

**ATTITUDE, AWARENESS AND KNOWLEDGE OF
CONSUMERS TOWARDS WEIGHT MANAGEMENT
PRODUCTS.**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

CHETAN RANA

Under the Supervision and Guidance of

SAURABH BANERJEE

2021

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled is the ATTITUDE, AWARENESS AND KNOWLEDGE OF CONSUMERS TOWARDS WEIGHT MANAGEMENT PRODUCTS bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Name of Student: Chetan Rana

Date: 23-06-2021

CERTIFICATE

This is to certify that Chetan Rana in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her/his internship at Zeon Lifesciences during March 22, 2021 to June 19, 2021.

Place: Noida, U.P.

Date: 23-06-2021

Preceptor/Head of the Organization

Zeon Lifesciences

CERTIFICATE

This is to certify that dissertation title Attitude, Awareness and Knowledge of Consumers Towards Weight Management Products dis a record of the research work undertaken by *Chetan Rana* in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide
IIHMR University, Jaipur

Date

School Dean
IIHMR University, Jaipur

Date

ABSTRACT

The main objective of study was to assess the attitude, awareness and knowledge of consumers towards weight management products. Weight management is the phrase used to describe both the techniques and underlying physiological processes that contribute to a person's ability to attain and maintain a certain weight. Weight management products are the products which contains one or more ingredients that can help to manage weight. The dietary ingredients like multivitamins, various herbs, several extracts are present in the weight management product. When we talk about side effects, interaction of these products with the food, their effectiveness towards various health concerns, majority of the weight management products lack the evidence. Weight management is an endless subject when it comes to customers. Further study was performed to explicate consumers awareness, attitude and knowledge towards the products. It was a questionnaire-based study which have around 15 questions relating to the weight management products and their usage. The questionnaire was based on how many of them wer aware about the products, for what reason they are taking the products, on whose advice they started taking and how likely they were to buy such products in the future. 400 to 500 individuals were approached for responses out of which 150 individuals were responded.

This study showed that 59 of the respondents were now aware of the weight management products but hesitate on consuming the products. The main reason for this hesitation can be the less knowledge about the side effects of weight management products or may be because of trust issues and also high price can also play major role in consumers hesitation. Now individuals consider weight management products as a necessity for healthy lifestyle. 60% of the respondents thinks that weight management products can be used in case of any health concern, to control weight and for prevention of some disease which are related to the overweight. As many of consumers were worried about the side effects associated with consuming weight management products and consumers don't trust these types of products without consulting doctor. Now consumers were well aware about the side effects associated with the consumption of weight management products. That's why customers had awareness about these products but don't consume it.

ACKNOWLEDGEMENTS

It gives me immense pleasure to acknowledge and thank all those who have given consistent guidance, advice and encouragement.

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Chetan Rana

IIHMR UNIVERSITY

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INTRODUCTION

Weight management is an endless subject when it comes to customers. Most of the people in India are suffering from obesity. Obesity occurs when a person's energy intake is much more than energy expenditure which causes weight gain. This abnormal weight gain results in accumulation of excessive fat in adipose tissue, which affects the overall health of an individual. The measure of abundance fat in outright terms, and its dissemination in the body either around the midriff and trunk (stomach, focal or android heftiness) or incidentally around the body (gynoid corpulence) have significant wellbeing suggestions.

Weight management is the phrase used to describe both the techniques and underlying physiological processes that contribute to a person's ability to attain and maintain a certain weight. Since 1975 obesity has increased to great extent and worsened for last 50 years. Obesity is now becoming the second most cause of preventable death. Obesity can lead to develop severe diseases like Heart diseases, High Blood Pressure, Diabetes and certain cancer. Obese people are more likely to develop such diseases. Obesity occurs when the BMI of a individual is greater than or equal to 30. According to the NFHS, 10% of India's population are either overweight or obese.

Weight management products are the products which contains one or more ingredients that can help to manage weight. The dietary ingredients like multivitamins, various herbs, several extracts are present in the weight management product. Although the effects of these products are not sufficiently evaluated but some preclinical studies are there that speculate that weight management products help to manage weight through various mechanism of action. When we talk about side effects, interaction of these products with the food, their effectiveness towards various health concerns, majority of the weight management products lack the evidence.

But now awareness about the health and fitness among individuals driving their interests towards weight loss and diet management product & services. There is rapid increase in no of slimming and fitness centres in recent time. Now government is also playing a key role in spreading awareness in people about obesity, its risk factors and weight loss and diet management product & services. Now individuals are preferring low fatty acid and low cholesterol food. The demand of weight loss supplements is also increasing at a good rate.

Further research is performed to explicate consumers attitude, awareness and knowledge towards the weight management products. The study was performed on the age group starting from 18 to above 45 because the chronic diseases such as diabetes, heart related disease, epilepsy, high blood pressure, several cancers can develop in any age group and one of the reasons for developing these diseases is obesity. Nowadays, everyone is health conscious and wants to remain healthy and for that many people of different age groups started taking weight management products. The reason for consuming the products is different for every person.

The main objective of the study was to examine how aware the people are about the products they are consuming or going to consume in future. Do people have basic knowledge about the products or not, how often they use such products, why they are using the products. To evaluate their apprehension and concept of health claims on weight management products.

LITERATURE REVIEW

1. Michela Barichella, Alexis E Malavazos, Giuseppe Fatati and Emanuele Cereda (2011). Awareness and knowledge about weight status and management. Excessive weight or obesity can lead to develop several chronic disorders and also affect the outcomes of a patient. The study was designed as to organize a campaign which was pre informed using newspapers, televisions and posters. The study was conducted to make people aware about the obesity, the problems associated with it and how to overcome with these situations.
2. Meagan N Vella, Laura M Stratton, Judy Sheeshka and Alison M Duncan (2014). Functional food awareness and perception in relation to information source in older adults. Researchers focusing on the usage of functional foods in older adults (≥ 60 years) just to reduce risk of chronic diseases and boost health. Advertisements, social media, a set up at malls was the methodology used to get desired information and to aware people about the functional foods.
3. Annette Dickinson, Douglas MacKay and Andrea Wong (2015). Consumer attitudes about the role of multivitamins and other dietary supplements. The major population use dietary supplements and multivitamins to fulfill the requirement of nutrients and to improve wellness. It was observed that 90% population thinks that it can be used when nutrients in the body cannot be achieved by natural foods and healthy habits alone.
4. Xiyao Liu, Haoyue Chen, Qianling ZhoChe, Huifeng Zhang, Phensiri Asawasirisap and John Kearney (2020). Knowledge, Attitude and Practices (KAP) towards Diet and Health among International Students in Dublin. The objective of this sturdy is to assess the adaptive behaviour of students towards diet and health. The result was found to be effective, for about more than half of the population have a wide range of knowledge about the diet, health and usage of functional foods. Some of them have inadequate knowledge and wrong approach towards diet and health as well qs inappropriate and unhealthy diets were also observed.

