

Customer Satisfaction Towards The Usage Of Ayurvedic Products – A Study With Special Reference To Thiruvananthapuram District, Kerala

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ABSTRACT

All human beings are consumers. They consume things of daily use. They also consume and buy these products according to their needs, preferences and buying powers. Now, people are becoming more aware about good health and they are moving towards natural products and therapies, because they believe that the herbal or Ayurvedic products represent the protection in contrast to the artificial that are considered to be unsafe to the human and environment. On the other side, some people prefer Allopathic medicine system as they consider that these medicines gives quick relief and also easily available everywhere at any time. In India, drugs of herbal origin have been used in traditional systems of medicines such as Unani and Ayurveda since ancient times. In this study, an attempt has been made to study the customers satisfaction towards the usage of Ayurvedic products.

Keywords: Ayurvedic, Unani, Allopathic medicine, health care ,
Drugs physical and mental health, Chinese medicine,
naturopathic medicine, and homeopathic medicine.

INTRODUCTION

The ancient Indian medical system, also known as Ayurveda, is based on ancient writings that rely on a “natural” and holistic approach to physical and mental health. Ayurvedic medicine is one of the world’s oldest medical systems and remains one of India’s traditional health care systems. Ayurvedic treatment combines products (mainly derived from plants, but may also include animal, metal, and mineral), diet, exercise and lifestyle.

STATEMENT OF THE PROBLEM

In India, Ayurveda is considered a form of medical care, equal to conventional Western medicine, traditional Chinese medicine, naturopathic medicine, and homeopathic medicine. Practitioners of Ayurveda in India undergo state-recognized, institutionalized training. Ayurveda can have positive effects when used as a complementary therapy in combination with standard, conventional medical care. Ayurveda is based on the belief that health and wellness depend on a delicate balance between the mind, body, spirit, and environment. The main goal of ayurvedic medicine is to promote good health and prevent, not fight, disease. But treatments may be geared toward specific health problems. In a modern world, many people are affected by stress, diabetic, chronic and cardiac problems due to changes in food habits and life style. The English medicine system cure the diseases quickly but create side effects. Many people transformed in using Ayurvedic medicine for permanent relief. In this study, an attempt has been made to study the level of satisfaction of the respondents towards the usage of Ayurvedic products.

SCOPE OF THE STUDY

The present study focuses on customers’ satisfaction towards the usage of Ayurvedic products.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To know about the socio-economic profile of the respondents.
2. To analyse the customer satisfaction towards the usage of Ayurvedic products.
3. To give suggestions on the basis of findings of the study.

RESEARCH METHODOLOGY

Research methodology is a blue print which shows the researcher to carry out the research in an eminent way. It indicates research design, data used – primary and secondary data, tools for data collection, sample size, sampling technique, data processing, statistical tools used, area of the study.

Research Design

This is an empirical study as the study is based on the opinion given by the respondents and published sources.

Data Used

The study is mainly based on primary and secondary sources.

Primary Data

For obtaining the detailed facts relating to the objectives of the study, primary data were also collected from the respondents who had used Ayurvedic products.

Secondary data

Secondary data have been collected from textbooks, journals, magazines, research proceedings and websites.

Tools Used for Collection of Primary Data

The primary data has been collected from the respondents with the help of a structured and pre tested questionnaire prepared for the purpose. Pre-testing has been done with 15 respondents.

Sample Size

The sample size is 384 respondents.

Sampling Technique

Convenience sampling technique has been applied for the selection of 384 respondents.

Data Processing

After completing the survey, the raw data were coded, edited and tabulated for easy processing.

Tools of Analysis

Percentage analysis has been used to analyse the primary data.

Mean score analysis has been used to analyse the satisfaction of the customers towards the usage of Ayurvedic products. The opinion of the respondents towards ayurvedic products has been measured with the help of Likert's five point scaling technique.

ANALYSIS AND INTERPRETATION

In this section, socio-economic profile of the respondents and customer satisfaction towards the usage of Ayurvedic products has been taken into account.

Gender wise Classification of the Respondents

Table 1 highlights the gender wise classification of the respondents.

