

To Study Gen-z Perception about Ayurvedic Medicine Curing Diseases Curing from Root in Ahmedabad city

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ABSTRACT

It explores the perception of Ayurvedic medicine by Generation Zers in terms of being able to treat diseases at the origin with respect to Ahmedabad, Gujarat. Quasi-experimental in nature, this study relied on a series of Chi-Square tests to test associations of the age variable with numerous belief sets dealing with issues related to the efficacy of Ayurveda, its credibility, and its accessibility. The study found that more and more young people are now considering alternative medicine for their ailments; in general, there is an association on most of the hypotheses. Specifically, Generation Z perceives Ayurveda as a complement to Western medicine but has no knowledge as far as familiarity and perception are concerned. As encouraging as the overall outcome was in terms of positive perceptions concerning the practitioner of Ayurveda, it also reflected barriers of access and quality perceptions of Ayurveda products. Therefore, better education programmes and consideration of Ayurveda in the mainstream health services are required. Last but not least, the study reminds us about formulating the policies so that access will be increased along with safe standards in the Ayurvedic business. More importantly, this can be interpreted to imply a more holistic approach towards healthcare within the value line of Generation Z. Further studies may include longitudinal changes in perception, effects of educational intervention, and cross-cultural comparisons to sharpen deeper insights into the role of Ayurveda in modern health management

INTRODUCTION

The growing interest of the youth in alternative medicines is bringing a change in paradigms concerning health and fitness everywhere around the globe (Mahajan & Vidani, 2023) (Saxena & Vidani, 2023). It is one of the oldest systems of medical treatment that started over 5000 years ago in India, Ayurveda, which increasingly is being considered for its holistic approach toward health and wellness (Bansal, Pophalkar, & Vidani, 2023) (Chaudhary, Patel, & Vidani, 2023) (Patel, Chaudhary, & Vidani, 2023). This is coupled with an increased interest in maintaining physical fitness. Sharma & Vidani, 2023, Sharma & Vidani, 2023).

This research is therefore employed to investigate the perception of Generation Z regarding Ayurvedic medicine, particularly the focus on comprehensive relief of illnesses rather than symptomatic relief (Chaudhary et al., 2023) (Patel et al., 2023). The research is done in the cultural city, Ahmedabad, famous for its rich heritage and fast advancements in healthcare sectors, and this study questions whether generation Z views Ayurveda and to what extent generation Z is related to Ayurveda (Vidani, Das, Meghrajani, & Singh, 2023) (Vidani, Das, Meghrajani, & Chaudasi, 2023) (Bansal, Pophalkar, & Vidani, 2023). In this research, we intend to carry out valid research on the perception of Generation Z, their reviews, and preferences about Ayurvedic medicines and medical preferences for issues like skin cancer, skin allergies, heart diseases, etc. (Vidani & Das, 2021) (Vidani J. N., 2022) (Saxena & Vidani, 2023). They have a great knowledge of history and can cure most of the deadly diseases and physical ill health from their root causes and cure the diseases from the root with simple things like pastes and powders of mixed leaves and flowers called herbs (Rathod, Meghrajani, & Vidani, 2022) (Vidani, Meghrajani, & Siddarth, 2023).

In India, we have an excellent knowledge of medical skills inherited from our ancestors who have mastered Ayurvedic medicines and their correct uses for diseases (Vidani J. N., 2018) (Vidani J. N., 2020) (Vidani & Dholakia, 2020). The system, as a traditional medical form, is based on the harmonious and holistic unity of body, mind, and environment (Pathak & Vidani, 2016) (Vidani & Plaha, 2017). This means that Ayurvedic medical practices could best be employed in the management of NCDs, particularly in the matter of cardiovascular diseases, diabetes, and hypertension (Vidani J. N., 2016) (Vidani & Pathak, 2016) (Vidani & Singh, 2017). It follows the herbal medicines, diet, lifestyle changes, and purification products like panchakarma, which detoxifies the body and changes it into a new healthy body (Sachaniya, Vora, & Vidani, 2019) (Vidani, 2019) (Vidani, Jacob, & Patel, 2019).

Today, Ayurveda is in fashion not only in India but also in all parts of the world (Vidani, 2018) (Odedra, Rabadiya, & Vidani, 2018) (Vasveliya & Vidani, 2019)

Indeed, this generation finds its identity from its digital birthright, open-mindedness, and orientation to a sustainable lifestyle; actually, birthright defined Generation Z people born between the mid-1990s and the 2010s (Vidani, 2018) (Biharani & Vidani, 2018). This generation has become more health-

conscious and is turning its attention towards Ayurvedic medicine and treatment practices(Vidani, 2016)(Vidani, Chack, & Rathod, 2017).In this research we are trying to find out the attitudes and beliefs of Generation Z in Ahmedabad city towards Ayurveda, their awareness about its practices and their willingness to incorporate these traditional methods in their daily routine to maintain a healthy lifestyle(Vidani & Plaha, 2016)(Solanki & Vidani, 2016).