5. Sultan M Alshahrani (2020). Assessment of Knowledge, Attitudes, and Practice of Community Pharmacists Regarding Weight Reduction Agents and Supplements in Aseer Region, Saudi Arabia. A questionnaire-based study was performed. The questionnaire was circulated to community pharmacist to examine how consistently weight reducing products or supplements are bought by customer and to evaluate the knowledge of pharmacist towards such products.
6. Nor Azila Mohd Noor, Azli Muhammad, Filzah md Isa (2019). Consumption of dietary supplement products among Malaysian consumers: the roles of attitude, social influence and perceived behavioural control. The aim of the study was to build awareness amongst the people of all age groups towards the consumption of many health control products mainly towards the dietary supplements. As number of research proved that deficiency in nutrients may leads to develop several diseases and to some extent supplements can help to reduce the risk of chronic diseases.
7. Snehal tejus Chincholkar (2016). A study on consumer behaviour towards health and dietary supplements in Mumbai city. The main objective of the study was to examine the behaviour of consumers towards dietary supplements, the type of supplement they consume the most, and for what purpose they are consuming dietary supplements. The methodology used to collect the data were different magazines, newspapers, and health websites.
8. Patwal Jyotsana, Dwivedi Prabhudatt. (2016). Customer Satisfaction in Nutritional Supplements. This paper examines the literature on nutritional supplement customer satisfaction. Researchers concerned with consumers or customers in general, as well as researchers focusing on nutritional supplement customers, consider definitions and models of satisfaction, and special attention is paid to the conceptualization of satisfaction. The results of the research are discussed and used to create a plan.

9. Chincholkar, Snehal. (2018). A Study on Consumer Behaviour towards Health and Dietary Supplements. India's nutraceutical industry has recently exploded. Consumer expectations, behaviours, awareness, and lifestyles are shifting, giving this industry a boost. Consumers in India are becoming more health-conscious, and they are not hesitant to take health or dietary supplements. This paper aims to determine the current state of the nutraceutical industry in India, as well as conduct a small consumer survey to determine consumer attitudes toward these products.

10. Banerjee, Swapan. (2018). Dietary supplements market in India is rapidly growing. Since the last few decades, dietary supplements have been in high demand all over the world, including in India. Consumers must be aware of all foods marketed as dietary or nutraceutical supplements, which must follow stringent quality requirements to ensure public safety. The only way to advance is for the government to enforce effective legislation regarding supplement manufacturing and marketing, as well as for businesses to uphold ethical business practises.

RESEARCH METHODOLOGY-

Research question: Why consumers are not leaning and tending to purchase weight management products?

Objective of study: To assess the attitude, awareness and knowledge of consumers towards weight management products.

Sample Design- Qualitative and Quantitative research approach were adopted Respondents were general population.

Data source: Primary and Secondary research.

Tool of data collection- Questionnaire in the form of google form.

Data Collection Method- Primary data and secondary were received by the respondents by using questionnaire in the form of google form.

Duration- 3 Months

Sample Size- Peoples Approached: 400-500.

No of responses: 150.

No of un-respondents:250-350.

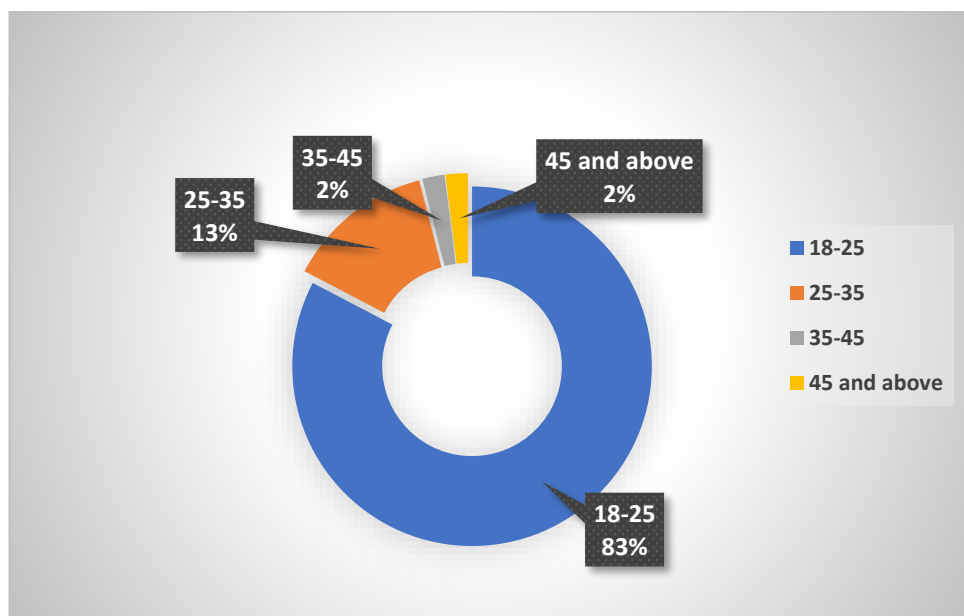
Study area: Noida, Delhi, Indore.

