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Information on Demography Profile and Health Claim

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Abstract:

Few completely working gadgets are now available on the Indian market. Dairy products are the most prevalent dietary sources of probiotics. Numerous opportunities to better one's health result from the widespread availability of functional meals. The functional food industry in India is thriving as the phrase "health is wealth" gains traction among common Indians. When the 240 subjects were broken down by age and occupation, we found that 40.83 percent of the working women and 13.34 percent of the homemakers were under the age of 35, 40.83 percent of the working women and 39.16 percent of the homemakers were between the ages of 36 and 50, and 18.34 percent of the working women and 47.50 percent of the homemakers were over the age of 51. While the majority of individuals were in relatively good health, 22.5% of the women in the study were in exceptional health and showed no signs of illness. These people were complaining about minor health issues. The individuals' overall health was found to be poor in 5.84% of cases. About three-quarters of the participants were classified as having a moderate health status, meaning they did not have any serious health issues.

Keywords Health care, Nutritions, functional food, Health awareness

Introduction

In order to provide optimal health care, it is essential to understand the elements that shape a person's food choices. Nutritionists' focus has shifted from promoting eating because it keeps you alive to eating because it improves your mood, health, and immunity. It's generally known that you may get some health benefits from what you eat. Hippocrates, the ancient Greek physician and philosopher, developed it over 2500 years ago. As he put it, "let food be thy medicine and medicine be thy food." Throughout history, several cultures have

turned to food as a source of therapeutic treatment. Many historical civilizations used food as medicine for hundreds or thousands of years, and this practice has been documented for the Indians, Egyptians, Chinese, and Sumerians. Food is central to the therapeutic practices of Ayurveda, an ancient Indian medical tradition that dates back more than 5,000 years. There is a strong correlation between eating well and exercising regularly. The importance of a healthy diet and lifestyle has increased in recent years. Many people feel that healthy

food should provide more than simply health advantages. Given this, the surge in popularity of functional foods over the last several years is not surprising. The phrase "functional food" was first created in the field of nutrition research with the goal of delivering a long-term, low-cost solution to health problems.

Several nations, including Canada, Sweden, and the United States, have laws governing the labeling of health claims of Functional Foods and their benefits. A health claim is an assertion that a product or one of its constituents may treat, prevent, or improve a health problem. whether you want to know whether a food has any health benefits beyond what you'd get from eating it on its own, look for a certain kind of statement called a "health claim" on the label.

Literature Review

Anitha R (2021) Multiple factors contribute to and exacerbate malnutrition in India. It affects children' health, development, and learning, all of which are detrimental to their success in school. The purpose of this study was to examine the differences in the outcomes of various intervention strategies for improving the nutritional status and cognitive function of undernourished school-aged children (6-12 years old). There were around 600 pupils that took part in the study. The participants' socioeconomic status, eating habits, mental aptitude, and level of participation in school were all recorded. The children's diets were tested against the norms. Ravan's Coloured Progressive Matrices, as well as students' grades and attendance rates, were used to gauge the children's IQ. The mother's nutritional understanding, attitudes, and behavior were evaluated. Out of the children studied, 17.7% were short for their age, 28.1% were underweight, and 27.1% were underweight and undernourished. There were higher rates of stunting (28.6%),

underweight (43.6%), and thinness (37%) among children enrolled in public schools compared to those enrolled in private schools. Overall, RCPM scores for public school students were lower than those for students attending private schools. Therefore, for three months, the formulated health mix using the potentially rich source nutrients like protein, iron, zinc, selenium, and Brahmi leaves was provided to the selected undernourished children in public school through the PNEP, along with nutrition and health education for their mothers. After receiving health mix supplements and health and nutrition education, children in Group II demonstrated statistically significant increases in nutritional status and cognitive function compared to children in Groups I and III. This has led to the development of a variety of successful intervention strategies.

