

- Home
- UGC
- Search

UGC-CARE List

UGC-CARE List

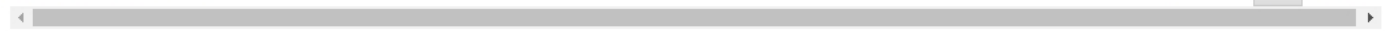
You searched for "2348-2397". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Shodh Sarita (print only)	Shodh Sanchar Educational and Research Foundation	2348-2397	NA	from September-2019 to April-2021	Discontinued from April 2021

Showing 1 to 1 of 1 entries

Previous 1 Next



APPROVED UGC CARE

ISSN - 2348 - 2397



SHODH SARITA

JOURNAL OF ARTS, HUMANITIES AND SOCIAL SCIENCES

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFERED RESEARCH JOURNAL

Certificate of Publication

Dr. Pushpraj Wagh

Associate Professor

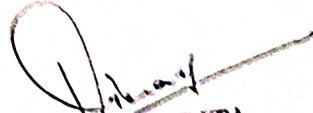
Yashaswi Education Society's International Institute
of Management Science, Pune

TITLE OF RESEARCH PAPER

**FACTORS AFFECTING CUSTOMERS' PERCEPTION TOWARDS
AYURVEDIC MEDICINES WITH REFERENCE TO PUNE CITY**

This is certified that your research paper has been published in
Shodh Sarita, Volume 7 Issue 25 January to March 2020

Date : 27-02-2020


SHODH SARITA
Editor in Chief

CHIEF EDITORIAL OFFICE

448 /119/76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.,

Cell: 09415578129, 09415141368, 09161456922 | E-mail : dr.vinaysharma123@gmail.com

Website : <http://www.serresearchfoundation.in> | <http://www.serresearchfoundation.in/shodhsarita>

GOVT. OF INDIA- RNI NO. UPBIL/2014/56766
UGC Approved Care Listed Journal

ISSN 2348-2397

SPECIAL ISSUE

शोध संचार

An International Multidisciplinary Quarterly
Bilingual Peer Reviewed Refereed Research Journal

• Vol. 7

• Issue 25

• January to March 2020

National Conference On
"Current Trends in Management - Changes & Challenges"
27th & 28th February - 2020

Organized by
Yashaswi Education Society's International Institute of Management Science Chinchwad,
Pune In association with Associations of Indian Management School (AIMS)

Editor in Chief

Dr. Vinay Kumar Sharma
D. Litt. - Gold Medalist



sanchar
Educational & Research Foundation

Honorary Patrons

- Prof. Harmohinder Singh Bedi**
Chancellor – Central University of
Himachal Pradesh , Dharamshala
- Prof. Sangita Srivastava**
Vice-chancellor – Prof.Rajendra Singh
(Rajju Bhaiya) University , Prayagraj
- Prof. Anil Shukla**
Vice-chancellor - Mahatama Jyotiba
Phule Rohilkhand University , Bareilly
- Gopal Chaturvedi**
Former Executive Chairman
Uttar Pradesh Bhasha Sansthan, Lucknow

Editorial Advisory Committee

- Prof. Arun Kumar Bhagat**
Mahatma Gandhi Central University, Motihari (Bihar)
- Prof. Harishankar Mishra**
Lucknow University, Lucknow
- Prof. Govind Ji Panday**
Babasaheb Bhimrao Ambedkar Central University, Lucknow
- Prof. Ram Kali Saraf**
Banaras Hindu University
- Prof. Sheela Mishra**
Usmania University, Hyderabad
- Dr. Asheesh Srivastava**
Mahatma Gandhi Central University, Motihari (Bihar)
- Dr. Rakesh Rai**
Nagaland University, Kohima, Nagaland
- Dr. Neeraj Shukla**
Khwaja Moinuddin Chishti Language University, Lucknow
- Dr. Madhusudan Joshi**
Central University of Hyderabad
- Dr. Praveen Tiwari**
M.J.P. Ruhailkhand University, Bareilly

Special Advisory Committee

- Prof. Sadanand Gupta, Executive Chairman U.P. Hindi Sansthan
- Dr. Daau Ji Gupt, Chairman- Akhil Vishva Hindi Samiti.
- K.K. Yadav (IPS), Director, Postal Services, Lucknow
- Narayana Kumar- Active Hindi Sevi, New Delhi
- Prof. S. Rituparn, Director- Birla Foundation, New Delhi
- Prof. T.N. Shukl, Chairman- Bhartiya Sahitya Parishad
- Prof. Suryakant Tripathi, Tezpur University, Tezpur, Assam
- Prof. H. Subadani Devi, Manipur University, Manipur.
- Dr. kavita Tyagi, Dr. Shakuntala Mishra University, Lko.
- Prof. Ramesh Chandra Tripathi, University of Lucknow
- Prof. Arun Hota, Paschimvang University, Kolkata
- Prof. Alka Pandey, Lucknow University, Lucknow

