

Internship Report

Internship Organization: IIHMR University, Jaipur

Internship Title: A Comprehensive Analysis of Consumer Behavior, preference, and Challenges in Weight Management

Internship Duration: 3 Months

1. Introduction

Because more people are spending long periods sitting and health problems caused by lifestyle are rising, public health discussions now put strong emphasis on weight management. To address how urgent this matter is, I joined IIHMR University in Jaipur for an internship and focused on research to explore the reasons behind consumer choices, their preferences, and the various obstacles people experience while trying to maintain healthy weights. Through this internship, I was able to explore health psychology theories and use them during research, making me understand the links between health behaviors and decision making. My research and interviews provided helpful views on the different factors that shape people's health and wellness today.

2. Objective of Internship

To gain knowledge about several research methodologies by working on real-life situations that match the latest trends in the market and the habits of current consumers.

To do a thorough study of how consumers act concerning weight management, including what they eat, their physical workouts, and their attitudes.

To discover exactly what stands in the way of consumers' journey to a healthy weight body.

To determine how features such as age, sex, income, and educational status affect people's approach to health and weight management in all groups.

So as to gather helpful, tested information that will direct public health programs and lead to even better activities that foster healthy weight management across communities.

3. Organizational Profile – IIHMR University, Jaipur

Situated in Jaipur, Rajasthan, IIHMR University enjoys a prestigious reputation for focus on public health and health management education. With its main focus on excellence in research, teaching, and training, IIHMR is experienced in important subjects such as healthcare management, hospital administration, pharmaceutical management, and development studies. The university is famous for its modern learning methods and helping students lead their own research projects. It bases its practices on solid evidence, which

helps both students and professionals to handle the many challenges in public health and guide policy changes accordingly.

4. Services Provided by the Organization

During the course of my internship, IIHMR University made available:

Teachers provide students with the opportunity to learn from their experience firsthand in making and carrying out research projects. Having a lot of library books and online databases makes it easy to review relevant articles and complete secondary research.

Helping to create and test surveys and giving trials out for refining the instruments to be used for larger data collection.

Researchers are given access to powerful analysis tools that help them read their data correctly and find important insights.

Scholarly settings where researchers focus on acting ethically and achieving the best scientific results, promoting integrity and honesty in all the research done.

5. Key Activities/Projects Undertaken Other than Dissertation

Apart from the main dissertation topic, I participated in other campus activities.

Taking part in interesting research and training workshops intended to build basic skills.

Helping other student research projects by ensuring detecting errors and processing information properly is at its highest quality.

Taking part in lively seminars and panels with celebrated health experts, helping everyone share ideas and gain new knowledge.

With the advice of expert faculty members, I learned to use careful qualitative thematic coding, which helped me develop my analytical abilities.

Focusing on the detailed approaches of public health outreach that use solid evidence and finding better ways to involve the public.

Reviewing the research work of others and working together in groups to encourage sharing useful feedback and collective learning among everyone.

6. Key Learnings from Internship

This internship was intellectually rewarding and offered holistic development in the following areas:

I became captive of skills in research methodology and achieved competence in collecting and understanding qualitative as well as quantitative data.

I am aware of the role emotions, culture, and habits play in what people decide about their health and treatment.

I gained the ability to change the outcomes of surveys into useful advice for caregivers.

By doing so, I improved my skills to share complicated findings using reports, pictures, and presentations.

I learned that it is important to respect the rights of patients by using their information ethically, having confidentiality, and getting consent before any research.

There was a successful completion of all research activities during the three months, thanks to carefully timed processes and organization.

Conclusion

Through my internship at IIHMR University, Jaipur, I could experience engaging activities in the field of public health research. It helped me research better, understand health consumer actions, and get ready for work in healthcare strategy, market research, and policy making. I have benefited a lot from interdisciplinary knowledge and apply it to both my academic and career growth.