

A Study on Consumer Preference towards Siddha Medicine During COVID – 19 in Dharmapuri District

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ABSTRACT

Siddha is considered to be oldest medicines with its own benefits. At many circumstances of illness, people prefer Siddha medicines to cure their disease. Siddha is preferred for its own specialties. This paper has attempted to reveal the preference towards Siddha medicines during COVID 19 taking 115 respondents as samples. The sampling technique used in this study is convenience sampling method. The results were analysed by using various statistical techniques used to percentage analysis, Chi-square and factor analysis. The study revealed that people preferred siddha medicine as a precautionary step in preventing Covid to a great extent. Many of them took kabasurakudineer and Nilavembu powder as immunity booster. They also recommended their friends and relatives to choose siddha medicine as a best option in order to safeguard their health and their family from corona virus.

Key words, Siddha, Ayurvedic Medicine, Consumer Preference and COVID – 19.

1. Introduction

With a global race to find a cure for the deadly corona virus, siddha medicine gained lot of importance due to its various qualities in boosting the immunity of humans which is seen as one of the best precautionary step in avoiding covid disease. Siddha has a very powerful history centuries back and is very buzz word till present. People started to turn their attention towards siddha medicine and started taking it to protect themselves from Corona virus. It was preferred by them due to various reasons and one of its best remedy as immunity booster. Hence this study focuses on Preference of Consumer towards Siddha during Covid 19 in Dharmapuri District.

2. Review of Literature

G. Satheesh Raju and R. Rahul (2016)¹ This study is carried out to know why customers are preferring Patanjali products. The company is expected to make revenues of Rs. 20,000 crore by fiscal year 2020 (IIFL Institutional Equities report). This study also aims at identifying customer perception towards present and expected products from Patanjali. The sampling method used in the study was random sampling.

M. Vandhana and S. Shobana Sindhu (2017)² The study investigated about marketing as old human civilization. Many people see marketing only as advertising or selling. In reality, marketing doesn't involve the art of selling what you make but knowing what to make. Modern organizations gain market leadership by understanding consumer needs and finding solutions that delight customers.

Dr. Hemant J. Katole (2018)³ This study mainly focused on the factors influencing the success and popularity of the patanjali products and it also studies the satisfaction and loyalty of customers regarding consuming Patanjali products. Researcher collected the primary data of 500 respondents and analysed it through SPSS. It was observed that customers who purchased Patanjali repurchased it and showed their loyalty towards the company. The factors influencing the success

¹ G. Satheesh Raju and R. Rahul (2016) Customer preferences towards patanjali products: A study on consumers with reference to Warangal district, International Journal of Commerce and Management Research, www.managejournal.com, ISSN: 2455 – 1627, Volume 2, Issue 11, Page No. 26 – 28, Print.

² M. Vandhana and S. Shobana Sindhu (2017) A study on consumer perception towards Patanjali Products with special reference to Coimbatore City, Shanlax International Journal of Commerce, ISSN: 2320 – 4168, Volume 5, Issue 4, Page No. 166 - 173, Print.

³ Dr. Hemant J. Katole (2018) A study of consumer behaviour on Patanjali Products, Paripex- Indian Journal of Research, www.worldwidejournals.com, ISSN: 2250 – 1991, Volume 7, Issue 1, Page No. 07 – 09, print.

and popularity of Patanjali products are patanjali as swadeshi brand, quality of patanjali product, having fewer complaints of customer and Baba Ramdev as face value of Patanjali.

P. Sivaranjani et.al (2019)⁴This study is proposed to make an attempt to find out the Consumer satisfaction, Awareness, Attitude and Preference towards familiar Ayurvedic products in Coimbatore city of Tamil Nadu, India. Around 150 respondents were directly interviewed using well structured questionnaire and the result of the study showed that valuable work has been done to show the consumers awareness, attitude and preference towards ayurvedic products.

Dr. C. Madhesh and M. Chitra (2020)⁵The study examines the customer satisfaction towards Siddha medicines in Salem Corporation. In this modern era people are more conscious towards their health and siddha is considered to be one of the oldest and effective medicines having its own benefits. The data has been collected from 53 respondents in Salem Corporation. The sampling technique used in this study was convenient sampling method. These studies used statistical tools like percentage analysis, chi-square and t-test about siddha for their better health. The outcome is that most of the respondents are well known and used Siddha medicines. They feel more comfortable and satisfied by using it.

