



## PEOPLE'S PERCEPTION TOWARDS AYURVEDA MEDICINES AFTER COVID 19

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### ABSTRACT

Ayurveda, known as "The Science of Life" in Sanskrit, is considered the oldest form of medical science, originating in India about 5,000 years ago. Often referred to as the "Mother of All Healing," its teachings were traditionally transmitted orally to their students by accomplished masters from ancient Vedic civilization. The COVID-19 pandemic has significantly heightened health concerns worldwide, influencing perceptions and practices around health care, particularly in India. Before the pandemic, Ayurvedic medicine was less well-known among specific population segments. However, the current health crisis has led to a notable shift towards adopting Ayurvedic remedies. This study investigates the change in people's perceptions of Ayurvedic medicine before and after the emergence of COVID-19. Employing convenient random sampling techniques, data was collected from 100 respondents through percentage analysis and the Chi-Square test. Amidst the pandemic-induced health concerns, many individuals have turned to Ayurveda, seeking preventive measures and therapeutic solutions. The findings of this research suggest a positive shift in the perception of Ayurvedic medicines post-COVID-19 among the sample respondents.

**Keywords:** Ayurveda, COVID-19, Vaccine, Precautionary Measures, and Sampling.

## 1. Introduction

Heralded as the most ancient form of medical knowledge, Ayurveda translates to "The Science of Life" in Sanskrit. This revered system of healing, often described as the "Mother of All Healing," is deeply embedded in India, dating back approximately 5,000 years. Originating from the ancient Vedic civilization, the wisdom of Ayurveda was traditionally imparted orally and passed from the learned masters to their disciples through generations. A large portion of this knowledge is unavailable, but some was put to print several millennia ago. Ayurvedic medicine is the source of many modern Western natural treatment techniques, such as homoeopathy and polarity therapy. Ayurveda is not limited to its therapeutic benefits. It guarantees that you live a wholesome life. Ayurveda is a far better system of medicine that treats a wide range of illnesses. Other types of medicine do not include the cure for these illnesses.

Before we choose to receive therapy, we should be aware of the following fascinating facts about Ayurveda. Contrary to popular opinion, Ayurveda encompasses more than just herbal medicine. It's an art form that uses ghee, rock salts, milk, butter, and honey.

These are the main elements involved in healing.

There are different specialities of Ayurveda. These include:

- Shalya - chikitsa or surgery
- Kaaya chikitsa or internal medicine
- Bhutavidya or psychiatry
- Shalakyas, or disease situated above the shoulder
- Kaumarabhrutyam or pediatrics
- Rasayanam or rejuvenation
- Agadatantram or toxicology

Ayurveda offers long-lasting comfort and has a profound impact on your body. This is due to the belief held by this profession that the human body comprises five distinct elements. Earth, fire, ether, water, and air are among them. Every component is essential to the way your body works as a whole.

## 2. Statement of The Problem

In the pandemic situation, many are terrified for their health. During the COVID-19 pandemic, health and wellness concerns have notably intensified globally. This period has marked a significant shift in India's approach to health care, particularly highlighting an increased reliance on Ayurvedic medicine. Before the pandemic, a considerable portion of the Indian population remained unaware or skeptical about the benefits of Ayurvedic treatments. However, the study indicates a



burgeoning inclination towards these traditional remedies amidst the health crisis. While Ayurvedic medicine is renowned for its potential in addressing various health issues, its adoption has been limited due to prevailing gaps in awareness and understanding among the general populace. The key to integrating Ayurvedic practices more extensively lies in educating and empowering individuals to make informed decisions regarding their healthcare options. Although it is appropriate to research Ayurveda medicines, which are thought to be the most excellent treatments for health issues, most people need more understanding. Individuals play a crucial role in embracing Ayurvedic medicine. Therefore, by exploring and revealing perceptions, this study highlights that Ayurveda medications are among the most effective treatments for various ailments, enhancing public awareness.

### 3. Review of Literature

**Sutharshan et al. (2019).** claim that based on the data, it can be inferred that most participants in this pandemic epidemic are aware of its cause, origin, mode of dissemination, available treatments, and government measures to prevent it. Therefore, it may be concluded that Ayurveda is essential for increasing immunity against COVID-19.

