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## **The Role of Ayurveda in Contemporary Health Practices in Ahmedabad An Awareness and Acceptance Study**

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### **Abstract**

Ayurvedic medicine has gained widespread acceptance among the population as a treatment modality, surpassing other alternatives such as allopathy, homeopathy, and naturopathy. Despite this popularity, there remains a significant awareness gap regarding the scientific validation of Ayurvedic practices, with a majority acknowledging the limited clinical trial data supporting its efficacy and safety. Nevertheless, a substantial proportion of individuals endorse the complementary use of yoga and meditation alongside Ayurvedic treatments for enhanced recovery. This paper explores public perceptions and preferences towards Ayurveda, highlighting the role of sources like books, doctors, and personal interactions in shaping knowledge. It also investigates attitudes towards the inclusion of Ayurveda in educational curricula and dispels misconceptions about its side effects. Overall, the study underscores Ayurveda's perceived benefits and its integration into mainstream healthcare. Data is analyzed by SPSS Software.

**Keywords:** *Health Care, Ayurveda, Consumer, Treatment, Benefits.*

### **INTRODUCTION**

Ayurveda is a system of curing that originated in ancient India. In Sanskrit, Ayur means life or living, and Veda means knowledge, so Ayurveda has been defined as the “knowledge of living” or the “science of longevity.” It was initially shared as an oral tradition. Ayurveda was noted more than 5,000 years ago in Sanskrit, in the four holy texts called the Vedas: The Rig Veda (3000-2500 BCE), Yajur Veda, Sam Veda, and Atharva Veda (1200-1000 BCE). Ayurveda is credited to dhanvantri, the physician to the gods in Hindu mythology, who received it from brahma.

Ayurveda was widely documented in Charak Samhita and Sushruta Samhita, which contains detailed explanations of over 800 medicinalherbs and over 8000 formulations. Ayurveda includes herbal remedies, massage therapy, yoga, and meditation. Unique therapy such as Ayurveda Panchakarma, Aromatherapy, Acupressure/acupuncture, Homeopathy, Chinese Traditional therapies and so forth.



Ayurveda welcome all living things, human and non-human. It is divided into three main subdivisions as Nara Ayurveda, which deals with human life, Satva Ayurveda to deal with animal life and its diseases, Vriksha Ayurveda, the science dealing with plant life, its growth and diseases. It is sufficiently clear that Ayurveda is not only a system of medicine but also a way of life for complete positive health and spiritual realization.

Ayurveda believes that positive health is the basis for attaining four esteem goals of life (*chaturvidh purushartha*) as Dharma, Artha, Kama, Moksha. All these four goals cannot be achieved without sound positive health. Positive health is defined as a *well-balanced metabolism* (Dosha Dhatu samya), a happy state of the soul, senses and the mind (Prasanna Atma, Indriya, Manah). Here, Senses means the five organs of perception Gyanendriya like smell, taste, sight, touch, and hearing coupled with the organs of action – Karmendriya like mouth, hands, foot and organs of excretion and reproduction.

Treatment in Ayurveda has two components: Preventive and Curative. Preventive aspect of Ayurveda is called Syasth-Vritt and contains personal hygiene, regular daily routine, appropriate social behaviour and Rasayana Sevana, in other words use of recover things or food and drugs. The curative treatment consists using of drugs, specific diet and life style.

The primary goal of Ayurveda is to help people live long, healthy and balanced lives without the need of treatment drugs, complicated surgeries or suffering through painful conditions. Ayurveda also deals with healthy routine, health protection and sustenance, disease prevention, and diagnosis and treatment. Ayurvedic plants which helps in various treatment are flax seeds, garlic, ginger, triphala etc while common medicinal plants of ayurveda are ashwagandha, aloe vera, turmeric , holy basil (tulsi), neem, giloy, arduisi, brahmi, amla, cumin, boswellia, triphala , licorice root, gotu kola, bitter melon, cardamom etc.

Compared to allopathy, homeopathy, naturopathy, and other therapeutic approaches, Ayurveda is preferred by a majority for its perceived effectiveness and minimal side effects. However, a prevailing concern persists among users and skeptics alike regarding the lack of robust scientific evidence supporting its claims.

Interestingly, combining yoga or meditation with Ayurvedic medicines accelerates recovery faster. This synergistic approach underscores a cultural and practical integration of Ayurveda with mindfulness practices, further enhancing its appeal.

This paper seeks to explore and clarify these perceptions and preferences towards Ayurvedic medicine, addressing both its cultural significance and contemporary relevance in the healthcare landscape. By examining the alignment of public attitudes with empirical data, this study aims to provide a comprehensive understanding of Ayurveda's role as a viable alternative and complementary therapeutic option.

