

Year: 2014
Volume: 59
Issue: 2

STUDIA

Universitatis Babeş-Bolyai

OECONOMICA

OVER THE COUNTER HOMEOPATHY: EXPLORING PARENTAL ATTITUDE

Natasha DA SILVA-ESCLANA^{*}
University of South Africa, South Africa

Abstract. This study explored the attitude of parents with children in early childhood development centres regarding over the counter homeopathic remedies, conventional medicine and natural medicine. The study used a quantitative approach and self-administered questionnaires. The results reported here are based on 613 valid responses. A binomial test was used to determine the direction of the attitude of the parents with regard to over the counter homeopathic remedies, natural and conventional medicine. Exploratory factor analysis was conducted, using principal component extraction and Varimax rotation, to determine if a meaningful factor structure emerged regarding respondents' attitudes. The factors which could be identified were preference of homeopathic remedies, preference of natural remedies, preference towards treatment from a doctor and respondents against homeopathy. Using Cronbach alpha, the internal consistency for the four factors was tested. In order to determine whether the four identified factor variables would result in a distinct grouping of the respondents, a cluster analysis was performed, using K-means clustering. There was a distinctive grouping of parents regarding their attitude toward these issues. There appears to be an opportunity to actively market natural and over the counter homeopathic products to this market segment.

JEL classification: I11, M31

Keywords: Over the counter homeopathy, Early childhood development centre, Parental attitude, Market segmentation

^{*} Corresponding author. Address: PO Box 392, UNISA, 0003, South Africa, Tel +27 12 429 4554, E-mail: dsilvn@unisa.ac.za #