

***"CONSUMER KNOWLEDGE,
USE AND PERCEPTION
TOWARDS PREBIOTICS AND
PROBIOTICS."***

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PM-11

PROBIOTICS

live microorganisms that are intended to have health benefits when consumed

It has been reported that there are 10^{10} - 10^{12} live microorganisms per gram in the human colon

Many types of bacteria are classified as probiotics.

They all have different benefits, but most come from two groups.

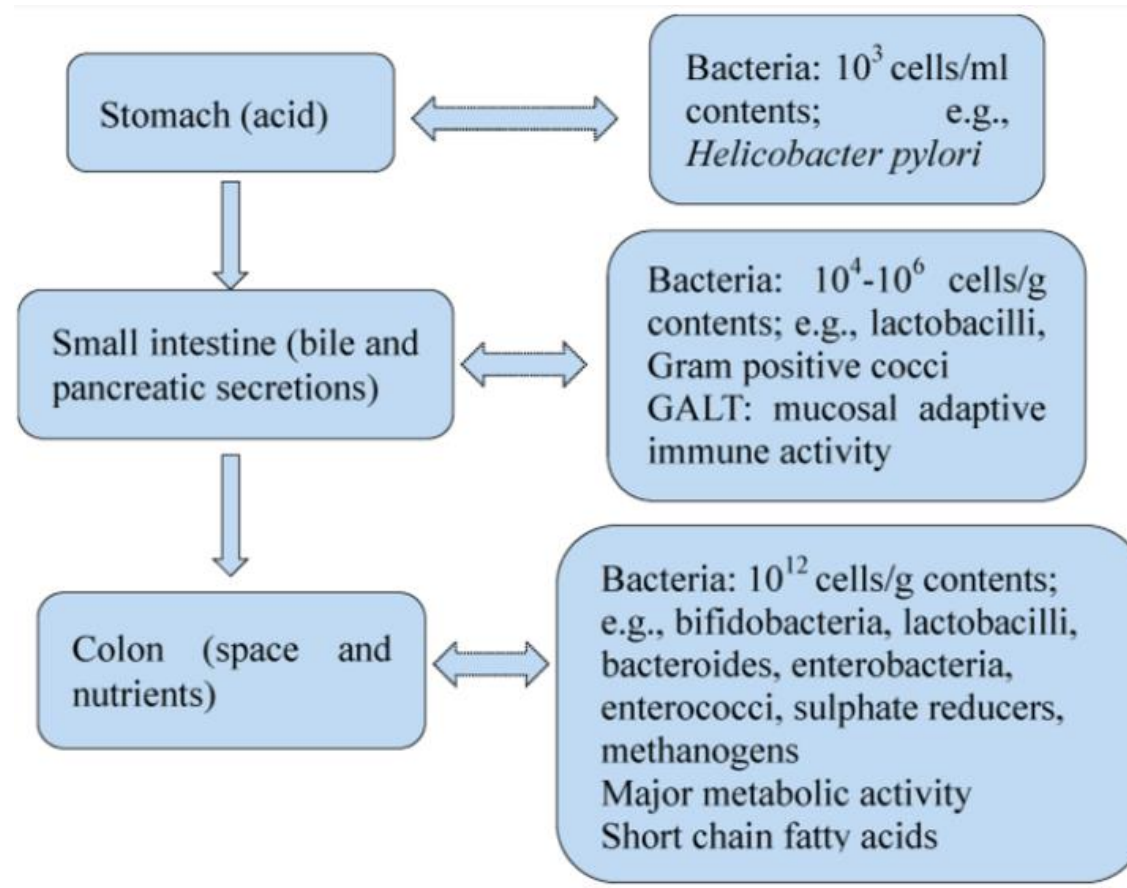
Lactobacillus. This may be the most common probiotic. It can be found in yogurt and other fermented foods.

