

Dedication

This thesis is dedicated to my parents and sister who have always been encouraging. It is also dedicated to my teachers who taught me several courses and I learnt really a lot during my MBA. My teachers helped me become a better man. Without their guidance I couldn't possibly develop the capabilities to complete this thesis.

Abbreviations used

BMI - Body mass index

WHO - World health organization

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Abstract:

This research targeted the growing problem of obesity. It is tried and true that the state of being overweight can be cured if a person maintains a healthy diet and increases the physical activity. And that's where diet products come into play. The consumption of diet products has increased lately but it's still a lot lesser than where it should be. The rise in consumption of diet products is mainly because of gradual increment in health awareness. People are becoming more aware about diet products as 76% people of Islamabad are aware about diet products in markets. But research showed that only 33% people of Islamabad use diet products on regular basis. This lack of interest in dietary products is mainly caused by the low availability of diet products in nearby stores and less awareness about diet-health relationship.

The study of consumer behavior regarding diet products aimed to work out the myths that lie in the mind of consumers. Why some people are using diet products? And why many people still don't use dietary products? These questions were answered with the help of responses collected from a sample size of 120 people through a questionnaire. People who don't use diet products are not really aware about diet-health relationship, furthermore they can't find dietary products easily in nearby stores. On the other hand people who use diet products on regular basis are influenced by media and want to look/feel good.

Consumers prefer buying international diet products in present situation. A consumer wants quality in the diet products they use and to read the honest nutritional facts on those products. Local diet industry is not growing because of factors like lack

of innovation, poor distribution channels, and hapless brand image. This research showed that 75% people will buy local diet products if these contained desired qualities. It provides practical reasons for local diet industry to grow faster and make those products available.

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