

STUDY ON CONSUMERS KNOWLEDGE ABOUT THE USE OF NUTRACEUTICALS

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Content

- ▶ *Abstract*
- ▶ *Introduction*
- ▶ *Objective*
- ▶ *Research Methodology*
- ▶ *Data Interpretation*
- ▶ *Conclusion*
- ▶ *Recommendation*
- ▶ *Result*

Abstract

- ▶ *The goal of this study was to find out how much patients knew about the use of nutraceuticals. 200 patients will receive a self-administered questionnaire.*
- ▶ *Every aspect of nutraceuticals, such as its use, communication to patients, positive and negative consequences, and the patient's awareness of nutraceuticals, is covered in the questionnaire.*
- ▶ *Because people's behavior is shifting from curative to preventive, nutraceuticals have become an essential aspect of the pharmaceutical and nutritional industries. The global market for nutraceuticals is growing at a breakneck pace. It is due to the increased use of natural products in various diseases, such as cancer chemotherapy, liver and autoimmune diseases, However, there are various challenges with the usage of nutraceuticals in developing nations such as India, including patient education of nutraceuticals and physician counselling.*

Study Objective

Objectives of Study :

The objectives of the study includes investigation of following parameters

- ▶ *To assess the baseline level of awareness of functional foods and nutraceuticals among the Consumers*
- ▶ *Impact on health while the use of nutraceuticals*

Methodology

- ▶ **Study design:** Consumer knowledge of the use of nutraceuticals in major Indian cities was determined using a cross-sectional survey approach.
- ▶ **Research population:** The data is collected from all cities . The people of these cities were used for the aim of this study, which looked into consumer awareness. A limited number of persons were addressed in our study.
- ▶ **Study tool:** For the purpose of study a pre-designed questionnaire was prepared and used to get the data regarding the use of nutraceuticals from patient.
- ▶ **Study Sample :** The size of this study was 200 patients using nutraceuticals
- ▶ **Type of research:** Primary & Secondary Research
- ▶ **Data Collection:** Secondary data has been collected from journals, PubMed, research articles and reference books.
- ▶ **Duration – 3 months**

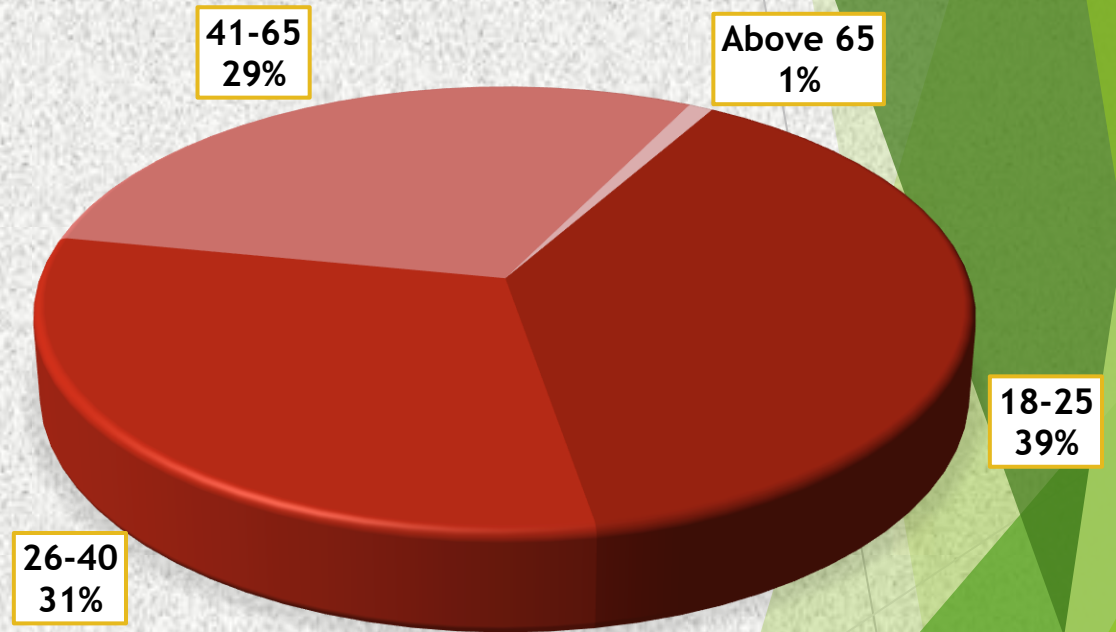
Data Interpretation

Age

Interpretation :

We collected data from different cities in India for our project Assessment of patient and health care professional awareness about the usage of nutraceuticals.