Bifidobacterium. You can find it in some dairy products. It may help ease the symptoms of irritable bowel syndrome

Pre biotics

- Prebiotics are a source of food for your gut's healthy bacteria.
- Fructo-oligosaccharides (FOS), galacto-oligosaccharides (GOS), and trans-galacto-oligosaccharides (TOS) are the most common prebiotics
- By the provision of energy sources for gut microbiota, prebiotics are able to modulate the composition and the function of these microorganisms
- Prebiotics have its significant role in many health issues like
 - Irritable Bowel Syndrome
 - Colorectal Cancer
 - Boosting Immune System

Relation between human gut bacteria and the host



Objective of the study

To understand the consumer knowledge, use and perception towards prebiotics and probiotics.

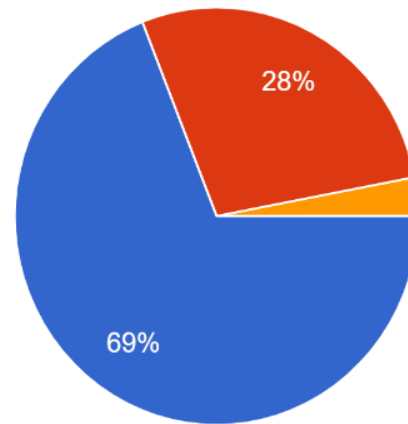
Research methodology

- Sample Design- Qualitative and Quantitative research approach will be adopted.
- Data Source: The data will be collected by both primary and secondary research methods.
- Tool: Data will be collected by questionnaires in the form of google forms
- Data Collection Method: Primary data will be collected through the responses received by the google forms and the secondary data will be collected by various sources.
- Duration: 3 months
- Sample Size: 100-120
- Study Area: Pan India

Research design

- The respondents were asked different questions in form of questionnaires through google form which would help in getting the insights about the knowledge, use and their perception towards probiotics and prebiotics.
- There were 16 different questions in the google form

