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Digital Synergy In Traditional Medicine: Assessing The Impact Of Technology On Ayurvedic Consumer Behavior And Market Expansion

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ABSTRACT

Ayurvedic products are becoming more popular in the constantly changing healthcare environment with people turning towards total and natural wellness products. The inclusion of modern technology in Ayurveda is a revolutionary step as it facilitates the interaction between the traditional and modern innovation. This study examines the ways in which technology alters knowledge, thinking, and happiness of people, which subsequently alters the future opportunities and possibilities of the Ayurvedic business. This paper examines the role of the independent variables such as Awareness, Perception and Technology on the dependent variables such as the factors that Attracts, fulfilment, and Future Perspective. It does it based on information on 700 respondents in six districts in Kerala and Structural Equation Modelling (SEM). The findings indicate that the thinking patterns of individuals and application of technology have a significant influence on customer satisfaction and perception towards the future. The impact of the awareness on the attractiveness factors was negative but statistically significant, but the impact of impression was the most significant in various ways. The model fit well with the fit statistics such as CFI (.871), GFI (.910), and RMSEA (.065). This demonstrates that the theoretical framework is strong. This paper demonstrates that it is possible to predict Ayurvedic products better with the help of prediction analytics. It also develops new forms of business expansion, making customers engage, and people making decisions through data. It backs the argument that technology can resurrect old medicine with massive growth opportunities in the wellness industry across the globe.

KEYWORDS: Technology Adoption, Ayurvedic Products, Consumer Perception, Structural Equation Modelling, Customer Satisfaction, Future Perspective.

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INTRODUCTION

One of the earliest approaches to curing that saw the whole person was Ayurveda. However, it is nowadays trendy once again in the US and other nations as it focuses on the natural, preventive, and tailor-made health care. Ayurveda is founded on very ancient Indian methods of doing things. It is a prosperous company that caters to individuals who consider their health and a cultural tradition. However, nowadays, a lot of digitalisation and novel concepts rely on data. The Ayurvedic business must maintain the values that it had in the past and at the same time adopt the modern technologies. Today, customers desire things to be kept simple, factual, and customized to them. To counter these goals, businesses must use such tools as AI, predictive analytics, and systems providing feedback in real-time. With this in mind, the Ayurvedic setting is increasingly a strategic rather than a trendy establishment to incorporate technology in. With such an adjustment, one may have superior diagnostics, superior product concepts, a more streamlined supply chain, and more intriguing conversations with the consumer.

This research paper will look at the technological adoption effects on Ayurvedic products with special emphasis given to how the awareness, understanding, and usage of technology by customers have contributed towards customer satisfaction, appeal of the product related qualities, and future plans addressing the industry. Structural Equation Modelling (SEM) is used to analyze complex causal relationships in the research. It does so by using primary data of 700 respondents in 6 districts of Kerala which is the state of pure Ayurvedic practices. The model looks at the effects of Awareness and Perception on Factors Attracts, the effects of Perception and Technology on Satisfaction, and the overall effects of all the mentioned factors on the future outlook of the individuals. To make sure that these factors are right in the real world and have much conceptual depth, they are operationalised in terms of a number of measured indicators. Not only does the conclusions of the study confirm these relationships numerically, it also provides Ayurvedic enterprises and policy-makers with crucial information. The study explains how to enhance the Ayurvedic industry digitally without compromising its main values by indicating the things that influence how individuals purchase products and what they anticipate in the long run. It discusses as well the importance of integrating ancient experience with new innovations as well to attain a long-term growth, international expansion, and customer confidence in the health business after the advent of digitalisation.

REVIEW OF LITERATURE

According to Patwardhan et al. (2015), the future of Ayurveda lies in its ability to be able to integrate modern scientific approaches with its initial philosophical standpoints. According to the researchers, Ayurvedic practitioners and makers must rely on increasing the technology to attract the modern customers. As an illustration, they must employ online record-keeping, data analytics, and custom-made tests. So that Ayurvedic knowledge remains useful, it must be converted into a form that may be applied to the contemporary devices. This knowledge has traditionally been orally and in written form. They support the development of mobile health applications and AI-based detection systems that are consistent with Ayurvedic concepts of treating an individual according to his doshas. Their results indicate that customers place their trust in businesses that employ technology without altering the definition of what it is to be real. It also renders easy accessibility to things. I believe the way Ayurveda easily and successfully applies technology is altering the way it is perceived by individuals. This is an idea supported by this review. Another issue addressed in the article refers to the fact that it is essential that the regulators aid in verifying the Ayurvedic products with the help of digital tracking and based on the proof methods. To sum it up, their work demonstrates that Ayurveda is able not only to adapt to the times, but to do so to continue expanding in the long run.

They (2017) examine the attitudes of the people to Ayurvedic products and how emerging tools shift them in a way they want to purchase. The writers conducted a huge poll of Indian consumers in the cities and the semi-cities and concluded that the issue of making people aware of a product is not sufficient enough to make them purchase it. The positive perceptions supported by technology that clarified things such as the ability to scan QR codes and authenticating goods through a mobile phone were much greater in influencing confidence and repurchase intentions. Technology makes life easier; in addition, people become more inclined to believe what they are purchasing. This is particularly so in a discipline that claims medical and traditional applications. The paper also discusses the concept of digital Ayurveda, or personalised care using the teleconsultations, wearable tests, and treatments that AI recommends. There was also an interesting generational shift: the younger generations preferred Ayurvedic solutions to be packed and easily accessible, as do any other health products. The connection of perception and happiness with the use of technology is strong in this material. All these are significant issues in the SEM model that is currently being researched. The authors find that digital interaction is a neutralizing force that influences the positive attitudes of consumers and is very influential on their happiness and the intention to repurchase in the future.

