

A Study on Awareness, Perception and Usage of Nutraceuticals among Population of Hyderabad

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Abstract: A nutraceutical is any substance considered as a FOOD, or its parts which in addition to its normal nutritional value provides health benefits including the prevention of disease or promotion of health. It is “any nontoxic food component that has scientifically proven health benefits, including disease treatment or prevention”. The functional component of the food must be standardized in the nutraceutical product and produced under good manufacturing practices (GMPs). Nearly two third of the world’s 6.6 billion people rely on the healing power of plantbased materials for many reasons – availability, affordability, safety or their belief in the traditional cures. The study was aimed to assess the awareness, perception and usage of nutraceuticals among the population of Hyderabad. A study carried out on 100 samples from 5 different zones i.e. North, South, East, West and Central Zone of Hyderabad. The sample was more than 20 years of age. A well-structured questionnaire was used to gather information for the study. The samples were online interviewed. The collected data was tabulated and analysed statistically using one sample t test and was significant at $p < 0.050$. The study concluded that there is a significant increase in the usage of nutraceutical among the population of Hyderabad because of its increased awareness and health benefits.

Keywords: Nutraceuticals, Nutrition, Food, Dietary supplements, Health benefits.

1. Introduction

The nutraceuticals are the plant-based foods that naturally provides medical value, which can even prevent and treat diseases. The Nutraceuticals is derived from the word’s nutrition and pharmaceuticals in 1989 by step hen De Felice. The philosophy behind nutraceuticals is to focus on prevention, according to the saying by a Greek physician Hippocrates (known as the father of medicine) who said “let food be your medicine”. Their role in human nutrition is one of the most important areas of investigation, with wide-ranging implications for consumers, healthcare providers, regulators, food producers, and distributors. A nutraceutical can be defined as “any substance that may be considered a food or part of a food and provides medical or health benefits, including the prevention and treatment of disease. Such products may range from isolated nutrients, dietary supplements and diets to genetically engineered ‘designer’ foods, herbal products and processed foods such as cereals, soups and beverages.” Such foods are commonly referred to as functional foods, signifying that these foods and/or their components may provide a health benefit that goes beyond basic nutrition. At present, there are no universally accepted definitions for nutraceuticals and functional foods, although commonality clearly exists between the definitions offered by different health-oriented professional organizations. According to the American Dietetic Association, the term “functional” implies that the food has some identified value leading to health benefits, including reduced risk of disease, for the person consuming it. A healthy diet contributes to your health by providing the nutrients your body needs to repair itself, grow, and function well. When your diet does not supply enough of these essential nutrients and vitamins, nutraceuticals can act as a supplement. Nutraceuticals are products derived from food sources that are purported to provide extra health benefits, in addition to the basic nutritional value found in foods. Depending on the jurisdiction, products may claim to prevent chronic diseases,

improve health, delay the aging process, increase life expectancy, or support the structure or function of the body. In the United States, the Dietary Supplement Health and Education Act (DSHEA) of 1994 defined the term "dietary supplement": “A dietary supplement is a product taken by mouth that contains a 'dietary ingredient' intended to supplement the diet. The 'dietary ingredients' in these products may include: vitamins, minerals, herbs or other botanicals, amino acids, and substances such as enzymes, organ tissues, glandular, and metabolites. Dietary supplements can also be extracts or concentrates, and may be found in many forms such as tablets, capsules, softgels, gelpcaps, liquids, or powders.” “These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.” The exceptions are when the FDA has reviewed and approved a health claim. In those situations, the FDA also stipulates the exact wording allowed.

Functional foods are fortified or enriched during processing and then marketed as providing some benefit to consumers. Sometimes, additional complementary nutrients are added, such as vitamin D to milk. Health Canada defines functional foods as “ordinary food that has components or ingredients added to give it a specific medical or physiological benefit, other than a purely nutritional effect. Functional foods are foods that may have a positive effect on health beyond basic nutrition. Supporters of functional foods say that these foods can support optimal health and may help lower the risk of disease.

2. Literature Survey

During the last few decades, the demand for healthy food and beverages has increased and it is expected to continue increasing in the future. A Nutraceutical defined as any substance that provides medical or health benefits, including

the prevention and treatment of disease. Its constituents are either of know therapeutic activity or contribute substantially to the therapeutic activity of a drug. This research study was dedicated towards a better understanding of nutraceuticals in terms of its awareness, perception and usage by the general public. The study also provided the opinion of clinicians on the same. Sample populations of 650 individuals and 50 clinicians were analyzed in the study. In 2000A total of 502 subjects, age 20 years and older from 82 randomly selected barangays in Metro Manila were interviewed during the Fifth National Nutrition Survey in 1998 to determine their awareness, perceptions, and extent of usage of nutraceuticals. The majority of respondents, 62.5%, were not aware of nutraceutical products. Among those who were aware, of nutraceuticals.