Dr. C.K. Muthukumar (2021)After hearing more about the dangers of climate change, air pollution, the abuse of pesticides in farming, and the accumulation of carbon particles in the environment, many people's purchasing patterns have evolved in the last five years. Organic food products have arisen in response to the more discerning tastes of today's customers. This concept has gained fresh ground in contemporary society as a result of the increased awareness of health problems. Here, "safe" and "environmentally friendly" refer to foods. This paper makes a feeble attempt to assess demand for organic produce in Sivaganga County. An examination of consumer behavior in Sivaganga District is the article's secondary focus. Charts, tables, and statistical methods like analysis of variance (ANOVA), regression analysis (Regression analysis), and Chi-square tests are used to decipher the primary survey data obtained in Sivaganga District. The analysis finds that consumption is increasing, but more education is required to make it widespread.

Morawska, Anna & Górna, Iona & Boleslawska, Izabela & Przysławski, Juliusz. (2016). People is sometimes reluctant to try new foods because they either lack sufficient information about them or are terrified of them. Nutritionally sound foods fall within this group. The term "functional foods" was developed by the food industry to characterize such items. This study aimed to determine the extent to which college students are familiar with functional foods. Two hundred sixty-six students from Poznan University of Medical Sciences' nutrition and pharmacy programs took part. To test the students' grasp of functional foods and their many definitions and applications, we distributed a 7-question, closed-choice quiz. Students majoring in dietetics ate more varieties of functional foods than pharmacy students and had a much deeper awareness of the health advantages of these foods. They were also more confident in their knowledge on these subjects than pharmacy students. The form of dietetics education seems to have had a role in raising students' consciousness of the importance of healthy eating. There is a duty on the part of educational institutions that teach about nutrition and health to disseminate the information about functional foods.

Corina, Maxim & Fărcaș, Anca & Vodnar, Dan & Tofana, Maria & Socaci, Sonia. (2019). While the legal definition of "functional food" has yet to be established, there is consensus among scientists that these meals provide benefits beyond those simply linked with satisfying hunger. There has to be proof that the goods' bioactive ingredients may prevent, manage, or treat chronic conditions. The purpose of this study was to investigate whether or whether customers are interested in, aware of, and willing to pay more for functional foods. A total of 120 people answered the survey's 16-question online questionnaire.

Participants were adults of varying educational backgrounds from both urban and rural settings. The poll found that as compared to men, women had a greater interest in and understanding of functional foods. Only 15% of those polled said they had no understanding what the term "functional foods" meant. Consumers' knowledge with and interest in functional meals were shown to be highly affected by demographic characteristics like age, education level, and income. The price was a factor, but the sensory and physiological benefits were also important considerations.

Precup, Gabriela & Cristina Bianca, Pocol & Bernadette-Emoke, Teleky & Vodnar, Dan. (2022). The growing awareness among consumers of the link between diet and health has led to an uptick in the production and promotion of foods with health claims. In 2019, they had a market share of over 200 million EUR, and the scientific literature describes them as functional foods with a role in improving health and preventing disease. Prebiotics are defined as "functional foods," or substrates that are preferentially utilized by host bacteria to give a health advantage, by the International Scientific Association for Probiotics and Prebiotics. Several health benefits have been associated with the use of prebiotics; nevertheless, in order to establish causality, certain requirements must be satisfied. Food products with health claims on the label must be examined and supported by solid scientific evidence before they can be approved and marketed in the European Union. Consumers' perspectives on this issue are influenced by the many groups that are invested in it. The purpose of this study was to gauge consumer awareness of and comprehension of the prebiotic concept in Romania. In order to evaluate consumer interest, a questionnaire-based research was designed and analyzed using Google Trends, a web-based data tool. We

used crosstabulation in SPSS to examine the relationship between demographic variables and answers to questions on diet and prebiotics. There were a total of 303 responses to the online poll, from those aged 15 to 24 and 25 to 64. Seventy-four percent of respondents claimed to be at least somewhat acquainted with the term "prebiotics," however the results were inconclusive on the depth of this familiarity. It was emphasized that consumers require clear information based on a comprehensive examination of the scientific data, and that consumer education campaigns on the relationship between particular food

components and health consequences are necessary.

