

Preference Towards Homeopathy Among People in Salem, Tamil Nadu

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Abstract: In today's scenario, people prefer to take different types of medicines in order to cure their disease. Ancient medicines that were followed years ago are again come into practice and has gained importance among the public. Homeopathy is one the traditional medicine that has reached people especially young generation. Since it does not have any severe treatment and free from side effects most of them prefer to undertake homeopathy. This study was an attempt to explore to what extent the public is aware of homeopathy and its popularity among them. The study was carried out in Salem district of Tamil Nadu with the sample size of 400 general public. The tools used for the study were descriptive analysis and weighted average method. The study concludes that large number of people now prefers homeopathy treatment. The detail of the survey including more population had positively given a better idea of the preferences of the public.

Keywords: Awareness, Homeopathy, Medical, Perception, Practices, Preference, Public,

1 INTRODUCTION

Homeopathy is the arrangement of medication which chips away at the guideline of 'like fixes like' (Similia Similibus curanter). This arrangement of all encompassing mending was established by Dr.Samuel Hahnemann, a German doctor (Aymen, Shiza, Haseeb, & Hassam, 2018). Hahnemann, who was deciphering the a book on the therapeutic properties of medications, was perusing the properties of the prescription Cinchona, when he read that Cinchona fixes intestinal sickness, in light of its severe taste (Annamalai & Kamalanabhan, 2016; Udayana et al., 2019). Hahnemann was astounded by this announcement and when he read on, he found a reference which said that cinchona harming prompts jungle fever like indications (AYUSH, 2016). This set him thinking and he chose to test the drug of himself. He encountered the side effects of intestinal sickness, by more than once taking the Cinchona medication and in the wake of proceeding with his investigations found that those meds (Bharathy & Ramesh, 2012) which cause ailment like manifestations in sound people are equipped for restoring the infected people (Buddhapriya & Bhatt, 2018; Aravamudhan & Krishnaveni, 2019; Bharathy & Geetha, 2015). In this way, homeopathy depends on the Materia Medica - a book containing the properties of drugs, properties which have been demonstrated on sound people ((Vasudevan & Senthilkumar, 2017; Gopi et al., 2019). Homeopathic specialists depend on the materia medica as the expert for it contains not void hypotheses, however subtleties of side effects which were experienced by many provers (Yoganandan & Vetriselvan, 2017). It is in this way a framework dependent on sound standards and because of strong examinations. India has a rich and living tradition of healing (Shekhar & Raveendran, 2017; Sreedharan et al., 2019). A huge amount of medical knowledge has evolved in India over thousands of years, through trial and error, exchange and assimilation between diverse cultures (Roy, 2015; Bharathy & Manimekalai, 2014).

There is lack of studies assessing the preference of Indian patients for integration of homeopathy into standard therapy settings (Munmun et al., 2015; Vasana, 2018). India does not meet the recommended standards/norms for the number of health care professionals per head of population, especially doctors (Suryakumar & Venkatesh, 2019; Suryakumar et al., 2019).). On the other hand, a recent survey showed that less than 30% of Indian households use the traditional medical systems, quite higher than 14% usage as reported by an earlier National Sample Survey Organization survey a decade ago, and even much higher than the 8% reported usage by the National Council of Applied Economic Research survey during the early 1990s (Birgit, 2010).The strong faith in AYUSH (Ayurveda, Yoga, Unani, Siddha, Homoeopathy, and last introduced Amchi/Sowa Rigpa/Tibetan Medicine) was the main reason for its usage (Rajkumar et al., 2017). Recently huge number of the patients buying the medicines from online shopping (Vasana, Consumer Shopping Behaviour in Retail Stores - A Case of Salem District, 2011) and as usual buying from retail markets (Vasana, 2007). The new marketing strategies used for the customer's availability of the products (Suryakumar & Ramesh, 2017).

2 OBJECTIVES

To analyze the preference towards homeopathy among public.

3 REVIEW OF LITERATURE

Manas, et al., (2019) in their study discussed patients and individuals visiting the wellbeing check-up camp and presentation slow down set-up during Magh Mela at Sangam, Allahabad. A self-administered poll was utilized during the overview, formulated by the Central Council for Research in Homeopathy. Consequences of 1144 complete respondents, 68.1% knew about Homeopathy. About 46.6% of respondents accepted that it has no reactions and 15.1% accepted that it is cost effective. The ailments for which the vast majority of the members have taken homeopathic treatment were fever, regular cold, blockage and looseness of the bowels. All inclusive community knows about Homeopathy, however different misguided judgments are additionally pervasive. Mindfulness battles are expected to make individuals progressively mindful about Homeopathy and its viability in different issue (Manas, et al., 2019; Sony

