

A STUDY ON FOREIGN CUSTOMERS SATISFACTION ON KOTTAKKAL ARYA VAIDYA SALA TREATMENTS

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ABSTRACT

Ayurvedic medicines and treatments are oldest healing systems which have historical roots in India. Ayurvedic treatments and therapies are both used for wellness applications and as medicines. More than a treatment or medicine Ayurveda is considered as science of life. The study aims to identify the satisfaction level of Foreign Customers towards Kottakkal Arya Vaidya Sala Treatments. The study was based on the questionnaire with a sample of 50 respondents. The findings were analysed using simple percentage analysis and weighted average method.

Keywords – Vaidya sala, Treatments, Foreign customers.

INTRODUCTION

The term Ayurveda came from Sanskrit words ‘Ayur’ which means Life and ‘Veda’ which means Science and Knowledge. Kottakkal Arya Vaidya Sala is an charitable institution which is engaged in the practice of Ayurveda and ancient health care science of India. Kottakkal Arya Vaidya Sala provides lots of Ayurvedic medicines and Ayurvedic treatments and therapies to patients coming from all over the world. They provide treatments like Dhara, Navarakizhi, Sirovasti, Pizhichil, Nasyam, Tarpanam. Presently more than 30% of the patients coming for treatments at Kottakkal Arya vaidya sala Hospital are from abroad; mostly from west European, Middle East and North American countries.

STATEMENT OF THE PROBLEM

Even though lots of Ayurvedic medicines and hospitals providing Ayurvedic treatments are there in India, Kottakkal Arya Vaidya Sala medicines and treatments are in still maintaining their pioneer position. So the researcher conducted a survey to know the reason behind the success of Kottakkal Arya Vaidya Sala treatments and the satisfaction level of foreign customers coming for treatments in Kottakkal Arya Vaidya Sala.

OBJECTIVES OF THE STUDY

1. To study about the Foreign Customer Satisfaction towards Ayurvedic products, Treatments and Services provided by Kottakkal Arya Vaidya Sala
2. To analyse the frequency of Foreign Customers coming to India for Ayurvedic Treatments at Kottakkal Arya Vaidya Sala.
3. To study how the Foreigners came to know about Kottakkal Arya Vaidya Sala and about its treatments.
4. To study about the Foreign Customers feeling of wellness after Treatment

SCOPE OF THE STUDY

- Today many foreigners prefer Ayurvedic treatments which provides a great opportunity for the Indian Ayurvedic Centres. it also promotes tourism and brings in foreign exchange reserves for the country ,hence the researcher had selected the topic.

STATISTICAL TOOLS FOR ANALYSIS

- Simple percentage analysis
- Weighted average method

LIMITATION OF THE STUDY

- The study is conducted only in Kottakkal Arya Vaidya Sala and the findings may not be applicable to all the hospitals.
- Some respondents are reluctant to respond

REVIEW OF LITERATURE

- Boulding, William; Karla, Ajay; Staelin, R; Zeithaml, V.A, A Dynamic Model of Service Quality;Boulding et al (1993) stated another perspective of customer satisfaction, which deals with the difference between transaction specific and cumulative customer satisfaction. Customer satisfaction is viewed as a post-purchase evaluative judgment of a specific purchase occasion according to transaction specific perspective.

This is an an overall evaluation based on the total purchase and consumption experience with goods or service over as time.

