

Quantitative ABCD Analysis of Ayurvedic Products and Their Impact on Trust

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ABSTRACT

Purpose: *The main goal of the paper is to pinpoint the variables affecting consumer trust in the use of Ayurvedic products. It seeks to assess the elements that influence the model's advantages, benefits, constraints and disadvantages. The goal is to use the ABCD model to give each aspect the appropriate scores or weights. To further shed light on the intricacies of the subject, the paper also intends to use factor analysis and elementary analysis.*

Design: *This study conducted a thorough evaluation of the literature on the ABCD analytical framework. The study was successful in identifying key influencing factors and critical constituent characteristics that contribute to customer trust in consuming Ayurvedic products by quantitative analysis involving focus group interactions and suitable weightage assignment to essential attributes.*

Findings: *The survey found that many companies and people are adopting a fresh strategy based on sustainability or survival in order to deal with their pressing problems and find quick relief. Focus group talks were used to analyse customer trust in the use of Ayurvedic products, and the ABCD analytic framework application was heavily endorsed for its beneficial elements. The results of this model thus support the effectiveness of using Ayurvedic products.*

Originality/value: *The survey found that many companies and people are adopting a fresh strategy based on sustainability or survival in order to deal with their pressing problems and find quick relief. Focus group talks were used to analyse customer trust in the use of Ayurvedic products, and the ABCD analytic framework application was heavily endorsed for its beneficial elements. The results of this model thus support the effectiveness of using Ayurvedic products.*

Paper Type: *Empirical Paper.*

Keywords: ABCD Analysis Framework, Factor Analysis, Elementary analysis, Quantitative analysis, Determinant issues, Key attributes, ayurvedic products, and customers' trust.

1. INTRODUCTION :

Ayurveda, a renowned conventional medical system, has persisted for centuries in part because of its profound grasp of nature-based healing, the connection between the nature of human body constitution and nature, and the interdependence of the elements of the cosmos with living things. Its extensive expertise and guiding principles are responsible for this system's durability and continued success. The Hindu philosophical principles of Vaisheshika and the logical framework of Nyaya were major influences on the development of Ayurveda in its early centuries, which date back to the second century BC. The Samkhya manifestation framework, which is closely related to the basic ideas of Ayurveda, also came into being at this time (Jaiswal & Williams, (2017). [1]). The Vaisheshika school occupies a key position among the various Indian philosophical traditions and predates the Nyaya school. It has made significant contributions to the growth and richness of Ayurveda, especially in the creation of principles for maintaining health and eradicating sickness (Dadu, (2016). [2]). In Sanskrit, "nyaya" refers to a device for determining the Vedic texts' meanings. It includes anything that falls under the umbrella of "the science of logic," including inanimate objects like trees, birds, animals, and humans (Chinthala, et al., (2018). [3]). One of the main distinctions between Ayurveda and Allopathy is this

thorough understanding of health. Ayurveda carefully distinguishes between states of health and illness and clearly defines the ideal state of health (Gadgil, (2010). [4]). The power of plants as opposed to foods or spices is highlighted by the fact that almost 90% of Ayurvedic products are made from them. This predilection for plants is brought on by their stronger physiological effects. In Ayurveda, mixing numerous herbs (polyherbal) using anywhere between three and thirty distinct plants is preferred to utilising just one herb (Kumar, et al., (2017). [5]).

Immunity is classified in Ayurveda as either Sahaja (innate strength) or Yuktikrta (acquired strength). Strong immunity is essential to lowering infection risks during situations like pandemics. Rasayana, which includes daily and seasonal rituals, as well as therapeutic herbs to promote tissue regeneration, are used in Ayurvedic medicine to strengthen immunity. While Ajsrika Rasayana, when taken daily, strengthens the immune system and promotes overall health and illness prevention, Kanya Rasayana targets longevity and intelligence (Umesh, et al. (2022). [6]). Ayurveda is a valuable source of knowledge drawn from traditional medical practises and antiquated formulas. Its importance continues despite changes in environment, way of life, culture, and illness patterns over time. There is a change from reductionist thinking to a holistic "systems" approach in the modern, post-genomic era. This change is consistent with Ayurvedic philosophy, which emphasises the importance of treating the body as a whole (Mukherjee, et al. (2018). [7]). Ayurvedic medicine development is receiving more and more support because of its ability to guarantee safety, efficacy, and quality in the management of human health. Manufacturers are urged to accomplish this by painstaking adherence to key parameters, process validation, and thorough scientific documentation. The quality, safety, and efficacy of Ayurvedic medications are ensured by this all-encompassing approach, boosting their reputation and usefulness in healthcare (Mukherjee, et al. (2017). [8]). According to Ayurveda, life is the synthesis of the body, senses, mind, and soul. Ayurveda's understanding of health and illness is based on the concept of Prakriti, which defines an individual's innate constitution, similar to current pharmacogenomics. This core concept recognises that each person's unique Prakriti influences their response to health practises, therapies, and environmental circumstances, similar to how current pharmacogenomics takes an individualised approach (Patwardhan & Mashelkar, 2009). [9]. The global trend is away from synthetic medications and towards herbal therapies, indicating a return to nature. Medicinal plants are well-known and treasured around the world for their abundance of therapeutic compounds for illness prevention. Because of its abundant natural resources in this area, India is frequently referred to as the Medicinal Garden of the World (Gunjan, et al. (2015). [10]).

2. ABCD ANALYSIS FRAMEWORK :

The ABCD framework is used to examine the ability of business models or concepts to give value to stakeholders and assure long-term profitability through expected revenue. This method provides an organised matrix encompassing the advantages, benefits, limitations, and downsides of a business. Within a matrix, the framework evaluates various business advantages, possible benefits, present limits, and potential downsides. The ABCD framework is aimed to find key and effective parts that pertain to each issue by addressing numerous emphasis areas and factors influencing business deployment (Aithal, et al. (2015). [11]). The ABCD framework can be used to analyse the commercial value in society by analysing human and system characteristics, as well as the effectiveness of a concept, idea, or strategy. The ABCD model, like other analytical models such as SWOT analysis, SWOC analysis, PEST analysis, the McKinsey 7S framework, the ICDT model, and Porter's Five Forces model, is used to assess individual attributes, organisational efficiency, and tactics in specific settings. This framework assists in thoroughly assessing many dimensions and elements that contribute to the overall performance and effect of a business venture (Aithal, (2017). [12]). The ABCD framework provides a structured technique for assessing a company model's or concept's ability to create value to stakeholders and secure long-term profit through predicted revenue creation. This framework can be used for quantitative assessments by providing scores to critical components based on empirical research. Following the accumulation of these ratings, a final evaluation is done to establish the viability of the new idea, system, concept, or method. Finally, the ABCD framework can help you make an informed decision about whether to accept or reject a proposed business plan based on its potential value and revenue possibilities (Chandra & Mayya, (2022). [13]). The use of numerous analyses, such as ABCD analysis, allows for the production of a systematic inventory outlining the advantages, benefits, restraints, and disadvantages of the business. This procedure aids in the identification of key and

effective framework elements. As a result, this framework can be used to examine and locate effective corporate strategies and systems. Using the ABCD analysis technique, it has been used to analyse a variety of subjects, including the characteristics of remote employees, e-business models, and other scenarios (Mendon & Aithal, (2022). [14]). The ABCD analysis model is a versatile basic technique that may be used in a variety of industries. It provides a streamlined analysis tool for corporate models, systems, concepts, ideas, plans, technologies, and strategies. The author outlines the methodology for quantitative analysis and illustrates its application in four specific instances: business models, business strategies, operational concepts, and functional systems in a study titled "ABCD Framework Analysis for Business Models, Strategies, Operating Concepts, and Business Systems." The study compares the ABCD framework to other well-known analysis techniques such as the Balanced Scorecard, SWOT Analysis, Porter's Five Forces Model, Competitive Profile Matrix (CPM) analysis, EFE & IFE Matrices, BCG analysing frameworks, and PESTLE Analysis, effectively demonstrating the ABCD analysis technique's validity and utility (Shenoy & Aithal, (2017). [15]).

3. OBJECTIVES OF THE STUDY :

- (1) To discuss the suitability of ABCD analysis on the ayurvedic products and its impact on trust based on a general review of literature of ABCD qualitative listing and ABCD quantitative analysis.
- (2) To list the advantages, benefits, constraints, and disadvantages of ayurvedic products and their impact on trust.
- (3) To identify the effecting factors under each key attribute based on various issues/stakeholders.
- (4) To analyse the factors affecting the ayurvedic products and their impact on trust.
- (5) To evaluate the critical constituent elements based on ABCD analysis of ayurvedic products and their impact on trust.
- (6) To investigate the critical constituent elements of ABCD analysis and ranking them based on the four ABCD constructs.

4. REVIEW OF LITERATURE ON ABCD ANALYSIS FRAMEWORK :

A literature review is an essential step in ensuring that new research contributes to the existing knowledge base and advances the field of study. It provides a foundation for the research and helps to build a strong argument by identifying and analysing relevant studies by highlighting what has already been researched, what gaps exist, and what opportunities there are for new research. Along with that, it also helps in identifying research methodologies, including experimental designs, survey methods, data analysis techniques, etc. This helps in developing a well-structured research plan that is based on proven methodologies. This Review section is broadly divided into two categories. (a) Review of literature on customers' trust in consumption of ayurvedic products and (b) Review of literature on ABCD Listing.