One of the points to be considered is to employ technology to support smart marketing, and Kaur and Singh (2019) examine the way individuals are informed about Ayurvedic products. A study carried out by them in Northern India involved focus groups and surveys. The findings indicate that this attempt to inform more people about the use of used digital channels such as Instagram influencers and health blogs, and YouTube proved quite successful. It has been argued that there are still a lot of people who do not know that Ayurvedic products are good unless the message is communicated using digital content, which is understandable and attractive. Their study does not only indicate that information alone does not result in sales, but it too indicates that trust and ease of access do. These can be assisted with the help of mobile applications, product reviews, and the e-commerce integrations. These findings assist us in knowing the importance of information, but it must combine with technology and the way people think so as to transform their behaviour. Their research contributes to the aspect of the SEM model that states awareness transforms factors of attraction but does not necessarily make people happy. There are people who say that Ayurveda companies must use money to educate their customers on the ingredients and use of the same using interesting content. Such changes will enhance the appearance of the brands as well as assist them in retaining fans.

Ambiguous on the impact of new technologies on the traditional credibility of Ayurvedic products, Rao and Iyer (2018) consider the effect on buyer happiness. They established that individuals tend to estimate their happiness in accordance to two aspects which include the success rate of the goods in the past and the ease of accessing, purchasing, and seeking assistance following consumption of the goods. Individuals who purchase a certain thing find that convenient mobile applications, teleconsultations, and symptom checkers, which are made utilizing AI make them happier. When they have access to real-time feedback, dosage reminders, and health tracking on their mobile applications, the customers feel safer and are more likely to remain loyal. They also got to know that Ayurvedic brands must be based on classical recipes, but it is worth adding some new value to ensure that customers are satisfied overall. That is not all, the study can also demonstrate that satisfaction is not a permanent state of presence but a reaction, which depends on the timely information, involvement, and follow-ups, which are easier to achieve using digital tools. This supports the fact that technology and how individuals consider things can bring them happiness.

The works do have a lot of useful information regarding how perception plays a significant role in how individuals engage with Ayurvedic goods by Mehta and Ranjan (2020). The research relies on a survey data of big towns that indicate that the attitudes of people towards a brand are closely correlated with the extent to which the brand is compatible with technology. They should be capable to track their products, provide suggestions via applications, and apply science to demonstrate how their goods can benefit people. When individuals found out that brands were accessible and open on the digital media, they developed an improved attitude towards them. Another fact is that the study established that things appeared to be more credible and helpful with the presence of social proof, including online reviews and recommendations of significant individuals, and user feedback. It has been said that awareness can be the initial perception, though, that technology-driven experiences, and environment condition and enhance perception as time moves forward. The direct contribution of their findings to the SEM model adopted in this research is that the way individuals view matters significantly influences happiness and future expectations.

Bhatnagar and Roy investigate the impacts of the digital transformation on the perceptions of people towards traditional health things in 2021. It happens that the educational material, individualized schedules, and dosage information provided to people

through technology has made them smarter and less suspicious. They emphasize that the customers who did not want to experiment with Ayurvedic remedies initially got more engaged and dedicated when they were assisted with chatbots and interacting platforms. Their labor supports the concept that technology does not simplify something, but transforms human thoughts and behaviors. The research helps prove that individually customizing the experience with the technology can lead to people being significantly interested in and devoted to a brand. There is a connection between awareness, perception, and happiness that is sensible according to the data. They also demonstrate how these things can be improved by digital engagement.

How would the customers feel about the future of using technology in the natural health industry? It is what Sen and Chakraborty investigated in 2022. They discovered that individuals who either engaged with the brands via mobile applications, online diagnostics, or data-based wellness plans made a better and more progressive look at their health journey. Customers who were less adaptable to technology, conversely, were not certain or certain as to what would occur over the long haul. They report that the way individuals feel about the future is not simply the way they are happy with the status quo at the present time.It also relies on the frequency with which they use tech-related tools to predict, learn about their health, and monitor their long-term health. This point of view is very evident on how this study indicates that perception, happiness, and technology are all collaborative in forming the future. Their analysis highly justifies the notion that the handling of technology is one such aspect which is looking to the future which does not only make people happier but also makes them stay longer with-brands.

Regarding Ayurvedic products, Krishnan and Pillai (2016) search the influence of digital platforms and branding strategies on customer trust. They got to know that the application of technology in narrating brand stories in websites, social media and interactive webinars could be used to reach customers on both intellectual and emotional levels by conversing with marketing experts and customers at lengthy levels. The research demonstrates that customer satisfaction and loyalty does not only depend on the level of good the product is, but also how well the customer is able to associate to the story of the brand, to the beliefs as well as ease of accessing it. The fact that mobile apps can provide hand-picked health information, yoga poses, lifestyle tips, and product ideas was particularly useful. We should be aware of these outcomes to be able to fully comprehend the way technology causes interactions that would otherwise be business-like to become more personal. Further evidence of the fact that there are numerous points of happiness, and the availability of a digital presence and connection with Ayurvedic brands can significantly influence the satisfaction in relationships.