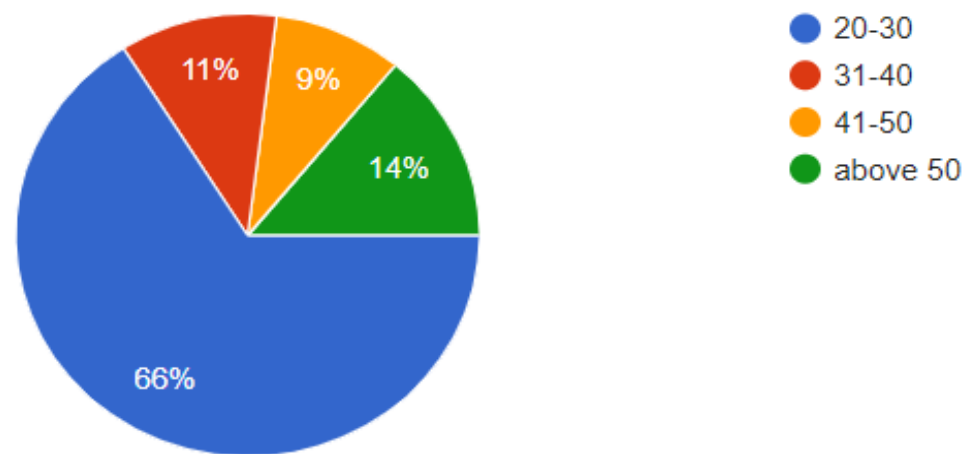
Gender
100 responses



- Male
- Female
- Prefer not to say

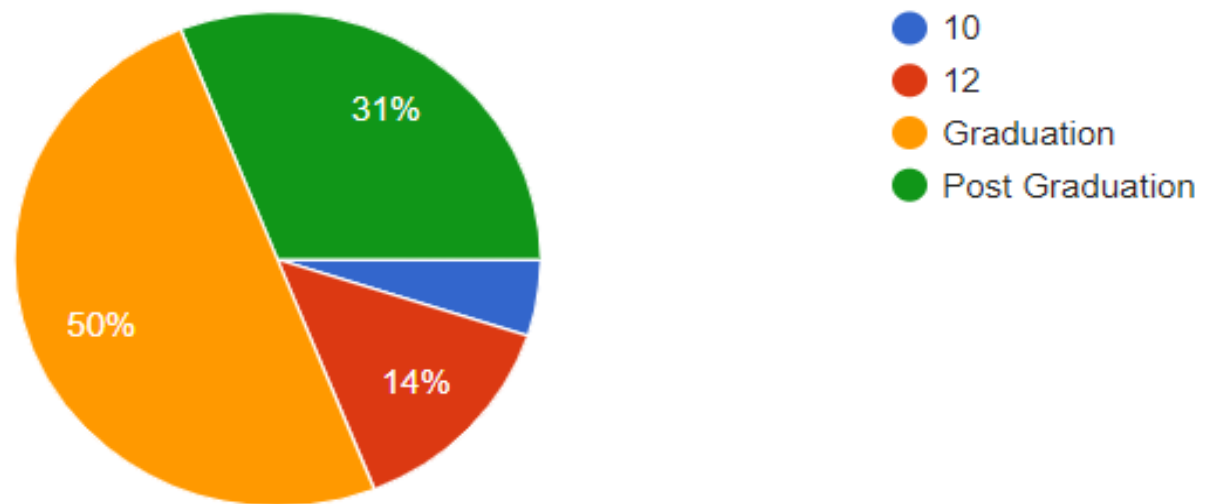
Age

100 responses



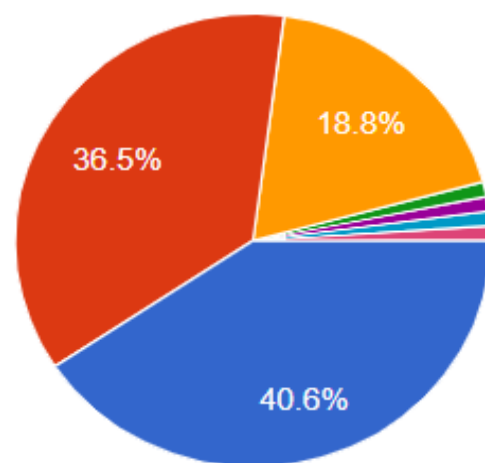
Education

100 responses



Occupation

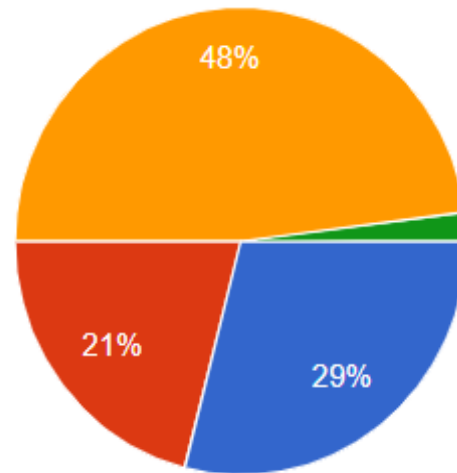
96 responses



- Student
- Employed/ Job
- Business
- Housewife
- Home maker
- home maker
- Homewife

According to you what are Probiotics

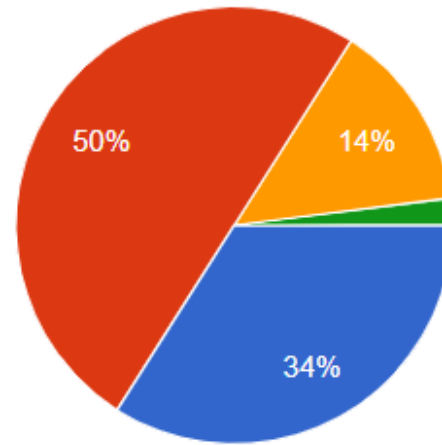
100 responses



- Probiotics are natural antibiotics
- Probiotics are fibers that help feed the good bacteria in your body
- Probiotics are live bacteria that are helpful to your health when you eat them
- Probiotics are substances that make food taste sweeter

