

# A Study on Users Perception Towards Ayurvedic Medicine with Special Reference to Kanniyakumari District

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**W. Sunitha**

*Assistant Professor, Department of Economics*

*Nesamony Memorial Christian College, Marthandam, Tamil Nadu, India*

## Abstract

*The present study deals with A Study on Users' Perception of Ayurvedic Medicine. This topic helps us to know the knowledge, merits, and demerits of using Ayurvedic medicine. This study focuses on the opinion of the betterment of Ayurvedic medicine among people. Ayurvedic medicine is the traditional medicine used in the early days. In earlier days, ancient men used this medicine to cure various diseases. Ayurveda is derived from two Sanskrit root words: Ayu, which means Life, and Veda, which means Knowledge. Thus it would be safe to call Ayurveda as the 'Science of life' more than a mere system of treating an illness. Ayurveda is a holistic Indian system of medicine that uses a constitutional model. It works to provide flexible guidance to attain a state of positive health. Ayurvedic medicine is India's primary health care system. Ayurvedic medicine is considered to be the world's older health care system.*

**Keywords:** Knowledge about Ayurvedic Medicine, Health Improvement, Level of Satisfaction, Ayurvedic treatment, Ayurvedic uses.

## Introduction

Ayurvedic medicine is the traditional medicine used in the early days. In earlier days, ancient men used this medicine to cure various diseases. They prepare this medicine from plants and trees. They manufacture Ayurvedic products such as medicinal oils and powders, shampoo, tablets for various diseases like fractures, skin diseases, head pain, cough, and lung diseases. In recent days the usage of Ayurvedic medicine has decreased, and people prefer to use allopathic medicine. Many Ayurvedic hospitals are located in Kanniyakumari district. In recent days, people are using Ayurvedic medicine by the advertisements shown on television.

## Ayurveda in India

The statistical view point says that up to 80 percent of people in India use some form of traditional medicine, a category which includes Ayurveda. In 1970, the Indian Medical Central Council Act, which aimed to standardize qualifications for Ayurveda practitioners and provide accredited institutions for its study and research, to be passed by the parliament of India. In 1971, the Central Council of Indian Medicine (CCIM) was established under the Department of Ayurveda, Yoga, and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Ministry of Health and Family Welfare, to monitor higher education in Ayurveda in India. The Indian government support research and teaching in Ayurveda through many channels at both the national and state levels and helps institutionalize traditional medicine so that it can be studied in major towns and cities. The state-sponsored central council for research in Ayurveda Sciences (CCRAS) is designed to research Ayurveda. Many clinics, an urban and rural area, are run by professionals who qualify from these institutes.

As of 2013, India has over 180 training centers offer to differ in traditional Ayurvedic medicine.

### **Ayurveda in Abroad**

About 75 percent of the population of Nepal use Ayurveda, and it is the most practiced medicine in the country. Ayurveda spas are common in Srilanka and some function as a home-based income-generating activity.

### **Ayurveda-Historical Perspective**

The ancient Rishis of truth the truth using religious practices and disciplines. Through intensive meditation, they manifested truth in their daily lives. Ayurvedic system of health is a convergence of practical and philosophical experiences of the great sages. The historical evidence of Ayurveda can be found in ancient books of wisdom known as the Veda. Atharva Veda, that is known to have been written over 10,000 years ago, describes Ayurveda as a system that helps maintain health in a person by using the inherent principles in brining the individual back into equilibrium with their true self. The origin of Ayurveda has been traced back to around 5,000 BCE when it originated as an oral tradition. Some of the concepts of Ayurveda have existed since the times of Indus valley civilization. The first record forms of Ayurveda as medical texts evolved from the Vedas. Ayurveda is a discipline of the unpaved or “auxiliary knowledge” in Vedic tradition. The origins of Ayurveda are also found in Atharvaveda, which contains 114 hymns and incantations described as magical cures for disease.

