

OBJECTIVES

- ◆ To know the different uses of Probiotics.
- ◆ To know the preferred brand prescribed among Gynecol-ogists.
- ◆ Customer needs and wants about different products.
- ◆ Largest selling brand in Gastrointestinal disease and vag-inal disease.
- ◆ To know the satisfaction level of different probiotics brand.

METHODOLOGY

Study Design: Cross-Sectional Survey(Questioner Based survey)

Sampling Method: Simple Random sampling.

Sample Population: Pharmacy shops

Sample Size: 150 Pharmacy shops

Sample Area: Kolkata and Jalpaiguri

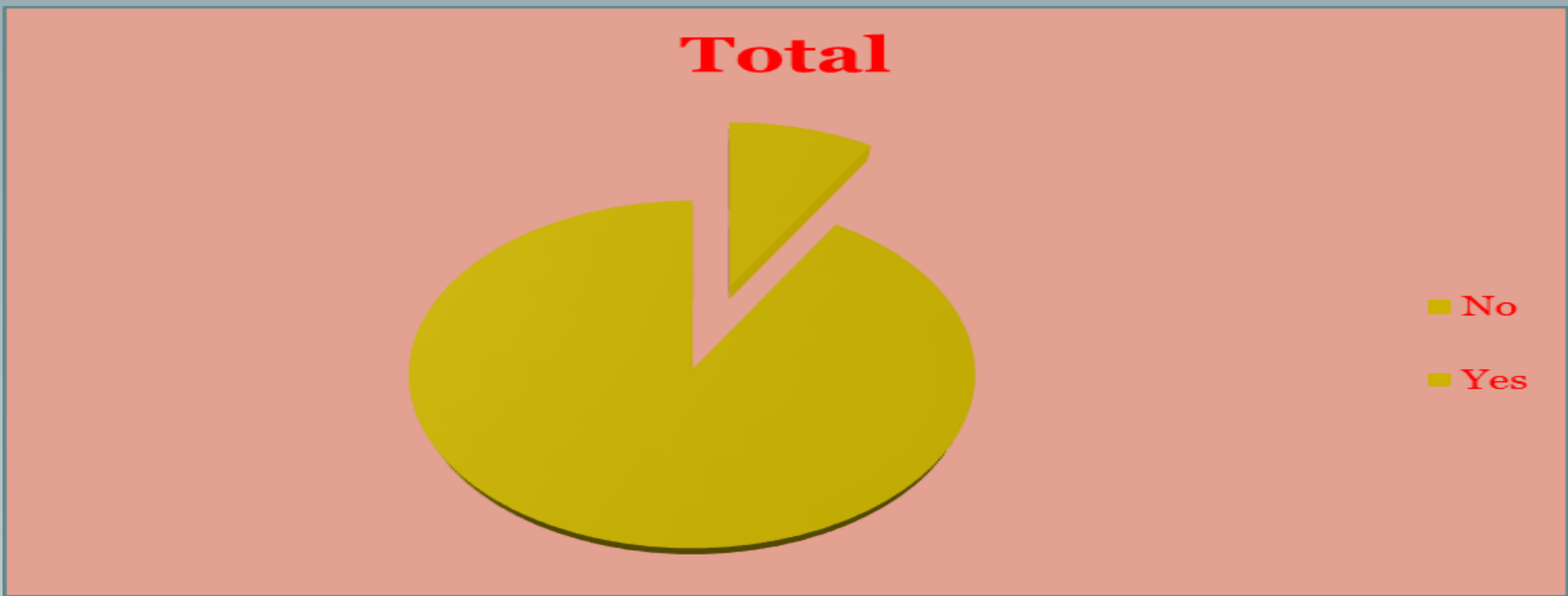
Time Period: 50 Days

Data Collection: Survey Questionnaires were used to collect data from Pharmacy shops.

