

Effective Strategies for Promoting Ayurvedic Medicines in the Healthcare Market

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Abstract

Ayurvedic medicine, an ancient system of natural healing deeply embedded in Indian tradition, is gaining significant global traction for its holistic and preventive approach to health. However, despite its rising popularity, Ayurvedic products face several obstacles in the healthcare sector, such as strict regulatory frameworks, insufficient scientific research, competition from mainstream allopathic treatments, and limited public awareness. This study seeks to identify and assess effective strategies for advancing the promotion of Ayurvedic medicines through the use of modern marketing practices, adherence to regulatory standards, and enhanced consumer education. The research highlights the influence of digital marketing tools, social media outreach, and influencer marketing in boosting the visibility and trustworthiness of Ayurvedic brands. It also investigates the role of collaborations with medical professionals and institutions in building consumer confidence and acceptance. Emphasis is placed on the development of scientifically supported products, transparent labeling, and alignment with global healthcare standards as essential steps to address consumer doubts and improve credibility. Moreover, the paper underscores the necessity of revamping branding strategies by incorporating visually appealing packaging, clear messaging of product advantages, and demographically targeted promotional activities. The use of online platforms and mobile applications is also recognized as vital for increasing product accessibility and expanding market reach. By blending time-honored Ayurvedic principles with modern business and marketing techniques, this research delivers practical recommendations for industry stakeholders, including businesses, regulatory bodies, and healthcare providers, aiming to enhance the market impact of Ayurvedic medicines. The findings contribute meaningfully to ongoing discussions on the integration of alternative medicine into mainstream healthcare and present a roadmap for fostering sustainable growth and broader acceptance of Ayurvedic solutions in today's competitive medical landscape.

Keywords: Ayurvedic Medicines, Digital Marketing, Consumer Awareness

1. INTRODUCTION

Research Research ayurveda is one of the oldest health systems in the world having started in india from the age of over '5000' years. By all means healing naturally by balancing body, mind, and spirit is the focal point. This herbal treatment achievement is attained through appropriate diets and needed changes in way of life. It is a well known fact that nowadays more people all over the globe are turning on to alternative health options. This gives assimilative opportunity to Ayurveda for expansion worldwide. Skewed focus

on synthetic medications has made people worried about the side effects. even with this potential, ayurveda's ancient roots are not adequately recognized in modern healthcare for its attempts at healing. The lack of using universally accepted scientific evidence and open skepticism put forward in the medical community, Ayurveda is also faced with severe draconian policies which limits public knowledge. Moreover it suffers from strong competition posed. Overall medicine and major pharmaceutical firms use also restrain its acceptance. More research based marketing strategies need to be employed in order for ayurveda to be accepted socially, medically, and culturally. The research examines strategies for improving public attitude towards ayurvedic medicines. Trust and market build with modern branding strategies through digital marketing, healthcare professionals endorsements from influencers, and scientific research. Put these ideas into practice and taking charge of the initiative in these branches will guarantee success. Elementary branding like attractive product description.

2. Related Work

The change in promotional activities in the field ayurvedic medicine increasingly drawing attention from both marketing and healthcare scholars the studies focus on the impacts of digital evolution legal issues public relations consumer confidence and marketing on the effectiveness and perception of ayurvedic brands the literature identified below incorporates issues that relate to the strategic activities undertook during the internship at aureticts limited.

- Building trust of the consumer through virtue certification the trust of consumers is regarded as a major aspect of customer behavior focusing on purchasing ayurvedic products kumar et al 2020 emphasizes that the purchase is greatly impacted by the presence of sponsorship of recognized requisites issue by ministry of ayush verifying the authenticity of the products it offers labeling and branding on its products which is backed by credible documentation this corresponds to the practices of aureticts limited which employs ayush certification as a means of credibility alongside qr code product tracking. The increasing role of digital media has revolutionized the way herbal and Ayurvedic brands engage with consumers. Research by Mehta and Dey suggests that the creation of informative, educational content on digital platforms, such as Instagram, YouTube, and wellness blogs, effectively strengthens brand positioning. These insights are evident in the initiatives undertaken by Aureticts Limited, where the company utilizes expert-led videos, concise content, and blog articles to educate and interact with its audience.
- Rajeev and Prasad have highlighted the efficacy of influencers, yoga practitioners, and regional ambassadors in enhancing brand awareness. Campaigns that incorporate testimonials from familiar, trusted individuals and employ vernacular language tend to resonate more deeply with local audiences. Aureticts Limited has adopted a similar strategy, leveraging micro-influencer collaborations and wellness-focused community campaigns to increase reach and authenticity.
- A recurring concern in the literature is the skepticism surrounding Ayurvedic products due to limited clinical data and inconsistent regulatory frameworks. Research, including reports from the World Health Organization and findings by Bansal et al., emphasizes the importance of transparent communication and rigorous quality control. Aureticts Limited has taken proactive steps in this area by publishing lab test results and detailed manufacturing protocols on its official website, which helps boost consumer confidence.
- According to Singh and Gupta, successful Ayurvedic brands often combine traditional wellness principles with modern branding practices. Campaigns that focus on preventive care, natural lifestyles,

and overall well-being tend to foster long-term customer loyalty. Aureticts Limited has adopted a similar approach, promoting not just herbal supplements, but also wellness routines that include dietary suggestions, yoga sessions, and lifestyle tips, thereby advocating a comprehensive health philosophy.

