



A Study on Consumer Behaviour Towards Health and Dietary Supplements in Mumbai City

KEYWORDS

Nutraceutical, Consumer, Consumer Behaviour.

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ABSTRACT *Nutraceutical industry in India now started growing very fast. Changing consumer perception, attitude, knowledge and lifestyle giving boost to this industry. Now Indian consumers are becoming health conscious and do not hesitate to consume health or dietary supplements. This paper is trying to identify the current status of nutraceutical industry in India and a small consumer research has been conducted to identify consumer behaviour towards these products in Mumbai Region.*

Introduction

Dietary supplements are those products which help us to full fill our daily requirement of nutrients which otherwise not full filled by our routine diet. There are more than 50,000 dietary supplements are available including vitamins, minerals, fiber, fatty acids, or amino acids. Basic objectives of consuming these supplements are to maintain good health but with this over or improper consumption may be hazardous to health. (According to U.S. National Institutes of Health). Basic Types of Health Supplements are Multivitamins, Non-vitamin Supplements, Herbs, Amino Acids, Tablets, Juices, Chocolates, Health Drinks, Health drugs, Protein Bars, Dairy Products.

Dietary supplements are not a conventional food and do not include a drug and do not claim to cure any specific disease. There are various forms of dietary supplements such as powders, granules, tablets, capsules, liquids, jelly etc. exist

Because of increasing consumer awareness about nutrition and rising number of nutritional deficiency linked diseases consumption of dietary supplements are at rise. Health consciousness, changing trends in population demographics, changing lifestyle, increasing consumer affluence, increased life expectancy and improved healthcare have all lead to an increasing consciousness of the role of dietary supplements in promoting good health.

These health and dietary supplementary products comes under nutraceutical industry.

"Nutraceutical" term coined by Dr Stephen DeFelice from "Nutrition" and "Pharmaceutical" in 1989. According to DeFelice, nutraceutical can be defined as, "a food (or part of a food) that provides medical or health benefits, including the prevention and/or treatment of a disease."

One more definition says that nutraceuticals are those functional food which helps in the prevention and/or treatment of disease(s) and/or disorder(s) (except anaemia). (Kalra, E. K , 2003).

According to a report by ASA& Associates in February 2015 nutraceutical industry in India is about USD 2.2 million and more focused in southern states of India. Changing consumer awareness and lifestyle may push this industry to grow at 20 percent to USD 6.1 billion by 2019-20.

Out of all product category herbal and dieting supplements are expected to grow more. The Indian nutraceuticals market is divided into functional food and beverages (68 per cent) and dietary supplements (32 per cent). Dietary supplements are projected to grow at the faster rate through 2017. Major players in Nutraceutical industry in India are: GSK consumer health , Amway ,Abbot Nutrition and Baidyanath group.

Different literature and reports indicates growth in nutraceutical industries in last few years.

Literature Review

As Indians becoming conscious about their health, looks and feel, the market for dietary supplements, sports nutrition products, and weight loss products is showing growth. Indian Nutraceuticals market is projected to grow to US \$4 billion in 2018 at a compound annual growth rate (CAGR) of 17%.

In other countries such as US shows prominent use of health supplements .According to report 'Use of dietary supplements in the United States, 1988-94' , female consumers were more likely to take a supplement than males. Children 1-5 years of age were major users of supplements, then with growing age there was a trend toward increasing use of dietary supplement. Other demographic factors such as higher education, income, and self-reported health status were all positively related to supplement use. More than half of the U.S. adult population (53% - 55%) consume dietary supplements with most common ones being multivitamins.

A report by business research and consulting firm Frost & Sullivan, functional foods will be the quickest growing category followed by dietary supplements until 2015. The report shows the dietary supplements covers 64 % of the nutraceuticals market. As per the study the global nutraceutical market was estimated to be \$ 149.5 billion in 2011 with US, Europe and Japan being the largest regional markets, accounting for nearly 93 per cent of the global nutraceutical demand. Research also suggest that some factors such as increasing obesity in the population and rising instances of diabetes and cardiovascular diseases and health awareness can push the use of nutraceutical products in India. With this government policies and funding vitamin fortification initiatives due to increasing food security concerns in India can help this industry to grow.

According to Health Outlook 2003 by KSA TECHNOPARK, covering major Tier-I and Tier-II cities, health counts about 9.4 percent share of the wallet of Indian consumer and is showing growth in last few years. Major categories where they spend are health supplements, health drinks, doctors and consultant's fees, medicines, medical insurance, regular check-ups etc. Study on consumer attitudes towards health drinks shows are that it is influenced by quality attributes. Consumer perceived that health drinks are good for their health.

Objective of Study

This study is trying to identify the consumer behaviour specifically their purchasing behaviour towards dietary and health supplements. Based on the literature review and key objective following objectives has been framed.

- To understand the different influencer on consumer's decision making process for health supplements.
- To understand the most preferred type of health supplements?
- To understand the overall behaviour of consumer towards health and dietary supplements.

Research Methodology

Both primary and secondary research has been done. Primary data has been collected with the help of questionnaire.

While secondary data collected from:

1. Online Libraries
2. Google Scholar
3. Business Magazines
4. Health Magazines
5. Newspapers
6. Research Websites
7. Research Companies

Data analysis and Interpretation

There are equal number of male and female respondents and majorly are in the age group of 16-30 (71 %) years and rest are above age of 30. Among all 100 participants only 34 % are consuming any sort of dietary supplements while 60% feel the need of these supplements assuming these are good for health. At the time of buying these products influence of advertisement, reference group and family does not seems very impactful while health consultants or doctor's recommendations plays major role. All the respondents prefer natural or herbal products over chemical products and preferred forms are shakes or pills followed by powder. Most of the consumer are satisfied with the supplement's results (70%) and want to recommend to others (71%). About pricing of these products 46 % consumers feels that they are fairly priced while 54 % thinks they are overpriced.

Overall it can be concluded that consumers are aware about health and dietary supplements and feels that it will be helpful for them for keeping good health.

Scope and Limitation of Studies

Any study is not comprehensive enough and there is always a scope of improvement. There are a few notable limitations in this entire study. Firstly geographical limitation, secondly use of convenient sampling which may result in biased opinions and result.

Lastly, the limited understanding of the tools and technology used to generate insights based on the real-time data analysis may hinder in providing a comprehensive study.

Conclusion

Secondary and primary research both indicates that nutraceutical industry is ready to see a big change. With increasing health awareness, shift towards preventative health care and increased regulatory clarity, India's future in nutraceuticals industry looks promising, for both manufacturers and consumers.

Companies working in this sector need to work on Desire component of AIDA model because consumer are aware and interested in health and dietary supplements, but this need to convert in to actual purchase. Developing customized products, affordable pricing and distribution strategy may help for the growth of this sector.

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