**Sivaranjani, P. Yuvaraj, V. Uma, G. (2019)** conducted a study on “A Study on Consumer Awareness and Preference towards Ayurvedic Products in Coimbatore City”. Most visitors to Arya Vaidya Sala are looking for ayurvedic healthcare items, and Coimbatore residents are well-versed in ayurvedic products. Therefore, the outcomes may differ slightly from the actual circumstances surrounding ayurvedic products in India.

**Khanal (2019)** analyzes product details, placement, and marketing to help predict how Nepalese consumers will behave when purchasing Ayurvedic products. The cost of an Ayurvedic product has little bearing on how consumers in Nepal choose to buy it.

### 4. Objectives of The Study

- To analyze the socio-economic profiles of the respondents in the study area.
- To study people's perception towards Ayurveda medicines before and after COVID-19.

### 5. Hypotheses of The Study

$H_0$  = There is no significant difference in people's perception towards ayurvedic medicines based on the age of the respondents.

## 6. Scope of The Study

The study aims to find people's perceptions of Ayurveda medicines concerning Sivakasi.

## 7. Methodology

The study was based on the interview schedule method. The researchers collected data both from primary and secondary data. This study is both descriptive and analytical. It covers both primary and secondary data. The primary data have been collected from the

sample respondents through a well-structured questionnaire. The researchers have collected secondary data from various sources like textbooks, journals, magazines, and websites. The researchers have adopted the random sampling method because it is impossible to include the entire Sivakasi population. Using percentage analysis and the Chi-Square Test, the researchers used a convenient sampling technique to choose the 100 sample respondents.

## 8. Analysis and Interpretation

**Table 1**

**Demographic profile of the respondents**

S.No	Particulars	No. of Respondents	Percentage
<b>Gender-Wise Classification</b>			
1.	Male	44	44.0
2.	Female	56	56.0
<b>Overalltotal</b>		<b>100</b>	<b>100.0</b>
<b>Age Wise classification</b>			
1.	Below20years	3	3.0
2.	21-40years	81	81.0
3.	41-60years	11	11.0
4.	Above60years	5	5.0
<b>Overalltotal</b>		<b>100</b>	<b>100.0</b>
<b>Area of Residence</b>			
1.	Metropolitan	36	36.0
2.	Semi-Urban	39	39.0
3.	Rural	25	25.0
<b>Overalltotal</b>		<b>100</b>	<b>100.0</b>
<b>Academic Qualification</b>			



1.	Upto HSC	9	9.0
2.	Under Graduation	26	26.0
3.	Post Graduation	48	48.0
4.	M.Phil.	1	1.0
5.	Ph.D.	16	16.0
<b>Overalltotal</b>		<b>100</b>	<b>100.0</b>

**Source: Primary Data**

From the above Table, one found that the majority (56.0%) of the respondents are female, the majority (81.0%) of the respondents belong to the age group between 21 to 40 years, most (39.0%) of the respondents are residing in semi-urban region and most (48.0%) of the respondents are postgraduates.

### 8.1 Perception of The Respondents About Ayurveda Medicines

The investigators have noted the respondents' opinions regarding Ayurvedic medicines. Fifteen statements were arranged to gauge their perception level, and the results were displayed.