Different groups of people were selected among which 39% are teenager, 60% are adults and 1% are elders

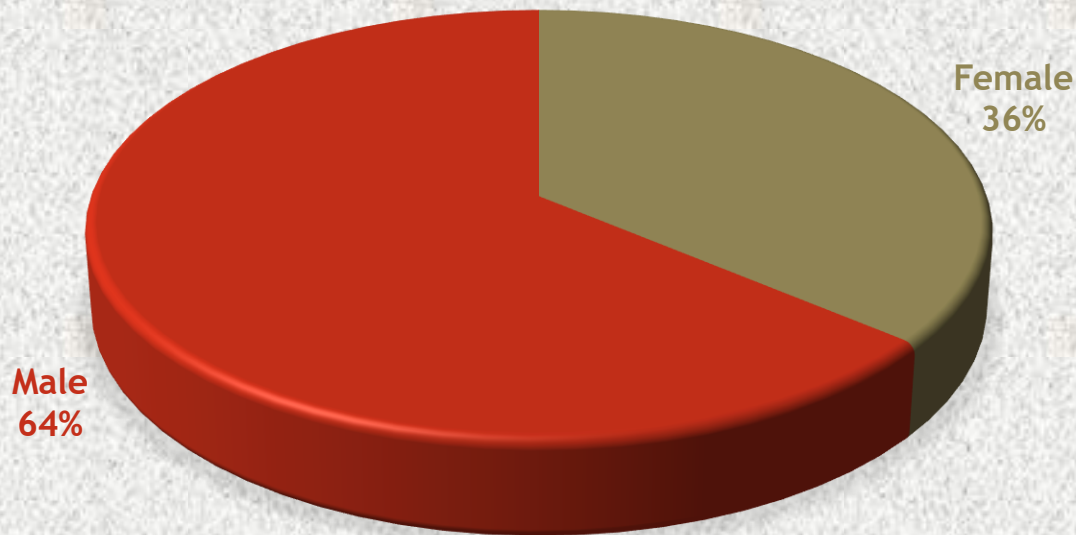


Gender

Interpretation :

We collected data from different cities in India for our project Assessment of patient and health care professional awareness about the usage of nutraceuticals.

The data we collected comprises 64% males and 36% females.

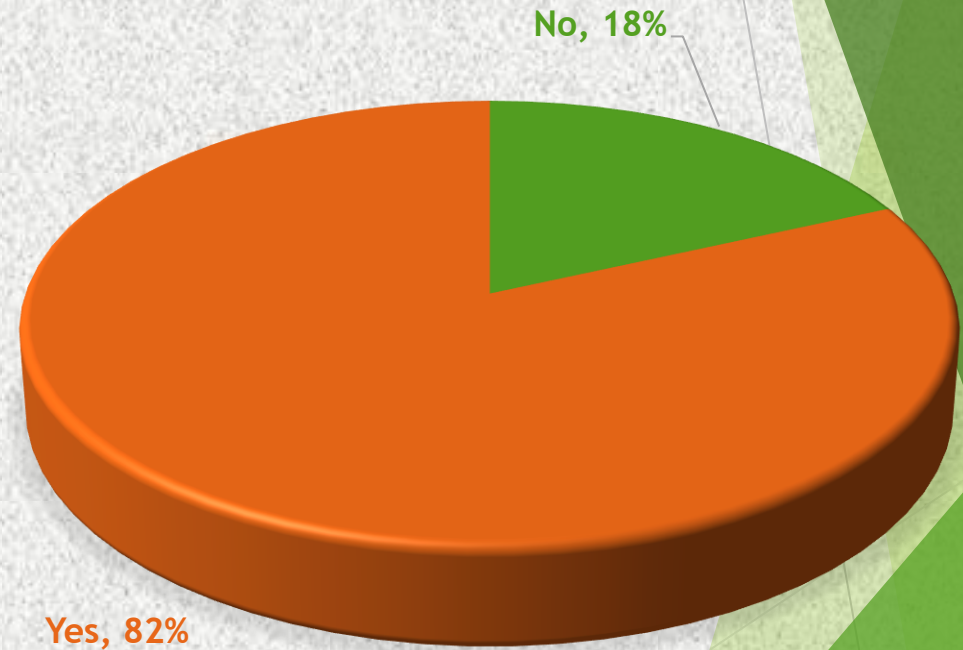


Have you used any Nutraceutical Supplement Before?

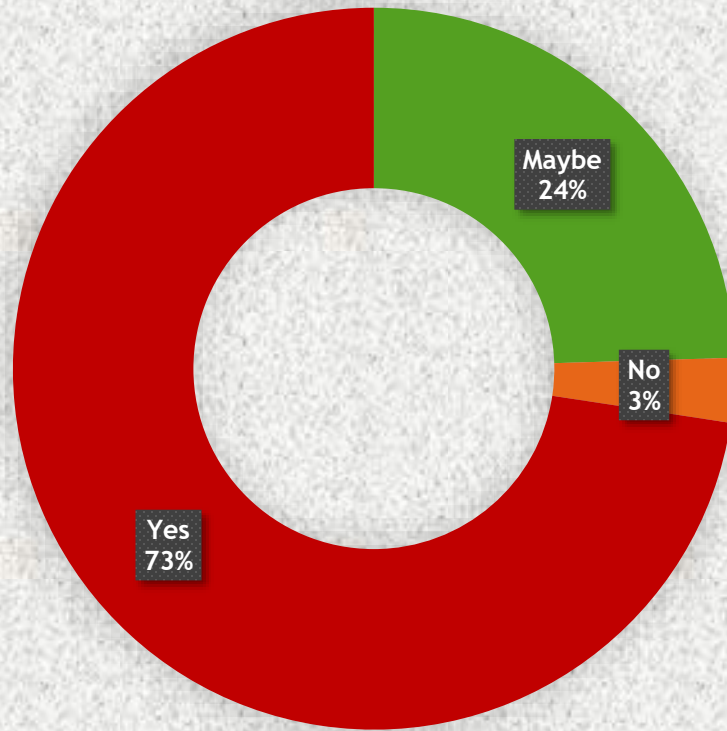
Interpretation :

In the above figure question was among the 200 individual that have they ever tried or used Health Supplement / Nutraceutical Supplement and from the study

we got to know that 82% of them have tried nutraceutical products whereas 18% of individual have never tried .