3. Material and Method:

Selection of Area: The place of study has been done in different zone of Hyderabad that is north, south, east, west and central zone.

Selection of Sample: Through random sampling, 100 samples from general population have selected for survey.

Duration of Study: The duration of study was 2 months.

Collection of Data:

Questionnaire: The content questionnaire contains questions related to general information, awareness questions, dietary information and medical information.

Dietary Assessment Method: This method is used to find dietary intake of food habits. The effect of lifestyle and dietary practices were included in questionnaire to assess the dietary pattern of the subjects. Each subject was interviewed about dietary pattern and asked to fill up the sheet

Data Analysis: The collected data has tabulated and calculated by using statistical formula, $t = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}}$

Where

\bar{X} is the sample mean,

μ is the hypothesized population mean,

S is the standard deviation of the sample and

n is the number of observations in the sample.

4. Result and Discussion

Table 1: Distribution of subjects based on the knowledge of nutraceuticals?

Option	Frequency	Percentage
Yes	77	77%
No	23	23%

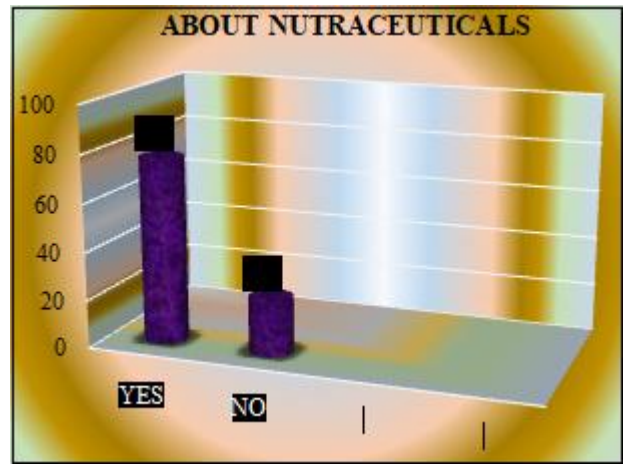


Table 2: Distribution of Subjects based on Perception of Dietary Supplements are safer to us?

Option	Frequency	Percentage
Yes	87	87%
No	13	13%

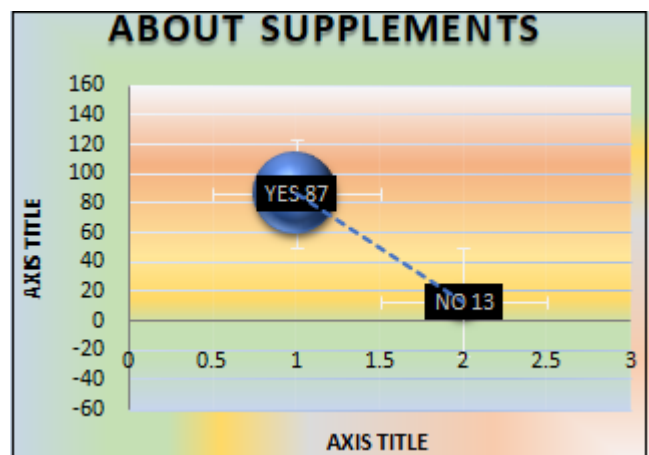
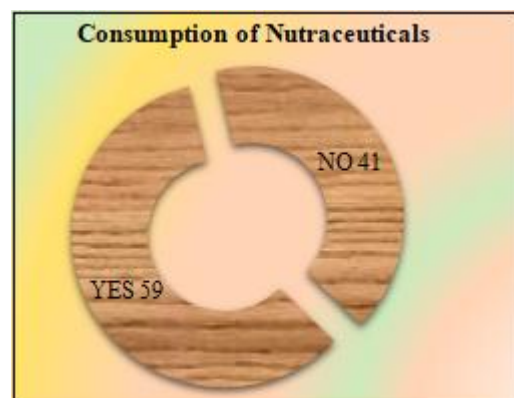


Table 3: Distribution of Subject based on Consumption of Nutraceuticals?

Option	Frequency	Percentage
Yes	59	59%
No	41	41%



5. Conclusion

The study concluded that there is a significant increase in the usage of nutraceutical among the population of Hyderabad because of its increased awareness and health benefits of nutraceuticals. The collected data was tabulated and

analysed statistically using one sample t test and was significant at $p < 0.050$.

6. Future Scope

The survey can be done on awareness, perception and usage of nutraceuticals which are also emerging more because of advanced food technology.

7. Limitation

The sample size was small as the duration of the study was short.

8. Benefit

With this study we found there is lack of knowledge of nutraceuticals among the population.

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