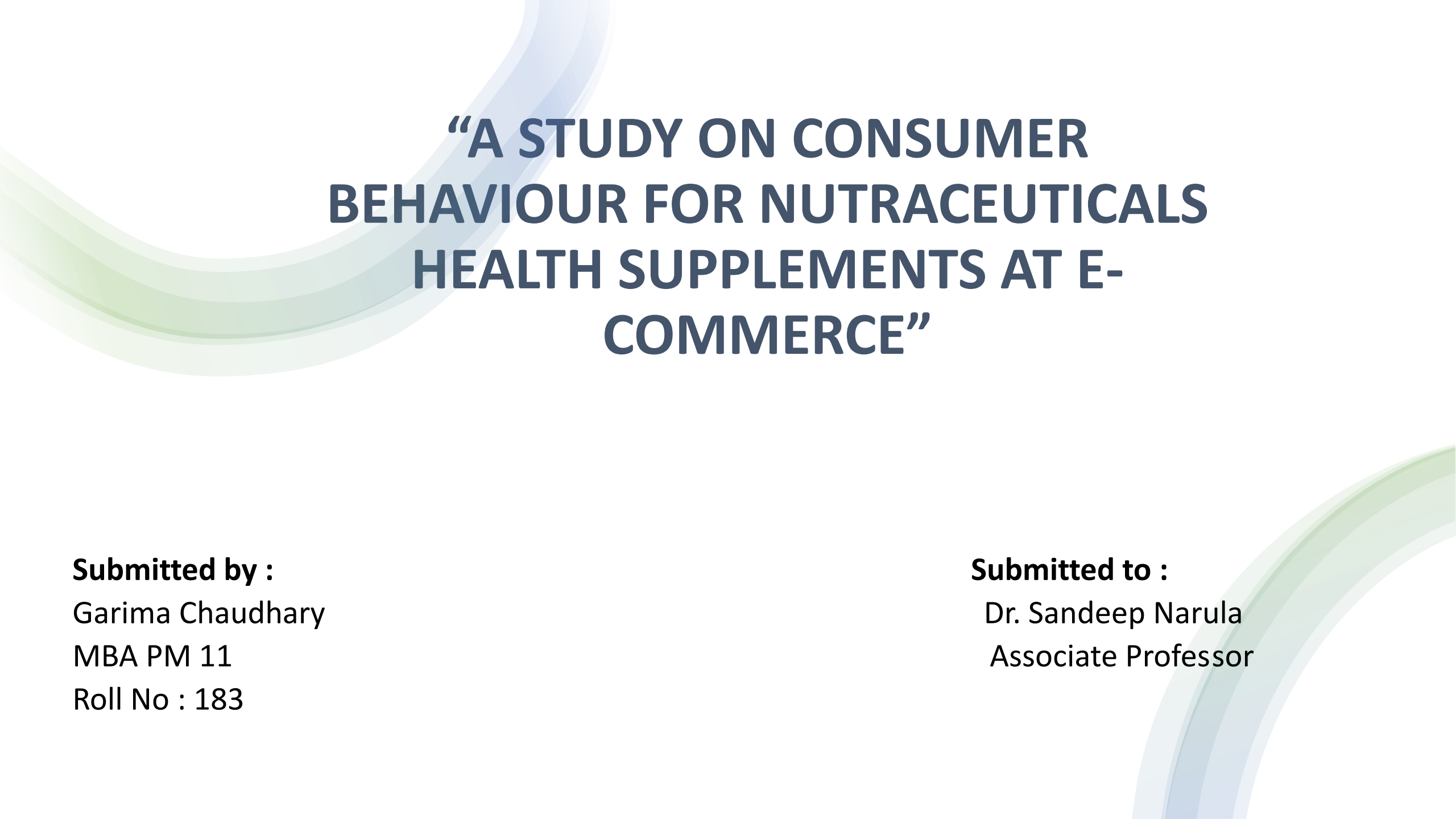




“A STUDY ON CONSUMER BEHAVIOUR FOR NUTRACEUTICALS HEALTH SUPPLEMENTS AT E- COMMERCE”

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INTRODUCTION

- Nutraceuticals, an extensive term that encompasses a vast range of products originated from food sources that provides additional health benefits beyond the basic nutritional value found in foods. They have many advantages, new applications for them are being discovered on a daily basis in a variety of biochemical processes, consisting of antioxidants defenses, proliferation, gene expression, and mitochondrial integrity protection are all factors to consider.
- By 2023, India's nutraceutical business is predicted to hold for at least 3.5 percent of the international market.
- Types of Nutraceuticals: Tablets, Capsules, Soft gel, Chewable, Powders,
- E-Commerce



OBJECTIVE OF RESEARCH:

To understand the consumer behavior for nutraceutical health supplements at-ECommerce platform.

RESEARCH METHODOLOGY:

Type of research: Descriptive study
Data collection method: Data will be collected from google doc online questionnaire contains 12 set of open and closed ended questions & post data collection will be analyzed with the help of Microsoft excel.

Data source: Primary data.

Tool of Data Collection: Mixed standard Questionnaire

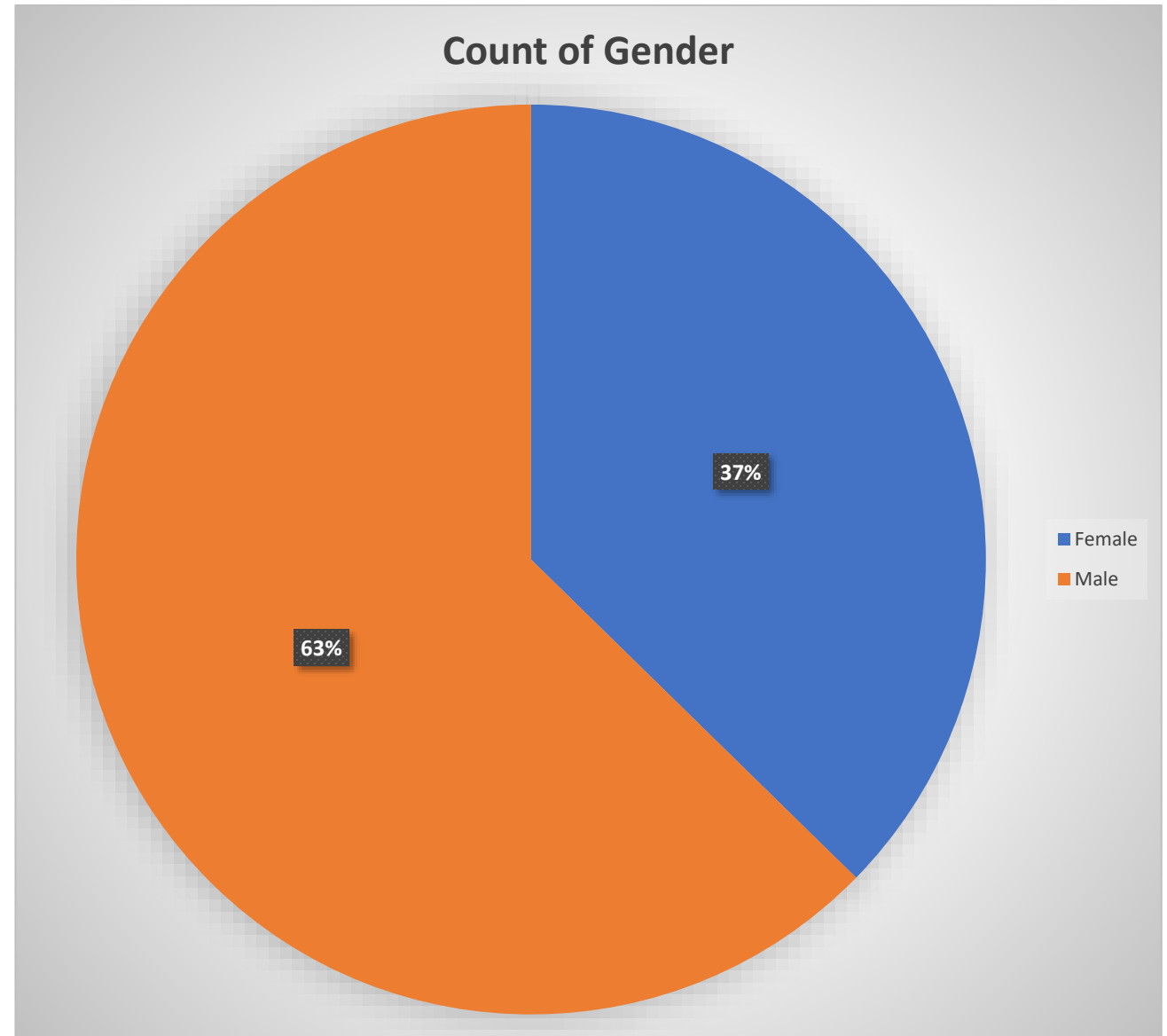
Subject: Inclusion criteria: People above age of 20 years, who uses smart phone.

Sample size: 218

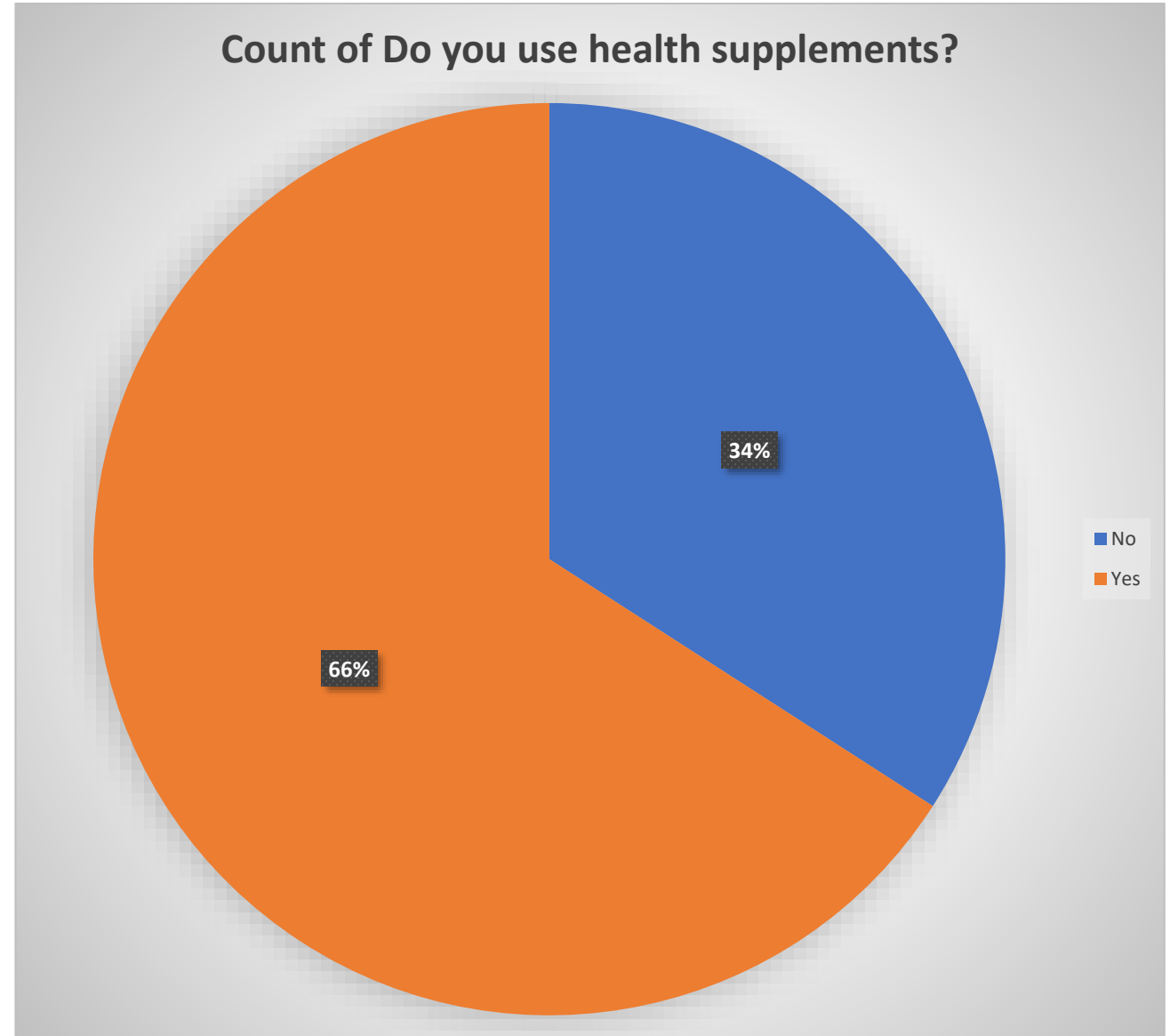
Duration: 3 months

Study outcome: This study will help to understand the buying behavior of consumer for nutraceutical health supplement using online platform/ website.

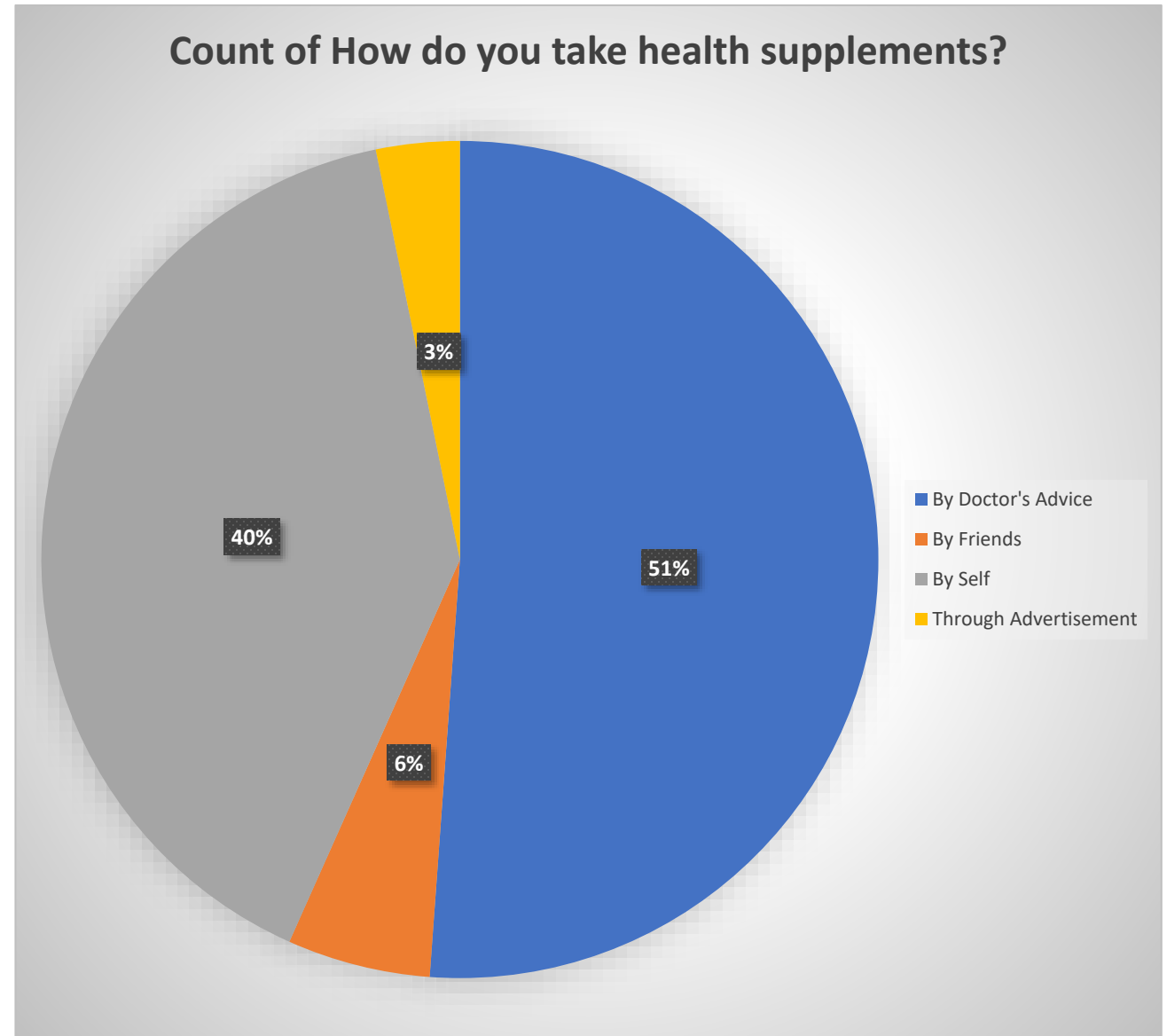
- It is observed that more no. males intake nutraceuticals health supplements in comparison to females. Males use it 63% & females use 37%.



- 66% people consume health supplements and 34% do not use.
- Nutraceuticals have sparked a lot of attention in recent years because of the possible health benefits they can provide in terms of nutrition, both in terms of safety and therapeutic potential
- Dietary supplements can help to enhance health, reduce the risk of disease, slow down the ageing process and thus extend life expectancy, or just keep the body active and healthy.
- These foods are thought to be effective in preventing life-threatening conditions such as diabetes, kidney and gastrointestinal problems, as well as a range of infections.
- A vast spectrum of nutraceuticals has been shown to have significant effects on immune function and disease susceptibility.
- Nutraceuticals can be used to manage allergies, Alzheimer's disease, CVD's, oncology disease, eye diseases, Parkinson's disease, and obesity and many more.



- It is observed that people are aware about the health and intake it by the advice of doctor. Since supplements are used so as to fulfil their body's demand keeping in mind of the RDA% because excess or underuse of anything may impact our health.
- 51% refer the doctor before taking health supplements.
- 40% people self-medicate themselves as there are so many online platforms available with multiple brands.
- 6% people go by their friend's advice as it may have benefited them.
- 3% people consider the advertisements at point of attraction for the purchase behaviour.



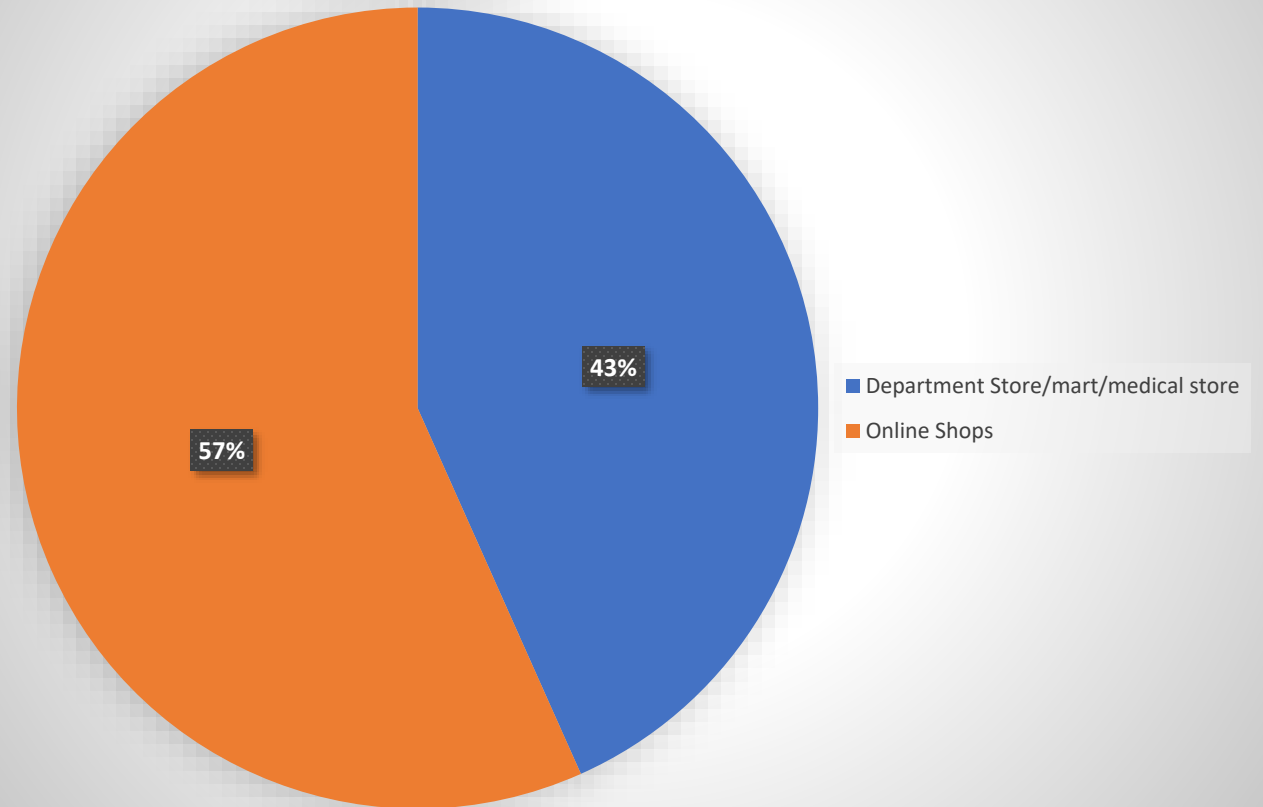
- Even though the struggle between offline and online pharmacists has heated up, there has been a significant shift in customer behaviour.

- In today's scenario there are “N” number of options and brands available in the market. 57% people opt online shops or E-Commerce platforms to make their purchase of nutraceutical health supplements.

- It is convenient for them as it saves time, making payment is easy and can track their orders. 43% people make their purchase offline. Be it from a departmental store or a mart or a medical store.

- Few people are still scared they may get fake drugs or misbranded or expired products. They have easy returns policy.

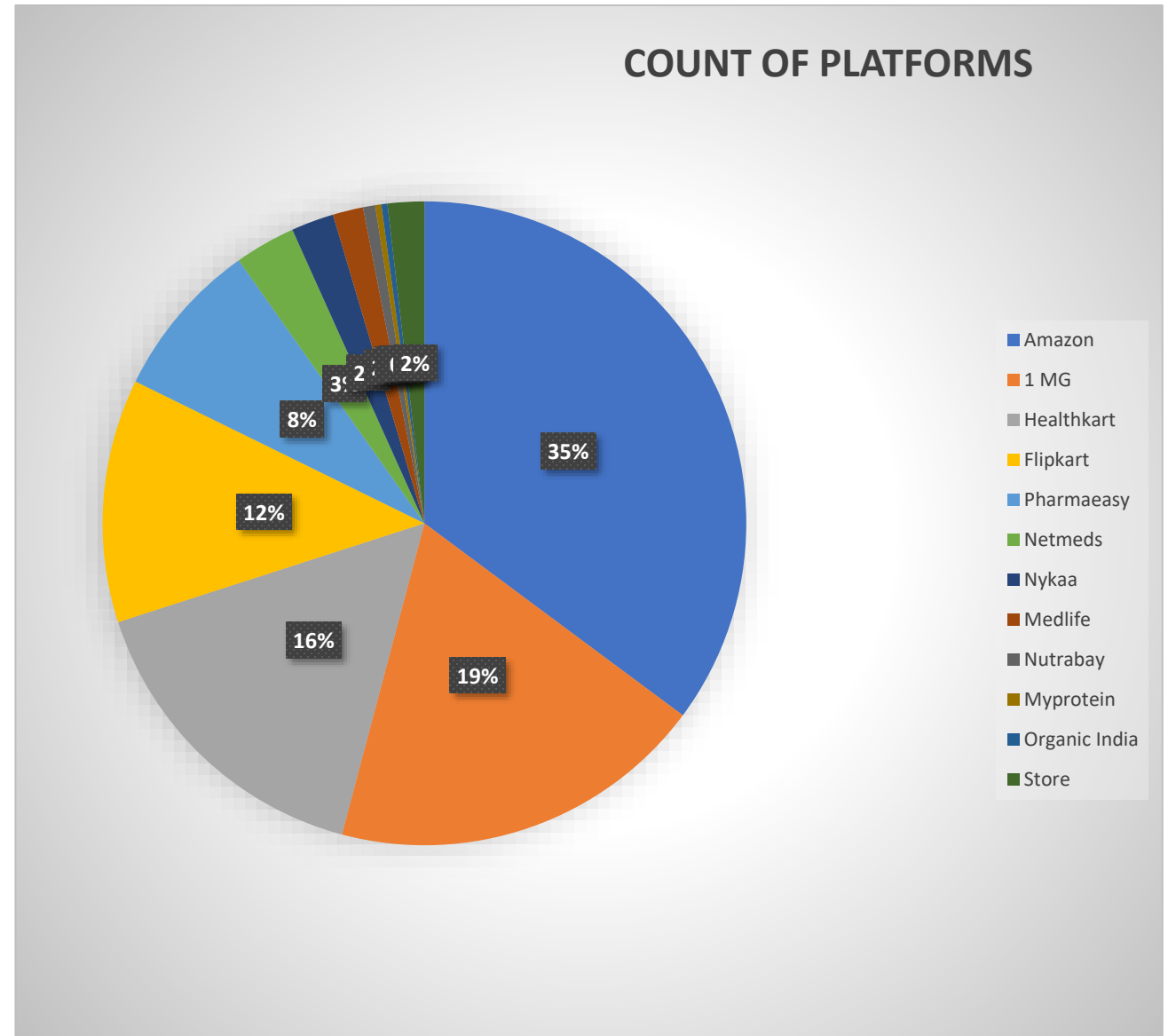
Count ofWhere do you like to get health supplements?



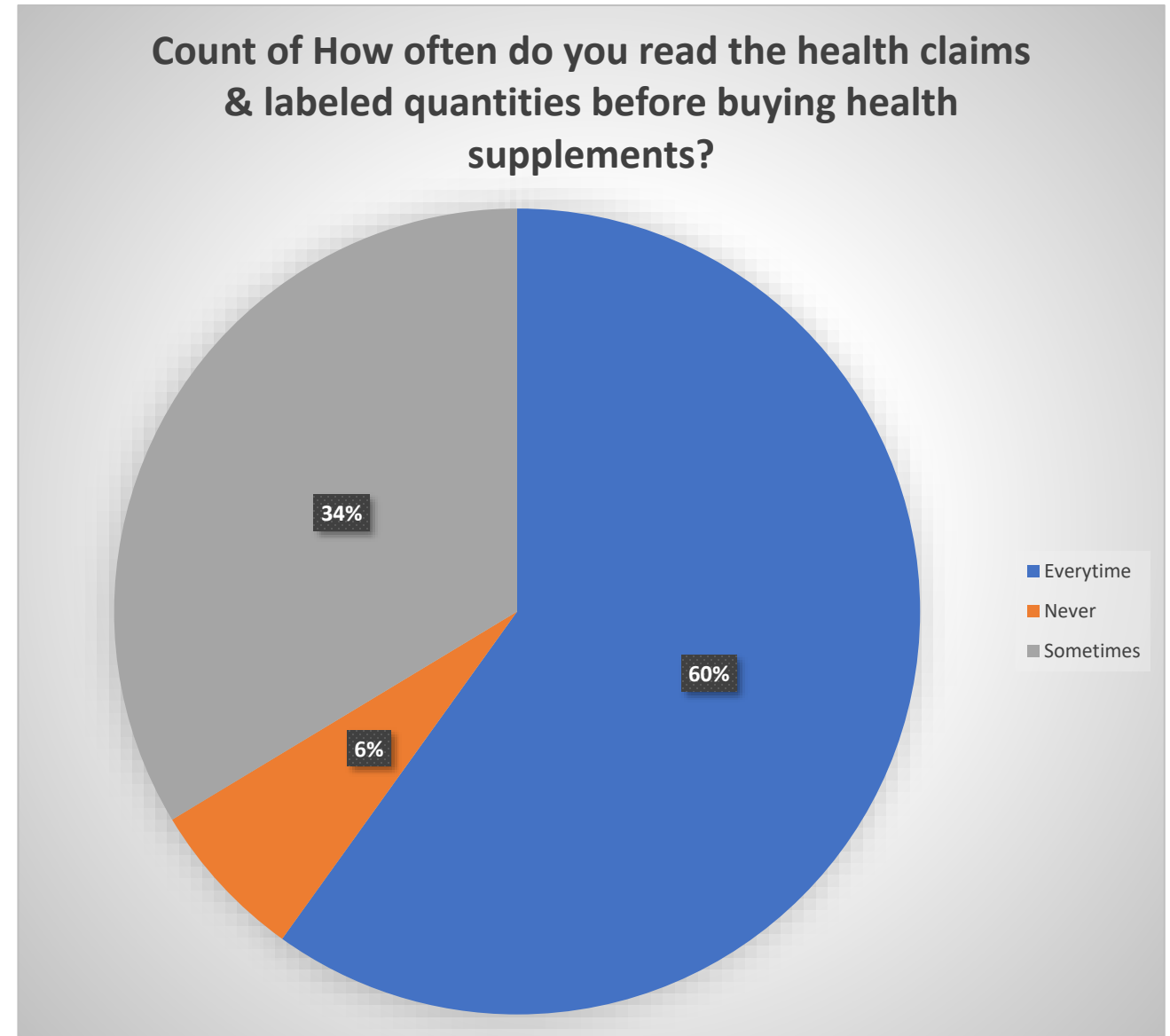
- As more % of people prefer online platforms, 53% people buy online as they feel that Ease of availability online with multiple options & reviews & saves time.
- 34% people feel Ease of availability offline with suggestions from the pharmacist as they are familiar with them and can ask them without any sort of hesitation. Also, there are people who are not tech savvy, so they prefer to buy offline.
- Some people also responded that the stores are nearby their place so they can visit by themselves and make purchase.
- 5% people make online purchase as they are attracted to online discounts and cashback.
- 3% people make offline purchase as they are attracted to discounts and familiarity with the pharmacist.
- 5% people make purchase Online & Offline both.



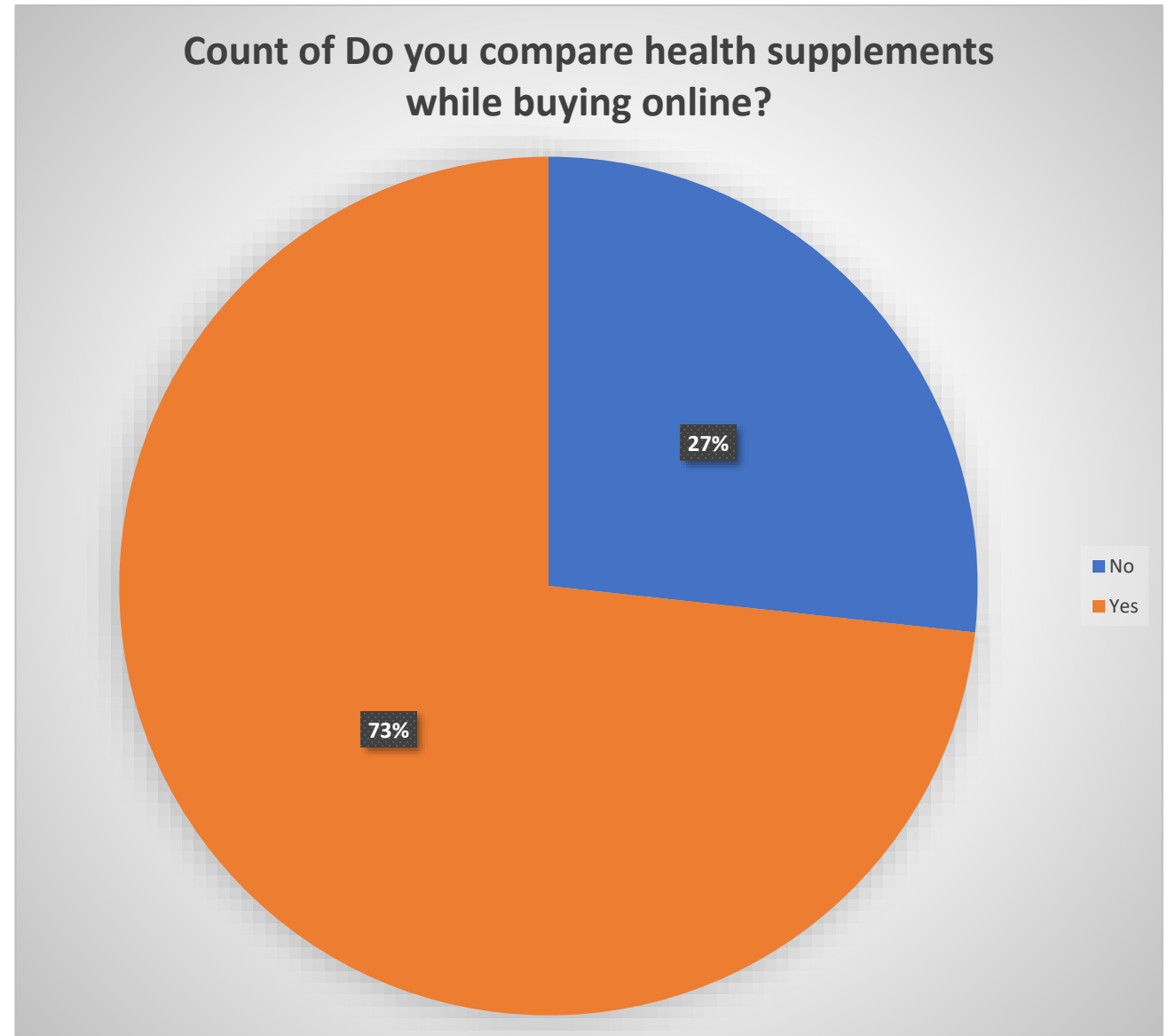
- E-Commerce platforms have developed and grown over time.
- People believe their time would be saved if they make online purchase. Also, they get multiple brands available, and can see their substitutes easily.
- People can make price comparisons and read the review of people to get better idea about the product.
- E-Commerce platforms mostly used by people are:
 - Amazon (35%), 1 MG (19%), Healthkart (16%), Flipkart (12%), Netmeds (10%), Nykaa (7%), Medlife (5%), Nutrabay (2%), Myprotein (1%), Organic India (1%), Store (1%).



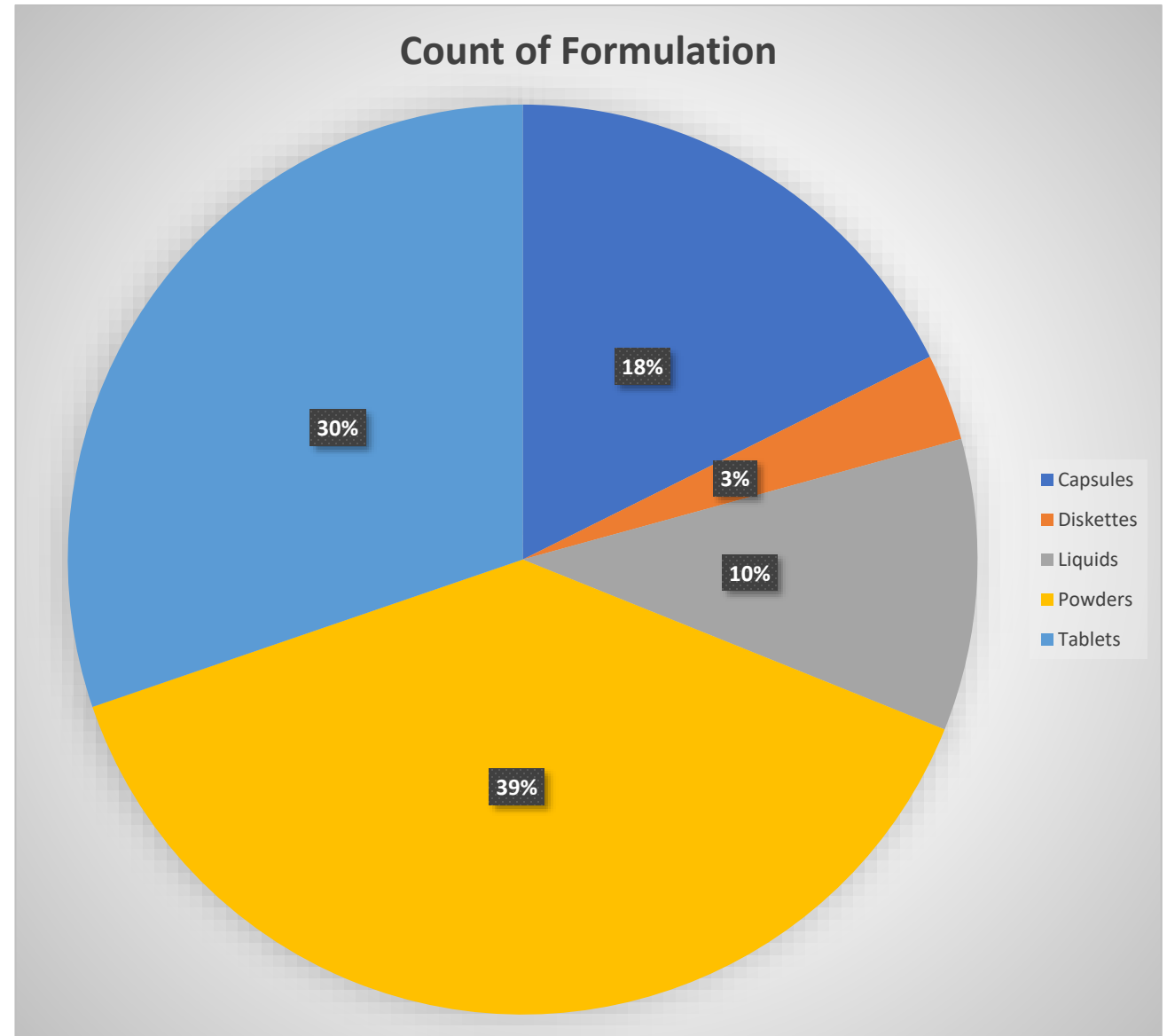
- Any nutrient supplied to a product must not exceed a certain amount, the Indian Council Of Medical Research's recommended daily allowance (RDA).
- If a nutritional claim is made on a food product that falls under the category of health supplements, At least 15% of the RDA must be met in terms of nutrient content.
- For greater nutrient claims, the nutritional content must be at least 30% of the RDA.
- All labels must include the following information: the intended use, the intended consumer, the ailment being treated, the suggested duration of use, as well as clear usage directions and precautions.
- People are extremely vigilant today by the rules and awareness.
- Therefore 60% people read the health claims & labeled quantities every time before buying health supplements.



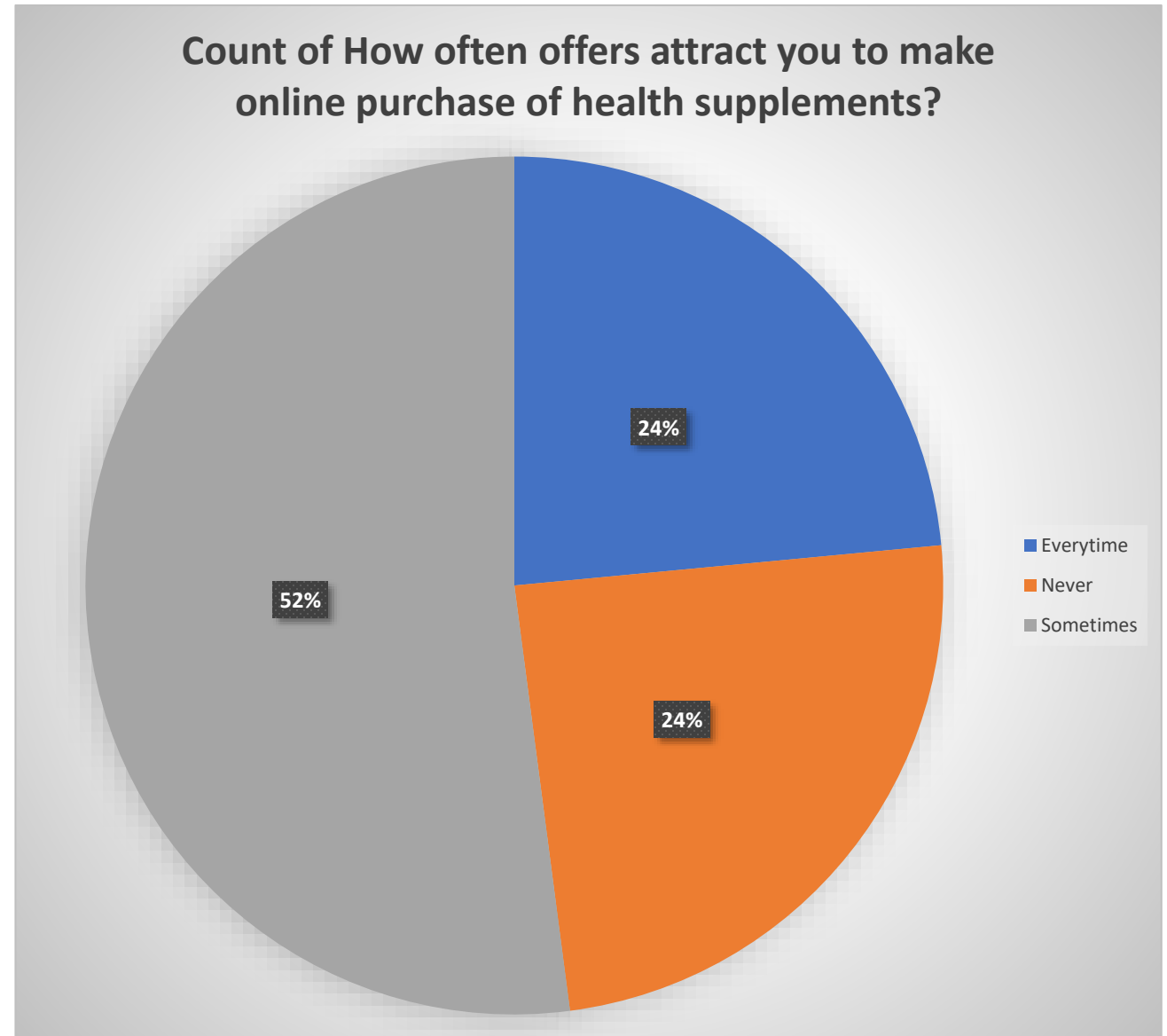
- The active components, the amount per serving (dose), and other substances, such as fillers, binders, and flavourings, are all listed on the Supplement Facts label for products sold as dietary supplements.
- The serving size is suggested by the manufacturer, but the healthcare professional may determine that a different amount is more suited.
- Various supplements contain active ingredients that can have significant physiological effects.
- Therefore 73% people compare health supplements while buying online.
- Consumers may search a With ease, search a huge product and service database They can compare strengths per day servings and dosages, as well as actual cost. Also, they may get different % discount on multiple platforms.



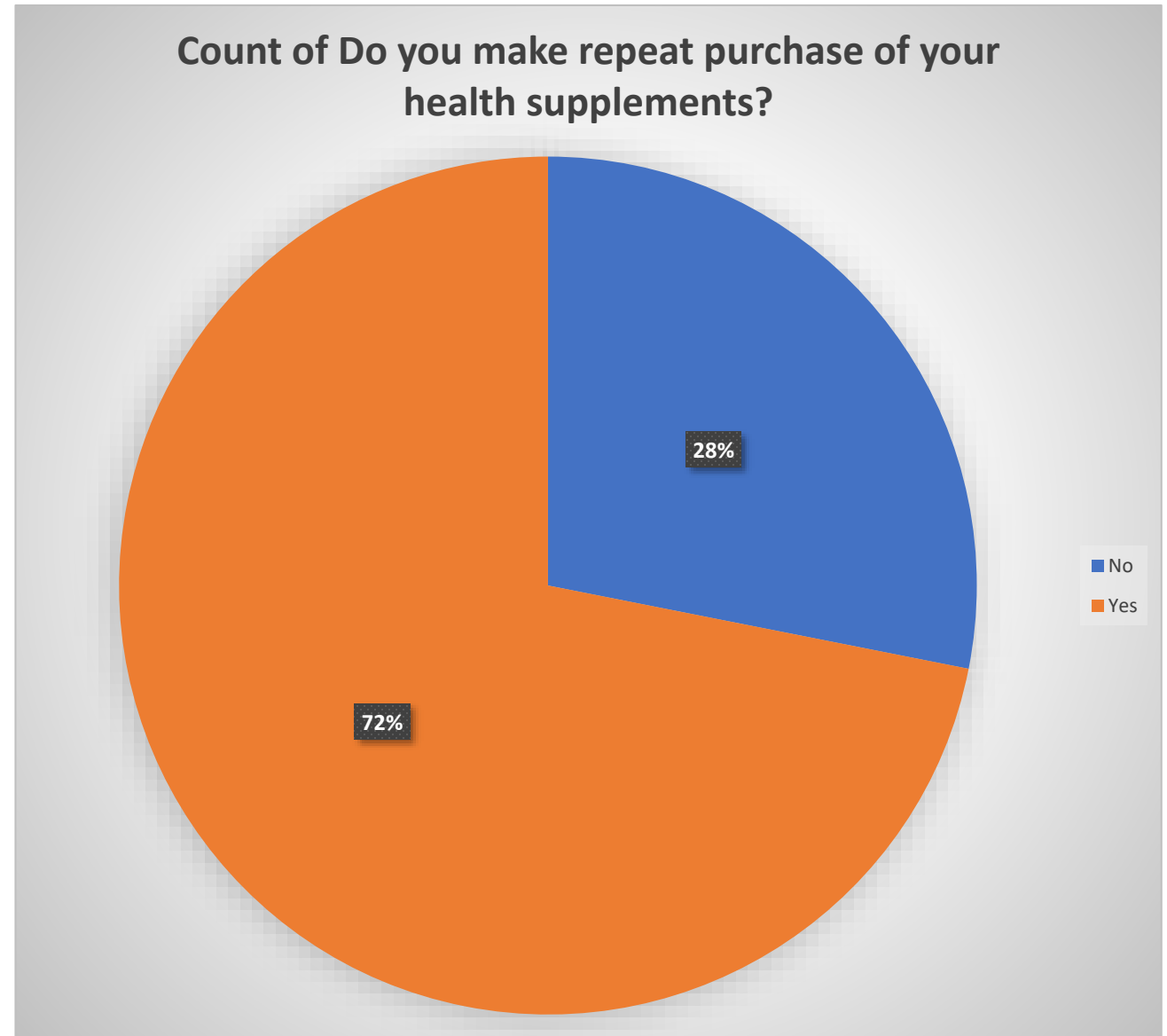
- Tablets, Capsules, Soft-Gels, Liquids, Chewables & Powders are among the supplements available on the market.
- If consumers are well-informed, They can choose supplements think is best for their health instead of just commodity kind or appealing advertising and packing. Maximum no. of people, prefer to purchase powders (39%) be it protein powders, mass gainers, meal replacement, fat burners, collagen powders, green powders, spirulina powders etc. 30% people prefer tablets as it is easy to intake.
- Tablets have a longer shelf life and are available in a range of shapes and sizes. In comparison to capsules, they can also hold a higher dose of an active component.
- The natural coating on a tablet can help it dissolve faster. 18% people prefer capsules, since it works best for the individual constituent, whether it's gelatin, vegetarian, or another polymer mix.
- It helps to maximise efficacy by optimizing delivery. It's also offers to the strictest purity, traceability, and raw material integrity criteria.
- Capsules have a variety of innovative technologies that are worth considering while looking for the perfect complement.
- 10% people prefer Liquids over any other dosage form. It is due to the ease of liquid medications as they are easier to swallow than tablets and capsules.
- Diskettes: If diskettes are named, the 1st name that pops up is Threptin. It is the most preferred brand in diskettes.



- 52% people get attracted sometimes to make online purchase of their health supplements.
- Discounts have a limited influence on a restricted audience. It is simply to shape campaigns in order to promote sales and customer involvement.
- Whereas 24% people believe that they are attracted by offers/discounts no matter they are small or big.
- They feel they save money and discounts also have an effect on how consumers interact with products and brand.
- Also, people receive points with every order placed by them to grab more offers in the next purchase.
- On the contrary, 24% people believe that discounts create a sense of urgency to buy, which keeps consumers from looking for other high-quality products that they can't afford to give that up.



- 72% people make repeat purchase of health supplements.
- There is unlimited pool of potential customers and expanded budget for their health and maintenance of their body to acquire their desired products.
- The consumer's budgets are expanding overtime. That's how brand loyalty is expressed by customers too.
- Since customer behaviour reflects marketplace activity & repeat purchases, commodities and supplies.
- Portals and other online tools have greatly reduced programme expenses by allowing announcements, press releases, and information to be distributed almost quickly. Processes that used to take days now take minutes or communicating a back order. Therefore, there is high repeat purchase rate among the people.



CONCLUSION & RESULT



The online nutrition business is prospering, thanks to the rise of the e-commerce and nutraceutical industries.

Because the younger generation has higher online penetration rates, some nutraceutical areas, such as sports nutrition, are rising quicker than others.

The Internet's influence extends beyond Marketplaces and e-commerce.

The effect on company procedures would be long-lasting.

It's critical to think about e-business from a corporate strategy standpoint.

With a growing population seeking to improve their fitness, there appears to be an unparalleled increase in demand for nutritional supplements to assist these individuals in achieving their goals.

Customers are scattered across the country, with tier 4 towns accounting for 30% of sales.

Having said that, technology is playing a significant role in the evolution of India's nutritional healthcare sector.

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THANK YOU !