

# A Comprehensive Analysis of Consumer Behaviour, Preferences, and Knowledge in Weight Management

Gyanendra Tripathi

MBA-PM 15

0506



# Abstract

- Obesity and related issues are rising globally, prompting increased focus from health authorities.
- Study Focus-
  - Analyzes consumer behavior,
  - Preferences,
  - Knowledge in weight management.

# Introduction

- Global rise in overweight and obesity linked to sedentary lifestyle & NCDs.
- WHO (2016): Obesity has tripled since 1975; 1 in 3 adults overweight.
- Weight management is influenced by behavior, mindset, culture, economy, and environment.

# Economic and Behavioral Insights

## Dieting Decisions

Odelia Rosin's model analyzes dieting as a logical process influenced by internal and external pressures, including social expectations and time-inconsistent preferences.

## Consumer Types

Naive dieters underestimate self-control issues. Sophisticated dieters plan for motivational dips. Understanding these types helps tailor support.

## Dieting Challenges

Initial motivation can fade as dieting impacts mental and physical health. Long-term success requires empathy and personalized solutions.

# Food Labels and Influencers



## Food Label Use

Weight-loss seekers often check nutrition labels. Black and Hispanic adults consult ingredient lists more than White adults.



## Demographic Trends

Women, seniors, and highly educated individuals are more likely to use nutrition data. Calorie listings on menus also influence choices.



