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## Statistic Textual Analysis on Nutraceutical Alternative of Pharmaceutical in Different Population for Betterment of Health in Anand District of Gujarat State



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**Keywords:** Nutraceutical, Scenario, Treatment, Doctor, Pharmacist, statistical analysis, Anand

### ABSTRACT

The present scenario is towards the use of nutraceutical products. The gradual rise in trade of nutraceutical product all over the world. Nutraceutical believes that food act as a medicine. A nutraceutical product gives protection against chronic disease. It is used to improve health, delay the aging process, increase health long life and support the structure and function of the body. Common reasons for this are frustrating side effects and lack of the curative value in modern medicines. The aim behind this study is to find out the market opportunity of nutraceutical product is compared with another medicine system in Anand district. The study involves health practitioners and patient to conclude the utility of nutraceutical products. Research involves questionnaire for review of doctor, pharmacist, and patients. Using textual statistical analysis method technique research concluded that percentages of the utility of nutraceutical product in Anand district of Gujarat state.

## INTRODUCTION

Nutraceutical is composed of two words, nutrient & pharmaceutical. Hippocrates the father of modern medicine almost 2500 years back established the relation of food and its importance for the treatment of various diseases; he believes that food is medicine. Nutraceutical is the pharmaceutically blended products that possess both nutritional as well as the medicinal value. The current scenario is towards the nutraceutical because such a product is designed to improve the physical health, fight against day-to-day challenges such as stress & increase longevity. Due to the dynamic action popularity of nutraceutical among people as well as healthcare providers has been increased over medicines and health supplements<sup>(1)</sup>.

## MATERIALS AND METHODS

The research involved a questionnaire as a material tool for statically representation. The method involves textual statistical analysis method. It includes communication researchers use to describe and interpret the characteristics of a recorded or visual message. It includes content analysis, it is used to identify, enumerate, and analyze occurrences of specific data from communications<sup>(2)</sup>.

Target Place: Anand District

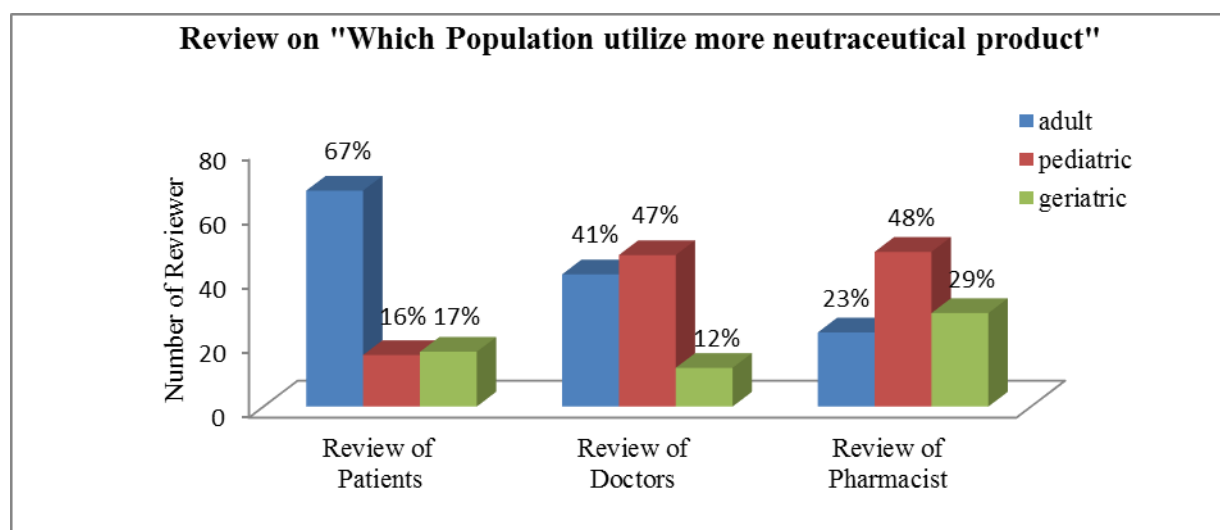
- ✓ Target People: Doctor, Patients & Pharmacist
- ✓ Total Number Of Doctor: 26
- ✓ Total Number Of Patients: 289
- ✓ Total Number Of Pharmacist: 30

Textual statistical analysis using the questionnaire in research work to find market opportunity and utility of nutraceutical formulations in Anand district of Gujarat state.

