



Public perception towards homeopathy in Tamil Nadu, India

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In recent scenario one of the rapidly growing systems of medicine and is being practiced almost all over the world. Consumer perception clear as the method of consumer frequently view or sense the about certain the products and services. In the objectives of this research aims at de-constructing the awareness and perception of homeopathy, from the point of view of its general public and the need for the study, determination help the general public and society to have a look at future prospects of the public. Non-probability convenience sampling was used to collect responses. Finally, 60 sample questionnaires used for data analysis purposes. In this research carried out to investigate whether homeopathy put into practice has reached the public and their perception regarding homeopathy medicines. The media has campaigns that should restrain interviews of homeopathy remedies and the results are finished successful trials. The government ought to create further awareness of conventional medicines toward the public and it is extremely important to the feature.

Keywords: Awareness, Homeopathy, Perception, Services, Traditional medicine

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In recent scenario, homeopathy be one of the rapidly growing systems of medicine and is living organism practiced approximately all over the world (AYUSH, 2016). Homeopathy a 200 being older systems of the homoeopathy remedies. Homeopathy is initial residential by the German physician Samuel Hahnemann into 1810. Homoeopathic remedy stimulates the body's be in possession of immune and defense system to bring about healing (Birgit, 2010). It is used small doses of particularly prepared remedy to set the body's systems lesser reverse consequently as and stimulates a person's individual energies in the way of an ordinary revival mode (Yoganandan & Vetriselvan, 2017). It is utilized little portions of especially arranged solutions for position the body's frameworks inferior back consequently as and animates an individual's close to home energies in the course of a characteristic recuperation way (Roy, 2015).

Perception of the Consumer

The consumers to use the exceptional factors to the establishing fine of the product. The high fine one of the customers might be lower in to any other. The many consumers has use worth as needle of the invention luxury (Kotler, Marketing Management,

2001). The pleasant of our perception relies upon at that way of manner and interprets the stimulus and the information reaching our senses. (Das *et al.*, 2015) Perception is the method, by which a person picks out, interprets information to create significant image of World. What time we understand a scenario, occasions we're then in role to respond (Kotler, 1997). The perception of, according to Gregory (1995), it is a position of method through which an individual becomes responsive of and understand information about in the atmosphere. (Masood, Rehman, & Rehman, 2014), change in relations and employment force work of art making men and woman more and more similar in choice of creation and services (Gregory, 1995).

The Concept of Consumer Perception

The idea of client recognition has additionally been characterized by different analysts according to the requirements of the earth. Human mind is an intricate procedure since it includes the financial factors as well as the passionate and social elements (Ronald, Clark, Ronald, and Goldsmith, 2006). Along these lines, it is actually quite hard to (Blank, 2015) provide a satisfactory idea of customer recognition. The seen different scientists that achievement disappointment on item, administration be legitimately identified with human mind and preference of them (Kauffman,

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1996). Therefore, a comprehension of the human brain research encourages advertisers to think of the creative item (Peter and Coakley, 2002). Customers the matter of the trade associations. All the buyers are not comparative with one another as indicated by their observation and conduct (Yong and James, 1997). In the expressions of (Leek, Maddock and Foxall, 1998), Consumer purchasing conduct is the investigation of characteristic characteristics of buyers, for example, sparks, discernments and character and learning designs. As per different scholars, a part of information, the contemplates conduct of individual of psychological (Hausman, 2000). Agreeing to (Jagdish and Atul, 1995), assessment of different components identified with the buyer recognition and conduct permits the trade firm to reinforce in the connection among trade and buyers. In numerous components impact the view of a person and the purchasing procedure (Liligeto, Singh, and Naz, 2014), which basically starts from early childhood (Dastane, Hoe, and Selvaraj, 2018), stays through the high schooled years and grown-up life also (Rattan and J.M, 1997). The assessment of observation includes numerous elements to comprehend the brain research of consumers (Sharma, Jain, and Sharma, 2015). These elements have a place with culture, values, family, society, sentiments, thinking, demeanor, or, character. These components additionally change from buyer to purchaser and shape their purchasing behavior (Macfarlane *et al.*, 2011).

The Role of Perception

Recognition is illustrative of how a shopper forms and deciphers information (McNeal and James, 2007). It is straight forwardly identified with purchaser conduct. This is the manner in which individuals develop a perspective on the world (Kazmi, 2012). The procedure of choice or examination implies that every individual an inadequate image of the world the cerebrum consequently fills in the holes by a procedure of amalgamation utilizing hearsay (Lewis, 2015), past experience, and imagination (Masood *et al.*, 2014). Advertisers can fill a portion of the holes through the correspondence procedure, however will face the issue of getting through the determination and examination process (Blythe, 2008). Discernment is such a crucial piece of getting shoppers to buy your item or administration that committed to clarifying how you can impact view of whatever it is that you're selling while at the same time teaching purchasers

about your specific contribution (David and Lake, 2009).

