Underlying Motives Associated with the Usage of The Functional Foods-A Review of Literature

Dr. Vidhita Sinha[1*], Dr. Hitesh Parmar[2], Dr. Hiren Harsora[3], Mr. Shubham Pare[4]

[1*]Assistant Professor, Faculty of Management Studies, Ganpat University,
E-mail:vidhita.sinha@gmail.com, 9265099187
[2]Assistant Professor, PGDBM, Sardar Patel University, E mail: drhitesh.parmar23@gmail.com, 9898551810
[3]Assistant Professor, Faculty of Management Studies, Parul Institute of Management & Research, Parul University
E mail:hirenharsora7@gmail.com, 9909286229
[4]Lead Data Analyst, S&P Global Market Intelligence, Email: shubhampare2188@gmail.com, 9099015271

***Corresponding Author**: Dr. Vidhita Sinha
*Assistant Professor, Faculty of Management Studies, Ganpat University,
E-mail:vidhita.sinha@gmail.com, 9265099187

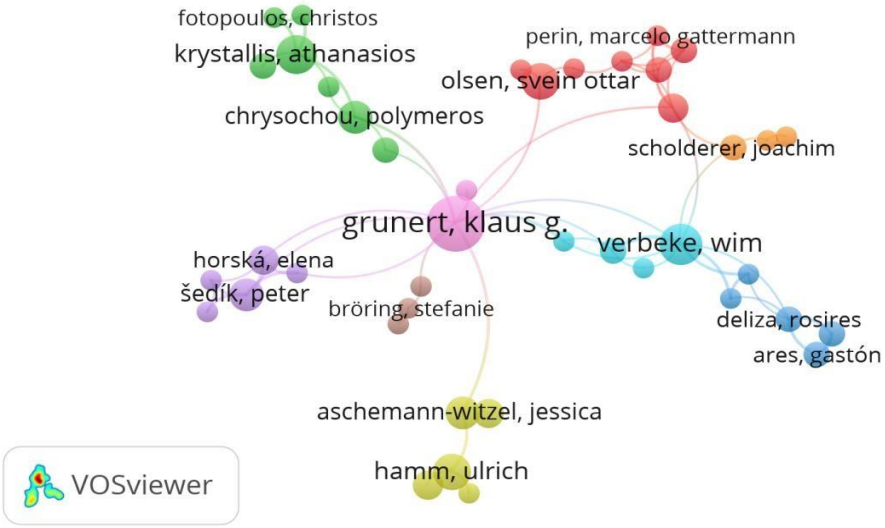
Abstract:
Due to the increase in the degenerative diseases the consumers have started opting for functional foods known for their potential to alleviate the risk of some of the chronic diseases like cardiovascular diseases, cancer, and diabetes and which are known to help in curbing or postponing the disease which may occur if consumed regularly and thus can help in the well-being if the humans. A number of studies have been conducted so far about the factors influencing the usage of functional foods. This study is an attempt to summarize the reasons for opting for the functional foods obtained through the various studies and will help the functional food product manufacturers in their decision selling and positioning their food products.

Keywords: functional foods, nutritive label, base or carrier product, COO.

Introduction:
The customers nowadays are concerned not only about the quality but have various stringent requirements for health from the food consumed Barrena& Sánchez (2013).
Functional food as per Litov (1998) are the category of foods which have health benefits besides the nutritional value incorporated and thus is an opportunity for the food industry to come up with new products with more nutritional value. The functional foods have special benefits like they are anti-antigenic , antioxidant, anti-inflammatory and anti-tumour or anti-cancer which makes them superior to the conventional food prevalent in the market. The functional foods have the potential to maintain a good health, improve the well being and lessen the risk of diseases if consumed Haesman and Mellentin, (2001). Functional foods have the potential to alleviate the risk of some of the chronic diseases like cardiovascular diseases, cancer, and diabetes and can also postpone the disease which may occur if consumed regularly and thus can help in the well-being if the humans.
The concept of functional foods was proposed by a Japanese academic society in the early 1980´s, and the legislation for the functional foods was first implemented as FOSHU, which means "Foods for Specified Health Use" Shimizu, T. (2003).
FOSHU, Japan (1991) cited in Anon. (2003) "Foods which are, based on the knowledge between foods or food components and health, expected to have certain health benefits, and have been licensed to bear a label claiming that a person using them for specified health use may expect to obtain the health use through the consumption thereof"