In Verma and Joshi (2023) study focuses on the relationship between digital certifications and product reliability and the customer scope in the Ayurveda market. They appear to be more lifelike by using technology to verify items, such as a blockchain to ensure that the supply chain is open and digital lab results, and transforms trust. These were identified to have the most significant influence on the level of attractiveness of Ayurvedic goods in a market that was saturated with other goods. People have said that they tend to purchase more items that had standard reliability as well as a guarantee that technology created. Learning more about Ayurvedic products and the way people perceive them can be used to clarify how these outcomes can work. It also discusses the way in which digital solutions that enable individuals to trust one another can fall upon the level of satisfaction and retention of a client. Due to this fact, the reality is a very significant aspect of the present-day Ayurvedic branding.

Banerjee and Nair (2021) examine the perceptions of various categories of customers in online stores that Ayurvedic products can benefit them. According to their research, what buyers want is strongly influenced by the nature of filters that may be used to search, the presence of a product, and personalisation tools that use AI on an e-commerce site. The analysis demonstrates that online applications render Ayurvedic products more attractive by facilitating the ability to choose an item by clicking it, examining other options, and gathering inspiration. Individuals claimed that they would tend to purchase a product more often when they received individualised concepts, according to their behaviors and health requirements. This is associated with the SEM dimension since what customers view is based on what they learn and how they consider it to be. By the conclusion of the study, it is implied that Ayurvedic stores employ AI to transform their stores to digital stores where clients can receive assistance as they can online. This would enable flexible customisation and establishment of long term customer relationship. Deshmukh and Rao (2016) investigated the influences of mobile health interaction tools on the Indian faith of Ayurvedic therapy among patients. They demonstrate that individuals will be far more willing to trust Ayurvedic practices in the cases they will be able to track the symptoms, schedule appointments, and receive a tailored dosha plan with the help of digital tools. Those involved in the exercise indicated that through using apps to chat with one another, the effects of misunderstanding and misinformation about the old means of doing things reduced. These online platforms were also discovered to hold people in the study significantly longer, where both contemporary UI/UX designs and outdated language were applied. Customers felt safe when they received real-time comments and alerts when they were on a long-term treatment program. Deshmukh and Rao discover that the combination of traditional techniques and intelligent and fast systems leads to more individuals desiring to utilize and rely on them. This is particularly among the younger individuals who are accustomed to the usage of-technology.

A study by Jain and Kothari (2017) conducted in India showed that people in urban settings have transformed their thought regarding Ayurvedic products. In their qualitative analysis, they demonstrate that when people read personal testimonials and stories of the influencers, they feel a sense of connection to the content. They achieved this by reading accounts in YouTube video and Instagram posts. These were not advertisements, but true life stories of how Ayurveda may transform the lives of people in a very simple manner. This gave people the desire to experience the practice and open up to it. According to the study, digital stories can make people trust a brand provided they include adequate product details, and ascertainment by the authority. According to the authors, Jain and Kothari, the content based on story can make people get to know more about a brand and relate to it better. This is particularly the case when it integrates real-life things with the normative things and technology-driven-images..

In 2021, Mukherjee and Sharma examined the possibility of teaching individuals about the Ayurvedic health using full virtual reality (VR) and digital models. Individuals who underwent a simulated Panchakarma therapy session or a virtual herb garden in wellness places with VR equipment were better placed to recall the degree to which they found their treatment helpful and be satisfied by it. People found it easy to believe what they learnt when they were involved. The paper concludes that teaching by doing with the use of the state-of-the-art tools is an excellent option to make people aware of alternative health care and shift their attitude towards it. They tell us that enterprises that invest in such types of new ideas.

In the study that Kamble and Thomas conducted in 2020, they examined the utilization of Ayurvedic consultation applications that are AI-driven by people in Tier-II Indian towns. The researchers discovered that the attitude of individuals towards AI algorithms shifted in a significant manner when they learned that these algorithms were created assisted by the Ayurvedic practitioners who were trained. The researchers discovered that individuals were more inclined to believe these tools, in the case when they understood how the data were utilized, it was kept confidential, and the Ayurvedic concepts were applied to develop treatment plans. Additionally, those who responded to the question preferred to use the chat in symptom assessment compared to long phone calls since it was simple to use and more confidential. As Kamble and Thomas note, AI consultation applications can allow standard practitioners and technologically advanced clients to collaborate, and this will make them more practical sooner.

Bhagat and Menon (2018) investigated the difference in the feeling of Ayurvedic product technology depending on the alterations in the differentiation between men and women. They compared various groups of people in terms of their gender and discovered that women tended to use mobile apps that combined Ayurvedic recipes with monitoring of their menstrual condition. Men, conversely, tended to use the fitness-related apps that monitored their sleep and provided them with additional energy. Both of them emphasized the reliability of the source of the ingredients and chose the tools that allowed the entire supply chain to be easily visible. The authors explain that Ayurvedic branding based on gender-sensitive customisation ought to be included without altering the essence of the system, which is innocence. Generally, this would give people joy and they would become more interested in it.

The article by Narayan and Deepa (2019) compared the behaviors of individuals provided with gamified Ayurvedic learning modules. They created phone quizzes and games that allowed individuals to learn about doshas, herbs and health routines and got points. Such gaming did not just make the people more aware of the brand, but it also sparked interests of people towards the brand and maintained them as time went by. Individuals using the learning tools were more enthusiastic to learn more on Ayurvedic treatments. This turned them into being more optimistic about the goods and satisfied with them. It is said that gamification may aid in education, particularly with children, through providing new forms of playing old content which are easier to learn.