Do you think that Nutraceutical are good for your health?



Interpretation :

We collected data from different cities in India for our project Assessment of patient and health care professional awareness about the usage of nutraceuticals.

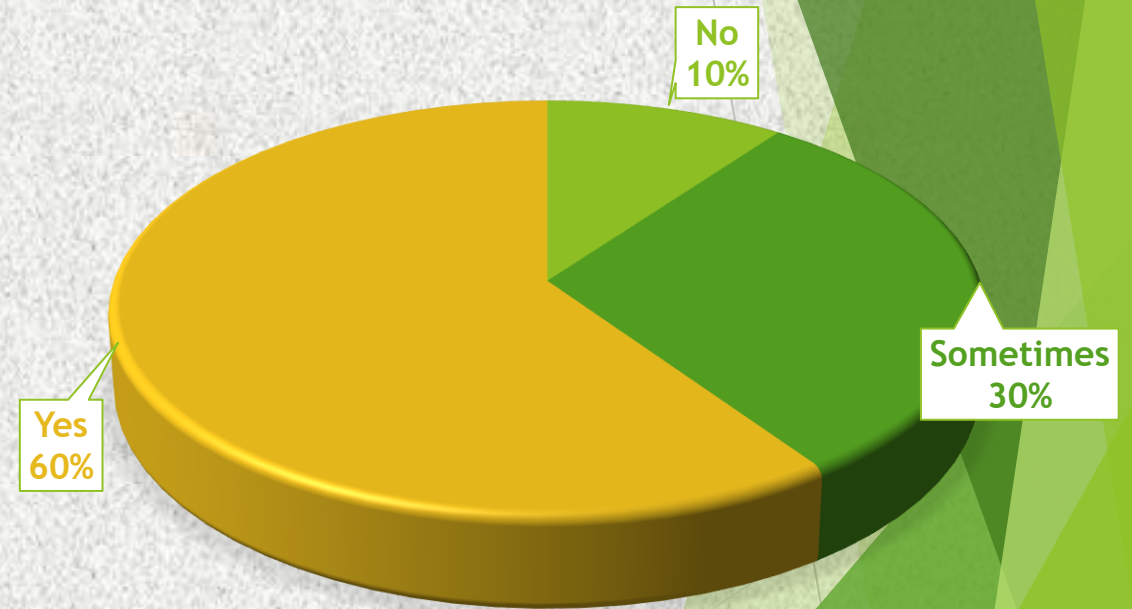
Among all customers 73% Think that nutraceutical are good while 24% said maybe because they are aware about what nutraceuticals are and may be heard from friends or Relatives and 3 % Said no they are not good

Do you take recommendations of Physician while using Nutraceuticals?

