

Marketing of Nutraceutical as FMHC Products

Dr. Rajesh Uttam Kanthe

*Bharati Vidyapeeth (Deemed to Be) University, Pune
BV(DU)YMIM, Karad.*

Dr. Rajendra Mohite

*Bharati Vidyapeeth (Deemed to Be) University,
SDE, Pune*

Abstract - COVID-19 has triggered worldwide disturbance and a momentous loss of life and has interrupted worldwide well-being and economic health since the beginning of 2020. The regional office of World Health Organization (WHO) in China was first notified to the virus infection in Wuhan on December 31, 2019 and termed the infection as an epidemic on March 11, 2020. Researchers and laboratories across the globe have been working together to develop vaccines and helpful means for this new coronavirus. Pharmaceutical marketing aimed directly at consumers might be expected to have greater impact and do this either the pharmaceutical companies should go from mass media advertising or switch their products to Over the counter, so that the marketing activities are centered on consumers only and the role of doctors become minimal, but in country like India When Nutraceuticals have taken over prescriptions drug sales where customers recommend and obtain their own medication. This causes a great deal of problems for the medical fraternity be it allopathic, homoeopathic or Ayurveda. Public health authorities consider prevention and treatment with Nutraceuticals as a powerful investment in maintaining health and to act against nutritionally induced acute and chronic diseases, thereby promoting optimal health and quality of life is required. This paper makes an attempt to figure out the present Pharmaceutical marketing strategies and care providers opinions on Nutraceuticals products as new life style products.

Keyword: Nutraceuticals, physicians, self-medication, unethical, minor ailments, NUTRACEUTICAL Products.

I. INTRODUCTION

COVID-19 has triggered worldwide disturbance and a momentous loss of life. Prevailing cures that can be remodeled as prophylactic and healing means could reduce the pandemic's damage. Evolving sign of potential claims in other therapeutic settings has directed to the examination of dietary supplements and Nutraceuticals for COVID-19 like vitamin C, vitamin D, zinc, polyunsaturated fatty acids, probiotics, and omega 3, all of which are currently under scientific study. In this topic, we judgmentally review the signal adjoining dietary supplements and Nutraceuticals for the treatment of COVID-19. Overall, further studies are required before evidence-based references can be expressed, but nutritious and dietary importance plays a significant role in patient outcomes, and these products could help lighten scarcities

Nutraceuticals enhance the body's availabilities to withstand the stresses and strains that challenge the health through a changed and impulsive lifestyle. Basic life style discipline and nutrition are few basic requirements for good health.^[1] Along with the growing healthcare industry in India there is an emerging trend in 'Fast Moving Healthcare Goods (FMHG) in India; worldwide known as Nutraceuticals .NUTRACEUTICAL and Nutraceuticals are ingredients with human health benefits beyond basic nutrition, they serve to control the balance between environment stressors and human health, and helps in prevention of certain nutritional deficiency and stress induced diseases.^[1] There are number of products like vitamins, antioxidants, minerals, herbals/botanical, proteins that are classified as Nutraceuticals. The beneficial role of many Nutraceuticals may relate to their protective effects against degenerative diseases, such as cardio-vascular disease and cancer. Typically, the active ingredients in the supplement are believed to help the body combat metabolic process that lead to degenerative conditions. In this way supplementing the diet with beneficial phytonutrients may reduce the risk of degenerative diseases during aging.^[2] The use of Nutraceuticals, as an attempt to accomplish desirable therapeutic outcomes with reduced side effects as compared with other therapeutic agents has met with great monetary success. ^[3,4] Nutraceutical a portmanteau of the words 'nutrition' and 'pharmaceutical' is a food or food product that reportedly provides health and medical benefits, including the prevention and treatment of diseases.

II. THE GLOBAL NUTRACEUTICAL MARKET

The global Nutraceutical market size currently reaches \$110 billion. The projected growth rate is 20% annually. Indian Nutraceutical market is currently growing at a faster rate the market size of Nutraceutical in India has touched Rs 1,400 to 1,600 crore in the year 2007 and is expected to grow 25% annually, which should be music for growing Nutraceutical industries.^[5]

Nutraceutical and NUTRACEUTICAL products which have a general health care purpose stand a great opportunity in Indian markets as they have the requisite knowledge and long-tradition which can be transformed in to global outsourcing business. Growing interest in the health benefits of food is a worldwide trend that presents opportunities for Nutraceuticals business.^[6]

The proposed study is aimed at understanding the current trends of the Nutraceuticals in Indian market. It will also present the developing areas of Nutraceuticals for human health and evaluate factors that will drive the future demand for Nutraceuticals in Indian market.