- Bitner, M.J; Faranda, W.T; Hubbert, AR; Zeithaml, V.A, Quality & Productivity in Service Experiences : Bitner et al (1996) defined, satisfaction as the customers evaluation of product and service in terms whether that product and service has able to meet their needs and expectations. Satisfied customers are more willing to pay for the benefits they receive and are more likely to be tolerant of increase in price. This shows a high margins and customer loyalty.
- Radha Krishna, G; Shylaian, C.S, Determinants of Habitual Buying Behaviour (2007) :Firms has to differentiate their offer that of competitor by providing something unique that is valuable to the buyer to influence them to choose the product over others. Krishna and Shylajan (2007)stated that brand awareness and brand visibility plays an important role along with product features. It is concluded that for most of the products, brand awareness is a significant determinant for buying behaviour.)
- Shajahan (1993) who conducted a study on "clinical evaluation of Ayurvedic pharmacological principles based on computerized Ayurvedic medicare" had developed a software called Computerized Ayurvedic Medicare. It detects and communicates data about the physical conditions; interprets that data and assists in assessment. His studies emphasised that with this software an Ayurvedic practitioner can do dosha assessment, to find medicines for various diseases, to view and search medicinal plants with its Ayurvedic properties, rasa guna relation, climatology and sodhana schedule etc. to print case sheet or result request sheets.
- Nordstorm (1998) in his research study "exploring pluralism - the many faces of Ayurveda" explained that Ayurveda is commonly approached as a single coherent tradition of medicine characterised predominantly by the doctrines of clinical practitioners, and medical infrastructure that support it. the rich diversity of empirical indigenous medicine. In practice, Ayurveda is a dynamic phenomenon that offers multifaceted approaches to healing. He further emphasised that in this light, Ayurveda emerges as a plural system in itself.
- Muruganadam et al (2000) in their study "Standardisation of herbal formulations" explained about the herbal products and their use by world population. They found that herbal products and herbal therapies gained a wide popularity in the past decade. They explained that the standardisation of herbal formulations includes establishing and maintaining the organoleptic physicochemical, biological and chemical standards for finished products containing single or multiple herbal ingredients.
- Bhutada (2002) narrated in his study "Ayurveda the only way to combat modem life style" the increasing use of modern luxurious and better communication and advertisement, life had become sedentary, inviting trouble. The modern way of living invites many diseases such as hypertension and cardiac ailments, depression, self-medication obesity, psychosomatic disorders, addiction, suppression of sympathy iatrogenic condition etc. The Ayurvedic way of life teaches to maintain with nature, and could help to improve the health.

- Jaya and Heera (2002) in their research study on the "Role of Ayurveda in primary health care" explained that, health is a state of complete physical, mental and social well being and not merely an absence of disease or infirmity. The values of human life and the aims and objective of Ayurveda were discussed to establish the role of Ayurveda in primary health care. They assure that taking into consideration of all these factors, Ayurveda in primary health care is inevitable.

ANALYSIS AND INTERPRETATION

With the help of questionnaire we had collected demographic details of the foreign customers coming to Inida for ayurvedic treatments at kottakkal arya vaidya sala and the factors which makes them to visit Kottakkal Arya Vaidya Sala for treatments again and again

1. AGE GROUP

AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
BELOW 18	2	4
18-25	7	14
26-35	8	16
36-50	15	30
50 AND ABOVE	18	36
TOTAL	50	100%

INTERPRETATION

From the above analysis it is found that 4% of the respondents are below 18 age group and 14% of the respondents are in between 18 to 25 and 16% of the respondents are between 26 to 35 and 30% of the respondents are between 36 to 50 and 36% of the respondents are above 50 age

INFERENCE

Majority 36 % of the foreigners coming for treatment to Kottakkal Arya Vaidya Sala are of the 50 above age group.

2. FREQUENCY OF VISIT

IS THIS ,FIRST VISIT	NO.OF RESPONDENTS	PERCENTAGE
YES	32	64
NO	18	36
TOTAL	50	100%

INTERPRETATION

From the above analysis it is found that 64% of the respondents are visting Kottakkal Arya Vaidya Sala for the first time and 36% of the respondents had visited Kottakkal Arya Vaidya Sala for more than one time.

INFERENCE

Majority of the respondents (64%) are visiting Kottakkal Arya Vaidya Sala for the first time

3. SOURCES OF INFORMATION ABOUT KOTTAKKAL ARYA VAIDYA SALA

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
REFERRED BY DOCTORS	5	10%
ADVERTISEMENT MEDIA	10	20%
WORD OF MOUTH PUBLICITY	35	70%
TOTAL	50	100%

INTERPRETATION

From the analysis it is found that 70% of the customers came to know about the Kottakkal Arya Vaidya Sala treatments through word of mouth publicity. About 20% of the customers came to know about Kottakkal Arya Vaidya Sala through Advertisement Media and about 10% of the respondents came to know about Kottakkal Arya Vaidya Sala through reference of doctors.