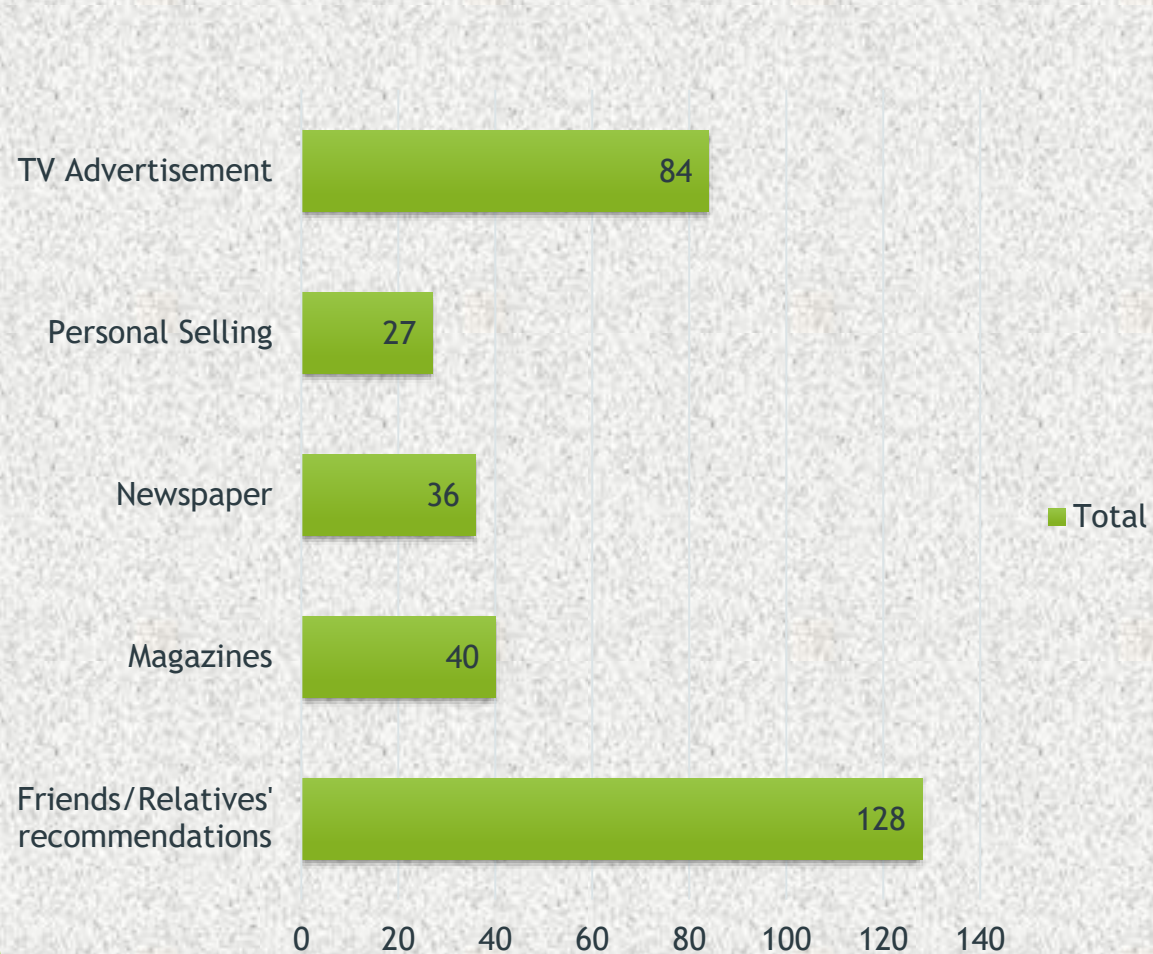
Interpretation :

In our study Assessment of knowledge of consumer about the use of nutraceuticals we gathered data from different cities of India.

We found that 60% patient follow take recommendation from doctors whereas, 30% Consumers sometimes ask doctor regarding he health supplement and remaining 10% do not take recommendations from doctor before using nutraceuticals



From where did you learn about Nutraceutical Supplements in the Market?



Interpretation :

In our study Assessment of knowledge of consumer towards the use of nutraceuticals we gathered data from different cities of India.

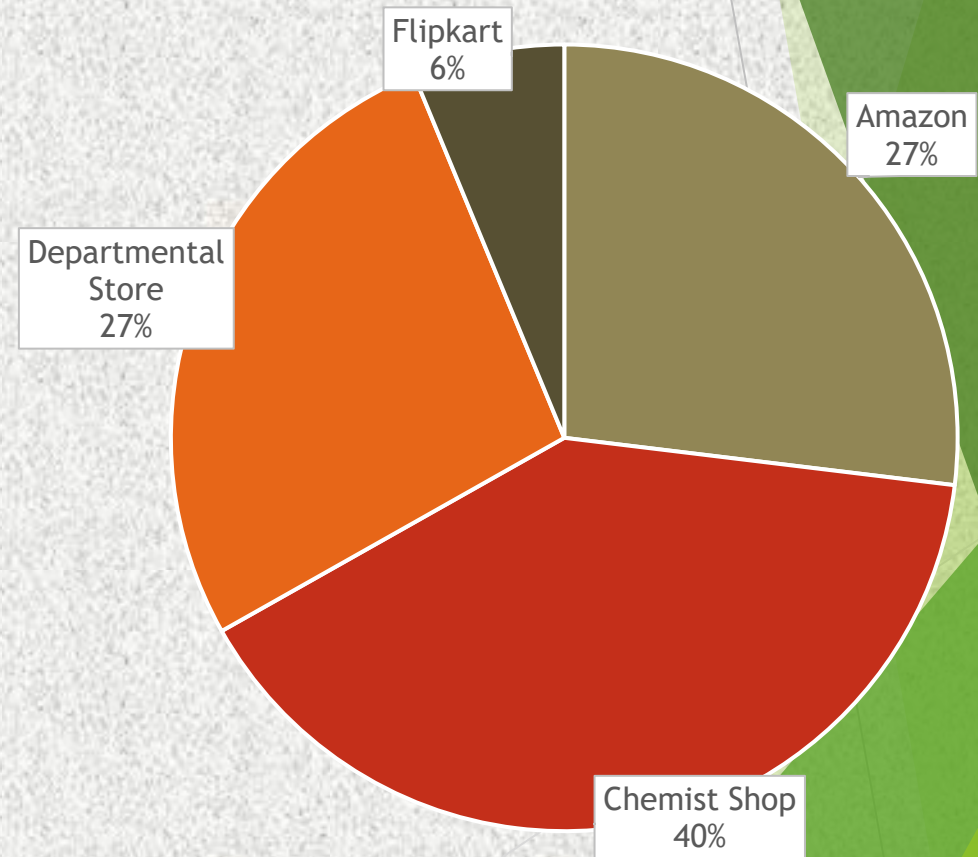
We found that out of 200 consumers 128 said they take recommendations from friends or relatives regarding the product & 84 consumer said they get to know about product from TV advertisement .