### **Review of Literature**

1. **Rama Jayasundar (2010)** concluded as the world faces increasing chronic, psychosomatic, stress, and lifestyle-related disorders, Ayurveda, with its different understanding of the human body and distinctive approach, can play a crucial role in the future of health-care. Medical scientists are beginning to realize that it is difficult to understand the totality of health by under-standing individual parts as in a mechanical system. The understanding of the human body yielded by structural/bio-chemical analysis is just only one part of the complex picture. Health cannot be limited to parts since

there are multiple levels of interaction that integrate in such a way that the whole organism functions smoothly.

2. **Balkrishna A and Misra LN (2017)** Synthetic drugs for human brain disorders are expensive symptomatic long treatments, sometimes showing serious and unavoidable side effects with poor patient compliance. Therefore, the herbal and Ayurvedic treatments are preferred over synthetic drugs for a range of human brain disorders including, Alzheimer’s disease, Parkinson’s disease, depression, epilepsy, schizophrenia, anxiety, etc. Ayurvedic system of medicine has traditionally been used in several neurological conditions. The accessibility, negligible incidence of side effects, and cost effectiveness of plant products offer considerable advantages. Thus, it could be concluded that the Ayurvedic system of herbal medicine is certainly a treasury of plant drugs that brings back the much sought after hope for the complete and permanent treatment of mental disorders through natural means with minimum side effects as compared to the allopathic drugs.

### **Statement of the Problem**

Ayurvedic medicines are being popular day-by-day because of these medicines used in the treatment of all kinds of diseases. Ayurvedic system of medicine is as old as the Vedic age. Nowadays, people give preference to Ayurvedic medicines as Allopathic medicines are costlier and have side effects. Ayurvedic medicines are based on plants, animal extracts, and minerals, both in single-ingredient drugs and compound formulations. Basic raw materials used in the formulation of ayurvedic machines are mainly planted origin hence consumption of ayurvedic medicine does not produce any major adverse effect on the body besides the use of allopathic medicines may cause harmful effect on kidney, liver, intestines, along with some allergic effect to the skin. The study focused on Ayurvedic medicine as well as other types of medicines to differentiate their advantages and disadvantages.

### Objectives of the Study

This study has the following objectives

1. To know the demographic profile of the sample respondents.
2. To study the level of usage of ayurvedic medicine.
3. To analyze the satisfaction level of Ayurvedic medicine.
4. To compare Ayurvedic medicine with other medicines in the study area.
5. To find the positive and negative impacts of Ayurvedic medicine

### Collections of Data

The data was collected personally interviewing the Ayurveda hospital patients in Kanniyakumari district. Thus extensive data collection was done to collect the data. The survey is based on primary and secondary data. Primary data were collected through a questionnaire. Secondary data were collected from various sources such as books, journals, magazines, and websites.

### Sampling Method

The samples were selected based on the convenience sampling method. The data have been collected from all the samples randomly in Kanniyakumari District Ayurveda Hospitals. So the researchers have selected 150 respondents as the sample.

### Analysis and Interpretation of Data

**Table 1: Gender Wise Classification**

S. No	Gender	No. of respondent	Percentage
1	Male	89	59.33
2	Female	61	40.66
<b>Total</b>		150	100

Source: Primary data

This table represents the demographic factor of gender. The demographic profile also shows that out of 150 respondents. It reveals the gender-wise classification of the respondents. The table1 shows that among the total 150 respondents, 59.33 percent are male, and 40.66 percent are female.

**Table 2: Age Wise Classification**

S. No	Age	No. of respondent	Percentage
1	21-30	27	18
2	31-40	39	26
3	41-50	68	45.33
4	Above 50	16	10.66
<b>Total</b>		150	100

Source: Primary data

From the table 2, It was found that 18 percent of the sample respondents belong to the age group 21-30 years, 26 percent belong to 31-40 age group, 45.33 percent in the age group of 41-50 years, and the remaining 10.66 percent of the sample respondents belongs to the age group of 50 and above years. However, it is found that the majority (45.33 percent) of the sample respondents are in the age group of 41-50 years.