RESULTS AND DISCUSSION

Analysis of Responses Received-

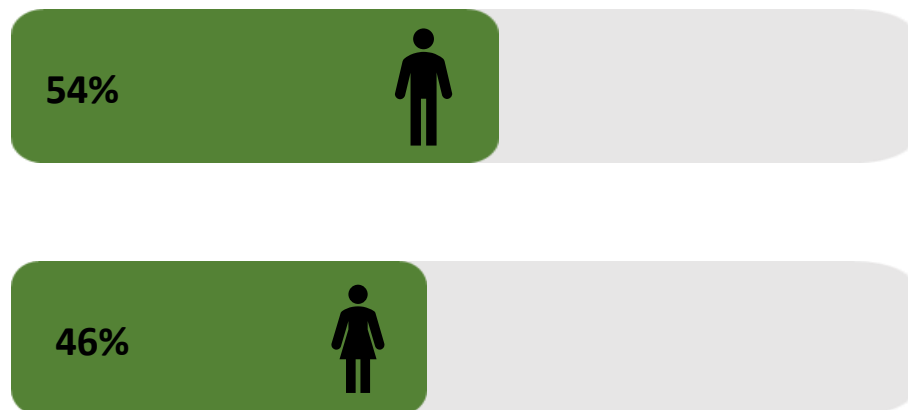
The study consists of 150 respondents hailing from Noida, Delhi, Indore, cities of India.

1. Age group-



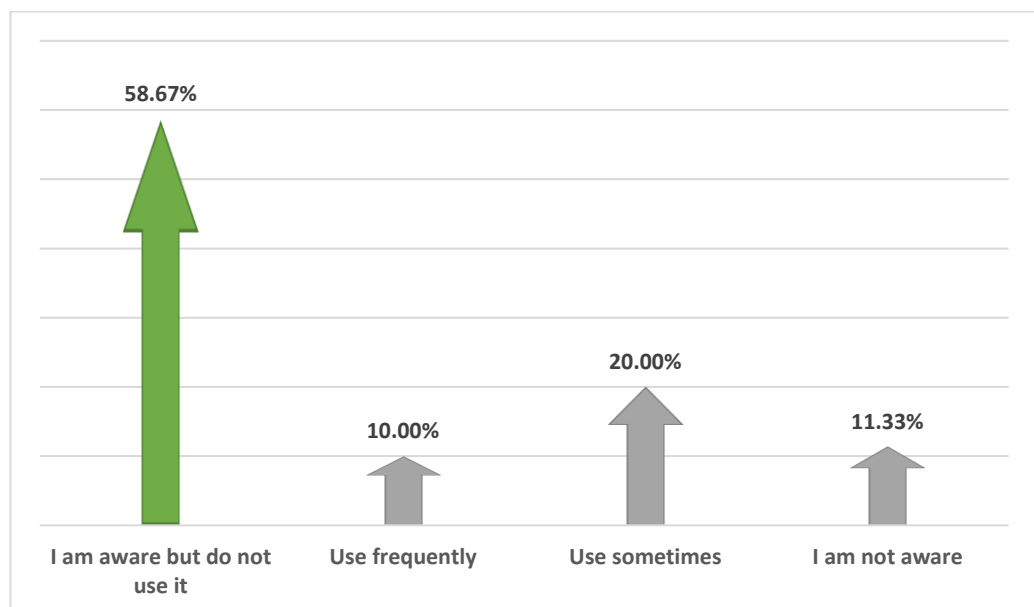
Comments: Out of 150 respondents' majority of respondents around 83% respondents were from 18-25 years of age group and least were from 35 and above. This is because peoples of age group of 18 to 25 year were quite worried about their physique and weight in present era.

2. Gender:



Comments: The gender ratio is quite high towards male respondents. Out of 150 respondents 54% were male and 46% were female.

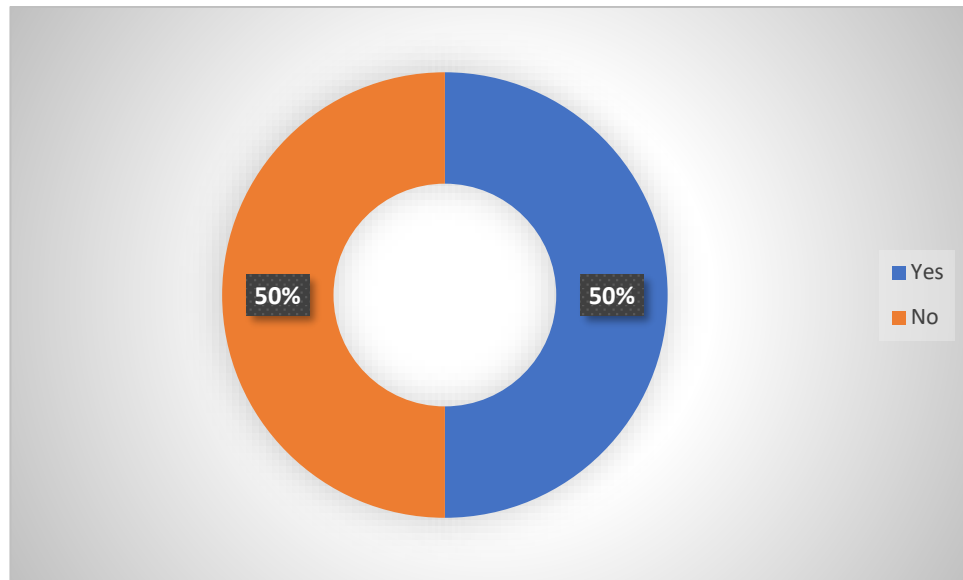
3. How familiar are you with weight management products?



Comments: This graph clearly shows that out of 150 respondents approx. 59% of respondents now aware of the weight management products but hesitate on consuming the products and 20% of respondents use weight management products sometimes. The mean reason for this hesitation can be the less knowledge about the side effects of weight

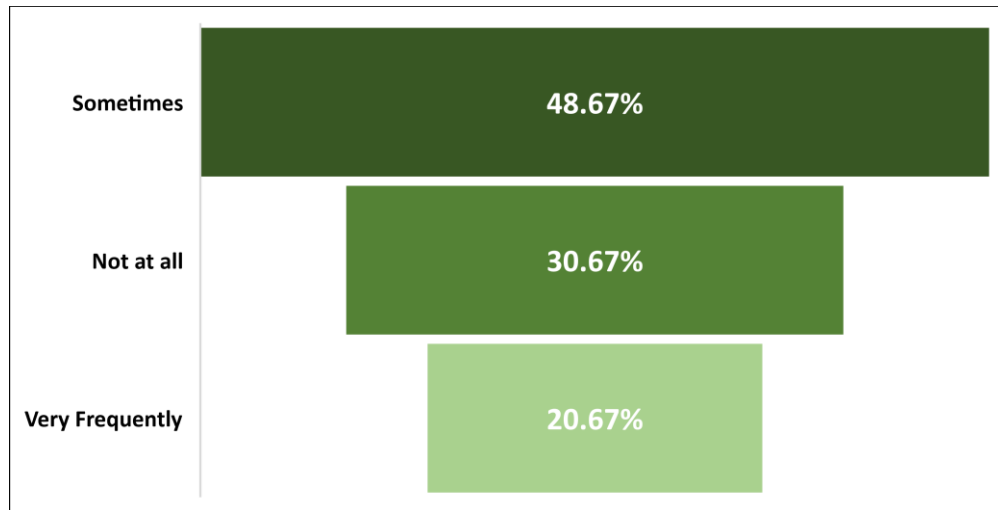
management products or may be because of trust issues and also high price can also play major role in consumers hesitation.