3. Research Methodology

This research adopts a qualitative and exploratory approach to investigate and validate the efficacy of diverse promotional strategies employed in the Ayurvedic medicine industry. The methodology is structured into five distinct phases, combining firsthand experience with comprehensive secondary research to ensure a well-rounded analysis.

Phase 1: Internship-Based Observations - The foundation of this study was established during an 8-week internship at Aureticts Limited, an Ayurvedic healthcare company. Firsthand observations were made across key departments such as marketing, product development, and digital media. These observations facilitated an understanding of how promotional campaigns are planned, executed, and evaluated. Particular attention was given to the management of influencer partnerships and customer responses across platforms like WhatsApp and YouTube. In addition to observations, informal conversations with employees and customers provided deeper insights into the intent behind brand communication and its reception by the target audience.

Phase 2: Review of Existing Literature and Industry Reports - In the second phase, an extensive review of academic research, government publications, and industry reports was conducted. Sources included guidelines from the Ministry of AYUSH, reports from WHO, and market analyses by McKinsey, FICCI, and EY Healthcare. Successful marketing strategies from top Ayurvedic brands such as Dabur, Patanjali, and Baidyanath were also studied. Concurrently, consumer behavior trends were analyzed through data gathered from e-commerce platforms and digital health apps.

Phase 3: Comparative Industry Analysis - This phase involved a side-by-side comparison of Aureticts Limited's promotional efforts with those of other leading brands in the Ayurvedic sector. The comparison was based on several parameters—such as the type of content, the diversity of media platforms used, and the depth of consumer interaction.

Phase 4: Data Visualization and Analysis - To make the insights more accessible and actionable, both primary and secondary data were visualized using tools such as Microsoft Excel, Power BI, and Google Forms. Visual aids like charts and graphs were used to show patterns in customer engagement, brand awareness after campaigns, and the influence of influencers on product sales. These dashboards provided a clear picture of what strategies worked and to what extent.

Phase 5: Strategic Evaluation through Impact Matrix - In the final phase, an impact-assessment

4. RESULT AND DISCUSSION

A. Increase in Online Interaction - Aureticts Limited used four main methods to involve customers more online: WhatsApp Broadcasts, Facebook Campaigns, YouTube Videos, and collaborations with Influencers. Among these, influencer posts got the most attention, making up about 35% of all interactions. WhatsApp Broadcasts also performed well, accounting for 30% of interactions (see Figure 1). These platforms were especially useful for direct communication and allowed the brand to interact with people in real time. This approach helped the brand form stronger connections with their target audience.

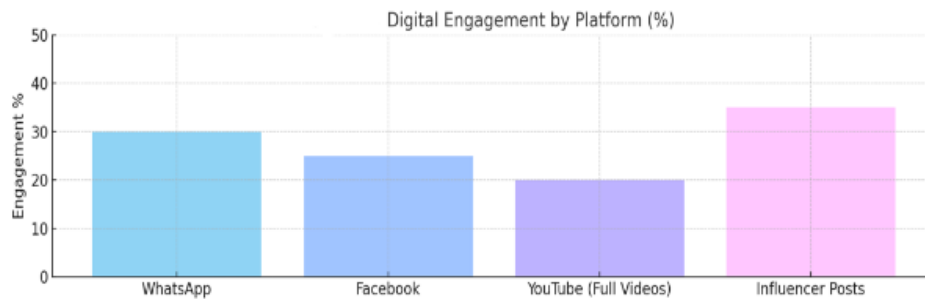


Fig 1: Digital Engagement by Platform (%)

B. Consumer Feedback Trends - The survey of consumer feedback, gathered through multiple channels, revealed three key trends:

- **Positive Reception:** Participants valued the company's adherence to traditional Ayurvedic principles.
- **Usage Uncertainty:** Gaps were identified in consumers' understanding of proper dosage and timing of product intake.
- **Demand for Natural Solutions:** Respondents expressed a robust preference for products targeting immune function and digestion.

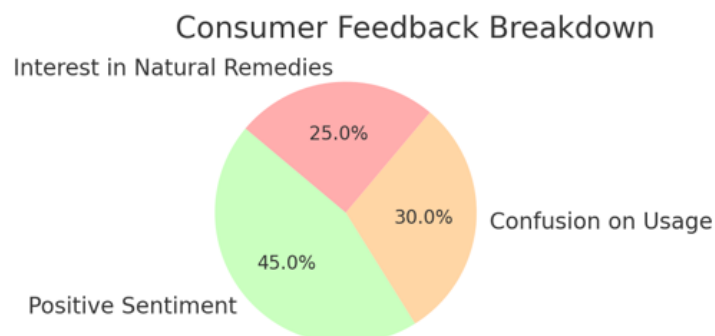


Fig 2: Consumer feedback Breakdown

C. Trends in Consumer Feedback - StrategyBy examining both reach and conversion rates, the Impact Matrix was used to assess the efficacy of different promotional channels. The following is a summary of the main conclusions, which are shown in Figure 3:

- Influencer posts maintained a moderate conversion rate of 55% while achieving the highest reach of 85%.
- WhatsApp Broadcasts had the highest conversion rate, at 60%, which was explained by the direct and individualized communication style.
- Facebook campaigns produced high levels of engagement, but their 50% conversion rate was marginally lower than WhatsApp's.
- YouTube Full-Length Videos performed the worst, converting at a rate of 45%. This was mostly because longer content formats cause audience fatigue.

