

Dissertation Report

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

INTRODUCTION

- ❑ Weight management is an endless subject when it comes to customers. Most of the people in India are suffering from obesity.
- ❑ 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.
- ❑ 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.
- ❑ Weight management products are the products which contains one or more ingredients with some nutrition value that can help to manage weight.
- ❑ 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.
- ❑ Further this research is performed to explicate consumers attitude, awareness and knowledge towards the weight management products.

RESEARCH QUESTION

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

OBJECTIVE

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

METHODOLOGY

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

Sample Design

- A combination of primary research and secondary research

Data Source

- Questionnaire in the form of google form.

Tool of data collection

- Primary data were received by the respondents by using questionnaire in the form of google form.

Data Collection Method

- 3 Months.

Duration

- Peoples Approached: 400-500.
- No of responses: 150.
- No of un-respondents:250-350.

Sample Size

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

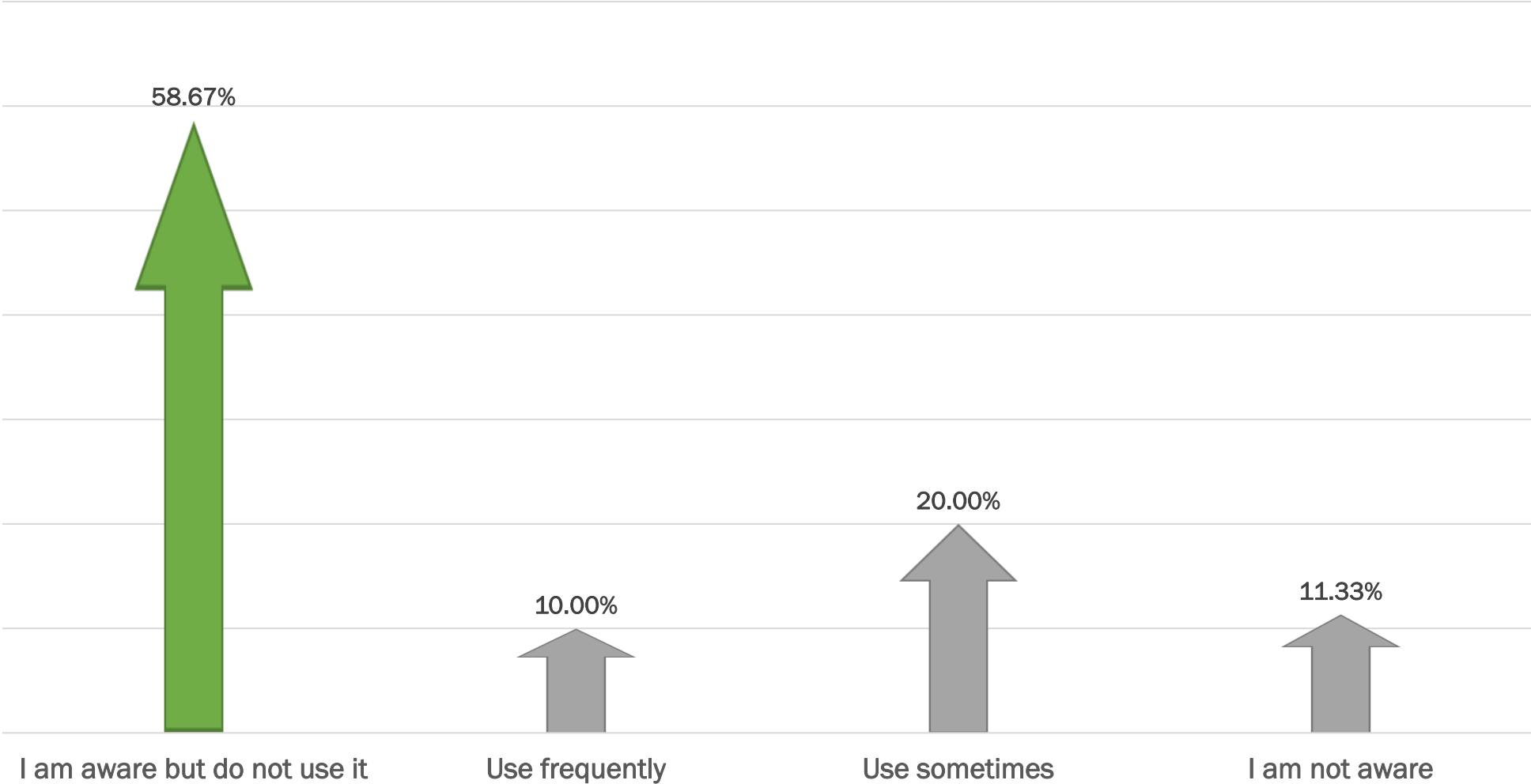
Data Collection Tool

- Noida, Delhi, Indore.