**RESULT**

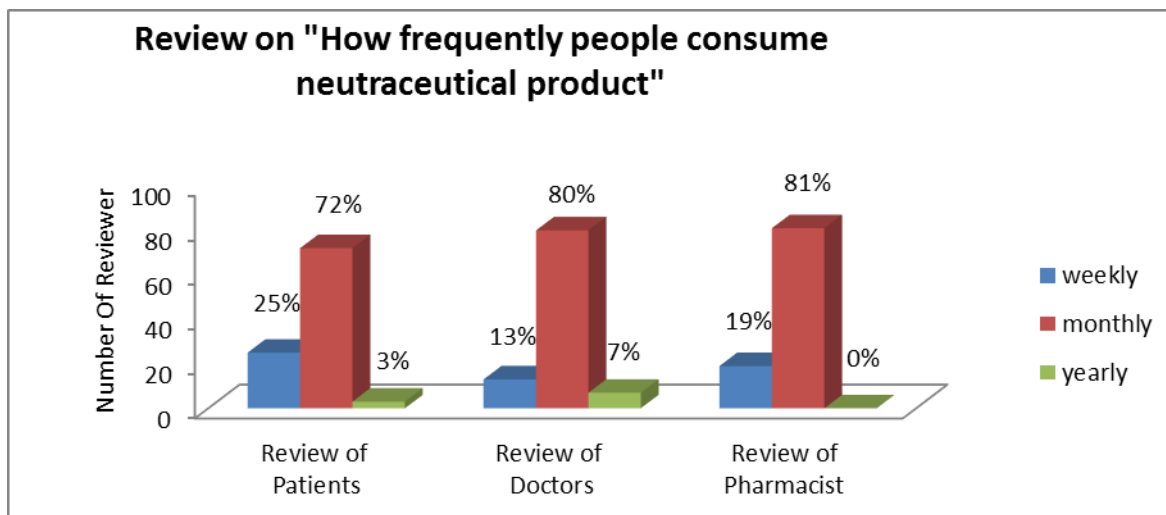
**Table No 1: Statistical On Population Utilizing More Nutraceutical Product**

Population Utilizing More Nutraceutical Product	Review of Patients	Review of Doctors	Review of Pharmacist
Adult	67	41	23
Pediatric	16	47	48
Geriatric	17	12	29



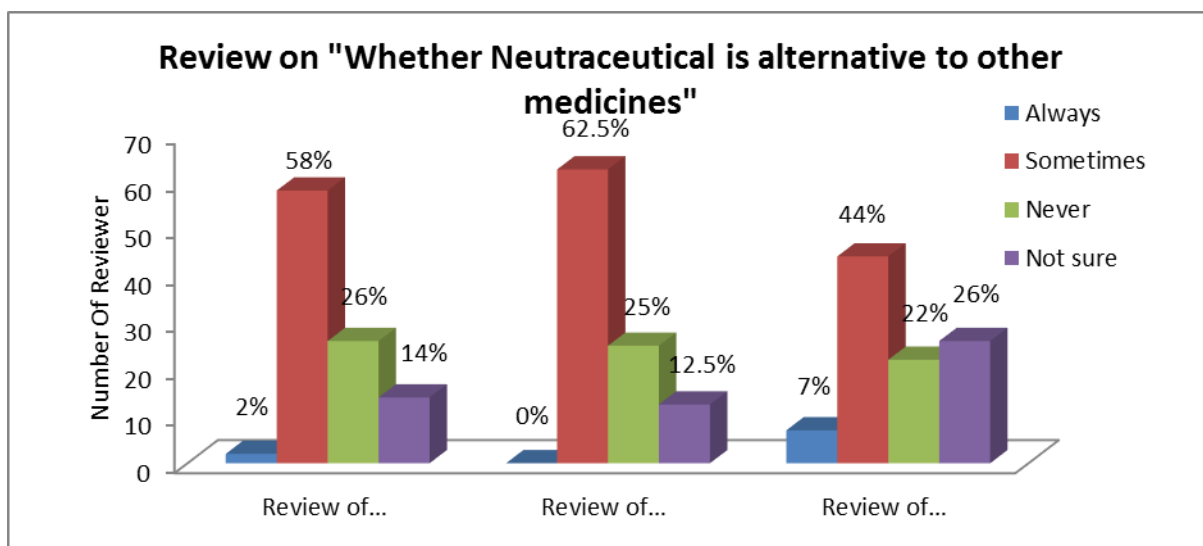
**Table No 2 Statistical Review on People Frequently Consuming Nutraceutical Product**

People Frequently Consuming Nutraceutical Product	Review of Patients	Review of Doctors	Review of Pharmacist
Weekly	25	13	19
Monthly	72	80	81
Yearly	3	7	0