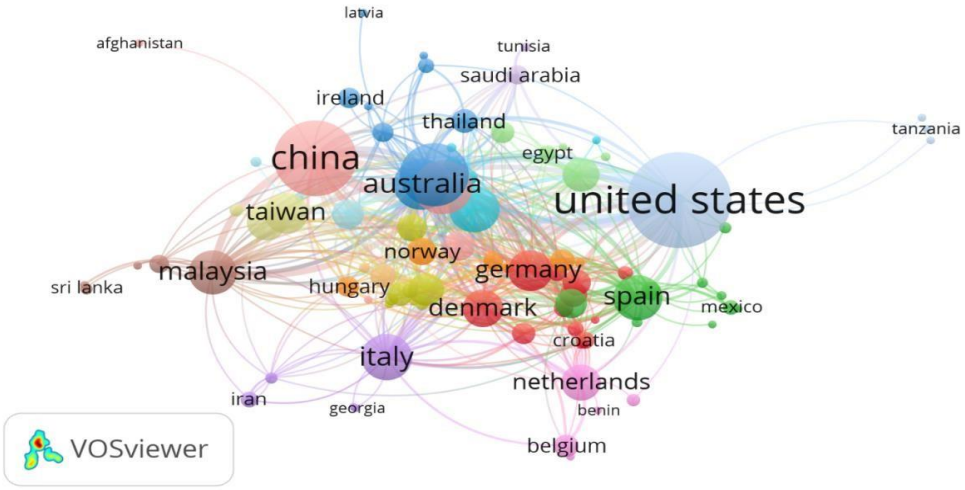
Methodology used in the paper:

Selection of Research Papers for understanding the motives of using Functional Foods:



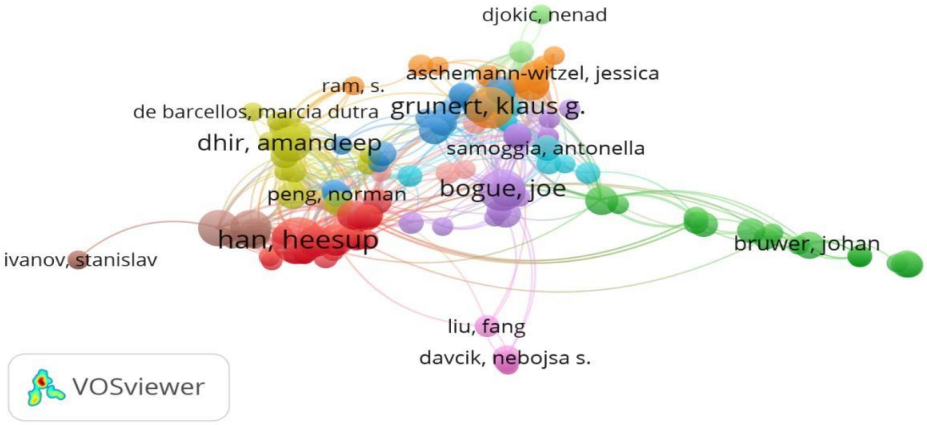
Authorship- Author Graph

Authorship-author graphs generated in VOSviewer can be invaluable for conducting meta-analysis papers by providing insights into collaboration networks among researchers within a specific field or topic. These graphs offer a visual representation of co-authorship relationships, allowing researchers to identify prolific authors, influential research groups, and collaborative patterns. By analysing these graphs, researchers can uncover trends in authorship, assess the impact of collaborative efforts on research productivity, and identify key contributors to the literature. This information can inform the selection of studies for inclusion in meta-analyses, aid in understanding the distribution of expertise within the research community, and help identify potential gaps or areas for further investigation. Additionally, authorship-author graphs can provide a visual context for interpreting meta-analysis results and facilitate communication of findings to a broader audience.



