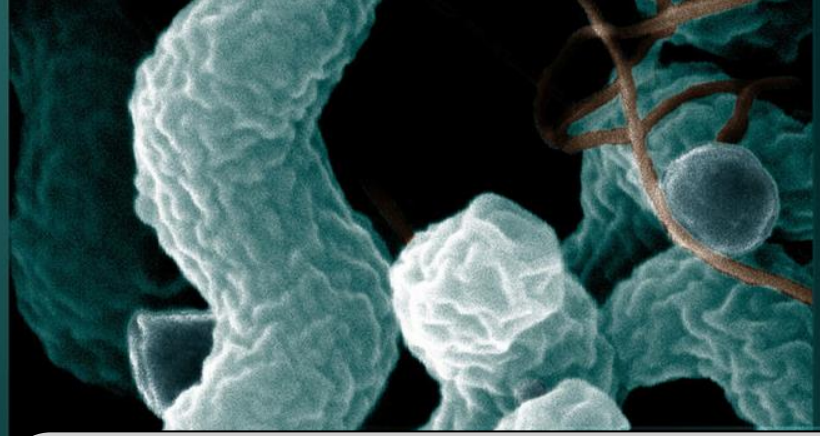
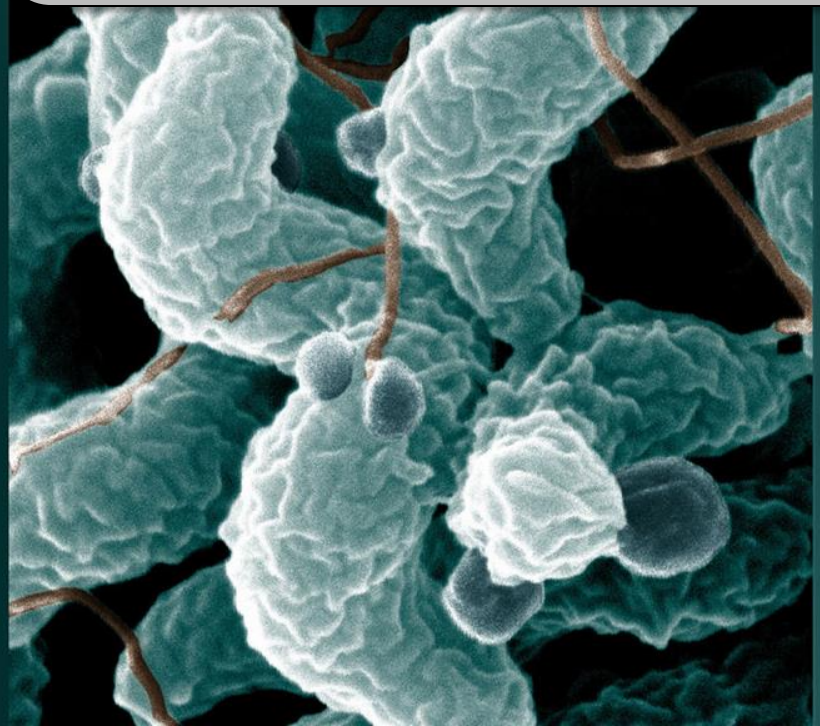
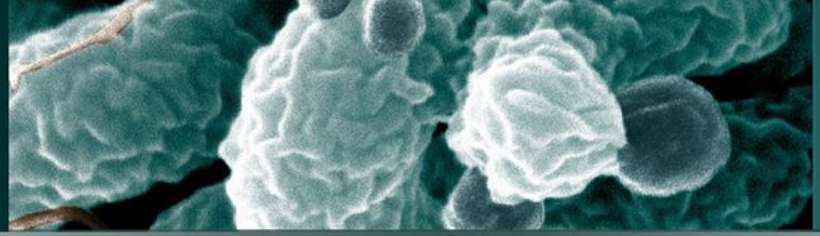