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## LITERATURE REVIEW

(Arya, Thakur, Kumar, & Kumar, 2012) studied consumer behaviour towards herbal medicines in Joginder Nagar region of Himachal Pradesh and they analyze that people are more interested in the Ayurvedic products as compared to the product/medicine recommended by Physicians. (Singh, Katoch, Saeed, Janardhanan, & Segan, 2018) showed in his survey that Ayurveda is used by around 50 % of population from all age groups. (Deepa, 2018) revealed that most of the respondents are aware of the herbal cosmetics, people now are not considering the cosmetics as luxury, most of the consumers know that there are more chemicals in cosmetics which cause many side effects, and they have switched from the cosmetic products to the herbal based products. (Hema, 2019) showed that most of the customer are aware of the Ayurvedic product through advertisement, customer is satisfied with the quality and price of the product. (Dhar & Dey, 2019) found that the response is oriented towards the use of herbal drugs all over the world stands proof towards the shift of customers from allopathic drugs to ayurvedic drugs due to suffering from side effects and high-cost involvement.

## OBJECTIVES

1. To know about preference of different treatment.
2. To know the awareness towards Ayurveda.
3. To identify the acceptance of Ayurveda.
4. To know association between “Age-Group” and “Awareness that there are no scientific data to prove efficiency and safety of Ayurvedic medicine” as not many clinical trials have been conducted.

## RESEARCH METHODOLOGY

- **Research design:** Descriptive research and Hypothesis testing.
- **Data Sources:**
- **Secondary Data:** Journals, Magazines, Web Portals (National Health Portal of India), Newspapers.
- **Primary Data:** Consists of Sample (Respondent) from Ahmedabad city.
- **Research Approach:** Survey method
- **Research Instrument:** Structured questionnaire
- **Sampling design:**
- **Sampling Frame:** Different Age Group (Age more than 15) from Ahmedabad city was taken as sample for the survey.
- **Sampling Unit:** Different Age Group (Age more than 15)
- **Sample Size:** 445
- **Sampling Method:** Simple Random Sampling Method
- **Statistical Tools Used:** Chi-square Test

### SCOPE OF THE STUDY

1. Ayurveda has been proving its worth since ancient time, and its positive results have been attracting a large number of populations to adopt the same in their life.
2. The study will aware to make less depend on allopathy and more aware on the efficiency of natural and traditional medicines.
3. The study gives more knowledge to non-users of Ayurveda to accept Ayurveda.

### LIMITATIONS

1. Limitation of this research work is that the survey has been conducted in Ahmedabad city only.
2. As we have not involved any ayurvedic brand and companies in this researchso we could not collect their opinion regarding brand preference, brand loyalty, consumer behaviour and so on.
3. There might be possible that some respondentprovides incorrect or biased opinion.

### DATA ANALYSIS AND INTERPRETATION

#### Gender

	No. of Respondent	In %
<b>Female</b>	182	40.9 %
<b>Male</b>	263	59.1 %
<b>Total</b>	<b>445</b>	

#### Age group

	No. of Respondent	In %
<b>15-25</b>	241	54.2 %
<b>26-35</b>	107	24.0 %
<b>Above 35</b>	97	21.8 %
<b>Total</b>	<b>445</b>	

#### Qualification

	No. of Respondent	In %
<b>Graduation</b>	229	51.5 %
<b>HSC or Below HSC</b>	90	20.2 %
<b>Post-Graduation/Doctorate</b>	86	19.3 %
<b>SSC or Below SSC</b>	40	9.0 %
<b>Total</b>	<b>445</b>	

### Occupation

	No. of Respondent	In %
<b>Business</b>	71	16.0%
<b>Employee</b>	106	23.8%
<b>Home Maker</b>	41	9.2%
<b>Professional</b>	25	5.6%
<b>Student</b>	202	45.4%
<b>Total</b>	<b>445</b>	

### Preferred Treatment / Medicine(Ranked according to Preference)

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Total Rank	Rank
<b>Ayurvedic</b>	252	66	57	24	13	4	29	2617	1
<b>Homeopathy</b>	96	176	94	25	15	21	18	2403	2
<b>Naturopathy</b>	92	66	156	56	31	21	23	2202	3
<b>Massage Therapy</b>	97	73	84	101	38	21	31	2128	5
<b>Acupuncture</b>	97	63	93	46	74	40	32	2040	6
<b>Acupressure</b>	97	72	89	49	38	60	40	2026	7
<b>Allopathy</b>	145	68	94	32	17	21	68	2182	4