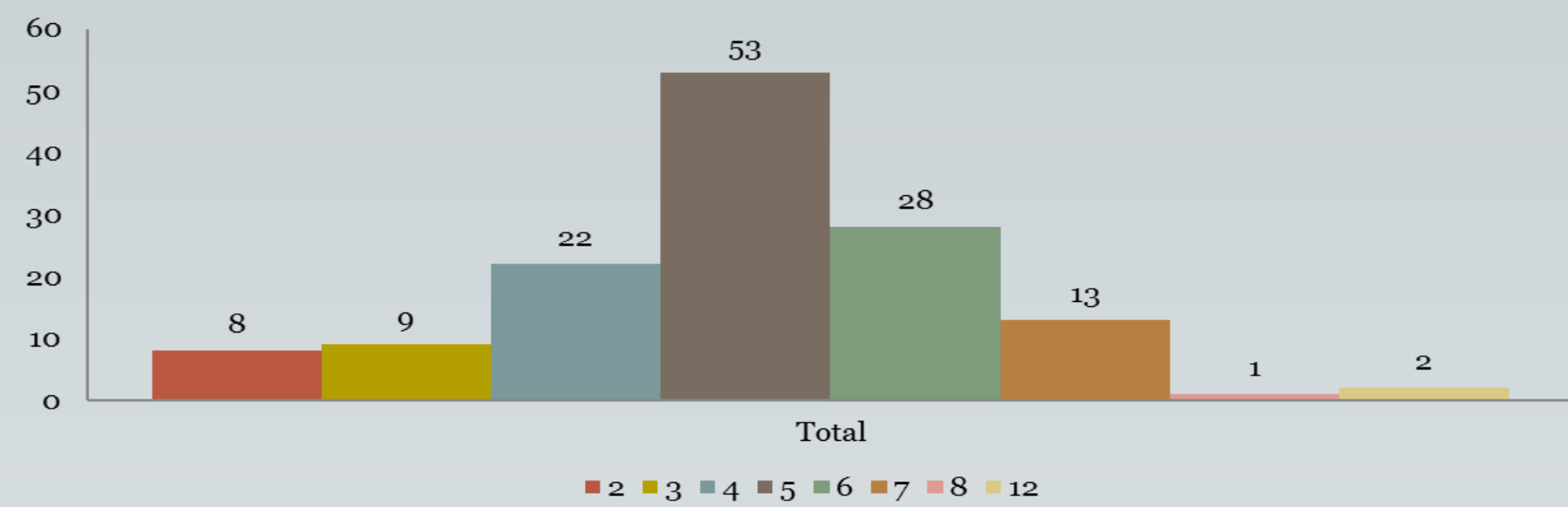


RESEARCH FINDINGS