4.1. Review of literature on customers' trust in consumption of ayurvedic products:

Review is an examination and analysis of research studies and articles that investigate why customers trust ayurvedic products. Ayurvedic products gaining importance at present. In this section, the literature review will be conducted by gathering articles from academic databases such as Google Scholar and Web of Science, covering the years 2007 to 2023 with the keywords of 'Ayurveda', 'Nutrition', 'Ayurveda's current state and future strategies', 'Ayurvedic food intake concepts', 'Importance of Ayurvedic Immunisation in the Current Situation', 'The application of immunomodulatory medicines in Ayurveda', 'Polyherbal Formulation (PHF)', 'Ayurveda -Science of life', 'Ayurvedic Practitioners' Agreement', 'Ayurvedic Medicine in Health Care', 'Salutogenesis and Ayurveda.'

Table 1: shows the review of literature on customers' trust in consumption of ayurvedic products.

Sl. No	Focus	Outcome	Author
1.	The significance of the Indian traditional medical system	Traditional medicine is a feasible alternative for people who do not have access to modern care. Integrating Ayurvedic and other Indian traditional remedies into clinical practise benefits such populations greatly. Combining traditional medicines with mainstream pharmaceuticals	Sen & Chakraborty, (2017). [16]

		increases the possibility of promoting health and treating illnesses more effectively, providing a more holistic approach to healthcare.	
2.	Ayurveda and nutritional supplementation are required for healthy living.	A healthy diet emphasises health-promoting foods and nutraceuticals while avoiding disease-promoting or junk meals. Consuming a diet high in nutrient-dense plant foods high in health-promoting phytochemicals leads to optimal health. This contains a considerable number of vegetables, fresh fruits, beans, legumes, raw nuts, seeds, avocados, starchy vegetables, and whole grains, with these sources accounting for approximately 90% of daily intake.	Pandey et al. (2013). [17]
3.	The many fields of research in Ayurveda are highlighted, including literary, fundamental, drug, pharmaceutical, and clinical research. It also aims to improve Ayurvedic research technique, with a focus on fundamental research.	Due to a lack of rigorous scientific data and research methods, Ayurveda confronts hurdles. Significant efforts by competent and motivated scholars and practitioners are required to overcome this gap in order to produce complete methodology guidelines in Ayurveda. Ayurveda and allopathy can be integrated harmoniously to maximise therapeutic advantages for patients. The advancement of Ayurveda requires targeted research in fundamental concepts and diagnostic techniques rather than purely drug-related investigations. Ayurvedic research technique needs to be improved in order to secure its development and promotion in the healthcare scene.	Chauhan et al. (2015). [18]
4.	Diet, eating habits, and hot water are all important.	A healthy lifestyle includes not only nutrition but also how food is consumed. Following the eating principles and practises given in Charak Samhita's Ashta Ahara Vidhi Vishesha Ayatanani can help to preserve health and even aid in the cure of many disorders. Following correct food habits can help to prevent the beginning of a variety of ailments. Aside from its typical usage, warm water has medicinal benefits according to Ayurveda, particularly benefitting digestive health. Adopting healthier eating habits can significantly reduce the risk of different diseases while also promoting general well-being.	Sawai et al. (2016). [19]
5.	The significance of the Lehana medication in the development of immunity and strength in children	Lehana, an Ayurvedic medicine, has immunomodulatory, cognitive-enhancing, and nutritional properties. In addition to disease prevention, Lehana seeks to boost immunity, promote healthy growth and development, and improve overall child health. This preventive medication has an effect on nutrition, metabolism, growth, physical strength, and immunity, making it appropriate for all children to support their well-being on multiple levels.	Kumar & Ojha (2017). [20]
6.	The importance of herbal plants for their immunomodulation properties in the	Acharya Charaka defined epidemic conditions in the Janapadodhwans Adhayay of Ayurveda. Panchakarma (five purifying treatments), Rasayana Chikitsa (immune-modulator therapy),	Niraj & Varsha (2020). [21]

	prevention and treatment of COVID-19.	and Sadvritta (good conduct) are used to combat such disorders. Ayurvedic Rasayan dravyas (immunomodulator medications) may have benefits in health promotion, immunological modulation, illness prevention, and mitigating the effects of disorders such as COVID-19. Specific remedies such as Agastya Haritaki, Anutaila, and AYUSH-64 can be used to treat the symptoms of COVID-19-like disorders. Scientific investigation into these Ayurvedic medications could lead to the discovery of novel COVID-19 prevention and management measures.	
7.	The significance of polyherbalism and its clinical implications	Ayurvedic Proprietary Herbal Formulations (PHFs) produce effective and safe results, making them popular choices. However, a lack of public understanding and misconceptions about PHF safety might result in toxicity and undesirable interactions. Inadequate governmental control, as well as industrial irresponsibility, have harmed PHF quality. Stringent regulatory oversight and public education on correct PHF use are required to mitigate dangers. It is critical to put preventive and corrective measures in place. It is critical to use Ayurvedic PHFs effectively and logically in order to maximise their good effects on human health.	Parasuraman et al. (2014). [22]
8.	Ayurvedic medicine's role in health care	The limitations and challenges in conventional medicine, specifically concerning safety and effectiveness data. It highlights issues related to conservation, science and technology, regulatory constraints, and the potential adoption of herbal medicines. Additionally, it delves into the drug production industry, safety, and efficacy concerns, while also considering the prospects of traditional remedies both at national and international levels.	Saggar, et al. (2022). [23]
9.	Prevention and treatment strategies for Corona virus illness (COVID-19)	While it is too soon to prescribe treatments for COVID-19, certain Ayurvedic medications have the potential to boost immunity in both healthy people and those with weakened immune systems, helping to protect against infections. Nonetheless, social distance and cleanliness measures remain the most effective COVID-19 prevention strategies. Interdisciplinary study involving Ayurveda and other medical systems is critical at this time. Collaborative efforts with academics from other disciplines are required to advance such research comprehensively.	Panda et al. (2020). [24]
10.	Part 2 of An Approach to Disease Prevention, Promotion, and Treatment	Ayurveda's holistic approach extends beyond replacing pharmaceutical drugs with herbs in disease management. Research on Ayurvedic multi-strategy treatments is valuable. Clinical trials can be designed to compare different treatment approaches. One arm receives comprehensive Ayurvedic treatment, another standard allopathic treatment, and a third an integrated approach of	Sharma et al. (2007). [25]

		both. This study would ascertain the most effective approach, prioritizing patient benefit. The focus should be on what best serves the patient's well-being.	
11	What role will Salutogenesis and Ayurveda play in public health management?	Ayurveda, India's ancient medicine, is based on personalised care that is based on an individual's constitution (Prakriti) and relationships. Its emphasis on predictive and preventive approaches is consistent with current molecular medicine. Combining Ayurveda and Western medicine has mutual benefits. The fundamental principles of Ayurveda transcend ethnic and cultural boundaries, allowing it to be person-centered and intercultural. To meet the demands of varied people, it can seamlessly incorporate existing healthcare systems while preserving local traditional values.	Morandi et al. (2011). [26]

Source: Author

4.2. Review of literature on ABCD Listing:

This section aims to conduct a literature review of ABCD listing papers gathering from different scholarly articles from academic databases, including Google Scholar. The search will focus on articles published between 2016 and 2023, and the keywords are 'Methodology of Research in Case Studies of Businesses', 'Area Methodology of Research in Case Studies of Businesses', 'Mudra Yojana', 'Livestream', 'ABC Model Sustainability Through the Corporate Reports', 'ABCD in company analysis', 'Profitability Ratio Analysis', 'Investors' behaviour', 'Green Banking Practices', 'Social Media as a promotional tool', 'Green Education', 'Smart Library Model', 'B. Com Model in Corporate Auditing', 'CSR or Social Engagement in India', 'Green Energy', 'Intensify research', 'Collaborative Social Engagement (CSE) model', 'Green Financing', 'Digital financial inclusion', 'Performance of start ups', 'Agricultural finance', 'Women entrepreneurs', 'Industry 4.0 Readiness Model', 'Holistic Integrated Student Development Model & Service Delivery Model', 'Frameworks for Analysing the Environment and International Business', 'Perceptions of industrial internship programmes among management students', 'Direct to consumer', 'Mangalore International Airport Blockchain based service', 'Digitalisation of India.'

Table 2: The review of literature on ABCD listing

SL.No	Focus	Outcome	Author
1.	How ABCD Analysis can be used in company analysis	Indeed, the ABCD analysis methodology is adaptable and useful for corporate analysis across industries and sectors. It facilitates in the identification of potential issues based on objectives and the determination of various determinant issues. Constituent key elements can be discovered by researching various influencing aspects under these difficulties and employing the elemental analysis technique. The case for using the ABCD analytical framework in any firm analysis is made. This framework can be used in a variety of ways, including qualitative listing, qualitative analysis, and quantitative analysis, making it a powerful tool in a variety of corporate assessments.	Aithal, (2016). [27]
2.	Mudra Yojana's Role in Promoting SMEs/MSE,	Rural areas require more assistance from microfinance institutions and small finance	Mahesh et al., (2022).