**Table2**

**Perception of The Respondents About Ayurveda Medicines**

S.NO	ATTRIBUTES	SA	A	N	DA	SDA	OVERALL TOTAL
1.	Quality is superior to Allopathy & Homeopathy	30 (30.0%)	<b>43</b> <b>(43.0%)</b>	22 (22.0%)	3 (3.0%)	2 (2.0%)	<b>100</b> <b>(100.0%)</b>
2.	Cost is reasonable	17 (17.0%)	<b>49</b> <b>(49.0%)</b>	23 (23.0%)	9 (9.0%)	2 (2.0%)	<b>100</b> <b>(100.0%)</b>
3.	Updated with the current Situation	18 (18.0%)	<b>44</b> <b>(44.0%)</b>	30 (30.0%)	7 (7.0%)	1 (1.0%)	<b>100</b> <b>(100.0%)</b>
4.	Vacant in all dosage	19 (19.0%)	<b>44</b> <b>(44.0%)</b>	26 (26.0%)	8 (8.0%)	3 (3.0%)	<b>100</b> <b>(100.0%)</b>
5.	Ayurveda Medicines are available in all Medical Stores.	19 (19.0%)	<b>38</b> <b>(38.0%)</b>	31 (31.0%)	6 (6.0%)	6 (6.0%)	<b>100</b> <b>(100.0%)</b>
6.	I feel comfortable with any Ayurveda Medicines.	22 (22.0%)	<b>39</b> <b>(39.0%)</b>	29 (29.0%)	5 (5.0%)	5 (5.0%)	<b>100</b> <b>(100.0%)</b>



7.	Ayurveda Medicines have Slow recovery rate.	21 (21.0%)	<b>39</b> <b>(39.0%)</b>	32 (32.0%)	6 (6.0%)	2 (2.0%)	<b>100</b> <b>(100.0%)</b>
8.	I feel Ayurveda Medicines Gives a good lifestyle.	23 (23.0%)	<b>50</b> <b>(50.0%)</b>	22 (22.0%)	4 (4.0%)	1 (1.0%)	<b>100</b> <b>(100.0%)</b>
9.	Ayurveda medicines involve natural plant formulas that are healthier than drugs Prescribed by medical doctors.	21 (21.0%)	<b>53</b> <b>(53.0%)</b>	24 (24.0%)	1 (1.0%)	1 (1.0%)	<b>100</b> <b>(100.0%)</b>
10.	People would be more likely to use Ayurveda Medicines if there were more Ayurveda Medicines clinics.	21 (21.0%)	<b>46</b> <b>(46.0%)</b>	25 (25.0%)	5 (5.0%)	3 (3.0%)	<b>100</b> <b>(100.0%)</b>
11.	Ayurveda Medicines strengthen the body's defence system.	27 (27.0%)	<b>44</b> <b>(44.0%)</b>	24 (24.0%)	3 (3.0%)	2 (2.0%)	<b>100</b> <b>(100.0%)</b>
12.	Parent(s) can influence their Children to use Ayurveda Medicines.	28 (28.0%)	<b>41</b> <b>(41.0%)</b>	25 (25.0%)	4 (4.0%)	2 (2.0%)	<b>100</b> <b>(100.0%)</b>
13.	Ayurveda Medicines are not Harmful.	26 (26.0%)	<b>38</b> <b>(38.0%)</b>	28 (28.0%)	6 (6.0%)	2 (2.0%)	<b>100</b> <b>(100.0%)</b>
14.	Ayurveda medicines can be prescribed in emergency conditions.	17 (17.0%)	<b>34</b> <b>(34.0%)</b>	28 (28.0%)	16 (16.0%)	5 (5.0%)	<b>100</b> <b>(100.0%)</b>
15.	People are primarily motivated to use Ayurveda Medicines by Idiot Box, Walkman &Media platform.	19 (19.0%)	<b>42</b> <b>(42.0%)</b>	35 (35.0%)	1 (1.0%)	3 (3.0%)	<b>100</b> <b>(100.0%)</b>

Source: Primary Data



It is perceptible from the Table 2 out of 100 respondents, 43.0 % (43) of the respondents agree with the statement “quality is superior than allopathy & homeopathy”, 49.0 % (49) of the respondents agree with the statement “Cost is reasonable”, 44.0 % (44) of the respondents agree with the statement “updated with the current situation”, 44.0 % (44) of the respondents agree with the statement “Vacant in all dosage”, 38.0 % (38) of the respondents agree with the statement “Ayurveda Medicines are available in all Medical Stores”, 39.0 % (39) of the respondents agree with the statement “comfortable with an Ayurveda Medicines”, 50.0 % (50) of the respondents agree with the statement “have low recovery rate”, 53.0 % (53) of the respondents agree with the statement “Ayurveda Medicines gives a good lifestyle”, 53.0 % (53) of the respondents agree with the statement “involves natural plant formula”, 46.0 % (46) of the respondents agree with the statement “more likely to use Ayurveda Medicines, if there were more Ayurveda Medicines clinics”, 44.0 % (44) of the respondents agree with the statement “strengthen the body defence system”, 41.0 % (41) of the respondents agree with the statement “parents can influence their children to use Ayurveda Medicines”, 38.0 % (38) of the respondents agree with the statement “not harmful”, 34.0 % (34) of the respondents agree with the statement “can be prescribed in an emergency condition” and 42.0 % (42) of the respondents agree with the statement “mostly motivated to use Ayurveda Medicines by Idiot box, Walkman & Media platform”.