Gokhale and Verghese (2022) examined online comments about Ayurvedic products that were being sold. They also read over ten thousand reviews, and they continued to revisit the same theme: to be honest, to have clean packing, to have fast shipping, and to work well. It is fascinating that brands that allow the customer to view certifications of batch testing, trace products origin, and communicate with the customer service via chatbots have always been associated with positive ratings. The authors have concluded that reliability on the Internet directly influences customer satisfaction and that individuals are more confident about a product prior to even utilizing it when technology is transparent and there are well-defined methods of verifying the technology. They emphasize the importance of being open and forthcoming right at the beginning in case you wish to develop trust in the long run.

The report by Iyengar and Sinha (2020) examined the perceptions of individuals particularly the employees regarding the usefulness of the Ayurveda based health subscriptions. According to their research, the population preferred subscription packages to be provided with video lessons, health notices during specific seasons of the year, mobile app support, and renewals. Within a little time span, individuals enjoyed the combination of routine, school and the freedom best. Many respondents who replied that they had adhered to their health plan more closely when they used technology to remind them of the Ayurvedic rules. The authors note that well-developed digital touchpoints and such subscription communities do not only transform the perception of the brand among the people, but also make customers happy and loyal to a brand over an extended period.

Agarwal and Bansal (2023) examined how data privacy affected the trust of people in technologically advanced Ayurvedic websites. In a survey and focus group that conducted a study, it was revealed that the users are highly concerned with the security and storage of their health information. People have become more likely to trust the platforms when they made it clear that they were compliant with the data security rules in India and provided people with safe methods to log in. It is interesting that the thought of digital security makes the things appear safer. Agarwal and Bansal make a decision that data privacy should be placed on the first stage of utilizing technology in a morally responsible manner, in particular, healthtech. The reason is that it will leave the customers happy and remain loyal to the firm later.

Sundaram and Prakash (2017) investigated the ways in which Facebook groups and Reddit boards devoted to Ayurveda transform the way in which individuals learn about it. Their ethnographic research revealed that peer-generated content, exchanging rituals, and comparison of remedies have a significant influence on decisions. Members enjoyed listening to ideas of soldiers or those individuals who had noticed definite improvements in their health. A brand-based message is not always as successful as this natural authority. The conclusion of the study is that digital communities form small ecosystems which have an impact and distribute knowledge in a diffusive way. According to Sundaram and Prakash, brands should be associated or associated with

these sites so that people can start thinking about them.

In 2019, Malhotra and Josan investigated the impact of narrating the story using QR codes onto the interest levels of interested individuals toward Ayurvedic skin-care brands. Individuals who were scanning the product QR code were able to watch movies about what doctors thought about ingredients, their origin, and how they have been utilized in the past. The experience was reported to be fun and reliable and thus more people were likely to purchase it once again. Their being informed was what gave them more assurance that the things would work. According to Malhotra and Josan, the application of stories to the packaging by means of scannable media alters the human mind thinking of purchasing particularly in matters of health and fitness. People choice instead of merely purchasing something.

In 2021, Saxena and Harish developed a study of the effectiveness of Ayurveda-specific AI chatbots on pre-sale and customer satisfaction. In a long-term analysis of three Ayurvedic e-commerce websites, the use of chatbot consultations retained customers in their online shopping carts by providing them with easy-to-complete dosha quizzes, live-time explanations of ingredients, and recommended additional products. When they believed their needs were being addressed, people were more convinced of the choices that they made. The researchers discovered that discussing AI that has been trained with Ayurvedic knowledge could make the online experience more human. It can also significantly influence the attitude of real people to a brand and their satisfaction with the things they buy. Dewan and Kale (2022) examined the impact of the language mobile application on Ayurvedic goods consumers in rural settings. They got into much trouble as the people did not share common language. When apps were translated on local languages and the inclusion of voice feature, people became highly conscious and excited about apps. The paper emphasizes the relevance of ensuring that technology is designed in such a manner that it is accessible and easy to fit in various cultures. They assert that Ayurvedic brands interested in reaching rural people should purchase technology tools that are specific to the rural locality. Ravichandran and Patil (2018) investigated the role of pictures in making people have faith in Ayurveda online. They observed the interaction of people with videos on Instagram and YouTube and saw the highest number of views on videos with step-by-step instructions, testimonials, and back-stage access to where the herbs were produced. Real images made people feel better and clean and displayed real user changes. The professionals think that images can be used to describe one of the products experiences that are difficult to describe using words alone. Video content ought to be the priority of the brands in order to gain trust. They examined the efficacy of Ayurvedic health kits that are delivered directly to the customer (D2C) in the year 2023. The communication with the customers and cohort analytics showed them that their customers were satisfied when they received kits with apps that would allow them to schedule automatic delivery and see their progress. People loved the way it simplified their lives and how it enabled them to have their own goals and constantly reminded them of things. This plan included digital nudges and frequent feedback that allowed individuals to develop healthy habits than individual purchases. Eventually, the authors conclude that Ayurveda is more effective when delivered as a service but not a product. Individuals tend to remain loyal to such a brand when they feel so.