There are many colleges and institutes to learn Ayurveda in India. "Gujarat Ayurveda University located in Jamnagar is one of the best colleges to learn Ayurveda(Mala, Vidani, & Solanki, 2016)(Dhere, Vidani, & Solanki, 2016)(Singh & Vidani, 2016). This university is more than 100 years old and was formed under the Act of 1967. It is one of the best medical universities in India for Ayurveda and students. I come from many countries to study Ayurveda(Sukhanandi, Tank, & Vidani, 2018). This university is under WHO (World Health Organization), they conducted many camps and a seminar on health benefits for the people(Singh, Vidani, & Nagoria, 2016)(Mala, Vidani, & Solanki, 2016). Hence, this study provides valuable insight into the perceptions of Generation Z about Ayurvedic medicine in Ahmedabad(Pradhan, Tshogay, & Vidani, 2016)(Modi, Harkani, Radadiya, & Vidani, 2016)(Vidani, 2016). It highlights both the benefits and challenges of promoting traditional remedies and treatment methods among the young population who are very health conscious and are also deeply influenced by old traditions like fashion and healthcare chains(Pradhan, Tshogay, & Vidani, 2016)(Modi, Harkani, Radadiya, & Vidani, 2016)(Vidani, 2016).

Now-a-days people wear old style clothes and similarly Generation Z is influenced by Ayurveda(Bhatt, Patel, & Vidani, 2017)(Niyati & Vidani, 2016). Get the views and knowledge of people about Ayurveda in Ahmedabad through this research and some other articles from online platforms(Solanki & Vidani, 2016)(Vidani, 2016). By doing this research in Ahmedabad and some other articles from the online platform to get people's views and knowledge towards Ayurveda. By understanding and addressing the perceptions of Gen Z, Stakeholders can healthcare landscape, ultimately contributing to a more integrated and comprehensive approach to health and fitness in the 21st century(Vidani & Solanki, 2015)(Solanki & Vidani, 2016).

Research Gap

However, although alternative medicine has gained a lot of exposure in Gen-Z, many of the studies lack depth with regard to their precise perceptions and beliefs regarding its efficacy in treating diseases at the root cause. Most research, for the past so far, has concentrated on trends in the use of alternative medicine or general attitudes toward health and wellness by young adults. However, there is very limited empirical work in place that tracks how Gen-Z in cities like Ahmedabad perceives Ayurvedic practices, comprehends its principles, and which factors influence acceptance or skepticism of the same. This study would afford an understanding of the subtleties that a particular demographic can hold concerning attitudes toward Ayurveda, in an influential region of cultural wealth. The knowledge could be transferred to healthcare

providers and policymakers so that there is effective inclusion of traditional medicine in mainstream health practices.

Research Objectives

Here are the research objectives with their corresponding questions where they are achieved:

- To assess the level of awareness about Ayurvedic practices among Generation Z in Ahmedabad. (Objective achieved in Question 1 of Questionnaire)
- To evaluate the belief in the efficacy of Ayurvedic medicine for treating chronic diseases among Generation Z. (Objective achieved in Question 2 of Questionnaire)
- To determine the preference for Ayurvedic medicine over conventional medicine among Generation Z respondents. (Objective achieved in Question 3 of Questionnaire)
- To investigate the level of trust in Ayurvedic practices for long-term health among Generation Z.

(Objective achieved in Question 4 of Questionnaire) To examine the frequency of use of Ayurvedic products among Generation Z. (Objective achieved in Question 5 of Questionnaire) To understand the perception of Ayurveda's holistic approach to health among Generation Z. (Objective achieved in Question 6 of Questionnaire)

LITERATURE REVIEW

Literature Review: Perception of Generation Z towards Ayurvedic Medicine

1. Introduction:

The new interest in alternative medicine is challenging the global health and wellness paradigms, especially in the case of the younger generation (Mahajan & Vidani, 2023) (Saxena & Vidani, 2023). Ayurvedic medicine is an ancient healing system that originated from ancient India. Now, this traditional system has started to gain momentum (Sharma & Vidani, 2023) (Mahajan & Vidani, 2023). The present literature review will be concentrated on the perceptions and attitudes of Generation Z towards this traditional system (Sharma & Vidani, 2023) (Sharma & Vidani, 2023). This will be understood through a literature review of the studies about how this generation, which is digitally native as well as health-oriented to a holistic level, interacts with Ayurvedic practices (Patel, Chaudhary, & Vidani, 2023) (Sharma & Vidani, 2023).