4. Do you think using weight management product is necessary?



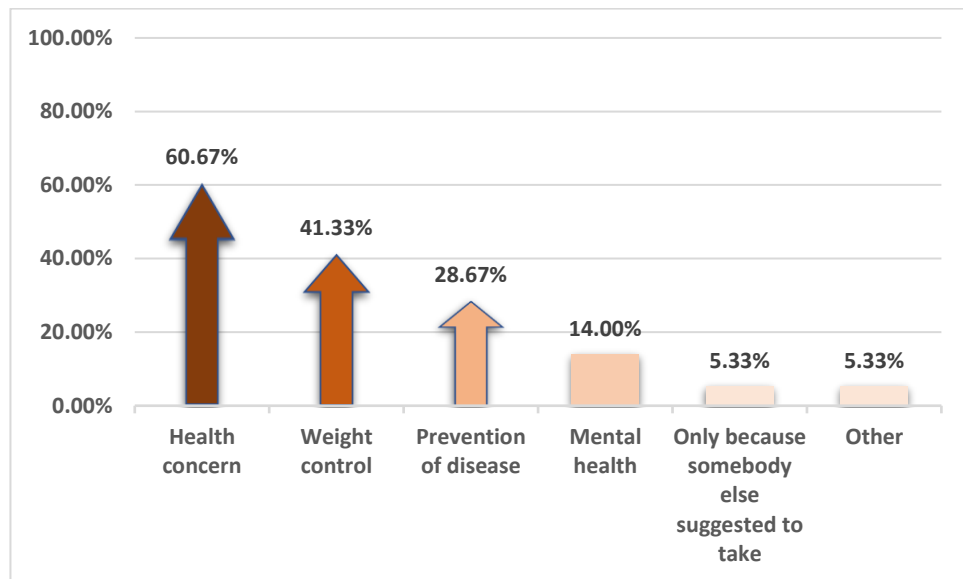
Comments: If we talk about the consumers perception towards the necessity of consuming weight management products, I have got 50-50 response, out of 150 respondents 50% thinks that yes weight management products can be necessary and can be helpful to attain the healthy weight and 50% thinks that weight management products may cause side effects so they should not be taken.

5. If you want to reduce the amount of fat in your diet, would you prefer weight management products?



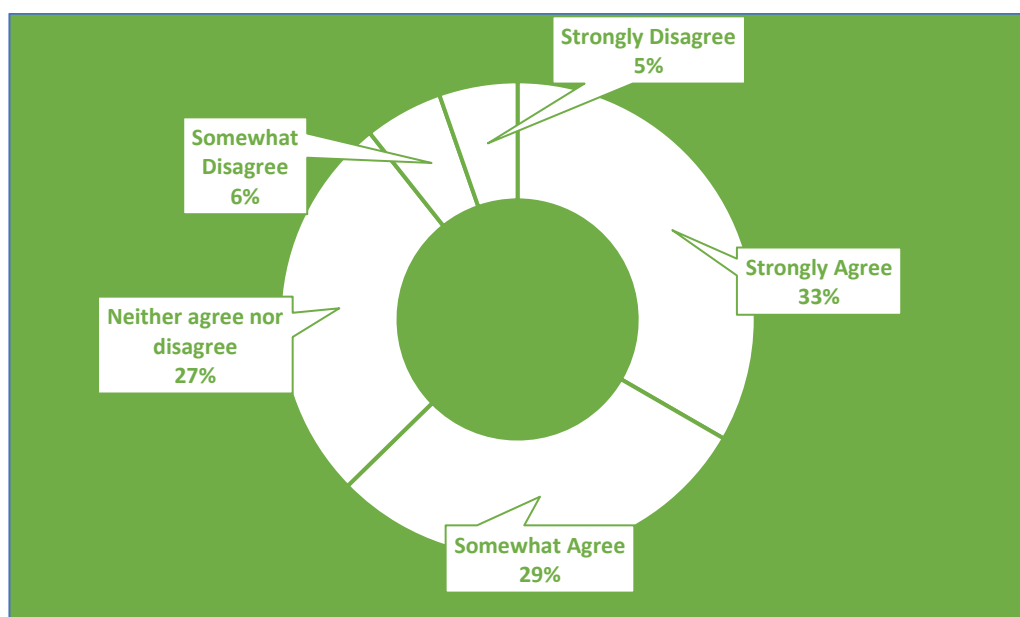
Comments: Out of 150 respondents approx. 50% of respondents responded that they will consume weight management products sometimes to reduce the fat intake in their diet and 30% of respondents will not prefer weight management products to reduce the fat intake in their diet. Their very few individuals who thinks that weight management products are essential in day-to-day life.

