

A STUDY ON RELEVANCE OF AYURVEDIC PRODUCTS IN THE CURRENT SCENARIO

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ABSTRACT

India is the land of the Vedas, and also the Ayurveda. One of the oldest systems of healthcare in the world, with a history of more than 5000 years. Ayurveda aims to make mankind healthy and happy. Its goal is the physical, mental, social and spiritual welfare of all human beings. It strives to keep healthy people healthy and cure sick people of their many diseases that may have troubled them since long. The objectives of the study is to analyze the relevance of Ayurveda in the present scenario and to study the satisfaction level of customers towards Ayurveda products. The study includes both primary and secondary data. Statistical tools were used for analysis.

Keywords: Ayurveda, Ayurveda Products, healthcare, Vedas Secondary Data, Statistical Tools.

Introduction

Ayurveda is evolved from the quest to have a happy life, through a deep understanding of creation and its maintenance perceived and conceived by the *Rishisorseers* of ancient India. They revealed the deepest truths related to human anatomy, physiology, psychology, health, diseases and their managements. In the profounder of Ayurveda, the wish to have healthy and happy life grew into the higher faculty of their consciousness. They knew that the protective power and device was ingrained in life it self. They observed and analyzed the events related to living beings at higher conscious level through their meditative practices. They could see with their higher senses, the measures and means that protected and relieved the human beings of ailments. The life- stream carries in its flow, a wisdom for its own support and protection that manifests through some enlightened persons during each cycle of time. Only in that sense Ayurveda can be said to have a beginning. Otherwise it is as beginning-less as life itself and runs parallel to it through all time. Ayurveda is the oldest system among all life sciences, originated in India thousands of years ago. It is not easy to decide the exact period of its origin as this is not the work of a single person and of few years but of thousands of thinkers, philosophers and investigators through ages.

Ayurveda is an intricate system of healing that originated in India thousands of years ago. We can find historical evidence of Ayurveda in the ancient books of wisdom known as the Vedas. In therig Veda, over 60 preparations were mentioned that could be used to assist an individual in overcoming various ailments. The rig veda was written over 6000 years ago, but really Ayurveda has been around even longer than that. What we see in that Ayurveda is more than just medical system. It is a science of life. We are all part and parcel of nature. Just as the animals and plants live in harmony with nature and utilize the laws of nature to create health and balance within their beings, we too adhere to see this very same principles. Therefore it is fair to say that Ayurveda is systems that helps maintain health in a person by using the inherent principles of nature to bring the individual back into equilibrium with their true self. In Ayurveda has been in existence since the beginning of time and because we have always been governed by natureslaws.

'Ayurveda' is generally understood as 'Science of life' translating 'Ayuh (r)'as life and 'Veda' as science. However the word 'science' in its conventional meaning is not an appropriate equivalent for 'Veda'. According to *Caraka samhita* (an ancient treatise on Ayurveda), Ayurveda is the science that

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defines *Ayuh* i.e. life ; describes measurements of life and its components ; explains about lives advantageous or disadvantageous for other lives and life in general ; that defines happy and unhappy life and suggests what is good and what is bad for life . (Ca. Su. 1/41) This shows that Ayurveda emphasizes upon life in general with bit more emphasis on human life being the best among all the creatures. Welfare of every individual is always included in welfare of life in general while a segregated approach aimed on individual's welfare, cannot lead to welfare of any being. Thus Ayurveda is not only a science of medicine but it includes several other academic disciplines of modern time e. g. sociology, economics, and ecology and so on.

Literature Review

PNV Kurup (2004) A study on "Ayurveda-a potential global medical system. " It is a universally accepted fact that good health plays an important role in human development. According to the concepts of Ayurveda, good health is based on the equilibrium of dosha (humor), agni (digestive fire), dhatu (seven body tissues: lymph, blood, muscle, adipose tissue, bone, bone marrow, semen), and mala (feces, urine, and other waste products). Furthermore, in Ayurveda there is clear-cut emphasis on maintaining physical, mental, and spiritual well-being as part of good health. 1 The World Health Organization (WHO) defines good health as a state of complete physical, mental, and social well-being and not merely an absence of disease or infirmity, 2 which is in close approximate to the definition of good health mentioned in Ayurveda classics. Creation of the infrastructure, generation of requisite human resources, and framing of appropriate policies required to meet the health-care needs of its citizens are accepted as some of the main and fundamental responsibilities of a modern state. Every country in the global fraternity aspires to meet the health-care needs of its people through an appropriate and cost-effective approach.

