brand Building

The importance of brand perception in brand building can be summarized as follows:

One of the key factors in brand equity is the perception of the brand. In the healthcare and wellness industry, it directly impacts trust, loyalty, and advocacy from consumers. Building a positive brand perception allows businesses to stand out in crowded markets, maintain their premium positioning, and minimise customer attrition. These factors, coupled with cultural identity, naturalness of products, and adherence to regulations, influence how Ayurvedic businesses are perceived. Consistent quality delivery, ingredient communication and seamless marketing through conventional and digital channels are key elements to effective perception management.

Industry Profile

The Ayurvedic products industry is one of the most ancient and yet dynamic industries in the healthcare and wellness sector of the world economy. This includes herbal medicine, nutraceuticals, immunity enhancers, personal care, cosmetics and dietary supplements made from natural plants and minerals. The industry has evolved from a traditional and decentralized practice, to a structured and commercially active, national and international industry. India is playing a pivotal role in this industry with the regulatory and promotional framework of the Ministry of AYUSH. Key players like Dabur, Himalaya Wellness, Patanjali, Baidyanath and Pankajakasthuri Herbals have established well-known brands in the country. The global wellness movement, organic consumption habits and growing consumer interest in chemical free alternatives are further blurring market lines. Today, in the competitive environment, brand recognition or perception can be strategic factors that influence consumer choice and long-term market sustainability..

Company Profile: Pankajakasthuri Herbals India Pvt. Ltd.

Pankajakasthuri Herbals India Pvt. Ltd. is an Indian company.

Pankajakasthuri Herbals India Private Limited, located in Thiruvananthapuram, Kerala, is an eminent Ayurvedic medicine manufacturing company with a product portfolio of more than 450 products across the categories of Ethical, Classical, FMCG and OTC. The company is the first ever ISO 9000 certified Ayurvedic medicines manufacturer in Kerala and sells its products in over 15 countries. Its flagship product — the Breathe Eazy granule formulation for asthma contributes approximately 70% of total revenues. The company has its manufacturing plant at Poovachal in Thiruvananthapuram, which is equipped with a total of 150,000 SQFT under rigorously enforced quality management systems, including scientific studies, clinical validation, and standardized

manufacturing, which help to ensure the safety and efficacy of the products produced. Pankajakasthuri aims to “Lead the global healthcare industry with authentic, modern, safe and accessible Ayurvedic research, treatments and products” and “Empower lives with the unique power of Ayurveda”. It has been honored with many awards such as the National MSME Award by the Hon’ble Prime Minister of India, the TMA Management Leadership Award on Excellence in the Promotion of Ayurveda etc.

Review of Literature

Trivedi, Suri, and Dosajh (2025) found that increased brand awareness results in consumers’ higher brand perception and trust and loyalty in the Ayurvedic product, and well-known brands have higher brand perceived quality and reliability than lesser known brands. Based on the theory of planned behaviour, Mayekar and Pednekar (2025) found that the relationship between awareness and purchase intention is mediated by brand trust, such that the presence of awareness is not sufficient for the purchase intention to be converted into purchase action.

Rakhi, Sneha and Reddy (2024) found that when consumers have greater exposure to a brand through IMC, it creates positive brand associations, which results in greater loyalty and brand advocacy. Kalyani (2024) revealed that increased brand awareness directly leads to brand perception, the participants linked high-quality brands to trust and reliability and added value to the brand. The study by Ukalkar et al. (2025) revealed that regular media contact and word of mouth have a significant impact in increasing brand awareness and positive perception of Patanjali Ayurvedic products among the consumers in Akola district.

Kulkarni and Patil (2022) showed that IMC directly affects the brand recall, which helps build positive brand images in the consumers’ minds, thereby affecting their purchase decisions. Vijayadharani et al. (2022) concluded that the brand awareness of consumer was associated with the credibility and effectiveness of the herbal brands especially in the context of comparison between rural and urban. In total these studies validate brand awareness as the most important antecedent to favorable brand perception, and brand perception as the strongest influence on brand loyalty and purchase behavior, once it is established.

Research Methodology

Objectives of the Study

- To assess the level of awareness that consumers have about Pankajakasthuri Herbals.
- To analyse the factors influencing purchase decisions of Ayurvedic products.
- To look at how advertising, digital marketing and word of mouth work to create brand awareness.

Research Design and Sample

Study is an applied and descriptive research design which is in the form of description and analysis of the study in a systematic manner to the consumer awareness about Ayurvedic products, their perceptions and attitudes. This study has been carried out for three months (January 2026-April 2026) at Pankajakasthuri Herbals India Private Limited, Poovachal, Thiruvananthapuram. Primary data were gathered by using structured questionnaires to the consumers who know or use Ayurvedic products. The sample size of 120 respondents was calculated by using Cochran’s formula with confidence level of 95% ($Z = 1.96$, $p = 0.5$, $e = 0.05$) and population of 200. A stratified random sampling method was used to obtain a representative sample in each age group, gender, income group etc.

Hypotheses

H₀₁: Demographic factors do not have any significant relationship with the brand awareness of Pankajakasthuri Herbals.