**Table 3: Mode of Occupation**

S.No	Occupation	No. of respondent	Percentage
1	Agriculture	42	28
2	Self-Employed	58	38.66
3	Govt. Employed	18	12
4	Private Employed	32	21.33
<b>Total</b>		150	100

Source: Primary data

Table 3 the results showed that most of the respondents belonged to self-employed (38.66%) followed by agriculture (28%), privately employed (28%), and government employees (12%).

**Table 4: Knowledge about Ayurvedic Medicine**

S.No	Knowledge	No. of Respondents	Percentage
1	Yes	150	100
2	No	0	0
<b>Total</b>		150	100

Source: Primary data

Table 4 shows that a total of 150 respondents all the respondents have knowledge about Ayurvedic medicine, and there is no respondent who does not have known about Ayurvedic medicine.

**Table 5: Source of Knowledge**

S. No	Source of Knowledge	No. of respondents	Percentage
1	Advertisement	43	28.66
2	Relatives	23	15.33
3	Friends	29	19.33
4	Internet	55	36.66
<b>Total</b>		150	100

Source: Primary data

Table 5 shows among 150 respondents, 28.66 percent of respondents have acquired knowledge about Ayurvedic medicine from adv., 15.33 percent respondents have gained knowledge from their relatives, 19.33 percent have collected knowledge about ayurvedic from their friends, 36.66 percent have learned about ayurvedic from the internet.

**Table 6: Period of Usage**

S. No	Starting period of usage	No. of respondent	Percentage
1	Present year	23	15.33
2	Preceding year	48	32
3	Few years back	67	44.66
4	From the beginning	12	8
<b>Total</b>		150	100

Source: Primary data

The table 6 shows that among 150 respondents, 15.33 percent of respondents started using Ayurvedic medicine in the present year, 32 percent of respondents started using Ayurvedic medicine in the preceding year, 44.66 percent of respondents started using Ayurvedic medicine a few years back. Eight percent of respondents started using Ayurvedic medicine from the beginning itself.

**Table 7: Purpose of Using Ayurvedic Medicine**

S. No	Classification	No. of respondents	Percentage
1	Minor disease	139	92.66
2	Major disease	11	7.33
<b>Total</b>		150	100

Source: Primary data

The table 7 shows that among 150 respondents, 92.66 percent of respondents used ayurvedic medicine for minor disease, 7.33 percent of respondents use ayurvedic medicine for major disease.

**Table 8: Form of Medicine**

S.No	Type of medicine	No. of respondents	Percentage
1	Tablets	12	8
2	Herbs	43	28.66
3	Powders	36	24
4	Medicinal oils	59	39.33
<b>Total</b>		150	100

Source: Primary data

Table 8 shows that 8 percent of respondents prefer to use tablets, 28.66 percent of respondents prefer to use herbs, 24 percent of respondents prefer to use powders as a type of medicine, and 39.33 percent of respondents prefer to use medicinal oil.

**Table 9: Side Effects due to Ayurvedic Medicine**

S. No	Suffering side effects	No. of respondents	Percentage
1	Yes	11	9.33
2	No	139	90.66
<b>Total</b>		150	100

Source: Primary data

Table 9 shows that 9.33 percent are suffering side effects by using Ayurveda medicine; 90.66 percent are not feeling side effects by using Ayurvedic medicine.

**Table 10: Reason for Using Ayurvedic Medicine**

S.No	Reason	No. of respondents	Percentage
1	Less expensive	26	17.33
2	Health Benefit	89	59.33
3	Easy availability of medicine	35	23.33
<b>Total</b>		150	100

Source: Primary data

Table 10 shows that 17.33 percent of respondents are using ayurvedic medicine due to the less expensive, 59.33 percent of respondents are using for health benefits, 23.33 percent of respondents are using Ayurvedic medicine due to easy availability of medicine.

**Table 11: Health Improvement on Ayurvedic Medicine**

S. No	Feeling on betterment	No. of respondents	Percentage
1	Yes	139	90.66
2	No	11	9.33
<b>Total</b>		150	100

Source: Primary data

Table 11 shows that among 40 respondents, 90.66 percent are feeling better about Ayurvedic medicine, 9.33 percent of respondents are not feeling better about ayurvedic medicine.

