

## SHIFT TOWARDS CONSUMPTION OF AYURVEDA MEDICINE: AN ANALYSIS THROUGH DEMOGRAPHIC DETAILS OF THE SELECTED CONSUMERS OF GUJARAT REGION

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### ABSTRACT

*The Science of Life originated in India over 5000 years ago, making it one of the world's oldest health care systems. It is not merely a health care system to treat ailments but a complete philosophy that encourages the pursuit of a healthy lifestyle. Ayurveda is known to be the 'Mother of all healing systems' as it predates all other healing therapies and natural medicines. Ayurveda can be seen as one of most visible faces of alternative medicines practiced throughout the world. In India, it has regained its lost ground in mass appeal along with renewed interest for it in the west. There has been noticed a renewed tendency to turn back towards natural cure. The objective of this research paper is to study the consumer consumption behaviour of ayurvedic products.*

**Keywords:** Ayurvedic, Consumption Pattern, Types of Medicine.

### Introduction

Consumer perception about the usage of different kinds of medicine and treatment before, during and after the COVID-19 pandemic can vary depending on various factors such as cultural background, personal beliefs, and experiences. However, I can provide you with a general overview of some common perceptions that have been observed.

The Science of Life originated in India over 5000 years ago, making it one of the world's oldest health care systems. It is not merely a health care system to treat ailments but a complete philosophy that encourages the pursuit of a healthy lifestyle. Ayurveda is known to be the 'Mother of all healing systems' as it predates all other healing therapies and natural medicines. Ayurveda can be seen as one of most visible faces of alternative medicines practiced throughout the world. In India, it has regained its lost ground in mass appeal along with renewed interest for it in the west. There has been noticed a renewed tendency to turn back towards natural cure. Ayurvedic products market in India has been growing at a robust pace over the last five years on account of increasing urbanization, improving consumer lifestyle, rising awareness about harmful effects of synthetic cosmetic products and allopathic medicines. The objective if this research paper is to study the consumer buying behavior in purchasing ayurvedic products and to understand their attitudes toward herbal medicine in Mysore district of Karnataka, India.

- **Traditional and Natural Approach:** Ayurveda medicine is often associated with a traditional and natural approach to healthcare. Some consumers perceive Ayurveda remedies and treatments as a holistic alternative to conventional medicine, particularly during the COVID-19 pandemic when people were seeking ways to boost their immune systems and overall well-being.
- **Immune System Support:** Ayurvedic medicine is known for its emphasis on strengthening the immune system. During the pandemic, there has been increased interest in Ayurvedic remedies believed to enhance immunity and promote overall health. Consumers have sought out Ayurvedic herbs and formulations like Ashwagandha, Tulsi, and Chyawanprash, which are believed to have immune-boosting properties.

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- **Personal Well-being:** The pandemic has caused heightened anxiety and stress among individuals, and some consumers have turned to Ayurvedic practices such as yoga, meditation, and herbal remedies to manage their mental and emotional well-being. Ayurveda's focus on balancing the mind, body, and spirit has appealed to those seeking a holistic approach to self-care.
- **Integrative Healthcare:** While some individuals view Ayurvedic medicine as a standalone system of healthcare, others see it as a complementary approach to conventional medicine. Some consumers have integrated Ayurvedic practices into their overall healthcare routine, using it in combination with Western medicine for a more holistic approach to health and wellness.
- **Safety and Efficacy Concerns:** As with any form of medicine, safety and efficacy are important considerations. While Ayurvedic medicine has a long history and is practiced by trained professionals, there have been concerns about the quality and standardization of Ayurvedic products. Some consumers may have reservations or skepticism about the effectiveness and safety of certain Ayurvedic remedies.
- **Individual Experiences:** Consumer perceptions are influenced by individual experiences. Those who have had positive experiences with Ayurvedic medicine and treatment, either personally or through others, may have a more favorable perception. Conversely, those who have not had positive experiences or have encountered misinformation may hold a more negative view.

It's important to note that consumer perception is diverse, and individuals may have varying opinions and experiences regarding Ayurvedic medicine and treatment during and after the COVID-19 pandemic. It is always advisable to consult healthcare professionals and trusted sources for guidance on healthcare decisions.

#### **Objective of the Study**

- To analyse the type of Medicine consumption pattern According to Gender.
- To analyse the type of Medicine consumption pattern according to Habitat
- To analyse the type of Medicine consumption pattern according to Age-Group.
- To analyse the type of Medicine consumption pattern according to Education Level.
- To analyse the type of Medicine consumption pattern according to Profession.
- To analyse the type of Medicine consumption pattern according to Income-group.

#### **Research Methodology**

The Data was collected for the target population of Gujarat State. Questionnaire was formed using Google form where demographic details and type of medicine consumption related enquiry were made. The Sampling Technique used was convenience sampling. In total of 189 sample unit was achieved through the data collection process.

#### **Literature Review**

As per the research conducted by Subrahmanian and Venkatesan (2011), it has been found that ageing males are more aware about the Ayurvedic products. But, lack of facility and accessibility to herbal products was the main drawback which influences the preference of such products.

A research paper published by Mishra Mahajan and Singh in the year 2022 entitled An Analysis on Consumer Preference of Ayurvedic Products in Indian Market. The purpose of this study is to analyze the recent surge in the growth rate of Ayurved Market and to explore factors that are driving or inhibiting the said pattern. The study will use descriptive statistics and exploratory factor analysis to understand the factor influencing the consumer perception of Ayurvedic products.