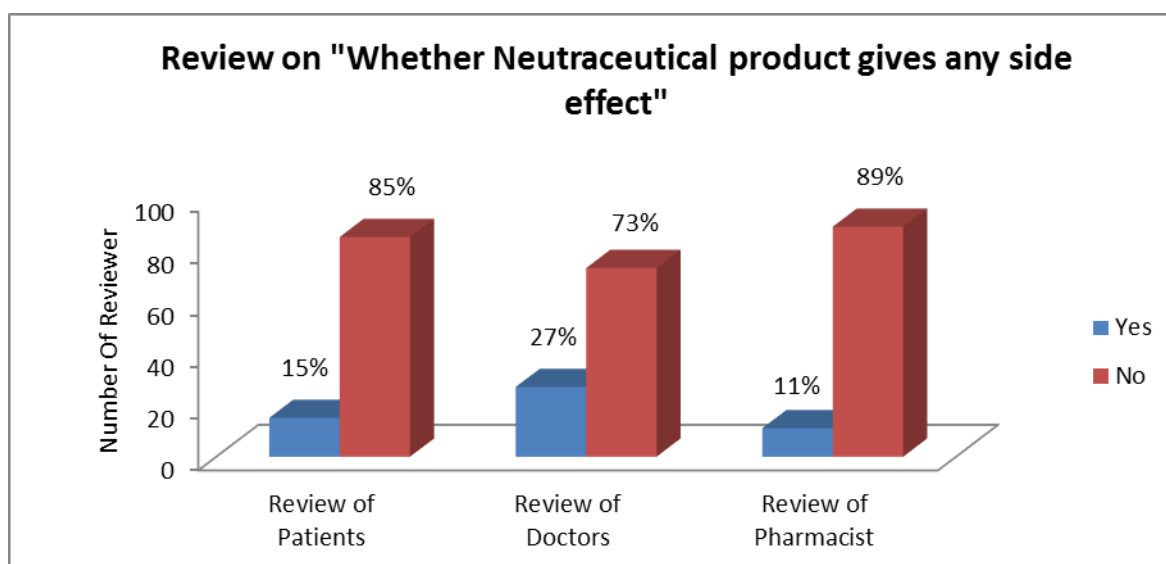
**Table No 3 Statistical Review On "Whether Nutraceutical is Alternative to Other Medicines"**

Neutraceutical Alternative To Other Medicines	Review of Patients	Review of Doctors	Review of Pharmacist
Always	2	0	7
Sometimes	58	62.5	44
Never	26	25	22
Not Sure	14	12.5	26



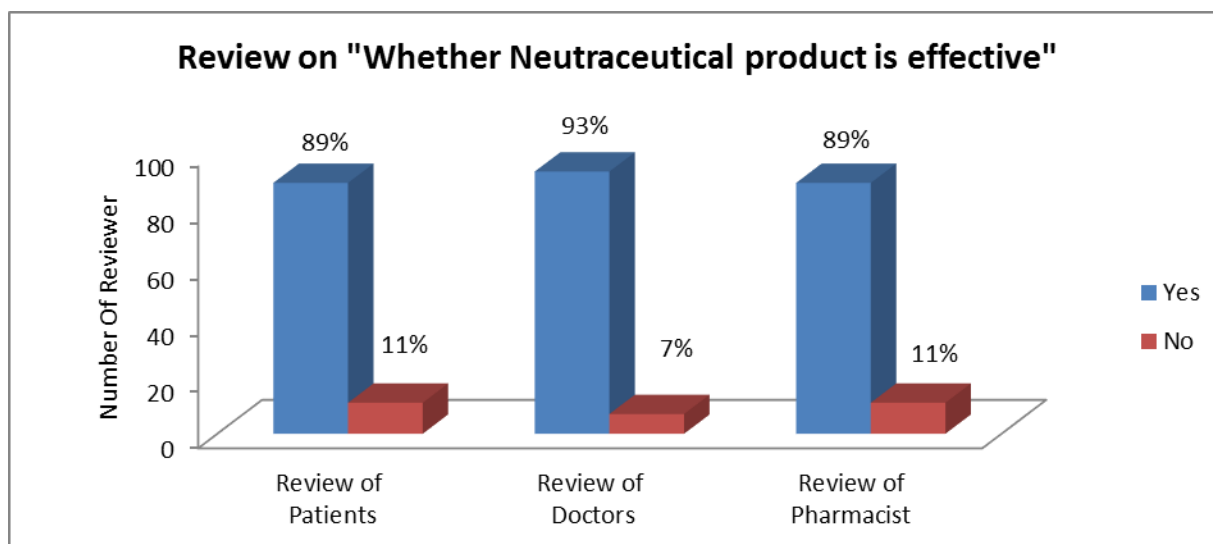
**Table No 4 Statistical Reviews On "Whether Nutraceutical Product Gives Any Side Effect"**