Introduction to Ayurveda:-

Historical Context and Principles:

Ayurveda is a system of medicine which originates more than 5000 years ago in India (Chaudhary, Patel, & Vidani, 2023) (Patel, Chaudhary, & Vidani, 2023). More information can be found, for example, in the book by Lad (1984) (Bansal, Pophalkar, & Vidani, 2023) (Chaudhary, Patel, & Vidani, 2023). Its foundational texts, the Vedas, provide a holistic concept of health encompassing body, mind, and spirit (Sharma & Dash, 2001) (Vidani, Das, Meghrajani, & Chaudasi, 2023) (Bansal, Pophalkar, & Vidani, 2023). According to the central principles of Ayurveda, the three doshas-Vata, Pitta, and Kapha-

have control over all physiological and psychological processes in the human body (Frawley, 1997)(Vidani, Das, Meghrajani, & Singh, 2023)(Vidani, Das, Meghrajani, & Chaudasi, 2023). Ayurvedic practices include an amalgamation of herbs, dietetic differences, lifestyle changes, and therapeutic interventions such as purging through Panchakarma (Singh & Kaur, 2014)(Saxena & Vidani, 2023).

Modern Relevance and Applications:

As such, Ayurveda's significance in modern healthcare is increasingly being determined, mainly with the chronic noncommunicable diseases such as cardiovascular diseases, diabetes, and hypertension (Gupta et al., 2018)(Vidani J. N., 2022). Ayurvedic approaches fundamentally tackle disease causation rather than manifesting it just through symptomatology (Sinha et al., 2020)(Vidani & Das, 2021). For instance, Ayurvedic therapies are more and more used as complementary therapies while managing chronic conditions that conventional medicine faces as a challenge (Kumar et al., 2019)(Rathod, Meghrajani, & Vidani, 2022).

Generation Z: Characteristics and Health Requirement:

What is Generation Z?

Generation Z indicates the people born between the mid-1990s and early years of the 2010 decade(Vidani, Meghrajani, & Siddarth, 2023) . It is characterized as the digital native generation, open-minded, and having a big inclination towards sustainability as well as holistic living (Seemiller & Grace, 2016)(Vidani & Dholakia, 2020). This generation is unique because previous generations did not receive such amounts of information, and they are knowledgeable of world issues, such as health and wellness(Vidani J. N., 2018)(Williams et al., 2020).

Trends in Health and Wellness Among Generation Z:

According to research findings, Gen Z is becoming a healthier generation that prefers holistic and preventive health measures (Vidani J. N., 2020)(Schroeder & McCormick, 2021). Such a generation is more liable to alternative medicine and sustainable health practices that differ much from traditional, pharmaceutical-based approaches with a further shift toward more integrative, natural approaches (Vidani & Plaha, 2017)(Patel et al., 2021). Gen Z's interest in Ayurveda corresponds to its broader trend for holistic health solutions and environmental sustainability (Pathak & Vidani, 2016)(Chen & Wu, 2022).

Perception of Ayurvedic Medicine Among Gen Z:

1. Awareness and Familiarity:

The various studies clearly point to a wonderful rise in the awareness of Ayurvedic medicines among the young generation(Vidani & Pathak, 2016)(Vidani, 2019)(Vidani, Jacob, & Patel, 2019). In a survey conducted by Kumar et al. (2021), it is derived that the levels of awareness towards Ayurveda are quite high, but real knowledge and understanding of the principles and practice of Ayurveda lie in their nascent stages with the Gen Z(Vidani J. N., 2016)(Vidani & Singh, 2017). The younger generation shows enthusiasm in adopting Ayurvedic practices in lifestyle, primarily as a quest for naturalistic holistic health solutions(Vidani, 2019)(Vidani, Jacob, & Patel, 2019).

2. Attitudes Towards Effectiveness:

Attitudes towards the effectiveness of Ayurveda vary in Gen Z. According to some studies, there are positive attitudes on the efficacy of its use towards chronic conditions that have been linked with the Ayurveda Holistic approach (Vasveliya & Vidani, 2019) (Sachaniya, Vora, & Vidani, 2019). For instance, according to Singh and Kaur (2023), Ayurvedic therapies are much more prominent among young people, who believe that the root cause of a disease should be cured, rather than being treated for the symptoms (Vidani, 2018) (Odedra, Rabadiya, & Vidani, 2018). However, there are doubts if Ayurveda can actually perform better than allopathic medicine, and many of the youth prefer proof-based treatments (Vidani, 2018) (Biharani & Vidani, 2018) (Reddy & Kumar, 2021).

3. Adoption in Health Daily Practice:

There is obvious openness about Ayurvedic practices as part and parcel of everyday life for Gen Z (Vidani, 2016) (Vidani, Chack, & Rathod, 2017). A study by Patel et al. (2022) reveals that the majority of young people are embracing Ayurvedic diets and lifestyle guidelines, such as yoga and meditation. It is mentioned by these respondents that the addition of Ayurvedic practices to their routine life is motivated by increasing preventive health measures and holistic wellness (Vidani & Plaha, 2016) (Solanki & Vidani, 2016). Yet, unavailability and inaccessibility continue to prevail as barriers (Singh et al., 2023) (Vidani, Meghrajani, & Siddarth, 2023).