### AWARENESS TOWARDS AYURVEDA

#### Main features of Ayurveda

#### (Multiple Response)

Features	No. of Respondent	In %
<b>Air</b>	236	53.03 %
<b>Earth</b>	256	57.52 %
<b>Fire</b>	117	26.29 %
<b>Space</b>	144	32.35 %
<b>Water</b>	247	55.50 %
<b>Total</b>	<b>1000</b>	

**Main Aim of Ayurveda**

	No. of Respondent	In %
<b>Cleansing or detoxifying the body</b>	279	62.7 %
<b>Maintaining Optimal Weight</b>	83	18.7 %
<b>Treatment Compliance</b>	83	18.7 %
<b>Total</b>	445	

**Awareness of Respondent about no scientific data to prove efficiency and safety of Ayurvedic medicine as not many clinical trials have been conducted.**

	Frequency	In %
<b>No</b>	71	16.0 %
<b>Yes</b>	374	84.0 %
<b>Total</b>	445	

**Right Benefits of Ayurveda  
(Multiple Response)**

	No. of Response	In %
<b>Controls Cholesterol</b>	198	44.49 %
<b>Cleanse the Body</b>	232	52.13 %
<b>Healthy and Glowing Skin and Hair</b>	273	61.34 %
<b>Lower Blood Pressure</b>	198	44.49 %
<b>Lower Symptoms Of Illness and Disease</b>	168	37.75 %
<b>Quality of your Daily Life</b>	252	56.62 %
<b>Reduce Inflammation</b>	143	32.13 %
<b>Weight Loss and Maintenance</b>	213	47.86 %
<b>Reduce Stress</b>	253	56.85 %
<b>Total</b>	1930	

**Awareness of performing Yoga or Meditation with Ayurveda Medicine**

	Frequency	In %
<b>No</b>	52	11.7 %
<b>Yes</b>	393	88.3 %
<b>Total</b>	<b>445</b>	

**Plants or Trees which are near to/at your home which are used as an Ayurvedic medicine  
(Multiple Response)**

	No. of Response	In %
<b>Aloe vera</b>	314	70.56 %
<b>Ardusi</b>	187	42.02 %
<b>Arjun Tree</b>	67	15.06 %
<b>Giloy</b>	114	25.62 %
<b>Neem</b>	299	67.19 %
<b>Triphala</b>	94	21.12 %
<b>Turmeric</b>	165	37.08 %
<b>Tulsi</b>	392	88.09 %
<b>Total</b>	<b>1632</b>	

**Awareness of medicine which has a bad effects on the Human body**

	No. of Respondent	In %
<b>Anti-anxiety medicine</b>	293	65.8 %
<b>Ayurvedic</b>	152	34.2 %
<b>Total</b>	<b>445</b>	

**ACCEPTANCE OF AYURVEDA**

**Source of knowledge about Ayurveda**

**(Multiple Response)**

	No. of Response	In %
<b>By Doctors</b>	226	23.41 %
<b>Human Contact</b>	201	20.82 %
<b>Internet</b>	194	20.10 %
<b>TV/Newspaper</b>	102	10.56 %
<b>Books</b>	242	25.07 %
<b>Total</b>	<b>965</b>	



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**Acceptance about Ayurveda as Personal Hygiene, as a Syllabus in Primary and Secondary education and having No side effect.**

	No	Yes
<b>Do you accept the fact that personal hygiene is important for maintaining healthy life while taking Ayurveda medicines?</b>	22	423 (95.1%)
<b>Do "Ayurveda" be included in Primary and Secondary education?</b>	48	397 (89.2%)
<b>Do you Accept the fact that, there is No Side Effect of Ayurvedic Medicine ?</b>	66	379 (85.2%)

**Acceptance of "AYURVEDIC MEDICINE" for Common Diseases, Major Disease**

	Acceptance of Ayurveda in Common Diseases	Acceptance of Ayurveda in Major Diseases
<b>Strongly agree</b>	196 (44.04%)	135 (30.33%)
<b>Agree</b>	184 (41.34%)	209 (46.96%)
<b>Neither Agree or Nor Disagree</b>	44	68
<b>Disagree</b>	12	24
<b>Strongly Disagree</b>	9	9

**Acceptance of "Ayurveda" as a good Alternate Medicine**

	No of Respondents	In %
<b>Strongly Agree</b>	154	34.61%
<b>Agree</b>	196	44.04%
<b>Neutral</b>	79	17.75%
<b>Disagree</b>	9	2.02%
<b>Strongly Disagree</b>	7	1.57%
<b>Total</b>	445	