Table 1 Gender wise Classification

Gender	No. of Respondents	Percentage
Male	212	55.21
Female	172	44.79
Transgender	-	-
Total	384	100.00

Source: Primary data

Out of 384 respondents, 212 (55.21 per cent) are male and the remaining 172 (44.79 per cent) are female.

Age wise Classification of the Respondents

The age wise classification of the respondents are given in Table 2.

Table 2 Age wise Classification

Age (in years)	No. of Respondents	Percentage
Below 20	101	26.30
20-40	97	25.26
40-60	102	26.56

Above 60	84	21.88
Total	384	100.00

Source: Primary data

Out of 384 respondents. 102 (26.56 per cent) are in the age group of 40-60 years, 101 (26.3 per cent) come under the age group of below 20 years, 97 (25.26 per cent) fall under the age group of 20-40 years and 84 (21.88 per cent) belong to the age group of above 60 years.

Marital Status wise Classification of the Respondents

Table 3 lists out the marital status of the respondents.

Table 3 Marital Status wise Classification

Marital Status	No. of Respondents	Percentage
Single	77	20.05
Married	274	71.35
Separated	33	8.59
Total	384	100.00

Source: Primary data

Out of 384 respondents, 272 (71.35 per cent) are married, 77 (20.05 per cent) are single and 33 (8.59 per cent) are separated.

Educational qualification wise Classification

Table 4 depicts the educational qualification wise classification of the respondents.

Table 4 Educational qualification wise Classification

Educational Qualification	No. of Respondents	Percentage
Middle School level	34	8.85
High school level	36	9.38

Higher secondary level	79	20.57
Graduates	88	22.92
Post graduate	66	17.19
Diploma	30	7.81
Doctoral Qualification	51	13.28
Total	384	100.00

Source: Primary data

Out of 384 respondents, 88 (22.92 per cent) are graduates, 79 (20.57 per cent) have completed their education upto higher secondary school, 66 (17.19 per cent) are post graduates, 51 (13.28 per cent) are doctoral degree holders, 36 (9.38 per cent) have finished their education upto high school, 34 (8.85 per cent) have completed their education upto middle school and 30 (7.81 per cent) are diploma holders

Opinion of the Respondents towards Level of Customer Satisfaction of Ayurvedic products

Table 5 highlights the opinion of the respondents towards the level of customer satisfaction of Ayurvedic products.

Table 5 Opinion of the Respondents Level of Customer Satisfaction of Ayurvedic products

Statements		SA	A	N	D	SD	Total
I felt that the price was appropriate for the product	Count	104	121	95	24	40	384
	%	27.08	31.51	24.74	6.25	10.42	100.00
The visual appeal of	Count	187	104	37	28	28	384

the product impressed me so much	%	48.70	27.08	9.64	7.29	7.29	100.00
The overall results by the usage of Ayurvedic Products was satisfactory	Coun t	158	81	66	37	42	384
	%	41.15	21.09	17.19	9.64	10.94	100.00
I felt more comfortable than the use of Non-Ayurvedic Products	Coun t	154	130	25	36	39	384
	%	40.10	33.85	6.51	9.38	10.16	100.00
I am exclusively satisfied with the quality of Ayurvedic Products	Coun t	194	144	11	29	6	384
	%	50.52	37.50	2.86	7.55	1.56	100.00
I have decided to purchase this product regularly	Coun t	157	69	50	56	52	384
	%	40.89	17.97	13.02	14.58	13.54	100.00

Source: Primary data

Six statements representing the level of customer satisfaction of

Ayurvedic products have been framed with the help of Likert's five point scaling technique. The responses observed for each statement have been scored. To secure the total satisfaction score of the respondent, five points are given for 'Strongly Agree', four points for 'Agree', three points are given for 'No Opinion', two points for 'Disagree' and one point for 'Strongly Disagree' responses. Thus, the total score of a respondent is obtained by adding up scores of all the six statements. Mean and standard deviation are calculated from the score values of 384 respondents. The calculated values of $\bar{X}$ and S.D. are 21.33 and 2.16 respectively.

