



# User preference analysis between Ayurvedic and Allopathic drugs in Coimbatore

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## Abstract

This study examines the user preferences between Ayurvedic and Allopathic drugs in Coimbatore, India. Through survey data collected from a diverse sample, including demographic information and health-related factors, the study investigates the factors influencing individuals' choices between these two medical systems. Utilizing statistical analysis, the research explores the prevalence of usage, perceived effectiveness, side effects, accessibility, and trust in both Ayurvedic and Allopathic medicines among the populace. Additionally, the study delves into the socio-cultural, economic, and educational backgrounds affecting preferences. Findings reveal nuanced patterns in preference based on age, gender, income, and educational levels.

**Keywords:** Ayurvedic medicine, Allopathic medicine, socio-cultural factors.

## Introduction

In the realm of healthcare, two distinct yet complementary paradigms have emerged: Ayurveda and Allopathy. Ayurveda, an ancient system of medicine originating from the Indian subcontinent, and Allopathy, the modern Western medical approach, offer unique perspectives on health and healing. While Ayurveda is deeply rooted in traditional wisdom and holistic principles, Allopathy relies on evidence-based research and pharmaceutical interventions. Understanding the principles and practices of both systems is essential for healthcare professionals to provide comprehensive and integrative care to patients.

Ayurveda, which translates to "the science of life," is founded on the belief that health is a harmonious balance between mind, body, and spirit. It emphasizes the importance of individualized treatment based on

one's unique constitution, or dosha, comprising of Vata (air and ether), Pitta (fire and water), and Kapha (earth and water). Ayurvedic therapies encompass herbal remedies, dietary modifications, yoga, meditation, and lifestyle practices aimed at restoring equilibrium and promoting wellness.

In contrast, Allopathy, also known as modern or conventional medicine, adopts a reductionist approach to healthcare, focusing on the diagnosis and treatment of specific symptoms or diseases. It utilizes pharmaceutical drugs, surgical procedures, and advanced medical technologies to manage acute and chronic conditions. Allopathic treatments are primarily guided by clinical trials, research evidence, and standardized protocols, aiming for rapid symptom relief and disease management.

While Ayurveda and Allopathy diverge in their philosophical underpinnings and methodologies, both systems share a common goal: to alleviate suffering and improve the quality of life for individuals. Recognizing the strengths and limitations of each approach, healthcare professionals can integrate aspects of Ayurveda and Allopathy to offer patients a comprehensive and personalized treatment plan. This integrative approach may involve collaborative care, incorporating Ayurvedic principles alongside conventional medical interventions, to optimize therapeutic outcomes and promote holistic well-being.

### **Statement of the problem**

The coexistence of Ayurveda and Allopathy within the realm of healthcare presents a multifaceted challenge for both practitioners and patients. While Ayurveda offers holistic approaches rooted in ancient wisdom and personalized care, Allopathy provides evidence-based interventions and standardized treatment protocols. The dilemma arises in navigating the divergent philosophies and methodologies of these two systems, leading to potential gaps in patient care and treatment outcomes. Furthermore, the lack of integration and collaboration between Ayurvedic and Allopathic practitioners often results in fragmented healthcare delivery, where patients may be forced to choose between traditional or modern approaches, rather than benefiting from a synergistic blend of both. Addressing this problem requires a deeper understanding of the strengths and limitations of each system, as well as fostering interdisciplinary dialogue and cooperation to create a more cohesive and patient-centered approach to healthcare.

### **Objective of the study**

The objective is to study to examine the importance of speed in relief in Allopathic drug.

### **Research Methodology**

The research conducted is descriptive in nature, aiming to provide a comprehensive understanding of User preference analysis between Ayurvedic and Allopathic drugs in Coimbatore. Primary data will be collected through the distribution of questionnaires to Ayurvedic and Allopathic drugs users in Coimbatore city. The questionnaire will be designed to gather insights into users' perceptions, behaviors, and experiences related to Ayurvedic and Allopathic drugs. Secondary data will be collected from various sources including academic journals, websites, and reports focusing on Ayurvedic and Allopathic drugs, specifically within the Indian context and Coimbatore city.

### Limitations of the Study

- The study may have been limited by a relatively small sample size, potentially impacting the representativeness of findings.
- There may have been limitations in the demographic diversity of the sample, certain age groups and limiting the applicability of findings across diverse populations.
- The study focus on Coimbatore may limit the extrapolation of findings to other regions where healthcare preferences and access to ayurvedic and allopathic treatments may vary significantly.