CONSUMER PERCEPTIONS AND ATTITUDES ABOUT THE PROBIOTIC FOODS IN INDIAN MARKET



Dr. Shalini Sehgal
Associate Professor
Department of Food Technology
Bhaskaracharya College of Applied Sciences (BCAS)
University of Delhi

fppt.com

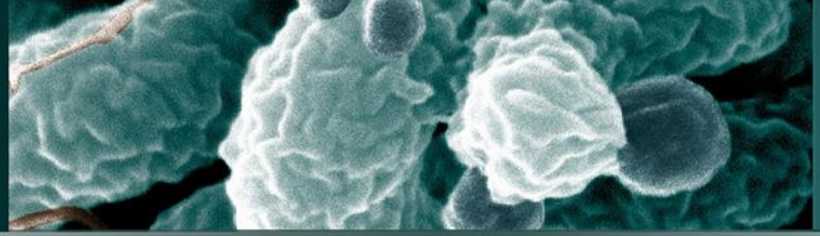


PROBIOTIC INDUSTRY

- **Rapidly expanding, active arena**

- **India can play a key role in probiotic revolution**
  - Largest producer of milk
  - World's highest cattle population

fppt.com



INDIAN PROBIOTIC INDUSTRY :

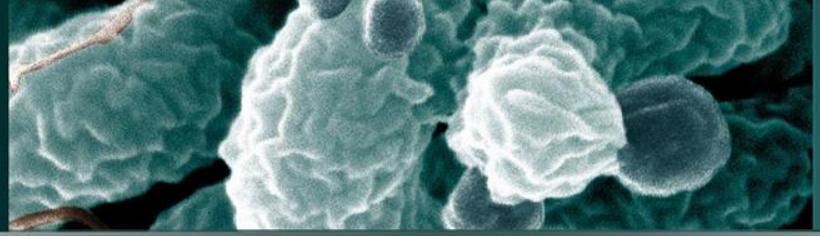
- Infancy stage
- Total world market turnover is <1%
- Annual growth rate of 22.6% until 2015

(Frost and Sullvian, 2012)

Major players :

Amul
Mother Dairy
Yakult Danone
Nestle

fppt.com



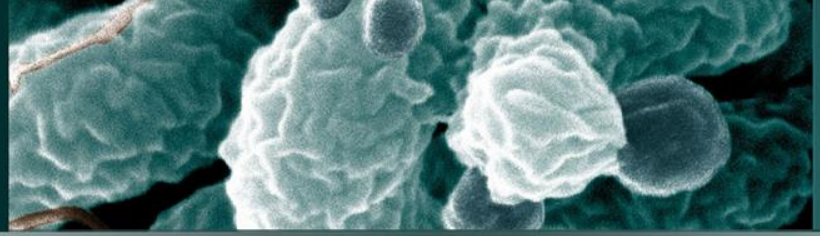
ROLE OF CONSUMER SURVEYS

Extremely important to the food industry, as

- **Identification of the level of knowledge about a determined subject**

- **Tracing of strategies to correct and / or identify failings, in order to increase the sales of a food product,**
  - **Increasing company profits and the level of consumer awareness**

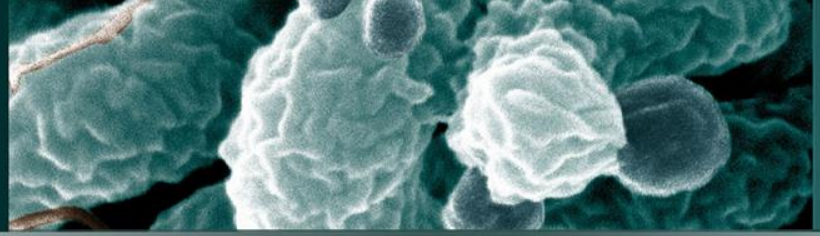
fppt.com



AIM OF THE STUDY

- Assessment of level of awareness and knowledge of Indian adults regarding probiotic foods and their health benefits