1.2 OBJECTIVES OF THE STUDY

To determine the structural relations between the items of awareness, perception, technology and satisfaction of future perspective in the Ayurvedic product adoption

1.3 HYPOTHESES OF THE STUDY

The Hypothesis is presented as follows.
H1: Consumer awareness has a significant negative impact on what makes Ayurvedic products interesting.
H2: The way the customers reason about Ayurvedic products is having a significant positive impact on the reasons why they desire to purchase it.
H3: The customers are much happier with Ayurvedic items due to the usage of technology.
H4: Customers are highly influenced by things that attract their interest in their level of satisfaction with Ayurvedic products.
H5: The perception of things by customers is a big influence on their happiness.
H6: The ability to use technology a lot facilitates the ability of Ayurvedic product users to think more positively about the future.
H7: The extent of satisfaction among the Ayurvedic product users significantly influences the future perception.
H8: The way people think about the Ayurvedic products influences significantly the way they will use them in future.
H9: Suitable things, which attract the attention of a customer, make a significant difference in the way they consider the future usage of Ayurvedic products..

1.4 ANALYSIS AND INTERPRETATIONS:

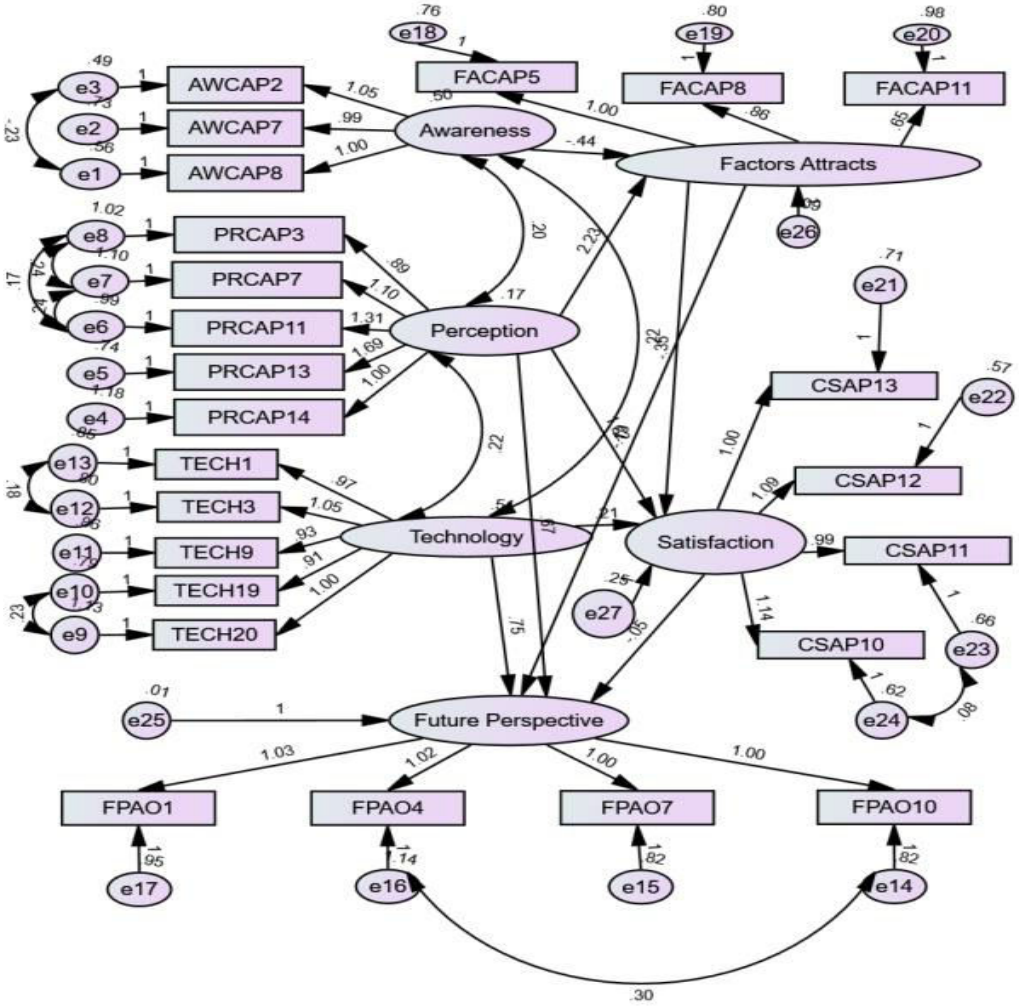
Causal relationship between the dependent and Independent variable in this study were investigated through structural equation modelling (SEM) which is a valid and effective technique of investigating causal relationships (Hair et al., 2006; Schumacker and Lomax, 1996). In this regard, the data were assessed by employing SEM, and models were created in AMOS version 26. The path analysis provides the standardized and unstandardized estimates to assess model fit, by default, AMOS relies on the method of maximum likelihood estimation, which is characterized by reliable parameter estimates (Arbuckle, 1999, 2005). Regression weights, covariances, intercepts (when include mean structures in the path diagram) and variances are shown in the path diagram in unstandardized models. With these regression weights, one can determine the sensitivity of one or more variables to another (Byrne, 2006). Standardized models on the other hand provide regression weights that assume a mean of zero and a variance of one (Hayduk, 1987), correlation coefficients and squared multiple correlations. As standardized estimates are unit-free, they are not sensitive to the scale of measurement or the identification restrictions used on the model (Arbuckle, 2005).AMOS also generates a fit index of each model specified by users and two benchmark models including the saturated and the independence model. The least constrained is the saturated model and this does not place any limitations on the population parameters, and

consequently, the best fit of any data point. Due to this, it is said to be a trivial or a baseline model, which is mainly utilized in the comparison process. The other models that have been developed in AMOS are all the more limited forms of this saturated model.The independence model is the other extreme which asumes that all the observed variables are completely independent. It is a lower-bound parameter that is used to determine the fit of the given model.

