



A Study of Scope of Authentic Ayurvedic Medicines by Promoting Traditional Marketing

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Abstract

Continual Lifesciences private limited is a registered private limited company in Mumbai city, Maharashtra, India.

The survey was conducted which was purely based in specific area given i.e., Pune City region which included Wagholi, Chandan Nagar, Viman Nagar, Wadgaonsheri, Kalyani Nagar, Keshav Nagar and Katraj for the duration of 6 months as a regular curriculum dated 02 December 2024 to 02 May 2025. The project was carried out on “A study of scope of authentic ayurvedic medicines by promoting traditional marketing”

The project was descriptive type marketing promotion to 100 Doctors and chemists as costumers. A non-random convenient promotion is done by collecting information data with face-to-face interaction with the help of marketing promotion both open ended and close ended study and analysis was done with statistical tools bar diagram.

Keywords:

Ayurvedic medicines, Ayurvedic market, Traditional marketing, Continual Lifesciences.

Introduction

Ayurveda, one of the world's oldest medical systems, has deep roots in Indian culture and has been

practiced for over 5,000 years. Today, the industry has expanded into a multi-billion-dollar market, serving both domestic and international consumers. Ayurvedic medicines are produced by thousands of companies across India, ranging from small-scale neighborhood pharmacies to large-scale manufacturers. Despite the presence of numerous small players, the industry is dominated by fewer than a dozen major companies, with approximately 30 firms generating annual revenues of over a million dollars.

The market for Ayurvedic medicines falls under the broader category of Fast Moving Consumer Goods (FMCG). This category includes everyday products such as food, beverages, toiletries, and personal care items, many of which incorporate Ayurvedic ingredients. Companies in the Ayurvedic sector not only manufacture medicinal formulations but also produce herbal-based consumer goods, such as herbal soaps, shampoos, and toothpastes. These products cater to consumers who seek natural and chemical-free alternatives for their health and wellness needs.

Growth and Market Trends of Ayurvedic Medicines

In recent years, the demand for Ayurvedic products has increased significantly, driven by several factors, including:

- **Growing Awareness:** Consumers are becoming more conscious of their health and prefer natural and organic products over synthetic medicines.
- **Government Support:** The Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homeopathy) actively promotes Ayurveda through initiatives such as research funding, standardization, and international collaborations.
- **Shift Toward Preventive Healthcare:** Unlike allopathy, which focuses on treating diseases, Ayurveda emphasizes preventive healthcare and overall wellness, making it attractive to health-conscious consumers.
- **Rising Global Demand:** The international market for Ayurvedic medicines is expanding, with countries like the U.S., Canada, and European nations showing increasing interest in Ayurvedic therapies.

Despite this growth, Ayurvedic medicines still face challenges in terms of mass adoption. Some doctors and consumers remain skeptical due to a lack of clinical trials, slow action compared to allopathy, and concerns about standardization. To overcome these barriers, companies must focus on scientific validation, product awareness, and effective marketing strategies.

Market Potential and Business Opportunities

Market potential refers to the estimated total revenue opportunity for a product in a given time period. For Ayurvedic medicines, this potential is influenced by factors such as:

- **Market Size:** The Indian Ayurvedic industry is valued at around \$1 billion and is expected to grow significantly in the coming years.
- **Consumer Base:** A large section of the Indian population, along with increasing international consumers, prefers Ayurvedic medicines due to their natural composition

and minimal side effects.

- **Competitive Landscape:** Although the industry is dominated by major players like Dabur, Himalaya, Patanjali, and Baidyanath, new brands continue to emerge, offering innovative herbal formulations.
- **Government and Private Sector Investments:** The Indian government, along with private investors, is funding research and development in Ayurveda, which is expected to enhance credibility and increase market penetration.

To tap into this growing market, Ayurvedic medicine manufacturers must develop strategic marketing approaches, ensure product quality and safety, and expand distribution networks to reach a larger audience. Traditional marketing methods, such as direct sales through medical representatives, collaborations with doctors, and participation in healthcare events, continue to play a vital role in driving awareness and sales.