fppt.com



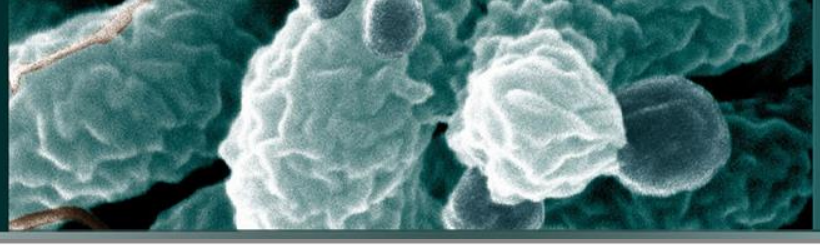
METHODOLOGY

- **Questionnaire Design and Piloting**

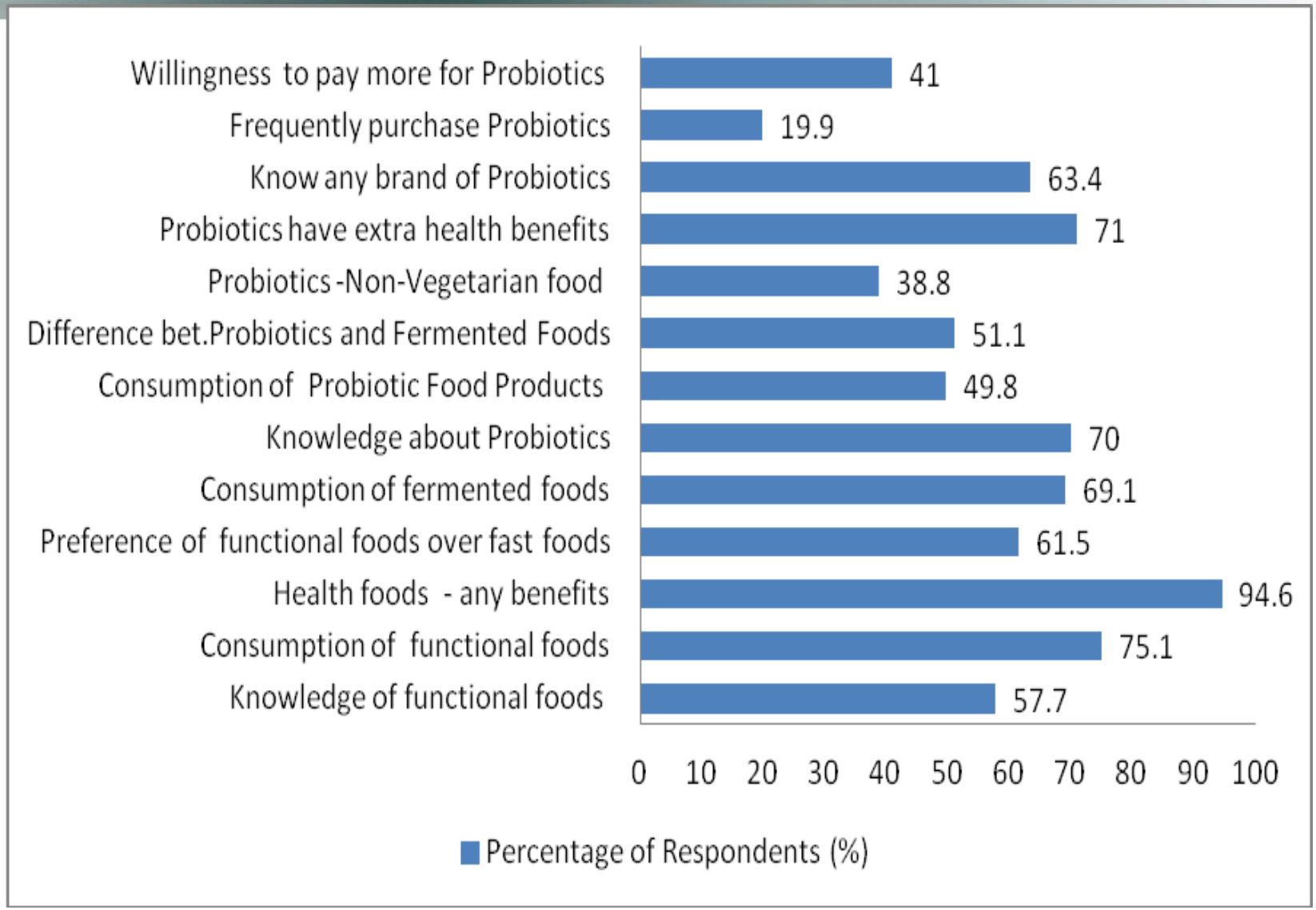
  A self-designed questionnaire consisting of 45 questions to determine the level of awareness, knowledge, perceptions, and the interest of Indian adults .