Literature review

In 1998, Moys discussed the perceptions of affluent White with Indian communities into the superior Durban area towards homoeopathy. 500 White people from Westville area and 500 Indians from the Reservoir Hill's area were randomly selected. The outcome was that 98.8% of respondents from Westville and 90.0% from the Reservoir area had knowledge of homoeopathy, with 39% of respondents from the Westville area and 18% from Reservoir Hills having consulted with a homoeopath before. The survey showed that there is a definite use of homoeopathy amongst the White and Indian communities, but just a handful of people had an understanding of homoeopathy in detail and it was concluded that public education on homoeopathy would benefit patients and future patients. No study was done on African population (Moys, 1998).

In 2004, Singh, Harries and Naidoo conducted a study consisted of 200 one on one interviews with at random selected english speaking populace. For the time period of 2000/2001 38.5% of the respondents had CAM, with spiritual and herbal/natural remedies more commonly used. The medicine concurrently with their CAM treatment. 37.6% of the respondents said they used allopathic medicine which improved their condition but had not cured the condition. 14.3% of the respondents showed a preference to allopathic medicine, 32.5% of respondents preferred to use both and 51.9% preferred to use CAM. The results from the study conducted in Chatsworth, South Africa were similar to the findings found in studies 25 done across the world, reinstating the greater need for CAM to be integrated with allopathic medicine (Singh, Harries, & Naidoo, 2011).

In 2004, Small had conducted a survey to determine the perceptions the data gathered shows that 76% of the respondents had never heard of homoeopathy before and more than 80% of those respondents showed an interest in learning more about homoeopathy (Small, 2004).

In 2005, Maharajh in his study conducted a total of 484 questionnaires were handed out, and a total of 97 GPs and 58 pharmacists responded. The data showed that a large percentage of GPs (42.3%) and pharmacists (46.6%) perceived that they had a lack of

knowledge on homoeopathy to comment on the subject. Only a small percentage of pharmacists (12.1%) and GPs (12.4%) perceived homoeopathy as an excellent form of treatment. It was determined that GPs and pharmacists have a very limited knowledge of homoeopathy which could result from the lack of communication between homoeopaths, GPs and pharmacists (Maharajh, 2005).

In 2005 Turner discussed the study shows that 60% of veterinarians make use of homoeopathy, while 79.4% of veterinarians believed homoeopathy has a role to play in veterinarian medicine. In Wortmann's 1997 study which revealed only 26% of veterinarians used homoeopathy in their practises, the growth of homoeopathy amongst veterinarians in those 8 years between the 2 studies, shows how much the level of interest in homoeopathy has increased (Turner, 2005).

In 2006, Paruk investigated the results of this study showed there was a great lack of knowledge about homoeopathy, which lead to homoeopathy not being sought as a form of treatment during pregnancy. It was concluded that if homoeopathy was more publicly known, it would used as a treatment in the future (Paruk, 2006).

In 2007, Macquet conducted the perceptions and awareness of homoeopathy at the Durban University of Technology (DUT) Homoeopathic Day Clinic (HDC) amongst students. It revealed 49% of the target population, had never heard of homoeopathy before and 48% having heard of it. Only 29% of the students knew about the existence of HDC and 49% of the students showed an interest in attending the HDC in the future now that they knew the clinic exists, and 68% of the students wanted to learn more about homoeopathy (Macquet, 2007).

In 2007, Thorvaldsen carried out the 181 questionnaires had been back from the 347 questionnaires exceeded out. The 4% of the respondents had by no means heard of homoeopathy, 21% were quite the familiar with homoeopathy. It turned into noted 92% of these respondents felt that it become essential for a clinical medical doctor to recognize about other sorts of exchange treatment, 68% of those respondents were inclined to learn more approximately homoeopathy. One of the vital points that got here out from this study is that there needs to be progressed communiqué between medical medical doctors and homoeopaths (Thorvaldsen, 2007).

In 2009, Von Bardeleben conducted the result of

23% of the respondents had taken their children to a homoeopath with 49% of the parents being satisfied with the homoeopathic treatment their child had received. Almost two thirds (66%) of the respondents thought homoeopathy should be made available in clinics and hospitals. The survey concluded that even though more than half the respondents be responsive of homoeopathy, their levels of knowledge on homoeopathy were poor (Von, 2009).

In 2009, Harripershad conducted a survey to Parents through children aged 5 and younger, who attend a register crèche or educate were questioned with a sample size of 300. 72% of respondents perceived homoeopathy as a legitimate form of medicine, 11% of respondents had consulted a homoeopath when their child was ill. The portion of respondents felt that homoeopathy ought to be available for most circumstances. Almost the whole population 91% would like there to be more information made available to the public on homoeopathy (Harripershad, 2009).

Material and methods

Therefore, illumination of the over conversation, the aims of research on de-constructing the perception of the homeopathy practices, from focuse of general public. This study only base on primary data. It is good structured questionnaire is formulated to interview process the data is collected. Non-probability convenience sampling was used to collect responses. In total 68 responses were collected but eight respondents were rejected due to incomplete replies. Finally, 60 absolute questionnaires used. The questionnaire was adapted from, (Jaggi & Ghosh, 2017) and (Surywanshi & Maharshi, 2013), The tools are used

1. Descriptive Method
2. Hendry garrett ranking Method
3. Factor analysis

Results and discussion

Descriptive profile

From the **Table 1** indicates as a result, in the above descriptive analysis, at this juncture is utmost number of male respondents within which most of contained by the age limit of 30-40. The descriptive variable shows the maximum of the respondents are male, the respondents of income level. The maximum levels of qualification are PG level. The majority level of monthly income Rs. 20, 001 to Rs. 30, 000.

Table 1 — Descriptive Profile

Particulars	Descriptive Variables	Number of Respondents	Percentage
Respondent from Gender	Male (boy)	31	52.1%
	Female (girl)	29	48.2%
Age	From 18 above	13	22%
	20-30	16	27%
	30-40	24	40%
	40 Above	7	12%
Education	School	9	15%
	Graduate	17	28%
	PG Level	24	40%
	Others	10	17%
Monthly Income	Below Rs. from 10,000.	15	25%
	Rs. 10,001 to Rs. 20,000	12	20%
	Rs. 20,001 to Rs. 30,000	16	27%
	Rs. 30,001 to Rs. 40,000	7	12%
	Above Rs. 40,001	10	2%

Primary data

Table 2 — Garret value

Benefits	1	2	3	4	5	Total
Allopathy	2475	300	300	280	225	3580
Ayurveda	300	1140	700	640	175	2955
Homeopathy	825	900	800	240	300	3065
Unani	525	420	550	560	525	2580
Siddha	375	840	650	680	275	2820

Primary data

Henry Garrett Ranking

The homeopathy medicine practices used by the general public, there are various medicine practices used by the general public to retain their practices. Some of the therapies used are allopathy, ayurveda, homeopathy, unani, siddha. Rank the various medical practices (therapy) that is effective for normal disease

From the Table 2 and Table 3 indicates that according to Garrett Ranking Analysis, It was learnt from the above table that among the five factors related to perceptions, "Allopathy" was ranked in the first place with a Garrett score of 59.65 points. It was followed by "Homeopathy" with a Garrett score of 51.08 points. The factors "Ayurveda" and "Siddha" were ranked in the third and fourth place with the Garrett score of 49.25 and 47 points respectively. Lastly, the factor "Unani" was ranked in the fifth place with a Garrett score of 43.

Factor analysis

From the Table 4, it is known that Kaiser-Meyer-Olkin measurement be 0.589 with Bartlett's (Sphericity) approximate Chi square value -195.091 which are statistically significant at 5% level.

Table 5 indicate the communality values. Communality can be defined as the fraction of

Table 3 — Garrett Rank

Benefits	Garrett Score	Average Score	Rank
Allopathy	3580	59.65	1
Ayurveda	2955	49.25	3
Homeopathy	3065	51.08	2
Unani	2580	43	5
Siddha	2820	47	4

Primary data

Table 4 — KMO

Kaiser-Meyer-Olkin		0.589
Bartlett's – (Sphericity)	Approx (Chi Square)	195.091
	(Df)	105
	(Sig.)	0.000

Primary data

variance in any one of the unique variables, which was capture by the extracted factors. It is noted that the first component variance is 80.6%, the second component variance is 76.6% and so on.

From the above Table 6 it can be noted that six factors have been extracted on the basis of prior knowledge to describe the relationship among variables. The cumulative percentage of variance is

Table 5 — Communality values

S.No	Statement	Initial	Extraction
1.	Homeopathy products are gaining popularity in the market.	1.000	.694
2.	These days people often discuss Homeopathy products.	1.000	.806
3.	Availability of Homeopathy products has increased in recent times.	1.000	.766
4.	Advertisements of Homeopathy products are more visible in recent times.	1.000	.692
5.	Homeopathy gained reputation because of superior quality products and benefits.	1.000	.713
6.	We purchase Homeopathy products because they are easily affordable at better prices.	1.000	.602
7.	We purchase Homeopathy products because they symbolize purity.	1.000	.688
8.	Homeopathy products compete with global brands in terms of affordability, quality and purity.	1.000	.756
9.	Homeopathy items are protected in light of the fact that they are produced using normal fixings.	1.000	.714
10.	Homeopathy offers a wide variety of products with better worth.	1.000	.506
11.	Homeopathy has emerged as a powerful brand and as a strong competitor to MNCs.	1.000	.719
12.	Homeopathy products do not appeal to youngsters.	1.000	.723
13.	Homeopathy should increase the promotion and advertisements of their products.	1.000	.709
14.	Low prices are adjudged as poor quality. This perception will affect Homeopathy products in future.	1.000	.699
15.	Before purchasing any Homeopathy product, we are sufficiently aware about the product.	1.000	.673

Primary data

Table 6 — Total (Variance - Explained)

Constituent	Initial (Eigen - values)			Extraction the - (Sums of Squared Loadings)			Rotation the - (Sums of Squared Loadings)		
	Totally	(%) of (variance)	Cumulative (%)	Totally	(%) of (Variance)	Cumulative (%)	Totally	(%) of (Variance)	Cumulative (%)
1	2.539	16.925	16.925	2.539	16.925	16.925	2.129	14.194	14.194
2	2.418	16.119	33.044	2.418	16.119	33.044	1.981	13.207	27.401
3	1.693	11.285	44.329	1.693	11.285	44.329	1.884	12.558	39.959
4	1.398	9.320	53.649	1.398	9.320	53.649	1.659	11.062	51.021
5	1.367	9.110	62.760	1.367	9.110	62.760	1.461	9.739	60.760
6	1.047	6.977	69.737	1.047	6.977	69.737	1.347	8.977	69.737
7	.853	5.684	75.421						
8	.703	4.687	80.108						
9	.624	4.159	84.267						
10	.557	3.715	87.982						
11	.494	3.291	91.272						
12	.389	2.596	93.869						
13	.334	2.226	96.095						
14	.310	2.065	98.160						
15	.276	1.840	100.000						

Primary data

77.575 as contributed by the first component 18.995%, second component 14.847% followed by third component 12.383%, fourth component 11.248%, fifth component 10.805% and sixth component 9.296% of total variance.

Table 7 indicates that the first rotated factor F1 is named as ‘Purity’ and the total variance is 1.15.

The 2nd factor F2 is named as ‘Publicity’ with total variance 1.58. The 3rd factor F3 is named as ‘Awareness’ with total variance 1.46. The fourth factor F4 is named as ‘Price’ with total variance 0.746. The fifth factor F5 is named as ‘Variety’ with variance 0.391 and sixth factor F6 is named as ‘Others’ with variance .627.

Table 7 — Rotated Component Matrix

S. No	FACTORS	COMPONENT					
		1	2	3	4	5	6
1	We purchase Homeopathy products because they symbolize purity.	.567					
2	Homeopathy products compete with global brands in terms of affordability, quality and purity.	.583					
3	Homeopathy products are gaining popularity in the market.		.834				
4	Homeopathy should increase the promotion and advertisements of their products.		.754				
5	Before purchasing any Homeopathy product, we are sufficiently aware about the product.			.792			
6	We purchase Homeopathy products because they are easily affordable at better prices.			.672			
7	Low prices are adjudged as poor quality. This perception will affect Homeopathy products in future.				.746		
8	Homeopathy offers a wide variety of products with better worth.					.391	
9	Homeopathy has emerged as a powerful brand and as a strong competitor to MNCs.						.230
10	Homeopathy products do not appeal to youngsters.						.397

Conclusion

Presently the majority of the individuals lean toward interchange medicinal practiced. There are additional mindfulness programs creature directed by apprehensive facilities with clinics with respect to their restorative practices. The greater part of the delegates approaches the open that elective prescriptions, for example, AYUSH have no symptoms. This examination is completed to break down whether homeopathy practice has arrived at general society and their discernment with respect to homeopathy prescriptions. The media has battles that ought to contain meetings of homeopathy drugs and the outcomes are done fruitful preliminaries. The legislature ought to make more familiarity with customary drugs to the general population and it is essential to the component.

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