

AB028

Packaging Strategies and Consumer Response in the Ayurveda Sector: Evidence from Sri Lanka

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Introduction: Ayurveda, the ancient “Science of Life”, has been practiced for 5000 years and remains a trusted healthcare system. With rising global and local demand for Ayurveda products, packaging has become a crucial factor shaping consumer behavior. Beyond protection, it serves as a medium for branding, information, cultural identity, and sustainability. Effective packaging must reflect traditional Ayurveda values while appealing to modern consumer expectations and sustainable design principles.

Objective: This review explores how Ayurveda product packaging influences consumer buying behavior and identifies opportunities to enhance packaging practices within the Sri Lankan context.

Methodology: A systematic qualitative literature review was conducted to ensure analytical rigor and transparency. Academic databases, including Google Scholar, PubMed, and Research Gate, were searched for literature published between 2010 and 2024 using the keywords Ayurveda, Product packaging, consumer behavior, sustainability, and branding. Peer-reviewed journals, government publications, and case studies focusing on Ayurveda or herbal product packaging and its effect on consumer behavior were included. Non-English publications and irrelevant studies were excluded. Thematic synthesis was used to identify major dimensions, including design, eco-friendliness, material safety, labeling, convenience, and smart technologies. Comparative insights were drawn between Sri Lankan and International Ayurveda packaging practices.

Results: Packaging strongly influences consumer trust, perception, and purchase intention. Cultural relevance, aesthetic appeal, and sustainability emerged as key determinants. International brands increasingly adopt eco-friendly and smart packaging, while Sri Lankan brands face constraints in innovation, cost, and access to sustainable materials.

Conclusion: Ayurveda packaging should evolve into a strategic communication and engagement tool. Balancing cultural authenticity with innovation and sustainability can strengthen competitiveness. Future research should focus on regional consumer preferences and the practical adoption of smart, eco-friendly packaging designs.

Keywords: ayurveda packaging, consumer behavior, smart packaging, sustainability