Joshi K (2008) The recent upsurge in use of herbal medicines has led to a sudden increase in herbal manufacturing units. In India, there are about 14 well-recognized and 86 medium scale Manufactures of herbal drugs. Other than this about 8000 licensed small manufactures in India are on record. In addition, thousands of Vaidyas also have their own miniature manufacturing facilities. The estimated current annual production of herbal drugs is around Rs.3500 crores. This paper therefore gives an overview of the rapidly growing Indian herbal industry followed by the legal parameters encompassing the manufacturing of herbal drugs.

Sandhya Wakdikar (2004) Sandhya Wakdikar (2004) in his paper "Global Health Care Challenges can India take the lead?" attempts to assess the potential of medicinal plants and analyses prospects of modern medicines and health care products derived from plants origin. She concisely touches upon India's comparative R&D strength, human resources skills, and strength of pharmaceutical manufacturing base and traditional market potential. She suggested the measures and incentives to continue utilizing, developing and conserving those resources for sustainable growth of biopharmaceuticals. This paper is also written on the basis of secondary information and focuses on strengths of medicinal plants and its potential in near future. It will be helpful for policy makers and industrialists etc.

M.kasezawa (2005) in the article, "Ayurveda in the age of Globalization: Traditional medicine, Intellectual property and state. "Described the process by which Ayurveda is being redefined as a national resource in today's global situation. Today Ayurveda is not a medical practice restricted to local society. In the context of globalization, people involved in Ayurveda see new opportunities to enhance their interests and attempt to reconstruct their practices and ideas reflexively to suit the situation. As I have tried to show in this article, practitioners expand their sphere of practice and pharmaceutical companies try to increase profit by participating in the over-seas market. There is creative agency of the people who construct their practice and ideas anew by considering the situation of Ayurveda in the world. Also as it is clear from the examples given in this article, the state's control of Ayurveda did not come about by the coercive and unilateral state intervention from above. Rather, amidst the interaction of ideas and interests of different groups, people in society belonging to various sectors also urged the government to play a part in protecting and promoting the intellectual property rights of Ayurveda in the context of globalization.

R.Misra, S. Singh (2018)"Analyzing the role of consumer ethnocentrism and social responsibility in the preference of Ayurveda products". Ayurveda indigenous products have grown significantly in the Indian market and seized a large consumer base within a short span of time. There has been a growing sensitivity among consumers in India that the use of Ayurveda products in routine lifestyle including food products, cosmetics and household activities leads to a healthier life. The present study attempts to

understand the perception of consumer for indigenous Ayurveda products. The study also attempts to identify the underlying factors that influence the purchasing behavior of consumers. In total, 151 respondents from Delhi-NCR, India, participated in the study. The study reveals that there is a significant influence of brand price, ethnocentrism and social responsibility on the preference of food products. Moderating role of social responsibility and consumer ethnocentrism on brand preference has also been studied. The present article reflects how a pre-launch perception, concern for health and breaking the traditional prototype can influence the perception of consumers.

Objectives of the Study

- To study about the relevance of Ayurveda products in the current scenario.
- To ascertain the satisfaction level of consumers towards Ayurveda products.
- To identify customer preference towards Ayurveda products.
- To analyze the increasing trend for Ayurveda products.

Scope of the Study

The scope of the study is confined to locate the relevance of Ayurveda products in Ottapalam Taluk. The present study is restricted to Ottapalam Talk, Palakkad District, Kerala only. Hence the general public in the study area are only covered under this study.

Research Methodology

The success of my research depends upon the suitable methods adopted to find out the result. This shows the design of the study and approaches adopted for the study. The nature the study is descriptive. This research is conducted through primary and secondary data collection methods. The data were collected from 70 respondents through questionnaire.

Data Collection

Primary Data Collection

In this study, primary data was collected from the people of Ottapalam Taluk, Palakkad District Kerala, directly using interview schedule.

Secondary Data Collection

Secondary source of information were collected from various magazines, publications newspaper and websites.

Data Analysis and Interpretation

Table 1: Showing Age of Respondents

Age	No of Respondents	Percentage
Below 20	5	7.1
20-40	23	32.9
40-60	27	38.6
ABOVE 60	15	21.4
Grand Total	70	100

(Source: Primary Data)

Interpretation

The above table reveals that out of 70 respondents ,27 respondents (38.69%) belongs to the age group of 40 to 60 years, 23 respondents (32.9%) belongs to the age group of 20 to 40 years, and the remaining 5 respondents(7.1%) were belongs to the age group of above 60.