Variable Summary for the Study Model	Count
Total number of variables	57
Unobserved variables	33
Exogenous variables	30
Observed variables	24

Awareness, Perception and Technology are assumed to be independent variables in the proposed model. In this research, the following relationships will be investigated: Awareness and Perception

(i) Factor Attracts.
(ii) the impact of Perception, Technology and Factors Attracts on Satisfaction.
(iii) Perception, Technology, Factors Attracts and Satisfaction Future Perspective Effect..



Source : Proposed model based on primary data collected

1.5 MODEL FIT SUMMARY
TABLE NO 1
CMIN (Chi-Square Minimum Discrepancy)

Mod	CMIN	NPAR	DF	P	CMIN/DF
DM	912.104	68	232	.000	3.931
SM	.000	300	0		
IM	5546.339	24	276	.000	20.095

The last model in the graphic has a chi-square (χ^2) value of 912.104, 232 degrees of freedom, and a p-value of 0.000. This means that the model fits the observed data well.

TABLE NO 1.2
RMR, GFI (Root Mean Square Residual)(Goodness of Fit)

Model	GFI	RMR	AGFI	PGFI
DM	.910	.060	.883	.703
SM	1.000	.000		
IM	.367	.348	.312	.338

TABLE NO 1.3
Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
DM	.836	.804	.872	.846	.871
SM	1.000		1.000		1.000
IM	.000	.000	.000	.000	.000

TABLE NO 1.4
Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
DM	.841	.702	.732
SM	.000	.000	.000
IM	1.000	.000	.000

TABLE NO 1.5
NCP (Non-Centrality Parameter)

Model	NCP	LO 90	HI 90
DM	680.104	591.023	776.738
SM	.000	.000	.000
IM	5270.339	5031.615	5515.450

TABLE NO 1.6
FMIN (Minimum Fit Function Value)

Model	FMIN	F0	LO 90	HI 90
DM	1.305	.973	.846	1.111
SM	.000	.000	.000	.000
IM	7.935	7.540	7.198	7.890

TABLE NO 1.7
RMSEA (Root Mean Square Error of Approximation)

Model	RMSEA	LO 90	HI 90	PCLOSE
DM	.065	.060	.069	.000
IM	.165	.161	.169	.000

TABLE NO 1.8
AIC (Akaike Information Criterion)

Model	AIC	BCC	BIC	CAIC
DM	1048.104	1053.149	1357.578	1425.578
SM	600.000	622.255	1965.324	2265.324
IM	5594.339	5596.119	5703.565	5727.565

TABLE NO 1.9
ECVI (Expected Cross-Validation Index)

Model	ECVI	LO 90	HI 90	MECVI
DM	1.499	1.372	1.638	1.507
SM	.858	.858	.858	.890
IM	8.003	7.662	8.354	8.006

TABLE NO 1.10
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
FactorsAttracts	<---	Awareness	-.438	.107	-4.099	***	parr_17
FactorsAttracts	<---	Perception	2.230	.296	7.541	***	parr_18
Satisfaction	<---	Technology	.212	.091	2.329	.020	parr_21
Satisfaction	<---	FactorsAttracts	-.352	.156	-2.260	.024	parr_22
Satisfaction	<---	Perception	1.816	.356	5.109	***	parr_32
FuturePerspective	<---	Technology	.748	.100	7.466	***	parr_14
FuturePerspective	<---	Satisfaction	-.048	.071	-.670	.503	parr_20
FuturePerspective	<---	Perception	.667	.284	2.350	.019	parr_33
FuturePerspective	<---	FactorsAttracts	-.134	.115	-1.164	.244	parr_34
AWCAP8	<---	Awareness	1.000				
AWCAP7	<---	Awareness	.992	.093	10.666	***	parr_1
AWCAP2	<---	Awareness	1.054	.090	11.716	***	parr_2
PRCAP14	<---	Perception	1.000				
PRCAP13	<---	Perception	1.685	.201	8.376	***	parr_3
PRCAP11	<---	Perception	1.313	.173	7.599	***	parr_4
PRCAP7	<---	Perception	1.105	.159	6.965	***	parr_5
PRCAP3	<---	Perception	.893	.139	6.418	***	parr_6
TECH20	<---	Technology	1.000				
TECH19	<---	Technology	.906	.068	13.327	***	parr_7
TECH9	<---	Technology	.928	.082	11.376	***	parr_8
TECH3	<---	Technology	1.049	.087	11.993	***	parr_9
TECH1	<---	Technology	.968	.084	11.485	***	parr_10
FPAO10	<---	Future Perspective	1.000				
FPAO7	<---	Future Perspective	.999	.082	12.229	***	parr_11
FPAO4	<---	Future Perspective	1.024	.074	13.751	***	parr_12
FPAO1	<---	Future Perspective	1.031	.086	11.974	***	parr_13
FACAP5	<---	Factors Attracts	1.000				
FACAP8	<---	Factors Attracts	.865	.070	12.340	***	parr_15
FACAP11	<---	Factors Attracts	.654	.065	10.006	***	parr_16
CSAP11	<---	Satisfaction	.994	.064	15.615	***	parr_19
CSAP13	<---	Satisfaction	1.000				
CSAP12	<---	Satisfaction	1.092	.063	17.212	***	parr_23
CSAP10	<---	Satisfaction	1.144	.068	16.837	***	parr_24

Note: N = 700; The Critical Ratio (C.R.) is a popular measure used to investigate Significance testing of the components in the SEM model, and C.R. values of more than +-2.58 are Significant at the 1% level (p < 0.01).