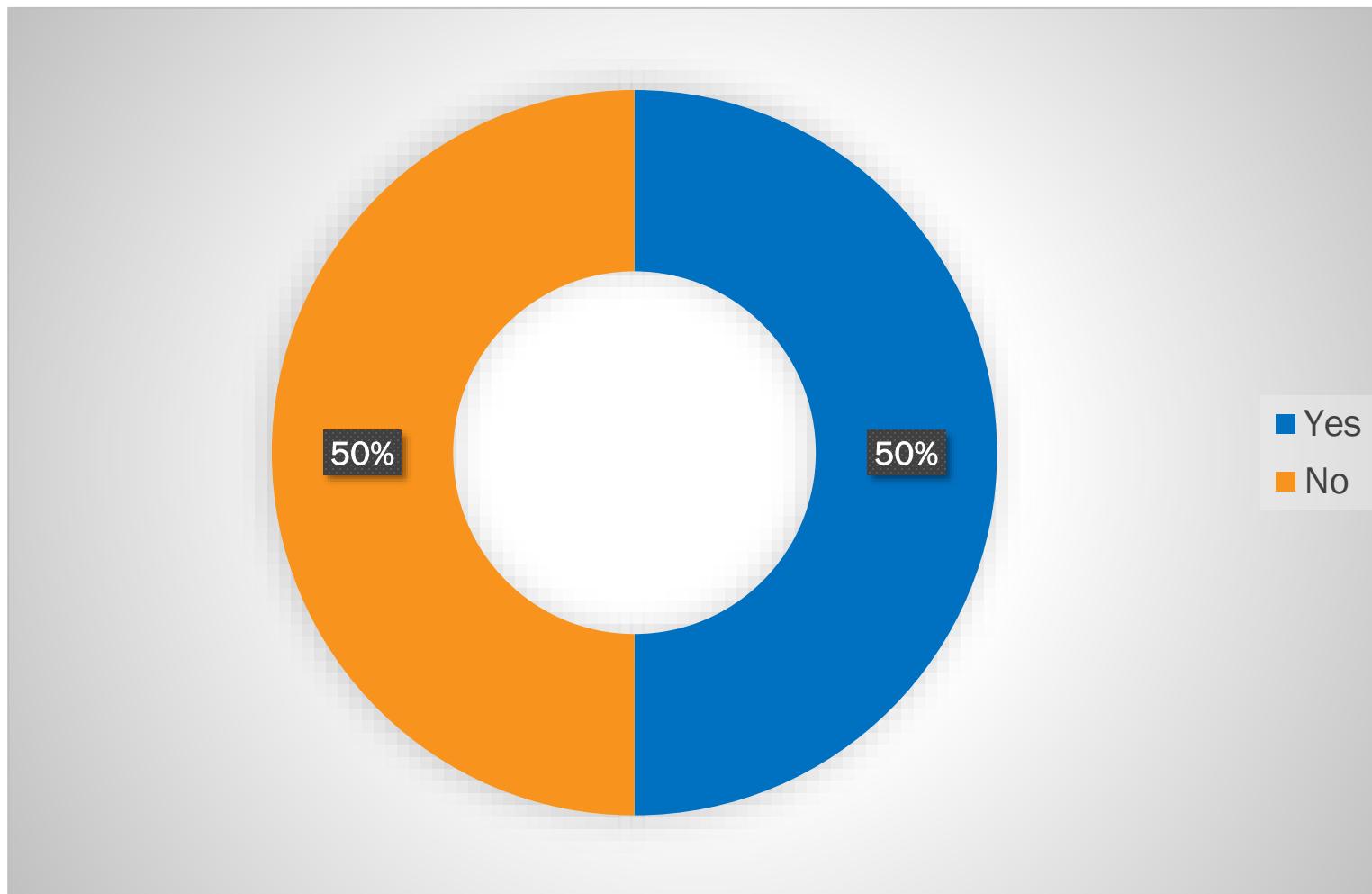
Study area

ANALYSIS OF PHYSICIAN RESPONSES

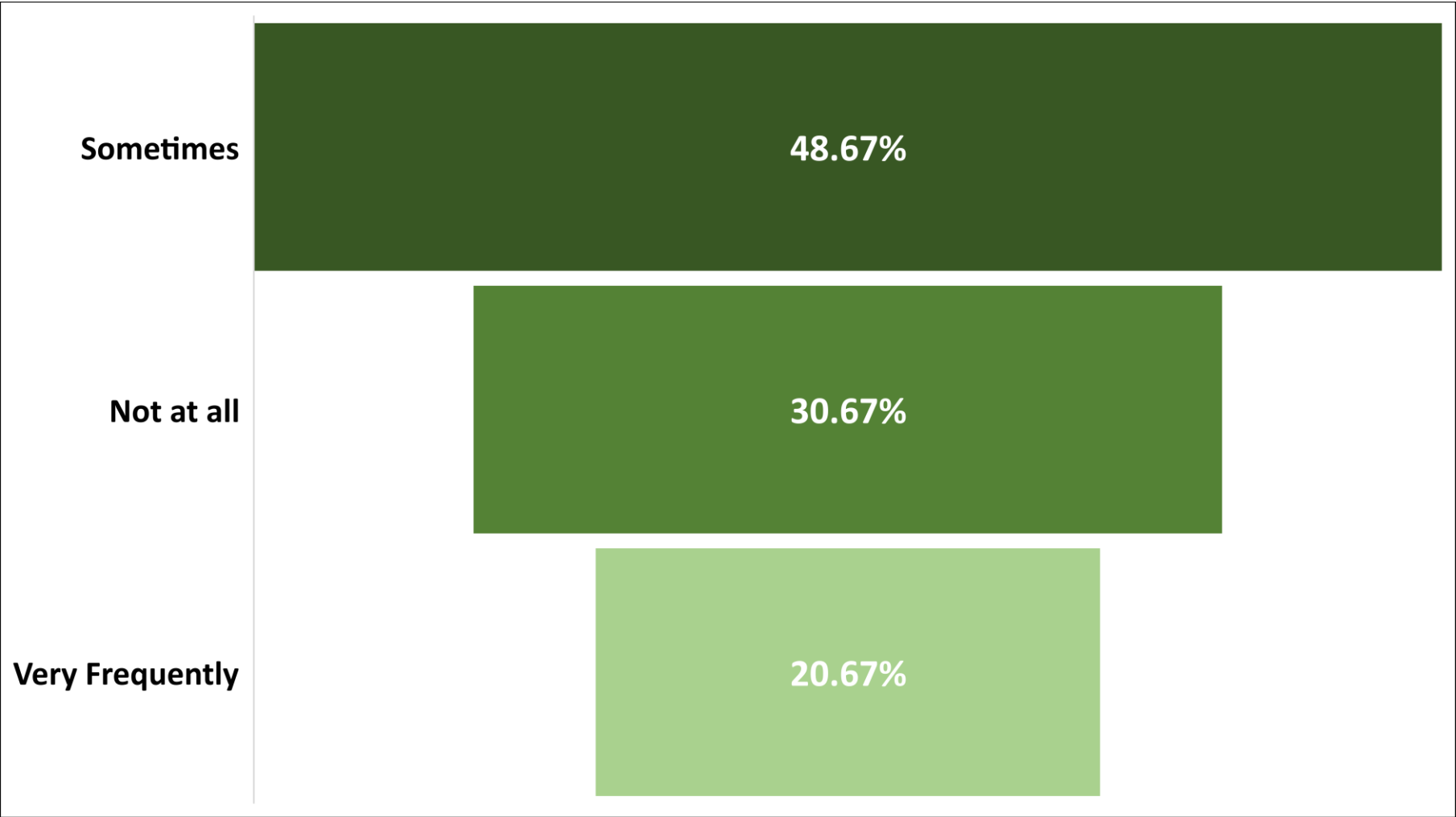
1. How familiar are you with weight management products?



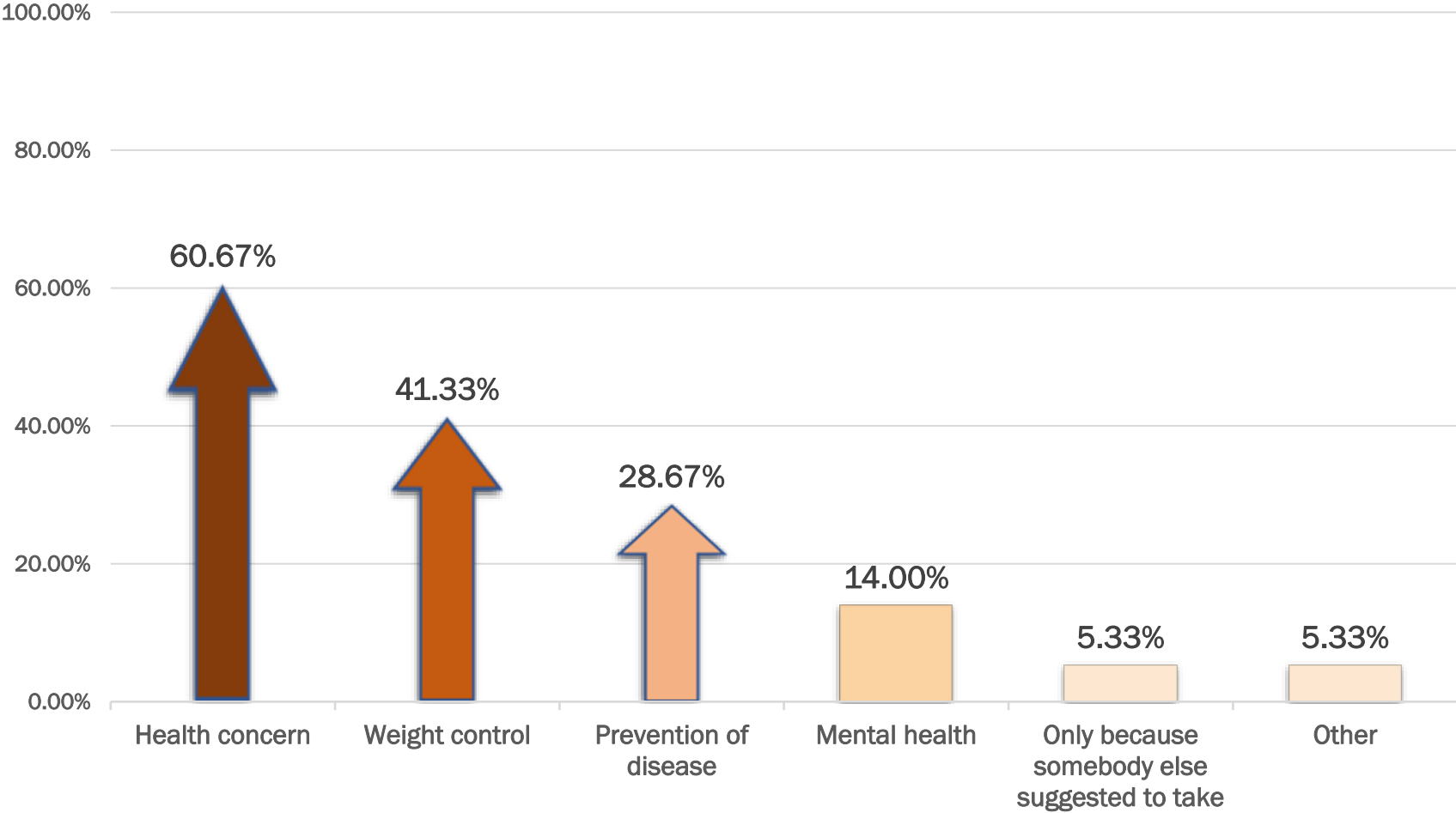
2. Do you think using weight management product is necessary?