**Table 3****Computation of Perception Level of Ayurveda Medicines**

S.No.	Compute Level	No. of Respondents	%
1.	Bottom	23	23.0
2.	Middle	58	58.0
3.	Top	19	19.0
<b>Overalltotal</b>		<b>100</b>	<b>100.0</b>

**Source: Primary Data**

## 8.2 Chi-Square Test for Age and Perception Level of Ayurveda Medicines

Table4

## Age and Perception Level of Ayurveda Medicines

S.NO	THE AGE OF THE RESPONDENTS		PERCEPTIONLEVELOF AYURVEDA MEDICINE			OVERALL TOTAL
			Bottom	Middle	Top	
1.	Below 20years	Observed	1	1	1	<b>3</b>
		Expected	0.7	1.7	0.6	<b>3.0</b>
			(1.0%)	(1.0%)	(1.0%)	<b>(3.0%)</b>
2.	21–40 years	Observed	19	50	12	<b>81</b>
		Expected	18.6	47.0	15.4	<b>81.0</b>
			19.0%	50.0%	12.0%	<b>81.0%</b>
3.	41–60 years	Observed	2	5	4	<b>11</b>
		Expected	2.5	6.4	2.1	<b>11.0</b>
			2.0%	5.0%	4.0%	<b>11.0%</b>
4.	Above 60years	Observed	1	2	2	<b>5</b>
		Expected	1.2	2.9	1.0	<b>5.0</b>
			1.0%	2.0%	2.0%	<b>5.0%</b>
<b>Overall total</b>		<b>Observed</b>	<b>23</b>	<b>58</b>	<b>19</b>	<b>100</b>
		<b>Expected</b>	<b>23.0</b>	<b>58.0</b>	<b>19.0</b>	<b>100.0</b>
			<b>23.0%</b>	<b>58.0%</b>	<b>19.0%</b>	<b>100.0%</b>

Source: Computed Data

Table 4 explained that out of 100 respondents, 58 respondents have middle level, one respondent (1.0%) is below 20 years, 50 respondents (50.0%) are 21–40 years, five respondents (5.0%) are 41 –60 years and remaining two respondents(2.0%) are above 60 years.





**Table 5**  
**CHI-SQUARE TEST**

Particulars	Value	Df	Asymp. Sig.(2-Sided)
<b>Pearson Chi-Square</b>	5.341 <sup>a</sup>	6	.501
<b>Likelihood Ratio</b>	4.792	6	.571
<b>Linear-by-Linear Association</b>	1.714	1	.191
<b>No Valid Cases</b>	100		

**Source: Computed Data**

From the outcome of the chi-square tool, it is clear that the significance value of 0.50 exceeds 0.05. Hence, the null hypothesis is accepted.

It is proved that there is no significant difference among the perception level about Ayurveda Medicines based on the age of the respondents

## 9. Conclusion

‘Ayurveda’ is the ‘science of life.’ Since life is synonymous with health, Ayurveda is the ‘science of human health.’ It aims to preserve health and wellness by keeping the mind, body, and spirit balanced and preventing disease rather than treating it. A balanced diet and lifestyle smooth our minds and allow for more accessible, focused concentration. Mental balance is no less important than physical balance, and Ayurveda practices are designed to promote mental balance as

much as physical. In the COVID-19 situation, people are panicking about their health. Many have started trusting the Ayurveda treatment and using Ayurveda Medicines with the full hope that it can provide preventive measures and act as a curable agent to the affected persons. So, through this study, the researchers would like to conclude that most sample respondents positively perceive Ayurveda Medicines after COVID-19.

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