Table 2: Gender of the Respondents

Gender	No of Respondents	Percentage
Female	42	60
Male	28	40
Total	70	100

Source: Primary Data

Interpretation

From the above table and graph it is clear that out of 70 respondents 60% were female and 40% were male.

Table 3: Showing Marital Status

Marital Status	No of Respondents	Percentage
Married	44	62.85
Single	26	37.14
Total	70	100

Source: Primary Data

Interpretation

The above graph and table shows that out of 70 respondents 63% are married and the remaining 37% of the respondents are single.

Table 4: Showing Educational Qualification

Educational Qualification	No of Respondents	Percentage
SSLC	20	28.57
Plus two	21	30
Graduate	11	15.71
Postgraduate	6	8.57
Others	12	17.14
Total	70	100

Source: Primary Data

Interpretation

It is evident from the above table that 28.57% of the respondents are having an educational qualification of SSLC, 30% of respondents have plus two, 15% of respondents have graduation, only 8.57% of respondents have post-graduation and the rest of respondents have other qualification.

Table 5: Showing Classification on the Basis of Product Preference

Product Preference	No of Respondents	Percentage
Cosmetics	12	17.14
Food items	20	28.57
Medicines	21	30
Others	17	24.28
Total	70	100

Source: Primary Data

Interpretation

From the above table it is clear that more than 17% of respondents buy cosmetics items, 32% purchase medicines, 30% purchase food products and the rest prefer other type of products.

Table 6: Opinion about Brand Preference

Brand Preference	No of Respondents	Percentage
Strongly agree	5	7.1
Agree	62	88.5
Moderate	2	2.8
Disagree	1	1.2
Strongly disagree	0	0
Total	70	100

Source: Primary Data

Interpretation

The above table shows that 88.5% of the respondents strongly agree that they consider brand while choosing Ayurveda product, 7.1% strongly agrees to it, 2.8% people have moderate opinion and only 1.2% of the people disagree to brand preference.

Table 7: Showing Opinion about Price

Opinion	Respondents	Percentage
Strongly agree	25	35.7
Agree	29	41.4
Moderate	16	22.9
Disagree	0	0
Strongly disagree	0	0
Total	70	100

Source: Primary Data

Interpretation

The above table shows that 35.7% of the respondents strongly agree to that they are satisfied with the price of the product, 41.1% of the respondents agree to the price and 22.9% of the respondents have moderate opinion.

Table 8: Showing Opinion about Side Effects

Opinion	Respondents	Percentage
Strongly agree	32	45.7
Agree	18	25.7
Moderate	18	25.7
Disagree	2	2.9
Strongly disagree	0	0
Total	70	100

Source: Primary Data

Interpretation

The above table shows the opinion of the respondents regarding less side effects of Ayurveda. 45.7% of the respondents strongly agree that Ayurveda has less side effects, 25.7% of respondents agree to this. And also have moderate opinion in this regard. Only 2.9% of respondents disagree but no one is strongly disagreeing.

Table 9: Showing Loyalty of Customers

Loyalty	Respondents	Percentage
Strongly agree	38	54.3
Agree	20	28.6
Moderate	12	17.1
Disagree	0	0
Strongly disagree	0	0
Total	70	100

(Source: Primary Data)

Interpretation

The above table shows that 54% of respondents are not loyal to the Ayurveda products they purchase while a lesser percentage. 46% respondent only show loyalty.

Table 10: Showing the Satisfaction Level of Customers

Satisfaction Level	No of Respondents	Percentage
Dissatisfied	7	10
Highly Satisfied	9	12.85
Highly Dissatisfied	1	1.42
Neutral	38	54.28
Satisfied	15	21.42
Total	70	100

Source: Primary Data

Interpretation

From the above table shows that majority of the respondents are of neutral opinion about Ayurveda products. 22% of the respondents are satisfied with the Ayurveda products. 13% of the respondents are highly satisfied with the Ayurveda products. and 10% of respondents were dissatisfied and the remaining 2% are highly dissatisfied.

Table 11 showing Overall opinion about Ayurveda Products

Opinion about Quality	No of Respondents	Percentage
Excellent	18	25.7
Good	45	64.3
Average	7	10
Poor	0	0
Total	70	100

Source: Primary Data

Interpretation

The above table shows that respondents have good opinion regarding quality of Ayurveda (64.3%), 25.7% respondents have excellent opinion, 10% of them only have average opinion and nobody have poor opinion regarding quality.