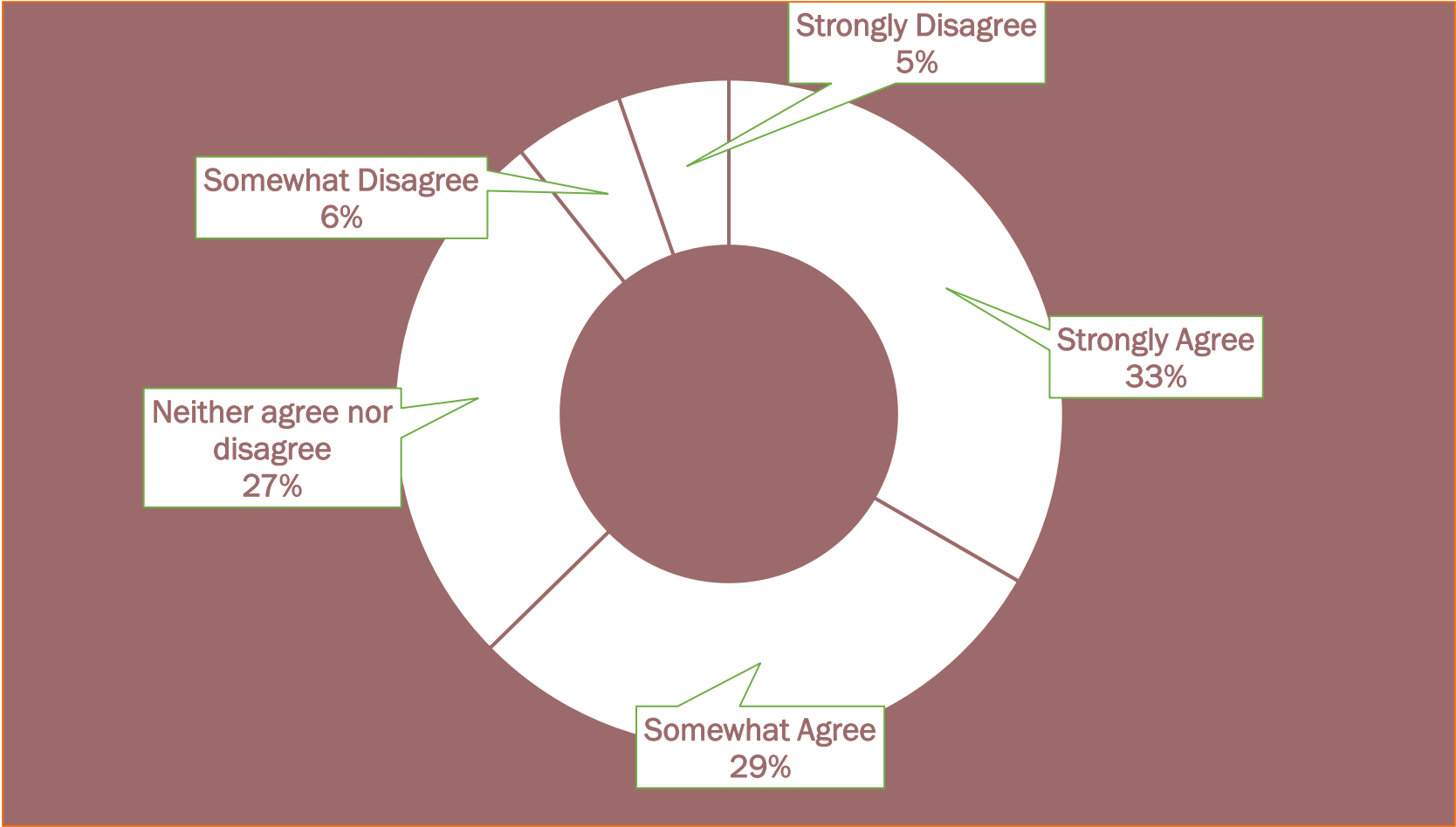
3. If you want to reduce the amount of fat in your diet, would you prefer weight management products?



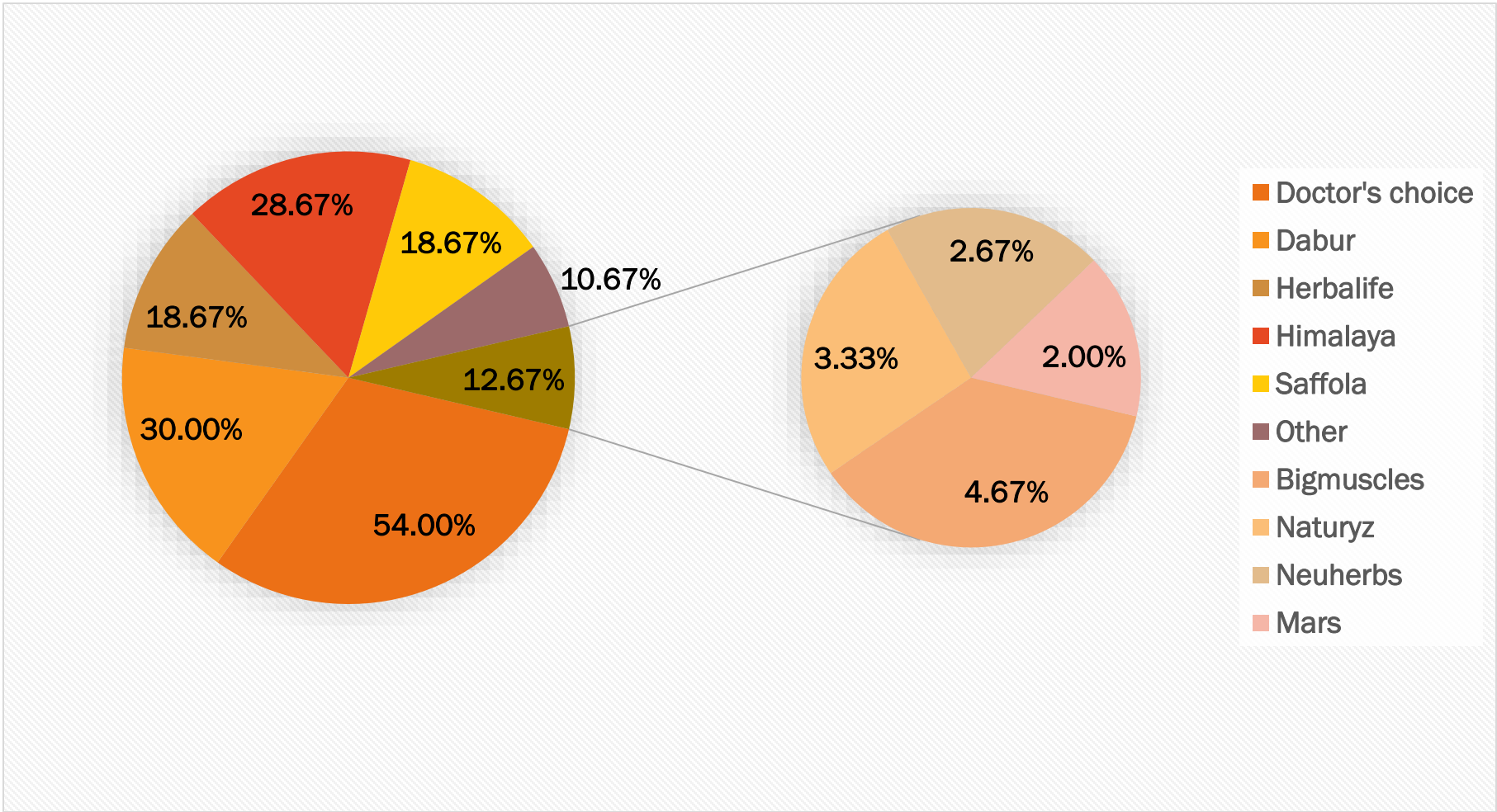
4. For you, which one of these can be the reason of taking product?