	MSMEs, and the Allied Agriculture Sector in Rural and Urban Areas	banks. It is critical to integrate digital technology with linked SME/MSMEs and Agri-related operations. It is vital to improve financial literacy about MUDRA loans in both urban and rural communities. MUDRA should explore increasing the maximum limit for its Shishu, Kishor, and Tarun programmes. Though statistics on Agri-allied companies' refinancing and new employment is scant, MUDRA's involvement in supporting micro and small enterprises is long-term transformative.	[28]
3.	Educational loan for minority religion under Arivu Scheme	The ABCD framework is a useful tool for examining the contribution of business to society. It evaluates the usefulness of concepts or ideas, strategies, and systemic and individual qualities. In order to enable a structured review of a model or system and to highlight strengths, gains, limitations, and downsides for informed decision-making and optimization, it divides analysis into Advantages, Benefits, Constraints, and Disadvantages.	Panakaje, N. (2023). [29]
4.	Using the ABCD analysis technique on the ABC model of higher education institutions' annual research productivity.	The ABCD model offers distinct advantages and benefits by cultivating a research-oriented culture within an organization. This environment promotes innovation and the generation of new knowledge. It encourages teamwork and motivates individuals to advance in their careers. This benefits both the organization and its faculty, and the acquired knowledge is shared with society. The ABCD model serves as a measurable benchmark for growing organizations, providing a clear path for growth and development for both the institution and its faculty members.	Aithal et al. (2016) [30]
5.	The evolution of sustainability reporting and its use in the Indian setting. It also seeks to identify gaps in the available literature in order to guide future study in this area.	While each concept—sustainability, sustainable development, ESG (Environmental, Social, and Governance), and CSR (Corporate Social Responsibility)—has separate theoretical origins, they are frequently considered as nearly similar. However, existing research reveals gaps that present numerous potentials for future research. The importance of policymakers, regulators, and academics in developing best reporting practises is emphasised, implying that their efforts to furthering this field are critical.	Nayak & Kayarkatte (2021). [31]
6.	Green CSR Activities Combined with Green Banking Service Practices	An essential tool for assessing the SBOC (Strengths, Benefits, Opportunities, and Challenges) of a corporation is the ABCD Analysis. It aids in the organization's	Prabhu & Aithal (2021). [32]

		performance evaluation and comprehension of the larger business environment. Making wise strategic judgments and successfully overcoming competitive obstacles are aided by this insight.	
7.	ABCD listing of ARP Index – (Annual Research Publication Index), RC-Index – (Research Continuation Index), RE-Index (Research Expansion Index), Project Productivity Index, and Cost Index.	Insights into an author's short-term productivity can be gained by calculating their ARP-index based on annual research publications, but this calculation should be combined with other metrics and qualitative evaluations to get a more complete picture of an author's long-term impact and contribution.	Aithal P. S. (2017). [33]
8.	Prioritise the primary incentives for bitcoin investment and learn about the investors' behavioural goals.	The goal of this study is to provide useful insights on the behavioural intents of bitcoin users. The results are intended to aid merchants in developing successful business strategies to retain market competitiveness.	Bhuvana, & Aithal (2022). [34]
9.	The proposed impact of a specific inbound corporate social responsibility model for Indian banks on customer acquisition and retention.	An organization's concepts, systems, strategies, products, or services can be evaluated from the perspectives of different stakeholders using the ABCD analysis technique. It entails determining and outlining the entity's advantages, disadvantages, restrictions, and strengths in a qualitative conversation.	Prabhu & Aithal, (2023). [35]
10.	How Meta Platforms Inc. can be used as a promotional tool in the fashion industry through social media.	The ABCD Analysis, through its listing procedure, assists in comprehending a business's fundamental architecture. It determines important factors required to encompass all determinants inside critical aspects of the company's operations by thoroughly examining core issues.	Madhura & Panakaje (2022). [36]
11.	How will Green Education principles and practises be used in the Higher Education Model?	Empowering young graduates and postgraduates with green education targeted towards becoming decision-makers has revolutionary potential. The traditional educational strategy falls short of meeting the expectations of the modern day. A shift towards specialised education focusing on sustainability can transform the future workforce and promote environmentally sensitive practises.	Aithal & Rao, (2016). [37]
12.	Library conversion to Universal Resource Centre	The advent of cutting-edge technology opens up new possibilities for innovation in traditional library models. Using advances in information and communication technology, governments can transform physical libraries into virtual ones, offering individuals throughout the world with quick and complete information access regardless of geography or status. The concept of a Universal Resource Centre, made possible by	Aithal, P. S. (2016). [38]

		technology, is a watershed moment in the democratisation of intangible information resources, enabling universal knowledge sharing without regard to geography.	
13.	B. Com programme with CA syllabus, which includes the mandatory information technology disciplines, soft skill training for competitive tests, and a 4-month full-time internship with auditors.	Higher education's progress should prioritise expanding students' knowledge, skills, and job opportunities. Due to overlapping syllabi, a unique strategy is proposed in which a student finishing a three-year B.Com. degree in Corporate Auditing can comfortably sit the C.A. (IPCC) exam. By completing C.A. (IPCC) after receiving their degree, graduates can effortlessly move into the labour market and pursue advanced professional options.	Aithal & Noronha, (2016). [39]
14.	Education and skill development, improved cleanliness and health, and rural transformation.	In terms of monetary contributions, recipient count, and geographic coverage, CSR has made slow but steady progress. The benefits outweigh the drawbacks, resulting in an overall favourable impact. Companies see CSR as a strategy for building a positive employer brand and increasing consumer loyalty.	Shailashri & Kariappa, (2020). [40]
15.	Green energy's impact on greenhouse gas emissions. A comparison of CO2 emissions from traditional energy production systems and renewable energy production systems is also investigated.	Renewable energy sources produce no CO2, reducing pollution and global warming. It reduces carbon extraction and thereby geological disruption. Decentralised energy generation improves efficiency. Rooftop renewable projects meet home demands while reducing waste and radiation. However, industry demands may not be compatible with this strategy.	Aithal & Acharya, (2016). [41]
16.	By establishing their own micro-research centre, individual faculty members of higher education institutions, including universities, can increase their research effort and participation.	A case study featuring faculty members engaging students in research activities exemplifies Srinivas University's research-oriented goal. This practise assists academics in performing research efficiently with low costs and internal resources, hence increasing research output for the institution and society. Srinivas University's strategy as a research and skill-focused university, utilising stakeholders as a best practise, creates a precedent in the education sector and positions it as a role model for other universities looking to increase research contributions to society.	Aithal et al., (2022). [42]
17.	The Collaborative Social Engagement (CSE) model's practise framework by demonstrating its impact on skill development, social service, social	The report recommends an innovative best practise model for higher education institutions to effectively implement Social Engagement as a Service as a societal outreach strategy.	Pradeep & Aithal, (2022). [43]

	welfare, and sustainability.		
18.	Nepal's green funding potential in the future	Green financing is a natural step because it corresponds to both future prospects and a sense of urgency. The use of green financing is expected given that holistic firm management strives for sustainability.	Mishra & Aithal, (2022). [44]
19.	An examination of the different opportunities and difficulties associated with digital financial inclusion	Digital financial inclusion is a driving force behind sustainable socioeconomic development. The challenges include a lack of financial literacy, ineffective technology use by the rural population, a trust gap, and worries about data protection. The study emphasises how digital financial inclusion promotes socioeconomic advancement among citizens, lowers costs, increases productivity, and gives service providers more influence.	Parvin & Panakaje, (2022). [45]
20.	How do companies form? What drives them to employ digital marketing to reach a bigger segment of society? By evaluating the past and present, we can foresee the future.	Institutions have many options to provide a variety of educational subjects and courses focusing on different facets of marketing for startups, serving students from various streams and subject areas.	Dsouza & Panakaje, (2023). [46]
21.	The issues that farmers confront, the elements that affect agriculture finance, the rise of a farmer's income before and after receiving financial assistance, and the tactics needed to increase agricultural credit to farmers are all discussed.	Infrastructure, efficiency, and automation of labour are the main goals of smallholder systems, programmes, and investments. With regulatory frameworks in place to stop financial institution infractions like exorbitant interest rates or dangerous practises, formal financial outlets are expanding.	Kambali & Panakaje, (2022). [47]
22.	The development of women entrepreneurs and the key determinants of such development in the setting of India.	Many women are skilled in food preparation and processing, and many of them start their own food processing companies to help with revenue generating. Women in this industry have particular difficulties that demand specialised consideration. Therefore, it is crucial to do study on women's entrepreneurship in the food processing sector.	D'Silva & Bhat, (2022). [48]
23.	Creates a multi-dimensional Industry 4.0 readiness model and examines the Indian engineering sector's potential applications.	Organisations must determine whether implementation will be successful before starting. The Industry-4.0 readiness model, a multi-dimensional framework that helps organisations assess their readiness for Industry 4.0, is introduced in this study. Organisations can use the model to predict whether implementing Industry 4.0 inside	Sony & Aithal, (2020). [49]

		their operations would be feasible and successful.	
24.	By examining a current university model as the best implementation in the university system, to demonstrate a creative higher education training model at the university level for students' total holistic development.	Innovation and best practises are included, which results in thorough student development and improved graduation standards. These methods foster adaptable graduates with entrepreneurial and employability skills, encouraging uniqueness, self-sufficiency, and significant contributions to their country.	Aithal & Maiya, (2022). [50]
25.	To evaluate the business system and strategy of multinational corporations while taking the influence of environmental variables into account, many business analysis frameworks are used. These frameworks shed light on the intricate interactions between business activities and outside factors.	This study examines various frameworks for examining how organisations make decisions about doing business abroad, putting equal emphasis on internal and external contexts. By studying their variables, dimensions, determinant issues, and repercussions on investment decisions and ongoing operations across different countries, it explores operational, business, and corporate settings as well as essential frameworks/techniques.	Aithal, P. S. (2017). [51]
26.	Management students at Srinivas University in Mangalore, Karnataka, India, on their opinions about the Industrial Internship Programme.	The cooperation between the student industrial internship unit and the host company has a big impact on how the student views the industrial internship programme. In order to understand how students perceive their internship experiences, the study offers a model, and it bases management insights on these perceptions.	Frederick & VT, (2022). [52]
27.	How Livestreaming Direct to Consumer performed as a new marketing tool at COVID-19.	By highlighting the potential of livestreaming to involve both collaborators and internal staff, the analyst emphasises the significance of involvement beyond merely customers. Livestreaming has enormous long-term growth potential in the retail and e-commerce sectors. The coronavirus pandemic's consequences have been extremely detrimental to a variety of commercial sectors.	Rajasekar & Aithal, (2022). [53]
28.	Using the ABCD Analysis approach, we examined the growth and	The project of the Adani Group aims to improve service competence, meet global service standards, and uphold	Kumari & Aithal, (2020). [54]