Doctors in India are considered nothing less than gods by most rural people. Their blind faith symbolizes the reverence a doctor holds in the Indian society. Using this powerful position, doctors can reach out to people directly and via media, whenever necessary, to enlighten them about the rational usage of drugs. Doctors can curb use of unethical and irrational drugs by educating patients. They play a vital role in influencing their patients' pattern of selecting and administering drugs. Doctors believe that people are not equipped enough to medicate themselves, some encourage people to inculcate self-meditative habits which will make people more responsible to claim good health care facilities and nonspurious and authentic drugs. They must inform and instruct people about responsible selfmedication⁷

In the study, researchers analyzed data for three widely prescribed drugs issued by some 100 physicians to investigate the effect of pharmaceutical sales representatives on physician prescribing behavior. The healthcare industry in India is showing great progress. There has been considerable increase in spending on healthcare backed by the growing purchasing power of individuals. Moreover, with a lot of importance being given to preventive medication, the Nutraceuticals market in India is set to flourish. It is one of the booming markets in India. Predominantly vitamins and minerals derived from oral pills were used for curing certain diseases and ailments. People today are becoming more prone to consume immunity enhancing food supplements and wellness related products. This is promoting the growth of the industry with players diversifying into production of various new varieties of products. Further assistance from the government and increasing demand from consumers will fuel growth in this market.

III. OBJECTIVES

To find how effective is advertising campaigns and other sales promotion tools for Nutraceutical products and Nutraceuticals.

To understand the Physicians behavior and the influence of various factors like Brand, Media and Advertising and promotional schemes etc towards Nutraceuticals

IV. METHODOLOGY

The instrument used was a questionnaire survey that was administered to collect empirical data. The Doctors responses were kept confidential in order to encourage openness and disclosure. The demographic data collected included gender, age, specialty, education, income and location of clinic. The attitude of the Doctors towards Nutraceutical products and Nutraceuticals by asking them. The list of different tools of marketing was created keeping in mind the more popular Nutraceutical products.

Case1: A total of 200 Doctors were surveyed on their area of specialty and location (Rural, Semi Urban and Urban. questions were included asking respondents to indicate their agreement on the variables in the sample for the questionnaire was administered to a non-probability sample of 200 Doctors from different parts of Sangli and Miraj area. The sample of 200 doctors in Sangli and Miraj area were surveyed.

The location of doctors available in Urban areas 88 which was more than in Semi-Urban area 64 and in rural area 48 questionnaire.

1. *Doctor's recommending Nutraceutical:*

| Minor Ailments | Recommend Nutraceutical | | Did not recommended | | Total | |
|----------------|-------------------------|--------|---------------------|--------|-------|------|
| | | | | | | |
| Headache | 136 | 68% | 64 | 32% | 200 | 100% |
| Fever | 129 | 64.50% | 71 | 35.50% | 200 | 100% |
| Cough/Cold | 142 | 71% | 58 | 29% | 200 | 100% |
| Acidity | 110 | 55% | 90 | 45% | 200 | 100% |
| Pain | 133 | 66.50% | 67 | 38.50% | 200 | 100% |
| digestive | 112 | 56% | 88 | 44% | 200 | 100% |
| Skin Disorders | 143 | 71.50% | 57 | 28.50% | 200 | 100% |

2. *DOCTOR'S OPINION ON INCREASED LEVEL OF DEPENDENCY ON NUTRACEUTICALS*

| Docs Opinion | No. of docs out of 200 | | | |
|--------------------|------------------------|--------|----|--------|
| | | Yes | | No |
| Advertisement | 154 | 77.00% | 46 | 23.00% |
| Doctors Distrust | 142 | 71.00% | 58 | 29.00% |
| Easily Available | 130 | 65.00% | 70 | 35.00% |
| Educated Customers | 131 | 65.50% | 69 | 34.50% |
| Effective | 152 | 76.00% | 48 | 24.00% |
| Low Cost | 136 | 68.00% | 64 | 32.00% |
| Time Saving | 144 | 72.00% | 56 | 28.00% |