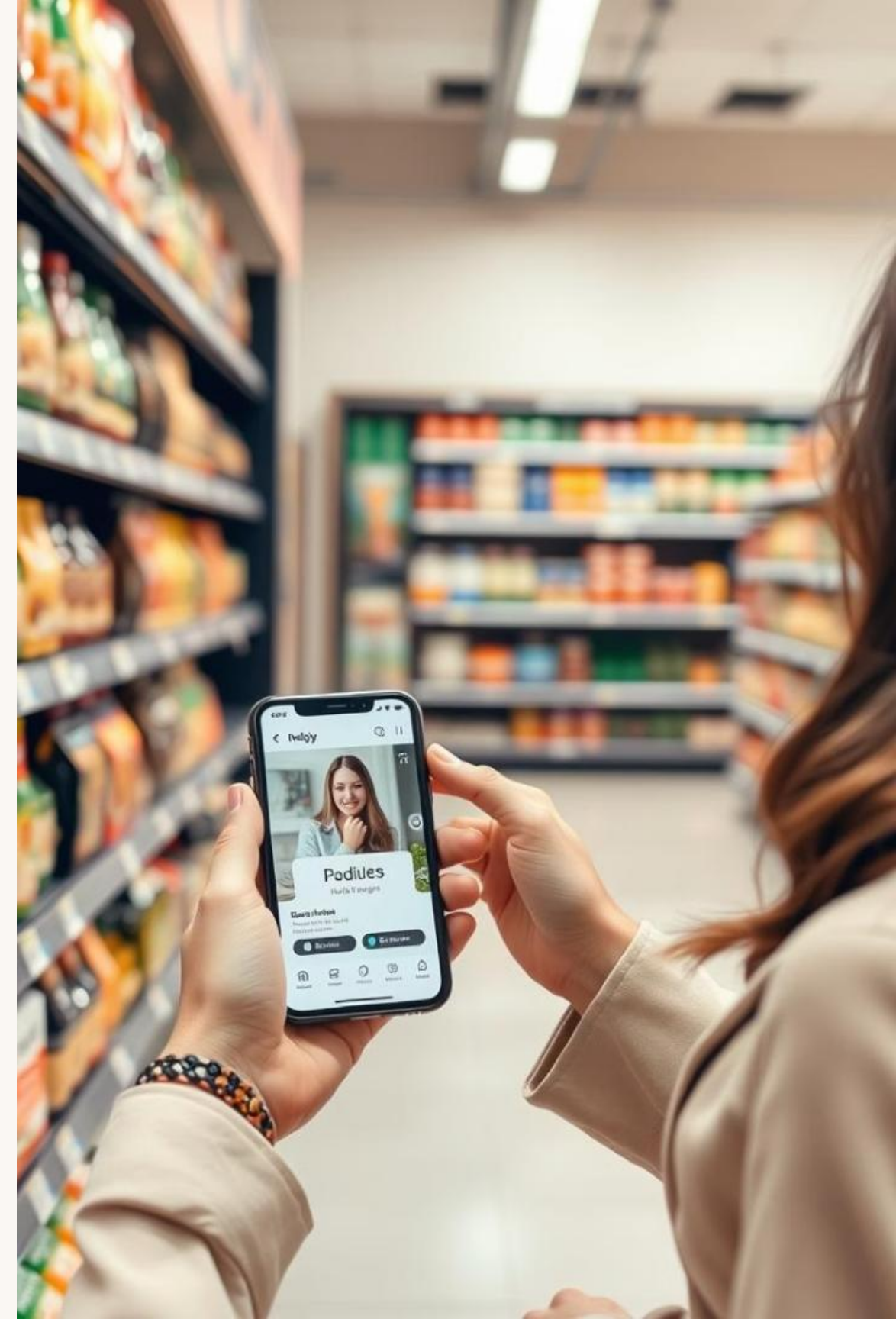
## Vlogger Influence

Parasocial interactions with weight loss vloggers affect compliance. Credibility and physical appeal boost trust and adherence.



## Health Consciousness

Health-conscious consumers respond better to vlogger advice. Digital influencers can rival traditional health experts.