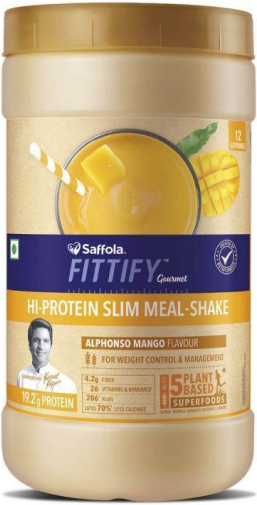
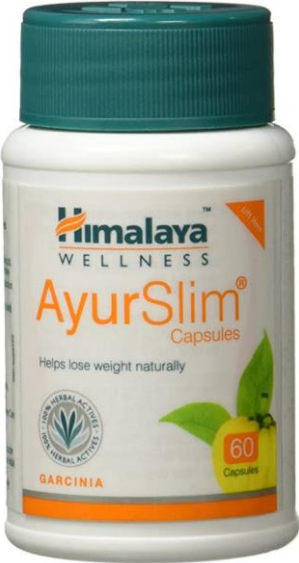
5. Do you agree that weight management products can be used to reduce the risk of several diseases?



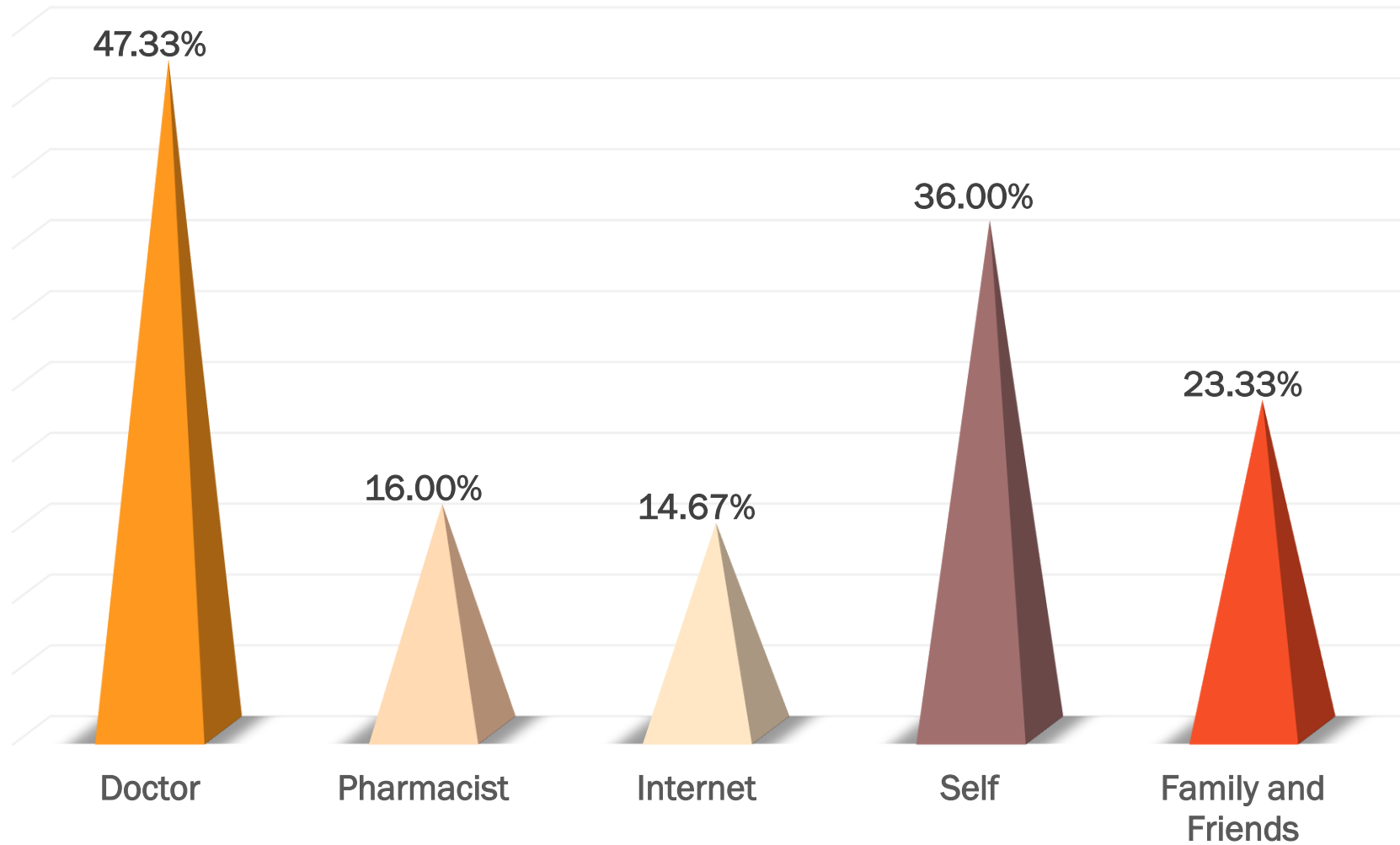
6. Which company's brands you will prefer in weight management products?