From Where do you purchase your Nutraceuticals Supplements ?

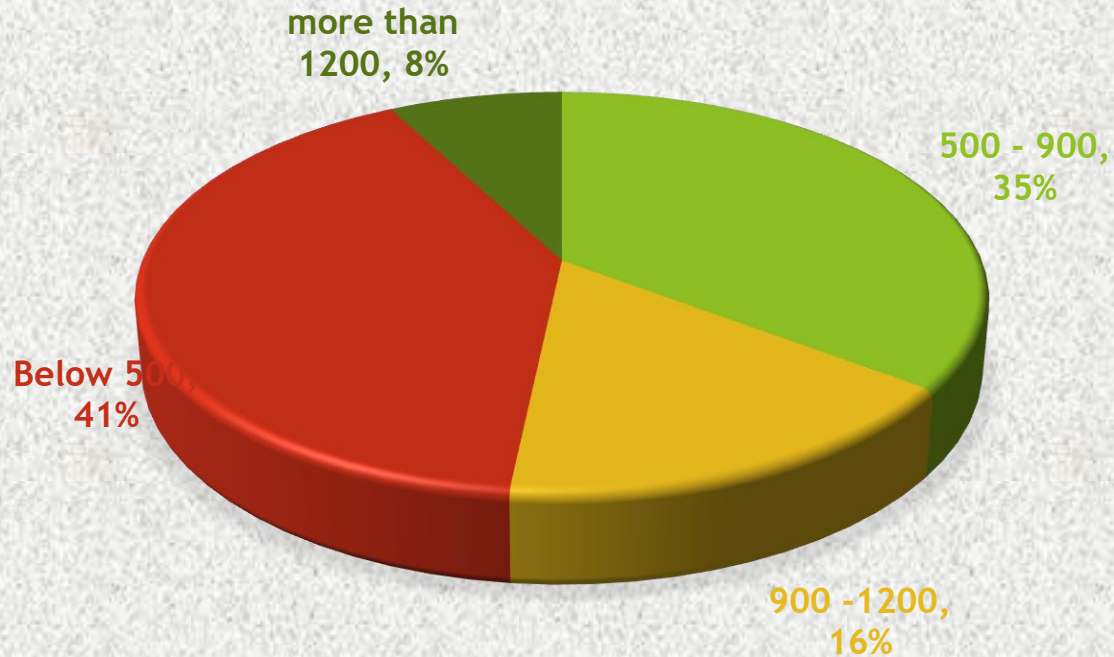
Interpretation :

In our study Assessment of knowledge of consumer towards the use of nutraceuticals we gathered data from different cities of India.

We found that 40% consumers buy their nutraceutical products from Chemist shop , 27% of them buy from Departmental store & Amazon whereas 6% of them buy from Flipkart.



How much do you spend on Nutraceutical Supplements on a monthly basis?



Interpretation :

In our study Assessment of knowledge of consumer towards the use of nutraceuticals we gathered data from different cities of India.

We found that 41% consumers pay below 500 and 35% pay between 500-900 ₹ 16% of consumers pay between 900-1200 and 8 % of them pay more than 1200.