The score values greater than $\bar{X} + \text{S.D.}$ and the score values less than $\bar{X} - \text{S.D.}$ have been classified as high level satisfaction and low level satisfaction, respectively. The score values between ($\bar{X} + \text{S.D.}$) and ($\bar{X} - \text{S.D.}$) have been classified as medium level satisfaction.

Therefore,

$\bar{X} + \text{S.D.}$ (21.33 + 2.16) = 23.49 = 23 and above – High level satisfaction

$\bar{X} - \text{S.D.}$ (21.33 – 2.16) = 19.17 = 19 and below - Low level satisfaction

($\bar{X} - \text{S.D.}$) and ($\bar{X} + \text{S.D.}$) = 20 to 22 - Medium level satisfaction

For analytical purpose, level of customer satisfaction of Ayurvedic products has been classified into three categories namely low level, medium level and high level satisfaction. The score obtained by the respondents is 23 and above, they belong to high level satisfaction category. The score obtained by the respondents is 19 and below, they belong to low level satisfaction category. When the respondents have scored between 20 and 22, they come under medium level satisfaction category. Table 6 shows the level of customer satisfaction of Ayurvedic products.

Table 6 Level of Customer Satisfaction of Ayurvedic Products

Level	No. of Respondents	Percentage
High	90	23.44

Medium	266	69.27
Low	28	7.29
Total	384	100.00

Source: Primary data

Out of 384 respondents, 266 (69.27 per cent) have medium level satisfaction, 90 (23.44 per cent) have high level satisfaction and 28 (7.29 per cent) have low level satisfaction towards Ayurvedic products.

Mean score analysis has been used to analyse the opinion of the respondents towards Ayurvedic products. Table 7 gave the results of mean score analysis.

Table 7 Opinion of the Respondents Level of Customer Satisfaction of Ayurvedic products –

Mean Score Analysis

Statements	SA	A	N	D	SD	Total score	Mean score
I felt that the price was appropriate for the product	520	484	285	48	40	1377	3.59
The visual appeal of the product impressed me so much	935	416	111	56	28	1546	4.03
The overall results by the usage of Ayurvedic Products was satisfactory	790	324	198	74	42	1428	3.72
I felt more comfortable	770	520	75	72	39	1476	3.84

than the use of Non- Ayurvedic Products							
I am exclusively satisfied with the quality of Ayurvedic Products	970	576	33	58	6	1643	4.28
I have decided to purchase this product regularly	785	276	150	112	52	1375	3.58

Source: Primary data

It is noted that table 7 that most of the respondents gave highest response to the statement 'I am exclusively satisfied with the quality of Ayurvedic Products' as it acquired a dominant score of 3.84.

FINDINGS OF THE STUDY

The findings of the study are as follows:

Out of 384 respondents,

- 212 (55.21 per cent) are male
- 102 (26.56 per cent) are in the age group of 40-60 years,
- 101 (26.3 per cent) come under the age group of below 20 years,
- 272 (71.35 per cent) are married,
- 88 (22.92 per cent) are graduates,
- 266 (69.27 per cent) have medium level satisfaction towards Ayurvedic products.

Mean score analysis has been used to analyse the opinion of the respondents towards Ayurvedic products.

- Most of the respondents gave highest response to the statement 'I am exclusively satisfied with the quality of Ayurvedic Products' as it acquired a dominant score of 3.84.

SUGGESTIONS

The suggestions to improve the usage of Ayurvedic products are as follows:

1. The Ayurvedic practitioner are mostly located in rural areas. The patients felt difficult to reach them. The Ayurvedic practitioners have to set up more branches on a schedule basis.
2. They made available their Ayurvedic products in many medical shops.

CONCLUSION

Ayurveda has both preventive and curative aspects. The preventive component emphasizes the need for a strict code of personal and social hygiene, the details of which depend upon individual, climatic, and environmental needs. Bodily exercises, the use of herbal preparations, and Yoga form a part of the remedial measures. The curative aspects of Ayurveda involve the use of herbal medicines, external preparations, physiotherapy, and diet. It is a principle of Ayurveda that the preventive and therapeutic measures be adapted to the personal requirements of each patient. The patients have to consult a proper Ayurvedic practitioner before taking Ayurvedic medicine.

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