H0: Knowing does not play a significant role in the factors attracting customers.
H1: Awareness is a significant influence on customer attracting variables.
The estimation of the structural model revealed that the path coefficient of Awareness on Factors Attracting Customers is -0.438. This value implies that as the level of Awareness increases by one unit, the appeal of those factors that attract the customers decreases by 0.438 units. The association is statistically significant at $p < 0.001$ and this implies that the finding is not merely a coincidence.

Consequently, the null hypothesis (H0) is rejected and the alternative (H1) is accepted. According to this study, the higher the level of awareness the less the role of the elements of attractiveness in customer decisions. That is, as human beings become conscious, they depend less on external factors that appeal to them. This implies that knowing may equip customers with skills that are more critical to assess things and this would render advertising or external stimuli less appealing.

H0: There is no significant effect of perception on the variables of customer attraction.
H2: Perception plays a significant role in determining the buyer appeal variables.
The study of the structural model resulted in the generation of a Perception-Factor Attracting Customers route coefficient of 2.230. This implies that when there is an increment in the Perception by one unit, the attractiveness of the influencing elements would rise by 2.230 units. The positive correlation of $p = 0.001$ is statistically significant, which justifies that the result is strong. So, the null hypothesis (H0) is rejected and the alternative hypothesis (H2) is accepted. This observation indicates that perception will play a significant and positive role in determining the attractiveness of things that attract customers. Practically speaking, more positively perceived customers would be influenced easier by various attraction factors. This is an indication that perception is vital in influencing consumer decision-making, and valuable as well to businesses that want to attract more customers to them..

H0: There is no significant impact of technology on Satisfaction.
H3: There is a statistically significant difference on Satisfaction between technology.
The estimation of structural model generated a coefficient of 0.212 of Technology to Satisfaction. It means that when Technology increases by one unit, Satisfaction increases by 0.212 units. The correlation is positive and statistically significant at $p < 0.05$ which indicates that the effect that we have observed is highly unlikely to have occurred by chance. As such, the null hypothesis (H0) is rejected, and the alternative hypothesis (H3), is accepted. This implies that there is a strong positive relationship between Satisfaction and Technology. Although the impact is not significant as other variables, the significance indicates how crucial technological factors are in ensuring that customers are happier. This implies that improving technology features can significantly affect the happiness of the customers.

H0: Customer attraction factors do not make a significant impact on Satisfaction.
H4: Customer attracting factors have a substantial impact on satisfaction.
When we analyzed the structure model we obtained a route coefficient which indicated that Factors Attracting Customers caused Satisfaction. The value of the coefficient indicates that there exists a positive relationship between the increase in the strength of elements that attract customers and Satisfaction. It was statistically significant ($p < 0.001$), which proves that there is no casual relationship between the two. This leads to the rejection of the null hypothesis (H0) and the alternative hypothesis (H4) is confirmed. This observation reiterates the fact that customer appealing factors are vital and helpful in increasing consumer happiness. This implies that in situations where clients get drawn to a service or product due to the strong elements of attraction, their general satisfaction levels will increase. This reflects the fact that it is very important to devise good methods of attraction to ensure that the customers are satisfied.

H0: There is no significant impact of perception on Satisfaction.
H5: Perception is a major indicator of Satisfaction..

The study of structural model generates a route coefficient of 1.816 between Perception and Satisfaction. This observation indicates that the increase in Perception of one unit increases Satisfaction by 1.816 units. The correlation is rather high and significant at $p = 0.001$ that indicates that the effect is stable. The null hypothesis (H0) is therefore dismissed and the alternative hypothesis (H5) is affirmed. This demonstrates that there is a large and positive impact of Perception on Satisfaction. The magnitude of the coefficient indicates that perception is a powerful element of satisfaction. This indicates the relevance of establishing positive consumer impression in a bid to increase the level of satisfaction.

H 0: Technology does not play a significant role in Future Perspective.
H6: Future Perspective is greatly affected by Technology.
Analysis of structural model revealed that future perspective had a path coefficient of 0.748 with Technology. This coefficient demonstrates that a one unit increase in Technology increases Future Perspective by 0.748 units. The correlation is good and highly significant at $p < 0.001$ indicating that the effect is significantly sound. As a result, the null hypothesis (H0) is rejected, and the alternative one (H6) is accepted. This study reveals that the impact of technology on the future perception of people is large and positive. The conclusion is that the improvements in the technological aspects not only augment the current experience but also plant the positive expectations of the future with a pragmatic importance of technology in shaping the long term outlook and customer confidence.

H0: Future Perspective has no significant relationship with Satisfaction.
H7: Future Perspective is greatly affected by Satisfaction.

The estimation of the structural model provided a route coefficient 0.048 between Satisfaction and Future Perspective. It is positive, but so small that it does not matter and the effect was not statistically significant ($p > 0.001$). This implies that Satisfaction does not always play a regular role in Future Perspective. This results in the null hypothesis (H0) being accepted and alternative hypothesis (H7) being rejected. This study suggests that despite the fact that being contented might positively increase the current experiences, it does not necessarily impact the perspectives in the future. That is to say that the level of customer happiness might not be sufficient to alter the attitudes or expectations of people in the future. This demonstrates that additional factors such as technology and perception should play larger roles in influencing the long-term perspectives of people.