Neutraceutical Product Give Any Side Effect	Review of Patients	Review of Doctors	Review of Pharmacist
Yes	15	27	11
No	85	73	89



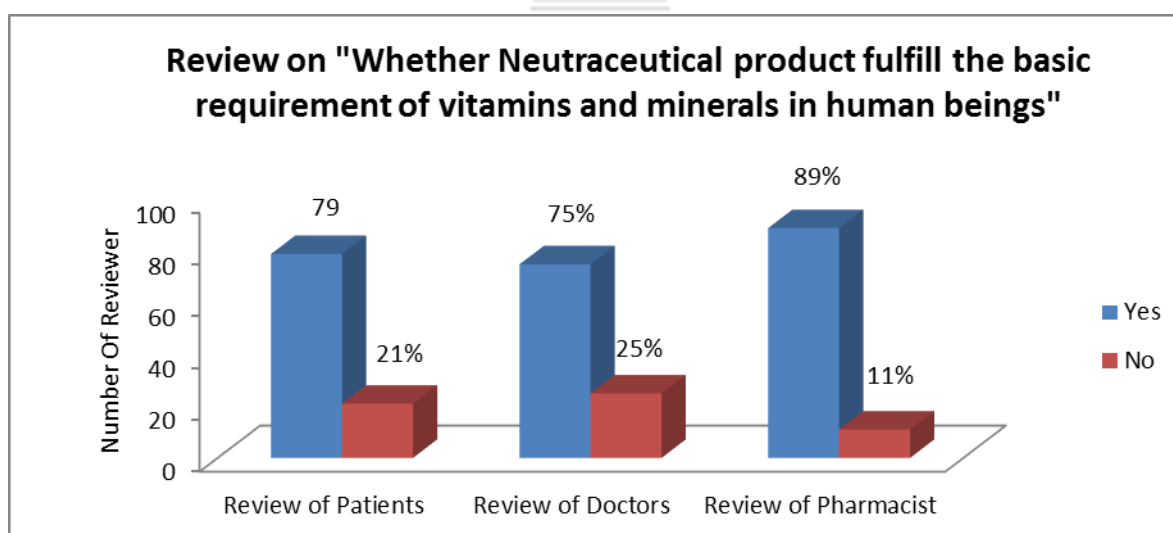
**Table no No 5 Statistical Review on "Whether Nutraceutical Product Is Effective"**

Neutraceutical Product Effective	Review of Patients	Review of Doctors	Review of Pharmacist
Yes	89	93	89
No	11	7	11



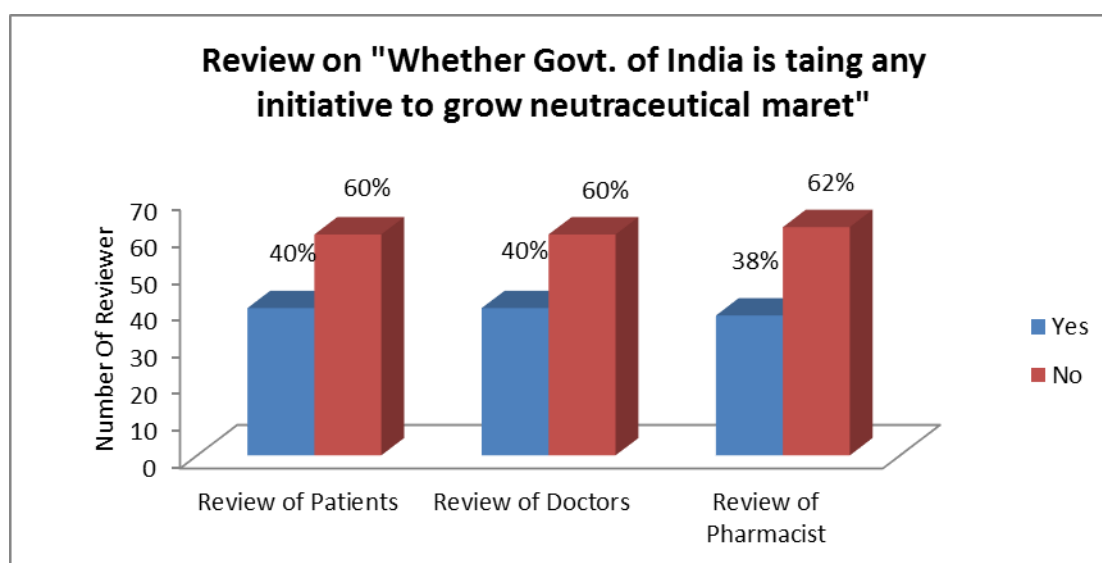
**Table No 6 Statistical Review on "Whether Nutraceutical Product Fulfill The Basic Requirement Of Vitamins And Minerals In Human Beings"**