- **Sample Size and Data Collection**
  - **N= 735**
  - **Random and voluntary**
  - **Questionnaire self-administered**

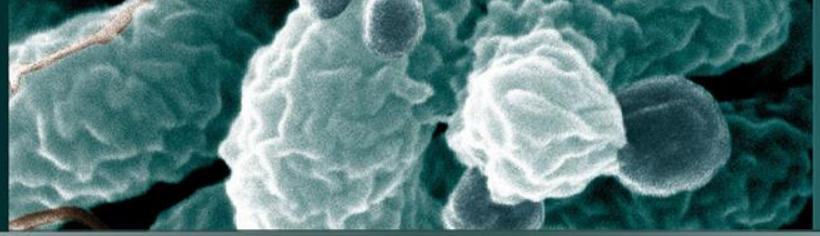
fppt.com



PARAMETERS USED



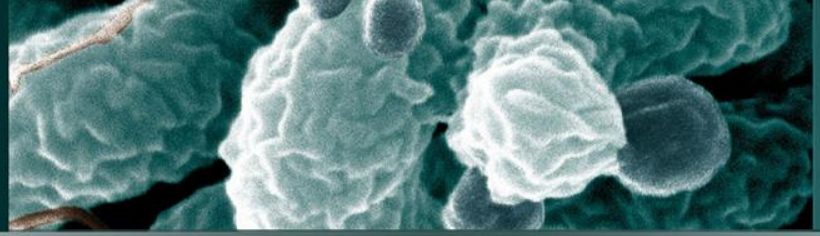
fppt.com



OUTCOME OF THE STUDY

- Respondents- 48.9% males and 51.1% females.
- 98.1% of the consumers had heard of the Probiotics
- 69.6% felt that they were good microbes with health benefits.
- 13.5% categorized them as nutrient supplements

