

**AYURVEDIC MEDICINE AND WESTERN MEDICINE: A COMPERATIVE
SOCIOLOGICAL STUDY IN SAMMANTHURAI**

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Abstract

The medical sector has a significant contribution for the development of a country or society. The main objective of this study is to identify and compare the factors affecting the choice of peoples' medical service either Western or Ayurvedic system in Sammanturai Divisional Secretariat area. The data for this research were basically gathered by using both primary and secondary data collection techniques which contains quantitative and qualitative samples. Questionnaire, interview, focused group discussion and observation have been used as primary data. As primary tool, 73 questionnaires were distributed to the respondents based on simple random sampling method. Further, a structured interview with 30 respondents, and 03 Focus Group Discussions were also conducted in the study area. The study has used reports, book, publication and internet data, as secondary source. According to the analysis of the data, the study found that peoples' pursuit decreased by Ayurvedic medical system than western medical system. The main factors which influence on peoples' behaviours for this issue are age, sex, job, location, relief (cure), genetic, scent and taste, and availability of the service. The main reason to pursuit decreased on Ayurvedic is that people cannot get quick relief from this medical system in the study area.

Keywords: Western medicine, Ayurvedic medicine, Relief, Culture, Behaviour

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