<b>Nutraceutical Product Fulfil The Basic Requirement of Vitamins And Minerals In Human Beings</b>	<b>Review of Patients</b>	<b>Review of Doctors</b>	<b>Review of Pharmacist</b>
Yes	79	75	89
No	21	25	11



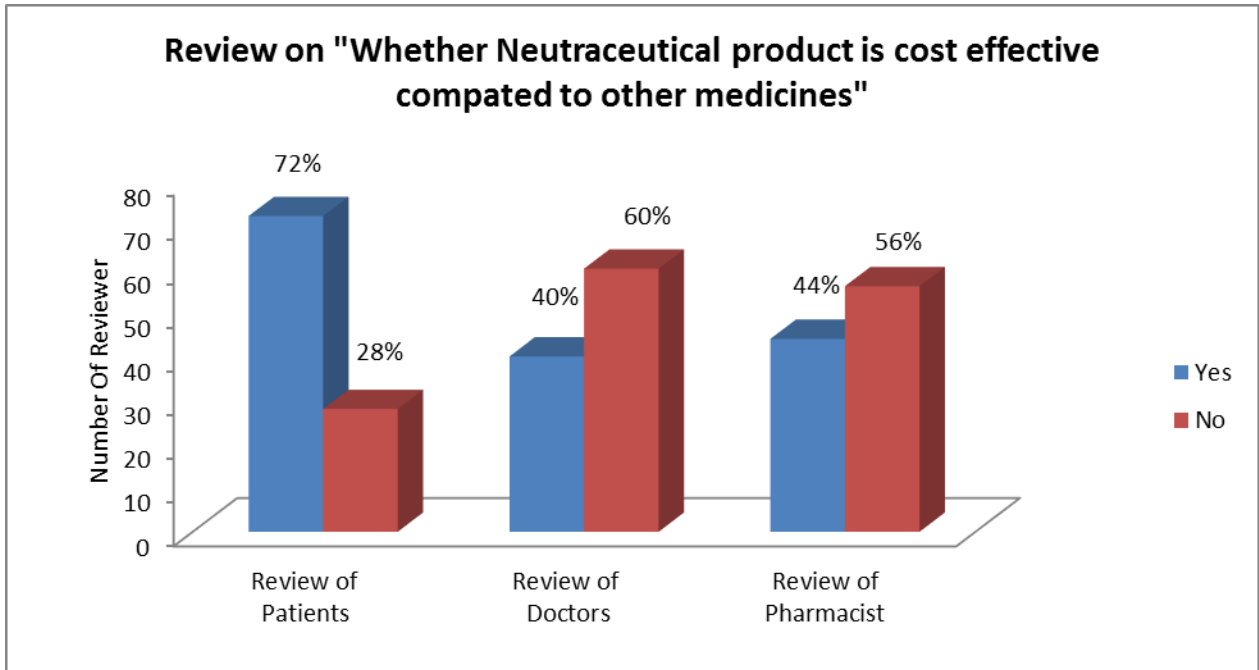
**Table No 7 Statistical Review On "Whether Govt. of India Is Taking Any Initiative To Grow Nutraceutical Market"**

<b>Govt. of India Is Taking Any Initiative To Grow Nutraceutical Market</b>	<b>Review of Patients</b>	<b>Review of Doctors</b>	<b>Review of Pharmacist</b>
Yes	40	40	38
No	60	60	62



