

Awareness and Perception of Homoeopathy among the General Public: A Descriptive Cross-Sectional Survey

Dr. Nareddula Kathyayini Reddy

Abstract: ***Background:** Homoeopathy is a widely practiced complementary and alternative medical system in India and several other countries. Public awareness and perception play a crucial role in its acceptance and perception, particularly in the context of increasing integration of traditional systems into mainstream healthcare. **Objectives:** To assess the level of awareness and perception of Homoeopathy among the general public and explore the factors influencing their attitudes and healthcare choices. **Methods:** A cross-sectional, descriptive survey was conducted using a pre-structured, pilot tested online questionnaire distributed via digital platforms. Out of 50 responses received over a period of 30 days 47 complete and valid responses were analyzed after excluding Homoeopathic students and practitioners. Descriptive statistics were used to assess demographics, awareness, source of information, perceptions of efficacy and safety, and usage patterns. **Results:** Awareness of Homoeopathy was high (91%), with family and friends being the most common information source (66%). While 77% of respondents perceived Homoeopathy effective, 45% rated it more effective than allopathy. Prior usage of Homoeopathy was reported by 43% of participants. Perceived benefits included natural remedies, fewer side effects, and long-lasting results while concerns mainly involved slow action and lack of scientific validation. **Conclusion:** The study demonstrates substantial awareness and a generally positive perception of Homoeopathy among predominantly young and educated respondents. However, persistent skepticism highlights the need for improved public education and stronger evidence-based research to enhance informed utilization.*

Keywords: Homoeopathy, Survey, Awareness, Perception

1. Introduction

Homoeopathy, developed in the late 18th century, is a system of complementary and alternative medicine with a long standing presence in India and several other countries. Despite widespread use, public understanding and acceptance of Homoeopathy vary considerably. While many individuals utilize Homoeopathic remedies for chronic ailments, others remain skeptical due to perceived lack of scientific evidence and misconceptions regarding its efficacy.

In recent years, increased emphasis on integrating traditional and alternative medical systems into mainstream healthcare has underscored the importance of understanding public perception. Factors such as cultural beliefs, accessibility, personal experiences, and sources of information significantly influence attitudes toward Homoeopathy.

This study aims to assess awareness and perception of Homoeopathy among the general public and to identify factors influencing its acceptance and use, thereby helping to address knowledge gaps and inform future educational and policy initiatives.

2. Objectives:

Primary Objective:

To assess the level of awareness and general perception of Homoeopathy among the general public

Secondary Objectives:

- 1) To evaluate the sources through which people acquire knowledge about Homoeopathy.
- 2) To examine demographic variations in awareness and perception.

- 3) To assess public attitudes towards the effectiveness and safety of Homoeopathic treatment.
- 4) To explore factors influencing preference for Homoeopathy over conventional medicine
- 5) To identify common misconceptions or barriers related to its use

3. Materials and Methods

Study Design:

A cross-sectional, descriptive survey was conducted among the general public, excluding the students and practitioners of Homoeopathy to avoid professional bias

Sampling and Recruitment:

Convenience sampling was employed. The survey was administered through a Google Form, circulated via digital platform WhatsApp. Participation was voluntary.

Sample Size:

Of 50 responses received over 30 days, 47 complete and valid responses were included in the analysis.

Survey Instrument:

A pre-structured, pilot-tested questionnaire comprising five sections was used:

- 1) Study information and consent
- 2) Demographic details
- 3) Awareness of Homoeopathy
- 4) Perceptions regarding efficacy and safety
- 5) Open-ended comments

Data Analysis:

Data were analyzed using descriptive statistics (frequencies and percentages) Inferential statistics were not applied due to the small sample size.

Volume 15 Issue 7, July 2026

Fully Refereed | Open Access | Double Blind Peer Reviewed Journal

www.ijsr.net

4. Results

Demographic Section:

Among the respondents, 57% were female and 43% were males(Figure 1). Most participants were aged 18-30 age group (66%), followed by 31-45 years (23%) and age group 46-60 years (9%) and under 18 years (2%)(Figure 2). The females included in this survey are 27(57%) and the males are 20(43%). Regarding educational qualification, 18(38%) had completed Post graduation, 27(57%) held a bachelor's degree and 2(4%) completed high school or below (Table 1)

Table 1: Demographic Data

Variable	Categories	Percentage
Age	Under 18	2%
	18-30	66%
	31-45	23%
	46-60	9%
Gender	Female	57%
	Male	43%
Education	Postgraduate/ Higher	38%
	Undergraduate	57%
	School Level	4%
Occupation	Student	45%
	Employed	34%
	Homemaker	11%
	Self Employed	6%
	Other	4%
Place of Residence	Urban	55%
	Semi Urban	26%
	Rural	19%

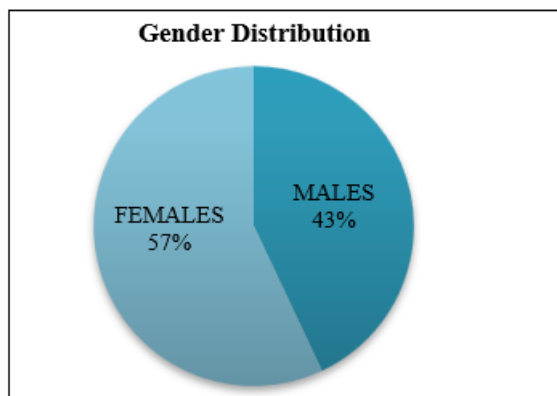


Figure 1: Gender distribution of the respondents

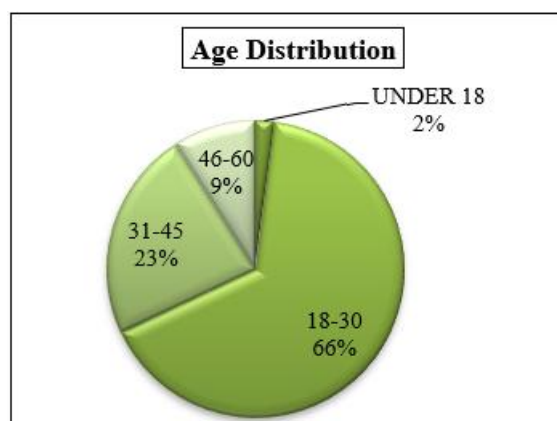


Figure 2: Age distribution of the respondents

Awareness about Homoeopathy Section:

Most respondents (91%) were aware of Homoeopathy. Family and friends were the primary source of information (66%) followed by doctor or clinic (19%), through social media (6%) and books/TV (6%) and by other sources (2%). Out of 47 respondents, (62%) know the diseases/conditions Homoeopathy claims to treat, whereas (38%) are not aware. The number of people used Homoeopathy in their life were (43%) and those who didn't use any Homoeopathy medicine were (57%) (Table 2)

Table 2: Awareness and Use of Homoeopathy

Variable	Response	Percentage
Have you heard homoeopathy before?	Yes	91%
	No	9%
How did you learn first about Homoeopathy?	Family & Friends	66%
	Doctor & Clinic	19%
	Social Media	6%
	Books/Tv	6%
	Other	2%
Do You Know any Diseases/ Conditions Homoeopathy Claims to Treat?	Yes	62%
	No	38%
Have you ever used homoeopathy treatment?	Yes	43%
	No	57%

Perception and Attitudes Section:

Homoeopathy was perceived as effective by (77%) of respondents, while (15%) were uncertain and (8%) perceived it as ineffective. Compared to allopathy, (45%) rated Homoeopathy as more effective and (40%) as equally effective. Perceived advantages included natural remedies, affordability, fewer side effects, and long-lasting results.

Table 3: Perception About Homoeopathy

Variable	Response	Percentage
Do You Believe Homoeopathy is Effective?	Yes	77%
	No	15%
	Not Sure	8%
Compared To Allopathy, How Do You Rate Homoeopathy?	More Effective	45%
	Equally Effective	40%
	Less Effective	8%
	Not Effective	6%

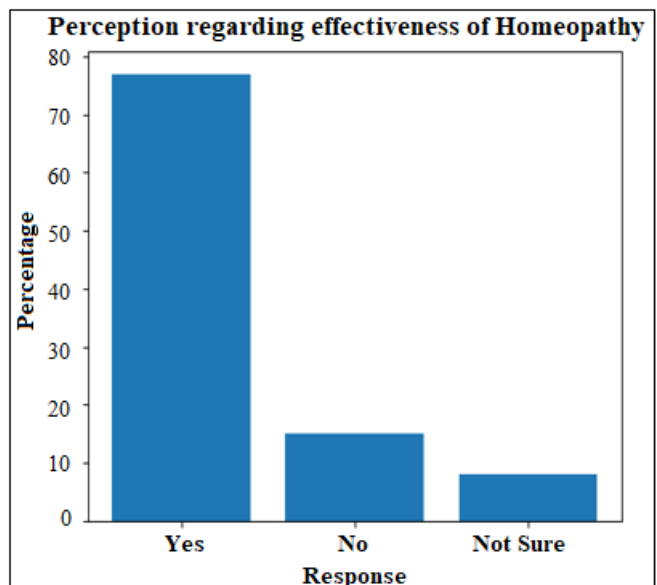


Figure 3: Perceived effectiveness about Homoeopathy

5. Discussion

The study reveals high awareness and generally positive perceptions of Homoeopathy among young, educated, and predominantly urban respondents. Social networks emerged as the main source of information, emphasizing their influence on healthcare decisions. Although many respondents expressed confidence in the effectiveness of Homoeopathy, concerns regarding delayed action and limited scientific evidence persist.

These findings highlight the need for improved public communication, appropriate expectation setting, and robust evidence-based research to address skepticism and guide informed use of Homoeopathy.

6. Limitations

The study's limitations include a small sample size, convenience sampling, and predominance of younger, urban respondents, limiting generalizability. The use of self-reported data may also introduce response bias. Nonetheless, the study provides useful preliminary insights into public awareness and perception of Homoeopathy.

7. Conclusion

Homoeopathy enjoys substantial awareness and a favorable perception among the surveyed population. However, concerns regarding efficacy and scientific validation remain. Strengthening research efforts and public education is essential for promoting informed acceptance and appropriate integration of Homoeopathy into healthcare.

References

- [1] Saini S, Sharma R. Perception of homoeopathy among students and teachers in a homoeopathic college. *Indian J Res Homoeopathy*. 2018;12(2):103–109. doi:10.4103/ijrh.ijrh_17_18
- [2] Mathie RT, Frye J, Fischer HF, et al. Homeopathy for chronic conditions: A systematic review of randomized controlled trials. *Systematic Reviews*. 2014;3(1):142. doi:10.1186/2046-4053-3-142
- [3] Choudhury BK, Bezbaruah RK. Homeopathy in India: Past, present, and future. *Asian Journal of Homeopathy*. 2020;14(3):27–32.
- [4] Sharma S, Tiwari P, Tripathi M. Knowledge, Attitude and Practice towards Homoeopathy in Rural Population: A Cross Sectional Survey. *Indian Journal of Public Health Research & Development*. 2019;10(12):1012–1016.
- [5] Indian Ministry of AYUSH. National Policy on Indian Systems of Medicine & Homoeopathy – 2002.