JV. Sabarianandh et.al (2020)⁶ severe acute respiratory syndrome coronavirus is responsible for the COVID-19. It was identified in china in December 2019 and it was declared as a pandemic disease by “the World Health Organization” in March 2020. This review articles is an attempt to give an insight into the management of COVID-19 in the siddha medicine aspect to potential treatment strategies in herbal and herbomineral formulations for the recently recognized of siddha medicine.

M. Suryakumar, et.al (2023)⁷ The COVID – 19 outbreak caused a huge loss of life, both for the victims and their families. It brought to a financial catastrophe that had unanticipatedly large proportions globally and ruined livelihoods. The Indian government has collaborated with the Ministry of Ayush to establish a number of policies and preventative actions to combat the COVID-19 epidemic. Patients have benefited from the use of these strategies in conquering the early stages of Corona virus infection. In light of COVID-19, the researcher is interested in learning how the general public in Tamil Nadu thinks about and favours Ayurvedic medicines. The results of the study were widely publicized throughout Tamil Nadu. The convenience sampling technique was used to gather the samples from the study area. The sampling included 390 respondents. The research model was framed by the variables perception, usage, preference, and satisfaction of siddha medicine.

3. Scope of the study

The study helps in identifying various strategies adapted by the manufactures in creating preference among consumers. The paper also reveals the various reasons conversed by the respondents for preferring siddha medicines in order to lead a healthy and happier life. The study covers the respondent's preference towards siddha medicine during COVID 19 in Dharmapuri District.

4. Statement of the problem

Today due to change in culture and habits various health issues are emerging whereby people are pushed to the hospitals and under compulsion to take medicines. Though medicines cannot be avoided people nowadays prefer medicines without side-effects. Hence siddha which is a part of Ayurveda has emerged as a great remedy and hence an attempt is made in this study regarding preference of consumers towards siddha medicines.

5. Objectives

- ❖ To analyze the Consumer Preference towards Siddha Medicine during Covid – 19 in Dharmapuri District.

6. Research Methodology

6.1. Research Design

The study is both descriptive and analytical in nature and data were collected from consumers by administering questionnaire. A Sampling of 115 respondents was taken in this the study by using convenience sampling. The research study focuses on siddha medicine for collecting some information with regard to consumer preference towards siddha medicines during covid – 19 in Dharmapuri District.

6.2. Data Collection

Both primary and secondary data has been collected for this study. The researcher has prepared interview schedules for this study. Interview schedule have been used for the purpose of collecting information from the preference towards siddha medicine. The period of study was from January to March 2022. The secondary data related to siddha

⁴ P. Sivaranjani et.al (2019) A Study on Consumer Awareness and Preference towards Ayurvedic Product in Combatore City, International Journal of Scientific Research and Review, ISSN: 2279 – 543X, Volume 8, Issue 5, Page No. 1288 – 1292, Print.

⁵ Dr. C. Madhesh and M. Chitra (2020) “A Study on customer satisfaction towards siddha medicines in salem corporation”, GIS Science Journal, ISSN: 1869 - 9391, Volume 7, Issue 9, and Page No. 344 – 349. Print.

⁶ JV Sabarianandh etl.al (2020) “COVID – 19 in Siddha Medicine: A Review”, SBV Journal of Basic, Clinical and Applied Health Science, Volume 3, Issue 2, Page No. 82-85.

⁷ M. Suryakumar et.al (2023) “Perception and Preference towards Siddha Medicines During Covid-19 in Tamil Nadu” Journal of Pharmaceutical Negative Results, Volume 14, Issue 02, 2023. Page No. 31-37.

medicine have been collected from various books, journals, research abstracts, seminar papers and websites. The empirical reviews regarding consumer preference towards Siddha medicine were collected from published journal from the year 2016 – 2023.

6.3 Hypothesis

- ❖ There is no significant association between demographic factors and overall preference towards Siddha Medicines.