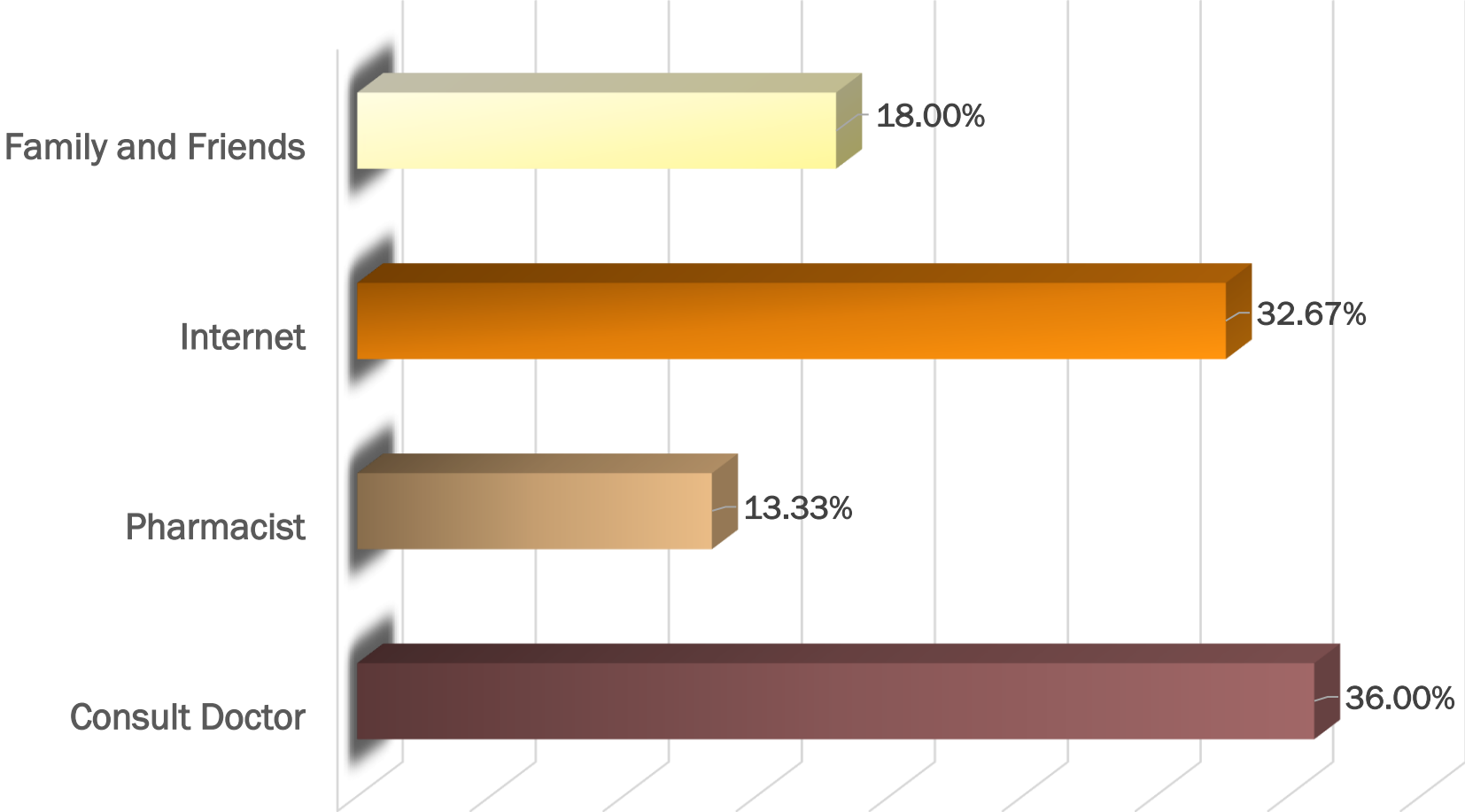
S.NO	ORGANISATION	PRODUCT NAME	COMPOSITION	PRICE
1	Himalaya	Ayurslim Capsule	Garcinia Cmbogia-300mg Terminalia Chebula-10mg Gymnema Sylvestre-10mg Guggulu-10mg	240
2	Doctor's Choice	Lean Pro-Meal Replacement Shake	EAA's-10gm Glutamine-10gm Dietary Fibre-7gm	2400
3	Herbalife	Nutritinal Shake Mix	Soy protein isolate, Fructose Powder,WPC, Glycine, Lecithin powder, Oat fiber, Inulin, Bulking agent, Calcium caseinate, Potassium chloride, Turmeric rhizome, Diluent, Minerals and Vitamins	1400
4	Saffola	Fittify-High protein Slim Meal shake	WPC (38.8%), Sugar, Skimmed milk(11.4%), Chicory root extract, Cocoa Powder(6.8%), Garcinia Cambogia, Mineral Premix(0.8%), Vitamin Premix(0.3%), Quinoa(0.15%), Buckwheat(0.13%), Amaranth(0.12%), Turmeric(0.02%), Moringa(0.01%).	1189
5	Muscle Blaze	MB burner Tablets	L-carnitine-500mg Garcinia Cambogia-100mg Green Tea extract-100mg Coleus Forskholii-50mg Green cofee been extract-50mg Black Pepper Extract-5mg Chromium Picolinate-150mcg	800



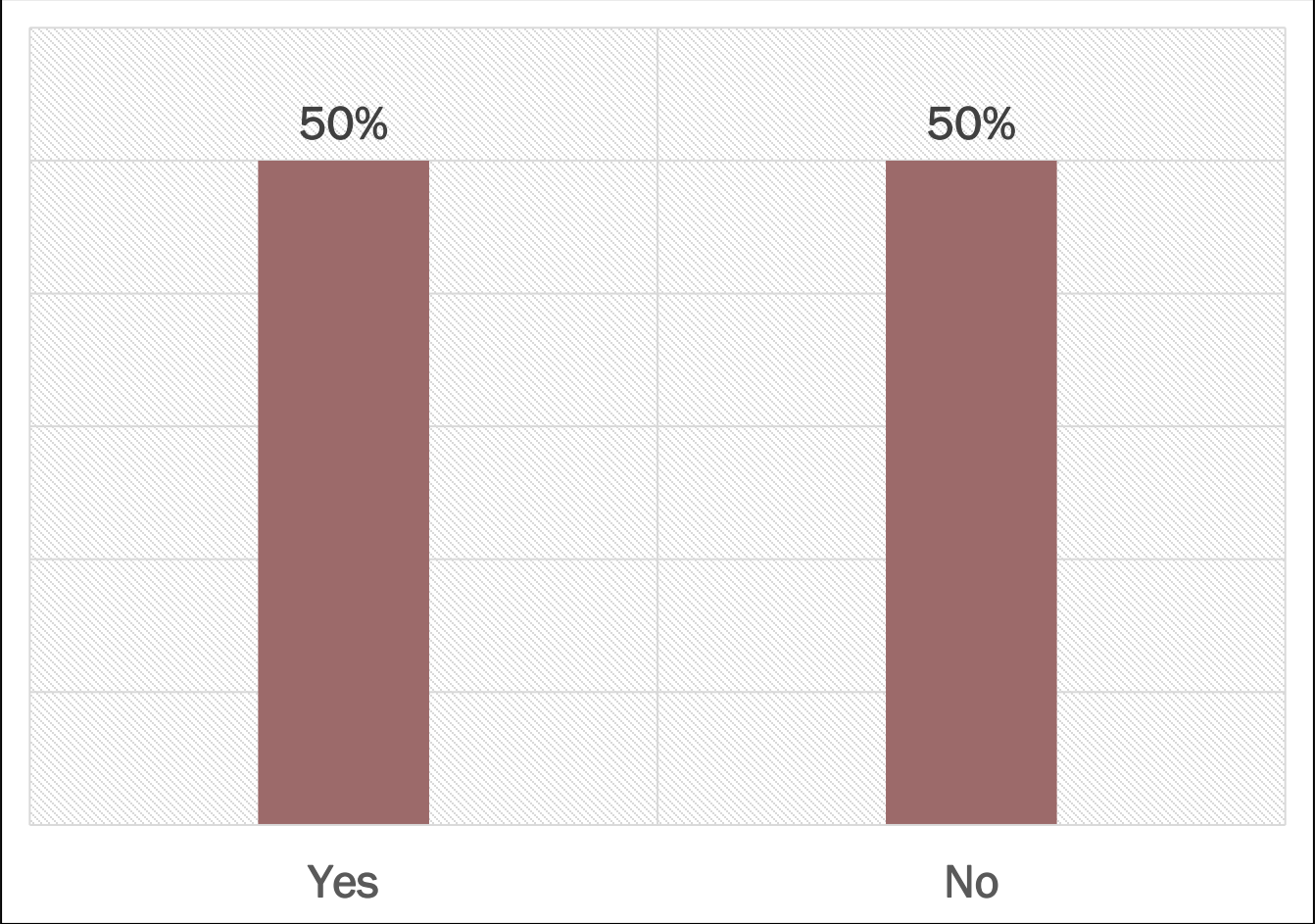
7. Whose advice will you take to start taking weight management products?