According to you what are Prebiotics

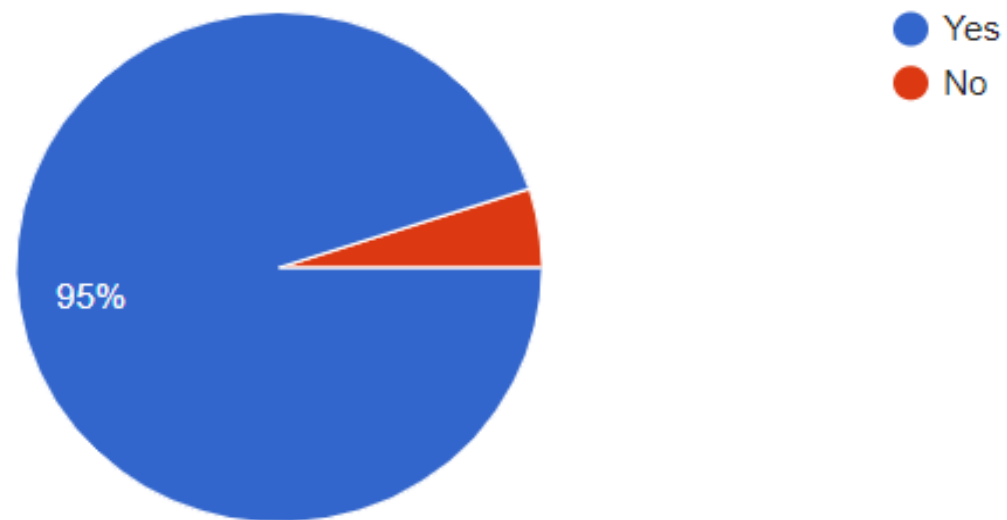
100 responses



- Prebiotics are natural antibiotics
- Prebiotics are fibers that help feed the good bacteria in your body
- Prebiotics are live bacteria that are helpful to your health when you eat them
- Prebiotics are a type of vitamin to help health

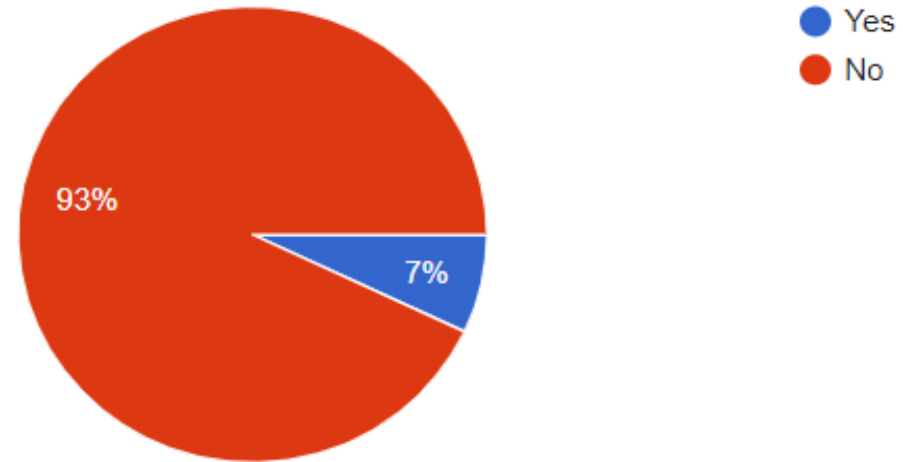
Do you believe probiotics are beneficial for health?

100 responses



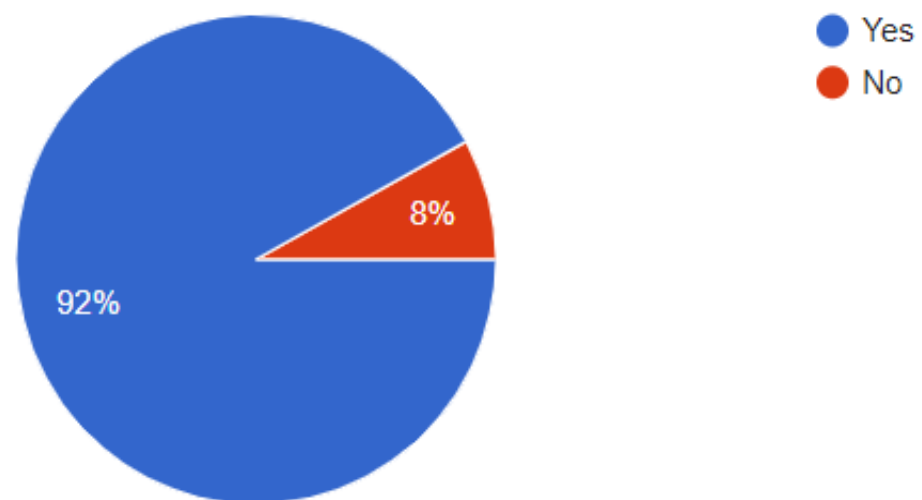
Do you think that probiotics are harmful for health?