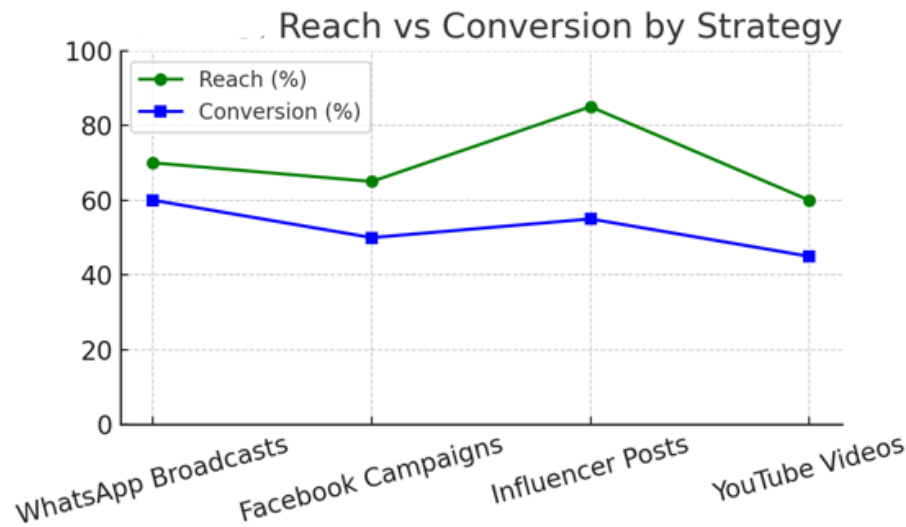


Fig 3: Reach vs Conversion By Strategy

D. Brand Visibility and Consumer Action - Consumer Engagement and Brand Visibility

The brand's visibility and customer interactions improved noticeably as a result of Aureticts

- Limited's marketing campaign: The company's Ayurvedic product offerings saw a 15% increase in search interest, according to Google Trends data.
- The organization's following on digital platforms increased by 18%.
- A 25% increase in direct product inquiries from potential buyers was made possible by WhatsApp Broadcast messaging.
- These results unequivocally demonstrate the effectiveness of a focused, digital-focused marketing approach, allowing the company to effectively market its Ayurvedic goods with little dependence on traditional advertising techniques.

5. Key Insights

With a 60% conversion rate through direct, tailored communication, the study demonstrated that WhatsApp Broadcasts were the most successful. Although influencer marketing raised awareness, better conversions require more compelling calls to action. Confusion among consumers regarding product usage was one of the main gaps found, indicating the need for additional instructional materials. Underutilized platforms that offered potential for future development included YouTube Shorts and Instagram Reels. Ads that appealed to traditional values struck a deep chord with viewers. While cost-effective digital strategies proved extremely successful for promoting Ayurvedic products on limited budgets, data-driven dashboards enhanced campaign agility.

6. Conclusion

This research, based on internship experiences at Aureticts Limited, provides a practical, data-driven perspective on promoting Ayurvedic medicines through modern digital strategies. The study highlights that cost-effective digital tools, particularly WhatsApp Broadcasts and Influencer Collaborations, achieved impressive engagement and conversion rates, making them highly suitable for small and mid-sized Ayurvedic brands. WhatsApp was found to be effective due to its personal, two-way communication style, which significantly boosted customer interaction and response rates. The findings also emphasize the

critical role of educational content in increasing product adoption. Many consumers reported uncertainty about product usage, dosage, and benefits, underscoring the need for visual aids like tutorials, infographics, and video guides to bridge this information gap. Additionally, platforms such as Instagram Reels and YouTube Shorts, despite their vast popularity among younger audiences, were underutilized, representing a key opportunity for expanding reach in future marketing efforts. Another important insight was the effectiveness of emotional and culturally resonant storytelling in building strong brand identity. Campaigns that linked Ayurvedic practices to tradition, wellness, and heritage deeply connected with consumers. Furthermore, the use of real-time analytics tools like Power BI and Excel dashboards allowed for agile campaign management, enhancing decision-making and improving ROI by minimizing inefficiencies. Overall, the study concludes that a hybrid approach—blending the traditional essence of Ayurveda with contemporary digital marketing techniques—offers the most promising path forward. Brands that maintain cultural authenticity while adopting digital innovation are more likely to succeed in the evolving healthcare marketplace.

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