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& Mekoth, 2019). Tayyeba & Saeed, (2017) in their study about homeopathy is a famous customary elective arrangement of medication. There is no audit in writing detailing the essentials of homeopathy, so this story survey was composed to give a fast diagram in regards to homeopath and homeopathic drugs. Homeopathic medications are set up from various sources i.e. plants, creatures, minerals, nosodes, sarcodes, imponderabilia and manufactured drugs. Homeopathic medications can be set up under various sizes of potentization for example decimal, centesimal and 50 millesimal. Homeopathic drugs are demonstrated on solid subjects to get a cure picture. Homeopathic medications are controlled in least dosages to wiped out individual on premise of likeness to bring fix. Different explores were done to demonstrate homeopathic medications by following its remarkable way of thinking. Be that as it may, further inquiries about are required to demonstrate Homeopathy before academic network (Tayyeba & Saeed, 2017). Wayne et al., (2001) in their article determine the nature of clinical-preliminary research in homeopathy to an example of research on regular treatments utilizing an approved and framework unbiased methodology. Every clinical preliminary on homeopathic medicines with parallel treatment gatherings distributed. All were assessed with a built-up set of 33 legitimacy criteria recently approved on a wide scope of wellbeing mediations crosswise over varying medicinal frameworks (Menefee et al., 2017). Criteria secured factual end, inside, build and outer legitimacy. Unwavering quality of criteria application is more noteworthy than 0.95. Consequence of 59 investigations met the consideration criteria. Of these, 79% were from companion checked on diaries (Wayne et al., 2001; Ju et al., 2016). Shiaka, Anyebe, Danjuma, Munir, & Afiniki, (2016) in their article discussed elucidating review configuration was utilized to administered questionnaire to the members. Group strategy was utilized to choose 3 out of the 5 wards and 150 members were selected for the examination utilizing purposive and accommodation testing systems. An organized poll was utilized to gather information. The outcome demonstrates that lion's share of the members (90%) have moderately great learning of the essential consideration of the older, with high constructive attitudinal inclination towards and inclination to think about their matured individuals in their (members') homes as opposed to be breast fed in organizations, for example, nursing homes (92%). In spite of the generally great information and uplifting demeanors communicated by the members toward the consideration for more seasoned individuals, critical endeavors are required to wellbeing instruct the general population about the exercises of day by day living and needs and other explicit methods for thinking about old individuals, particularly those with ceaseless sickness (Shiaka, Anyebe, Danjuma, Munir, & Afiniki, 2016). Ramadan, Muhammad, Akram, & Akshaya, (2015) in their study conducted the pretested poll was utilized to gather information from the members over the time of 1 month. The poll was isolated into four areas, for social affair the data about understudies' statistic information, and their insight, demeanors, and observation toward contraception. The reaction rate was 68.6%. The outcomes demonstrated that the preventative information was nearly higher in year four understudies ($P < 0.001$), wedded respondents ($P < 0.001$) and those taking elective

courses ($P = 0.022$) when contrasted with their separate partners. Greater part of the understudies was very much aware and had a positive discernment about contraception (Ramadan, Muhammad, Akram, & Akshaya, 2015).

4 METHODS AND MATERIALS

This article is based on the primary data collected from the public in Tamil Nadu. The research work was carried out during September 2019. The primary objective of this research paper is to analyze the preference towards homeopathy. The research respondents are selected based on convenience sampling, and the study was carried on a sample of 400 respondents in Tamil Nadu and questionnaires were used for data collection. Descriptive analysis and weighted average is used for data analysis.

5 RESULTS AND DISCUSSION

1. DESCRIPTIVE ANALYSIS

Particulars	Demographic Variables	No. of Respondents	%
Gender	Male	283	71%
	Female	117	29%
Age	20-30 years	60	15%
	30-40 years	85	21%
	40-50 years	115	29%
	50 years Above	140	35%
Education	School	16	4%
	Under graduate	57	14%
	Post graduate	60	15%
	Technical Course	150	38%
	Others	117	29%
Monthly Income	Below Rs.5000	95	24%
	Rs.10000	83	21%
	Rs.10000-20000	121	30%
	Rs.20000-30000	34	9%
	Rs.30000 Above	67	17%
Marital Status	Married	213	53%
	Unmarried	187	47%
Family Type	Nuclear family	241	60%
	Joint family	159	40%
Residential Area	Rural	253	63%
	Urban	147	37%

Source: Primary data

2. WEIGHTED AVERAGE PREFERENCE OF CURE VARIOUS DISEASES

S. No	Particulars	SA	A	N	DA	SDA	Total
1	Disorder	85	30	68	174	43	400
2	Headache	95	61	97	87	60	400
3	Emergency care	44	25	89	155	87	400
4	Aids	72	29	84	128	87	400
5	Physical injuries	136	45	57	93	69	400
6	Infections	45	40	43	137	135	400
7	Mental disease	27	39	90	148	96	400
8	Emotional ailments	27	38	62	129	144	400

Source: Primary data

S. No	Particulars	SA	A	N	DA	SDA	Total
1	Disorder	425	120	204	348	43	1140
2	Headache	475	244	291	174	60	1244
3	Emergency care	220	100	267	310	87	984
4	Aids	360	116	252	256	87	1071
5	Physical injuries	680	180	171	186	69	1286
6	Infections	225	160	129	274	135	923
7	Mental disease	135	156	270	296	96	953
8	Emotional ailments	135	152	186	258	144	875

Source: Primary data

S. No	Particulars	Total	Weighted Average Score	Weighted Rank
1	Disorder	1140	2.85	3
2	Headache	1244	3.11	2
3	Emergency care	984	2.46	5
4	Aids	1071	2.67	4
5	Physical injuries	1286	3.21	1
6	Infections	923	2.30	7
7	Mental disease	953	2.38	6
8	Emotional ailments	875	2.18	8

Source: Primary data

The table shows that the ailment "Physical injuries/traumas" comes on the top of the ranking with a weighted average score of 3.21 followed by Headache with a weighted average score of 3.11, Any disease or disorder with weighted average score of 2.85, Aids with a weighted average score of 2.67, Emergency care with a weighted average score of 2.46, Mental disease with a weighted average score of 2.38, Infections with a weighted average score of 2.30, Emotional ailments with a weighted average score of 2.18.

6 CONCLUSION

The research was based on the preference towards homeopathy among people in Salem, Tamil Nadu. In this research, it is found that respondents prefer a specific disease because of the quickly cure and low cost of medicines, less consultancy fees. It is also found that respondents with different demographical information about the homeopathy treatment and large number of people now prefer homeopathy treatment. The detail of the survey including more population had positively given a better idea of the preferences of the public. Government has to initiative for advertisement to the society.

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