fppt.com



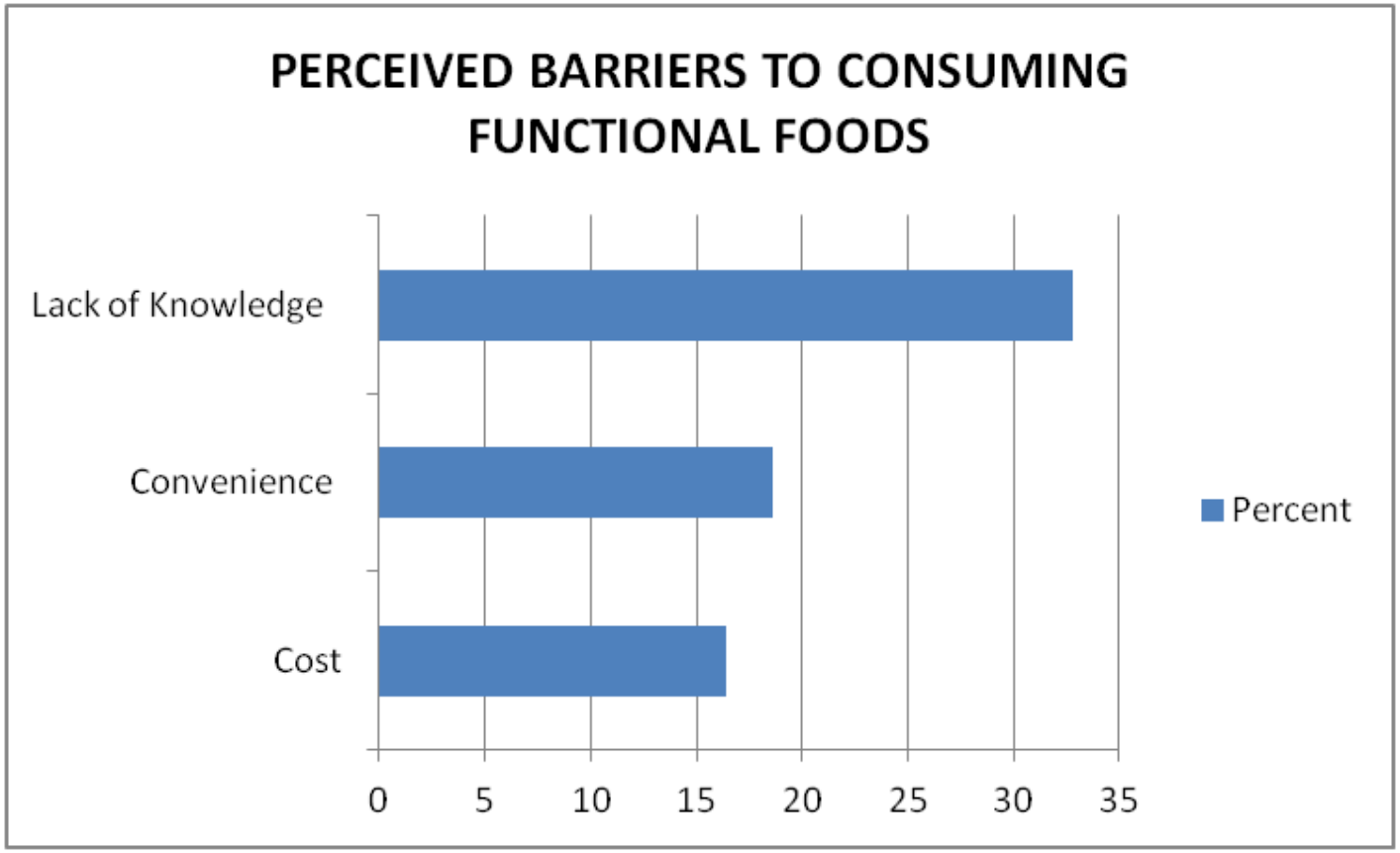
OUTCOME OF THE STUDY

- 14.3% used them on regular basis
- Only 13.9% were prescribed by medical practitioners
- 61.2% were consumed for their health benefits
- 38.8% perceived probiotics as non vegetarian food.

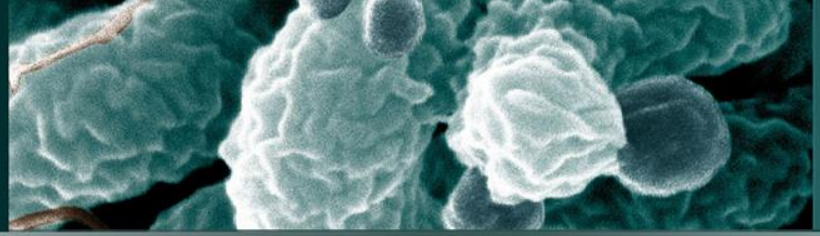
fppt.com

PERCEIVED BARRIERS

- **Only 16.4% perceived cost as a barrier to the interest in probiotic foods whereas 18.6% felt unavailability of the product and the majority of respondents i.e. 32.8% felt no information was available about the probiotic foods and their role in health.**