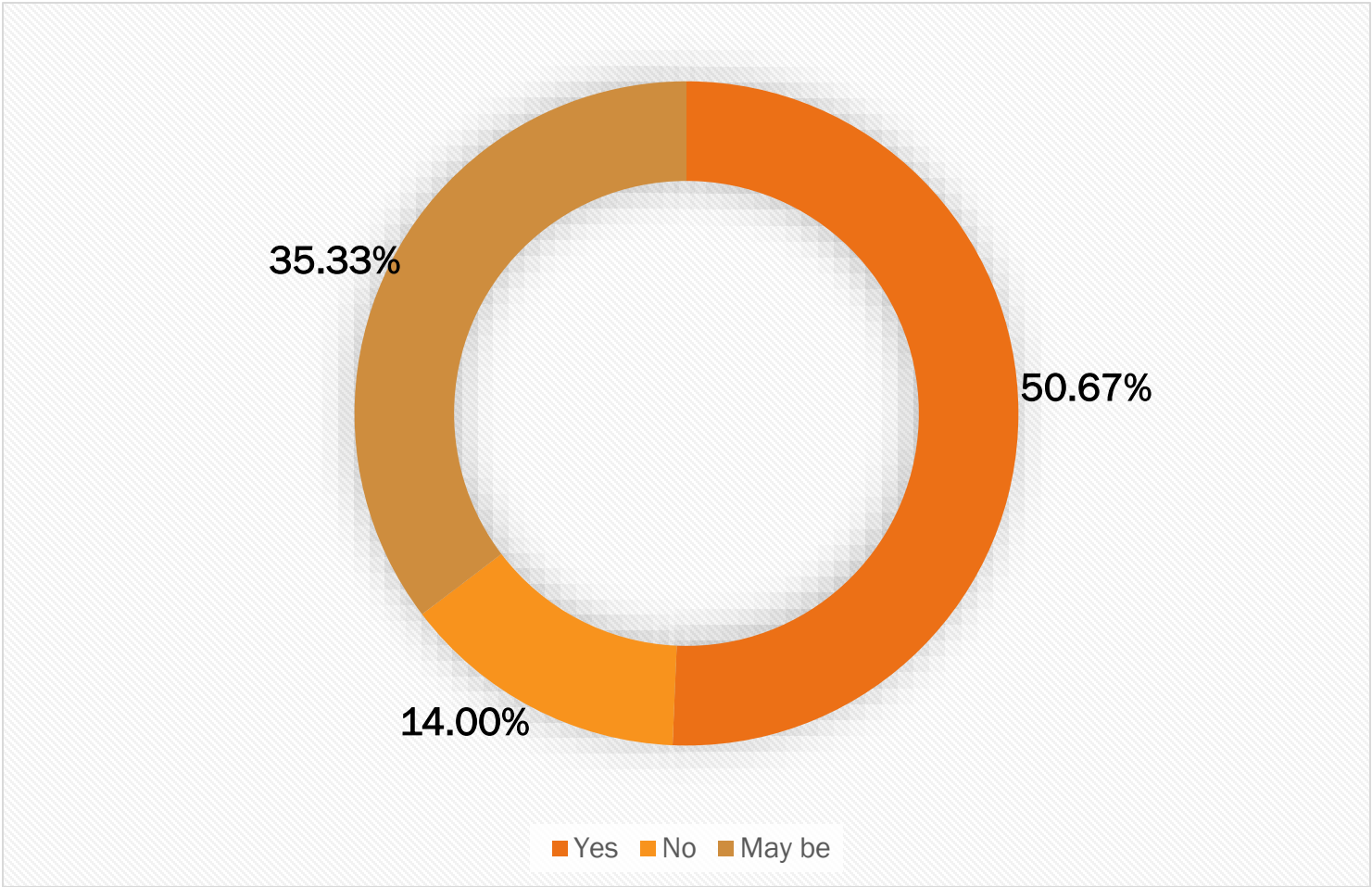
8. Where would you learn more about weight management products?



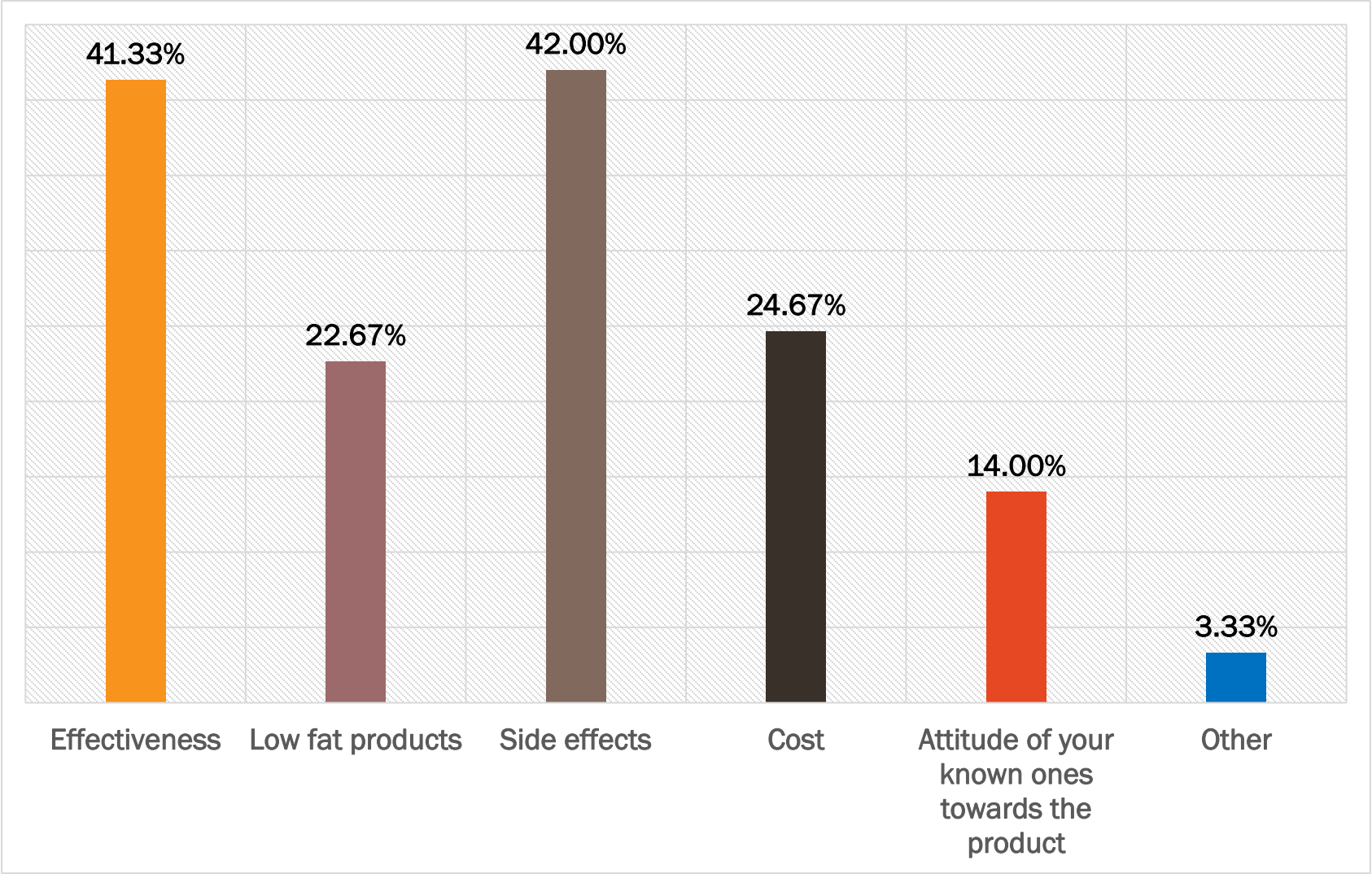
9. Will you inform you physician that you are consuming or have taken weight management products?