	future of the Mangalore International Airport.	professionalism. The Airports Authority of India (AAI) anticipates more revenue from this project, which will enable it to make more investments in Tier-II and Tier-III cities. As a result, it is projected that these areas will experience economic growth, job creation, and infrastructure improvement.	
29.	Blockchain, IBM Blockchain, and the framework, tools, and blockchain-as-a-service provided by Hyperledger Fabric.	Businesses can use blockchain to create an unchangeable chain of accounting records by immediately recording transactions in a shared ledger. By reducing the possibility of fraud or manipulation, this assures the security and authenticity of accounting information. The ABCD listing approach was used by researchers to evaluate the advantages, benefits, limitations, and drawbacks of IBM's blockchain technology. The popularity of blockchain-based applications is growing, which portends positive future prospects.	Bhuvana & Aithal, (2020). [55]
30.	BOP Sector's Effect on India's Digitalization	India has the chance to benefit from the achievements of developed nations by utilising their best practises, cutting-edge technologies, and established markets. This strategy might hasten digitalization efforts and encourage considerable advancement. With more growth anticipated in the future, India's current digital programmes have already had a significant positive impact on the socioeconomic circumstances of the underprivileged population.	Raj & Aithal, (2018). [56]

Source: Author

An organised method known as ABDC analysis has numerous important advantages. We get a thorough and condensed overview by summarising the Benefits, Constraints, and Advantages. This facilitates talks and negotiations, allowing for informed decisions and the accomplishment of objectives. This approach improves mental clarity and offers a balanced viewpoint that helps with planning and good communication. In conclusion, ABDC analysis is a useful approach for creating clear understanding, effective planning, and successful communication of study conclusions or project evaluations.

Table 3: ABCD quantitative analysis to determine ABCD construct weight

S. No	Focus of Research	Contribution	Reference
1.	Corporate Social Responsibility	Positive elements that contribute to value creation through CSR were given noticeably more weight in the quantitative assessment utilising the ABCD framework, with benefit factors closely behind. The study's findings highlight how effective CSR is in creating value because there are more advantages and benefits than limitations and drawbacks.	N., S.D., & Varambally, (2023). [57]
4.	The intention of customers to reduce food waste in restaurants	As evidence of the significant worth of study in this field, the mean scores for the Advantages aspects have the greatest value at 155, followed by Benefits, Limitations, and Disadvantages. The Constraints and Disadvantages criteria, however, had overall mean	Salins & Aithal, (2022). [58]

		ratings of 113.5 and 87.5, respectively, showing consumer unhappiness with these characteristics in terms of aspirations to reduce food waste in restaurants.	
5.	The objective is to recognize, evaluate, and comprehend the critical elements that influence the advantages, benefits, limitations, and drawbacks of in-store sales of home furnishings products.	Achieving corporate goals is significantly aided by the benefits of in-store products and services. The ABCD analysis's findings provide credence to the idea that multi-product retailers' home furnishings sales and marketing strategies are successful.	Amin & Kumar (2023). [59]
6.	Examine whether the ABCD analysis methodology is appropriate for examining the effect of social media on the online shopping behavior for fashion products.	The ABCD technique provides a thorough and organized way for examining business models and concepts, enabling a comprehensive evaluation of their benefits, drawbacks, and limitations. The most important section of this research is "Advantages," which highlights special qualities and competitive advantages that are essential for luring clients to buy for fashion items online.	Madhura & Panakaje, (2023). [60]
7.	Online food delivery services	A flexible methodology used to assess business models, concepts, products, strategies, or systems across many domains is the ABCD analysis framework. This framework is frequently used by researchers to analyse their studies. The success of the company was shown to be highly influenced by Advantages variables in a quantitative ABCD analysis of Online Food Delivery Services. The analysis's findings support the viability of the idea or concept behind online food delivery services.	Frederick & Bhat, (2022). [61]
8.	NAAC Accreditation System using ABCD Analysis framework	An ABCD analysis of the NAAC accreditation process identifies important difficulties and prevailing determinants. The talk focuses on the advantages of tackling these crucial problems and institution-specific quality challenges. Utilising the advantages plays a crucial part in successfully addressing these important concerns. Establishing ways to improve quality by addressing important issues should also positively take into account limitations and drawbacks.	Aithal et al., (2016). [62]
9.	Base of the Pyramid income generation	To advance business plans and implement effective models in BOP (Bottom of the Pyramid) marketplaces, categorise knowledge including determinants and influencing elements. The secret to essential success is turning the disadvantages of limits into beneficial opportunities, which enables businesses to achieve growth, profits, and expansion.	Raj & Aithal, (2018). [63]

10	Studying the ABCD Analysis Framework for Online Shopping and identifying the key factors that influence it are the study's main objectives.	With the findings emphasising that the Advantageous elements have a higher impact on the success of online purchasing, the ABCD analytical framework is used to determine the significant aspects in online shopping. The study highlights how adaptable the ABCD analytical paradigm is for assessing business models, strategies, concepts, and systems.	Frederick & Salins, (2022). [64]
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Source: Author

5. ABCD LISTING OF AYURVEDIC PRODUCTS AND ITS IMPACT ON PURCHASE INTENTION :

ABCD Listing of Use of Ayurvedic Products and its Impact on Trust:

The advantages, benefits, constraints, and disadvantages of use of organic products and its impact on the purchase intention of consumers are listed below:

Advantages:

- Since ayurvedic products are useful in restoring the balance and harmony between the body, mind and spirit will help to improve overall health and wellbeing.
- Ayurvedic products will help to reduce the symptoms of diseases and also to improve the quality of life by addressing the root cause.
- By promoting healthy lifestyle habits and restoring balance and harmony between the body, mind and spirit, ayurvedic products will help to prevent diseases.
- Through its more focus on dietary and lifestyle habits that support the digestive system, ayurvedic products promote healthy digestion.
- Since ayurvedic products are naturally made with natural ingredients, it won't cause devastating effects on health.
- Fewer side effects of ayurvedic products resulted in more demand for ayurvedic products.
- Ayurvedic products are cost effective. So, the products are available at reasonable price.

Benefits:

- Environmental concern among the people leads to the purchase of ayurvedic products.
- An awareness about the harmful effects of products available in the market, demand for natural (ayurvedic) products increased.
- Ayurveda, when adopted in its entirety, brings a wave of general wellbeing to human life.
- Since online marketing is developing at a high level, people can buy ayurvedic products in online through ayurvedic practitioner or at a speciality health food store.
- Social media which is filled with information about right way to live the lives, helps in increasing demand for ayurvedic products.
- Since cost is less, price of the products is reasonable.
- Since ayurvedic products are available in online, it grabbed the attention of many people.

Constraints:

- Due to lack of quality research, ayurvedic products will result in side effects.
- There are no universal guidelines for appropriate use of ayurvedic products.
- It is unknown at which point an overdose happens in case of ayurvedic products.
- Long term consumption of ayurvedic products will result in many side effects.
- Ayurvedic products will not give instant result. So, people may move to non ayurvedic products.
- Because of lack of publicity, people are unaware of the benefits of ayurvedic products.
- There is a misconception that ayurvedic products are against meat-eating. So, people may not go for consuming ayurvedic products.
- Lack of scientific evidence and poor research methodology, ayurvedic products are lagging behind.

- ix. There is no central authority to regulate the quality of ayurvedic products in India.

Disadvantages:

- i. Ayurvedic products lack evidence-based testing. So, the suspicious regarding its effect raises.
- ii. Ayurvedic products does not provide immediate relief.
- iii. Chronic diseases cannot be cured from Ayurvedic products. So, when diseases reach to worst level, people cannot rely on Ayurvedic products.
- iv. As there are no proper guidelines for homemade herbal products, there arises some side effects.
- v. Taking too much of Ayurvedic products for an extended period, leads to side effects.
- vi. It is good only for prevention of diseases and not for cure sometimes.
- vii. Many Ayurvedic products contain more than approved quantity of metals like lead, arsenic, mercury. So, Ayurvedic products are banned in some of the countries like Canada.