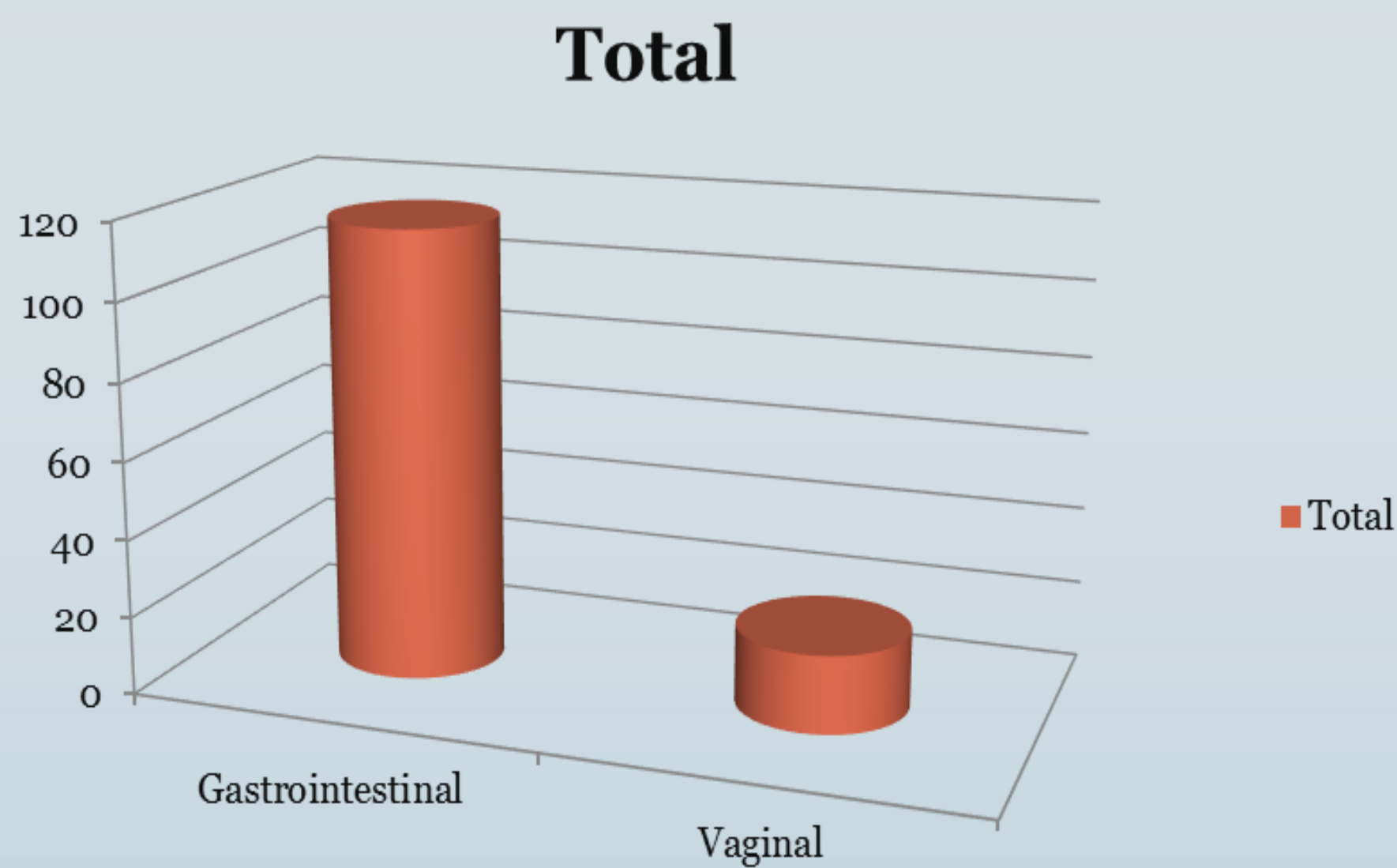
1) No Of Gynaecologist Prescribed



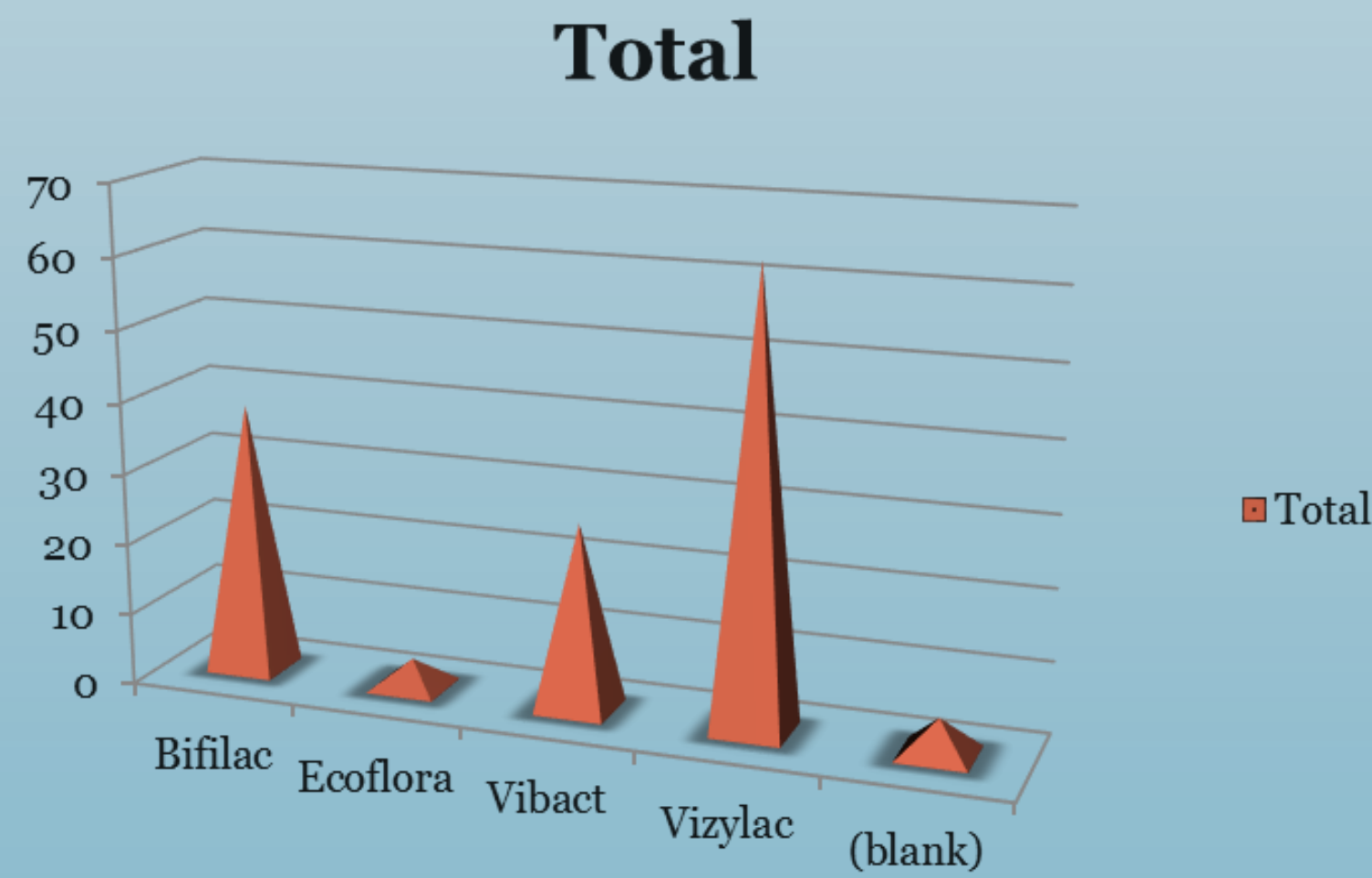
2) The number of prescription per day in Pharmacy shops :