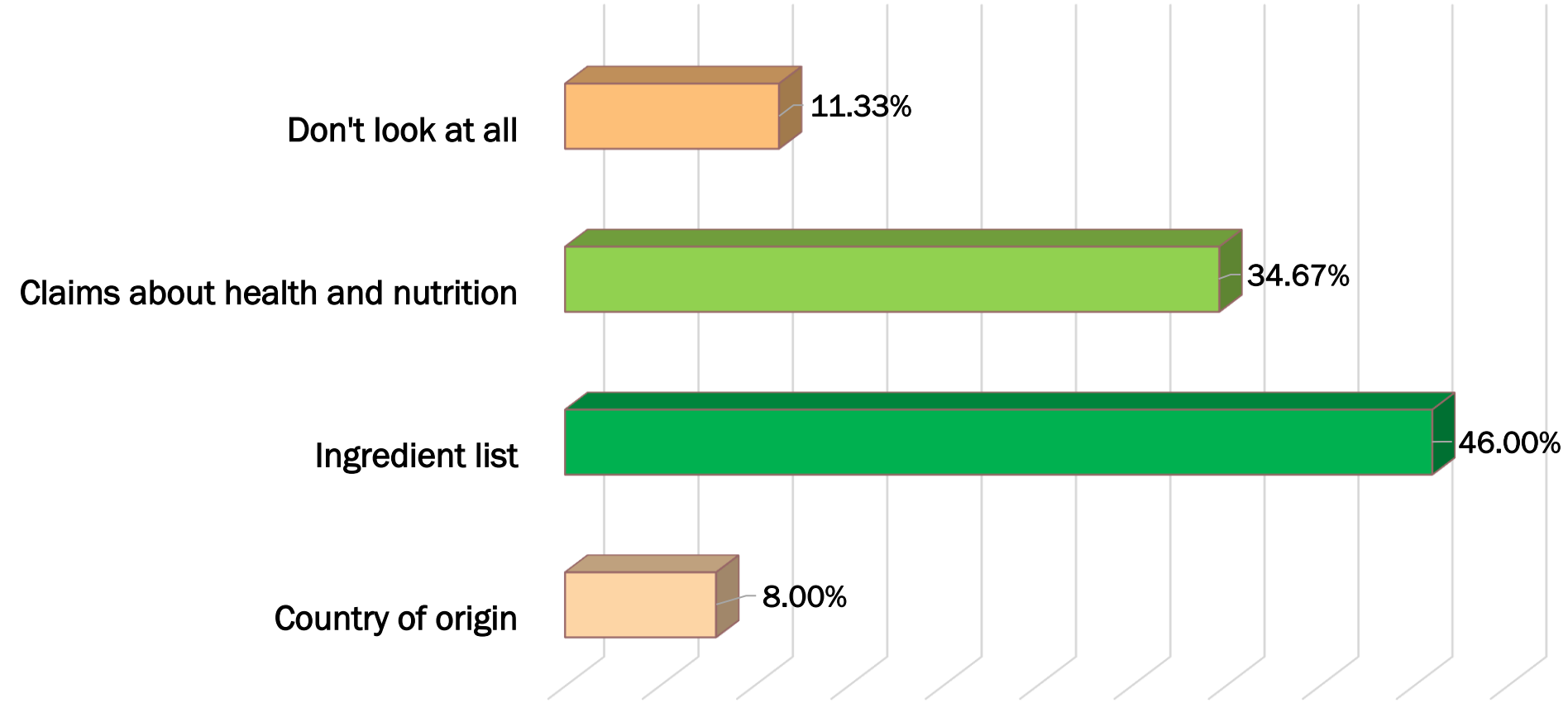
10. Have you heard about the side effects of weight management products?



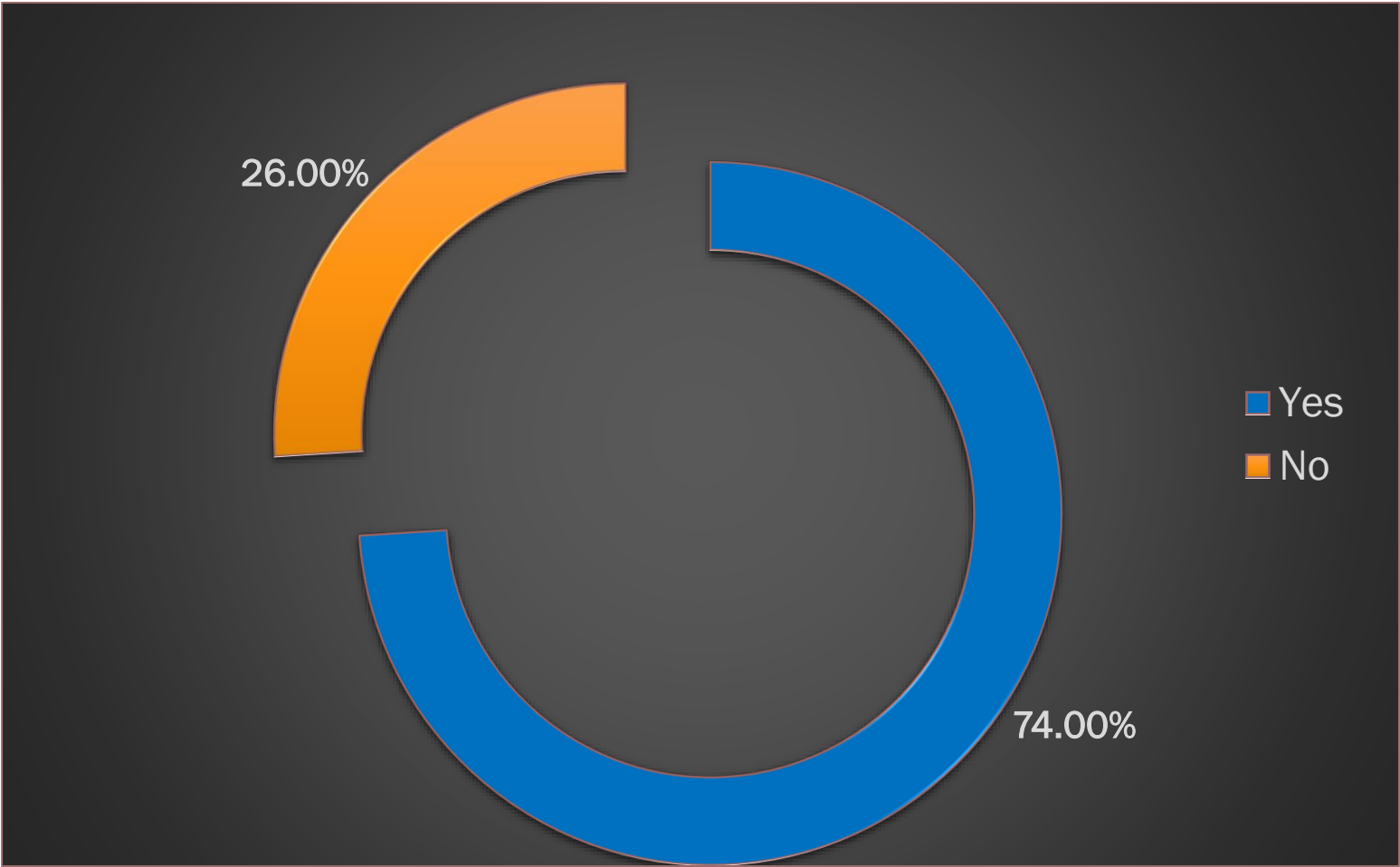
11. What are your major concerns about weight management products?



