


Chapter 15

Assessing the Factors Influencing Ayurvedic Products in Nepal

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ABSTRACT

Ayurveda is basically a natural way to preserve the health of an individual through conserving the mind, body, and spirit practiced equability with nature. Worldwide, the popularity of herbal medicines has grown, and the use of herbal medicines worldwide has increased markedly. Still there is a paucity of research on consumer awareness towards ayurvedic products in the Nepalese context. Thus, this study endeavors to understand various factors that influence consumers awareness towards ayurvedic products. The authors found quality, reasonable price, and minimal side effects are the main factors that have attracted the consumers more to purchase the ayurvedic products in Nepal. Also, this study finds significant relationship between ayurveda awareness and attitude. Thus, an increase in the awareness level of consumers, quality products at a reasonable price, and proper management of ayurveda can lead to a better ayurvedic market in Nepal.

DOI: 10.4018/978-1-6684-5741-2.ch015

INTRODUCTION

Worldwide, the popularity of herbal medicines has grown and the use of herbal medicines worldwide has increased markedly. In order to meet their primary health care needs, 70-80 percent of people worldwide are expected to rely on traditional herbal medicine (Tiwari et al., 2004). According to estimates by the World Health Organization (WHO), about 65-80% of the world's population living in developing countries relies primarily on plants for primary health care because of hunger and lack of access to modern medicine. In developing countries, herbal medicinal preparations are generally very common because they are economical, backed by a long traditional history of use and even in some developed countries such as Germany, France, Italy and the United States where there are appropriate guidelines for the registration of such medicines (Tiwari et al., 2004).

Nepal, the country most commonly recognized as the home of the Himalayas to the world, is mostly known for its Ayurveda affiliation. It is the only country in the world where the national medical system is Ayurveda (Nepal Ayurveda Health Policy, 1996). Today, Ayurveda is a popular form of treatment for many people around the world. Its use is widespread in Nepal, India and Sri Lanka. The value of many Ayurvedic herbs and therapies is now becoming recognized and clinically validated, and there is increasing interest in Ayurvedic systems of healing in the Western world. This is because it is a holistic, natural and effective healing system (Ghalawat et al., 2019). Nepal has been maintaining the tradition of supplying genuine medicinal plants to India and overseas even to this day. Nepal has a long history of culture and the practice of herbal medicine. There are over 60 traditions in the country, and about 85 percent of the population relies on traditional medicines for their primary health care. Many people in Nepal use multiple health-care systems and medicines, depending on the type of ailment, available medicines, cost, and religious beliefs (Raut & Khanal, 2011).

Ayurveda is the philosophy of life in its purest form. It provides us with health benefits as well as universal values to help us live a happy and fulfilled life. It is our responsibility to live our lives according to Ayurvedic values and then set an example for the rest of the world (Viswanathan et al., 2003). The peacefulness of the inner self is what brings peace of mind, not the external world. When one is persuaded of the validity of this science, it will not take long for the science of Ayurveda to flourish and spread (Gewali, 2008). Ayurveda treats the entire person, not just the illness. This medical system stresses the individuality of each person's bio-identity, social status, biochemical, and physiological factors, all of which can contribute to a specific type of illness. For resolving various healthcare problems, Ayurveda needs further investigation using modern scientific approaches (Mukherjee et al., 2017). It helps the patient to understand the benefits of knowing their body and mind and to live in intimate relationship with nature (Kumar et al., 2016). Ayurveda is not only a medical method, but also a science of health promotion that aims to improve our overall well-being and happiness. It teaches us not only how to handle illness, but also how to live in such a way that we achieve optimum health and make the most of our faculties, which, according to yoga and Ayurveda, are nearly limitless (Samson Joe Dhinakaran & Gomathi, 2019).

With the rapid changes in globalization, Ayurveda has unable to keep up with the latest scientific trend with conceptually old scientific validations, and as a result, this discipline is falling behind in different concepts (Krishna et al., 2020). According to recent estimates, there is an increasing demand for Ayurveda, which is projected to triple the global Ayurveda marketing estimates from \$3.4 billion in 2015 to \$9.7 billion in 2022 (Krishna et al., 2020). Ayurveda has a long history; however, certain flaws in approaches to it, such as the western medical system, have stifled its development. Ayurvedic

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