6.5. Statistical Analysis & Interpretation

6.5.1 Percentage Analysis

TABLE – 1

The following table reveals the demographic profile of the Respondents

S. No	Demographic Profile	No. of the Respondents	Percentage	Total
1.	Gender			115
	Male	49	42.6	
	Female	66	57.4	
2.	Age group (in years)			115
	Less than 18 years	10	8.7	
	19 - 36 years	56	48.7	
	37 - 54 years	30	26.1	
	Above 54 years	19	16.5	
3.	Educational Qualification			115
	Up to HSC	17	14.8	
	Under Graduate	39	33.9	
	Post Graduate	43	37.4	
	Illiterate	12	10.4	
	Others	4	3.5	
4.	Occupational Status			115
	Agriculture	36	31.3	
	Self Employed	26	22.6	
	Government Employee	16	13.9	
	Professional	28	24.3	
	Others	9	7.9	
5.	Family monthly Income			115
	Less than Rs.5,000	16	13.9	
	Rs. 5,001 to 10,000	11	9.6	
	Rs. 10,001 to 15,000	44	38.3	
	Above Rs.15,001	44	38.3	

Source: Primary Data

Inference

The above table reveals that the majority of the respondents 57.4% are female, 48.7% belong 19 – 36 years, 37.4% are post graduates, 31.3% are agriculturists and 38.3% of the respondents income is above Rs. 15,001.

TABLE – 2

Overall preference towards siddha medicine

Overall Preference	No. of the Respondents	Percentage
Strongly Agree	38	33
Agree	31	26.9
Neutral	32	27.8
Disagree	9	7.8
Strongly Disagree	5	4.3
Total	115	100

Source: Primary Data

Inference

The above table exhibits that 33 percent of the respondents prefer siddha medicine and they strongly agree towards it, 27.8 percent of them have neutral opinion towards the preference of siddha, 26.9 percent of them have agreed that they prefer siddha, 7.8 percent of them disagree and 4.3 percent of them have strongly disagree towards the preference of siddha medicine.

6.5.2 Chi – square Test

Chi-square is a statistical measure used in the context of sampling analysis for comparing a variance to theoretical variance.

Ho: There is no significant association between demographic factors and overall preference towards Siddha Medicines.

H1: There is significant association between demographic factors and overall preference towards Siddha Medicines.

TABLE – 3

Overall Preference towards Siddha Medicine

Overall Preference towards Siddha Medicine	Demographic Variables	Chi-square Value	P – Value	Ho Accepted / Rejected
Overall Preference towards Siddha Medicine	Gender	2.897	0.354	Accepted
	Male			
	Female			
	Age group (in years)	8.600	0.673	Accepted
	Less than 18 Years			
	19 – 36 Years			
	37 – 54 Years			
	Above 54 Years			
	Educational Qualification	12.011	0.479	Accepted
	Up to HSC			
	Under Graduate			
	Post Graduate			
	Illiterate			
	Others			
	Occupations Status	14.835	0.305	Accepted
	Agriculture			
	Self Employed			
	Government Employee			
	Professional			
	Others			
	Family monthly income (Rs)	4.934	0.827	Accepted
	Less than Rs. 5,000			
	Rs. 5,001-10,000			
	Rs. 10,001-15,000			
	Above Rs. 15,001			

Source: Primary Data

Inference

It is showed from the above table that Null hypothesis is accepted at 5% level of significance, since the P value is more than 0.05. Thus it is depicted that there is no significant association between demographic factors of Siddha medicines.

6.5.3 Factor Analysis

Factor analysis is a statistical method used to describe variability among observed and correlated variables in terms of potentially lower number of unobserved variables called factors.

- ❖ Holistic development and well being of physical and psychological health - QP1
- ❖ Contains higher order medicinal forms particularly of mineral preparations - QP2
- ❖ Sources of medicines are of herbal origin, mineral origin and animal origin - QP3
- ❖ Siddha medicines can act as therapeutic as well as a rejuvenator as it has Antioxidant properties - QP4
- ❖ Act as Immunity Booster - QP5
- ❖ Easy availability of the products - QP6
- ❖ Convenience of Usage - QP7
- ❖ Quality of the product - QP8
- ❖ Reasonable price - QP9
- ❖ Long usage of product (Family Tradition) - QP10
- ❖ Proven Health improvements/ Results - QP11
- ❖ Better Health - QP12
- ❖ Effective than allopathic medicine - QP13
- ❖ No side effects - QP14