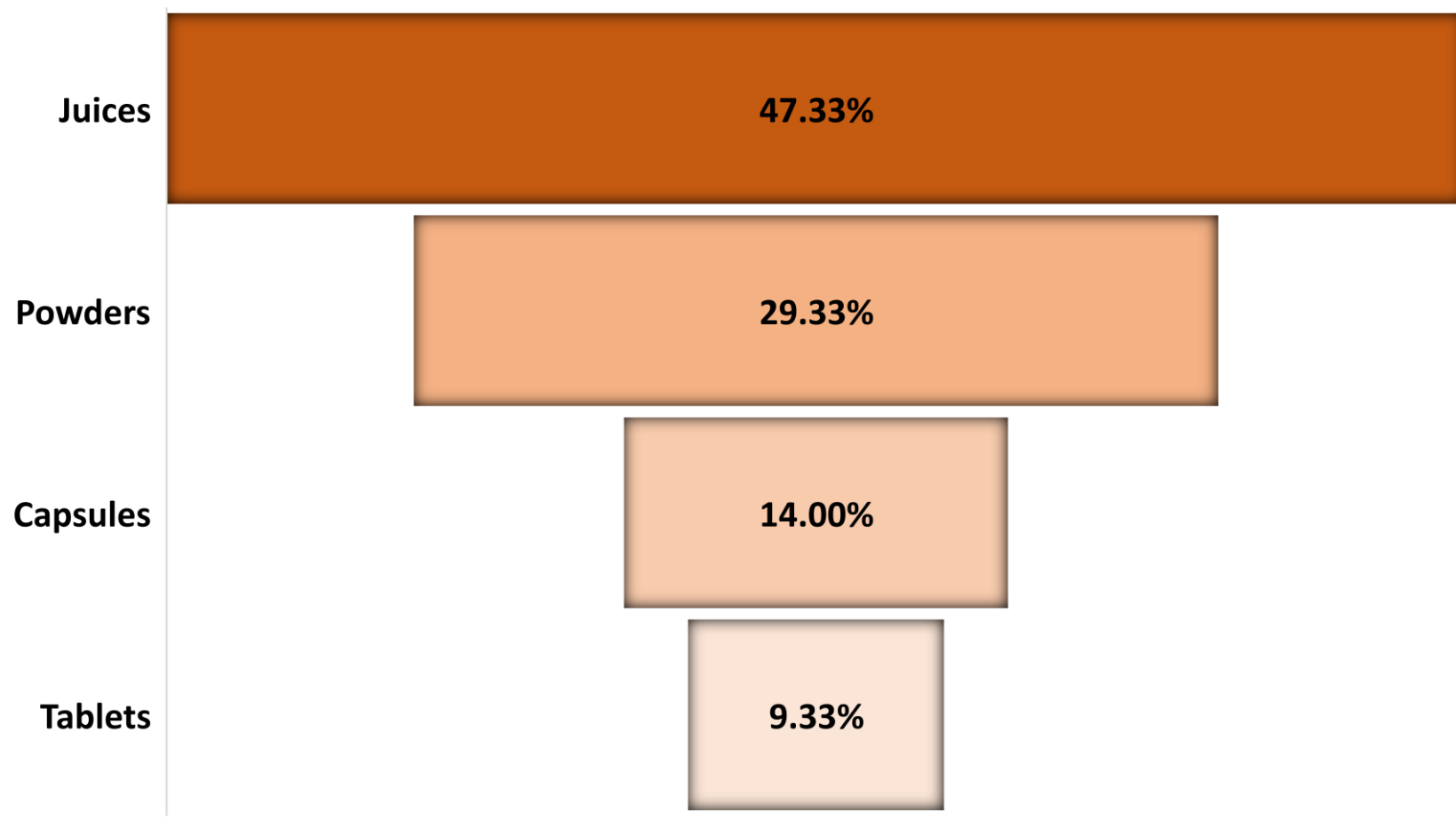
12. Leaving aside the price, what is the most important information you look for when you buy weight management product?



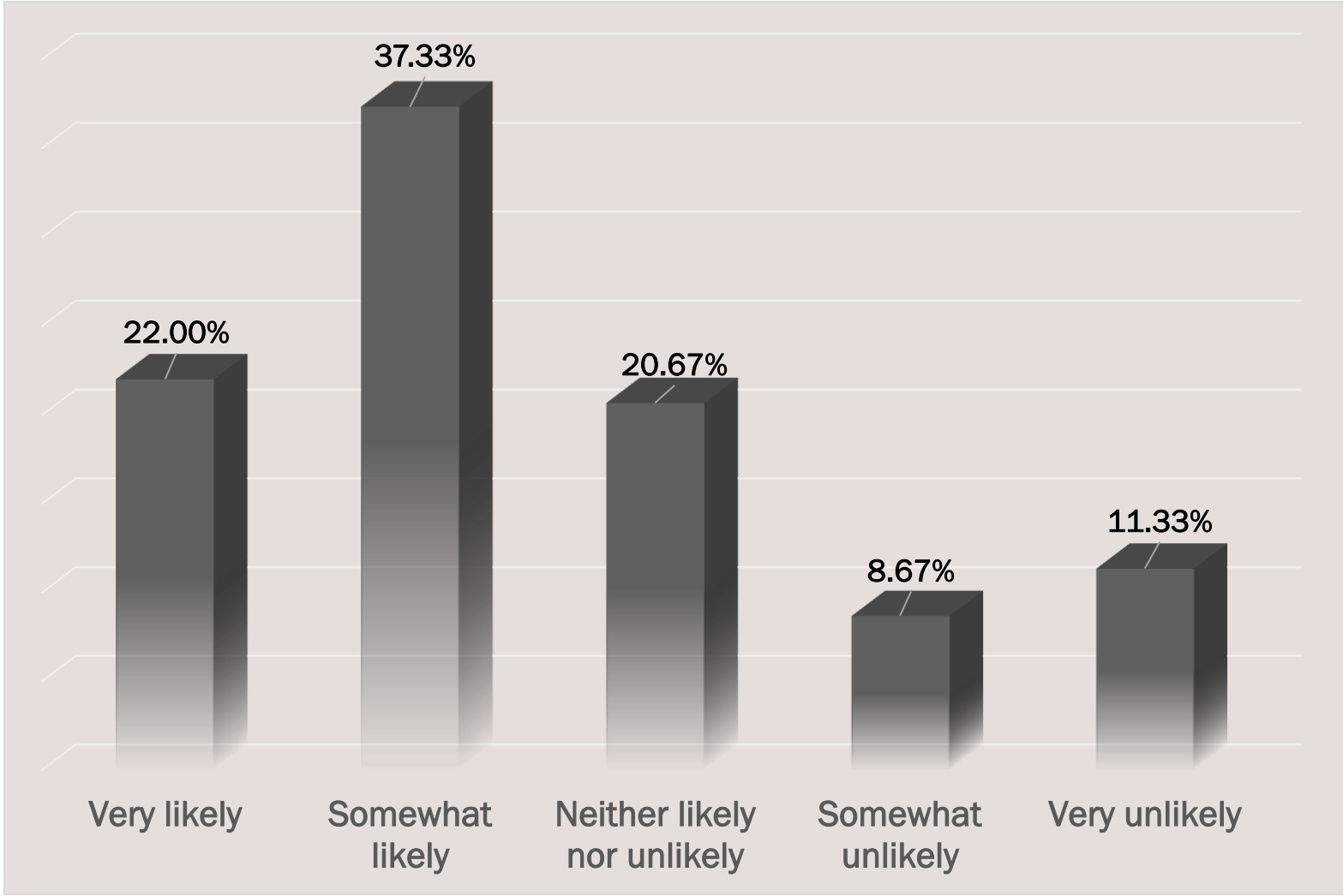
13. Do you know that the weight management products are available in all dosage forms?



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



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



RESULT and 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 think 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.
- ❑ Around 50% respondents choose effectiveness, low fat products and side effects as the major concerns when they think of buying a weight management product. These are the factors which are restricting consumers to buy the weight management products.

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Thank you