A research article published by (Sivaranjani, Uma and Yuvaraj, 2019) titled "A Study on Consumer Awareness and Preference towards Ayurvedic Products in Coimbatore City" describes the Consumers of this epoch have become more concerned about their health and also tending to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide utmost satisfaction. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand. This study is proposed to make an attempt to find out the consumer satisfaction, awareness, attitude and preference towards familiar ayurvedic products in Coimbatore city of Tamil Nadu, India.

**Demographic Details Summary**

		<b>Frequency</b>	<b>Percentage</b>	
<b>Gender</b>	Female	49	26%	
	Male	140	74%	
	Total	189	100%	
<b>Age Group</b>	Below 18	1	1%	
	18 – 30	66	35%	
	31 – 50	84	44%	
	51 – 60	31	16%	
	Above 60	7	4%	
	Total	189	100%	
<b>Education Level</b>	Up to SSC	2	1%	
	Up to Higher Secondary	10	5%	
	Graduate	65	34%	
	Post Graduate	91	48%	
	Professional	21	11%	
	Total	189	100%	
<b>Occupation</b>	Business / Service Provider	25	13%	
	Farmer	5	3%	
	Govt. / Semi Govt. Service	59	31%	
	Manufacturing	4	2%	
	Other	24	13%	
	Private Service	34	18%	
	Study	38	20%	
	Total	189	100%	
	<b>Residential Zone</b>	URBAN	120	63%
		RURAL	64	34%
Others		5	3%	
Total		189	100%	
<b>Income Group</b>	Below 1,00,000	38	20%	
	1,00,000 - 2,00,000	27	14%	
	2,00,001 - 5,00,000	56	30%	
	5,00,001 - 10,00,000	43	23%	
	Above 10,00,000	25	13%	
	Total	189	100%	
<b>Kind of Medicine Preferred</b>	Allopathy	55	29%	
	Ayurvedic	112	59%	
	Homeopathy	16	8%	
	Other	6	3%	
	Total	189	100%	

**Findings from the Survey**

Type of Medicine Consumed V/S Gender

<b>Row Labels</b>	<b>Female</b>	<b>Male</b>	<b>Grand Total</b>
Allopathy	12	43	55
Ayurvedic	32	80	112
Homeopathy	4	12	16
Other	1	5	6
<b>Grand Total</b>	<b>49</b>	<b>140</b>	<b>189</b>

**Type of Medicine Consumed V/S Education**

<b>Row Labels</b>	<b>Graduate</b>	<b>Post Graduate</b>	<b>Professional</b>	<b>Up to Higher Secondary</b>	<b>Up to SSC</b>	<b>Grand Total</b>
Allopathy	16	29	7	2	1	55
Ayurvedic	40	51	14	6	1	112
Homeopathy	6	10				16
Other	3	1		2		6
<b>Grand Total</b>	<b>65</b>	<b>91</b>	<b>21</b>	<b>10</b>	<b>2</b>	<b>189</b>

**Type of Medicine Consumed V/S Age group**

Row Labels	18 - 30	31 - 50	51 - 60	Above 60	Below 18	Grand Total
Allopathy	18	24	8	4	1	55
Ayurvedic	34	54	21	3		112
Homeopathy	10	5	1			16
Other	4	1	1			6
<b>Grand Total</b>	<b>66</b>	<b>84</b>	<b>31</b>	<b>7</b>	<b>1</b>	<b>189</b>

The chi-square statistic is 8.9369. The p-value is .17716. The result is not significant at  $p < 0.05$ .

**Type of Medicine Consumed V/S Profession**

Row Labels	Business / Service Provider	Farmer	Govt. / Semi Govt. Service	Manufacturing	Other	Private Service	Study	Grand Total
Allopathy	12		17	2	5	7	12	55
Ayurvedic	12	4	41	1	17	19	18	112
Homeopathy			1	1	2	6	6	16
Other	1	1				2	2	6
<b>Grand Total</b>	<b>25</b>	<b>5</b>	<b>59</b>	<b>4</b>	<b>24</b>	<b>34</b>	<b>38</b>	<b>189</b>

The chi-square statistic is 1.1664. The p-value is .761071. The result is not significant at  $p < 0.05$ .

**Type of Medicine Consumed V/S Habitated**

Row Labels	Others	Rural	Urban	Grand Total
Allopathy	1	16	38	55
Ayurvedic	3	35	74	112
Homeopathy	1	9	6	16
Other		4	2	6
<b>Grand Total</b>	<b>5</b>	<b>64</b>	<b>120</b>	<b>189</b>

The chi-square statistic is 11.1779. The p-value is .083031. The result is not significant at  $p < 0.05$ .

**Type of Medicine Consumed V/S Income-group**

Row Labels	1,00,000 - 2,00,000	2,00,001 - 5,00,000	5,00,001 - 10,00,000	Above 10,00,000	Below 1,00,000	Grand Total
Allopathy	5	21	11	9	9	55
Ayurvedic	15	31	31	13	22	112
Homeopathy	6	4	1	1	4	16
Other	1			2	3	6
<b>Grand Total</b>	<b>27</b>	<b>56</b>	<b>43</b>	<b>25</b>	<b>38</b>	<b>189</b>

The chi-square statistic is 17.1091. The p-value is .145538. The result is not significant at  $p < 0.05$ .

**Conclusion**

While analysing the consumption pattern of different kind of Medicines i.e. Allopathy, Ayurvedic, Homeopathy, others among Male and Female it was seen that in both Male and Female the shift towards taking Ayurvedic medicine is major. It was a

**References**

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