TABLE – 4

Kaiser – Meyer – KMO and Bartlett’s Test

Kaiser – Meyer – Olkin Measure of Sampling Adequacy		0.324
Bartlett's Test of Sphericity	Approx. Chi-Square	1305.627
	Df	91
	Sig.	0.000

Source: Primary Data through SPSS 20

The Kaiser – Meyer – Olkin (KMO) and Bartlett's tests were used to judge the factor analysis. The table 4 reveals that Bartlett's test of sphericity is significant, standing at a chi-square value of 1305.627, with a significance level of 0. Hence, there was also need to compute the KMO measure of sampling adequacy. The result shown in table 4 reveals that KMO value stands at 0.324, which is high enough to support the factor analysis.

Results of Factor Analysis

It is revealed from factor analysis that the principal Component Analysis with 6 components were consisting of 14 variables and Varimax Rotation method and finally they were extracted into 6 factors which was explained to nearly about 84.7% of the total variance (shown in table 5 and 6).

TABLE – 5**Rotated Component Matrix**

Variable of preference towards siddha medicine	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
QP1	0.82					
QP2	0.80					
QP3	0.69					
QP4		0.92				
QP5		0.72				
QP6		0.68				
QP7			0.93			
QP8			0.70			
QP9			0.65			
QP10				0.92		
QP11				0.88		
QP12					0.80	
QP13					0.78	
QP14						0.89

Source: Primary Data through SPSS20**TABLE – 6****Total Variance Explained**

Component	Initial Eigen values			Extraction sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.25	30.37	30.37	4.25	30.37	30.37	2.24	15.99	15.100
2	2.04	14.54	44.91	2.04	14.54	44.91	2.16	15.44	31.44
3	1.80	12.86	57.77	1.80	12.86	57.77	2.02	14.39	45.83
4	1.46	10.42	68.19	1.46	10.42	68.19	1.99	14.27	60.09
5	1.24	8.84	77.02	1.24	8.84	77.02	1.98	14.12	74.23
6	1.07	7.64	84.67	1.07	7.64	84.67	1.46	10.45	84.67
7	0.66	4.73	89.40						
8	0.57	4.06	93.46						
9	0.42	3.01	96.46						
10	0.18	1.31	97.78						
11	0.17	1.20	98.97						
12	0.10	0.73	99.70						
13	0.03	0.20	99.90						
14	0.02	0.10	100.00						

Extraction Method: Principal Component Analysis.

Source: Primary Data through SPSS 20**Results & Discussion:**

- ❖ First factor include the variable & namely 'Holistic development & well being of physical and psychological health', 'Contains higher order medicinal forms particularly of mineral preparations' and 'Sources of medicines are of herbal origin, mineral origin and animal origin'.
- ❖ Second factor of important variables were, 'Siddha medicines can act as therapeutic as well as a rejuvenator as it has Antioxidant properties', 'Act as Immunity Booster' and 'Easy availability of the products'.
- ❖ Third factor was 'Convenience of Usage', 'Quality of the product' and factor can be termed as 'Reasonable price'.
- ❖ The Fourth factor of were 'long usage of product' (Family Tradition) and 'proven health improvements/results'.
- ❖ The Fifth factor of important variables can be 'Better Health' and 'Effective than allopathic medicine'.
- ❖ The last and Sixth factors were "No side effects" for preference towards siddha medicine.

7. Limitations of the study

- ❖ The samples were taken only from 115 respondents.
- ❖ Since the data is subjective in nature it is difficult for quantitative checks.
- ❖ The data obtained in some cases may be biased.
- ❖ The information obtained from the consumers based on questionnaire was assumed to be factual.

8. Conclusion

Indian system of medicine is defined as medicines which are considered to be of Indian Origin or the medicine system which has adapted into Indian culture. India has unmatched alternative system and one such is the siddha medicine. It is one of the oldest and well documented medical systems of India. Thus from the study siddha medicine such as kabasurakudineer is recommended officially by the government for clinical management of viral infections. The government of India through its ministry of AYUSH holds responsible for policy formulation, development and implementation of programs for the growth, development and propagation of siddha system of medicine. In the current, pandemic situation, a myriad of strategies would be highly critical to combat the rapid virus spread and to treat the infection. Thus this study reveals that there is an effective preference towards siddha medicine.

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