### ANALYSIS AND INTERPRETATION

**Table 1**

This table represents level of familiarity with allopathic drug in Coimbatore city. A significant majority of respondents, representing 65% of the respondent are somewhat familiar

Level of familiarity	Number of Respondents	Percentage
Somewhat familiar	130	65%
Very familiar	47	23%
Not familiar at all	24	12%
<b>Total</b>	<b>201</b>	<b>100%</b>

**Table 2**

This table represents usage of allopathic drug for medical treatment in coimbatore city. A significant majority of respondents, representing 70% of the respondents are using allopathic drugs for medical treatment

Usage of allopathic drug	Number of Respondents	Percentage
Yes	139	70%
No	60	30%
<b>Total</b>	<b>199</b>	<b>100%</b>

**Table 3**

This table represents importance of allopathic drug for relief in coimbatore city. A significant majority of respondents, representing 41% of the respondents very important for the relief while using allopathic drug.

Importance for relief	Number of Respondents	Percentage
Very important	78	41%
Moderately important	76	39%
Extremely important	28	15%
Slightly important	9	5%
<b>Total</b>	<b>191</b>	<b>100%</b>

**Table 4**

This table represents satisfaction of allopathic drug for relief coimbatore city. A significant majority of respondents, representing 42% of the respondents are not satisfied on relief while using allopathic drug.

Satisfaction on relief	Number of Respondents	Percentage
Negatively	80	42%
Neutral	61	32%
Positively	54	26%
<b>Total</b>	<b>195</b>	<b>100%</b>

**Table 5**

This table represents recommendation of the allopathic drug by the healthcare providers coimbatore city. A significant majority of respondents, representing 62% of the respondents recommendation for the allopathic drug is moderate

Recommendation of the drug	Number of Respondents	Percentage
Moderately	121	62%
Significantly	51	26%
Minimally	23	12%
<b>Total</b>	<b>195</b>	<b>100%</b>

**Table 6**

This table represents specific condition or symptoms provide quick relief in allopathic drug coimbatore city. A significant majority of respondents, representing 62% of the respondents recommendation for the allopathic drug is moderate.

Specific condition	Number of Respondents	Percentage
Fever reduction	69	35%
Inflammation reduction	66	34%
Pain relief	31	16%
Allergy relief	26	13%
Other	3	2%
<b>Total</b>	<b>195</b>	<b>100%</b>

**Table 7**

This table represents consistent of the speed relief in allopathic drug coimbatore city. A significant majority of respondents, representing 75% of the respondents has the consistent of relief while using allopathic drug.

Consistent of relief	Number of Respondents	Percentage
Yes	145	75%
No	48	25%
<b>Total</b>	<b>193</b>	<b>100%</b>

**Table 8**

This table represents usage decision of allopathic drug coimbatore city. A significant majority of respondents, representing 47% of the respondents use by the self-prescription.

Usage decision	Number of Respondents	Percentage
Self-prescription	92	47%
Recommendation from family or friends	57	29%
Based on Doctors recommendation	45	24%
<b>Total</b>	<b>194</b>	<b>100%</b>

**Table 10**

This table represents ayurvedic drug as alternative to allopathic drug coimbatore city. A significant majority of respondents, representing 68% of the respondents are using ayurvedic drug as an alternative to allopathic drug.

S. No	Ayurvedic as alternative to allopathy	Number of Respondents	Percentage
1	Yes	130	68%
2	No	61	32%
<b>Total</b>		<b>191</b>	<b>100%</b>

## SUGGESTIONS

- By reducing the price of the medicines, it is been appreciated because everybody can buy it easily
- The allopathic drug is said to be a quick in relief but has side effects which is been suggested to change the medicine with quick relief and with no side effects
- By avoiding Pain killers like a tablet or syrup as intaking there is to be suggested an external medication.

## CONCLUSION

In conclusion, the comparison between Ayurvedic and Allopathic drugs underscores the diverse approaches to healthcare and the potential for integration to enhance patient outcomes. Ayurvedic medicine, rooted in ancient wisdom and holistic principles, offers personalized treatments aimed at restoring balance and promoting overall well-being. In contrast, Allopathic medicine relies on evidence-based research and pharmaceutical interventions to target specific symptoms or diseases.

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