6. For you, which one of these can be the reason of taking product?



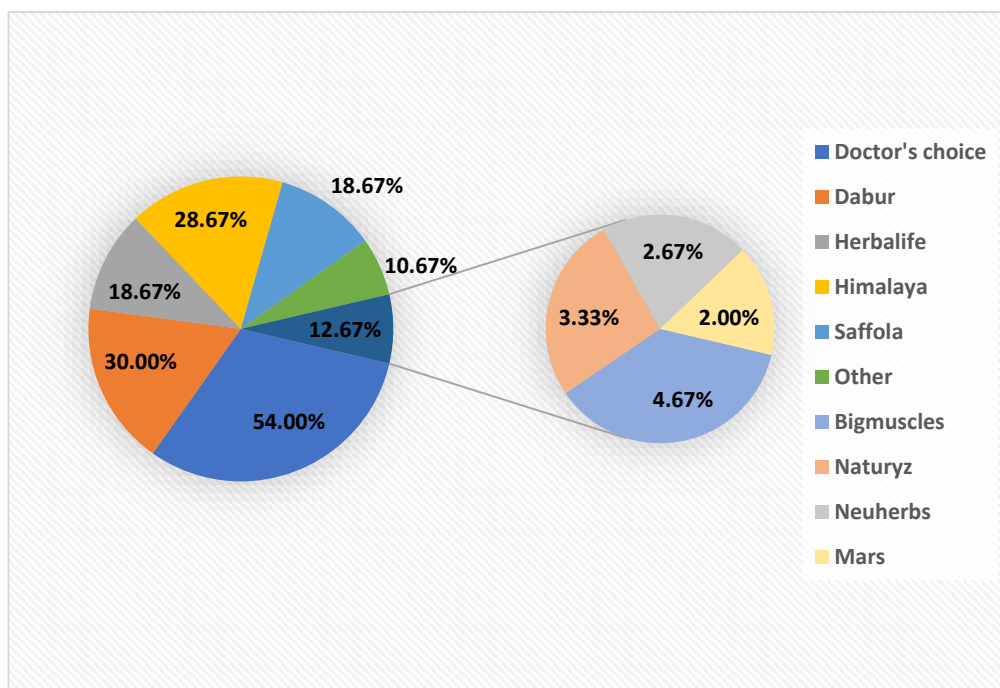
Comments: This graph shows that out of total respondents' majority of the respondents thinks that weight management products can be used in case of any health concern, to control weight and for prevention of some disease which are related to the overweight.

7. Do you agree that weight management products can be used to reduce the risk of several diseases?



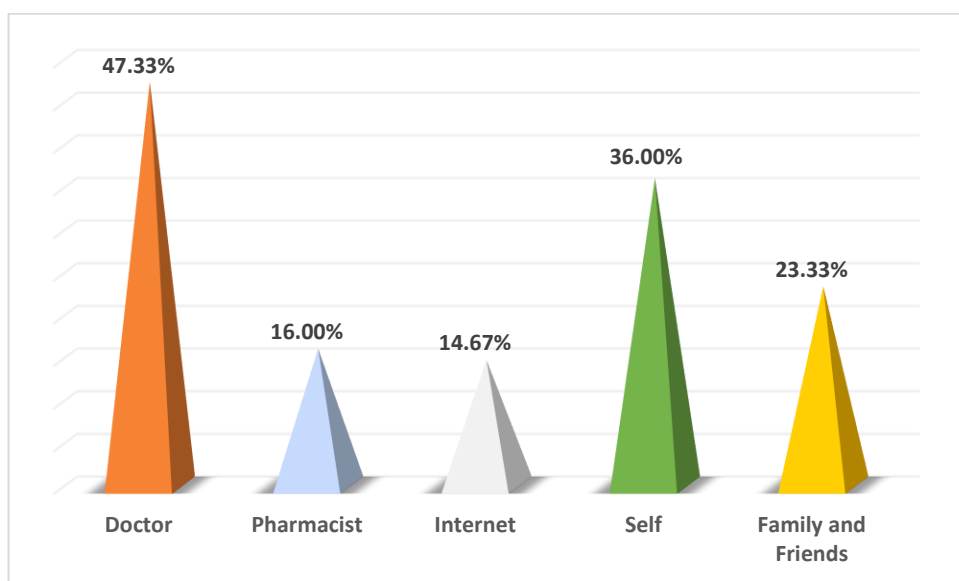
Comments: Out of total respondents approx. 50% of respondents agreed with the statement that weight management products can be used to reduce the risk of several disease which are directly or indirectly associated with weight.

8. Which brands you will prefer in weight management products?



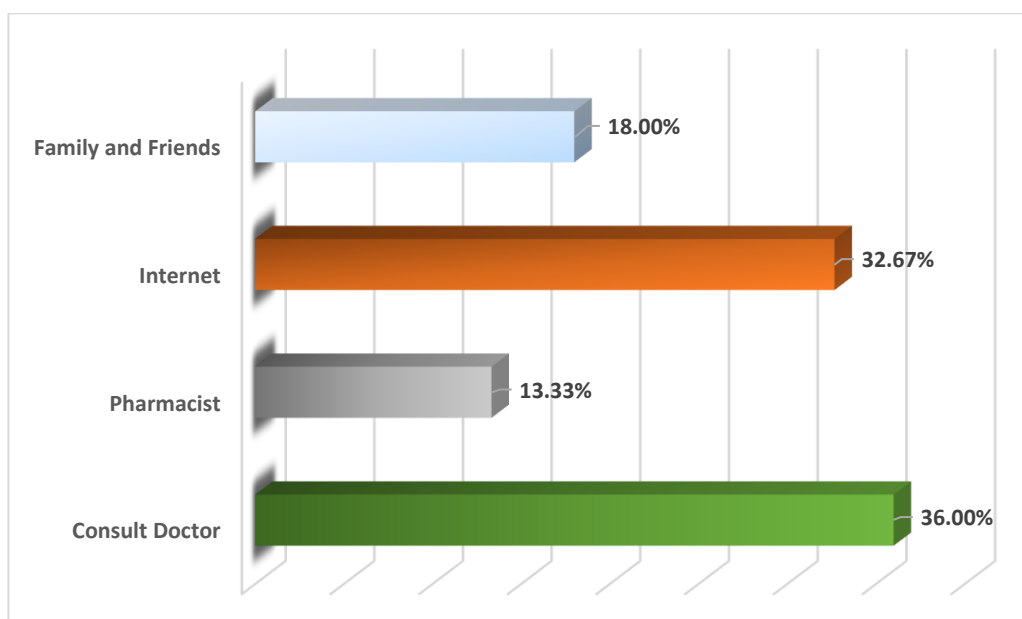
Comments: Most of the respondents preferred some famous brands like Doctor's choice, Dabur, Herbalife, Himalaya etc if they have to buy the weight management products.