3) Kind of probiotics Gynecologist Prescribed

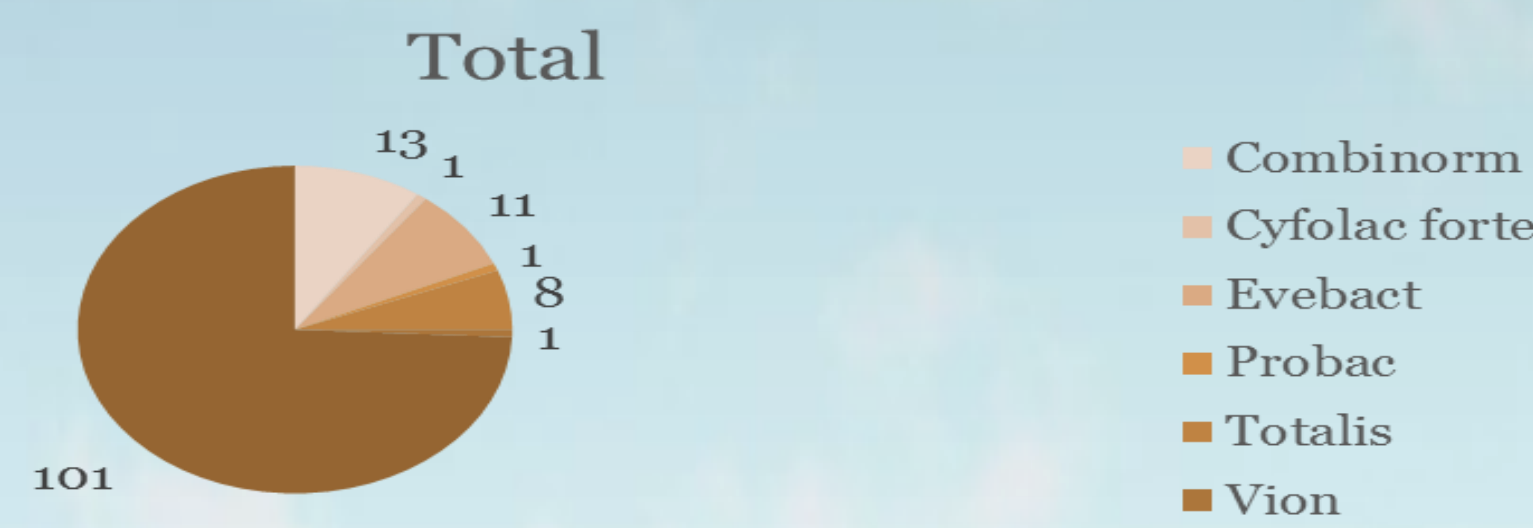


4) Most trusted brand in Probiotics

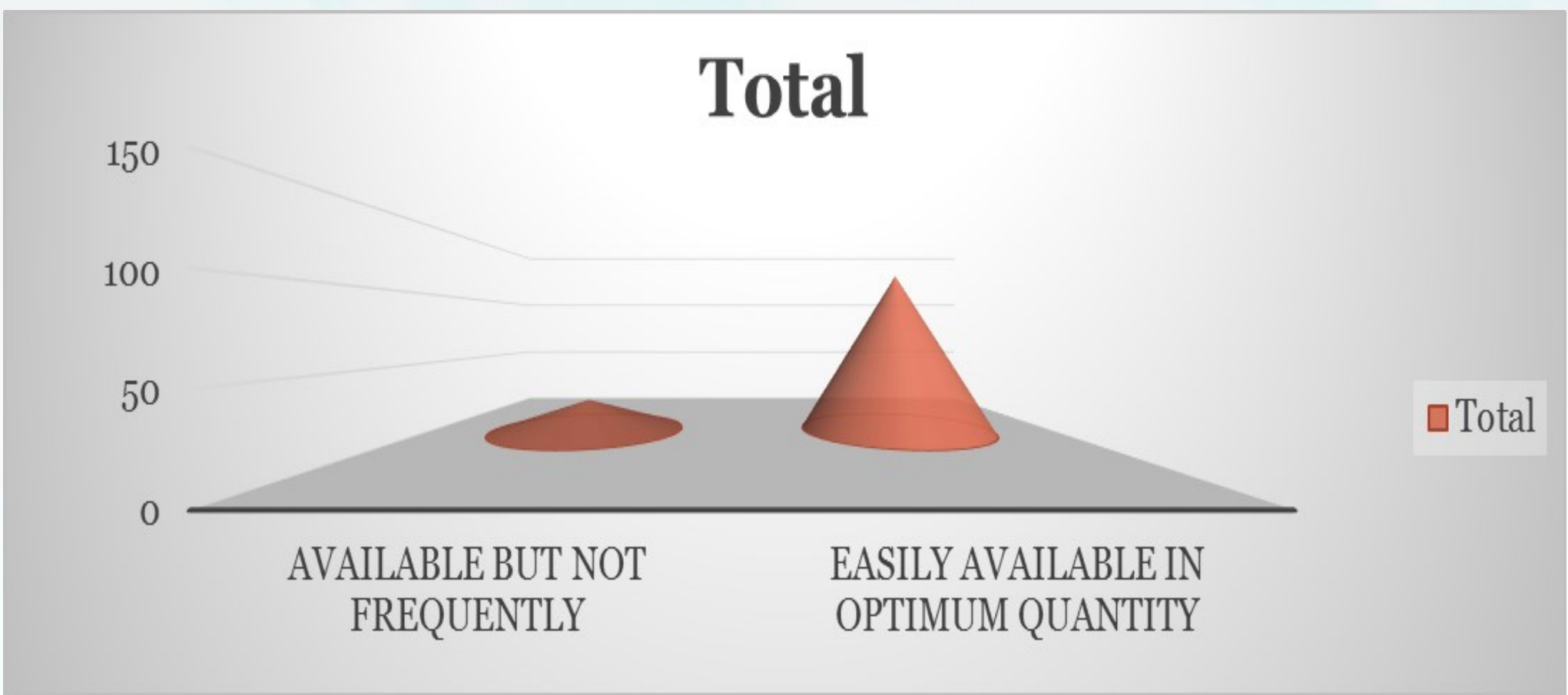


RESEARCH FINDINGS

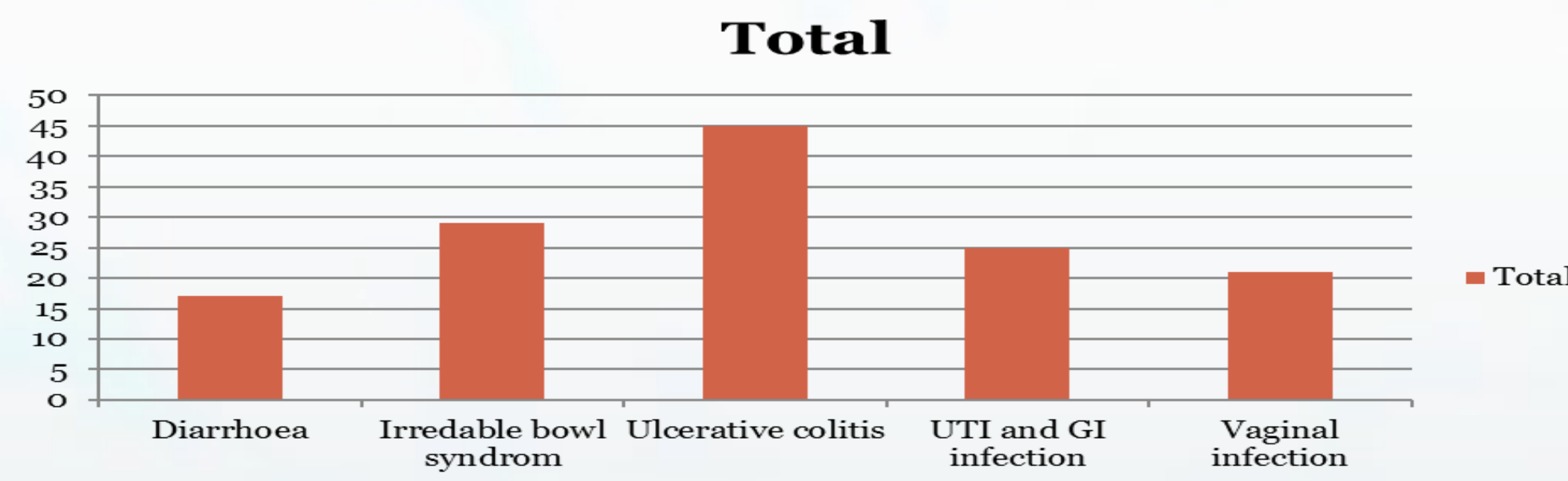
For vaginal probiotics most trusted brand by Gynaecologist:



Availability of Probiotics in Pharmacy shop



Uses of Probiotics



CONCLUSION AND FINDINGS

- 1.From the above survey it is concluded that the different usage of probiotics are: Ulcerative colitis , Irritable bowel syndrome, Diarrhea , Vaginal infection ,Bacterial vaginosis , Urinary tract infection , Constipation , Ab-dominal pain , lactose intolerance , colon inflammation , Crohns disease etc.
- 2.Most trusted probiotics brand by Gynecologist is—Vizylac
3. In Vaginal cases most of the Doctors does not prescribe Probiotics. But in some cases Gynecologist Prescribe Combinorm.
4. Probiotics are easily available in optimum quantity in Pharmacy shops.
5. Probiotics prescription per day by Gynecologist is - 5 prescription per day.