**Table 12: Level of Satisfaction on Health Improvement**

S. No	Level of satisfaction	No. of respondent	Percentage
1	Highly satisfied	34	22.66
2	Satisfied	73	48.66
3	Neutral	43	28.66
4	Dissatisfied	0	0
5	High dissatisfied	0	0
<b>Total</b>		150	100

The above table shows that among 150 respondents 22.66 percent respondent is highly satisfied on the amendment of Ayurvedic medicine, 48.66 percent respondents are changing for the better of ayurvedic medicine 28.66 percent are feeling neutral on the betterment of ayurvedic medicine, and there is no respondent for dissatisfaction and highly dissatisfaction.

### Findings, Suggestions and Conclusion

The study has been done to know the real position of Ayurveda medicine among college students. The study focused on Ayurvedic medicine as well as other types of medicine to differentiate their advantages and disadvantages.

#### Finding

- In this study, 59.33 percent of respondents are male.
- 45.33 percent of respondents belong to the age group of 41-50.
- 38.66 percent of respondents are self-employed people.

- In this study, 100 percent of respondents know Ayurvedic medicine.
- 36.66 percent of respondents have gained knowledge about Ayurvedic Medicine from the internet.
- 44.66 percent of respondents have started using Ayurvedic medicine a few years back.
- In this study, 92.66 percent of respondents use Ayurvedic medicine for minor diseases.
- 39.33 percent of respondents prefer to use medicinal oil as a type of Ayurvedic medicine.
- 31 (77.5 percent) respondents are using Ayurvedic medicine in their locality.
- In this study, 90.66 percent of respondents are using Ayurvedic medicine because of no side effects.
- 48.66 percent of respondents are satisfied with the betterment of Ayurvedic medicine.
- In this study, 59.33 percent of respondents are using Ayurved medicine for the reason of health benefits.

#### Suggestion

- While comparing with the other medicines, we come to know that ayurvedic medicine is better than other types and so it is better to move from other medicine to ayurvedic medicine.
- Ayurvedic medicine has noside effects; therefore awareness must be created among the people.
- Various added services may be offered to the patients. Therefore they prefer ayurvedic medicine rather than allopathy medicine.
- Most of the big tertiary hospitals are opening up holistic centers within the premises, with yoga and meditation programs long with naturopathy, herbal medicine, and acupuncture and homeopathy departments. The claim is that these enhance treatment. However, these services are charged for and add to additional revenues. The hospitals have small space for the relatives to pray in, thereby wedding science with religion and traditional with modern medical practices.

#### Conclusion

Ayurveda, the Indian system of medicine, is deep-rooted in the Kerala region from time immemorial. The same practice also extended to Kanniyakumari,

which was under control of the early Travancore Dynasty. Though Ayurveda is practiced all over India, in Kanniyakumari, the Science of Medicine still follows age-old traditional laws. Having a unique location, natural wealth, and rich culture, the system of Ayurveda practiced here has developed certain characteristics different from those observed elsewhere. Kanniyakumari has an unparalleled wealth of herbs and natural vegetation, even for classical Ayurvedic preparations. The practitioners have evolved their formulations that are superior in effect. Various forms of treatments are offered to patients, which are varied in duration. Some of the treatments like massages and rejuvenation therapies are done during monsoon when the atmosphere remains dust-free and cool, opening the pores of the body to the maximum, making it most receptive to Ayurveda herbal oils and therapy. The research shows the absence of effective follow-up care, which makes the potential and actual customers in a dilemma. They should reconsider their pricing strategies keeping in mind the fact that not all the foreigners are price inelastic. English linguistic capabilities of the medical and paramedical staff may be considered as a serious bottleneck of the industry.

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### Author Details

**W. Sunitha**, Assistant Professor, Department of Economics, Nesamony Memorial Christian College, Marthandam, Tamil Nadu, India. **Email ID:** sunithakaladharan1984@gmail.com.