100 responses



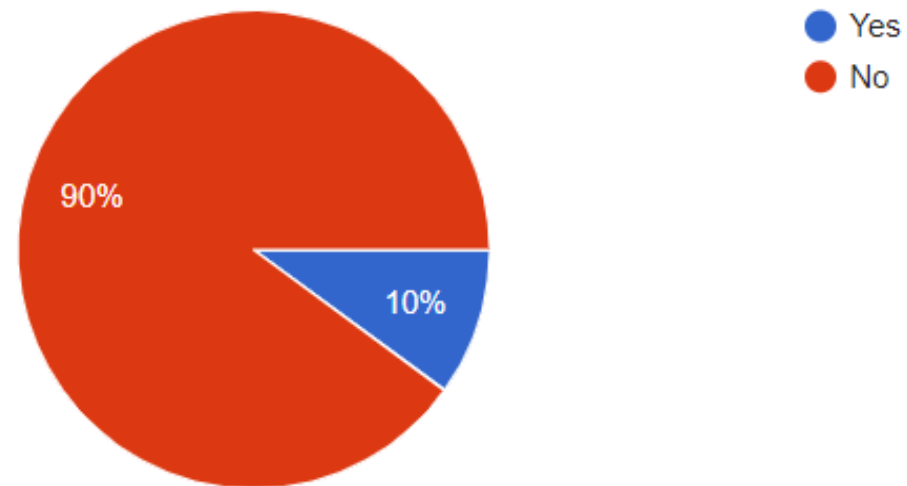
Do you believe prebiotics are beneficial for health?

100 responses



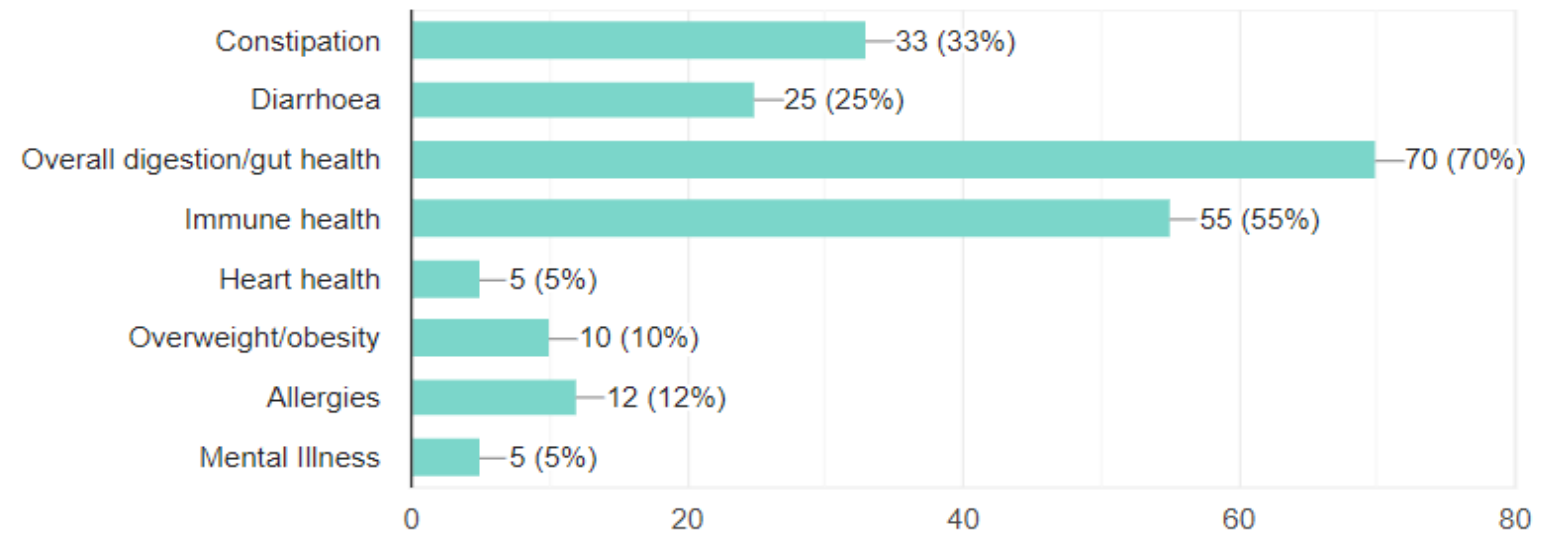
Do you think that prebiotics are harmful for health?

100 responses



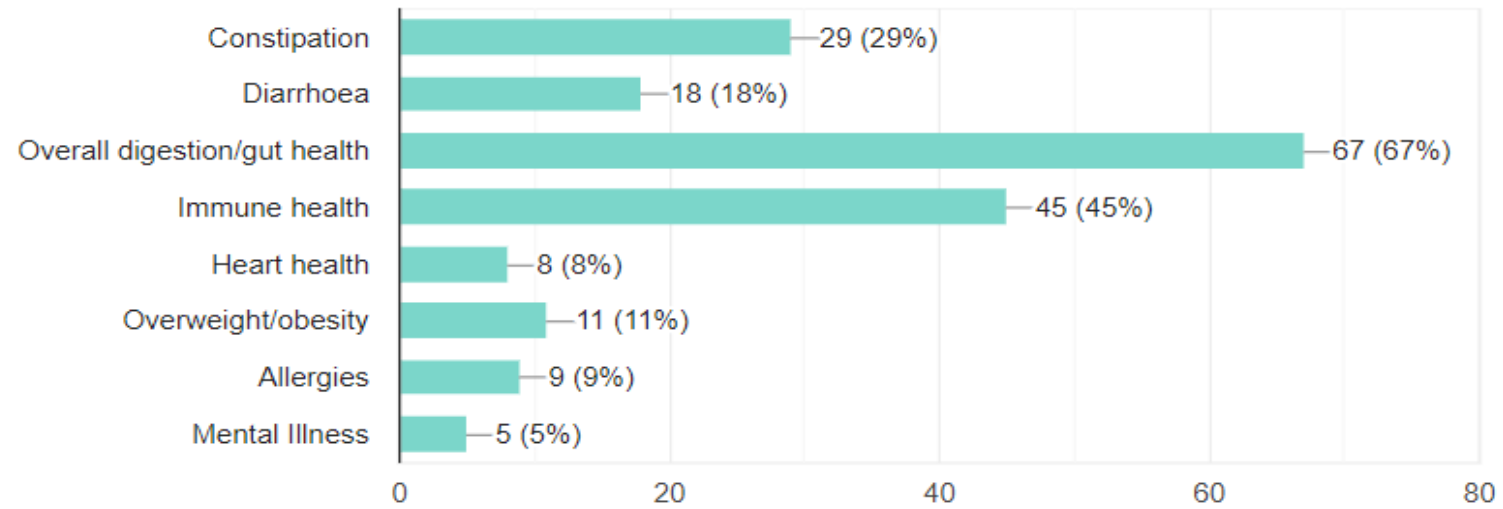
Which conditions you believe probiotics are most beneficial for

100 responses



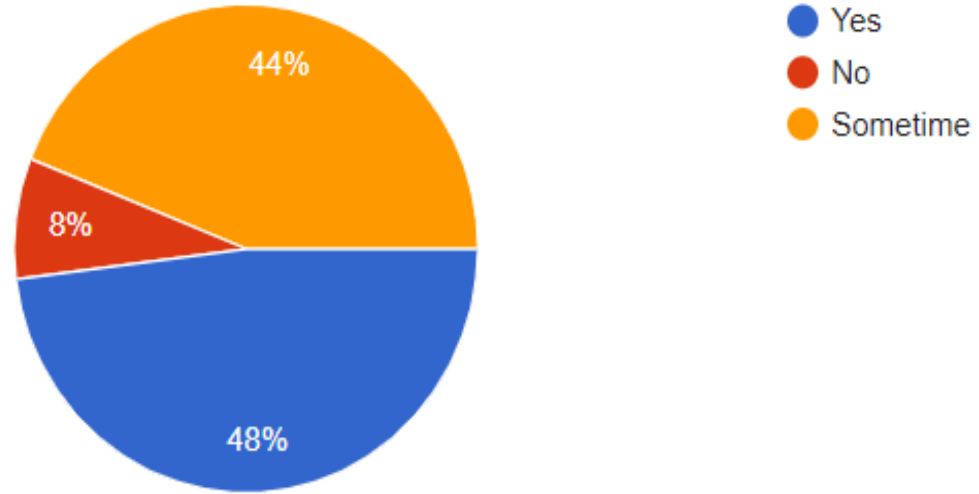
Which conditions you believe prebiotics are most beneficial for

100 responses



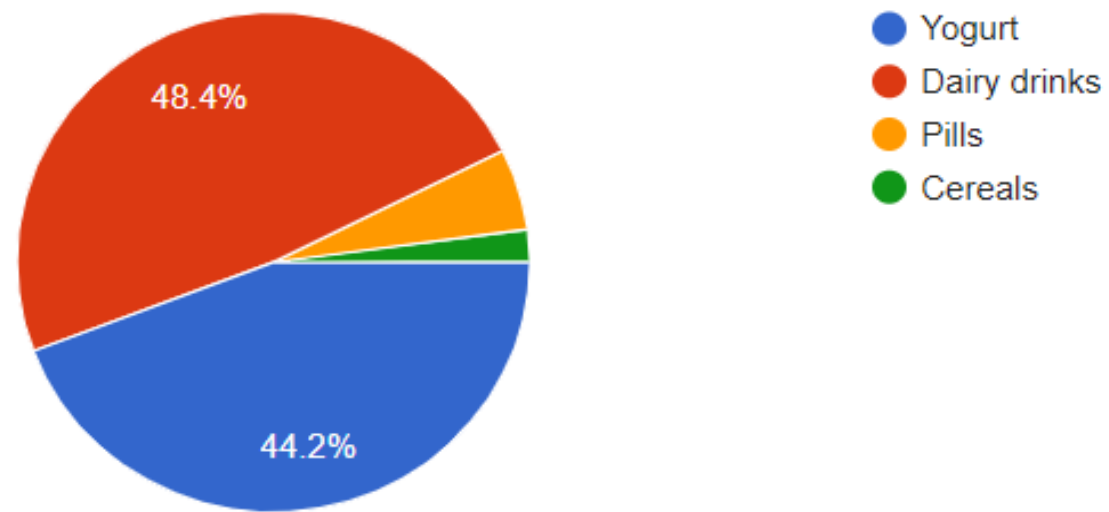
Do you include prebiotics or probiotic in your diet