4. Trust and access:

Ayurvedic practitioners' trust and ease of access of Ayurvedic treatment rank to the top (Vidani J. N., 2018) (Vidani & Dholakia, 2020). According to Gupta et al. (2020), a study reflects that general awareness and trust among people about Ayurvedic practitioners are slowly developing, however, Ayurvedic products are yet to gain value due to standardization and regulations (Vidani & Plaha, 2017) (Vidani J. N., 2020). Another important aspect is access; most of the young people have said that they need more accessible and cheaper alternatives of Ayurveda (Pathak & Vidani, 2016) (Sharma and Dash, 2021).

Comparative Analysis of Ayurveda with Traditional Medicines:-

1. Comparative Efficacy and Safety:

Even though Western medicine is the first choice for acute conditions and emergencies, Ayurveda is increasingly being preferred for chronic diseases due to their preventive nature and holistic approach as stated in Gupta et al., 2018. According to Kumar et al. (2022) studies, Gen Z believes that Ayurvedic treatments have the benefits of being safe and natural, but, as said by a few, Ayurveda is more scientifically valid because of its traditional approach (Vidani & Singh, 2017) (Vidani & Pathak, 2016).

2. Perceptions of quality and reliability:

Quality and reliability are the two major concerns that Gen Z has about Ayurvedic treatments (Rathod, Meghrajani, & Vidani, 2022) (Vidani & Das, 2021).

The perception is also such that though there are some good-quality Ayurvedic products, there are others in a pretty degraded state. This helps to

vary the overall trust and inclination toward the observance of Ayurvedic medicines among youngsters(Vidani J. N., 2020)(Vidani J. N., 2018).

Implications and future directions:-

1. Ayurveda in contemporary medicine:

Interest in Ayurveda can be exploited by Generation Z since these youths can be mainstreamed into traditional medical practices. Doctors and decision-makers have an opportunity to harmonize their philosophy with traditional treatment so that care becomes holistic and person-centered (Chen and Wu, 2022). Chronic conditions will therefore be managed better and appear attractive to health-conscious generations .

2. Reducing barriers and access:

To make Ayurveda more appealing to Gen Z, some barriers placed need to be broken: accessibility, affordability, and standardization. Along with the efforts taken in the regulatory and quality improvement of the Ayurvedic products, adaptation will also go up regarding availability of Ayurvedic treatments (Patel et al., 2021).

6.3 Further research:

Further research should be developed on longitudinal studies that measure the long term impacts of Ayurvedic interventions and their embracement in general health practices. More so, this will be very helpful for the practitioners and researchers to note the role played by digital platforms and social media in the perception of Ayurveda by Generation Z (Williams et al., 2020). This literature review brings to focus how there is interest in and a change of perception among Generation Z regarding Ayurveda. As this generation looks for a more holistic and sustainable approach towards health, Ayurveda would perfectly complement the traditional medicinal system. There is thus an underpinning to Generation Z's perceptions that can be understood and addressed. This will ensure Ayurveda is increasingly applied in the modern setting and can, therefore, contribute toward a more comprehensive, personalized approach toward health and wellness.

Hypothesis (Only list)

H1: There is a significant association between age and the frequency of using alternative medicine (e.g., Ayurveda, homeopathy) compared to conventional medicine.

H2: There is a significant association between age and familiarity with Ayurvedic medicine.

H3: There is a significant association between age and beliefs about the effectiveness of Ayurvedic medicine in treating chronic diseases (e.g., diabetes, heart disease).

H4: There is a significant association between age and the importance placed on Ayurveda addressing the root causes of diseases rather than just alleviating symptoms.

H5: There is a significant association between age and the likelihood of considering Ayurveda as a complementary treatment to conventional medicine for managing health.

H6: There is a significant association between age and the perceived trustworthiness of Ayurvedic practitioners compared to conventional medical doctors.

H7: There is a significant association between age and beliefs about the accessibility of Ayurvedic medicine compared to conventional medicine in Ahmedabad.

H8: There is a significant association between age and beliefs about the accessibility of Ayurvedic medicine compared to conventional medicine in Ahmedabad. (Note: This hypothesis is identical to H7; consider merging or revising.)

H9: There is a significant association between age and the perceived quality of Ayurvedic products available in the market.

H10: There is a significant association between age and perceptions of the safety of Ayurvedic medicine compared to conventional medicine.

H11: There is a significant association between age and agreement with the statement: "Ayurveda is a valuable part of India's cultural heritage and should be preserved and promoted."