Socio economic and demographic details

The current research included 240 randomly chosen women from the city of Raipur. Of the 240 participants, 65 were young women (35 years old), 96 were between the ages of 36 and 50, and the remaining 79 were middle-aged or older (51 years old). Table No. 1 shows the breakdown of the female participants into their various age groups.

Table 1: Distribution of Subjects on the Basis of Age Group (N=240)

Age	N	%
Upto35 yrs	65	27.08
36-50 yrs	96	40.00
> 51 yrs	79	32.92
Total	240	100.00

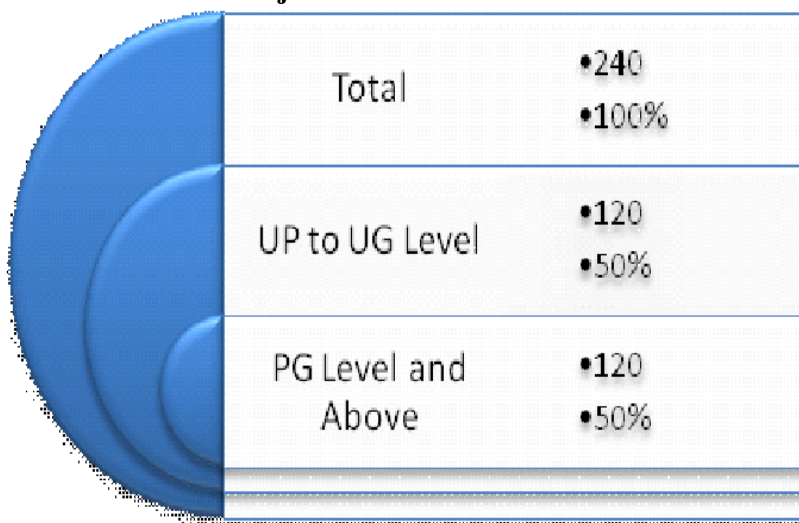
Table 2: Distribution of Subjects on the Basis of Age and Nature of Work (N=240)

Details		Gainfully Employed (N=120)		Home makers (N=120)	
		N	%	N	%
Age	Upto35 yrs	49	40.83	16	13.34
	36-50 yrs	49	40.83	47	39.16
	> 51 yrs	22	18.34	57	47.50
	Total	120	100.00	120	100.00

Table No. 2 presents a distribution of female respondents chosen at random based on their age and occupation. In a sample of 240 adults, 49 working women and 16 stay-at-home moms were younger than 35. Subjects between the ages of 36

and 50 were evenly distributed in terms of age, with 49 in the labor force and 47 at home. While just 22 of the working women and 57 of the stay-at-home mothers were above the age of 51.

Table 3: Distribution of Subjects on the Basis of Educational Level (N=240)



The people who participated in this research came from a wide variety of origins. After topics were chosen, they were stratified into two groups: those with a high school diploma or less and those with a PG degree or more. Fifty percent of the subjects had bachelor's degrees in fields other than science, business, or the arts, and the same amount had master's degrees or higher. The latter category included those with advanced degrees such as master's and doctorates.

Health status:

Family life revolves around the woman.

They put everyone else's needs above their own and devote their lives to caring for loved ones. They don't give a second's thought to their health, much alone how to improve or preserve it. It has been noted that although some modern women worry excessively about their physical wellbeing, others continue to put themselves last. Their health is sometimes negatively impacted by their hectic work schedule and working circumstances. Participants in the current research were polled for their general health, and the findings are shown in Table No. 4.