Foreign Editorial Advisory Committee

- Prof. Vinod Kumar Mishra**
Secretary General, World Hindi Secretariat, Mauritius
- Dr. Sher Bahadur Singh**
Chairman, International Hindi Association, New York, America
- Prof. Pushpita Awasthi**
Director Hindi Universe Foundation, Netherlands
- Prof. Alka Dunpath**
Mahatma Gandhi Sansthan, Moka, Mauritius
- Ramess Ramburn**
President, Hindi speaking Union Mauritius
- Archana Painuly**
Prominent Writer, Denmark
- Dr. Mahendra Kishore Verma**
York University, United Kingdom
- Dr. Bindeshwari Agrawal**
New York University, New York
- Ramesh Joshi**
Chief Editor- Vishwa, Ohio, America

SPECIAL ISSUE

Govt. of India- RNI No.: UPBIL/2014/56766

APPROVED UGC CARE

ISSN No. 2348-2397

**JOURNAL OF
ARTS, HUMANITIES AND SOCIAL SCIENCES**

SHODH SARITA

**AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL**

* Vol. 7

* Issue 25

* January - March 2020

— EDITORIAL BOARD —

Dr. Surya Prasad Dixit
University of Lucknow, Lucknow

Dr. Parmeshwari Sharma
University of Jammu, Jammu

Dr. Yogendra Pratap Singh
University of Lucknow, Lucknow

Dr. M.P. Sharma
Jamia Millia Islamia University, New Delhi

Dr. S. Padmasani Kannan
Dr. M.G.R. Educational and Research Institute

Dr. Girish Pant
Jamia Millia Islamia University, New Delhi

Dr. V. Saraswati
University of Madras, Chennai

Dr. Arun Hota
Paschimvang University, Baarasaat, Kolkata

Dr. Shivaji Mundhe
International Institute of Management Science, Pune

Dr. Vandana Mohanty
International Institute of Management Science, Pune

— EDITOR IN CHIEF —

Dr. Vinay Kumar Sharma
Chairman
Sanchar Educational & Research Foundation, Lucknow

Published by
SANCHAR EDUCATIONAL & RESEARCH FOUNDATION LUCKNOW. U.P. (INDIA)

PUBLISHER

Sanchar Educational & Research Foundation, Lucknow (U.P.) INDIA

PRINTER

Aradhya Prakashan
448/119/76 Kalyanpuri,
Thakurganj, Lucknow – 226003 (U.P.)

SUBSCRIPTION / MEMBERSHIP FEE

Single Copy (Special Order)
Individual / Institutional

Rs. 300/-

FOR INDIANS

One Year	Rs. 1000.00- (with Postal Charges)
Five Years	Rs. 5,000.00- (with Postal Charges)
Life Time Membership	Rs. 10,000.00- (with Postal Charges)

FOR FOREIGNERS

Single Copy	US\$60.00-
One year	US\$150.00-

SPECIAL

All the Cheques/Bank Drafts should be sent in the name of the **SHODH SARITA**, payable at Lucknow.
All correspondence in this regard should be sent by **Speed Post** to the **Managing Editor, SHODH SARITA**

CHIEF EDITORIAL OFFICE

Dr. Vinay Kumar Sharma

M.A., Ph.d., D.Litt. - Gold Medalist
Awarded by the President of India

Editor in Chief - SHODH SARITA

448 /119/76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.,

Cell.: 09415578129, 09161456922

E-mail : serfoundation123@gmail.com

Publisher, Printer & Editor :-

Dr. Vinay Kumar Sharma Published at 448 /119/76, Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.
and printed by Aradhya Prakashan, 448/119/76 Kalyanpuri, Thakurganj, Lucknow – 226003 (U.P.)

- The Views expressed in the articles printed in this Journal are the personal views of the Authors. It is not essential for the Shodh Sarita Patrika or its Editorial Board to be in agreement with the views of Authors.
- Any material published in this Journal cannot be reprinted or reproduced without the written permission of the editor of the Journal.
- Printing, Editing, selling and distribution of this Journal is absolutely honorary and non-commercial.
- All disputes will be subject to Lucknow jurisdiction only.

