

A Study On The Current Scenario Of Consumers Buying Behavior Towards Ayurvedic Medicines In Gujarat

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Abstract: *The health of a nation is a reflection of the health of the people. The balanced coordination of body, mind, and consciousness is the Ayurvedic definition of health. In today's era, where the people feel burdened, hassled, exhausted, unrest, Ayurveda has done the tremendous job by its maintenance and promotion of positive health and cures the diseases through medicine, dietary restrictions, yoga and regulated life style which certainly play an important role in providing inclusive, affordable, and accessible healthcare services to millions of people. Ayurveda is the name for a comprehensive health care system that began in ancient India. This gives authors an opportunity to work on with an effort focusing on consumer buying behavior towards Ayurvedic medicine/products. The findings may be useful to online retailers, as well as marketers and practitioners to recognize and better understand the new trends that occur in the industry of Ayurvedic medicine.*

Keywords: *Ayurvedic medicine, modern medicine, market, consumer, attitude, scenario.*

I. Introduction

The term 'consumer behavior' refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. One of the universal visions is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another view proposes that understanding consumer behavior has become essential in particular due to vicious competition in retail industry in the UK and worldwide (Lancaster et al, 2002). Jamnagr in Gujarat is known as a hub of Ayurvedic medicine. It has the biggest Ayurvedic University in Gujarat. This has the facility for specialized Ayurvedic treatment like Panchakarma, Ksharasutra etc. huge number of patients suffering from neurological disorders, paralysis, arthritic problems & Immune related disorders, Skin diseases, piles are treated in this hospital. Well recognized herbal gardens are existing for teaching & training. It is considered that people consume Ayurvedic medicine due to its nature, pattern of treating the patients and its purity. There are no side effects and it works from root cause.

Overview Of Ayurvedic System Of Medicine

Ayurveda, the wonderful science or knowledge of life is whispered to be the oldest treatment method, which was developed around 600 BC in India. The word Ayurveda originated from the two Sanskrit words, 'Ayur' meaning life and 'Veda' meaning knowledge. Ayurveda practiced by particular physicians called 'Vaidyas' is known to promote positive health, natural beauty and long life. Life, according to Ayurveda, is a blend of senses, mind, body and soul (Marc Lallanilla, 2015). Ayurveda is basically a humoral medical system and Traditional Indian Medicine (TIM) in which diseases are understood as a disparity between the body's three humors, Vata (nerve energy) Pitta (catabolic fire energy) and Kaph (anabolic nutritive energy). Natural herbs and minerals are used for preparing medicines. Apart from herbs, purification and detoxification, dietary changes, body massages and meditations are used to endorse health, prevent and treat illness (Kumar, 2014).

Objective Of The Study

1. To understand the concept & fundamental nature of consumer behavior
2. To review the existing literature review on consumer buying behavior

II. Literature Review

Today's Scenario

Presently, it is predicted that approximately eighty percent people in developing nations are still depends upon conventional medicine which is basically based upon different spices from different plants and animals for basic health issues. Herbal drugs are at present in demand and it is escalating day by day. Approx 500 plants with medicinal use are stated in past literatures and about 800 plants have been employed in local medicine. In India about 20,000 medicinal plants' species have been noticed currently other than this, more than 500 traditional people use 800 plants' species for curing different health issues.

➤ The Indian scene

Ayurveda consist a major role among India traditional system. It is considered equivalent to the modern health care and has 70% shares of the formal drugs markets. This industry is divided into two parts i.e. organized sector and unorganized sector. The key players in the organized category are Dabur, Baidyanalh, Zandu, Himalaya Drug Company, Charak Pharmaceuticals, Vicco Laboratories, Aimil Pharma & Emami group. The unorganized sector includes practicing Ayurvedic system of medicine experts who are also known as vaidyas.

As per a research published in International Journal of Business and Management Invention, they discussed "it is expected that the annual total market for Indian systems of medicine is of the order of Rs. 5000 Crores in the domestic market and around Rs. 500 Crores in exports. Both in turnover and in the number of units, Ayurveda comprises over 85 % of the total, which is followed by Homeopathy, Unani and Siddha.