Table 11: Showing Preference towards Brand

Brand	Mean	Rank
Himalaya wellness	1.9857	2
Patanjali ayurveda	2.4714	3
Nagarjuna	5.0857	5
Kottakal ayurveda	1.5714	1
Dabur	4.4571	4
Other	5.4286	6

Source: Primary Data

Interpretation

The most influencing brand chosen by the respondents for purchasing Ayurveda product is Kottakkal have mean of 1.5714 (first rank). It followed by Himalaya, Patanjali Ayurveda, Dabur, Nagarjuna, others etc.

Findings

- Ayurvedic products classify into pharmaceutical, personal care, and animal health. Pharmaceutical mainly concentrate in health maintenance, eye, cardiac and skin care, immune booster and cough control. Personal care products in health care, oral care, Hair care etc.
- The availability of Ayurveda products has been increasing tremendously. (Eg: Patanjali center are opened in most of towns.)
- People above 50 years mainly concentrated in Ayurveda products especially for medicine.
- Competition among different brands are increasing because customers are giving much importance to brand.
- Herbal medicines are becoming increasingly popular among modern consumers. Market Research future (MRFR) projects that the Global Herbal Medicine market will capture a CAGR of 5.88% between 2018 and 2023.
- Government set up herbal farm clusters for improving quality of drugs and promotion of exports cultivation of medical plants and effective marketing of herbal products.
- Ayurveda products show an increasing trend in global market because of less side effects and good quality.
- 38.6% of the people belong to the age group of 40-60.
- Majority of the respondents are female.
- More than 60% of the respondents are married.
- Majority of the respondents are qualified SSLC.
- Majority of the respondents family income is in between 20000- 30000.
- More than 60% of respondents buy Ayurveda product.
- 30% of the respondents buy medicine which belongs to Ayurveda category.
- More than 57% respondents purchase Ayurveda product frequently (Monthly).
- Only 15.71% of the respondents are getting information about Ayurveda product from newspapers and magazines.
- Majority (88.5%) of the respondent have brand preference in Ayurveda product.
- Majority of the respondents are satisfied with the price of the Ayurveda product.
- Majority of the respondents have opined that Ayurveda product has less side effects.
- 83% of respondents show loyalty towards Ayurveda products.
- 90% of the respondents are satisfied with Ayurveda product.
- 64.3% of the respondents opined that Ayurveda product have good quality.
- The brand which belongs to Kottakal Ayurveda is preferred by most of the respondents.
- Majority (37.2%) of the respondents are using Ayurveda product for more than four years.
- 90% of the respondents are satisfied with availability of Ayurveda product.
- Majority (82.85%) opined about the statement "Ayurveda product are good for health".
- There is a positive correlation between age and type of cosmetics product.
- There is no significant difference between customer satisfaction of Ayurveda product and gender.

Conclusion

Ayurveda, which means science of life, is originated 5000 years ago. Ayurveda the Indian system of medicine, is now regarded as an alternative and holistic natural health care system. This understanding that we are all unique individuals enables Ayurveda to address not only specific health concerns but also offers explanation as to why one person responds differently than another's hope that you will continue to explore Ayurveda to enhance your health and to gain further insights into this miracle we call life. Literature reviewed as a part of this study shows that only a few studies are conducted in the area of relevance of Ayurveda products. The government of India has recently decided to support Ayurveda sector in our country.

Recommendations

- To convince the public about the quality and efficiency of Ayurveda products well-designed clinical tests should be made mandatory under the statutes.
- The manufactures of Ayurveda products must make the product available in all the markets.
- Adulteration is mainly due to the scarcity of raw herbs. This result in increased cost of production also way out of this government intervention to organize scientific cultivation of rare species. Work force may be trained in scientific methods of herb collection also.
- In addition to the measures taken by the government, the Ayurveda product manufactures can form cooperative societies not less than one in each district, to ensure the supply of cheap and quality raw materials including medicinal plants to the manufactures. This arrangement would minimize the problems related to the scarcity of raw materials.
- Processing of Ayurveda products are not standardized. The acts related to manufacture of Ayurveda products especially medicines and cosmetics need to be amended so as to incorporate provisions related to these issues.
- To convince the public about the quality and efficiency of Ayurveda products, well designed promotional strategies should be made mandatory.
- The research and development department of Ayurveda product manufacturing units must develop innovative ideas in bringing out new variety of product.

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