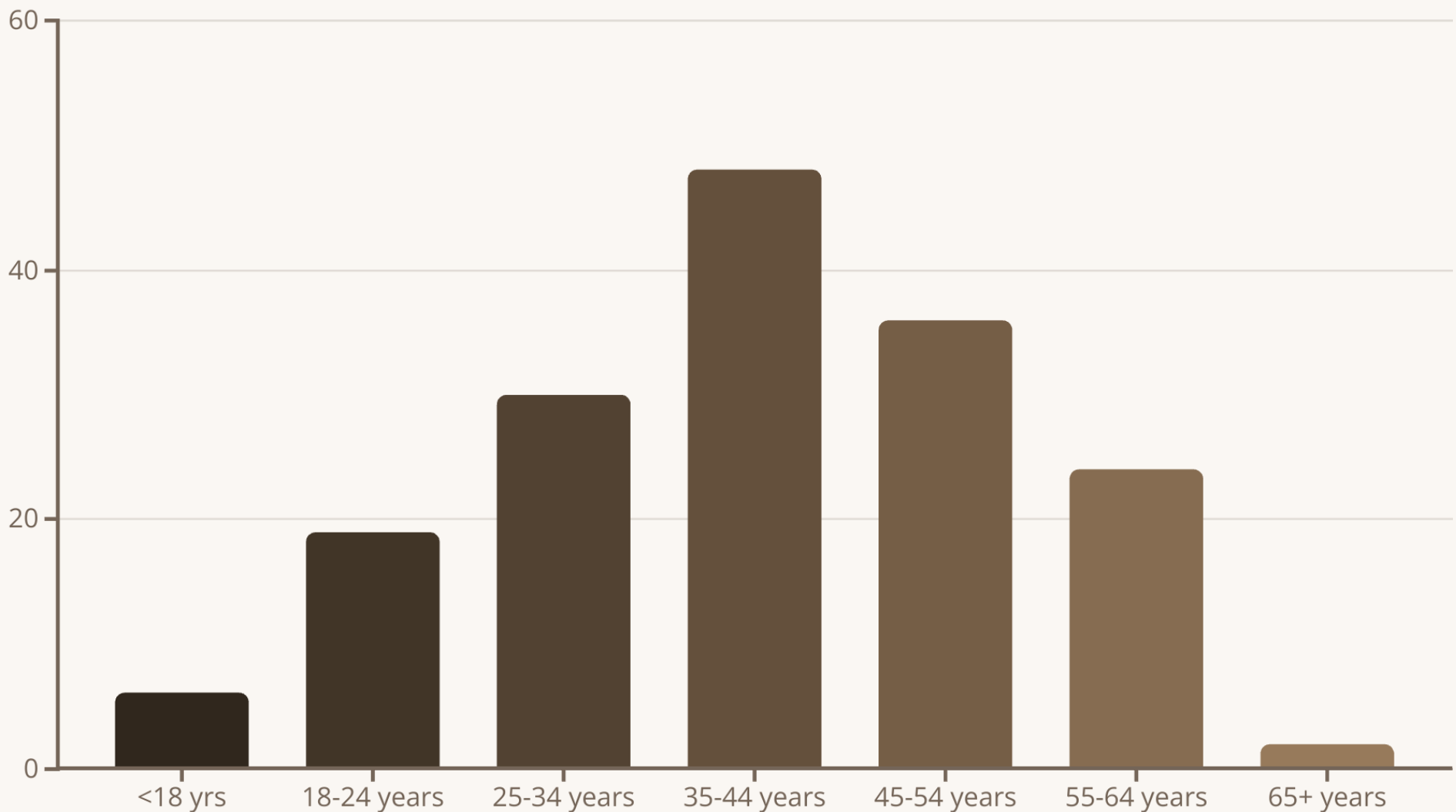




# Research Methodology

| Research Design                                                                                                                                     | Study Population                                                                                                                                  | Sampling Technique                                                                                                                          | Sample Size                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| This study uses both quantitative and qualitative methods. This approach identifies trends and preferences, and explores motivations and obstacles. | Participants were chosen from diverse regions and backgrounds. This ensures a representative sample with varied experiences in weight management. | Purposive sampling was used to select participants. This non-probability method targets individuals with relevant experience and knowledge. | The quantitative part included 165 respondents. Ten individuals completed a pilot questionnaire for validation. |

# Demographic Distribution



Male- 46.1%  
Female- 53.3%

Bachelors- 41.8%  
PG Degree- 35.7%

The largest age group is 35–44 years (29%), indicating active involvement in weight management. Jaipur had the most respondents (20%), followed by Delhi, Prayagraj, and Mumbai. Females constituted 53.3% of respondents, ensuring balanced gender perspectives. Most respondents held postgraduate (35.7%) or bachelor’s degrees (41.8%).

# Employment Status

18.2%

Homemaker

Largest segment of respondents.

13.9%

Business owned

Second largest group.

# Weight Status and Preferences

42.4%

Overweight

Largest segment of respondents.

27.9%

Obese

Second largest group.

36.9%

Natural Products

Most preferred weight loss product.

# Job Style

54.6%

Sitting Jobs

Largest segment of respondents.

37.7%

Stand/Normal work

Second largest group.

30.3%

Rs. 1K-3K

Most common spending range.

The majority of respondents are overweight (42.4%) or obese (27.9%). Full-time employees (45.5%) and those in sitting jobs (54.6%) are prevalent. Himalaya is the most preferred brand. Natural products are favored (36.9%). Most respondents spend Rs. 1,000-3,000 on treatments.