One of the reports from TechSci Research "India Ayurvedic Products Market Forecast & Opportunities, 2011 - 2021", India's Ayurvedic product market is estimated to register a CAGR of 16% in 2016-2021. Prologue of Ayurvedic nutraceuticals & dietary supplements as well as Ayurvedic cosmetics & skin care products is likely to boost the marketing near five years. Additionally, getting conscious about health issues and awareness of adverse -affects of Allopathic are some of the key aspects driving consumer preference for Ayurvedic products in the nation. Increasing separate stores and accessibility of Ayurvedic products at departmental stores are the reasons of boosting the sales of Ayurvedic products in the country.

➤ Scenario in Gujarat

Jaman Malviya, vice president of Gujarat Ayurved Aushadh Manufacturers Association (GAAMA) stated that, "From a genuine consumer point of view, there is no hold back in demand in the past years. There are more than 90 pure-play Ayurvedic shops in Ahmedabad itself. However, the industry cannot nurture in the long term, by just pooling on demand from within the state. Almost 50-60 per cent of the production in Gujarat is exported to countries across the globe including African nations, the Gulf countries and other Asian countries."

According to the Gujarat Food and Drug Control Administration (FDCA), there are around 681 registered Ayurvedic manufacturers in the state, as against 2047 allopathic units. The Ayurvedic industry has been rising progressively at 10-12 per cent annually and has now touched Rs 8,000-10,000 crore turnover including both domestic and exports. The number of pharmacies in Gujarat has grown from around 8500 around five years back to over 12,000 now, stated industry insiders.

No	Institute	Hospitals/ Dispensaries	OPD	Beds	IPD
1	Grant in aid Ayurveda Hospitals	007	360250	520	71323
2	Government Ayurveda Hospitals	033	948468	1345	211864
3	Ayurvedic Dispensaries	545	2647143	-	-
4	Mobile Ayurvedic Dispensaries	016	111122	-	-
5	Homoeopathy Dispensaries	216	660097	-	-
Total		817	4727080	1865	283187

Table 1: List of Health Services Available in State

Source: <https://ayush.gujarat.gov.in/ayurveda-services.htm>

Since 1999-2000, four mobile Ayurvedic dispensaries have been started by the department of ISM&H to cover remote areas. Further, in the year of 2000-2001, a movable dispensary in Surat district was also approved to facilitate the tribal area of south Gujarat with Ayurvedic treatment. One mobile Ayurvedic dispensary has been approved in earthquake affected districts like Jamnagar, Surendranagar and Rajkot. Two mobile dispensaries started at extremely smashed district-Kachchha. Currently, entire 16 Mobile dispensaries are on road to provide the proper treatment of remote area where medical services are not easily accessible.

Department of ISM&H tried some wonderful efforts by conducting 11 Ayurvedic colleges. Department also starting Para- Ayurvedic courses like Ayurvedic Compounder and Ayurvedic Nursing to add value in current services of Ayurveda and Panchakarma. The details of various courses available in Gujarat as below:

Seats available	Ayurveda
Govt. Of Gujarat	180
Grant in aid	165
Self-finance	150
Govt. Of India	00
Total	495

Table 2: List of educational services available in State

Source: <https://ayush.gujarat.gov.in/ayurveda-services.htm>

Presently 10 Ayurvedic colleges of Gujarat state are endeavoring to distribute ancient Ayurvedic knowledge to the students in a most scientific method. Three post-graduate colleges offering 14 specialties and Ph.D. in the field of Ayurveda. The Institute of Post Graduate Teaching & Research in Ayurveda, Jamnagar conduct Ph.D. level education in thirteen different Ayurvedic subjects. Gujarat government is planning for a Model Ayurveda College, at Kolavada, Near Gandhinagar district. This college is having capacity for 100 Ayurveda Graduation students. As per Gujarat Food and Drug Control Administration (FDCA), the number of Ayurvedic licenses has increased continuously over the past 4 years.

Years	No of Licenses
2012-13	619
2013-14	643
2014-15	659
2015-16	676

Table 3: Number of Ayurvedic licenses in Gujarat

Source: <http://vibrantgujarat.com/writereaddata/images/pdf/project-profiles/Ayurvedic-Research-and-Formulations-Development.pdf>

III. Research Methodology

This study is a descriptive study based on secondary data. Total 30 literatures have been systematically reviewed from different sources like journals, books, magazines, websites and newspaper. Authors have found during review of literatures that very fewer studies been done especially in Gujarat state regarding consumer buying behavior towards Ayurvedic system of medicine. So, authors have focused only Gujarat state for their study.