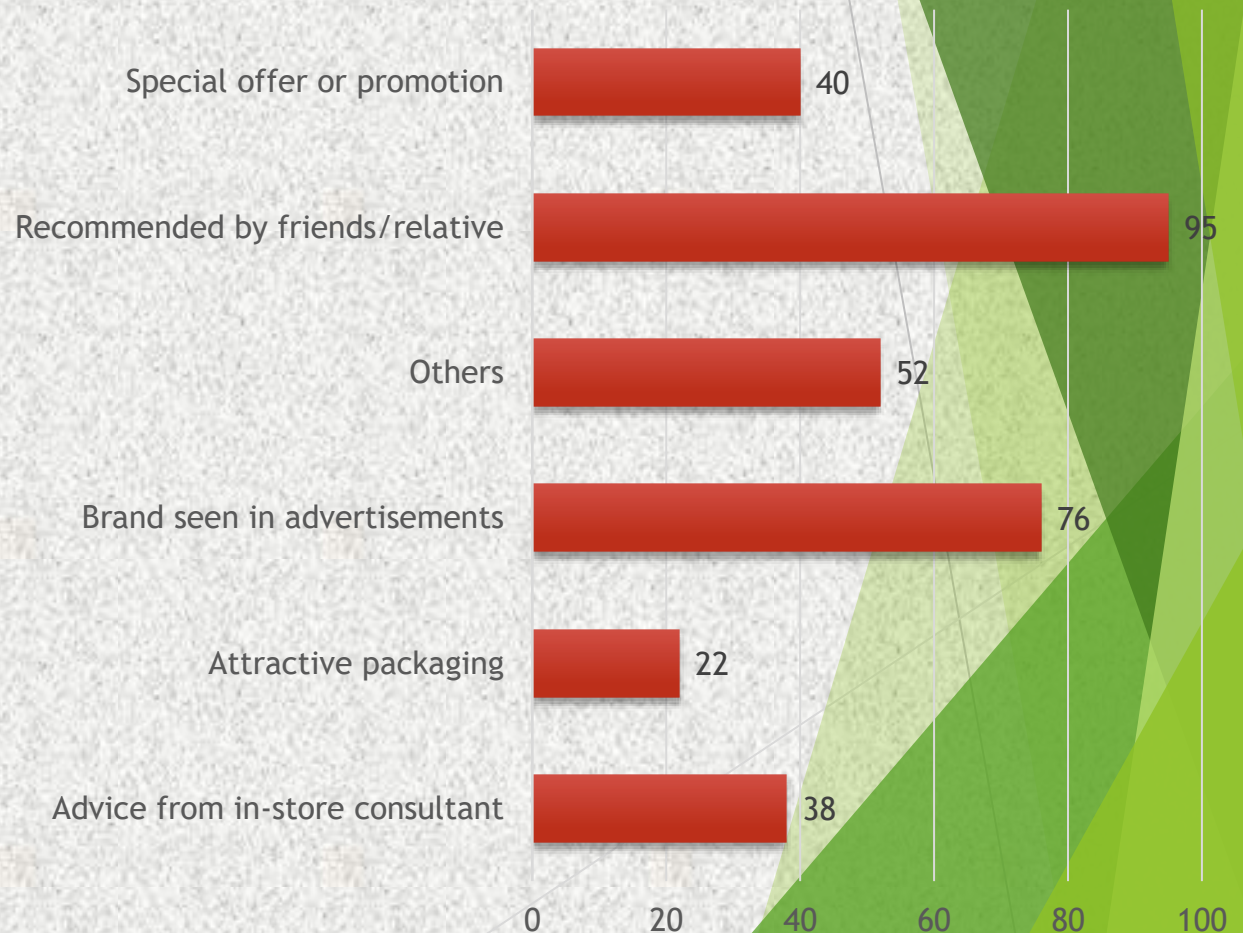
When it comes to purchasing Nutraceutical supplements, what factors affect your decision?

Interpretation:

In our study Assessment of knowledge of consumer towards the use of nutraceuticals we gathered data from different cities of India.

The consumers where asked when it comes to buying Health / Nutraceutical Supplement which all aspects tends to influence their buying behaviour.

We found that out of 200 consumers 95 responded by the recommendation of friends & family 76 of them said the brand seen in advertisement and the remaining gave because of the attractive packaging

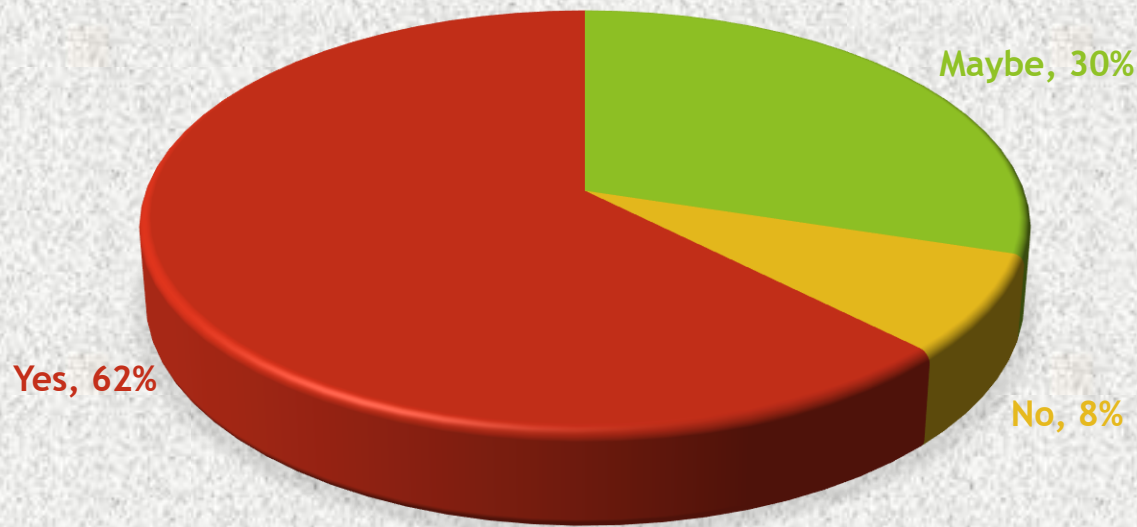


Is there a difference in your health when you use Nutraceuticals supplements?

Interpretation :

In our study Assessment of knowledge of Consumers about the use of nutraceuticals we gathered data from different cities of India .

About 62% People feel better impact on their health while using nutraceuticals, 30% People don't feel any significant impact on their health and 8% People feel that nutraceuticals are bad for their health while using nutraceutical.