9. Whose advice will you take to start taking weight management products?



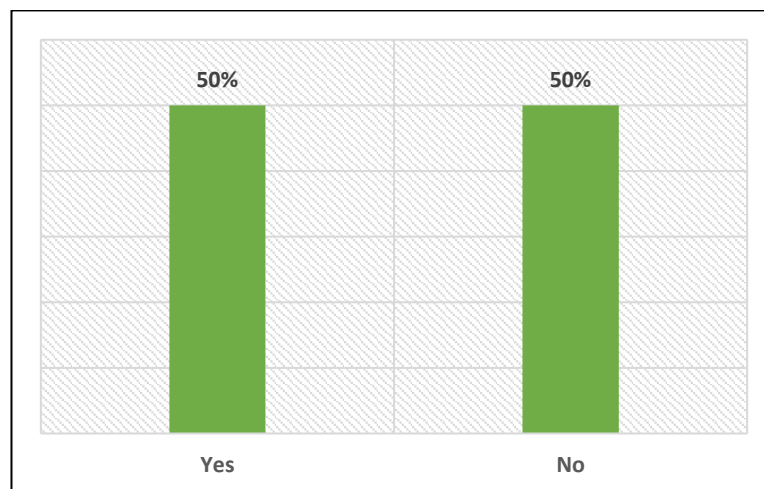
Comments: Approx. 50% of respondents chooses to consult a doctor before taking the weight management products. As many of consumers were worried about the side effects associated with consuming weight management products and consumers don't trust these types of products without consulting doctor.

10. Where would you learn more about weight management products?



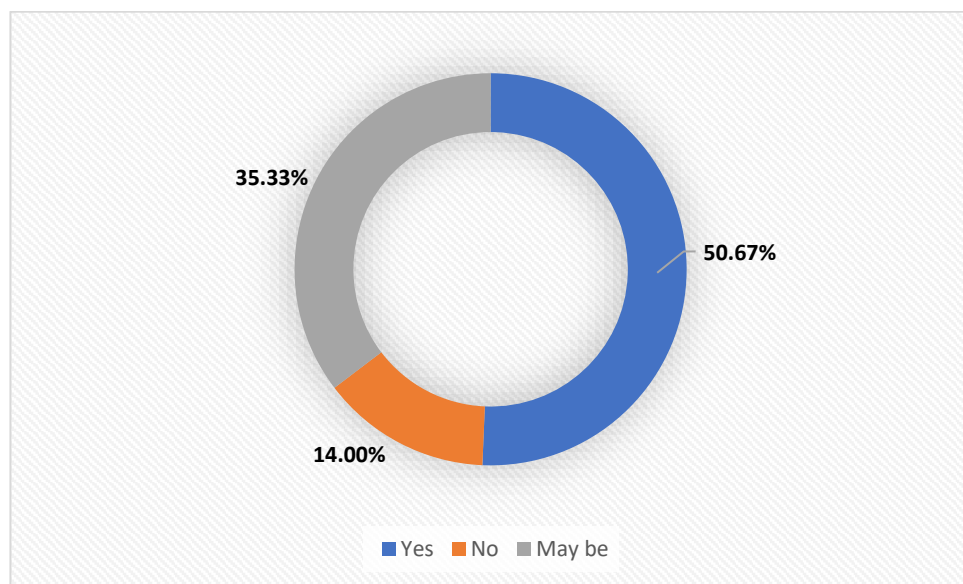
Comments: Again, if we talk about, to get more knowledge about the weight management products most of the respondents either chooses to consult doctor or will search on internet to know about the health claims and side-effects of the weight management products. Consumers uses internet just to compare different weight management products in aspects of health claims, ingredients, Label claim and price.

11. Will you inform you physician that you are consuming or have taken weight management products?



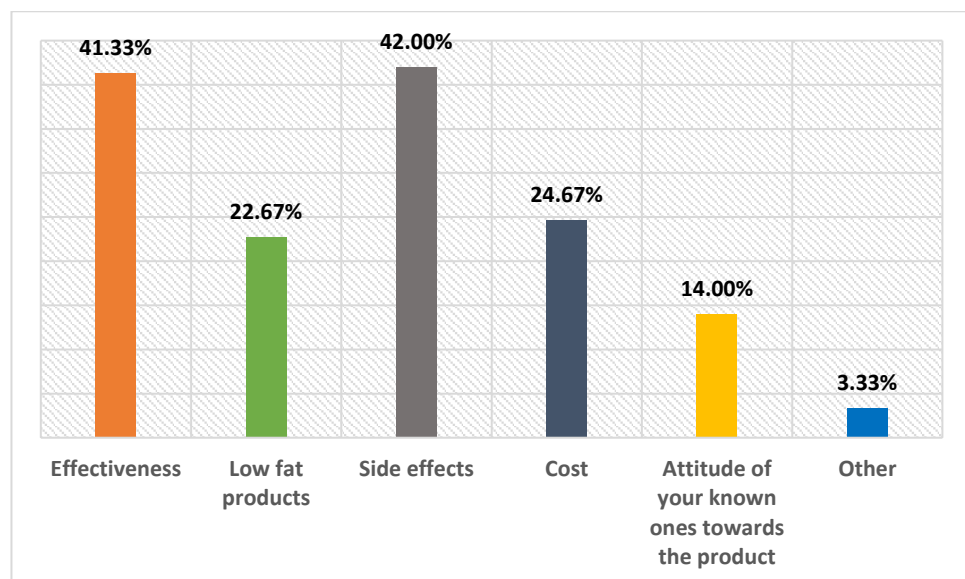
Comments: Out of total respondents 50% of repondents agreed with the statement that they will inform their physician that they are consuming or have taken weight management products if they have not consulted before taking weight management products, while 50% of repondents disagree with the statement that they will inform their physician that they are consuming or have taken weight management products if they have not consulted before taking weight management products.