This can be presented in graphical form in the following way:

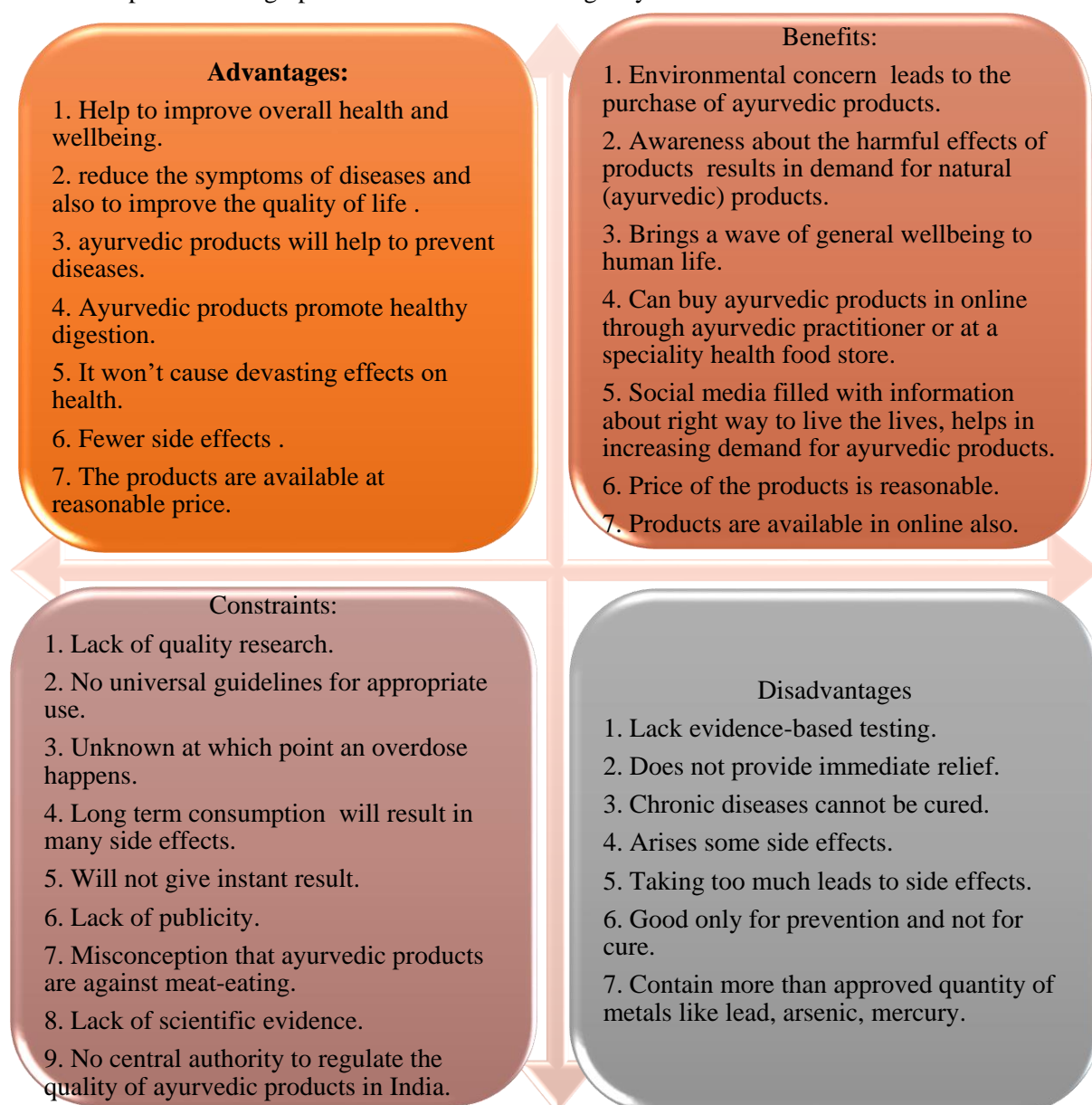


Fig 1: Graphical representation of ABCD Analysis.

Source: Author

Ayurvedic products are now essential to people, which has a big impact on businesses and customer confidence. Both parties gain from their advantages, but potential disadvantages must also be considered. Customers and companies alike must take a balanced approach while acknowledging these factors. Businesses can use the confidence in ayurvedic products for marketing success and ensure a positive, secure consumer experience through strategic planning to handle problems.

6. ABCD FRAMEWORK FOR CUSTOMERS' TRUST IN CONSUMPTION OF AYURVEDIC PRODUCTS :

This section includes a review of the literature, which includes papers culled from scholarly databases like Google Scholar and Web of Science. The review covers a range of topics from the viability of BoP market engagement to the effects of organic food products on purchase intent, the effects of green banking on product usage, stress management techniques, consumer attitudes towards food waste mitigation in restaurants, the IEDRA model for placement, corporate sustainability disclosures in higher education, online shopping and food delivery, green marketing for sustainable development, the role of nanotechnology as a green technology, the CCE approach using ABCD analysis, the Six Hats Technique, a shortage of healthcare workers, dye-doped polymers for photonics, models for online campus placement, systems and technology analysis, fingerprint-based authentication techniques, factor analysis, and creating wealth at the base of the pyramid are some of the topics covered. The review runs from 2016 to 2022.

Table 4: A list of the determinant concerns detected in several academic works from different study domains utilising the ABCD analysis paradigm.

S. No.	Focus Area	Determinant Issues	Reference
1.	Assessing the attractiveness & Feasibility of doing business in the BoP Market	Stakeholder Issues, Business Issues, Operational Issues, Customer Issues, Technological Issues, Environmental and Social Issues	Raj & Aithal, (2022). [65]
2.	Use of agricultural equipment as part of the Modern Agriculture program by stakeholders in the coffee business.	Coffee Farmers issues, Financial Institutions Issue, Coffee Traders Issue, Coffee Importers & Exporters issue and Government Issue	VA & Pai, (2023). [66]
3.	Stress Coping Mechanisms	Irregular working hours, Work Hassles, Social Isolation, Burnout	Kumari & Aithal, (2022). [67]
4.	Using the ABCD Analysis Framework, this study quantitatively assesses Millennials' "e-Customer Engagement Strategies" for online brands.	Organizational issues, Business issues, Customer issues, Operational issues, Social and Environment issues and Stake Holders issues.	Raghavan, & Pai, (2023). [68]
5.	Education for Corporate Sustainability Disclosures by Higher Educational Institutions	Organisational Issues (Educational Institutions), Administrative Issues, Faculty Member Issues, Student Issues, Employer (Corporates) Issues, Society and other Stakeholders Issues.	Nayak & Kayarkatte, (2022). [69]
6.	Banks' Integration of Green Banking Practices with Corporate Social Responsibilities from the Perspectives of Customer Attraction and Retention in Selected Indian Banks	Organisational issues, Board of Director issues, Society issues, government issues and CSR issues.	Prabhu, (2023). [70]

7.	Improving College Teachers' Emotional Intelligence through ABCD Analysis technique	Poor Person Organization Fit issue, Work-Life Imbalance, Clerical and Administrative Tasks and Work disengagement issues.	Santhumayor, (2023). [71]
8.	Green Marketing for Sustainable Development	Organisational Issue, Environmental Issues, Economic Issues, Social Issues	Frederick et al., (2022). [72]
9.	Factor & Elemental Analysis of Nanotechnology as Green Technology	Organizational Issues, Business Issues, Consumer Issues, Environmental Issues, Social Issues.	Aithal & Aithal, (2018). [73]
10.	CCE Approach Through Abcd Analysis Of 'Theory A' on Organizational Performance	Organizational issues, Managerial Issues, Employee issues, Ideological Issues, Societal & Stakeholders Issues.	Aithal & Kumar, (2016). [74]
11.	Six hats Technique	Conceptual Issues, Managerial Issues, Operational Issues, Organizational issues, Societal & Stakeholder Issues	Aithal et al., (2016). [75]
12.	Professional Health Care Personnel Shortage	Organizational Issue, Alternative Acceptors Issue, Donor Physicians Issue, Patients and Relatives Issue, Societal Issue, Country Issue	Aithal & Aithal, (2017). [76]
13.	Dye-doped Polymers for Photonic Applications	Material Properties Issues, Application Issues, Commercialization Issues, Production/Service providers Issues, Customer Issues, Environmental /Society Issues	Aithal & Aithal, (2016). [77]
14.	On-Line Campus Placement Model	Flexibility, Schedule, Administration, Atmosphere, Branding	Shenoy & Aithal, (2016). [78]
15.	Analysis of Systems & Technology	Organizational Issues, Business Issues, Consumer Issues, Environmental Issues, Social Issues	Aithal, P. S. (2021). [79]
16.	Nanotechnology as Green Technology	Organizational Issues, Business Issues, Consumer Issues, Environmental Issues, Social Issues	Aithal & Aithal, (2018). [80]
17.	Fingerprint Biometric Attendance Maintenance System	Security Issues, Ease of user Issues, Input Issues, Process Issues, Performance Evaluation matrix issues	Krishna Prasad, K. (2018). [81]
18.	Fingerprint Hash Code, Password and OTP Based Multifactor Authentication Model	Security Issues, User-friendly Issues, Input Issues, Process Issues, Performance Evaluation matrix issues	Aithal, P. S. (2018). [82]
19.	Factor Analysis Based on ABCD framework on Recently Announced New Research Indices	Research Organization, Researcher, Funding Agency, Industry	Aithal & Aithal, (2017). [83]

Source: Author

7. STRUCTURE OF ABCD ANALYSIS :

Under the structure of ABCD analysis framework the variables of ABCD can be identified in an effective way and the technique can be understood with ABCD analysis which further effects the determinant issues as shown in the following figure.