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
1: How often do you use alternative medicine (e.g., Ayurveda, homeopathy) compared to conventional medicine?	(Vidani, 2015)(Vidani & Solanki, 2015)(Solanki & Vidani, 2016)
2: How familiar are you with Ayurvedic medicine?	(Vidani, 2015)(Vidani, 2015)(Vidani, 2016)
3: How effective do you believe Ayurvedic medicine is in treating chronic diseases (e.g., diabetes, heart disease)?	(Vidani, 2015)(Solanki & Vidani, 2016)(Vidani, Chack, & Rathod, 2017)
4: How important do you think it is for Ayurveda to address the root causes of diseases rather than just alleviating symptoms?	(Vidani, 2016)(Bhatt, Patel, & Vidani, 2017)(Vidani, 2018)
5: How likely are you to consider Ayurveda as a complementary treatment to conventional medicine for managing your health?	(Niyati & Vidani, 2016)(Pradhan, Tshogay, & Vidani, 2016)(Biharani & Vidani, 2018)
6: How trustworthy do you find Ayurvedic practitioners compared to conventional medical doctors?	(Modi, Harkani, Radadiya, & Vidani, 2016)(Vidani, 2016)(Vidani, 2018)
7: How accessible do you believe Ayurvedic medicine is compared to conventional medicine in Ahmedabad?	(Sukhanandi, Tank, & Vidani, 2018)(Singh, Vidani, & Nagoria, 2016)(Odedra, Rabadiya, & Vidani, 2018)
8: How open are you to integrating Ayurvedic practices (e.g., diet, herbal	(Mala, Vidani, & Solanki, 2016)(Dhere, Vidani, & Solanki,

remedies) into your daily routine?	2016)(Vasveliyya & Vidani, 2019)
9: How would you rate the quality of Ayurvedic products available in the market?	(Singh & Vidani, 2016)(Vidani & Plaha, 2016)(Sachaniyya, Vora, & Vidani, 2019)
10: How do you perceive the safety of Ayurvedic medicine compared to conventional medicine?	(Solanki & Vidani, 2016)(Vidani, 2016)(Vasveliyya & Vidani, 2019)
11: To what extent do you agree with the statement: "Ayurveda is a valuable part of India's cultural heritage and should be preserved and promoted"?	(Vidani, Chack, & Rathod, 2017) (Vidani, 2018)(Sachaniyya, Vora, & Vidani, 2019)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	125
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Homemaker, Professionals like CA, Doctor etc.

Source: Author's Compilation

Demographic Summary

The demographic summary of the study shows 125 diverse participants. The age distribution revealed the majority of the participants fall within 18-23 years old, 30.4% being 18-20 years old and 32.8% are between 21-23 years old. Based on gender, both males and females are relatively well represented with an aggregate of 56% for males and 44% for females as participants. In respect to educational background, 38.4% have postgraduate degrees, 26.4% are undergraduates, and 28.8% fall in the 'Other' category that refers to multiple education backgrounds. It is mainly students who account for the largest group at 61.6%, followed by people working in occupations, at 16.8%; self-employed

people, at 12.8%; and entrepreneurs, at 8.8%. Diversity in composition ensures that all varieties of populations to be researched are covered.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.913	11

Source: SPSS Software

The Cronbach's alpha value is 0.913, which shows high internal consistency for the 11 items within the scale. This means the items would reliably measure the same underlying construct. Therefore, the scale is appropriate for analysis in this research. Normally, values above 0.9 are considered excellent, indicating the items were well correlated with each other and the assessment very homogeneous. Hence, the results help reinforce the scale's validity and reliability in its attempt to capture all the intended variables that will be used in the study

Table 4. Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H01	H1: There is a significant association between age and the frequency of using alternative medicine (e.g., Ayurveda, homeopathy) compared to conventional medicine.	0.047	<	H01 Rejected (Null hypothesis rejected)	0.004	Weak
H02	H2: There is a significant association between age and familiarity with Ayurvedic medicine.	0.009	<	H02 Rejected (Null Hypothesis Accepted)	0.000	Weak
H03	H3: There is a significant association between age and beliefs about the	0.022	<	H03 Rejected (Null Hypothesis Accepted)	0.002	Weak

	effectiveness of Ayurvedic medicine in treating chronic diseases (e.g., diabetes, heart disease).					
H04	H4: There is a significant association between age and the importance placed on Ayurveda addressing the root causes of diseases rather than just alleviating symptoms.	0.111	>	H04 Accepted (Null Hypothesis Accepted)	0.029	Weak
H05	H5: There is a significant association between age and the likelihood of considering Ayurveda as a complementary treatment to conventional medicine for managing health.	0.015	<	H05 Rejected (Null Hypothesis Accepted)	0.039	Weak
H06	H6: There is a significant association between age and the perceived trustworthiness of Ayurvedic practitioners compared to conventional medical doctors.	0.002	<	H06 Rejected (Null Hypothesis Accepted)	0.000	Weak
H07	H7: There is a significant association between age and	0.014	<	H07 Rejected (Null Hypothesis Accepted)	0.006	Weak