12. Have you heard about the side effects of weight management products?



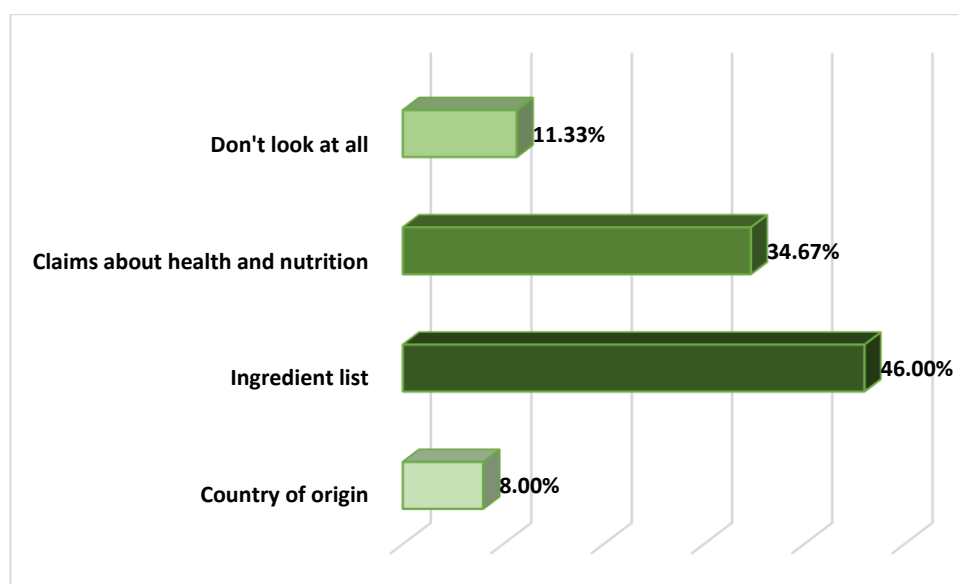
Comments: Almost 50% of respondents were aware about the side effects associated with the consumption of weight management products. That's why mostly respondents were aware about these products but didn't consume it.

13. What are your major concerns about weight management products?



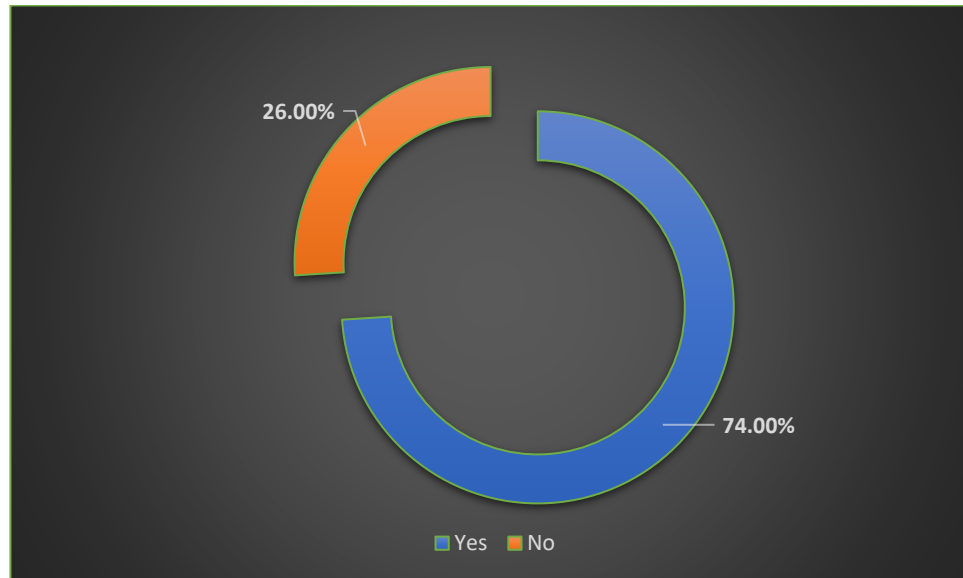
Comments: Most of the respondents chooses effectiveness (41.33%), low fat products (22.67%) and side effects (42%) as the major concerns when they think of buying a weight management product. These were the factors which are restricting consumers to buy the weight management products.

14. Leaving aside the price, what is the most important information you look for when you buy weight management product?



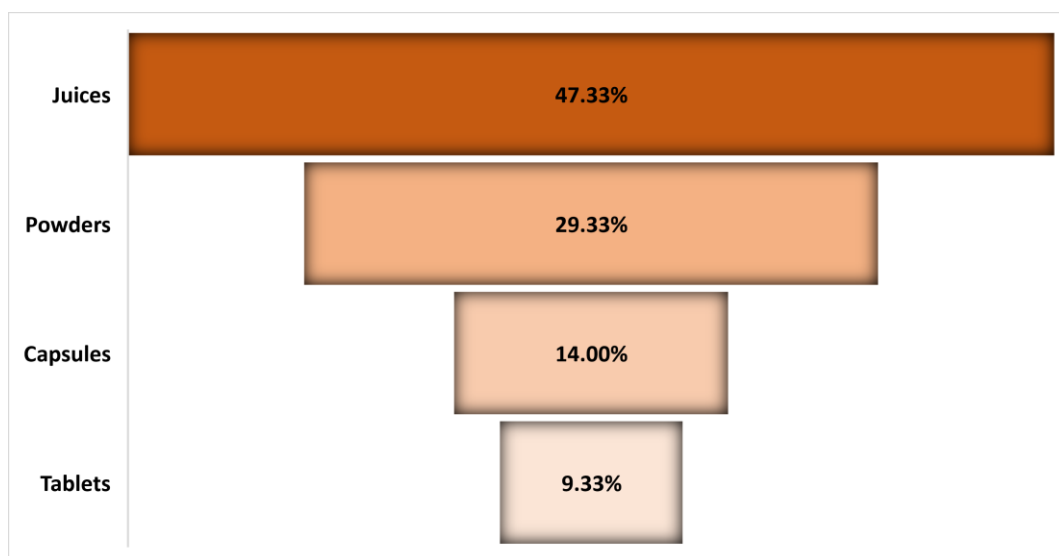
Comments: Out of 150 respondents around 46% of respondents focuses on ingredient list and 34.67% of respondents focuses on claims and health and nutrition when they buy the weight management product. Country of origin (8%) gets the least importance from respondents. By this we can interpret that consumers are well aware about the Label claim and health claims associated with products. Consumers prefer those products which constitute superior ingredients and possess better health claims.

15. Do you know that the weight management products are available in all dosage forms?



Comments: Around 74% of the respondents were well aware about all the dosage forms available in weight management products. And if we talk about 26% which are not aware about these products are those people which are either not aware about the weight management products or are those who haven't taken weight management products.