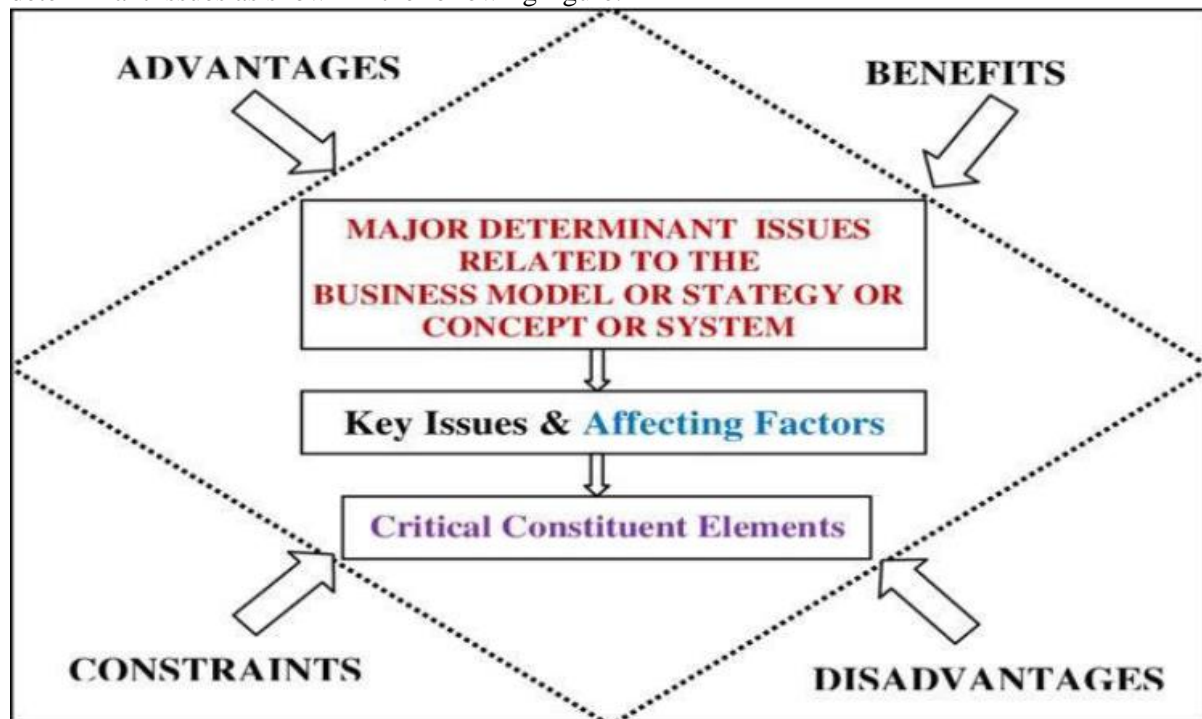


Fig 2: Factors affecting customers' trust as per ABCD framework [27]

8. KEY ATTRIBUTES AFFECTING CUSTOMERS' TRUST IN CONSUMPTION OF AYURVEDIC PRODUCTS :

Table 5: shows the determining issues, or the stakeholders, that affect ayurvedic products and the identified critical features for each issue are provided below:

S. No	Determinant Issue	Key Attributes
1.	Customers' Issues	Less side effects, Prevention not for cure, Holistic, Trust
2.	Suppliers' Issues	Farmers, Storage, Transportation, Post harvest maintenance, Procurement from forest.
3.	Farmers' issues	Harvesting, Export of medicinal plants, Forest area and medicinal plants, Harvesting methods, post-harvesting, and primary processing, Wild cultivation.
4.	Society Issue	Awareness, Environmental concern, Health consciousness, Love towards nation.
5.	Company Issues	Standardisation, evidence-based testing, potency due to difference in species, an integrated coding for every species, processing methods

Source: Author

9. FACTOR ANALYSIS FOR CUSTOMERS' TRUST IN CONSUMPTION OF AYURVEDIC PRODUCTS :

Customers' issues, suppliers' issues, farmers' difficulties, society issues, and company issues are just a few of the factors that affect how consumers behave when making purchases. The advantages, benefits, restrictions, and drawbacks for the identified determining concerns and their main qualities are shown in table 6 below.

Table 6: Factor Analysis of customers' trust in consumption of ayurvedic products

Determinant Issue	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Customers' Issues	Less side effects	Belief	More popularity	High levels of toxic metals in raw materials	Less trust
	Prevention not for cure	Healthy	Good remarks	No Belief	Not useful at the worst stage
	Holistic	Gain personal and spiritual benefits	Healthy lifestyle	No adequate knowledge	Less demand
	Trust	Demand increases	More usage	Very slow result	Demand decreases
	Natural	Purchase without much thinking	Trust	Metal content	Adverse health effects
Suppliers' Issues	Farmers	Smooth supply of raw materials	Continuous supply of finished goods	Different geographical area	Slow/Delay in supply of finished goods
	Storage	Off season supply	Smooth production	Stored in poor sanitary locations	Contaminants added
	Transportation	Reach the production place in time	No shortage of raw materials	Unprotected transportation of raw materials	Vulnerable to external contamination
	Post harvest maintenance	Healthy and safety standards	Clean and hygiene conditions	Eradication of common botanical contaminants	Problem of contamination
	Procurement from forest	Good quality of raw material	Good quality of finished products	Non availability of raw materials whenever required	Polluted with heavy metals and exposed to faecal matter
Farmers' issues	Harvesting	Availability of raw materials	Smooth flow of production	Depletion and scarcity of medicinal plants	Non availability of required raw materials
	Export of medicinal plants	Global acceptance of ayurveda	Generates more income	Wild resources	Severe and irreplaceable loss of genetic stock
	Forest area and medicinal plants	Natural raw material	100% natural products	Disappearance of classical prescriptions because of depletion of forest	Critical situation to process even proprietary medicines.
	Harvesting methods, post-harvesting, and	More belief on the	More income to the farmers	Using raw herbal material of poor quality	Lose trust in products

	primary processing	products as it's natural			
	'Wild to cultivation'	Facilitate survival of ayurveda	Spirit to abort the threat	The depletion of medicinal plant resources	Non availability of original products
Society Issue	Awareness	More knowledge	Purchase intention	No guarantee of naturality	Not interested to buy
	Environmental concern	Love towards nature	Purchase natural products	Not in practice	No action to protect environment
	Health consciousness	Believe in naturality	Increased demand	No belief in the exclusivity of chemical	Shift in purchase
	Love towards nation	Feeling of our own products	Trust the products	Feeling that imported products are always of good quality	Purchase imported goods
Company Issues	Standardisation	Quality and purity of final products	Launch ayurveda on global scale	Reduces flexibility of a chain	Not providing products according to r
	Evidence based testing	Trust	Increased demand	Emotional values	Products are not universally accepted
	Potency due to difference in species	Produce a defined effect	Supports product compliance check	No standard system of measurement	Rapid elimination and possible side effects
	An integrated coding for every species	Products will be standard	No suspicion	Large variety of species in one category	Identification of species may differ from one area to another
	Processing methods	Standardized products	Impact will be good and same	Manual production gives adverse effects	No equality in quality

Source: Author

10. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENTS (CCE):

The study uses the Elemental investigation method to provide a thorough investigation of all the variables. With this method, each variable's crucial constituent elements (CCE) are found and listed. The CCE as well as four more tables (Tables 7–10) that include key features are identified using the ABCD analysis method. Following that, these factors are ranked according to their score or weight. This ranking system's goal is to identify the key components within each variable. The outcomes are then ranked by importance.

Table 7: The elementary analysis of Advantageous Factors of customers' trust in consumption of ayurvedic products and their CCEs.

Determinant Issue	Key Attributes	Advantageous Factors affecting Determinant Issues	Critical Constituent Element
	Less side effects	Belief	Purchase

Customers' Issues	Prevention not for cure	Healthy	Loyalty
	Holistic	Gain personal and spiritual benefits	Healthy
	Trust	Demand increases	Continuous purchase
	Natural	Purchase without much thinking	Buy easily and happily
Suppliers' Issues	Farmers	Smooth supply of raw materials	Satisfied manufacturers
	Storage	Off season supply	All season availability of final products
	Transportation	Reach the production place in time	No obstacle in production
	Post harvest maintenance	Healthy and safety standards	Standardized products
	Procurement from forest	Good quality of raw material	Good quality of final products
Farmers' issues	Harvesting	Availability of raw materials	Find good market
	Export of medicinal plants	Global acceptance of ayurveda	Increased income
	Forest area and medicinal plants	Natural raw material	More demand
	Harvesting methods, post-harvesting, and primary processing	More belief on the products as it's natural	Continuous demand
	Wild cultivation	Facilitate survival of ayurveda	Get more interest in growing plants
Society Issue	Awareness	More knowledge	Easy spread of information
	Environmental concern	Love towards nature	Environmental protection
	Health consciousness	Believe in naturality	More familiarity of ayurveda
	Love towards nation	Feeling of our own products	Increased national income
Company Issues	Standardisation	Quality and purity of final products	Acceptance by the international market
	Evidence based testing	Trust	Increased sales
	Potency due to difference in species	Produce a defined effect	Genuine product availability
	An integrated coding for every species	No confusion	Smooth manufacturing process
	Processing methods	Standardized products	Acceptance of the product without any confusion

Source: Author

Table 8: The elementary analysis of Benefit Factors of customers' trust in consumption of ayurvedic products and their CCEs

Determinant Issue	Key Attributes	Benefits Factors affecting Determinant Issues	Critical Constituent Element
	Less side effects	More popularity	Recommendation to others