CONTENTS

S. No.	Title	Name of Authors	Page No.
1.	Diagnosing Thyroid Symptoms & Remedies Using Data Mining	Dr. Sudhakar D. Bhoite Mrs. Sarika Panwal	1
2.	Decision Support Systems For Crop Selection - AN Imperative For Enhancing Farmers Income	Mr S. S. Managave Dr. R. D. Kumbhar	6
3.	Creativity At Workplace: Advantages, Limitations And Outcome	Ms. Kalyani Sachin Patil	14
4.	Role Of Industry 4.0 In The Adoption Of Gig Economy	Dr. Anjum Sayyad Dr. Sheena Abraham	20
5.	Inclusion Of New Need-Based Services In Existing E-Governance Services Offered By Government Of India At Grampanchayat Level	Dr. Kalpana Salunkhe	24
6.	Consumer Demographics And Reverse Logistics	Dr Ashutosh Zunjur Dr Vandana Mohanty	32
7.	Financial Services Outsourcing: New Frontier Of Knowledge Process Outsourcing	Dr. Pallavi Sajanapwar	39
8.	Social, Ethical And Legal Aspect Of Marketing In India	Mrs. Bhakti Joshirao	45
9.	A Study Of Status And Challenges Of Indian Startups	Mr. Pandurang Bhausahab Akhade	50
10.	A Study On Challenges Before Foreign Trade Of India	Dr. Kajal Vijay Khandagale	55
11.	A Smart Class Attendance Technique For Face Detection And Recognition In A Group Of Students	Mr. Narayan Kulkarni Dr. H.S. Fadewar	61
12.	Software As A Service (Saas) Marketing – Issues And Challenges	Mr Ketan Poojari Mr Aniket Joshi Mr Ajinkya Jagtap Mr Kartik Jadhav Dr Bharati Rajiv Jadhav	68
13.	Economic Value Added: Performance Measurement Yard Stick For Wealth Maximization With Reference To Select IT Companies Listed On BSE.	Dr. Gauri Prabhu Mrs. Poorva Pachpore	75
14.	Impact Of Technology On Indian Education Sector	Dr. Rajesh R. Gawali	82
15.	Literature Review On Comparison Of Web Accessibility Standards	Mr Shanatnu Ladkat Dr. Shivaji D. Mundhe	86
16.	Intelligent Automation In The Insurance Sector	Mr. Sunil Joshi Dr Shivaji D. Mundhe	92
17.	A Study The Influence Of Green Marketing Strategies On Performance Of Milk Processing Units In Ahmed Nagar District	Mr. Sudam Balasaheb Shinde Dr. Preeti Kulkarni	96
18.	Savings And Investment Habits Of Youngsters Of Khed Block Of Pune District	Dr. Sonali L. Patil	100

19.	Factors Affecting Customers' Perception Towards Ayurvedic Medicines With Reference To Pune City	Dr. Pushpraj Wagh	110
20.	Analysis Of Customer's Hotel Bills Using Seaborn Of Python	Prof. Prashant N. Wadkar Dr Shivaji D. Mundhe	116
21.	Solid Waste Management System In Pimpri - Chinchwad - Problems And Prospects	Dr. Jayasree Nambiar	120
22.	Impact Of Product Packaging On Consumer Perception And Purchase Intension	Ms. Rupa Manoj Rawal Ms. Pooja Shrish Kulkarni	127
23.	Sentiment Analysis Of Customer Feedback Using HIVE	Ms. Kavita T. Rangari Dr. Abhijeet Kaiwade	136
24.	A Study On Performance Evaluation Of CPSE ETF In India	Prof. Mahesh Mahankal Dr. Prabha Singh	147
25.	A Survey On Big Data Analysis Using Hadoop	Dr. D.R. Vidhate	153
26.	A Study On Identifying Loopholes And Problems In Recruitment And Selection Practices Of Tech Mahindra.	Mr. Janardhan D. Mandhare Dr. Safia Farooqui	158
27.	A Study Of Social Networking Sites In Perception Of Educational Data Mining	Asst. Prof. Pranita Vishal Yerankar Asst. Prof. Shital C. Kadam Dr. Abhijeet Kaiwade	165
28.	Role Of Police Department In India: With Special Reference To Pune City	Prof. Dr. Jitendra M. Hude	169
29.	Partial Capital Structure Adjustment And Speed Of Adjustment Towards Optimum Capital Structure In Selected BSE Listed Cement Companies	Mr Vikas Adhegaonkar Dr. E.B. Khedkar	175
30.	Impact Of Social Media On Consumer Behavior Towards Ayurvedic Medicines With Reference To Pimpri - Chinchwad	Dr. Pushpraj Wagh	181
31.	Workforce Diversity And Job Satisfaction On Employee Retention	Dr. Vandana Mohanty Dr. Sujit K. Acharya	186
32.	A Study On The Role Of Visual Management & Lean Management In Production Process	Mr Nitin N. Kanade	193
33.	Support Vector Machine : A Supervised Machine Learning Algorithm	Prof. Shubhangi M. Choudhary Dr. Avinash S. Jagtap	197
34.	Market Potential For Export Of Cut Rose Flowers From India	Mr. Tambe Prakash Dr. Rupendra Gaikwad	203
35.	The Contemporary Trends In Management Institutes To Meet The Changing Corporate Scenario	Dr. Prashant Radhakrishna Tambe	210
36.	Study Of Performance Appraisal Review System Of Tata Motors Ltd, Pune	Ms. Preeti Sakhre Dr. Rajendra Sabnis Mr. Abhishek Kulkarni	220
37.	Impact Of Recession On The Automobile Components Industry In Pune Region.	Dr. Gauri Prabhu Mrs. Poorva Pachpore	227

38.	A Study On Credit Card Fraud Detection Using Machine Learning	Dr. Sachin Misal Mr. Tushar Kathane Dr. Shivaji Mundhe	231
39.	Trend and Pattern of FDI Inflows In India With Special Reference To Maharashtra And Karnataka	Dr. Kedar V. Marulkar Dr. Nilam V. Jadhav	235
40.	Application Of Operations Research Tools And Techniques In Project Management	Mr. Onkar Arun Wagh Prof. Sarang Annasaheb Dani	239
41.	A Study Of Mobile Data Consumption Amongst Rural Consumers Of Western Maharashtra	Mr. Yogesh Khomane Dr. Rupendra Gaikwad	248
42.	Opting Right Tools For Novel Data Science	Dr. Poonam Sawant Prof. Smita Chavan Prof. Ashwini Chavan Prof. Pradeep Shitole	252
43.	An Application of ICT for SMART E-Governance in India: Forthcoming Challenges and Prospects.	Dr. Ashwini Brahme Dr. S.D. Mundhe Prof. Sagar Kulkarni Prof. Manasi Kulkarni	256

Editorial -----

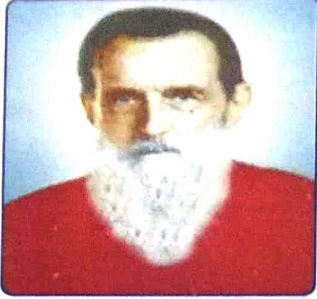
It is our pleasure to bring you the special issue of the Research journal which is a glimpse of Two Days National Conference organized by Yashaswi Education Society's International Institute of Management Science, Chinchwad in Association with AIMS on '**Current Trends in Management - Changes and Challenges**' on 27th & 28th of February, 2020. The two days National Conference witnessed some of the great speakers from the Academics and the Industry.

The objective of the Conference was to provide an intellectual forum for exchange of knowledge and information in relation to latest developments in the field of Management. The National Conference provided platform to the researchers, developers, industry experts and academicians to share their innovative ideas and research in the field of Current Trends in Management. The conference has provided a bridge to the research community and technology developers from academia and industry on various topics of current trends in Management and Science. It also helped creating the research interest in the minds of young learners and to pursue research as their career. With an aim to bring original quality research findings to the research community, the theme of the conference was set '**Current Trends in Management - Changes and Challenges**'. This conference has provided an opportunity to exchange new ideas, its application prospects to establish business or research relations and to find national partners for future collaboration.

This special issue provides useful insights on the current trends in management to strengthen the research Knowledge of Policy Makers & Regulators, Academicians, Industry experts, Research Scholars & Students. We look forward to your feedback and for your support in the future.

Dr. Vinay Kumar Sharma
Editor in Chief

अनन्य हिन्दी सेवी



डॉ. कामिल बुल्के (1909-1982)

बेल्जियम के कामिल बुल्के ने अपनी इंजीनियरिंग शिक्षा के मध्य ही संन्यास ग्रहण करने का मन बना लिया था। धर्म शिक्षा नीदरलैंड में लेकर 1935 में धर्म प्रचार हेतु भारत आये थे। वे भारत में राष्ट्रीय एकता की प्रतीक "हिन्दी" के प्रति उदासीनता एवं अंग्रेजी के प्रसार को देखकर दुःखी हुए। उन्होंने भारत की नागरिकता लेकर भारत को अपना देश व हिन्दी को अपनी भाषा माना। "रामकथा और तुलसी" तथा "हिन्दी शब्दकोष" आदि उनकी अनेक पुस्तकें हिन्दी को उनकी अमूल्य देन हैं। 1974 में पद्म भूषण से उन्हें सम्मानित किया गया। 17 अगस्त 1982 को दिल्ली में चिरस्मरणीय बुल्के का निधन हुआ और वे भारत की धरती में ही विलीन हो गये।



'प्रतीक्षा'

१४, उत्तर दक्षिण रास्ता दसवाँ
जुहू-पारले स्कीम
बम्बई - ४०० ०४६

भारत तुम्हें तुम्हें प्रणाम !
नाम तुम्हें प्रणाम प्रणाम में
पू तुम्हें प्रिय भारत धाम । भाव
रही मातृभाषा प्रणाम की,
बोली हिन्दी लगी ललाच । भाव
इसाई संस्कार लिये भी
पूज्य तुम्हें तुम्हें श्री राम । भाव
तुलसी जीत तुम्हें पगारही
के हित देत प्रणाम धाम । भाव
सदा सहज प्रणाम लगे
मेरा देश तुम्हारा नाम । भाव

- *[Signature]*

खुलसी जीवन के पुरवन से तुम्हें निकलना राम,
तुलसी के ललाच की पगारही मेरे लाल को धाम ।

FACTORS AFFECTING CUSTOMERS' PERCEPTION TOWARDS AYURVEDIC MEDICINES WITH REFERENCE TO PUNE CITY

Dr. Pushpraj Wagh*

ABSTRACT

Now a days with development of civilization, changing lifestyles, pollution and spread of new diseases, people have started facing many health related problems and disorders. Many people have started preferring Ayurvedic medicines over all other medicines and therapies. The awareness towards Ayurvedic medicines is increasing and perception is also changing in India as well as other countries.

A structured-five point Likert scale questionnaire was used to collect information through personal interview with 480 customers in Pune city selected on the basis of convenience sampling method.

The focus of the study is to understand the various factors affecting customers' perception towards Ayurvedic medicines. The study will be of value to the companies engaged in manufacturing and marketing of Ayurvedic medicines.

Keywords: *Factors affecting, Ayurvedic medicines, Perception, Pune city*

Introduction:

Ayurveda, a science of life, is the ancient and traditional medicinal system of India. Through generations the knowledge and wisdom of Ayurveda has passed and evolved.¹

Many new diseases and lifestyle disorders make people dependent on various types of medicines. As the treatments are for longer duration, involve cost as well as side effects.²

Ayurvedic medicines and therapies are the preference of many people now a day in India as well as in many countries. The perception of people towards Ayurvedic medicines and treatments is changing.³

Researcher in the present study attempts to identify the major factors that affect the perception of the people towards Ayurvedic medicines.

Review of Literature:

Jaggi, Ruchi & Ghosh, Munmun. (2017)⁴ conducted a survey of consumers in Pune city. The analysis of the study identified the most important the perception of people towards Patanjali products is effective communication strategy. Association of Baba Ramdev's image and the products' indigenous nature are other factors that have effect on the perception of people.

Ali, M. I., and Yadav, M (2015)⁵ conducted a survey of sixty consumers using herbal products in three cities of Bhopal. The objective of the research was to understand the reason of these consumers for using the herbal products. They concluded that the hazardous effect of chemical based medicines was the major reason behind their use of herbal products.

Suganya R, Dr. Hamsalakshmi R, (2017)⁶, made an

*Associate Professor, Yashaswi Education Society's International Institute of Management Science, Pune

attempt to identify customers' satisfaction and factors affecting the customers buying behavior towards Ayurvedic and healthcare products. They concluded that customers are satisfied of the Ayurvedic products and the major factor that influences the consumer behavior is- Ayurvedic and healthcare products are chemical free and quality product.

Shetty S. M. (2019)⁷ conducted a study to understand the customers' perceptions and beliefs towards Ayurvedic treatments in Mumbai city. He says that as compared to other medicinal systems, Ayurveda still lags behind. He suggested that Ayurvedic medicines marketers to build customer loyalty should put more emphasis on customer relationship management. There is also a need for focused promotion and to promote the benefits of Ayurvedic medicines.

Significance:

The present research will be useful to understand the major factors affecting the perception of customers towards Ayurvedic medicines.

The study will be of great use to manufacturers and marketers of Ayurvedic medicines to design advertising and promotional programmes based on the understanding of various factors affecting their perception. This would help companies to create a favorable position in the minds of their target customers and create a competitive edge over other companies and other forms of medicinal systems.

Methodology:

The secondary data to explore various affecting factors was collected through the review of various journals, books and websites. Primary data for the present research paper was collected through personal interview and a structured five point Likert scale questionnaire. The population of customers of Ayurvedic medicines in Pune city is unknown. Therefore a sample of 500 customers on the basis of

convenient sampling method was selected for the present study. Out of 500 customers, 480 customers provided complete information; therefore analysis is based on the responses given by 480 customers in Pune city. MS Excel and SPSS were used for the analysis of data. The reliability of the datasets was checked by Test-Retest method and hypothesis was tested by using Friedman's Chi square test.

Objectives of the study:

The objective of the present study is to explore various factors and identify the major factors influencing the customers' perception towards the Ayurvedic medicines in Pune city.

Hypothesis of the study:

Side effects of chemical based medicines, indigenous nature of Ayurvedic medicines and holistic approach of Ayurvedic medicines treating the root cause are major factors affecting the customers' perception towards Ayurvedic medicines in Pune city

Analysis of factors affecting customers' perception towards Ayurvedic medicines:

Respondents were asked to comment on their perception towards various factors using five response options: 5. Strongly Agree, 4. Agree, 3. Neither Agree nor Disagree, 2. Disagree, 1. Strongly Disagree.

A. Indigenous nature of Ayurvedic medicines:

Table 1: Descriptive Statistics: Indigenous nature of Ayurvedic medicines

Mean	3.33
Standard Deviation	1.16
Skew ness	-0.35
Kurtosis	-1.01
Coefficient of Variance	34.83

Interpretation: Mean=3.33, Standard Deviation =1.16 and Coefficient of Variance =34.83. Since, Coefficient of Variance is more than 33%, Mean is not a meaningful Value. Hence, interpretation is based upon frequency distribution table.

Table 2: Frequency Distribution table: Indigenous nature of Ayurvedic medicines

Response Category	Frequency	Percentage
Strongly Disagree	24	5.0
Disagree	128	26.7
Neither Agree nor Disagree	56	11.7
Agree	208	43.3
Strongly Agree	64	13.3

Interpretation: Among the respondents, except those who were indifferent, most of the respondents agree on their perception towards Ayurvedic medicines as Indigenous nature.

B. Advertising and promotion of Ayurvedic medicinal products:

Table 3: Descriptive Statistics: Advertising and promotion of Ayurvedic medicinal products

Mean	3.25
Standard Deviation	1.14
Skew ness	-0.51
Kurtosis	-0.79
Coefficient of Variance	35.07

Interpretation: Mean=3.25, Standard Deviation =1.14 and Coefficient of Variance = 35.07. Since, Coefficient of Variance is more than 33%, Mean is not a meaningful Value. Hence, interpretation is

based upon frequency distribution table.

Table 4: Frequency Distribution table: Advertising and promotion of Ayurvedic medicinal products

Response Category	Frequency	Percentage
Strongly Disagree	40	8.3
Disagree	104	21.7
Neither Agree nor Disagree	72	15.0
Agree	224	46.7
Strongly Agree	40	8.3

Interpretation: Among the respondents, except those who were indifferent, most of the respondents agree on their favorable perception towards Ayurvedic medicines because of advertising and promotion of Ayurvedic medicinal products.

C. Reasonable cost of Ayurvedic medicines:

Table 5: Descriptive Statistics: Reasonable cost of Ayurvedic medicines

Mean	2.70
Standard Deviation	1.04
Skew ness	-0.004
Kurtosis	-1.30
Coefficient of Variance	38.51

Interpretation: Mean=2.70, Standard Deviation =1.04 and Coefficient of Variance = 38.51. Since, Coefficient of Variance is more than 33%, Mean is not a meaningful Value. Hence, interpretation is based on frequency distribution table.

Table 6: Frequency Distribution table: Reasonable cost of Ayurvedic medicines

Response Category	Frequency	Percentage
Strongly Disagree	56	11.7
Disagree	184	38.3
Neither Agree nor Disagree	88	18.3
Agree	152	31.7
Strongly Agree	0	0

Interpretation: Among the respondents, except those who were indifferent, most of the respondents disagree on their perception towards Ayurvedic medicines as reasonable cost medicines.

D. Side effects of chemical based medicines:

Table 7: Descriptive Statistics: Side effects of chemical based medicines

Mean	4.08
Standard Deviation	0.85
Skew ness	-1.02
Kurtosis	0.91
Coefficient of Variance	20.83

Interpretation: Mean=4.08, Standard Deviation =0.85 and Coefficient of Variance = 20.83. Since, Coefficient of Variance is less than 33%, Mean is a meaningful Value. Skew ness is -1.02. Since Skew ness is a negative value, the curve is left skewed curve and data is piled up on right.

Kurtosis is 0.91. Since, Kurtosis is a positive value; the curve is tall and narrow. Skew ness and Kurtosis values further reaffirm the meaningfulness of mean.

Table 8: Frequency Distribution table: Side effects of chemical based medicines

Response Category	Frequency	Percentage
Strongly Disagree	0	0
Disagree	40	8.3
Neither Agree nor Disagree	32	6.7
Agree	256	53.3
Strongly Agree	152	31.7

Interpretation: Among the respondents, except those who were indifferent, most of the respondents agree on their favorable perception towards Ayurvedic medicines because of side effects of chemical based medicines.

E. Holistic approach of Ayurvedic medicines treating the root cause:

Table 9: Descriptive Statistics: Holistic approach of Ayurvedic medicines treating the root cause

Mean	3.93
Standard Deviation	1.19
Skew ness	-0.73
Kurtosis	-1.00
Coefficient of Variance	30.27

Interpretation: Mean=3.93, Standard Deviation =1.19 and Coefficient of Variance = 30.27. Since, Coefficient of Variance is less than 33%, Mean is a meaningful Value. Skew ness is -0.73. Since Skew ness is a negative value, the curve is left skewed curve and data is piled up on right. Kurtosis is -1.00. Since, Kurtosis is a negative value; the curve is short and flat. Skew ness and Kurtosis values further reaffirm the meaningfulness of mean.

Table 10: Frequency Distribution table: Holistic approach of Ayurvedic medicines treating the root cause

Response Category	Frequency	Percentage
Strongly Disagree	0	0
Disagree	112	23.3
Neither Agree nor Disagree	16	3.3
Agree	144	30.0
Strongly Agree	208	43.3

Interpretation: Among the respondents, except those who were indifferent, most of the respondents agree on their perception towards Ayurvedic medicines as holistic approach treating the root cause.

Hypothesis Testing:

Hypothesis:

Side effects of chemical based medicines, indigenous nature of Ayurvedic medicines and holistic approach of Ayurvedic medicines treating the root cause are major factors affecting the customers' perception towards Ayurvedic medicines in Pune city

Purpose:

To study if there is significant difference in the extent of factors affecting the customers' perception towards Ayurvedic medicines

Statistical Test: Friedman's Chi Square Test:

Variables and Measurement: Respondents were offered following five factors affecting their perception towards Ayurvedic medicines and were asked to comment on the extent to which they agree the effect of the various factors using five point scale (5 – Strongly Agree, 4 – Agree, 3 - Neither Agree nor Disagree, 2 – Disagree, 1 – Strongly Disagree):

A. Indigenous nature of Ayurvedic medicines

- B. Advertising and promotion of Ayurvedic medicinal products
- C. Reasonable cost of Ayurvedic medicines
- D. Side effects of chemical based medicines
- E. Holistic approach of Ayurvedic medicines treating the root cause

H_0 : Factors affecting customers' perception towards Ayurvedic medicines do not differ in magnitude (mean ranks are equal).

H_1 : Factors affecting customers' perception towards Ayurvedic medicines do differ in magnitude (mean ranks are not equal).

Level of Significance: $\alpha=0.05$

Table 11: Test Statistics- Factors affecting customers' perception towards Ayurvedic medicines

Test Statistics	
N	480
Chi-Square	107.872
Df	4
Asymp. Sig.	.000

Observation:

$X^2(df= 4)= 107.872, P\text{-Value}= 0.000$

Conclusion: Since P-Value (0.000) is less than the level of significance (0.05), the null hypothesis is rejected. Hence, it is concluded that factors affecting customers' perception towards Ayurvedic medicines differ in magnitude. To find out where the difference lies, we referred to ranks table.

Table 12: Mean Ranks- Factors affecting customers' perception towards Ayurvedic medicines

	Mean Rank
Indigenous nature of Ayurvedic medicines	2.74
Advertising and promotion of Ayurvedic medicinal products	2.72
Reasonable cost of Ayurvedic medicines	1.76
Side effects of chemical based medicines	3.93
Holistic approach of Ayurvedic medicines treating the root cause	3.86

From the ranks table, it can be seen that Side effects of chemical based medicines has mean rank of 3.93, Holistic approach of Ayurvedic medicines treating the root cause has 3.86, Indigenous nature of Ayurvedic medicines has 2.74, Advertising and promotion of Ayurvedic medicinal products has 2.72 and Reasonable cost of Ayurvedic medicines has mean rank of 1.76. Hence, the top three factors affecting customers' perception towards Ayurvedic medicines are:

- a) Side effects of chemical based medicines
- b) Holistic approach of Ayurvedic medicines treating the root cause
- c) Indigenous nature of Ayurvedic medicines

Findings:

- i. Among the respondents, except those who were indifferent, most of the respondents i.e. 56.6 % agree on their perception towards Ayurvedic medicines as Indigenous nature. (ref. table-2)
- ii. Among the respondents, except those who were indifferent, most of the respondents i.e. 55% agree on their favorable perception towards Ayurvedic medicines because of advertising and promotion of Ayurvedic

medicinal products. (ref. table-4)

- iii. Among the respondents, except those who were indifferent, most of the respondents i.e. 50% disagree on their perception towards Ayurvedic medicines as reasonable cost medicines. (ref. table-6)
- iv. Among the respondents, except those who were indifferent, most of the respondents i.e. 85% agree on their favorable perception towards Ayurvedic medicines because of side effects of chemical based medicines. (ref. table-8)
- v. Among the respondents, except those who were indifferent, most of the respondents i.e. 73.3% agree on their perception towards Ayurvedic medicines as holistic approach treating the root cause. (ref. table-10)

Conclusion:

Indigenous nature of Ayurvedic medicines, advertising and promotion of Ayurvedic medicinal products, reasonable cost of Ayurvedic medicines, side effects of chemical based medicines and holistic approach of Ayurvedic medicines treating the root cause are the various factors affecting customers' perception towards Ayurvedic medicines.

From descriptive statistics, testing of hypothesis and rank table it can be concluded that the top three factors affecting customers' perception towards Ayurvedic medicines are:

- a) Side effects of chemical based medicines
- b) Holistic approach of Ayurvedic medicines treating the root cause
- c) Indigenous nature of Ayurvedic medicines

Scope for future Research:

The present research is based on factors affecting customers' perception towards Ayurvedic medicines in in Pune city.

The scope of the research can be extended to other major cities to know if any other factors affect the customers' perception towards Ayurvedic medicines.

The study can also be extended over customers' awareness, satisfaction, and consumer behavior towards Ayurvedic medicines.

Doctors' and retailers' perception towards Ayurvedic medicines can also be of value for better understanding.

References:

1. ChauhanAshutosh, Semwal Deepak Kumar, Mishra Satyendra Prasad, SemwalRuchiBadoni (2015), Ayurvedic Research and Methodology: Present Status and future strategies, Ayu- An International Quarterly Journal of Research in Ayurveda, 36 (4), 364-369
2. Byung –II Yeh&Deok Kong (2013), The Advent of Lifestyle Medicines, Journal of Lifestyle Medicines, 3(1), 1-8
3. <https://www.biospectrumindia.com/features/69/9026/rising-demand-of-traditional-medicines-in-modern-world.html> (Accessed on Monday, January 27, 2020; 08.03 am)
4. Jaggi, Ruchi&Ghosh, Munmun. (2017). Consumer Perception of Patanjali Products: An Analytical Study. IUP Journal of Brand Management XIV. 13-23
5. Ali, M. I., YadavM. (2015), A study of consumer perception of herbal products in Bhopal, International Journal of Management Studies, 2(1), 69-80
6. Suganya R, Dr. Hamsalakshmi R, (2017), A study on customer buying behavior of selected Ayurvedic healthcare products, International journal of Advanced Research and Development, 2 (2), 13-18
7. Shetty S. M. (2019), Consumer perception towards Ayurveda in central suburbs of Mumbai, Indian Journal of Applied Research, 9(5), 56, 57
8. Wagh, P. R. (2017). A study of problems and prospects for entrepreneurship development in manufacturing of Ayurvedic medicines with reference to Western Maharashtra (Doctoral Dissertation) SavitribaiPhule Pune University.