Literature Review

1. **Ghalawat, S. "A Study on Consumer Awareness and Preference towards Ayurvedic Products in Coimbatore City"**, The study assessed consumer awareness and preference for Ayurvedic products in Coimbatore, revealing moderate reliability in consumer perception. It concluded that while Ayurveda is beneficial for common ailments, it should be used under medical supervision due to possible side effects.
2. **Krishna, S. (2020), "Globalizing ayurveda-opportunities and challenges"**, This paper analyzed Ayurveda's historical roots and modern relevance, discussing its potential in global healthcare. It emphasized the need for integrating holistic Ayurvedic practices with scientific approaches to boost global acceptance.
3. **Lakshmi, K. S. (2017), "Brand positioning of ayurvedic medicine in Indian milieu"**, The research examined brand positioning of Ayurvedic medicine in India. It suggested that companies should invest in R&D, consider consumer preferences, and improve advertising to strengthen product positioning and public awareness.
4. **Balakrishnan, P. (2023), "Globalization of Ayurveda: A traditional Indian system of medicine–Current challenges and way forward"**, This article highlighted the gaps and challenges in the globalization of Ayurveda. It proposed robust research, technological support, and policy reforms as key measures to elevate Ayurveda to global scientific standards.
5. **Mukherjee, P. K. (2012), "Changing scenario for promotion and development of Ayurveda – way forward"**, The study reviewed the infrastructure supporting Ayurveda in India and stressed the importance of standardization, safety profiling, and regulatory validation to enhance the credibility and development of Ayurvedic products.
6. **Mukherjee, P. K. (2017), "Development of Ayurveda – Tradition to trend"**, The authors focused on transforming Ayurveda from tradition to trend through quality control methods like chemo-profiling and chromatographic fingerprinting to ensure consistent, safe, and effective Ayurvedic formulations.
7. **Chandran, S. R. (2020), "The Effect of Brand Awareness and Use, Product Awareness and Use on Brand and Product Satisfaction: A Study of Ayurveda Products from India"**, This study

found that awareness of Ayurvedic brands and products positively influences consumer satisfaction and loyalty. It emphasized the role of attitude in shaping usage patterns and brand loyalty.

8. Nalina, K. B. (2023), “Consumer Awareness for Ayurvedic Skin Care Products”, Research showed limited awareness of Ayurvedic skincare products, especially among youth. It recommended forming a regulatory body to verify product claims and increase consumer trust.

9. Mahesh, T. S. (2009), “Analysis of influence of marketing on sale of Ayurvedic drugs”, The study revealed that product quality and promotional strategies significantly impact the sales of Ayurvedic drugs, while price and availability have comparatively less influence.

10. Yoshida, Y. (2016), “Perceptions of Ayurvedic medicine by citizens in Dhaka, Bangladesh”, This study in Dhaka, Bangladesh, found generational differences in perception of Ayurveda, with older citizens being less skeptical but younger ones reporting higher satisfaction and recommendation rates.

Research Gap of Study

- **Limited Brand-Specific Research**

Most existing studies focus on well-established Ayurvedic brands like Dabur, Himalaya, and Baidyanath. There is a lack of research focusing on newer or less-prominent companies like Continual Lifesciences.

- **Regional Gap – Focus on Pune Market**

While national-level studies on Ayurvedic products are common, there is limited research that specifically examines doctor and chemist behavior in Pune city, particularly in areas like Wagholi, Viman Nagar, and Katraj.

- **Marketing Strategy Analysis**

There is insufficient research analyzing the effectiveness of traditional marketing methods (such as doctor visits and product sampling) in promoting Ayurvedic products compared to digital marketing strategies.

- **Doctor-Centric Insights**

Prior studies focus mainly on consumer behavior; however, very few studies analyze the prescribing behavior and brand preferences of Ayurvedic and allopathic doctors toward Ayurvedic products.

- **Chemist and Distribution Challenges**

There is a notable gap in studies exploring distribution hurdles, chemist feedback, and stocking behavior, which significantly impact market penetration for smaller Ayurvedic companies.