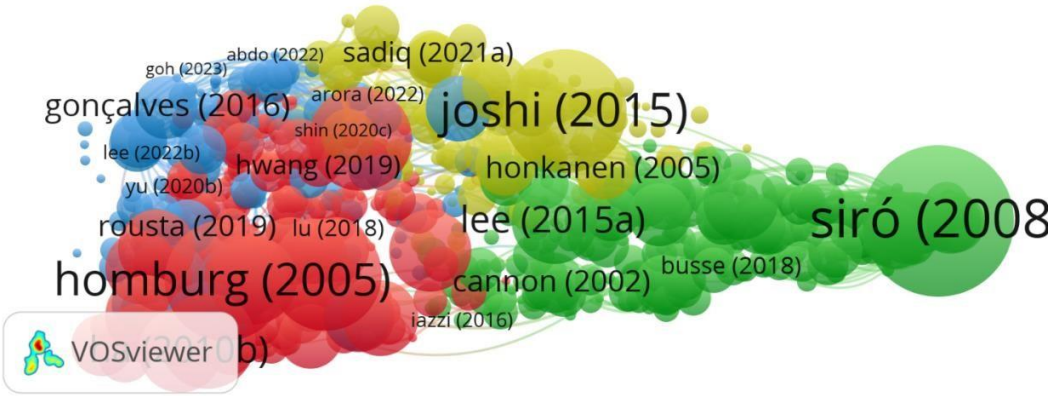
Authorship- Countries

Authorship-country networks in VOSviewer provide valuable insights into international collaboration patterns among researchers. These networks visualize co-authorship relationships between authors from different countries based on their collaborative publications. By analyzing authorship-country networks, researchers can identify countries with high levels of collaboration, map out the geographic distribution of research collaborations, and assess the impact of international collaboration on research productivity and quality. This information can help researchers understand global research trends, foster cross-border collaborations, and facilitate knowledge exchange and dissemination on an international scale. Additionally, insights from authorship-country networks can inform research funding decisions, policy-making initiatives, and strategic partnerships aimed at addressing global challenges through collaborative research endeavours.



Citations-Author

Citations-author networks in VOSviewer provide valuable insights into the influence and impact of researchers within a specific field or discipline. These networks visualize citation relationships between authors based on their co-citation patterns in scholarly publications. By analysing citations-author networks, researchers can identify influential authors, research groups, or thought leaders, based on the frequency and strength of citations received. This information can help researchers understand the intellectual structure of a field, identify seminal works or key contributors, and uncover emerging research trends. Additionally, insights from citations-author networks can inform academic evaluations, grant funding decisions, and strategic collaborations by highlighting researchers with significant impact and influence within their respective fields.



Bibliographic coupling

Bibliographic coupling is a concept used in bibliometric analysis to assess the similarity between two documents based on their shared references. In bibliographic coupling, documents are considered to be related if they cite similar sets of other documents. Bibliographic coupling measures the strength of the relationship between documents by counting the number of shared references. By analysing bibliographic coupling, researchers can identify related or similar documents, assess the intellectual connections between them, and uncover thematic similarities or research trends. This information can be valuable for literature reviews, identifying relevant studies for further investigation, and understanding the structure of scholarly knowledge within a specific field or discipline.

Findings:

Usage of functional foods has been influenced by number of reasons:

WHAT INFLUENCES THE USAGE OF FUNCTIONAL FOODS BY THE CUSTOMERS	HOW IT INFLUENCES THE USAGE IN THE CASE OF FUNCTIONAL FOODS	STUDIES SUPPORTING THE CLAIM
OLD AGE	They have been found more interested in improving the health, due to the fear of someone close whom they have lost due to degenerative diseases which	Puhakka, R., et.al (2018),Kraus, A.,et.al. (2017), Masson, E., Debucquet, G., Fischler, C., &Merdji, M. (2016). Collins,