3. *DOCTOR'S SOURCE OF INFORMATION ON NUTRACEUTICAL*

| Speciality of Doc/ Source of info. | Advertisement | | Education | | Magazine | | Marketing Executive | | Consumers | | total | |
|------------------------------------|---------------|--------|-----------|--------|----------|--------|---------------------|--------|-----------|--------|-------|---------|
| | | | | | | | | | | | | |
| Gynecologist | 6 | 26.09% | 1 | 4.35% | 1 | 4.35% | 9 | 39.13% | 6 | 26.09% | 23 | 100.00% |
| Dermatologist | 7 | 30.43% | 3 | 13.04% | 5 | 21.74% | 6 | 26.09% | 2 | 8.70% | 23 | 100.00% |
| General Practice | 38 | 44.71% | 4 | 4.71% | 1 | 1.18% | 36 | 42.35% | 6 | 7.06% | 85 | 100.00% |
| Cardiologist | 8 | 34.78% | 2 | 8.70% | 6 | 26.09% | 7 | 30.43% | 0 | 0.00% | 23 | 100.00% |
| Paediatricians | 7 | 30.43% | 1 | 4.35% | 5 | 21.74% | 8 | 34.78% | 2 | 8.70% | 23 | 100.00% |
| Other | 8 | 34.78% | 2 | 8.70% | 3 | 13.04% | 8 | 34.78% | 2 | 8.70% | 23 | 100.00% |

The sources of information on Nutraceuticals that normally doctors get from. It was found that most of the doctor got information from different sources .there was no significant difference between specialized doctors but a slight difference between General practitioners and Specialists doctor .it was found that Gynecologists were found be positive on entertaining marketing executive 39.13% for information Nutraceuticals as these drugs are said to be safe in treating minor ailments during onset of pregnancy ,whereas television advertisements 26% seen by doctors, add information on Nutraceuticals and companies. Consumers 26.09% also tell doctors about the Nutraceuticals on their earlier experience with the drugs and demand the same.

4. PATIENTS TAKING NUTRACEUTICALS

| Doctor | Total count | % | YES | | NO | |
|---------------|-------------|---------|-----|--------|----|--------|
| Gynecologists | 23 | 100.00% | 20 | 86.96% | 3 | 13.04% |
| Dermatologist | 23 | 100.00% | 7 | 30.43% | 16 | 69.57% |
| GP | 85 | 100.00% | 43 | 50.40% | 42 | 49.60% |
| Cardiologist | 23 | 100.00% | 20 | 86.96% | 3 | 13.04% |
| Pedi. | 23 | 100.00% | 7 | 30.43% | 16 | 69.57% |
| Other | 23 | 100.00% | 5 | 21.74% | 18 | 78.26% |
| Total | 200 | | | | | |

5. MARKETING OF NUTRACEUTICALS

| Opinion | Doctors Responses | |
|---------------------|-------------------|--------|
| Feels Unethical | 83 | 41.50% |
| Patients will doubt | 52 | 26.00% |
| Doesn't Gifts | 30 | 15.00% |
| Doesn't Samples | 20 | 10.00% |
| Not required | 15 | 7.50% |
| Total | 200 | 100% |

6. RESPONSE ON ADVERTISEMENTS

| Specialty of Doc/Source of info. | Yes | | No | | Total | |
|----------------------------------|-----|------|-----|-----|-------|------|
| | | | | | | |
| Gynecologists | 2 | 9% | 21 | 91% | 23 | 100% |
| Dermatologist | 3 | 13% | 20 | 87% | 23 | 100% |
| GP | 43 | 50.% | 42 | 50% | 85 | 100% |
| Cardiologist | 2 | 9% | 21 | 91% | 23 | 100% |
| Ped | 4 | 17% | 19 | 83% | 23 | 100% |
| Others | 2 | 9% | 21 | 91% | 23 | 100% |
| Total | 93 | | 107 | | 200 | |

The above table presents the opinion of doctors Nutraceuticals television advertisements .as seen earlier the negative response to promote Nutraceuticals in any-way. Most of the products which are advertised on television are Nutraceuticals. Doctors across the strata were found to be against advertising Thus it was revealed that doctors do

watch television advertisements on drugs and were found to be of the opinion that advertisement will spread information about and Nutraceuticals along with medical conditions. This will enhance the discussion with patients and build relationship doctors also opined that advertisement will educate consumers on Risk and benefits of the Nutraceuticals.

III. CONCLUSION

Nutraceuticals marketing strategies will make the drugs cheaper, This will encourage consumers to use and Nutraceuticals as first line of defense and reduce cost on healthcare management.

Doctor's response was highly negative towards self-medication through Nutraceutical use across the consumer strata. As they felt that self-medication will lead to taking health in hands and will have detrimental effects. Doctors in small towns prescribed Nutraceuticals in minor ailments as they were safe and easily available. Thus and Nutraceuticals are marketed and advertised freely so that maximum consumers are educated and treat minor ailments at home using Nutraceuticals as first line of defense in the covid pandemic.

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