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PATIENTS TENDENCY TOWARDS AYURVEDA

Dr. Madhuri M Rao

Professor, Ayurved Mahavidyalay Pusa

Abstract: Ayurveda is the classical medical system of India and the fifth Indian Veda, which has been familiar on the Indian subcontinent for thousands of years[1]. In Sanskrit, Ayurveda means “The Science of Life.” In the recent times it has been observed in our country that there has been a growth in use of Ayurvedic products. To bring the glory to Ayurveda, it is necessary to propagate Ayurveda worldwide. To do so, it is must to understand the tendency of patients towards Ayurvedic treatments. In order to study the tendency of the patients towards Ayurved treatment, some important factors are taken in to consideration. In this work focus is done on development of strategies related to the tendency of the patients towards Ayurved treatment. The objective of the research is to analyze the patterns that influence the behavior of the patients towards Ayurved in comparison to Allopathic treatment methods. The research is descriptive in nature. The researcher has chosen quantitative data collection method and secondary method in order to conduct the research.

Index Terms - Patients tendency, Ayurveda, treatment, Allopathic.

1. INTRODUCTION:

The ancient medical science that has been familiar on the Indian subcontinent for thousands of years is Ayurveda. In Sanskrit, Ayurveda means “The Science of Life.”. There are numerous Granthas and Samhitas of Ayurveda; among them, Charak Samhita, Sushrutaa Samhita, and Ashtanga Sangraha are the three principle foundations of Ayurveda. Charak Samhita and Ashtanga Samhita basically manage medication information while Sushrutaa Samhita deals mainly with surgical knowledge.. Complicated surgeries like cesarean, cataract, artificial limb, fractures, urinary stones plastic surgery, and procedures including pre- and post-operative treatment along with complications written in Sushrutaa Samhita,, which is considered to be a part of Atharva Veda, are shockingly appropriate even in the present time.[2,3] , Knowledge Ayurveda empowers one to see how to make balance of body, brain and consciousness as per one's own individual constitution and how to make way of life changes to achieve and keep up this balance. The fundamental distinction between Ayurveda and Western allopathic medication is critical to understand. Knowledge of Ayurveda enables one to understand how to create this balance of body, mind and consciousness according to one's own individual constitution and how to make lifestyle changes to bring about and maintain this balance. Western allopathic medicine currently tends to focus on symptomatology and disease, and primarily uses drugs and surgery to rid the body of pathogens or diseased tissue. However, drugs, because of their toxicity, often weaken the body. In fact, surgery is encompassed by Ayurveda [4].

At present the tendency of the patients towards Ayurved treatment is increasing. It is good sign for the Ayurveda. Marketing plays an important role in improving acceptability of any product or a method. Therefore it is necessary to do proper marketing of Ayurveda worldwide. Thanks to Government of India, for marketing “Yoga” at International level, Now, world has accepted the Yoga and enjoying the benefits of ancient Indian science by practicing it. Similarly, it is necessary to propagate Ayurveda at International level. To do so it is must to change the tendency of patients towards Ayurveda. In order to study the tendency of the patients towards Ayurveda, some important factors are taken in to consideration. In this work focus is done on development of strategies related to the tendency of the patients towards Ayurveda. The objective of the research is to analyze the tendency of the patients towards Ayurveda and to recognize the reasons for choosing the treatment methods. The research is descriptive in nature. The researcher has chosen quantitative data collection method and secondary method in order to conduct the research. There is a enormous faith about Ayurvedic treatment methods over Allopathic treatment methods that, there are no side effects with Ayurved treatment methods. In the recent times it has been observed in our country that there has been an massive growth in use of Ayurvedic products.. This study is conducted via secondary analysis. The perception of Indians are getting leaning towards Ayurveda as they believe that Ayurvedic medicine does not contain any kind of chemicals and artificial things and no side effects.

2. OBJECTIVE OF THE WORK:

The aim of the research is to analyse the tendency of the patients towards Ayurved treatment and to recognize the reasons for choosing the treatment methods (Ayurved / Allopath).

3. LITERATURE REVIEW:

Ayurveda, the traditional medicine from the vedic decoram ancient India has been found to remarkably effective in analyzing the general state of health . It provides effectiveness ever before pathology has set in & the individual has fallen sick.[5] Ayurveda places great emphasis on prevention and encourages the maintenance of health through close attention to balance in one's life, right thinking, diet, lifestyle and the use of herbs[4] According to the World Health Organization, about 70–80% of the world populations rely on nonconventional medicines mainly of herbal sources in their healthcare. Public interest for the treatment with complementary and alternative medicine is mainly due to increased side effects in synthetic drugs, lack of curative treatment for several chronic diseases, high cost of new drugs, microbial resistance, and emerging diseases, etc.[6]. Ayurveda is based around epistemology of three energies (doshas): Vata is the energy of movement; pitta is the energy of digestion or metabolism and kapha is the energy of lubrication and structure. The cause of disease in Ayurveda is viewed as a lack of proper cellular function due to an excess or deficiency of vata, pitta or kapha. It is Tridosh which regularizes the normal working of the human body.[5] Patients are often influenced by the neighbours or other individuals' choices and tastes. For example, if the neighbour has a good experience with the treatment for the disease then the individual gains trust in that treatment and opt for it and recommend that to others also. Reference plays a vital role in influencing patients. As Ayurved products hasno side effects the demand for buying ayurved herbal products is increased [8]

4. RESEARCH METHODOLOGY

Research philosophy

Research philosophy is characterized as the process of perception and conviction generally for the development of knowledge. A powerful methodology assists the researcher to collect apt and reliable information for the research work [9] . According to the nature of the research work, the researcher chooses the research philosophy to direct the investigation in an effective way. It helps the researcher to specify the particular system to conduct the research that will be used in order to conduct the research. Choice of appropriate research philosophy also helps the learner to understand the reasons for the research. There are basically three types of research philosophy realism, positivism, and Interpretivism. In this research work, the researcher has chosen the philosophy of positivism in order to gather reliable information to conduct the research work properly.

Research Approach

Research approach is stated as one of the most effective stage of the entire research work. It mainly concentrates on determining the different approaches to the research work. On the other hand, research approach enables the researcher to have a better understanding of the project. As per the nature of the topic of research, the researcher selects the variables for the conduction of the study. Research approaches are basically of two types inductive approach and deductive approach[10]. According to the theories and models, the research work can be constructed in a well-structured manner. Thus, it could be said that selection of essential theories and models is necessary for the research work to be conducted in a proper way. In this research work, the researcher has chosen the method of deductive approach in order to conduct the research in an effective manner. Deductive approach primarily concentrates on the models and theories that already exist and can be utilized for better recognition and construction of the study. Based on several different layer of the research work the researcher is able to make easy approach towards the study so that it is more reliable and productive.

Research Design

Research design is perhaps the most fundamental pieces of the whole research work. The researcher should choose the research design to make the research work more powerful and eye catching for the learners. It is required for the completion of the study. With legitimate determination of research design, the researcher can gather reasonable and appropriate information and data to complete the research work. It makes it simpler for the researcher to show the information aggregated. Proper determination research design assists the researcher with developing a solid substance for the exploration work. There are for the most part three sorts of research design expressive, exploratory, and illustrative (Wohlin and Aurum, 2015). In this investigation, the researcher has picked the logical research design to lead the examination. With the assistance of illustrative research design, the analyst can clarify the things in a simple way. It perceives and fosters a relationship in the midst of the boundaries and factors chose for the research subject.

Data collection and analysis technique

Data collection and analysis technique is another significant part of research methodology. It is essential for the researcher to choose appropriate tools and procedures to lead the research in an appropriate manner. There are by and large two kinds of data collection methods namely primary data collection and secondary data collection.. Primary data collection method assists the researcher with gathering the information effectively via doing study and individual meetings. Primary data collection is additionally divided into two parts quantitative data collection and qualitative data collection[11].

In quantitative data collection researcher prepares a set of questionnaire for the target audience and in qualitative data collection the researcher leads face to face or individual meeting with the concern[12], 2017). On the other hand, secondary data collection method helps the researcher to collect data from different sources like web, journals, books and so on in this research work the researcher has picked quantitative data collection method and secondary method to lead the research.

Sampling Technique

According to the nature of the research topic, the researcher selects the sampling technique. It is another part of research methodology that is important to direct the research.. With the assistance of sampling technique, the researcher can choose the objective or the sample audience for the survey(Emerson, 2015). To direct this research, the researcher has picked 200 individuals for the study and arranged 05 inquiries for them to have a thought with respect to tendency of the patients towards Ayurvedic treatment

Data Analysis

the target population of 200 people were selected in the pusad city and villages of Pusad taluka, Yavatmal Dstict of Maharashtra state of India. Data was taken from total 200 people. out of which 115 are female and 85 are male

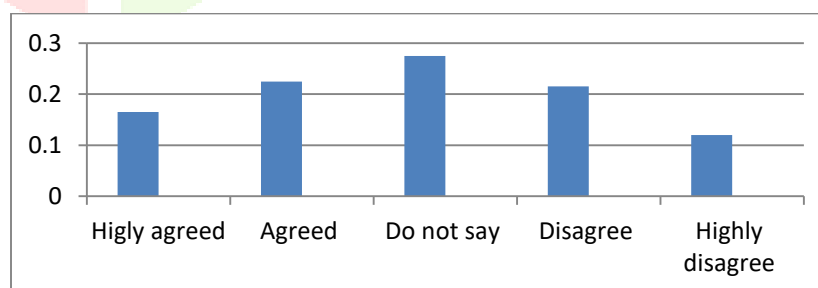
5. Quantitative data analysis:

1. How far do you agreeing that Ayurveda is capable of curing your diseases.

Table-1:

Particulars	Number of responces	Total number of responces	% of responc3
Highly agreed	33	200	16.5%
Agreed	45	200	22.5%
Don't know	55	200	27.5%
Disagree	43	200	21.5%
Highly Dis agree	2	200	12%

Gapgh-1:



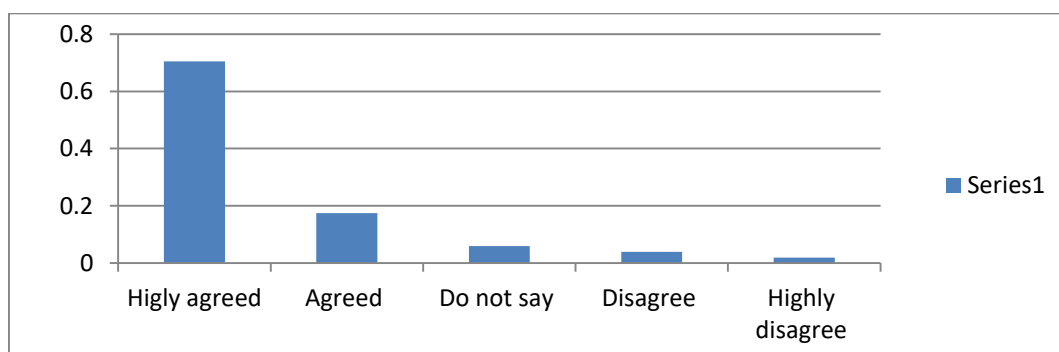
Analysis : the above table-1 and graph-1 shows that 22.5% of the respondents agree with that Ayurveda is capable of curing tgeir diseases, whereas 27.5% people said “Don’t say” and 21.5% people said they “Disagree” with this point

2. How far do you agreeing that Ayurveda has less side effects than Allopath?

Table-2:

	Number of responses	Total number of responses	% of response
Highly agreed	141	200	70.5%
Agreed	35	200	17.5%
Don't know	12	200	06%
Disagree	08	200	04 %
Highly disagree	04	200	02%

Graph-2:



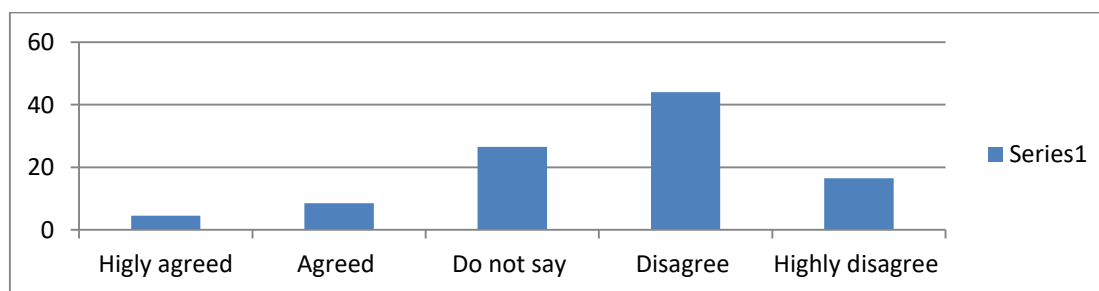
Analysis: As per the data in above table-2 and graph-2, it can be observed that majority of the people are agreeing with the point that that Ayurveda has less side effects than allopath (ie 88% =70.5+17.5). Whereas very few people, only 06% are disagreeing with this point.

3. How far you are agreeing that ayurvedic treatment is cheaper than allopath?

Table-3

	Number of responses	Total number of responses	% of response
Highly agreed	56	200	28%
Agreed	70	200	35%
Don't know	63	200	31.5%
Disagree	08	200	04 %
Highly disagree	03	200	1.5%

Graph 3:



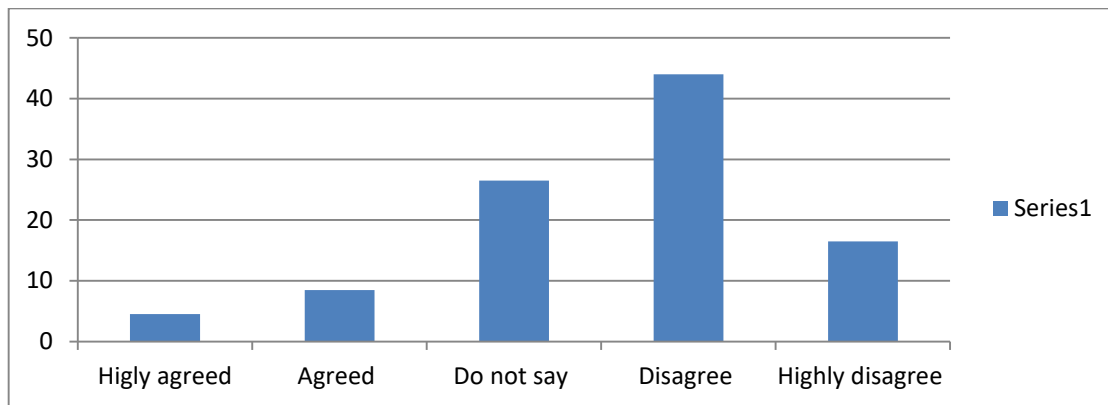
Analysis: As per the above table-3 and graph-3, 28+35=63 % of people were stated that ayurved treatment is cheaper than allopath.

4. How far do you agree that of the Ayurved treatment better option than Allopathi

Table-4

	Number of responses	Total number of responses	% of responc3
Highly agreed	09	200	4.5%
Agreed	17	200	8.5%
Don't know	53	200	26.5%
Disagree	88	200	44%
Highly disagree	33	200	16.5%

Graph 4:

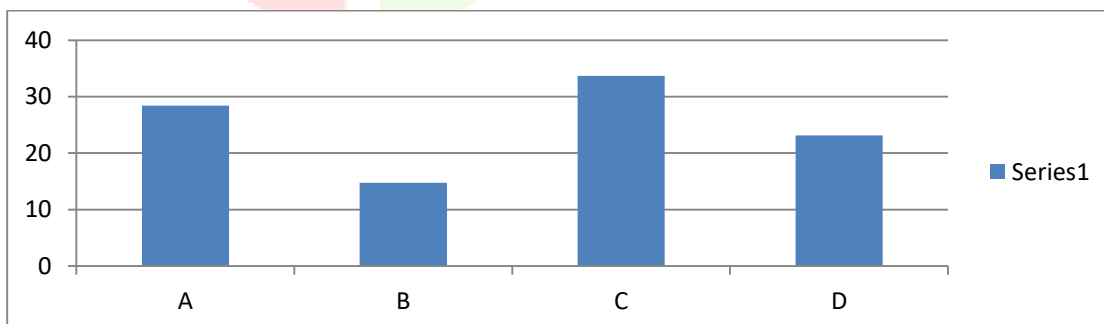


Analysis: As per the above table-4 and graph-4, $4.5 + 8.5 = 13\%$ of people were stated that Ayurved treatment better option than Allopathi.

5. Please state anything do you want to say about ayurvedic treatment and few people mentioned (only 95) their views.

They are as bellow:

- Ayurveda can't give quick relief, so we prefer allopathy(27)
- The waiting time is more at allopath clinics so we prefer ayurved doctor (14)
- I love Ayurved but I hate to take kaada and powders, and tablets of ayurveda due to their taste and smell(32)
- Ayurved treatment was cured our chronic illness when approached after trying allopath treatment(22)



Analysis: According to the above data and graph 5, the following observations are noticed that 33.68% of responded people stated that they love Ayurveda but I hate to take kaada and powders, and tablets of ayurveda due to their taste and smell

6. CONCLUSION AND RECOMMENDATION

In this research work, tendency of patients towards ayurveda has been discussed, and survey was conducted. The researcher has used several tools and techniques in order to conduct the survey to have an idea regarding patients tendency towards ayurveda.. The research has been conducted in proper way to make a survey among target population. Questionnaires and themes have been developed by the researcher to collect information on the research topic. Lastly, the researcher has made sure to use appropriate tools and techniques to collect accurate and reliable information and based on the data collected, these are some of the observations to know the tendency of patients towards ayurvedic treatment and recommendations for the betterment of Ayurveda.

- i. 39% of the respondents agreed that Ayurveda is capable of curing their diseases
- ii. 88% of the respondents agreed that Ayurveda has less side effects than Allopath
- iii. 63% of the respondents agreed that that ayurvedic treatment is cheaper than allopath
- iv. 83% of the respondents agreed that
- v. 33.68% of responded people stated that I love Ayurved but I hate to take kaada and powders, and tablets of ayurveda due to their taste and smell
- vi. 28.42% of people stated that Ayurveda can't give quick relief, so we prefer allopathy
- vii. 23.15% of people stated that Ayurved treatment was cured our chronic illness when approached after trying allopath treatment, and
- viii. 14.73 % of people stated that The waiting time is more at allopath clinics so we prefer Ayurved doctor

It is observed that Ayurveda has huge goodwill among the people as cheaper treatment method, no side-effects of this treatment method and better treatment method for chronic diseases. Therefore, It is necessary to develop effective strategies for the betterment of the Ayurveda. The ayurveda fraternity and government of India must give ample marketing to Ayurveda in India and worldwide.

7. Limitation of the study:

While doing this investigation confronted with various difficulties. The great limitation of the study was timescale and budget. It turned out to be very intense to finish the whole work inside the specified period. Prior to leading the investigation, the researcher should have appropriate comprehension of the theme. Since this investigation is led through secondary analysis, it is mandatory for the researcher to develop proper questionnaires and select appropriate options for questions. To create appropriate questionnaires and select suitable alternatives for the questions that are going to posed in the survey it turns out to be hard for the specialist to do it inside a short amount of time. Because of time restriction it likewise turns out to be very hard for the researcher to collect exact and solid information for the exploration work

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