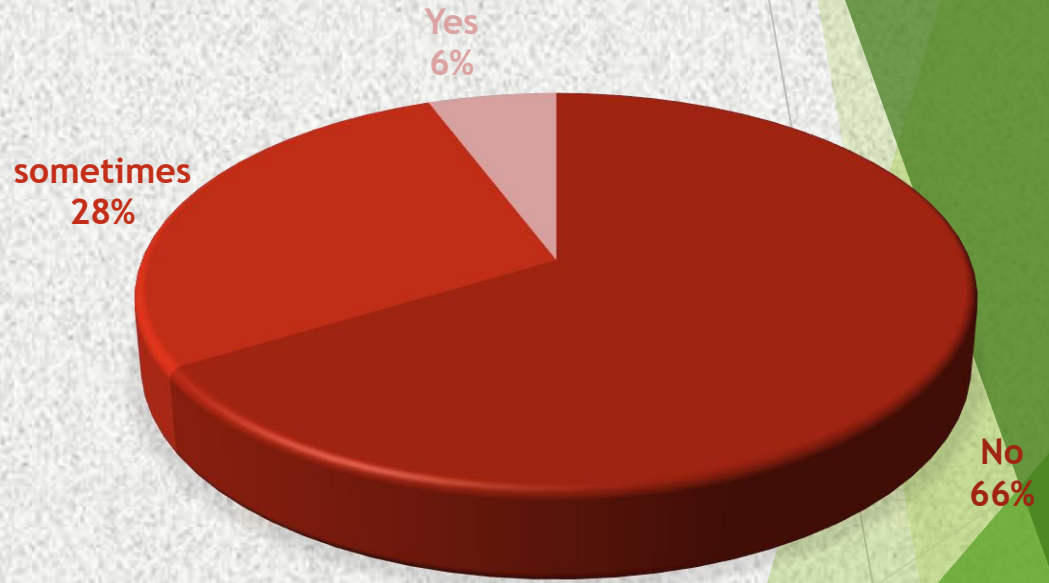


Do you believe that utilizing Nutraceuticals has a negative impact on your health?

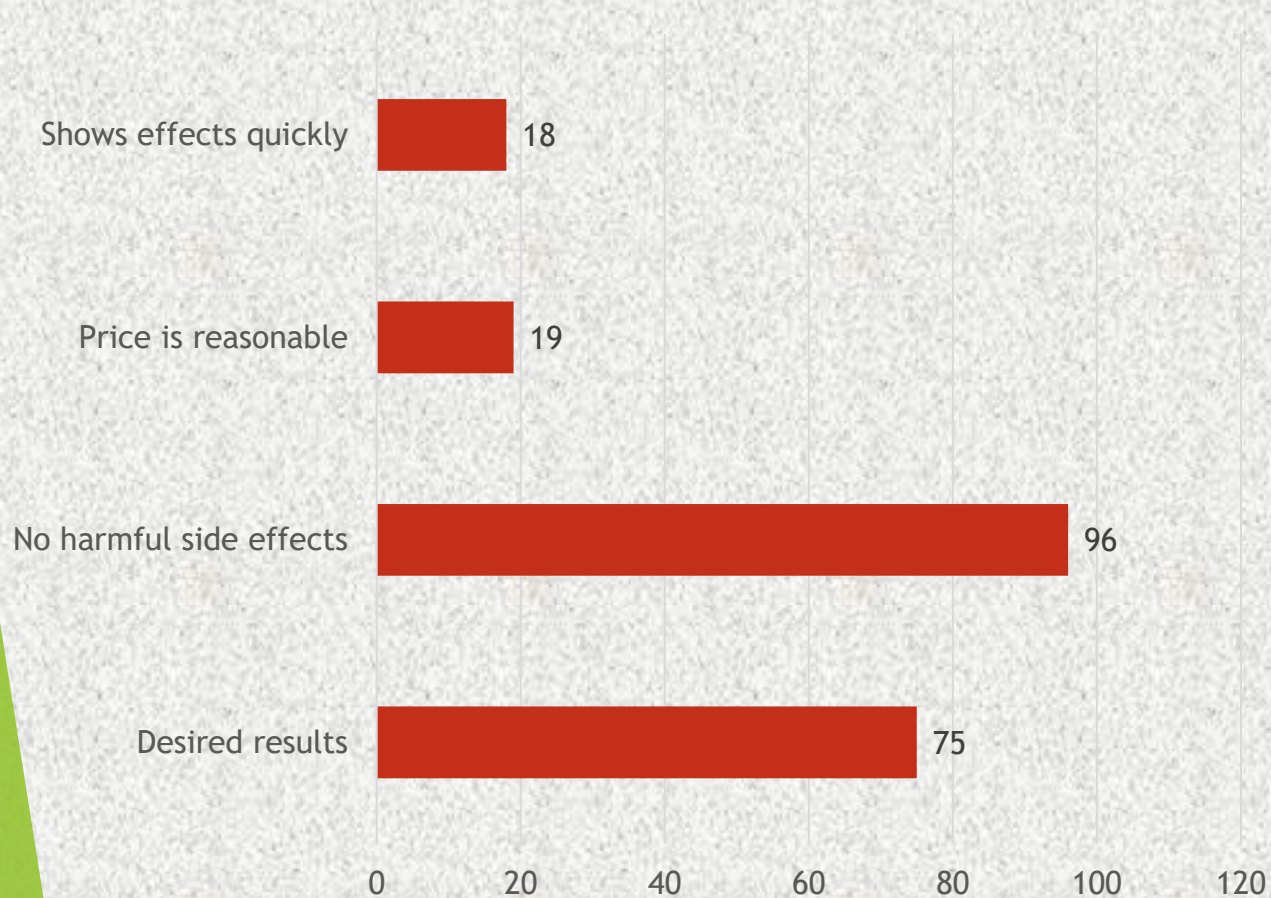
Interpretation :

In our study Assessment of knowledge of Consumers about the use of nutraceuticals we gathered data from different cities of India .