Methodology

This study uses a descriptive research design to understand market dynamics and support decision-making for new product launches. Data was collected using both primary sources (RCPA and doctor calls) and secondary sources (internet, literature, and books). A structured questionnaire with 12 questions, including both open- and close-ended types, was used as the research instrument.

The target area included Wagholi, Chandan Nagar, Viman Nagar, Wadgaonsheri, Kalyani Nagar, Keshav Nagar, and Katraj, with a sample size of 100 respondents. The study was conducted over a six-month internship period. The methodology incorporated data triangulation and a mix of bottom-up and top-down approaches to ensure accuracy and minimize bias.

Objectives of the study

- To study the doctor's perception of Ayurvedic products.
- To understand and analyze the factors influencing the selection of brand of medicines during prescription.
- To study and analyze the current position of the Ayurvedic product's market.

Data Synthesis and Analysis

The survey conducted among 100 doctors revealed that 60% prescribe Ayurvedic products daily, indicating strong routine usage. When asked about their preferred type of medicine, 70% chose Ayurveda, far ahead of homeopathy and allopathy.

Quality was the leading factor influencing doctors to use Continual Lifesciences products (40%), followed by a mix of quality and price (25%). Sri Baidyanath emerged as the most preferred Ayurvedic brand, while Continual Lifesciences was chosen by 15% of doctors. Brand preference was largely driven by other factors (55%) and quality (30%).

A key concern for not prescribing Continual Lifesciences products was pricing (55%), followed by quality-related concerns (20%). While choosing any brand, quality (45%) remained the top consideration, with 25% of respondents considering both quality and price.

In terms of satisfaction, 42 doctors reported being satisfied, 22 highly satisfied, while 22 were dissatisfied, indicating a generally positive but mixed response to Continual Lifesciences products.

Importance of the Study

- Highlights doctors' perception and usage of Ayurvedic medicines in the Pune region.
- Assesses the effectiveness of traditional marketing for promoting Ayurvedic products.
- Evaluates brand awareness and competitive positioning of Continual Lifesciences.
- Identifies key purchasing factors (quality, price, availability) influencing prescribing behavior.

Challenges

- **High Competition:** Strong presence of brands like Dabur, Baidyanath, Himalaya, and Patanjali.
- **Low Brand Awareness:** Limited visibility among doctors and chemists.
- **Pricing Issues:** Products priced higher than generic alternatives.

- **Distribution Gap:** Absence of a distributor network affects product availability.
- **Chemist Resistance:** Refusal to stock due to low profit margins.

Key Findings

- **Doctor Prescription Behavior:** 60% prescribe Ayurvedic products daily; 70% prefer Ayurveda over other systems.
- **Brand Preference:** Sri Baidyanath is most preferred; Continual Lifesciences lags in recognition.
- **Product Usage Drivers:** 40% choose Continual for quality; only 5% for price.
- **Sales Insights:** 87% call coverage; average 9–10 doctors visited per day.
- **Marketing Impact:** Traditional marketing builds trust but lacks scalability.

Suggestions

- **Adopt Competitive Pricing:** Introduce budget-friendly product lines.
- **Improve Chemist Engagement:** Offer better discounts and schemes.
- **Enhance Intern Motivation:** Provide incentives to boost field productivity.
- **Build Distribution Network:** Ensure timely availability through proper logistics.
- **Shift to Digital Marketing:** Expand reach through online platforms and brand promotion.

Conclusion:

There is a growing acceptance of Ayurvedic medicines among doctors, reflecting a shift toward more natural and holistic approaches to healthcare. Traditional marketing strategies such as face-to-face engagement have proven effective in building trust, but they must be complemented with modern digital marketing techniques to expand reach and visibility. To ensure sustainable growth, the company must focus on strengthening its distribution network, enhancing engagement with doctors, and improving overall market presence. With the right combination of strategic initiatives, Continual Lifesciences has the potential to significantly increase its market share in the Ayurvedic sector.

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