INFERENCE

Majority of the respondents (70%) came to know about Kottakkal Arya Vaidya Sala and its treatments through word of mouth publicity

4. SERVICES OFFERED BY ARYA VAIDYA SALA PHYSICIANS, ASSISTANTS AND OTHER PERSONS RELATED TO ARYA VAIDYA SALA HOSPITAL

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
SATISFACTORY	30	60%
ACCEPTABLE	15	30%
NOT SATISFACTORY	5	10%
TOTAL	50	100%

INTERPRETATION

From the analysis it is found that 60% of the respondents feel the services offered by Kottakkal Arya Vaidya Sala physicians ,assistants and other persons related to Kottakkal Arya Vaidya Sala are satisfactory and 30% feel the services were acceptable and about 10% feel the services were not satisfactory.

INFERENCES

Majority of the respondents feel the services offered by Kottakkal Arya Vaidya Sala physicians and assistants were satisfactory.

5. FEELING OF WELLNESS AFTER TREATMENT

CATEGORY	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	10	20%
SATISFIED	30	60%
NOT SATISFIED	10	20%
TOTAL	50	100%

INTERPRETATION

From the analysis it is found that 60% of the customers are satisfied with the treatment. About 20% of the respondents are highly satisfied with the treatment. 20 % of the respondents are not satisfied with the treatment.

INFERENCES

Majority of the customers are satisfied with the treatments provided by Kottakkal Arya Vaidya Sala

WIGHTED AVERAGE METHOD

SERVICE OFFERED BY KOTTAKKAL ARYA VAIDYA SALA PHYSICIANS, ASSISTANTS AND OTHER PERSONS RELATED TO THE HOSPITAL

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
SATISFACTORY	30	60%
ACCEPTABLE	15	30%
NOT SATISFACTORY	5	10%
TOTAL	50	100%

1	2	3
30	15	5
30	30	15

Weighted average

$$30+30+15$$

$$100$$

$$=0.75$$

This table shows that 60% of the respondents feel that the services offered by physicians and other assistants are satisfactory. About 30 % of the respondents feel it acceptable and about 10% respondents feel the service as not satisfactory.

Therefore most respondents participated in the research agrees that the services offered by physicians ,assistants and other persons related to the Kottakkal Arya Vaidya Sala provide them with good service.

FINDINGS, SUGGESTIONS AND CONCLUSION

- Kottakkal Arya Vaidya Sala plays a vital role in curing diseases
- It attracts foreign customers more
- In kerala now it's a part of tourism
- Ayurved has no side effects
- More than 60% of the foreigners says that the performance and services offered by Kottakkal Arya Vaidya Sala is good
- About 70% of the respondents came to know about Kottakkal Arya Vaidya Sala and its treatments through word of mouth publicity
- About 60% of the respondents feel well after the treatment.

SUGGESTIONS

- Government must appoint some monitoring agencies to see the Ayurvedic Treatment genuine
- Kottakkal Arya Vaidya Sala should take necessary steps to establish Ayurvedic hospitals in abroad in order to capture markets abroad.

CONCLUSION

The study has been conducted with an attempt to have a clear picture of foreign customer satisfaction on Kottakkal Arya Vaidya Sala treatments which is the unit under study.

The purpose of bringing out the satisfaction level is to bring awareness about the institutions foreign customer satisfaction level on various services and treatments offered by the institution. The study reveals that there is an excellent satisfaction level on the services and treatments offered by the institution. If the institution takes further steps to improve its services more it can attract more foreign customers to its institution.

The main reason behind the success of Kottakkal Arya Vaidya Sala is their quality of treatments and the services offered by them to people.

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