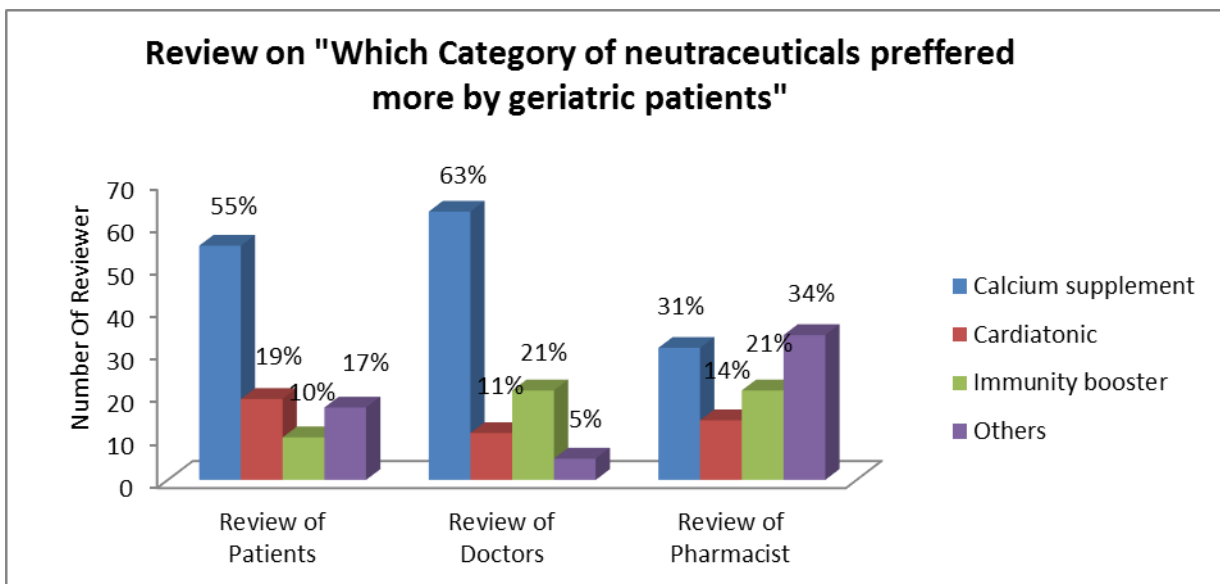
**Table No 8 Statistical Reviews On "Whether Nutraceutical Product Is Cost-Effective Compared To Other Medicines"**

<b>Nutraceutical Product Is Cost-Effective Compared To Other Medicines</b>	<b>Review of Patients</b>	<b>Review of Doctors</b>	<b>Review of Pharmacist</b>
Yes	72	40	44
No	28	60	56



**Table No 9 Statistical Reviews On "Which Category of Nutraceutical Preferred More By Geriatric Patients"**

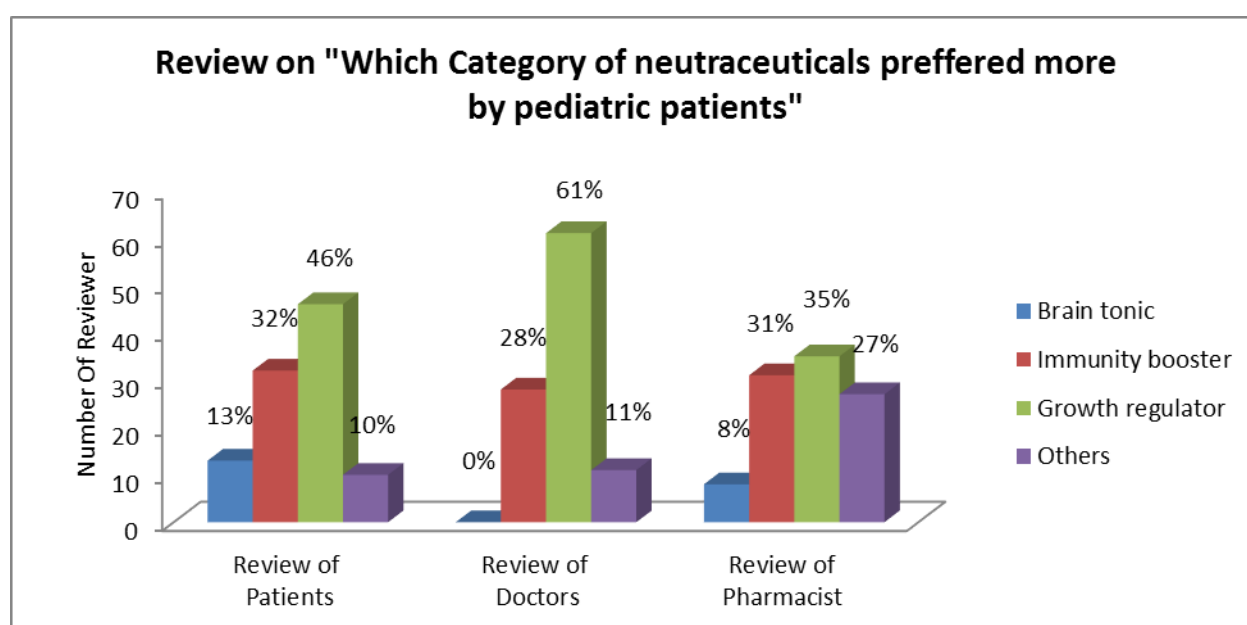
Category of Nutraceutical Preferred More By Geriatric Patients	Review of Patients	Review of Doctors	Review of Pharmacist
Calcium Supplement	55	63	31
Cardiotonic	19	11	14
Immunity Booster	10	21	21
Others	17	5	34