H₀₂: There is no significant relationship between brand awareness and brand perception of Pankajakasthuri Herbals.

H₀₃: No significant difference in brand perception between the different age groups.

H₀₄: If promotional factors have no effect on brand awareness of Pankajakasthuri Herbals, then there is no relationship between them.

H₀₅: It can be concluded that there is no significant relationship between brand perception with purchase intention for Ayurvedic products.

Statistical Tools

The four statistical tools used to meet the research objectives were: (i) Factor Analysis to extract underlying dimensions that influence the purchase decision and brand perception; (ii) Pearson Correlation Analysis to examine the correlation between brand awareness and brand perception; (iii) Kruskal–Wallis Test was performed to compare differences in brand perception across groups of people when data is not normally distributed; and (iv) One-Way ANOVA was conducted to test for significant differences in perceived quality and perceived benefits across groups of people.

Data Analysis and Interpretation

Demographic Profile of Respondents

Table 1 Demographic Profile of Respondents (n = 120)

Variable	Category	Frequency	Percentage
Gender	Male	56	46.7
	Female	61	50.8
	Prefer not to say	3	2.5
Age	Below 20	22	18.3
	21 – 30	48	40.0
	31 – 40	31	25.8
	Above 40	19	15.8
Occupation	Student	41	34.2
	Employee	38	31.7
	Business	22	18.3
	Homemaker	14	11.7
	Others	5	4.2
Monthly Income	Below Rs. 10,000	28	23.3
	Rs. 10,000 – Rs. 25,000	45	37.5
	Rs. 25,000 – Rs. 50,000	32	26.7

Source: Primary Survey

Table 1 shows that the sample is mostly female (50.8%) and belongs to the young health-conscious consumer segment (40.0%), which matches the target segment. Both students &

employees account for more than 65% of the respondents with the highest income group of 37.5% being within Rs. 10,000 and Rs. The monthly spend is 25K with a balance of mostly middle income consumers.

Factor Analysis: Identifying Drivers of Brand Perception and Purchase Decisions

To find out the underlying constructs that affect consumer purchase decisions and brand perception, Factor Analysis was conducted. The purpose was to find out if any of the latent factors are significant in influencing the preferences of consumer of Pankajakasthuri Herbals.

Table 2 KMO and Bartlett’s Test of Sphericity

Test	Statistic	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	KMO Value	0.734
Bartlett's Test of Sphericity	Approx. Chi-Square	215.605
	df	10
	Sig.	0.000

Source: Primary Survey

Table 3 Component Matrix and Factor Loadings

Variable	Component Loading	Communality
Perceived Benefits	0.880	0.774
Brand Trust	0.841	0.707
Social Media Influence	0.760	0.577
Perceived Quality	0.664	0.441
Price Sensitivity	0.547	0.299
Eigenvalue (Component 1)	2.798	—
Variance Explained	55.96%	—

Source: Primary Survey

The value of KMO is 0.734 which is acceptable and shows good sampling adequacy. The Bartlett’s Test of Sphericity ($\chi^2 = 215.61$, $df = 10$, $p < 0.001$) supports valid statistical analysis by factor analysis. One component with an eigenvalue of 2.798 was obtained, accounting for 55.96% of the total variance. Factor loadings indicate that perceived benefits (0.880) and brand trust (0.841) are the most critical factors in influencing the decision making process of consumers, followed by social media influence (0.760) and perceived quality (0.664), and price sensitivity (0.547). All variables converged into one variable indicates a common construct of overall consumer attitude towards Ayurvedic brand. Hypothesis 01 is consequently rejected – there are significant underlying factors that do affect the consumer’s purchases and perceptions of the brand.

Correlation Analysis: Brand Awareness and Brand Perception

The Pearson correlation Analysis technique was used to see if there is a significant relationship between brand familiarity and perceived quality in consumers of Pankajakasthuri Herbals..

Table 4 Pearson Correlation — Brand Familiarity and Perceived Quality (n = 117)

Variables	Pearson r	Sig. (2-tailed)	N
Brand Familiarity ↔ Perceived Quality	0.114	0.222	117

Source: Primary Survey

The Pearson correlation coefficient resulting between brand familiarity and perceived quality is $r = 0.114$ and the p value is $= 0.222$, which shows there is a very weak and statistically insignificant positive relationship. Since the p -value is greater than 0.05 , H_2 is accepted, meaning that brand familiarity has no significant effect on perceived quality. While product or brand recognition alone cannot raise quality perception, this finding implies that it is essential to combine recognition with quality-specific, consistent product performance and communication measures to create meaningful quality perception.

Kruskal–Wallis Test: Demographic Differences in Brand Perception

A Kruskal–Wallis Test was used to find out if there are meaningful differences in perceptions of brands and purchase behaviours among the demographic groups..