Customers' Issues	Prevention not for cure	Good remarks	Disease free
	Holistic	Healthy lifestyle	Avoid spending on medicines
	Trust	More usage	More satisfaction
	Natural	Trust	Purchase without any doubt
Suppliers' Issues	Farmers	Continuous supply of finished goods	Happiness
	Storage	Smooth production	Avoid non availability of products
	Transportation	No shortage of raw materials	Uninterrupted production
	Post harvest maintenance	Clean and hygiene conditions	Pure final products
	Procurement from forest	Good quality of finished products	Guaranteed quality assurance
Farmers' issues	Harvesting	Smooth flow of production	More demand for raw materials
	Export of medicinal plants	Generates more income	Improved standard of living
	Forest area and medicinal plants	100% natural products	Continuous demand for raw materials
	Harvesting methods, post-harvesting, and primary processing	More income to the farmers	Increased employment
	Wild cultivation	Spirit to abort the threat	Feeling of recognition
Society Issue	Awareness	Purchase intention	Avoid chemical products
	Environmental concern	Purchase natural products	Mental satisfaction
	Health consciousness	Increased demand	Increased confidence
	Love towards nation	Trust the products	Sense of protection
Company Issues	Standardisation	Launch ayurveda on global scale	Popularity of ayurveda
	Evidence based testing	Increased demand	Increased production
	Potency due to difference in species	Supports product compliance check	Improved method of production
	An integrated coding for every species	No suspicion	Proper usage of ingredients
	Processing methods	Impact will be good and same	Universal acceptance of products

Source: Author

Table 9: The elementary analysis of Constraint Factors of customers' trust in consumption of ayurvedic products and their CCEs

Determinant Issue	Key Attributes	Constraints Factors affecting Determinant Issues	Critical Constituent Element
	Less side effects	High levels of toxic metals in raw materials	No 100% belief
	Prevention not for cure	No Belief	Non purchase

Customers' Issues	Holistic	No adequate knowledge	Usage of non ayurvedic products
	Trust	Very slow result	Not using under critical condition
	Natural	Metal content	Adverse side effects
Suppliers' Issues	Farmers	Different geographical area	Non availability of raw materials
	Storage	Stored in poor sanitary locations	Damage of raw materials
	Transportation	Unprotected transportation of raw materials	Loss of naturality
	Post harvest maintenance	Eradication of common botanical contaminants	Low quality of products
	Procurement from forest	Non availability of raw materials whenever required	Unsatisfied customers
Farmers' issues	Harvesting	Depletion and scarcity of medicinal plants	Possibility of missing some ingredients in the products
	Export of medicinal plants	Wild resources	Non availability of required raw materials
	Forest area and medicinal plants	Disappearance of classical prescriptions because of depletion of forest	Non availability of 100% natural products
	Harvesting methods, post-harvesting, and primary processing	Using raw herbal material of poor quality	Non acceptance of products
	Wild cultivation	The depletion of medicinal plant resources	Possibility of replacing some ingredients
Society Issue	Awareness	No guarantee of naturality	Purchase similar products with low rate
	Environmental concern	Not in practice	Destroying environment
	Health consciousness	No belief in the exclusivity of chemical	No trust
	Love towards nation	Feeling that imported products are always of good quality	Demand for imported products
Company Issues	Standardisation	Reduces flexibility of a chain	No loyal customers
	Evidence based testing	Emotional values	Fear of inclusion of chemicals
	Potency due to difference in species	No standard system of measurement	No standardised products
	An integrated coding for every species	Large variety of species in one category	Possibility of avoiding some ingredients
	Processing methods	Manual production gives adverse effects	No guaranteed standard

Source: Author

Table 10: The elementary analysis of Disadvantageous Factors of customers' trust in consumption of ayurvedic products and their CCEs

Determinant Issue	Key Attributes	Disadvantages Factors affecting Determinant Issues	Critical Constituent Element
Customers' Issues	Less side effects	Less trust	Decrease in usage
	Prevention not for cure	Not useful at the worst stage	Possibility of shifting to other products
	Holistic	Less demand	Less satisfaction
	Trust	Demand decreases	Decreased satisfaction
	Natural	Adverse health effects	Possibility of losing lives by too much belief
Suppliers' Issues	Farmers	Slow/Delay in supply of finished goods	Non availability of products whenever required
	Storage	Contaminants added	Inclusion of chemicals in the products
	Transportation	Vulnerable to external contamination	Losing naturality concept in products
	Post harvest maintenance	Problem of contamination	Unsatisfied customers
	Procurement from forest	Polluted with heavy metals and exposed to faecal matter	May create other health issues
Farmers' issues	Harvesting	Non availability of required raw materials	No purchase of raw materials during season time
	Export of medicinal plants	Severe and irreplaceable loss of genetic stock	Standard of international products will increase
	Forest area and medicinal plants	Critical situation to process even proprietary medicines.	Availability of duplicate products
	Harvesting methods, post-harvesting, and primary processing	Lose trust in products	Less purchasers in the market
	Wild cultivation	Non availability of original products	Loss of trust
Society Issue	Awareness	Not interested to buy	Non popularity of ayurvedic product
	Environmental concern	No action to protect environment	Adverse effect on the health
	Health consciousness	Shift in purchase	Non availability of treatment at the last stage of a disease
	Love towards nation	Purchase imported goods	Negligence of local products
Company Issues	Standardisation	Not providing products according to expectation of consumers	Shifting to other products
	Evidence based testing	Products are not universally accepted	Less revenue
	Potency due to difference in species	Rapid elimination and possible side effects	Spreading wrong information about the products

	An integrated coding for every species	Identification of species may differ from one area to another	Possibility of wrong inclusion of raw materials
	Processing methods	No equality in quality	Demand for imported products

Source: Author

11. QUANTITATIVE CCE FOR CUSTOMERS' TRUST IN CONSUMPTION OF AYURVEDIC PRODUCTS AS PER ABCD ANALYSIS FRAMEWORK :

The ABCD analysis framework has identified the Critical Constituent Element (CCE) for each key attribute related to the online buying behaviour of customers towards fashion products under the comPAGE108determinant issues. These CCE values have been assigned weights by 25 members of focused group, with a ranking system where:

Satisfactory [1];

Neutral [2];

Not Satisfactory [3];

Tables 11 through 14 depict the CCE values for each attribute.

Table 11: The advantageous factors of customers' trust and their corresponding CCE values along with the total mean score.

Determinant Issue	Key Attributes	Advantageous Factors affecting Determinant Issues	Critical Constituent Element	Key Attribute's Total Score	Determinant Issues Total Score	Total Mean Score
Customers' Issues	Less side effects	Belief	Purchase	84	427	
	Prevention not for cure	Healthy	Loyalty	85		
	Holistic	Gain personal and spiritual benefits	Healthy	84		
	Trust	Demand increases	Continuous purchase	87		
	Natural	Purchase without much thinking	Buy easily and happily	87		
Suppliers' Issues	Farmers	Smooth supply of raw materials	Satisfied manufacturers	81	396	
	Storage	Continuous supply of raw materials	All season availability of final products	75		
	Transportation	Reach the production place in time	No obstacle in production	84		
	Post harvest maintenance	Healthy and safety standards	Standardized products	79		

	Procurement from forest	Good quality of raw material	Good quality of final products	77		193.1
Farmers' issues	Harvesting	Availability of raw materials	Find good market	74		
	Export of medicinal plants	Global acceptance of ayurveda	Increased income	75		
	Forest area and medicinal plants	Natural raw material	More demand	81	400	
	Harvesting methods, post-harvesting, and primary processing	More belief on the products as it's natural	Continuous demand	86		
	Wild cultivation	Facilitate survival of ayurveda	Get more interest in growing plants	84		
Society Issue	Awareness	More knowledge	Easy spread of information	83	332	
	Environmental concern	Love towards nature	Environmental protection	81		
	Health consciousness	Believe in naturality	More familiarity of ayurveda	85		
	Love towards nation	Feeling of our own products	Increased national income	83		
Company Issues	Standardisation	Quality and purity of final products	Acceptance by the international market	85	421	
	Evidence based testing	Trust	Increased sales	83		
	Potency due to difference in species	Produce a defined effect	Genuine product availability	86		
	An integrated coding for every species	Products will be standard	Smooth manufacturing process	80		
	Processing Methods	Standardized products	Acceptance of the product without any confusion	87		

Source: Author

Table 12: The Benefit factors of customers' trust and their corresponding CCE values, along with the total mean score.

Determinant Issue	Key Attributes	Benefits Factors affecting Determinant Issues	Critical Constituent Element	Key Attributes Total Score	Determinant Issues Total Score	Total Mean Score
Customers' Issues	Less side effects	More popularity	Recommendation to others	69	345	160.8333
	Prevention not for cure	Good remarks	Disease free	70		
	Holistic	Healthy lifestyle	Avoid spending on medicines	69		
	Trust	More usage	More satisfaction	71		
	Natural	Trust	Purchase without any doubt	66		
Suppliers' Issues	Farmers	Continuous supply of finished goods	Happiness	67	342	
	Storage	Smooth production	Avoid non availability of products	70		
	Transportation	No shortage of raw materials	Uninterrupted production	70		
	Post harvest maintenance	Clean and hygiene conditions	Pure final products	68		
	Procurement from forest	Good quality of finished products	Guaranteed quality assurance	67		
Farmers' issues	Harvesting	Smooth flow of production	More demand for raw materials	67	338	
	Export of medicinal plants	Generates more income	Improved standard of living	69		
	Forest area and medicinal plants	100% natural products	Continuous demand for raw materials	68		
	Harvesting methods, post-harvesting, and	More income to the farmers	Increased employment	67		

	primary processing					
	Wild cultivation	Spirit to abort the threat	Feeling of recognition	67		
Society Issue	Awareness	Purchase intention	Avoid chemical products	67	269	
	Environmental concern	Purchase natural products	Mental satisfaction	67		
	Health consciousness	Increased demand	Increased confidence	65		
	Love towards nation	Trust the products	Sense of protection	70		
Company Issues	Standardisation	Launch ayurveda on global scale	Popularity of ayurveda	67	345	
	Evidence based testing	Increased demand	Increased production	70		
	Potency due to difference in species	Supports product compliance check	Improved method of production	70		
	An integrated coding for every species	No suspicion	Proper usage of ingredients	71		
	Processing Methods	Impact will be good and same	Universal acceptance of products	67		

Source: Author

Table 13: The Constraint factors of customers' trust and their corresponding CCE values, along with the total mean score.