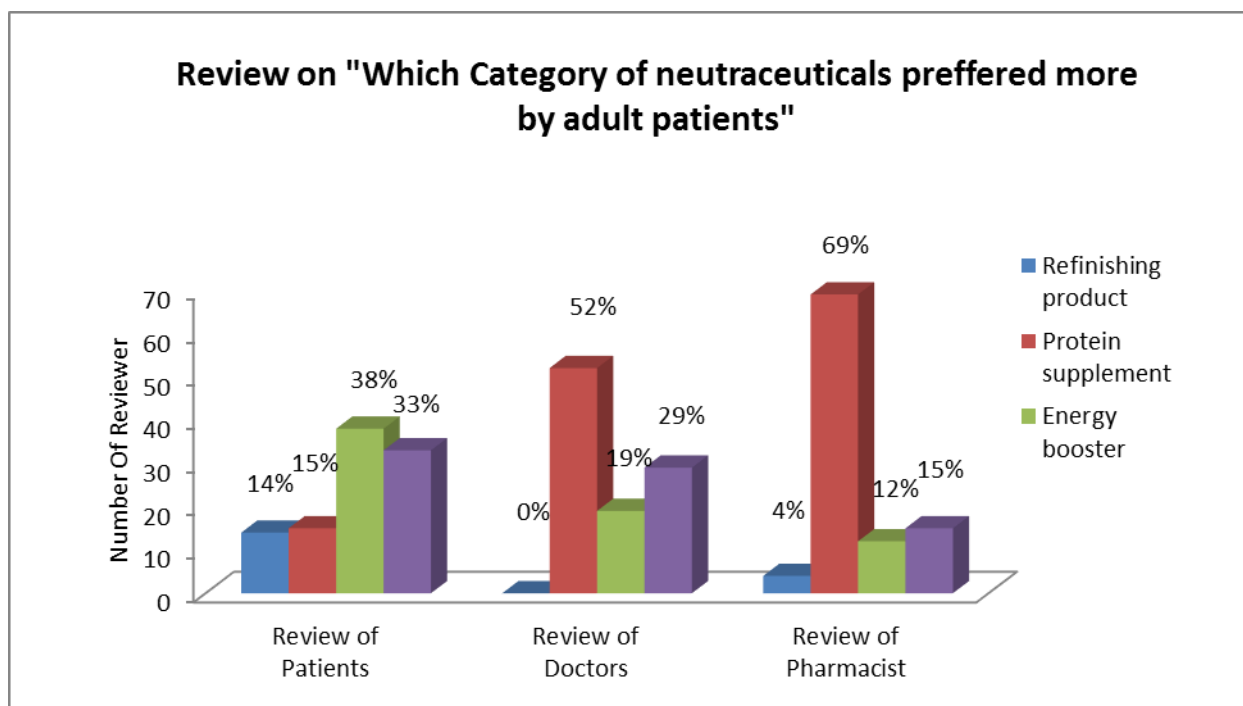
**Table No 10 Statistical Review On "Which Category of Nutraceutical Preferred More By Pediatric Patients"**

Category of Nutraceuticals Preferred More By Pediatric Patients	Review of Patients	Review of Doctors	Review of Pharmacist
Brain Tonic	13	0	8
Immunity Booster	32	28	31
Growth Regulator	46	61	35
Others	10	11	27



**Table No. 11 Statistical Review On "Which Category Of Nutraceuticals Preferred More By Adult Patients"**

Category of Nutraceuticals Preferred More By Adults Patients	Review of Patients	Review of Doctors	Review of Pharmacist
Refinishing Product	14	0	4
Protein Supplement	15	52	69
Energy Booster	38	19	12
Dietary Foods	33	29	15