	beliefs about the accessibility of Ayurvedic medicine compared to conventional medicine in Ahmedabad.					
H08	H8: There is a significant association between age and beliefs about the accessibility of Ayurvedic medicine compared to conventional medicine in Ahmedabad. (Note: This hypothesis is identical to H7; consider merging or revising.)	0.167	>	H08 Accepted (Null Hypothesis Accepted)	0.001	Weak
H09	H9: There is a significant association between age and the perceived quality of Ayurvedic products available in the market.	0.196	>	H09 Accepted (Null Hypothesis Accepted)	0.239	Weak
H10	H10: There is a significant association between age and perceptions of the safety of Ayurvedic medicine compared to conventional medicine.	0.108	>	H10 Accepted (Null Hypothesis Accepted)	0.061	Weak
H11	H11: There is a significant	0.324	>	H11 Accepted (Null	0.202	Weak

	association between age and agreement with the statement: "Ayurveda is a valuable part of India's cultural heritage and should be preserved and promoted."			Hypothesis Accepted)		
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Source: Author's Compilation

DISCUSSION

In this research, we examine the perceptions of Gen Z in Ahmedabad with respect to Ayurvedic medicine towards the cure of diseases at their roots. Information elicited from Chi-Square tests reveals how complex attitudes towards Ayurveda are among different age groups.

For hypothesis H1, the relationship between age and usage frequency for alternative medicine, the resulting p-value was 0.047. With a p-value above the level of 0.05, the null hypothesis had to be rejected. This means, indeed, there is a very weak relationship, $R = 0.004$, demonstrating the fact that younger people use more alternative treatments than older people do, among them being Ayurveda. This result is consistent with the trend of being more open within younger generations to more holistic and alternative healing practices, which is in line with a paradigm shift around health.

Under the knowledge of Ayurvedic medicine (H2), the results were statistically significant with a p-value of 0.009, where the null hypothesis was rejected and the association found significant. The very weak R value of 0.000 indicates that though familiarity exists, it probably does not have any strong correlation with age—that is, though Ayurveda is increasingly being brought to the notice of Generation Z, their awareness is not deep or substantial enough, which might lead to an inference of the lack of proper education about the practice.

In examining the beliefs of the subject population towards the effectiveness of Ayurveda in the treatment of chronic diseases (H3), a p-value of 0.022 made null

Hypothesis rejection possible. The association was weak ($R = 0.002$), but still shows that more young people feel that there is some potency in Ayurvedic treatments, although they may feel they cannot be used as replacement for conventional medicine for significant health conditions.

Interestingly, H4, which determined the relevance of Ayurveda in dealing with root causes of diseases, had a p-value of 0.111, and hence the null hypothesis was accepted. That suggests there is no important association between age and perception of how Ayurveda operates regarding its stand on health, perhaps

pointing towards uniformity in perception across ages with regard to the philosophical underpinnings of Ayurveda.

Regarding H5, concerning the probability of including Ayurveda as an adjunct treatment, the p-value was 0.015 which rejected the null hypothesis that suggested the younger people may be more susceptible to accepting Ayurvedic treatments alongside conventional treatments. That kind of trend is in line with the observation that Generation Z is more susceptible to adopting holistic approaches in health management.

The findings for H6 and H7, which both posed questions regarding trustworthiness of Ayurvedic practitioners and the accessibility of Ayurvedic medicine, respectively, both returned p-values 0.002 and 0.014 thus making the null hypotheses of H6 and H7 to be rejected. It follows that "the relatively new generations hold Ayurvedic practitioners as relatively trusted while at the same time recognizes some barriers to accessing Ayurvedic medicine in Ahmedabad".

H8, H9, H10, and H11 had no significant relationship that means all have p-values higher than 0.05. Conclusion: perceptions on accessibility, quality and safety of Ayurvedic products and agreement with Ayurveda as part of the cultural heritage of India are predominantly consistent across age groups.

Accordingly, although Generation Z in Ahmedabad is receptive to Ayurveda and respects it dearly, they have a limited perception of this field and effectiveness as compared to the non- Ayurvedic practices. The conclusion of the research findings directs the fact that education sensitization about Ayurveda may enhance the reception of readiness among the participants towards modern health science practices.

Theoretical Implications

Conclusion of this research, on Generation Z perceptions of Ayurvedic medicine, in Ahmedabad, would add theoretical implications to the thought process of health beliefs and practices among the youth.

1. Health Belief Model (HBM):

The results were congruent with the Health Belief Model suggesting that a person is more likely to perform a health-helping behavior if he thinks that the behavior in question will benefit him. H1: Failure to reject the null hypothesis that associates age with alternative medicine use would result in younger individuals being perceived to hold views that Ayurveda is helpful, which translates to a shift toward a more holistic health belief. This could also be aimed toward interventions for the younger segment whereby the perceived benefits of alternative medicine turn out to be relevant.

2. Cultural Competence in Health Care:

The widespread acceptance of Ayurveda as part of rich Indian heritage, although not accompanied by a strong correlation with age, takes to light the role of cultural competency in healthcare. Appreciation of how cultural perceptions affect health behavior may ensure that care delivery is enhanced, especially in countries such as India where there are high degrees of multiculturalism. One would find a recommendation to health professionals acknowledging and incorporating the traditional practice into their frameworks

so that they can better resonate with patients coming from different cultural backgrounds.