Determinant Issue	Key Attributes	Constraints Factors affecting Determinant Issues	Critical Constituent Element	Key Attributes Total Score	Determinant Issues Total Score	Total Mean Score
	Less side effects	High levels of toxic metals in raw materials	No 100% belief	57		
	Prevention not for cure	No Belief	Non purchase	53		

Customers' Issues	Holistic	No adequate knowledge	Usage of non ayurvedic products	60	279	129.4333
	Trust	Very slow result	Not using under critical condition	55		
	Natural	Metal content	Adverse side effects	54		
Suppliers' Issues	Farmers	Different geographical area	Non availability of raw materials	52	265	
	Storage	Stored in poor sanitary locations	Damage of raw materials	56		
	Transportation	Unprotected transportation of raw materials	Loss of naturality	52		
	Post harvest maintenance	Eradication of common botanical contaminants	Low quality of products	54		
	Procurement from forest	Non availability of raw materials whenever required	Unsatisfied customers	51		
Farmers' issues	Harvesting	Depletion and scarcity of medicinal plants	Possibility of missing some ingredients in the products	53	277	
	Export of medicinal plants	Wild resources	Non availability of required raw materials	58		
	Forest area and medicinal plants	Disappearance of classical prescriptions because of depletion of forest	Non availability of 100% natural products	55		
	Harvesting methods, post-harvesting, and primary processing	Using raw herbal material of poor quality	Non acceptance of products	54		
	Wild cultivation	The depletion of medicinal plant resources	Possibility of replacing some ingredients	57		

Society Issue	Awareness	No guarantee of naturality	Purchase similar products with low rate	57	228	
	Environmental concern	Not in practice	Destroying environment	58		
	Health consciousness	No belief in the exclusivity of chemical	No trust	55		
	Love towards nation	Feeling that imported products are always of good quality	Demand for imported products	58		
Company Issues	Standardisation	Reduces flexibility of a chain	No loyal customers	55	284	
	Evidence based testing	Emotional Values	Fear of inclusion of chemicals	56		
	Potency due to difference in species	No standard system of measurement	No standardised products	57		
	An integrated coding for every species	Large variety of species in one category	Possibility of avoiding some ingredients	57		
	Processing Methods	Manual production gives adverse effects	No guaranteed standard	59		

Source: Author

Table 14: The Disadvantageous factors of customers' trust and their corresponding CCE values along with the total mean score

Determinant Issue	Key Attributes	Disadvantages Factors affecting Determinant Issues	Critical Constituent Element	Key Attributes Total Score	Determinant Issues Total Score	Total Mean Score
Customers' Issues	Less side effects	Less trust	Decrease in usage	38	199	
	Prevention not for cure	Not useful at the worst stage	Possibility of shifting to other products	36		
	Holistic	Less demand	Less satisfaction	37		

	Trust	Demand decreases	Decreased satisfaction	44		
	Natural	Adverse health effects	Possibility of losing lives by too much belief	44		
Suppliers' Issues	Farmers	Slow/Delay in supply of finished goods	Non availability of products whenever required	43	227	96.5
	Storage	Contaminants added	Inclusion of chemicals in the products	52		
	Transportation	Vulnerable to external contamination	Losing naturality concept in products	46		
	Post harvest maintenance	Problem of contamination	Unsatisfied customers	44		
	Procurement from forest	Polluted with heavy metals and exposed to faecal matter	May create other health issues	42		
Farmers' issues	Harvesting	Non availability of required raw materials	No purchase of raw materials during season time	41	215	
	Export of medicinal plants	Severe and irreplaceable loss of genetic stock	Standard of international products will increase	48		
	Forest area and medicinal plants	Critical situation to process even proprietary medicines.	Availability of duplicate products	41		
	Harvesting methods, post-harvesting, and primary processing	Lose trust in products	Less purchasers in the market	45		
	Wild cultivation	Non availability of original products	Loss of trust	40		
	Awareness	Not interested to buy	Non popularity of ayurvedic products	45		

Society Issue	Environmental concern	No action to protect environment	Adverse effect on the health	42	172	
	Health consciousness	Shift in purchase	Non availability of treatment at the last stage of a disease	41		
	Love towards nation	Purchase imported goods	Negligence of local products	44		
Company Issues	Standardisation	Not providing products according to expectation of consumers	Shifting to other products	48	224	
	Evidence based testing	Products are not universally accepted	Less revenue	46		
	Potency due to difference in species	Rapid elimination and possible side effects	Spreading wrong information about the products	44		
	An integrated coding for every species	Identification of species may differ from one area to another	Possibility of wrong inclusion of raw materials	42		
	Processing Methods	No equality in quality	Demand for imported products	44		

Source: Author

12. GRAPHICAL REPRESENTATION OF AFFECTING FACTORS FOR CUSTOMERS' TRUST IN CONSUMPTION OF AYURVEDIC PRODUCTS AS PER ABCD ANALYSIS FRAMEWORK :

Graphical representations can successfully transmit information in an understandable fashion. They include graphs and charts that highlight relationships, patterns, and trends that text or tables can overlook. The comparison of facts and drawing of conclusions are made simpler by visual representations. In order to increase comprehension and clarity, graphs are used in this study to illustrate the overall mean score of the significant constituent aspects.

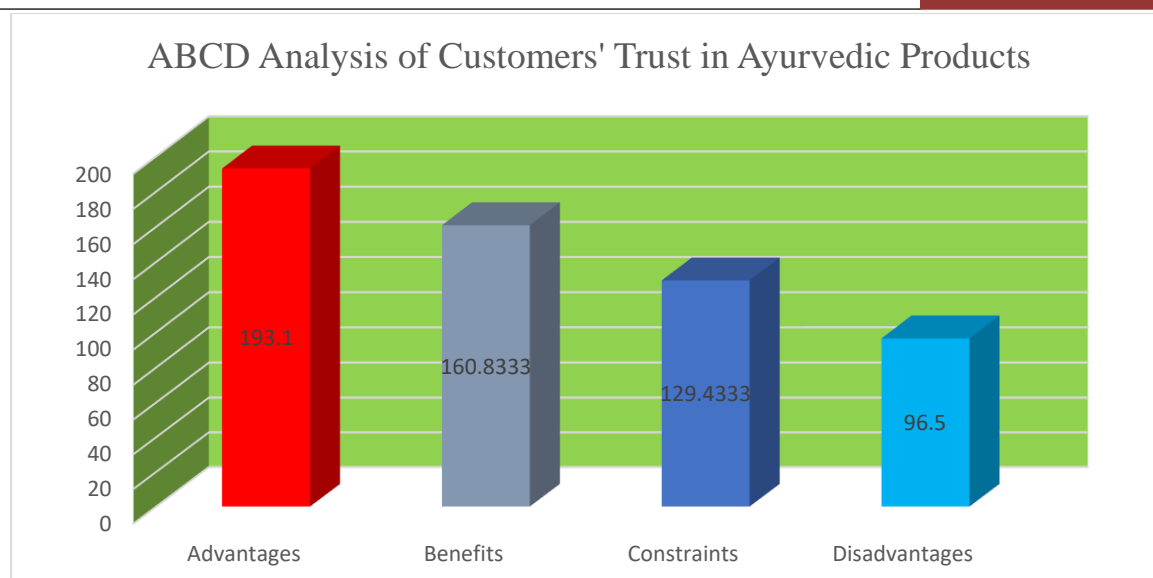


Fig 2: Graph representing ABCD

Source: Author

13. FINDINGS :

A graphical summary of the ABCD study for consumers' faith in using ayurvedic products is shown in Figure 2. The factor "Advantages" had the highest mean score of the factors considered, scoring 193.1, beating out "Benefits," "Constraints," and "Disadvantages." Concerning consumers' trust in ayurvedic products, "Benefits" (160.8333) and "Constraints" (129.4333) both have neutral standing. The study is not supported by the "Disadvantages" component, which has a mean score of 96.5. The significance of advantages, benefits, restrictions, and disadvantages in affecting consumers' belief in the use of ayurvedic products is highlighted by this graphical illustration. Additionally, it provides a greater comprehension of the concept's prospective advantages and disadvantages, enabling well-informed options for boosting its efficiency or developing new models.

14. CONCLUSION :

Researchers regularly use the ABCD Analysis, a strategic framework, to evaluate corporate models, concepts, and strategies. This approach entails digging deep into the key characteristics and assessing their merits, drawbacks, limitations, and benefits. It provides better understandings of numerous concepts, systems, or tactics in doing so. Significant elements impacting consumers' trust in using ayurvedic products are identified through this investigation. Building trust in these goods is important for addressing future health issues. This method makes it easier to understand the model's advantages and disadvantages, allowing for well-informed choices regarding whether or not to trust ayurvedic items.

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