



To Study The Societal Impact Of Marketing Strategies Of Allopathy-Herbal Drugs

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Abstract: In the last three decades, global use of Ayurvedic medicine and supplements has increased dramatically. The medicines are derived from plants and they're known as Ayurvedic medicines. In India during the 20th century the healthcare system was changed to allopathic treatment. The Ayurvedic medicine has been reliable again from the last few years. Allopathic and synthetic medicines have vastly increased in relation to supplements. There was a boost in the Indian market. Ayurvedic medications and health supplements in combination with allopathic medicine are now promoted by the brands. Launch of hybrid medicine has led to increase in consumer trust, safety, efficacy and most importantly reduced side effects. Now companies are exploring the hybrid medicine as one of the major lines of the production.

This study aims to analyze various Marketing Strategies used to promote allopathic-Ayurvedic (Hybrid) drugs.

I. INTRODUCTION

People tend to use Allopathic medicine for their treatment. Alternative systems of medicine are now being used more and more. The oldest Ayurvedic system is Ayurveda is the most common alternative system in India is medicine. 80% of the population has needs which are fulfilled by Ayurvedic Medicine.[1]

Ayurveda is derived from the Sanskrit language in which 'Ayur' means life and 'Veda' means science or knowledge. Thus, Ayurveda means the knowledge of life.[2] According to the Ayurveda texts, the Samhansa, Ayurveda was originated in Himalayan regions more than 5,000 years ago and is often called 'the Mother of All Healing'.[3] The texts on Ayurveda are the 'Charaka Samhita', 'Sushruta Samhita', and the 'Ashtanga Hrudaya'. These texts deal with the effects of the five elements found in the cosmic system - earth, water, air, fire and space also known as 'Pancha Tattva' on individual life. Balancing these elements makes man happy and healthy. Ayurveda mainly focuses on three humours namely Vata (concerns for body movement), Pitta (concerns with metabolism and temperature) and Kapha (concerns with growth, protection, lubrication and sustenance). The concept of Ayurveda is that the imbalance between these three fundamental humors causes diseases.[4] Further, Ayurveda deals with the body, mind, spirit and the environment. Ayurveda usually focuses on preventive measures like consuming proper diet, reducing stress and improving body flexibility to build strength and stamina of the body and maintain overall good health.

Allopathic medicine or modern therapeutics is believed to have begun in the 1250s when foxglove plant's extract was employed to treat dropsy (congestive heart failure). Thereafter, further advancement helped the allopathic system to grow in the field of manufacturing, quality control, diagnostics and treatment. Lately, with the updation of law and regulatory authorization, the procedures and drug regulatory affairs were given preferences. Thus, it lead to progress related to quality, safety and efficiency of the system [5]. The scientific advancements then made it easy to extract, analyze and refine active constituents of natural products. Later these products were improved and their synthetic and semi-synthetic drugs were synthesized made for treatment of similar or variant disease.

II. LITERATURE REVIEW

• **Allopathy System of Medicine**

The term allopathy was coined by German physician Samuel Hahnemann, who derived it from the greek words allos, meaning other or opposite, and pathos, which refers to suffering. Allopathic treatment relies on administering a medication that produces the opposite effect as that caused by the disease [6]. The allopathic system of medicine depends on scientifically validated tests, tools, and procedures. It employs synthetic, semi-synthetic, and enhanced drugs that have been proven effective, safe, and of high quality in the treatment of various ailments and diseases. It highlights the particular ailment impacting the body and defines good health as a state when an individual does not experience any disease.[7] The medical system employs medications that are appropriately controlled in terms of approval, usage, and commercialization by both international and local regulatory agencies. It can be seen as a symptomatic approach to treatment [8].

• **Ayurvedic System of Medicine**

The term Ayurvedic medicine is derived from the word herb, which originally refers to the dried and fresh flowering or leafy green part of plants. But nowadays, the term is been commonly used for all parts of plants such as leaf, root, bark, flower seed, resin, etc which can be used as medicine [9] Thus, there is emergence of a whole new field of medicinal chemistry which encompasses all systems that uses parts of plants for the treatment, diagnosis, cure, mitigation or prevention of diseases. Some widespread and renowned system of medicine such as Ayurveda, Homeopathy, conventional and Chinese remedy are few examples of the same. Since allopathy has become the major conventional system of medicine worldwide, Ayurvedic medicine being its compliment or alternative is referred now as complimentary, alternative, non-conventional, non-allopathic and sometimes traditional medicine . Because of the nature of the system, that is mostly based on experiences, beliefs and theories of indigenous people from varied cultures. It is also called botanical and phytomedicine in reference to the plant which is its main source. The formulations used in Ayurvedic medicine can further be classified based upon their class, utilization or function for e.g. Ayurvedic drugs, botanicals, nutraceuticals, dietary supplements and phytopharmaceuticals [10]. Treatment by using Ayurvedic medicine is based on holistic approach to life rather than

a particular disease or ailment. It focuses on the state of equilibrium or balance within the body, mind and environment around. The reports have depicted a prevalent usage of Ayurvedic medicines all over the world for the treatment of numerous diseases. It has been found from the studies that almost 85% of the population in Africa, 75% in India and a large portion of the population in US, Europe and other parts of the world uses Ayurvedic medicine [11]. The environment, prevailing condition and geographical area determine the philosophy and practice of Ayurvedic medicine . Lack of systematic approaches of assessing and demonstrating the efficacy, effectiveness, safety and quality of Ayurvedic medicine is one of the major limitations of the system [12].

The two systems: allopathic and Ayurvedic are thus, reported and used concurrently worldwide at various degrees and preferences according to their proven and perceived effectiveness, safety, cost, availability, regulation and knowledge. Each has its strengths and weaknesses, advantages and disadvantages.

• **Fusion of Allopathy and Ayurvedic Medicine**

The practice of taking medications from several medical systems is becoming more and more common as alternative medicine gains popularity. Due to Ayurveda's widespread acceptance as an alternative medicine in India, more people are combining Ayurvedic and allopathic medications to treat the same or different illnesses. Allopathic medications are frequently used daily and for prolonged periods of time. They are frequently recommended for diseases including diabetes, hypertension, and thyroid problems. Patients may also take Ayurvedic medications concurrently for conditions including skin disorders, neurological symptoms, or arthritis. The fact that many Ayurvedic medications are sold over-the-counter exacerbates the situation and increases the risk of drug interactions. Because these two types of medications may interact, this case highlights the need for critical assessment. with prescription drugs, drugs that impact essential bodily processes, and drugs with a small therapeutic window.[13]

Traditional health care system is gaining popularity and is still increasing worldwide due to public curiosity about Ayurvedic drugs and its marvelous acceptance for their beneficial properties with least or no side effects against various challenging health related problems. 60% of world's population now utilizes

Ayurvedic/conventional remedies as primary curative agents for the management of elevated temperature due

to malaria. 80% African people, 30-50% Chinese, 48% Australian, 70% Canadian, 80% Germans, 42% USA and 39% Belgium and 76% French people prefer Ayurvedic/alternative medication as first choice for treating various ailments.[14] In San Francisco, London and South Africa, 75% HIV positive/AIDS patients use Ayurvedic medicines. In terms of health professionals and low-cost, the status of using Ayurvedic products are steadily increasing and countries like Malaysia now spent more on prime health care medicines than allopathic drugs.[15] It is estimated that the majority of people in developing countries rely on traditional goods as their primary mode of Medicare, and therapeutic applications, which include the use of herbs, are treasured as an intrinsic part of those countries' cultures.[16]

Ayurveda industrialists are encouraging awareness about the efficiency and ability of traditional systems of medicine, disappointment with Allopathy, synchronized adverse effects, Government support, increasing R&D ventures, etc. The WHO's Beijing proclamation on Ayurvedic products has sparked interest for the implementation of traditional health care services. Government support, growing eCommerce and growing demand has led to the development of Ayurveda and various nutrition industries for the serving the world population. Due to growing incidence and prevalence of chronic diseases like arthritis, cardiac problems, allergy and others, the clinical practitioner prefer Ayurvedic formulations for the treatment of such diseases and also due to least side effects and lack of effectiveness of modern allopathic drugs. Zandu Pharmaceutical Works Ltd, Hamdard labs, Baidyanath Group, Vicco Labs, Charak Pharma, Emami Group, Dabur, Patanjali Ayurved Ltd., etc. are some of the top traditional system providers. Dabur is India's largest firm, with a lion's share of the Indian Ayurveda market [17]

• **Scope of fusion medicine**

Ayurvedic medicines along with allopathic medicines have been used in the treatment of diabetes, arthritis, cough, cold, hemorrhoids, liver diseases, etc.[18]. Ayurvedic and allopathic treatments have been studied for the management of COVID-19. The Indian government and its ministry of Ayush formulate policy; implement it for the development of Ayurveda. Ayush also focuses on safety, efficacy, quality and rational use of Ayurveda to globalize it.[19] Their purpose include the administration of drugs, education, communication, information sharing, medicinal plants, development of human research, and partnerships with global communities. Ayush's main goal is to guarantee Ayurveda's effectiveness, safety, quality, and sensible application on a worldwide basis.[20] Plans include combination therapy to lower treatment expenses, making use of Ayurvedic medications' costeffectiveness, and striving for a speedier recovery by utilizing Ayurveda's purported immuneboosting characteristics.[21]

Advantages

1. The concept of rejuvenating (Rasayana), panchakarma and yoga in Ayurveda helps to prevent different kinds of diseases.
2. Combination therapy is expected to bring down the cost of treatment as ayurvedic medicines are comparatively cheaper, and for quicker recovery as ayurvedic medicines are believed to boost up immunity.
3. When Ayurveda used together with allopathy show good response in treating chronic and immune mediated diseases that cause pain and inflammations.[22]

Disadvantages

1. Risk of metal poisoning in pregnant women while using some ayurvedic drugs as they contain some metals like lead and arsenic.
2. Some ayurvedic medicine preparation from gold and diamond can be expensive.

• **Pharmaceutical Industry**

The pharmaceutical industry is the world's largest industry due to worldwide revenues of approximately US\$2.8 trillion. Pharma industry has seen major changes in the recent years that place new demands on payers, providers and manufacturers. Customers now demand the same choice and convenience from pharma industry that they find in other segment. Indian Pharmaceutical Industry is poised for high consistent growth over the next few years, driven by a multitude of factors. Top Indian Companies like Ranbaxy, DRL, CIPLA and Dabur have already established their presence. The pharmaceutical industry is a knowledge driven industry and is heavily dependent on Research and Development for new products and growth. However,

basic research (discovering new molecules) is a time consuming and expensive process and is thus, dominated by large global multinationals.[23]

• **Pharma Marketing**

While many pharmaceutical companies have successfully deployed a plethora of strategies to target the various customer types, recent business and customer trends are creating new challenges and opportunities for increasing profitability. In the pharmaceutical and healthcare industries, a complex web of decision-makers determines the nature of the transaction (prescription) for which direct customer (doctor) of pharma industry is responsible. Essentially, the end-user (patient) consumes a product and pays the cost. Use of medical representatives for marketing products to physicians and to exert some influence over others in the hierarchy of decision makers has been a time-tested tradition. Typically, sales force expense comprises an estimated 15 percent to 20 percent of annual product revenues, the largest line item on the balance sheet. Despite this other expense, the industry is still plagued with some very serious strategic and operational level issues. A company's marketing plan will determine how it will respond to client needs. It also entails the actions necessary to sustain the relationship with other parties involved, like shareholders, workers, suppliers, etc. [24]. In order to succeed in a cutthroat business environment, one must be able to meet customers' wants more efficiently than rivals. The pursuit of a sustained competitive edge will be aided by a consistent focus on the client's needs [25]. Since the development and implementation of marketing strategies are viewed as two distinct activities in the standard approach to formulating marketing strategies, it is challenging to implement them [26]. Given the higher expense, management should exercise extreme caution while drafting the marketing strategy. There needs to be communication between the marketing and finance departments to create a customer-centric marketing plan that will boost the organization's financial resources [27]. It is the method most frequently used to examine and evaluate a firm's overall combative role and state. The main goal is to assess a strategic business plan that matches the organization's resources and expertise with the demands of the environment in which it works [28]. It aims to add value for clients and profit from market competition by utilising the most fiercely competitive. Knowing the client's behaviour is crucial for gaining and keeping a competitive edge [29].

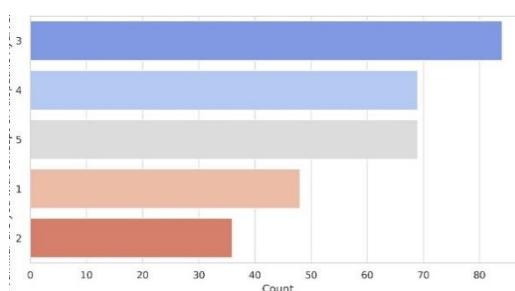
This study aims to analyze the consumer behaviour on different marketing strategies used to promote Hybrid Drugs- Allopathic and Ayurvedic Medicine.

III. OBJECTIVES OF THE STUDY

- **To Evaluate Marketing Strategies for Hybrid Medications:** This objective focuses on understanding the marketing approaches used by pharmaceutical companies to promote hybrid drugs. It will assess how these strategies impact consumer awareness, acceptance, and trust in hybrid treatments.
- **To Propose Guidelines for Safe and Effective Use of Hybrid Therapies:** The study will develop recommendations for healthcare professionals and policymakers on how to effectively and safely implement hybrid treatments, ensuring optimal patient care and minimizing risks.
- **To Understand Consumer Preferences for Hybrid Medications:** The research seeks to explore consumer behavior, preferences, and perceptions towards the use of hybrid therapies. It will analyze factors like cost-effectiveness, accessibility, and safety that influence consumers' decisions in opting for these treatments.

IV. DATA ANALYSIS AND INTERPRETATION

1. **How Familiar are you with concept of Allopathic-Ayurvedic Drugs**



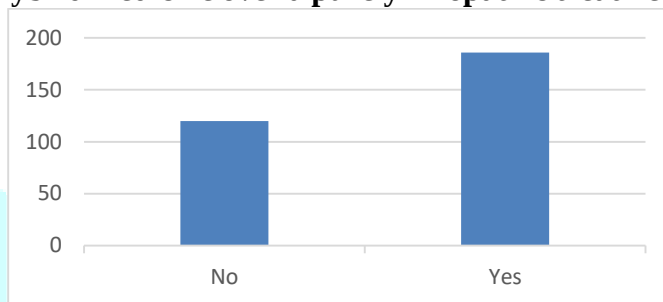
• Overview

The chart shows that the majority of respondents (27.45%) selected a level of familiarity of 3, indicating that they are somewhat familiar with the concept. The next most common responses were levels 4 and 5, both with 22.55% of the respondents, indicating a high level of familiarity. The least common responses were levels 1 and 2, with 15.69% and 11.76% of the respondents, respectively.

From this data, we can conclude that:

- The majority of respondents have some level of familiarity with the concept of Allopathic-Ayurvedic Drugs.
- There is a significant proportion of respondents who are highly familiar with the concept (levels 4 and 5).
- The distribution of responses is skewed towards the higher levels of familiarity, indicating that respondents are generally more familiar with the concept than not.

2. Would you prefer a hybrid medicine over a purely Allopathic treatment for minor health issues?



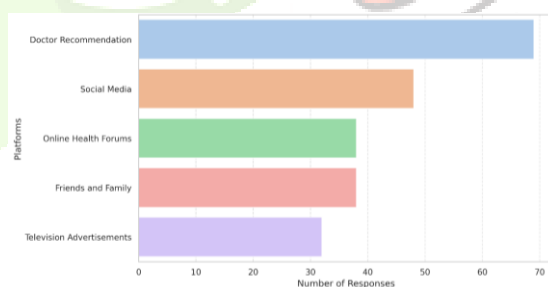
• Interpretation

The chart appears to be a summary of a survey or poll regarding the preference for hybrid medicine versus allopathic treatment for minor health issues.

The results indicate that a majority of respondents (60.78%) prefer a hybrid medicine approach, while a smaller percentage (39.22%) prefer a purely allopathic treatment. This suggests that the respondents value the potential benefits of combining conventional Western medicine with alternative or complementary therapies.

The data also implies that respondents are more likely to opt for a hybrid medicine approach for minor health issues, which may indicate a desire for more holistic or natural approaches to healthcare. However, it is essential to note that this survey does not provide information on the specific health issues or demographics of the respondents, which could influence their preferences.

3. Which platforms influence your opinion on Allopathy-Ayurvedic medicines?



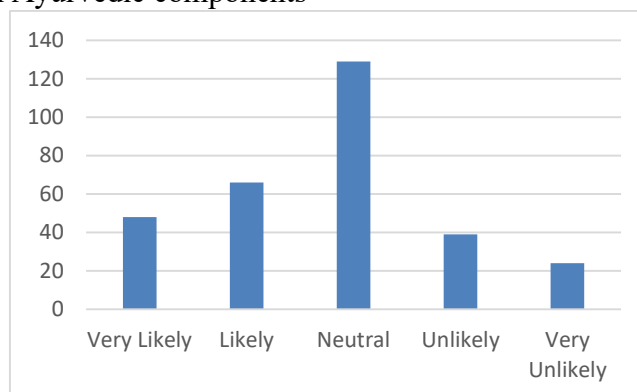
• Interpretation

The chart appears to be a summary of a survey or study on the factors that influence people's opinions on Allopathy-Ayurvedic medicines.

From the data, we can see that Doctor Recommendation is the most influential platform, with 31.16% of respondents citing it as a factor in their opinion. Social Media is the second most influential platform, with 21.61% of respondents citing it as a factor. Friends and Family and Online Health Forums are also significant influencers, with 16.08% and 16.58% of respondents citing them, respectively. Television Advertisements is the least influential platform, with 14.57% of respondents citing it as a factor.

These findings suggest that people are more likely to be influenced by personal recommendations and online discussions than by traditional advertising methods. The data also highlights the growing importance of Social Media in shaping people's opinions on healthcare topics.

4. On a scale of 1-5 how much do you agree with 'Hybrid medicines offer a safer alternative due to fewer side effects from Ayurvedic components'



• Interpretation

The chart appears to be a summary of responses from a survey regarding the safety of hybrid medicines, which combine traditional Ayurvedic components with modern pharmaceuticals. The survey asked participants to rate their agreement with the statement "" on a scale of 1-5, where 1 is "Very Unlikely" and 5 is "Very Likely".

From this data, we can conclude that:

- The majority of respondents are neutral about the safety of hybrid medicines.
- A significant number of respondents believe that hybrid medicines are likely to be safer.
- There is a moderate level of disagreement about the safety of hybrid medicines, with some respondents believing they are unlikely or very unlikely to be safer.

V. RESULTS AND FINDINGS

1. Chi-Square Test Analysis for Advertisement Exposure and Hybrid Medicine Preference

Expected Frequency Table

The expected frequencies were calculated using the Chi-Square formula:

$$E = (\text{Row Total} \times \text{Column Total}) / \text{Grand Total}.$$

Advertisement Exposure	Expected (Yes)	Expected (No)
Daily	35.29	12.71
Weekly	42.71	17.29
Monthly	26.14	12.86
Rarely	81.86	35.14

Chi-Square Test Results

The Chi-Square test was performed using the observed and expected frequencies, yielding the following results:

- Chi-Square Statistic (χ^2): 20.84
- Degrees of Freedom (df): 3
- p-value: 0.00011

Interpretation

Since the p-value (0.00011) is less than 0.05, we reject the null hypothesis. This indicates that there is a statistically significant relationship between advertisement exposure and preference for hybrid medicines.

Conclusion

The findings suggest that the frequency with which consumers encounter advertisements for hybrid medicines influences their preference for such treatments. Higher exposure to advertisements appears to be associated with a greater likelihood of choosing hybrid medicines. These results highlight the impact of marketing strategies on consumer behavior and reinforce the importance of targeted advertising in promoting hybrid therapies.