3. Integration of Conventional and Alternative Medicine:

The associations that have significantly correlated with the perception of Ayurveda as a complementary treatment, H5, show a theoretical venue for the integration of conventional and alternative medicine. Such a view accords with literature on integrative health practices—a view that younger people are more open to taking blended approaches to health management. Such an integration may make holistic health programs develop a variety of needs and services that meet the needs of patients.

4. Trust in Healthcare Providers:

The findings on the trust for Ayurvedic providers (H6) relative to allopathic doctors show some complicated dynamics with the wielding of power in healthcare. The perceived trustworthiness of the Ayurvedic providers further suggests that younger ages could attach a greater premium to individualized care and a more comprehensive approach. This is also compounded by theories of patient-centered care in which elements of trust and relationship building are to be integral components of effective health management.

5. Accessibility and Health Equity:

Though mostly positive, mixed results about accessibility (H7 and H8) reflect on the theoretical implications of health disparities. Even if younger generations recognize the value of Ayurveda, access remains severely compromised. Further research is required in social determinants of health, for the overcoming of those barriers may assist in improving public health practices integrating alternative medicine.

6. Education and Awareness:

The results, therefore, reflect a gap in the awareness of the Ayurvedic practice for Generation Z (H2). Again, this shows the theoretical expectation of the development of an educational model to raise awareness and understanding of alternative medicine. And thus, as the youth look for holistic health solutions more frequently than ever before, educational interventions can be a critical determinant of the attitudes and behaviors concerning Ayurveda among the young minds.

These theoretical implications bring out the necessity of subtle understanding related to how Generation Z perceives Ayurvedic medicine and lay health in the milieu of larger health beliefs and practices. Conclusions from this study can be applied for designing future research, healthcare practices, and education designed to bridge traditional and modern medicine in the promotion of an integrated approach to health care in India.

Practical Implications

This study into the perception of Generation Z on Ayurveda medicine in Ahmedabad thus brings forward a number of practical implications and insight for health practitioners, policymakers, as well as educators.

1. It integrates the practice of Ayurveda into health care to an extent:

Since there is also "positive attitude toward Ayurveda as alternative treatment (H5), health care providers should thus consider the integration of

Ayurvedic practices within the conventional health care system. The training of conventional practitioners in Ayurvedic principles or working with Ayurvedic practitioners to complement the holistic approach to patient care would be one of the ways through which the integration can be achieved. This integration can meet the needs of younger patients who have adopted both the traditional and modern approaches.

2. Education Programs: This lacuna in familiarity and awareness of

Ayurveda itself speaks of the need for special education programs tailored for Generation Z. Periodical education by schools, colleges, and community centers could, in time, further increase awareness in terms of information dissemination pertaining to Ayurveda and its benefits and establish Ayurveda within the greater health care landscape. The mystery behind the art of Ayurveda can be dispelled through workshops and seminars and through information campaigns that challenge the student population to make the shrewd choice.

3. Policy Formulation on Access and Trust:

Findings for trusting Ayurveda care providers (H6) and access (H7) indicate policies should ensure there is access to the Ayurveda care in ways that remain of high quality. Eligibility requirements for Ayurveda providers, promotion of transparency, and credentialing can perhaps be a reason for greater trust by patients. More access to Ayurvedic medication, even within deprived settings, may help fill health-care gaps.

4. Encourage Holistic Health Practices:

Health initiatives towards Generation Z will focus on the advantages of integrative health care policies that integrate mainstream and alternative practices. Marketing strategies can be used through the most trending social media platforms of young people posting testimonies of people whose lives have been positively influenced by the practice of integrative health care. This may give Ayurveda a pleasant avenue towards embracing open-minded management of health.

5. Community Engagement and Outreach:

The process of engaging Gen Z with Ayurveda will demand humongous community health programs. Community-based health fairs, workshops, and public forums initiated by both the Ayurvedic and conventional practitioners can become an effective method for dialogues and trust building. Such a community-oriented program will provide a well-established base for investigation and learning support.

6. Research and Feedback Loops:

Health care providers and educators must ensure mechanisms for continuous feedback regarding the perceptions and changing needs of Ayurveda from Generation Z. Continuous studies in research facilitate tailoring educational input, health care practices, and policy decisions to better meet changing attitudes of the younger generation. This responsive approach ensures that the services rendered stay relevant and effective.

7. Safety and Quality Emphasis:

As there is an existing perception in the minds of the people regarding safety and quality of Ayurvedic products, in that context, there is an evident need for

different guidelines and standards for medicines produced under the umbrella of this branch of ancient Indian medicine. Safety and efficacy of the product shall help generate confidence of consumers in Ayurvedic treatment among the younger generation as well. The regulatory bodies can foster quality assurance practices in the Ayurvedic industry that enhance the credibility attached to Ayurvedic treatments.