# Company preference

1

Himalaya

2

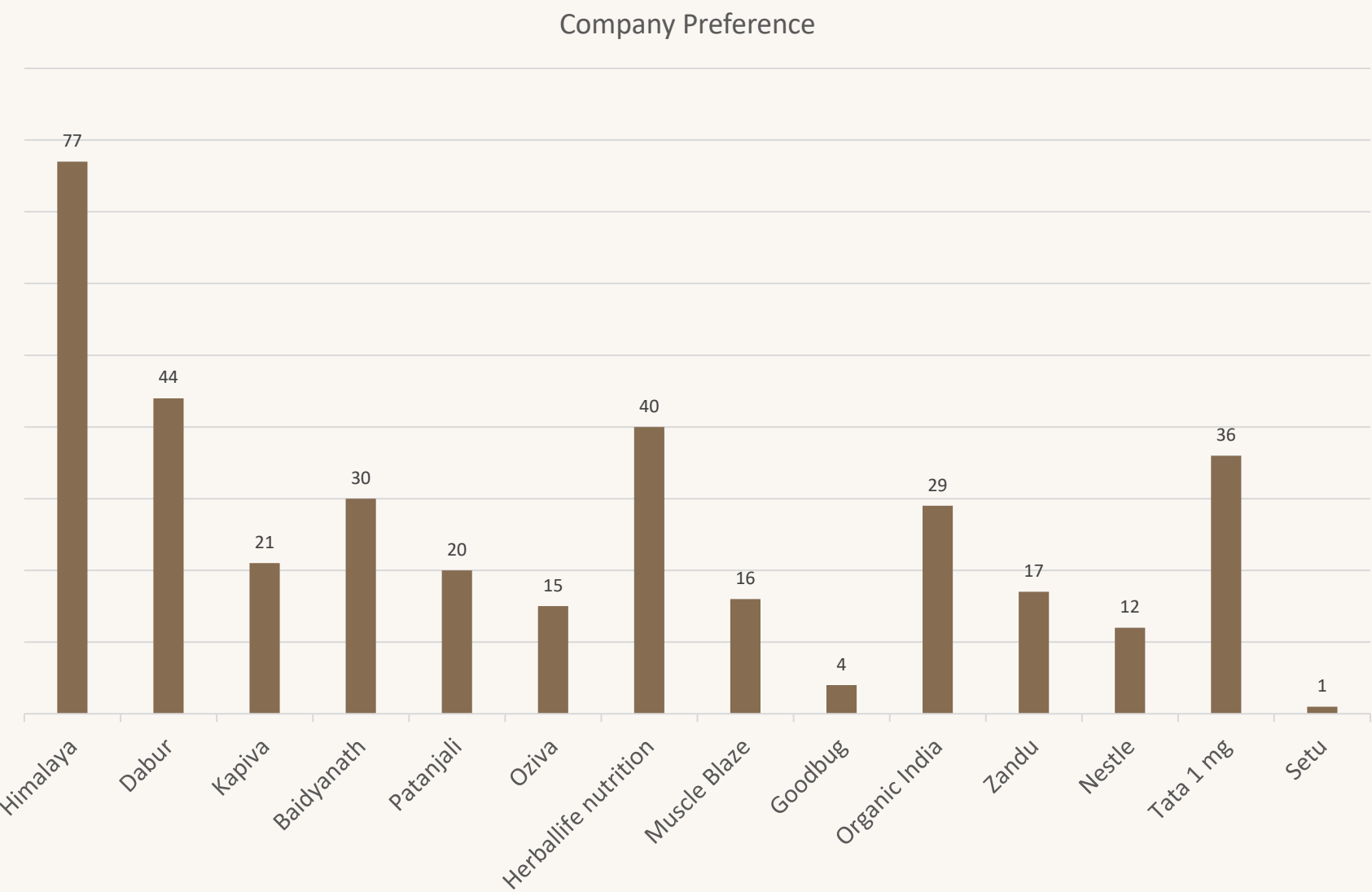
Dabur

3

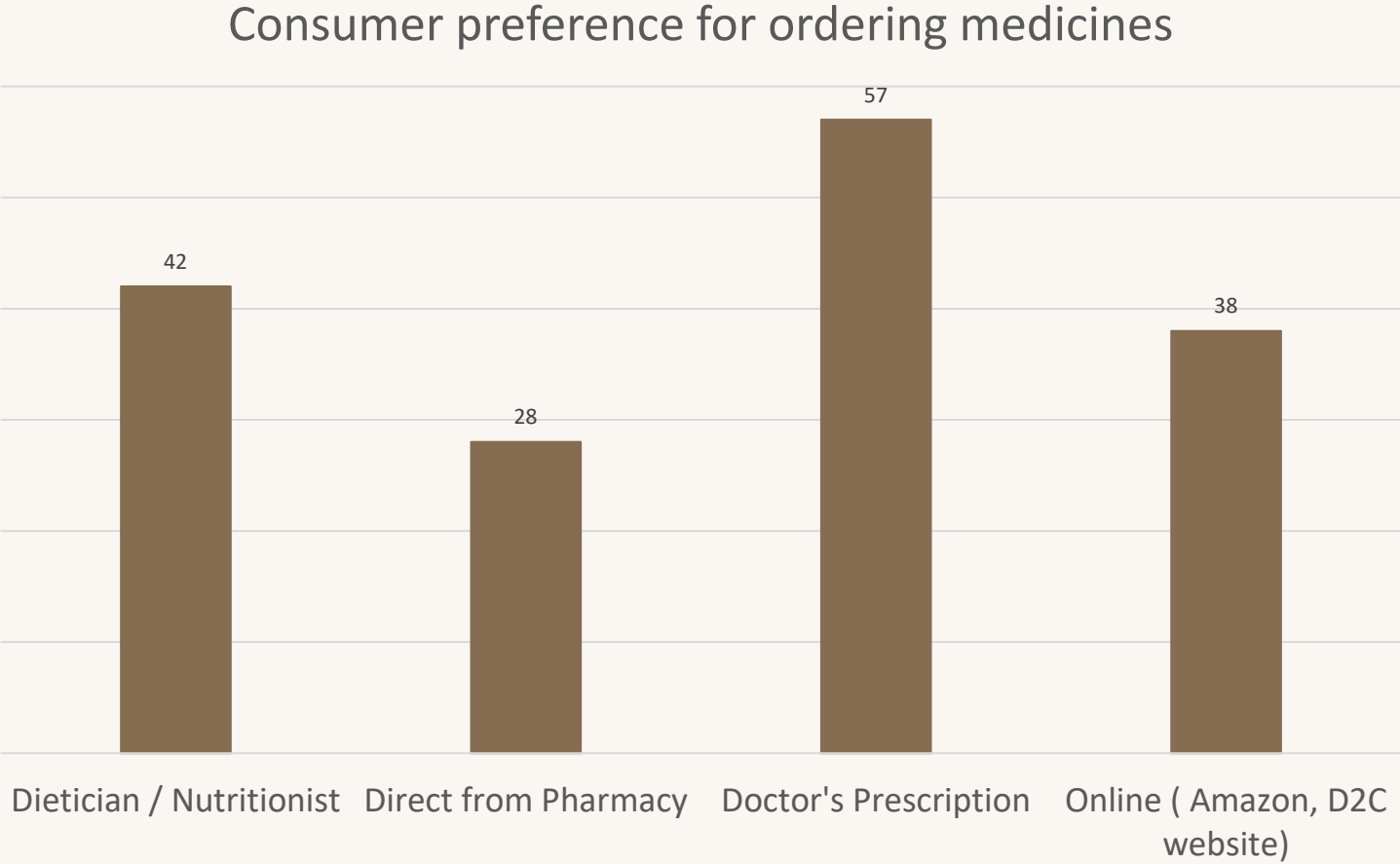
Herbalife Nutrition

4

Baidyanath

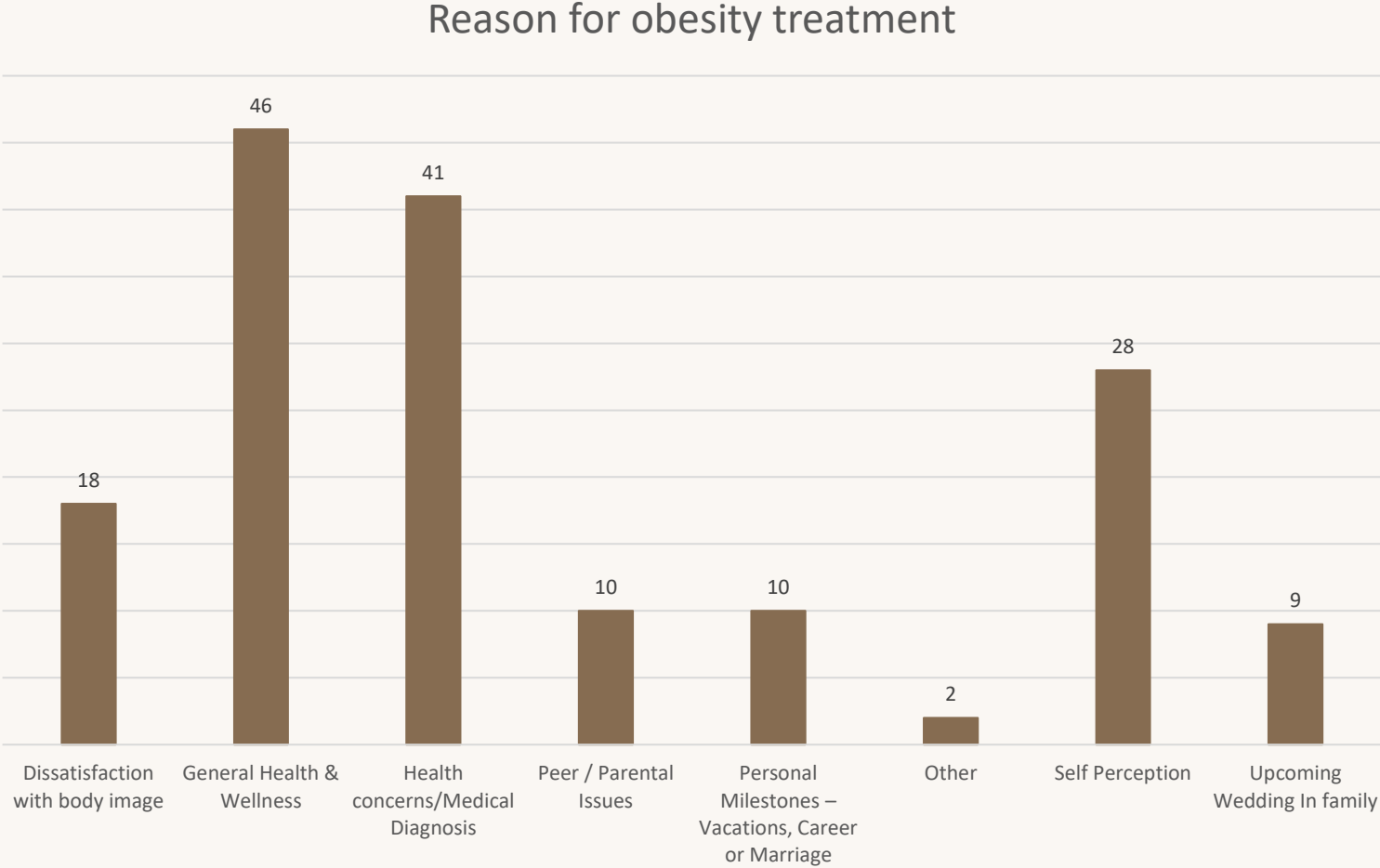


# Preference in Ordering medicine



- Doctor's Prescription 1
- Dietician 2
- Online 3
- D2Pharmacy 4

# Reason for Obesity Treatment



General health wellness

1

Health issues

2

Self Perception

3

# Treatment Choices and Knowledge Gaps



## Lifestyle Changes

Over half prefer diet and exercise. This reflects a belief in effective, individual methods.



## Physical Activity

32.7% never exercise. Many females are less active, while males exercise more consistently.



## Medication Use

Prescription drugs are less popular. OTC drug prescriptions are given to 34.1% of respondents.



## BMI Awareness

46% understand BMI, but 54% do not. This highlights a need for public health education.



# Key Takeaways

## Demographic Insights

Weight management concern peaks between 35-44 years. Urban areas show higher awareness. Education correlates with engagement.

1

2

## Health Status & Motivations

Most respondents are overweight/obese. Health concerns and self-perception drive treatment seeking.

3

## Preferences & Spending

Natural products and lifestyle changes are favored. Cost-consciousness is high, with most spending Rs. 1,000-5,000.

4

## Knowledge Gaps

Low BMI awareness and varied OTC drug use indicate a need for better health literacy.

5

## Behavioral Challenges

Sedentary lifestyles are common. Personalized fitness solutions are needed to promote activity.