fppt.com

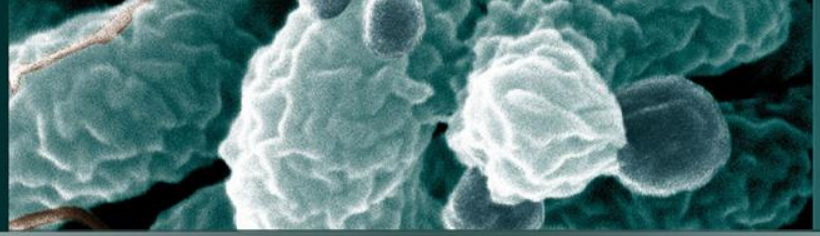


OUTCOME OF THE STUDY



- **No differentiation between fermented foods and probiotics.**

fppt.com



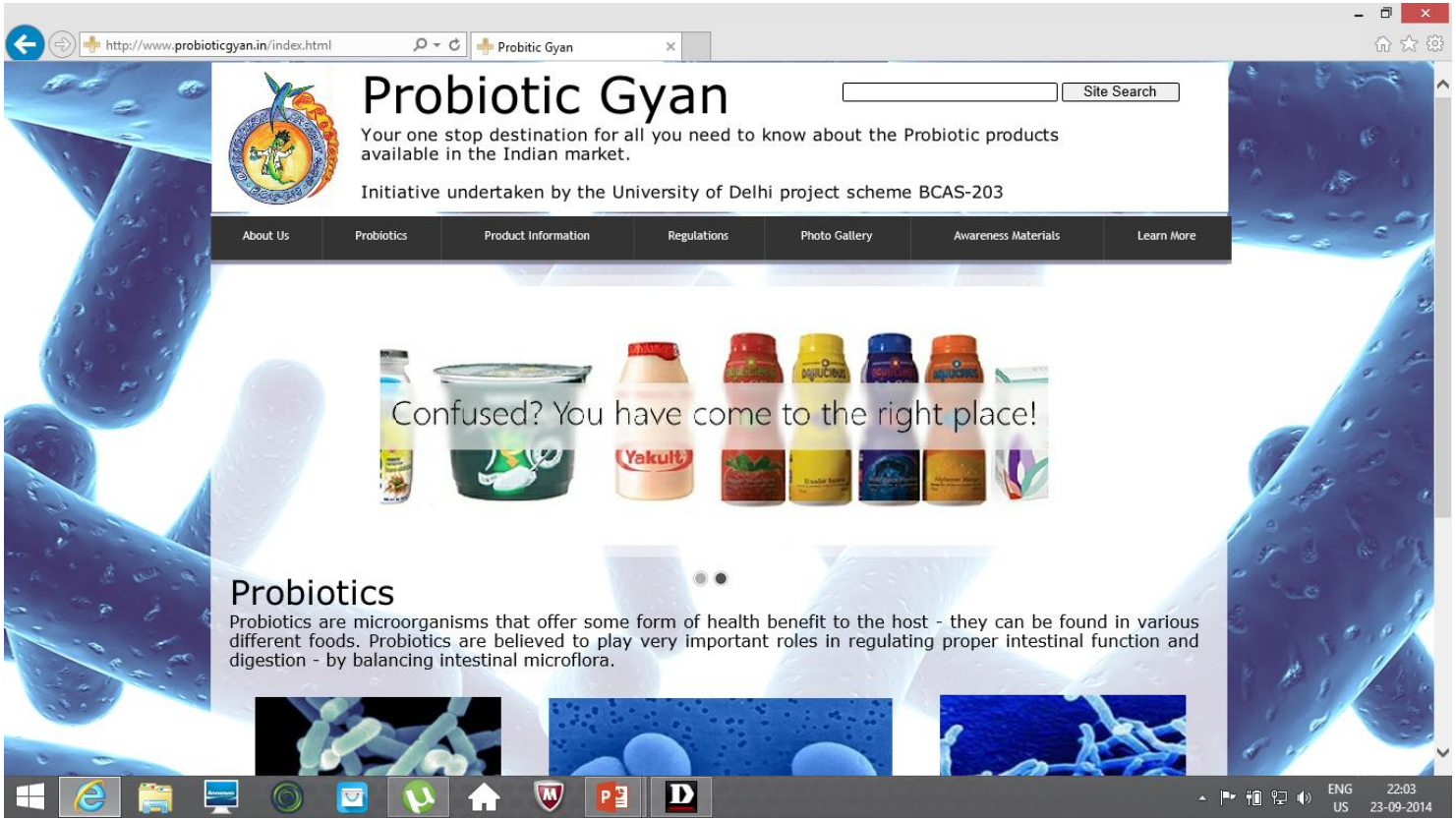
OUTCOME OF THE STUDY

- There is an interest but lack of knowledge and information about probiotics.
- Majority of the consumers were aware of the link between diet and health.
- Need for Awareness Campaign about Probiotics.

fppt.com

PROBIOTIC GYAN

www.**probioticgyan**.in



fppt.com

ACKNOWLEDGEMENT TO THE UNIVERSITY OF DELHI



DU Innovation Grant for project titled :

PUBLIC AWARENESS AND EVALUATION OF PROBIOTICS SOLD IN DELHI

- For Awareness Material please contact :

ACKNOWLEDGEMENT TO THE UNIVERSITY OF DELHI

shalini.sehgal@bcas.du.ac.in

fppt.com