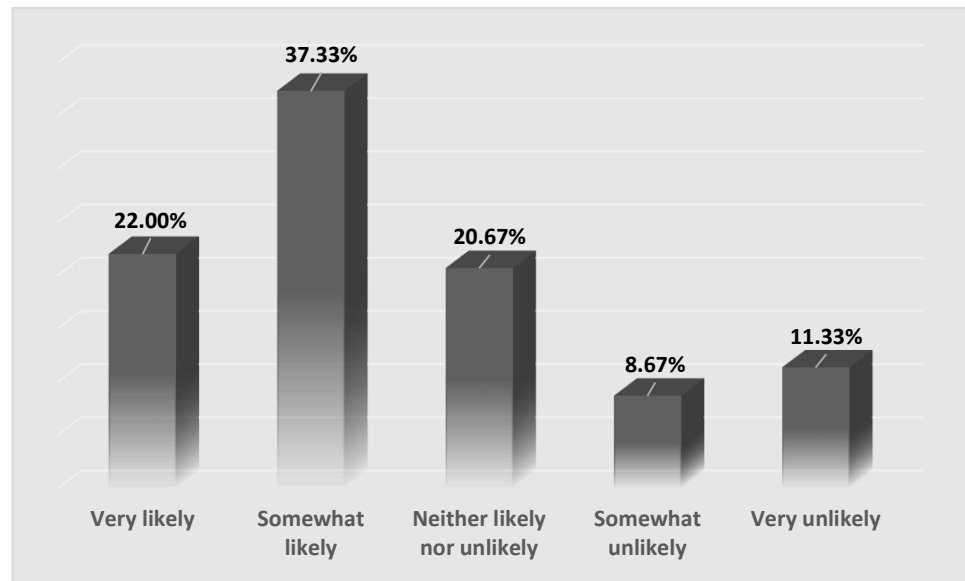
16. If you are going to use weight management products which formulation, would you prefer?



Comments: Around 48% of respondents chooses juices and almost 30% of respondents chooses powders as the preferred dosage form for weight management products. This can be because juices and powders are quite easy to consume with a good taste satisfaction and powders and juices are also available in different flavours.

Powders can be preferred choice because powders can be mix with milk and consumers can get some additional milk nutrients in addition of weight management products.

17. How likely are you to buy products in future?



Comments: Around 50% of respondents chooses that they will like to buy the products in future because they are quite happy with results of weight management products whereas rest 50% which chooses not to buy products because those respondents have not used the weight management products till now or have faced some side effects with that.

CONCLUSION

Almost 60% of the respondents are now aware of the weight management products but hesitate on consuming the products. The main reason for this hesitation can be the less knowledge about the side effects of weight management products or may be because of trust issues and also high price can also play major role in consumers hesitation. Now individuals consider weight management products as a necessity for healthy lifestyle. 60% of the respondents thinks that weight management products can be used in case of any health concern, to control weight and for prevention of some disease which are related to the overweight.

Almost 40% of respondents are worried about the side effects associated with consuming weight management products and consumers don't trust these types of products without consulting doctor.

RECOMMENDATIONS

As almost 60% of the respondents are aware about weight management products but then also, they are not using these products so for this the nutraceutical organisations should focus on the customer adaptability part. Now nutraceutical organisation should think about meeting the customer requirement and customer satisfaction. More hybrid marketing strategies should be appointed to increase the sales of the products by marketing the product in such a way that it should hit the requirement as well as satisfaction of the customers and also now organisation should focus on the herbal weight management products as customer are worried about the side effects associated with weight management products. The organisation should also focus on the price of the product because in this competitive era apart from brand selection price also play major role in customer adaptability.

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6. Muhammad A. et al, Consumption of dietary supplement products among Malaysian consumers: the roles of attitude, social influence and perceived behavioural control: The Journal of Social Science Research 2019, volume 5, issue 12. Page no. 1768-1771.
7. Chincholkar S.N. A study on consumer behaviour towards health and dietary supplements in Mumbai city: Indian Journal of Applied Research 2016, volume 6, issue 3. Page no. 243-244.

Appendix: QUESTIONNAIRE

1. Age

- a. 18-25 years
- b. 25-35 years
- c. 35-45 years
- d. 45 and above

2. Gender

- a. Male
- b. Female
- c. Prefer not to say

3. How familiar are you with weight management products?

- a. I am aware but didn't use it
- b. Use frequently
- c. Use Sometimes
- d. I am not aware

4. Do you think using weight management product is necessary?

- a. Yes
- b. No

5. If you want to reduce the amount of fat in your diet, would you prefer weight management products?

- a. Very Frequently
- b. Sometimes
- c. Not at all

6. For you, which one of these is the reason of taking products?
- a. Health concern
 - b. Weight control
 - c. Mental health
 - d. Prevention of disease
 - e. Only because somebody else suggested to take
 - f. Other
7. Do you agree that weight management products can be used to reduce the risk of several diseases?
- a. Strongly Agree
 - b. Somewhat Agree
 - c. Neither agree nor disagree
 - d. Somewhat Disagree
 - e. Strongly Disagree
8. Which brands you prefer in weight management products?
- a. Doctor's choice
 - b. Dabur
 - c. Herbalife
 - d. Mars
 - e. Naturyz
 - f. Neuherbs
 - g. Bigmuscles
 - h. Himalaya
 - i. Saffola
 - j. Other
9. On whose advice you started taking weight management products?
- a. Doctor
 - b. Pharmacist
 - c. Internet
 - d. Self
 - e. Family and Friends

10. Where would you learn more about weight management products?
- a. Consult Doctor
 - b. Pharmacist
 - c. Internet
 - d. Family and Friends
11. Does your physician know you take or have taken weight management products?
- a. Yes
 - b. No
12. Have you heard about the side effects of weight management products?
- a. Yes
 - b. No
 - c. Maybe
13. What are your major concerns about weight management products?
- a. Effectiveness
 - b. Low fat products
 - c. Side effects
 - d. Cost
 - e. Attitude of your known ones towards the product
 - f. Other
14. Leaving aside the price, what is the most important information you look for when you buy weight management product?
- a. Country of origin
 - b. Ingredient list
 - c. Claims about health and nutrition
 - d. Don't look at all
15. Do you know that the weight management products are available in all dosage forms?
- a. Yes
 - b. No

16. If you are going to use weight management products which formulation would you prefer?

- a. Powders
- b. Capsules
- c. Tablets
- d. Juices

17. How likely are you to buy products in future?

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely