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# 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, Chinchwad, Pune

### TITLE OF RESEARCH PAPER

IMPACT OF SOCIAL MEDIA ON CONSUMER  
BEHAVIOUR TOWARDS AYURVEDIC MEDICINES  
WITH REFERENCE TO PIMPRI -CHINCHWAD

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

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

ISSN 2348-2397

SPECIAL ISSUE

# शान्ध सञ्चरिता

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)

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**SPECIAL ISSUE**

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

**APPROVED UGC CARE**

**ISSN No. 2348-2397**

**JOURNAL OF  
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\* Vol. 7

\* Issue 25

\* January - March 2020

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**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

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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-

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## 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. )

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# 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.

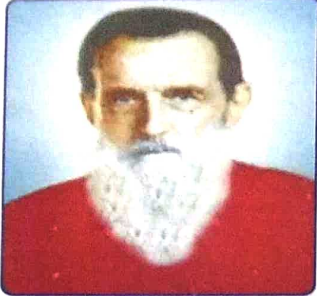
The objective of the Conference was to provide an intellectual forum for exchange of knowledge and information in relation to latest developments in the field of Management. The National Conference provided platform to the researchers, developers, industry experts and academicians to share their innovative 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।



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जुहू-पारले स्कीम  
बम्बई - ४०० ०४६

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

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तुलसी जीतके पुरवन से प्रणाम निकसल राम,  
तुलसी के ललाम की पगारही मेरे लन को धाम ।

## IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR TOWARDS AYURVEDIC MEDICINES WITH REFERENCE TO PIMPRI -CHINCHWAD

Dr. Pushpraj Wagh\*

### ABSTRACT

“Ayurveda” means Science of Life. Ayurveda is the ancient medicinal system originated in India more than 3000 years back and is effective and in use till today for treating many ailments and chronic diseases. A rising trend towards using Ayurvedic medicines, treatments, cosmetics is observed now a day in India as well as countries abroad.

With advent of social media, companies have started promoting Ayurvedic products on various social media like Facebook, Linked-in, Snapchat, Instagram etc.

A structured questionnaire was used to collect information through personal interview with 100 respondents selected on the basis of convenience sampling method from Pimpri-Chinchwad area.

The present research paper attempts to understand the impact of social media on consumer behaviour towards Ayurvedic medicines in Pimpri-Chinchwad.

**Keywords:** *Ayurvedic medicines, Pimpri-Chinchwad, Social media, Consumer behaviour*

#### Introduction:

Ayurveda, the traditional Indian system, is in use even today and the awareness and inclination of people towards it is increasing in India as well as in other countries due to the side effects of chemical based or synthetic drugs. Ayurveda is based on holistic approach which attempts to cure the root cause of any disease. Ayurvedic medicines are the preference of many people world over as an alternative and complementary therapy.<sup>1</sup>

Advancements of technology now a day have provided prospects to promote various complementary and alternative medicines on social media. People seek information on social media for alternative and complementary therapies due to

many reasons like cost saving, convenience of buying online, dissatisfactions due to improper health services etc. Many times, people find predatory marketing and promotional offers on social media. Therefore strategies need to be developed to monitor the spread of alternative and complementary medicines.<sup>2</sup>

Researcher in present study attempts to understand the impact of social media on consumer behaviour towards Ayurvedic medicines in Pimpri- Chinchwad area.

#### Significance:

The study of impact of social media on consumer behaviour towards Ayurvedic medicines will be useful for understanding the changing consumer

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



behaviour with reference to Ayurvedic medicines.

This study would also provide insights to Ayurvedic medicines manufacturers and marketers to promote the medicines effectively and efficiently through various media that have emerged on account of advancement of technology.

### Review of Literature:

Dr. Balasubramanian S. Dr. Aruna (2018)<sup>3</sup>, studies the consumer behaviour with reference to herbal products and cosmetics in Pune region. On the basis of the findings he recommends that today there is great influence of electronic media on consumers. Consumers can be made aware of various herbal products and cosmetics through various TV shows and reality show. He further says, for herbal products, promotion being natural and free of side effects would be more effective.

Dr. Sinha Gurvishal (2018)<sup>4</sup>, in his study made an attempt by using factor analysis to identify various factors that affect the mind-set of people residing in Noida region and made them switch from chemical based medicines to Ayurvedic medicines. On the basis of findings of the study, he suggests that the Ayurvedic medicines manufacturers and marketers should put more emphasis on right consultation. Further he says, Ayurvedic products need continuous improvement in terms of product development. They require support in various areas like distribution, promotion, publicity, word of mouth, and advertising.

Dr. Sahu Mukesh (2017)<sup>5</sup>, in his paper studied the Patanjali Ayurved and its marketing strategies in current scenario. He describes various factors that contribute to growth of Patanjali. One of the factors he quoted is the strategy of awareness through social media. Social media is one of the effective and prompt medium to spread the awareness of products

over world. Patanjali has made effective use of the social media to increase awareness and promote its products.

Pathak Dhanjit, Borah Rahul (2019)<sup>6</sup>, conducted a study on consumer behaviour towards Ayurvedic medicines in Tezpur. Based on the findings they mentioned suggestions. In one of the suggestions, they say that on social media young population in India is very active. Ayurvedic medicines manufacturers and marketers can make the best use of this platform to increase awareness and establish superiority of various Ayurvedic products in their minds.

### Methodology:

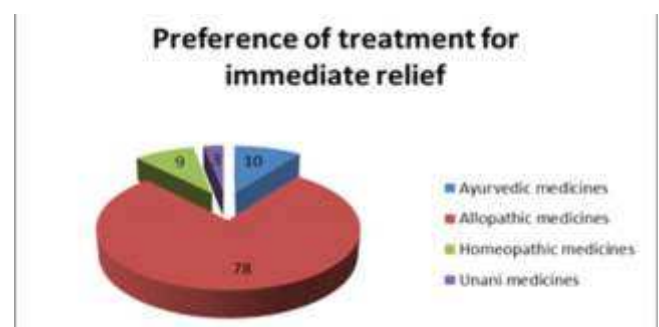
For the present paper, primary data was collected through a structured questionnaire and personal interview with 100 respondents in Pimpri Chichwad area. A convenience sampling method was used to select the sample for study from population. Secondary data was collected through websites and journals. Data was analysed by using MS Excel.

### Objective:

The objective of the present study is to study the impact of social media on the consumer behaviour towards Ayurvedic medicines with reference to Pimpri-Chichwad area

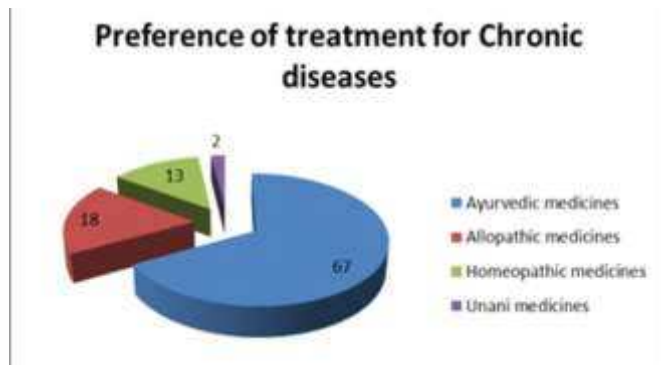
### Data Analysis:

Table-1: Respondents' preference of treatment for immediate relief



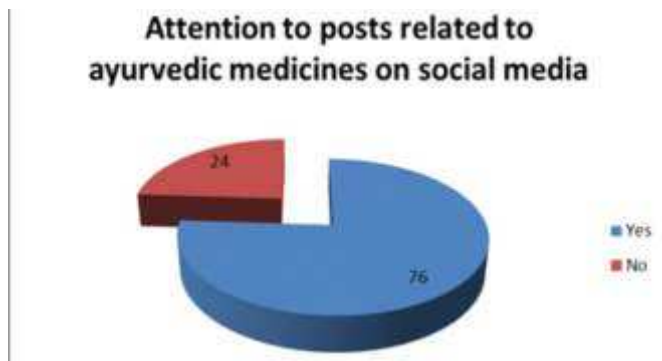
Among the respondents, most of the respondents i.e. 78% prefer Allopathic medicines for immediate relief.

Table-2: Respondents' preference of treatment for chronic diseases



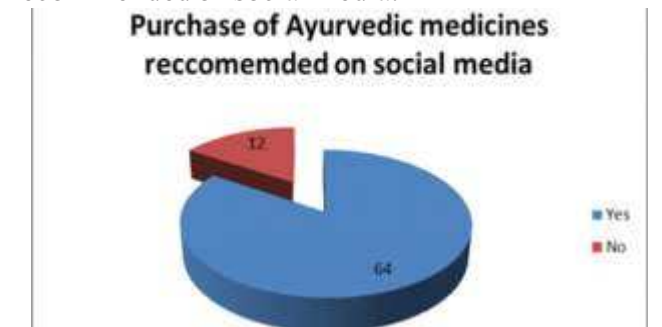
Among the respondents, most of the respondents i.e. 67% prefer Ayurvedic medicines as a treatment for chronic diseases.

Table-3: Respondents' attention to posts related to Ayurvedic medicines on social media



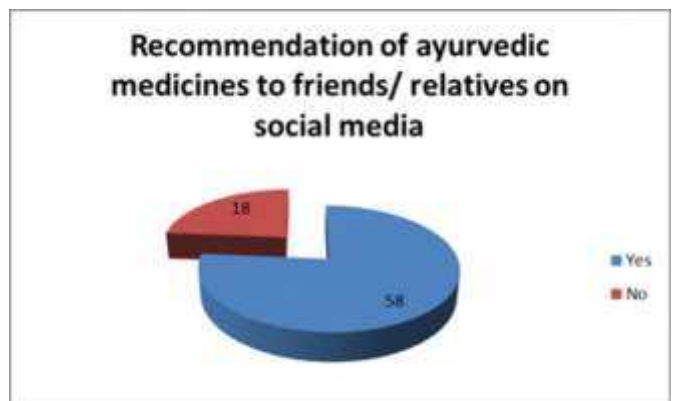
Among the respondents, most of the respondents i.e. 76 % read the posts related to Ayurvedic medicines/treatments on social media

Table-4: Purchase of Ayurvedic medicines recommended on social media.



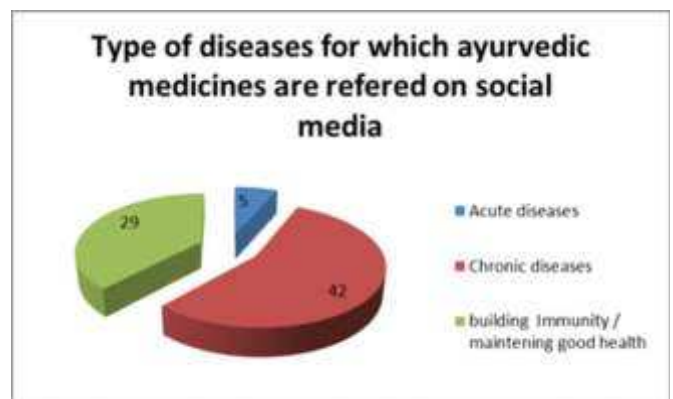
Among the respondents who read the posts on social media related to Ayurvedic medicines, most of the respondents i.e. 84.2 % purchase Ayurvedic medicines.

Table-5: Respondents' behaviour of recommending Ayurvedic medicines to friends/relatives on social media



Among the respondents who read the posts on social media related to Ayurvedic medicines, most of the respondents i.e. 76.3% recommend Ayurvedic medicines to their friends or relatives.

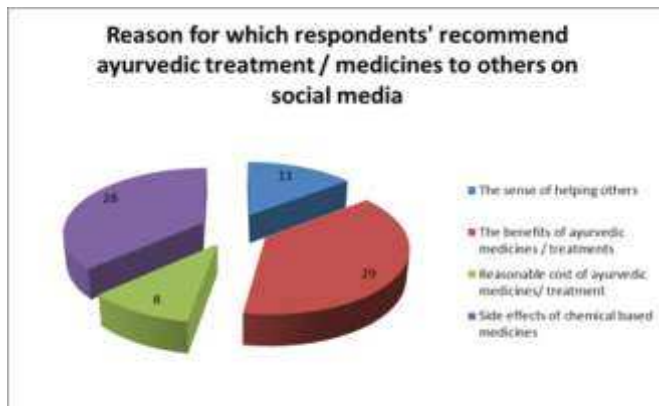
Table-6: Type of diseases for which Ayurvedic medicines are referred on social media



Among the respondents who read the posts on social media related to Ayurvedic medicines, majority of the respondents i.e. 55.2% prefer Ayurvedic medicines for chronic diseases and 38.1% prefer Ayurvedic medicines for building immunity and maintaining good health.



Table-7: Reason for which respondents' recommend Ayurvedic treatment/ medicines on social media



Among the respondents who read the posts on social media related to Ayurvedic medicines, 38% respondents recommend Ayurvedic medicines to others due to the benefits of Ayurvedic medicines and 36.8% recommend Ayurvedic medicines to others due to the side effects of chemical based medicines.

### Findings:

Among the respondents,

- i. Most of the respondents i.e. 78% prefer Allopathic medicines for immediate relief. (Ref. table-1)
- ii. Most of the respondents i.e. 67% prefer Ayurvedic medicines as a treatment for chronic diseases. (Ref. table-2)
- iii. Most of the respondents i.e. 76 % read the posts related to Ayurvedic medicines/treatments on social media. (Ref. table-3)

Among the respondents who read the posts on social media related to Ayurvedic medicines,

- i. Most of the respondents i.e. 84.2 % purchase Ayurvedic medicines. (Ref. table-4)
- ii. Most of the respondents i.e. 76.3% recommend Ayurvedic medicines to their friends or relatives. (Ref. table-5)

iii. Majority of the respondents i.e. 55.2% prefer Ayurvedic medicines for chronic diseases and 38.1% prefer Ayurvedic medicines for building immunity and maintaining good health. (Ref. table-6)

iv. 38% respondents recommend Ayurvedic medicines to others due to the benefits of Ayurvedic medicines and 36.8% recommend Ayurvedic medicines to others due to the side effects of chemical based medicines. (Ref. table-7)

### Conclusion:

The present study reveals that for immediate relief, most of the people prefer Allopathic medicines, however in case of chronic diseases; due to the long duration of treatment people give more preference towards Ayurvedic medicines.

Most of the people read the posts on social media related to Ayurvedic medicines and make purchase for use. They recommend Ayurvedic medicines to their friends and relatives on social media. Most of the Ayurvedic medicines are recommended on social media for treatment of chronic diseases and for building immunity and maintaining good health. People recommend Ayurvedic medicines to others on social media due to the benefits of Ayurvedic medicines and the harmful effects of chemical based medicines.

### Scope for future research:

The present paper studies the impact of social media on consumer behaviour towards Ayurvedic medicines in Pimpri-Chinchwad area. The scope of research can be extended over a wide geographic area to understand the effect on consumer behaviour in broad view.

The impact of factors other than social media on consumer behaviour towards Ayurvedic medicines can also be undertaken as a future research.

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