Table 5 Kruskal–Wallis Test Summary — Perceived Quality and Price Sensitivity Across Age and Income Groups

Test Variable	Group	N	Test Statistic	Sig.
Perceived Quality	Age	117	3.287	0.349
Price Sensitivity	Age	117	2.892	0.409
Perceived Quality	Income	117	4.772	0.189
Price Sensitivity	Income	117	10.367	0.016*

* Significant at 0.05 level | **Source:** Primary Survey

The Kruskal–Wallis Test shows that there is no significant difference in perceived quality by age band ($p = 0.349$) or income ($p = 0.189$), meaning that there is a relatively even distribution of perceptions of quality by these demographic bands. But, it is observed that the price sensitivity varies significantly with respect to income group ($p = 0.016$). The pairwise comparisons show that consumers in the Rs. 25,000–Rs. The price sensitivity is significantly different among those in the 50,000 income bracket. 10,000–Rs. There is a significant difference between the prices of the 25,000 bracket ($p = 0.010$) which shows the importance of the price differentiation and promotion strategies based on income.

One-Way ANOVA: Differences in Consumer Perception Across Groups

To see if there is a difference in perceived quality and perceived benefit between consumer groups when using demographic characteristics, One-Way ANOVA was used.

Table 6 ANOVA Summary — Perceived Quality and Perceived Benefits Across Groups

Variable	Source	df	Mean Square	F	Sig.
Perceived Quality	Between Groups	3	1.850	1.536	0.209
	Within Groups	113	1.205	—	—
Perceived Benefits	Between Groups	3	4.612	2.155	0.097

	Within Groups	113	2.140	—	—
Perceived Benefits (Income)	Between Groups	3	14.064	7.445	0.000**
	Within Groups	113	1.889	—	—

** *Significant at 0.01 level* | **Source:** Primary Survey

The results of the ANOVA test show that there were no significant differences between the age groups in terms of perceived quality ($F = 1.536, p = 0.209$) and there were no significant differences between the income groups in terms of perceived quality ($F = 1.333, p = 0.267$), indicating that the perceived quality was similar across the sample. The level of perceived benefits, however, significantly varies by income group ($F = 7.445, p = 0.000$) consumers of varying income level have different perceptions on health benefits provided by Pankajakasthuri Herbals products. It highlights the need for targeted benefit communication based on income groups and their aspirations and health priorities..

Key Findings

They have a high level of awareness about Pankajakasthuri Herbals and its Ayurvedic products, and they have good brand awareness and recall.

The strongest underlying drivers of consumers’ purchase decisions are perceived benefits and brand trust, which together add up to a dominant factor which accounts for 55.96% of the total variance.

The level of brand familiarity does not significantly influence perceived product quality ($r = 0.114, p = 0.222$), and brand familiarity should be followed by other quality indications.

There are significant differences in price sensitivity between income groups ($p = 0.016$) and middle-income consumers have different price-related behaviour than higher-income consumers.

There are income differences in perceived benefits ($F = 7.445, p = 0.000$), so it is important to communicate health benefits at different income levels.

The findings reveal that social media influence (loading = 0.760) is one of the significant factors which is influencing the formation of brand perception in Ayurvedic product marketing, highlighting the importance of digital marketing channels in building an Ayurvedic brand.

Pankajakasthuri Herbals is strongly linked by consumers with the following attributes: Natural ingredients, traditional Ayurvedic values and product safety.

The channel of word of mouth communication is still effective in building brand awareness among all segments.

Suggestions

Extend digital marketing initiatives across social media platforms and ecommerce working to enhance brand visibility amongst younger, digital-savvy audiences.

Create income differentiated promotions – value communication and affordability message to lower income consumers, premium efficacy positioning to higher income consumers.

Enhance the communication of the product benefits, Ayurvedic authenticity and clinical credentials to gap between familiarity and perceived quality.

Implement influencer marketing and customer recommendations to establish trust and emotional connection to the brand among various audiences.

Start consumer awareness programs on the health benefits and preventive wellness attributes of Pankajakasthuri’s product range.

Expand brand awareness initiatives to the rural and semi-urban areas with specific local campaigns and community engagement.

Improve the packaging, labelling, and product visual identity to increase product visibility at retail and online.

Conclusion

This research work gives empirical proof regarding the dynamics of brand awareness and brand perception for the Ayurvedic products market with special reference to Pankajakasthuri Herbals India Private Limited. The results validate that Pankajakasthuri Herbals has a good and positive brand position with consumer trust, perceived naturalness and traditional ayurvedic values. Perceived benefits and brand trust appear to be the two most potent factors which govern consumer behaviour; both suggest that, effective brand building in the Ayurvedic segment should not be restricted to name recognition, but should also build up product credibility. The result of the lack of correlation between brand familiarity and perceived quality strengthens this conclusion: awareness is a necessary but not sufficient element for the formation of a positive perception of the brand. Significant price sensitivity differences and perceived benefit differences among income groups indicate the degree of consumer base heterogeneity and the need for differentiated marketing approaches. Digital media and social platforms are becoming important points of contact for brand perception formation especially with younger consumers. In conclusion, Pankajakasthuri Herbals can leverage digital engagement to reinforce their competitive edge and ensure long-term success in the dynamic world of Ayurvedic medicine and wellness.

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