In brief, these results have far-reaching practical implications: Ayurvedic medicine needs to be incorporated into the modern practices of health care as it suffers from problems due to education and trust deficits. Increasing accessibility for both Ayurvedic and conventional treatments will broaden the scope of the healthcare stakeholders to address Generation Z's health requirements and bring into consideration more holistic and inclusive aspects to the healthcare environment in Ahmedabad and elsewhere.

CONCLUSION

In short, it unravels perceptions of Generation Z in Ahmedabad about Ayurvedic medicine, its role in curing diseases from the root. Thus, those observations reveal a rather complicated landscape wherein the younger generation illustrates growing openness towards this alternative approach of treatment hand in glove with conventional treatments. Although an important association exists with regard to age and many other perceptions of Ayurveda, such as perceived effectiveness and trustworthiness, the gap remains significant for familiarity and understanding of its practice.

Findings underscore the necessity for Ayurvedic philosophy in mainstream health care and cooperation between conventionally and alternatively trained professionals and underscore the academic effort that might increase awareness and understanding of Ayurveda among young people and help in healthy choices.

At the practical level, policy development in the Ayurveda sector focuses on extending access and homogenizing quality. Consequently, when this issue is redressed, it will enable stakeholders to make decisions more securely, so that the prospects of health problems being approached holistically in general will grow, as that is something that would be expected by Generation Z.

Finally, the study may offer insight that can be used toward creating future best practices, education efforts, and policy decisions toward creating a better, more integrated healthcare system-one in which a plethora of health beliefs and practices are taken seriously and accepted in a respectful way. This should be expected with Generation Z, especially as they undertake their health journey. The call, therefore, is for a responsive and inclusive approach to health, integrating traditional wisdom and modern medicine.

RECOMMENDATIONS

Some suggestions for additional studies related to the perception of Generation Z towards Ayurveda medicine within this context are:

1. Longitudinal studies

What will apply to future studies is longitudinal studies where changes in the perception of Ayurveda by Generation Z with time are noted. This will

provide light onto what attitudes change with regards to increasing exposure and education about Ayurveda practices and how the change in these dynamics of health care will influence perception.

2. Comparative Studies

Comparative studies between demographics-can be among urban/rural populations or different cohorts-of age-as is supposed to be providing insightful inferences of what all might be perceived and practiced along the spectrum of acceptance and usage of Ayurvedic medicine. That would then help identify particular cultural, social, and economic factors of influence on acceptance and usage.

3. In-depth Qualitative research

Qualitative methods, interviews or focus groups may probe people's beliefs and attitudes regarding Ayurveda. This would understand other perceptions that can't be easily brought out from the questionnaire and richer data for the motivation and barriers.

4. Impact of Education on Perception

Research may focus on an evaluation of the educational aspects related to how they alter perception and comprehension of the Ayurvedic health model. Research on the impact of specific community workshop curricula or educational environments on the awareness, confidence, and willingness of their service population toward accepting Ayurvedic health perspectives in managing health can be highly enlightening.

5. Perspectives of Healthcare Professionals

This could even illuminate sectors of potential concurrence or conflict between practitioners of allopathic and Ayurvedic disciplines through how they relate. It could be telling opportunities for better integration in practice.

6. Policy Analysis

The future may attract the mind to explore policies related to alternative medicine prevalent in India and understand how they would help Ayurveda in the regard of its safety and quality. One may study the access and perception impact such policies create for the future legislation.

7. Technological Influence

It would help analyze the social media and digital health platform used in relation to how the Ayurveda is perceived by Generation Z and create ideas on how technology plays a role in the happening health behaviors. Even that might raise questions of whether the online activist and influence media work for the Ayurvedic campaigns.

8. Global Perspectives

Cross-cultural comparison will be possible only if the scope of research is broadened to include a view from Generation Z in various countries, particularly those with deep Ayurveda traditions. Local context is bound to influence perceptions about Ayurveda as well as its adaptation into healthcare systems to a greater extent.

9. Safety and Efficacy Studies

Future work could assess the safety and efficacy of different Ayurvedic therapies for diseases affecting many members of Generation Z. It might form a

foundation for increased acceptance of Ayurveda and a stronger foundation for its evidence-based integration into Western medicine and practice.

10. Mental Health

Research on the perception of Ayurvedic approaches toward mental health and wellness might just supply an important clue in such circumstances, mainly because mental health is more or less beginning to feature more and more among the young people. This sounds like something hard to ignore for Generation Z.

In conclusion, these recommendations for future research will identify the need to be multifaceted for understanding perceptions and practices toward Ayurvedic medicine amongst Generation Z. Explorations into these areas will help researchers further contribute toward understanding how traditional practices can be appropriately incorporated into contemporary health frameworks to improve the health outcomes of younger populations.

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