About 66% People feel there is no bad impact on their health while using nutraceuticals, 28% People don't feel any significant bad impact on their health and 6% People feel that nutraceuticals are bad for their health while using nutraceutical.



Why will you recommend to others ?



Interpretation :

In our study Assessment of knowledge of Consumers about the use of nutraceuticals we gathered data from different cities of India.

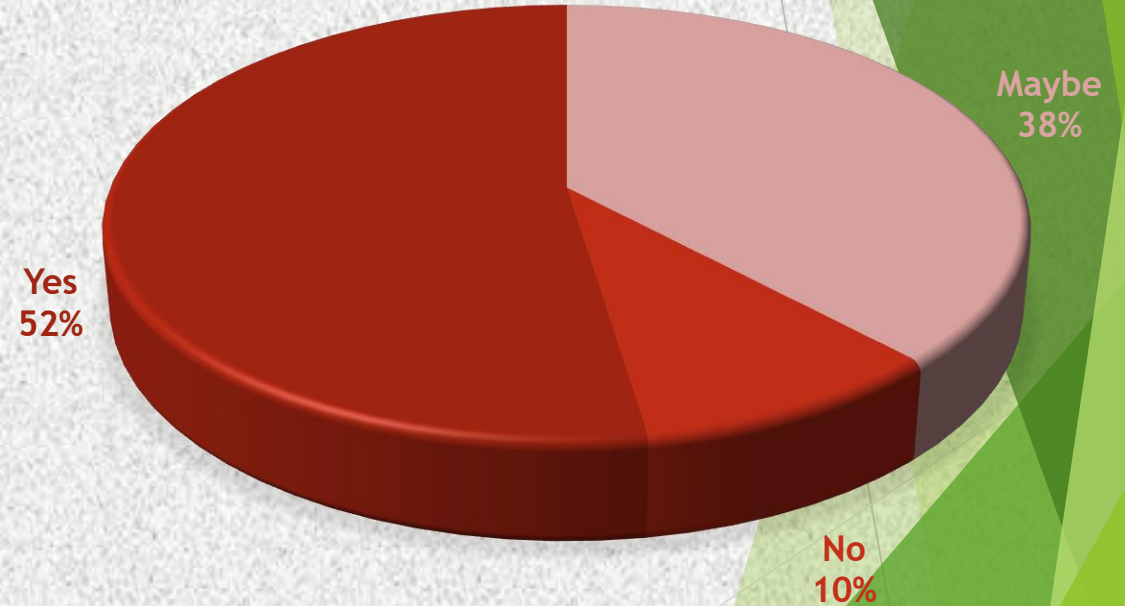
out of 200 Consumers 96 responded there is no side effect and they can see the desired result after some time whereas some said because it shows effect quickly and price is reasonable . This is the reason why consumers would recommend to others .

Do you believe that genuine food should be used instead of Nutraceuticals?

Interpretation :

As we all know that real food is always better than nutraceutical

so in this 52% said yes they consider that real food is better than nutraceutical supplements whereas 38% said maybe because we all are workaholic and there is less time to take intake right amount of nutrient so they prefer taking supplements .



Conclusion

- ▶ *Nutraceuticals are being prescribed at various organizations by almost every physician, but the major issue in the prescribing is the prescriber as well as the patients to whom these nutraceuticals are being prescribed as they don't have the proper information about nutraceuticals, so these prescriptions are less convincing.*
- ▶ *So there is a need to increase awareness about nutraceuticals at every level in health care system as well as among the Consumers. The present challenges need a systemic and well-coordinated approach between both private and public health care systems for better outcomes and growth.*
- ▶ *As the nutraceutical industry among other allopathic industry is growing exponentially, so there should be a system for consumers to check the Pharmacoeconomics and efficacy of nutraceuticals, so there should be a way to hunt for further cost effective alternatives.*
- ▶ *The above observations were made to check the knowledge in consumers about the use of nutraceuticals for that purpose, an educated group from society was chosen for their knowledge about the use, need, proper information and source of nutraceuticals, so it was found that Nutraceutical expertise is moderate. As a result, appropriate actions should be done to raise awareness about the usage of nutraceuticals.*

Result

- ▶ *We conduct research about the study of knowledge about consumers regarding the use of nutraceuticals in different cities of India.. The Results obtained from this research are as following:*
- ▶ *These results obtained after inquiring the patients concluded that 82% patients have clear information regarding the nutraceuticals, there are 62% people that think nutraceuticals are beneficial for their health, there are 60% patients that follow the recommendation of physicians,*
- ▶ *62% of patient have gained better impact using nutraceuticals, 14% of patients think that nutraceuticals affect badly to their health.52% Consumers prefer real food rather than Supplements*

Thank you