100 responses

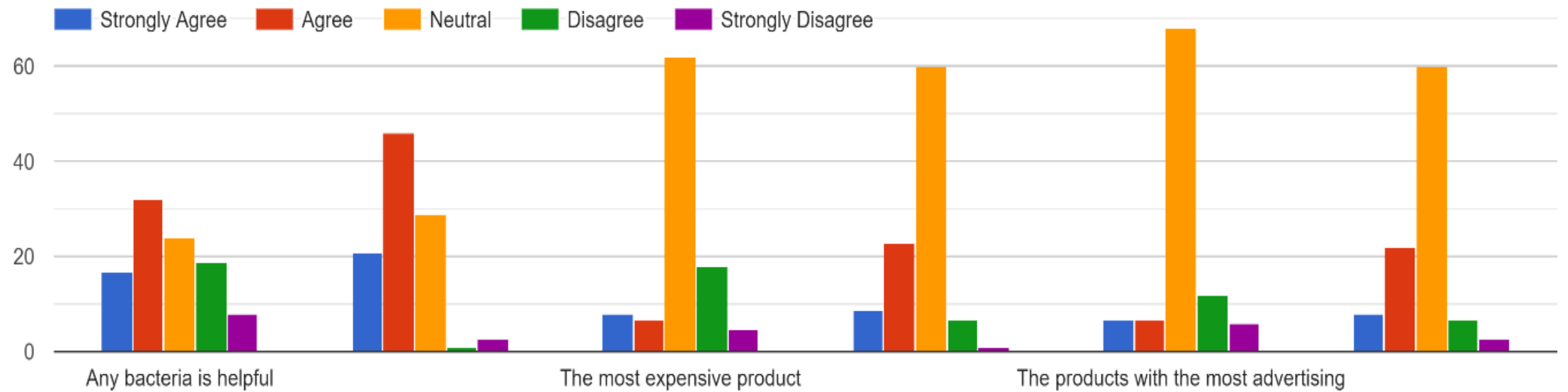


If yes then in which form do you prefer consuming probiotics

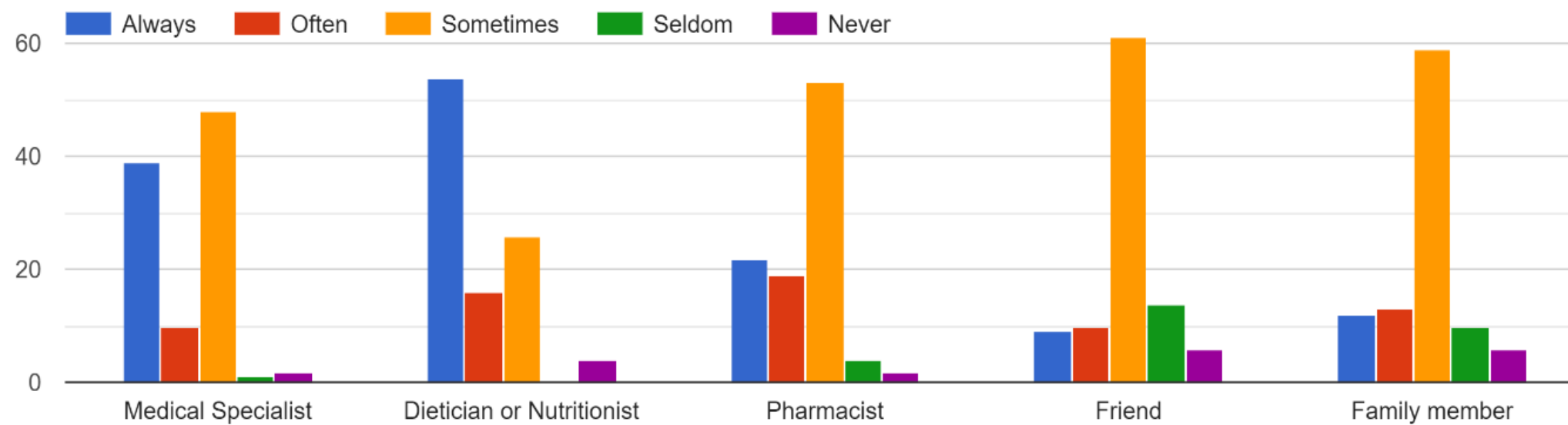
95 responses



How would you select which probiotic to consume?

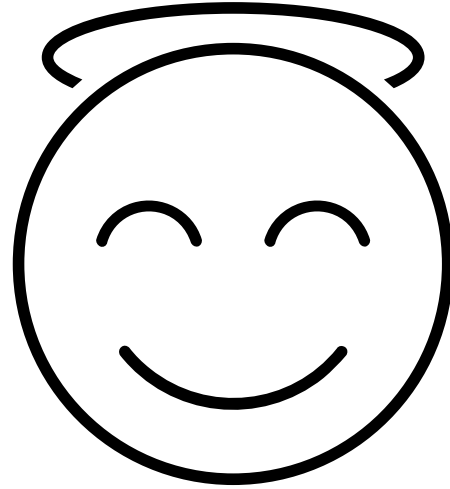


Would you use probiotics if they were recommended by a



CONCLUSION

- People knew about probiotics and prebiotics
- They couldn't completely differentiate between them
- Most people don't include them in their diet
- Those who does prefer dairy drinks or yogurt instead of pills
- Participants didn't had a clear idea of selection criteria
- They prefer recommendations by dietician or nutritionist.



Thank you