2. To Propose Guidelines for Safe and Effective Use of Hybrid Therapies.

Choice of T-Test

Since we are comparing responses for two different statements from the same sample, an Independent Samples T-test (Two-Sample T-test) is the appropriate method.

Test Type: Independent Samples T-Test (Heteroscedastic)
 Tails: Two-Tailed (as we check if there is any significant difference, not just a one-sided change)
 Variance Assumption: Unequal variance (Heteroscedastic test)

The test was performed in Excel

= "T.TEST(A2:A6, B2:B6, 2, 3)"

Where:

- A2:A6 = Ayurvedic Ingredients' Effectiveness responses
- B2:B6 = Trust in Pharma Companies' Safety responses
- 2 = Two-tailed test
- 3 = Unequal variance assumption

After applying this formula, you will get the p-value.

Calculate Standard Deviation for Each Group

- Standard Deviation (S1) for Ayurvedic Ingredients = 38.26
- Standard Deviation (S2) for Trust in Pharma Companies = 38.32

Interpretation of T-Test Results

The results of the T-test showed the following key value:

- p-value = 0.0056 (≈ 0.00562)

Statistical Significance

- The standard significance level (α) is 0.05 (5%).
- Since p-value (0.0056) $< \alpha$ (0.05), we reject the null hypothesis (H_0).

Conclusion

The rejection of the null hypothesis indicates that there is a statistically significant difference between people's perception of hybrid medicines' effectiveness and their trust in pharmaceutical safety claims. This suggests that:

- People may acknowledge the effectiveness of hybrid medicines but do not fully trust the safety claims made by pharmaceutical companies.
- The gap between these perceptions could be due to concerns about transparency, regulatory oversight, or past experiences with pharmaceutical companies.

3. Chi-Square Test Analysis for Consumer Preference of Hybrid Medicines Across Age Groups

Chi-Square Test Calculation:

The expected frequencies for each category were calculated using the formula:

$$E = (\text{Row Total} \times \text{Column Total}) / \text{Grand Total}.$$

Age Group	Expected Hybrid (Yes)	Expected Hybrid (No)
Under 18	5.47	3.53
18-24	140.41	90.59
25-34	34.65	22.35
35-45	3.65	2.35
45 & above	1.82	1.18

Results of Chi-Square Test:

- Chi-Square Value (χ^2): 11.05
- Degrees of Freedom (df): 4
- p-value: 0.026

Interpretation:

Since the p-value (0.026) is less than the significance level of 0.05, we reject the null hypothesis (H_0). This indicates that there is a statistically significant relationship between age and preference for hybrid medicines.

In other words, age significantly influences whether a consumer prefers hybrid medicines or not. Younger individuals (18-24 years) show a higher preference for hybrid medicines, while older age groups (35 and above) show a lower preference..

Conclusion:

The findings provide valuable insights into consumer behavior and align with the research objective of understanding consumer preferences for hybrid medicines. By leveraging this data, pharmaceutical companies can develop more effective marketing and awareness campaigns tailored to different age groups.

VI. CONCLUSION

The integration of allopathic and Ayurvedic medicine represents a promising advancement in healthcare, offering a balanced approach that combines the scientific rigor of modern medicine with the holistic benefits of traditional practices. The increasing consumer interest in natural and hybrid treatments reflects a broader shift towards wellness-oriented healthcare solutions. However, for this fusion to achieve widespread acceptance and effectiveness, several challenges need to be addressed, including regulatory oversight, safety concerns, and public awareness.

A well-defined regulatory framework is essential to ensure the safety and efficacy of hybrid medicines. Research and development should be prioritized to validate claims and improve formulation standards. Additionally, healthcare professionals should be equipped with knowledge of both systems to guide patients in making informed treatment decisions.

Marketing strategies must evolve to build consumer trust by highlighting scientific backing, transparency, and sustainability. Government support through subsidies, policies, and public health initiatives can further enhance accessibility and acceptance of hybrid treatments.

As the pharmaceutical industry continues to grow, hybrid medicine has the potential to bridge the gap between modern science and ancient wisdom. With a strategic approach to regulation, education, and innovation, India can position itself as a global leader in integrative medicine, offering safe, effective, and affordable healthcare solutions to the world.

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