Table No. 4: Health Status of the Selected Subjects (N=240)

Details		Gainfully employed (N=120)		Homemakers (N=120)		Total	
		N	%	N	%	N	%
Health Status	a. Excellent	33	27.50	21	17.50	54	22.50
	b. Moderate	81	67.50	91	75.83	172	71.66
	c. Poor	06	05.00	08	6.67	14	05.84
Total		120	100.00	120	100.00	240	100.00

There were 240 participants, and 27.5% of working women and 17.5% of stay-at-home moms were in perfect health. The total number of women in this category

was 22.5%. 67.5 percent of the working population and 74.83% of the non-working population had a moderate health condition. These people were complaining

about minor health issues. Overall, they had a percentage of 71.66 percent. Overall, 5.84% of the population is in poor health, including 5.0% of those with jobs and 6.67% of those who stay at home.

Some health issues are more prevalent in contemporary women due to their lifestyle. They used to take their medications consistently as their doctors instructed. Women in paid employment who were surveyed reported seeing their doctors for a wide range of health issues, and prescription medication was shown to be a common therapy. Table 5 displays the obtained outcomes.

It was shown that 31.67 percent of women who are gainfully employed do not use any medications. Subjects were found to have used medications for a variety of conditions, including: 5% for hypertension, 3.34 % for diabetes, 4.16 % for both hypertension and diabetes, 0.84 % for osteoporosis, 10.0 % for gastrointestinal issues, 5.83 % for anemia, 0.84 % for arthritic pain, 11.66 % for illnesses associated with weakness, 15.0 % for pain relief, and 11.66 % for headaches. The proportion of women in the labor force who reported using medication for health reasons was 68.33 percent.

Table No. 5: Health Problems for which Prescribed Medicines used by Gain fully Employed Women

Health Problems	Gainfully Employed Women (N=120)	
	N	%
None	38	31.67
a. Blood Pressure	06	05.00
b. Diabetes	04	03.34
c. Blood pressure and Diabetes	05	04.16
d. Osteoporosis	01	0.84
e. Constipation	12	10.00
f. Anaemia	07	5.83
g. Arthritis	01	0.84
h. Weakness	14	11.66
k. Bodyache	18	15.00
l. Headache	14	11.66
Total	120	100.00

Women who stayed at home to take care of children were also polled about the medications they used. Table 6 shows that 26.67 percent of homemakers don't take any medications, while 8.34 percent take them for hypertension, 9.17 percent for diabetes, 10.00 percent for both conditions, 2.5 percent for the thyroid, 2.5

percent for asthma, 0.8 percent for arthritis, 2.5 percent for spondylitis, 18.33 percent for anemia, and 2.5 percent for piles. Subject percentage using prescription drugs for non-primary conditions was 16.66%. The percentage of women who are homemakers and also take medication is much greater than the

percentage of women who are in paid employment.

Table No. 6: Health Problems for which Prescribed Medicine used by Homemakers

Health Problems	Homemakers (N=120)	
	N	%
None	32	26.67
a. Blood Pressure	10	8.34
b. Diabetes	11	9.17
c. Blood pressure and Diabetes	12	10.00
d. Thyroid	03	2.50
e. Asthma	03	2.50
f. Arthritis	01	0.83
g. Spondylitis	03	2.50
h. Anaemia	22	18.33
i. Piles	03	2.50
j. Other	20	16.66
Total	120	100.00

Conclusion

The nuclear family was the most common kind of family structure, and the typical family included four to six people. It reaffirms that women have a crucial role in shaping family values and eating routines. The vast majority of the participants identified as vegetarians. This indicates that the participants will greatly benefit from learning about Functional Foods derived from plants. Half of the participants came from families with monthly incomes of Rs. 25,000 to 50,000, indicating that they were middle class. These individuals would benefit greatly from learning about Functional Foods because it would free them from the need to rely on pricey pharmaceuticals and dietary supplements to maintain their health. About three-quarters of the participants were classified as having a moderate health status, meaning they did not have any serious health issues.

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