IV. Findings And Discussion

Consumer behavior is always been a vast scope for the market. The knowledge regarding consumers and their behavior helps to understand how they choose the products from many substitutes. From the literature review, we can conclude that consumer from today is very sensible during choosing the product. They prefer to buy the product not according to their needs only but also for future benefits. Many of the people consume Ayurvedic system of medicine to make their immune system strong and fit. People in Gujarat are moving from conventional medicine to traditional medicine because of less side effects, natural, anti toxin and work from root cause but on the other hand, sometimes people prefer to consumer conventional medicine in case of emergency or fast relief.

➤ Consumer attitude

People in Gujarat, use traditional and homeopathic medicines over Allopathic. individuals clarified that traditional medicines take longtime without no adverse side effects and are preventive as well as curative (Mehta, 2011). In different health conditions home remedy and Ayurvedic treatment has come out to be the first

choice while in chronic conditions Allopathic medicine system is the preferred choice of treatment. In the acute health conditions however, along with Allopathic, Ayurvedic treatment has scored the same preference (Chatargee et al. 2012). Gujarat which is doing well in medical tourism has excellent potential for Ayurveda-based medical tourism said members of the Mission Ayurveda, Rajkot. Panchkarma treatment is becoming accepted in Gujarat, India. So many people from abroad also come to Gujarat for panchkarma treatment and we have to expand such policy which can increase Ayurveda tourism in Gujarat (Business Standard).

➤ **Changing Consumer Behavior**

Dabur recognized an increasing trend among consumers in choosing Ayurvedic, herbal and natural products. And, is "planning to enhance its range of health care products based on Ayurvedic, herbal solutions", says Anand C Burman, chairman, Dabur India, in the company's annual report. Emerging preference is due to a 'back to roots' trend, "among people from all demographics and income strata". This is one recent trend "in the consumer sector which is likely to have a significant impact on consumer behavior and consumption".

As per data from Kantar World panel, the consumer insights arm of WPP, in the quarter ended March; Ayurvedic products grew 60% in volume from the year earlier while the overall FMCG segment grew 6%. Ramdev's push for Ayurveda products has given momentum to the entire segment as Ayurvedic products now reach 77% of Indian homes, up from 69% two years ago.

In one of the recent studies, 71 per cent of consumers surveyed said that they choose a face cream or body lotion if it is only "natural", 38 per cent said they would like to purchase a shampoo or hair oil if it is prepared of 'botanical' ingredients.

Now, consumers are looking for ease in beauty and are aware of harmful effects of chemicals. This has made a positive demand for natural beauty and personal care products as safer substitutes. IFL is of the opinion that emerging demand of Ayurvedic and natural products with factors such as fewer prices and feel Indianness is providing a nationalistic culture to the nation.

Future Scope Of The Study

The existing study is a review of literature pertaining to the consumer behavior aspects towards Ayurvedic system of medicine. Although there is a huge opportunities for learning as well as potential. These kinds of studies may reveal the present status of mind, however there is prospect to this approach. The future scope of this study includes the field survey on consumer buying behavior towards Ayurvedic system of medicine and patterns of the respective behaviors of the consumers. The study may be carried out for a particular region for preferred set of products with a specific set of sample.

V. Conclusion

Advancement in Ayurveda through structured manufacturing system of medicine, institutionalization of education and professionalism in clinical practice, has made Ayurvedic system of medicine as trend now. It is clearly visible that people are gradually getting aware about the Ayurvedic medicine or products and also benefited. People are getting more fascinated towards Ayurvedic OTC products as compared to the product/medicine suggested by doctors and the credit goes to PATANJALI which is known as a game changer in FMCG Industry. The reasons are naturalists and no chemical use. Ayurvedic Herbal producers are spending in research, constantly coming up with new and innovative technologies, research and development and products have come up more effective (Ayurvedic) in the form of oral and personal care products, is a good sign for India as country where this magical system of medicine was born.

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