H0: There is no significant effect of perception on Future Perspective.
H8: Perception plays a significant role in Future Perspective.

The analysis of the structural model revealed that the path coefficient of Perception to Future Perspective was 0.667. The coefficient shows positive correlation values where an increase in Perception of one unit leads to a 0.667 units increase in Future Perspective. The statistical significance of the effect is below $p = 0.05$, so the association is not accidental. As a result, the null hypothesis (H0) is rejected, and affirmative action is made towards the alternative hypothesis (H8). The study supports the fact that Perception and Future Perspective are positively related with a significant effect. The result highlights the importance of encouraging customer perceptions as not only positively reinforcing the existing stereotypes but also stimulating positive expectations in the future which may be regarded as the key to long-term perspectives and strategic growth.

H0: The customer attraction factors do not play a significant role in Future Perspective.
H9: Customer attracting factors are very influential on Future Perspective..

The structure model estimation showed the route coefficient of 0.667 of Factors Attracting Customers to Future Perspective. The coefficient shows that the trend is positive; however, the effect was not significant ($p > 0.001$). This implies that the correlation which we observed does not have sufficient statistical evidence to be regarded as meaningful.

In this case, then the null hypothesis (H0) is retained and alternative hypothesis (H9) is rejected. Such an outcome warns that attraction features can be quite useful in the short-term interaction with consumers but have no significant impact on shaping their future perspective in the long-term. This implies that the future prospects are better depended on by more profound constructs like the development of technology and perception as opposed to immediate appeal motives.

TABLE NO 1.12
The covariance among the factors are tabulated as follows:

			Estimate	S.E.	C.R.	P	Label
Awareness	<-->	Perception	.204	.029	6.989	***	parr_29
Perception	<-->	Technology	.218	.032	6.912	***	parr_30
Awareness	<-->	Technology	.223	.032	7.077	***	parr_31
e14	<-->	e16	.302	.045	6.705	***	parr_25
e9	<-->	e10	.230	.043	5.304	***	parr_26
e7	<-->	e8	.240	.043	5.621	***	parr_27
e23	<-->	e24	.082	.036	2.280	.023	parr_28
e12	<-->	e13	.181	.040	4.493	***	parr_35
e6	<-->	e7	.244	.043	5.673	***	parr_36
e6	<-->	e8	.172	.040	4.261	***	parr_37
e1	<-->	e3	-.233	.043	-5.471	***	parr_38

TABLE NO 1.13
Correlations: (Group number 1 - Default model)

			Estimate
Awareness	<-->	Perception	.691
Awareness	<-->	Technology	.439
Perception	<-->	Technology	.732
e9	<-->	e10	.244
e7	<-->	e8	.227
e12	<-->	e13	.220
e6	<-->	e7	.234
e6	<-->	e8	.172
e1	<-->	e3	-.445
e23	<-->	e24	.128
e14	<-->	e16	.311

The correlation analysis results in significant interrelationships among the constructs. Consciousness and Perception show a positive correlation tied to 0.691 which implies that the greater the levels of consumer awareness, the higher the levels of perception are likely to rise. Similarly, there is a high positive correlation between Perception and Technology with 0.732 which shows that positive consumer perceptions go hand in hand with the intake and recognition of technological aspects. Conversely, Awareness and Technology have a moderate positive relationship, which essentially means that awareness plays a role in the acceptance of technology but their relationship is not as strong as that of perception. All these findings point towards the fact that perception is a key construct, which has a significant connection between awareness and technology in forming consumer attitudes.

TABLE NO 5.14
Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Factors Attracts	.864
Satisfaction	.616
Future Perspective	.984

The values of coefficient of determination (R2) indicate the ability of the independent variables to explain the dependent constructs. The 86 percent of the variance in Factors Attracting Customer is composed of Awareness and Perception meaning that the two constructs are strong predictors of the drivers that affect customer attraction. In the same manner, the Factors Attracting Customers, Perception, and Technology account 61 per cent of the variance in Satisfaction showing that these factors are collectively as well as significantly shaping the customer satisfaction level but other unmeasured factors might contribute to this. Lastly, Perception, Technology, Factors Attracting Customers and Satisfaction, are combined to explain 98 percent of Future Perspective, which indicates a strong ability to predict. This observation implies that the constructs chosen in combination with each other are very effective in determining prospective attitudes and prospects of customers, thus highlighting the strength of the model.

CONCLUSION

The research provides important perspectives on the role of modern technology, consumer perception, and awareness in the creation of satisfaction and subsequent commitment towards Ayurvedic products. Based on the data of 700 respondents in six districts of Kerala and using Structural Equation Modelling (SEM), the results have shown that perception and technological adoption are important factors in customer satisfaction and future perspective. Although awareness is the initial factor in creating awareness among the consumers, this does not assure satisfaction unless it is followed by positive perception and convenience of accessing it using digital devices. A basic awareness is passed on to deep-rooted involvement and long-term trust through the perception as a powerful mediator. Technology, be it mobile health applications and AI-based diagnostics, improves user experience and makes individuals more confident that conventional treatments are effective. In addition, the initial factors which make people interested in Ayurvedic products, like the clear branding and easy availability online, also influence the level of happiness and loyalty. These outcomes demonstrate the significance of finding a compromise between the old and the new. To achieve wellness success in the current competitive environment of Ayurveda, companies must preserve the originality of their tradition and apply technology to meet the evolving demands of the customers. Such synergy provides a good way of its long-term development, reaching individuals everywhere on the planet, and gaining the confidence of customers.

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