**Tables: Prepared questionnaire answers (Total Question is 11)**

Target People for Research work in Anand District.	Q1. Review on "Which Population utilize more nutraceutical product"	Q2. Review on "How frequently people consume nutraceutical product"	Q3. Review on "Whether Nutraceutical is alternative to other medicines"	Q4. Review on "Whether Nutraceutical product gives any side effect"	Q5. Review on "Whether Nutraceutical product is effective"
Doctors	47% pediatric 41% of adults 12% geriatric	80% monthly 13% weekly 7% yearly	62.5% sometimes 25% never 12.5% not sure 0% always	73% No 27% yes	93% yes 7% No
Pharmacists	48% pediatric 23% of adults 29% geriatric	81% monthly 19% weekly 0% yearly	44% sometimes 26% never 22% not sure 7% always	89% No 11% yes	89% yes 11% No
Patients	67% pediatric 16% of adults 17% geriatric	72% monthly 15% weekly 5% yearly	58% sometimes 26% never 14% not sure 2% always	85% No 15% yes	89% yes 11% No

Target People for Research work in Anand District.	Q6. Review on "Whether it fulfills the basic need of vitamins and minerals in human beings"	Q7. Review on "Whether Govt. of India is taking any initiative to grow nutraceutical market"	Q8. Review on "Whether it is cost-effective compared to other medicine"	Q9. Review on "Which Category of nutraceuticals preferred more by geriatric patients"
Doctors	75% yes 25% no	40% yes 60% no	40% yes 60% no	63% calcium supplement 21% immunity booster 11% cardiogenic 5% of others
Pharmacists	89% yes 11% No	38% yes 62% No	56% yes 44% No	31% calcium supplement 21% immunity booster 14% cardiogenic 34% of others
Patients	79% yes 21% No	60% yes 40% No	72% yes 28% No	55% calcium supplement 10% immunity booster 19% cardiogenic 17% of others



Target People for Research work in Anand District.	Q10. Review on "Which Category of nutraceuticals preferred more by pediatric patients"	Q11. Review on "Which Category of nutraceuticals preferred more by adult patients"
Doctors	61% growth regulator 28% immunity booster 11% other 0% brain tonic	52% protein supplement 29% of dietary foods 19% energy booster 0% finishing product
Pharmacists	35% growth regulator 31% immunity booster 27% other 8% brain tonic	69% protein supplement 15% of dietary foods 12% energy booster 19% finishing product
Patients	46% growth regulator 32% immunity booster 10% other 13% brain tonic	15% protein supplement 33% of dietary foods 38% energy booster 14% finishing product

## DISCUSSION

### Using textual analysis in Anand district research

The doctor preferred that majorly pediatric patients(47%) consume more Nutraceutical product monthly(80%) with no side effects(73%). A maximum number of doctors(93%) believe that this product is effective and fulfill the requirement of minerals and vitamins in the human body(75%), due to that they believe govt. should take initiative in this segment(60%). In Anand district, pharmacists believe that geriatric, pediatric, adult patients consume more, growth regulators(61%), other supplements(11%), brain tonic (0%) respectively.

Pharmacist preferred that majorly pediatric patients(48%) consume more Nutraceutical product monthly(81%) with no side effects(89%). A maximum number of pharmacists(89%) believe that this product is effective and fulfill the requirement of minerals and vitamins in the human body(89%), due to that they believe govt. should take initiative in this segment(62%). In Anand, district pharmacists believe that geriatric, pediatric, adult patients consume more, growth regulators (35%), other supplements(34%), protein supplement(69%) respectively.

Patients preferred that majorly adult patients (67%) consume more Nutraceutical product monthly(72%) with no side effects(85%). A maximum number of patients(89%) believe that this product is effective and fulfill the requirement of minerals and vitamins in the human body(79%), due to that they believe govt. should take initiative in this segment(60%). In Anand, district patients believe that geriatric, pediatric, adult patients consume more growth regulators (46%), calcium supplement, energy booster(38%) respectively.

## CONCLUSION

In Anand district, more than 54% of people prefer nutraceutical product.78% people consume it monthly. 82% of people believe no side effect of nutraceutical medicine. 81% of people believe that they fulfill the requirements of essential requirements of vitamins and minerals in the human body. 61% of people believe that the government should take initiative in this segment. Anand district having the vast opportunity of calcium and protein supplement, energy booster. The research concluded that nutraceutical product has a vast market

opportunity and highest utility in compare with other product by Anand district people of Gujarat state.

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- 1) Chanda S., Tiwari R., Singh A.; Nutraceuticals Inspiring The Current Therapy For Lifestyle Diseases; Advances In Pharmacological Sciences;2019; 6908716: 1-5
- 2) Carl H. Botan, Gary L. Kreps, Investigating Communication An Introduction To Research Methods,2<sup>nd</sup> Ed., Allyn & Bacon A Pearson Education Company, 2000,1-15.