**Ayurveda plants/trees you accept for treatment for home remedies  
(Multiple Response)**

	Count of Value	In %
<b>Aloe vera</b>	318	71.46 %
<b>Ardusi</b>	227	51.01 %
<b>Ashwagandha</b>	132	29.66 %
<b>Mint</b>	177	39.77 %
<b>Neem</b>	294	66.06 %
<b>Nilgiri Plant</b>	127	28.53 %
<b>Tulsi</b>	392	88.08 %
<b>Total</b>	<b>1667</b>	

**Reasons for doing Yoga with Ayurvedic medicine  
(Multiple Response)**

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	No. of Response	In %
<b>To improve strength</b>	312	70.11 %
<b>To reduce backpain</b>	194	43.59 %
<b>To reduce weight</b>	205	46.06 %
<b>To reduce stress</b>	257	57.75 %
<b>To improve heart health</b>	246	55.28 %
<b>For better sleep</b>	211	47.41 %
<b>For other reasons</b>	135	30.33 %
<b>Total</b>	1560	

**SQUARE TEST**

$H_0$ : There is no relationship between various Age Groups and awareness that there are no scientific data to prove efficiency and safety of ayurvedic medicine because not many clinical trials have been conducted on them

$H_1$ : There is relationship between various Age Groups and awareness that there are no scientific data to prove efficiency and safety of ayurvedic medicine because not many clinical trials have been conducted on them.

		Awareness about not having scientific data to prove efficiency and safety of Ayurvedic medicine because not many clinical trials have been conducted on them.	
		FALSE	TRUE
Age group	15-25	44 (38.5)	197 (202.5)
	26-35	16 (17.1)	91 (89.9)
	Above 35	11 (15.5)	86 (81.5)
Total		71	374

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.573 <sup>a</sup>	2	0.276
Likelihood Ratio	2.682	2	0.262
N of Valid Cases	445		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.48.			

As  $p(0.276) > 0.05$ , We accept  $H_0$  and conclude that there is no connection between various age group and awareness that there are no scientific data to prove efficiency and safety of ayurvedic medicine because very less number of clinical trial have been conducted on them.

## FINDINGS

1. Most of the people accept Ayurvedic medicines for their treatment in comparison to other treatments like allopathy, homeopathy, naturopathy, massage therapy and many other.
2. Majority (84%) are aware of not having scientific data to prove efficiency and safety of Ayurvedic medicine because not many clinical trials have been conducted, moreover, 88% people are aware and accept the fact that performing Yoga or Meditation with ayurveda Medicine helps to recover fast. Also, 50% are aware of right benefit of Ayurveda, whereas 65.8% people are aware that anti-anxiety medications has a bad side effects on a body and finally, Majority are aware that yoga with ayurvedic medicines have many benefits like improve strength, reduce back pain, to reduce stress, to improve heart health and many others benefits.
3. Most preferred source of knowledge for Ayurvedic medicines are Books, Referred by Doctors and Human Contact, Also 95% respondent believe that personal hygiene is important for maintaining healthy life while taking Ayurveda medicines. Moreover, 89% respondent believe that Ayurveda should be included in primary and secondary

education, and 85% respondent believe that there is no side effect of Ayurvedic Medicine, Finally, Majority accept the ayurvedic medicines for common diseases and major diseases and prefers good alternative and can be used as good alternative.

4. There is no relation between Age-group and Awareness of the fact that there is no scientific data to prove efficiency and safety of ayurvedic medicines due to less clinical trials conducted on it. (Chi-Square Test)

## RECOMMENDATIONS

1. We should try to bring more awareness of Ayurveda among people by organizing some awareness campaign.
2. To bring Awareness of ayurvedic plants and medicines, which help the people to cure their diseases with no side effects.
3. As more and more people accepts and understands the benefits of Ayurvedic products, new start up can be made in this direction.
4. Stress free and a good quality of life can be achieved through regular intake of ayurveda with yoga, meditation.
5. More and more ayurvedic hospitals should be made, so people can easily get ayurvedic treatment.

## CONCLUSION

Ayurveda should be used as good alternative for Health restoration and to improve quality of life. Traditional Ayurveda along with Yoga therapy reduces many symptoms, intensity of pain and improves health. Most of the people are aware regarding ayurveda and they also accept ayurvedic treatment for many common and major diseases. Most of the people prefer Ayurvedic medicines for their treatment in comparison to other treatments like allopathy, homeopathy, naturopathy, massage therapy and many other. Peoples includes yoga and meditation in their daily life style as they are aware about their positive outcomes like healthy body, stress free mind and so many other good benefits.

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