

Case Study

Evaluate effects of Eating Disorder

Marketing Challenge:

Eating disorders profoundly impact an individual's quality of life. Self-image, relationships, physical well-being and day to day living are often adversely affected. Anorexia and bulimia are the causes of eating disorder. This is more commonly associated with weight loss and aspire attaining slim look (size zero look in young women and girls. Bulimia nervosa may be particularly associated with substance abuse problems. Blood sugar level disruptions, less of nutrition and immunity are the cause of many other health and lifestyle diseases.

One of the world's biggest Pharmaceutical Company wanted to explore the cause and effect of eating disorder and related health problems. They wanted to identify the ways of healthy lifestyle even without starving or overeating. They wanted to know how fast the health disorders (diabetes, malnutrition, dehydration, stress, Chronic Fatigue Syndrome, Digestive Difficulties, hyperacidity etc.) get evident caused due to eating disorder. It was important for them to understand the precaution to be taken to avoid such health disorder like diabetes and weakness etc and what advice to give the patients, and their family to avoid eating disorder to improve health disorders that can be curable

MMRSS' Approach:

Exploratory research can be designed to understand the criticality of Eating disorder and diabetes etc and how far the specialist (nutritionist and Diabetologists) can educate the people, family and friends to prevent this and following a healthy lifestyle. Qualitative research tool used was In depth interviews of 15-20 minutes with the target audience. 30 Nutritionist and Diabetologists India (all metros) practicing in hospitals and clinics are eligible for this research to provide expert opinion.

Nutritionist and Diabetologists who sees atleast two to three eating diabetic cases in hospitals or private clinics in a week is eligible practicing in hospitals and clinics were the target audience chosen for this research to provide expert opinion.

Diabetologists and Nutritionists were contacted and expert opinion was taken on the following points:

- Main causes of the eating disorder and its consequences
- How it afflicts people and how difficult is it to control
- Precaution to be taken to avoid diabetes and other blood sugar problem caused prolonged eating disorder
- Approach towards treating the patient when diagnosed
- What do you advice to the family and friend of the patient suffering from eating disorder
- Drugs used to treat eating disorder patients
- How the counseling helps patients to get rid of the phobia of overweight and body shape and image
- Recommendation by nutritionist and Diabetologists for preventing the disease related to eating disorder

The Results:

Indian scenario of Eating disorder was established and helped the client to take specific measures

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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