	makes them health conscious. Old age people usually prefer to have cereal based functional products as they have liking for nutrition. They rely on the products claiming about disease reduction.	O., &Bogue, J. (2015) Salleh, H. S.et.al. (2015). Vella, M. N.et.al. (2014)Büyükkaragöz, A. et.al. (2014)Senadisai, P. (2014). Ong, F. S.et.al. (2013)Loizou, E.et.al. (2013) Menezes, E. et.al.(2011)Lalor, F.,et.al. (2011), Lalor, F.et.al. (2011)a, Annunziata, A., &Vecchio, R. (2011)Cranfield, J. et.al. . (2011)Vassallo, M et.al. (2009)Siegrist, M.et.al. (2008) Messina, F et.al. (2008) Lyly, M.et.al. (2007)Niva, M., &Mäkelä, J. (2007)Verbeke, W. (2006)Niva, M. (2006)Verbeke, W. (2005)Frewer, L.,et.al. (2003)
YOUNG AGE	Youngsters have been found to be more receptive to the high technology food processing and they prefer meat based products. They prefer functional foods for improving their physical appearance, and sometimes due to some familial disease history. The probable reasons found for giving functional foods to their kids could be that the parents intent to control the diseases in their kids right from the young age, or they want to prevent the diseases in their body so as to take care of their family or they are inculcating healthy eating habits in their children by feeding them functional foods. Youngsters were found to be the most users of the functional foods and the reason found was that the most of the functional foods are positioned by using visuals in advertisements, marketing and packaging which is targeted to the youngsters thus more number of youngsters have been found in accepting the functional foods	Andersen, S. S., & Holm, L. (2018).Kraus, A.,et.al. (2017), Masson, E., Debucquet, G., Fischler, C., &Merdji, M. (2016).Schnettler, B. (2015).Jeżewska-Zychowicz, M et.al. (2015) Brečić, R., Gorton, M., & Barjolle, D. (2014) Marina, T. et,.al. (2014)Hirogaki, M. (2013).Hellyer, N. E., Fraser, I., & Haddock-Fraser, J. (2012). Krystallis, A., Maglaras, G., & Mamalis, S. (2008) Markovina, et.al.(2011) Vassallo, M et.al. (2009) Sparke, K., & Menrad, K. (2009) Krystallis, A.et.al. (2008) Ares, G., & Gámbaro, A. (2007) Peng, Y., West, G. E., & Wang, C. (2006 Bogue, J., & Ryan, M. (2000)
WOMEN	They are usually found to be interested in healthy stuff for their families. They are usually accountable for the health of the family and thus the nutritional content in the food is usually important for them	Kapoor, D., &Munjal, A. (2017) ,Kraus, A.,et.al. (2017), Annunziata, A., Vecchio, R., & Kraus, A. (2016).Jeżewska-Zychowicz, M et.al. (2015) Van der Zanden et.al. (2015) Tobin, B. D et.al. (2014).Büyükkaragöz, A. et.al. (2014)Brečić, R., Gorton, M., &Barjolle, D. (2014) Ong, F. S.et.al. (2013) Lau, T.-C et.al. (2012)Loizou, E.et.al. (2013) Menezes, E. et.al.(2011)Lalor, F.,et.al. (2011)Markovina,

		et.al.(2011)Cranfield, J. et.al. . (2011)Sääksjärvi, M.et.al. (2009) Ares, G., &Gámbaro, A. (2007)Niva, M., &Mäkelä, J. (2007)Verbeke, W. (2006)Chema, et.al. (2006)Niva, M. (2006)Verbeke, W. (2005)Frewer, L.,et.al. (2003)
EDUCATION	Educated have been found to have better understanding about the benefits of the products and thus they rely on functional foods.	Annunziata, A., Vecchio, R., & Kraus, A. (2016)Schnettler, B. (2015).Jeżewska-Zychowicz, M et.al. (2015) Van der Zanden et.al. (2015) Vella, M. N.et.al. (2014)Bornkessel, S., Bröring, S., (Onno) Omta, S. W. F., & van Trijp, H. (2014) Brečić, R., Gorton, M., & Barjolle, D. (2014) Ong, F. S.et.al. (2013) Lau, T.-C et.al. (2012) Yu, H., &Bogue, J. (2013).Sääksjärvi, M.et.al. (2009) Pothoulaki, M., &Chryssochoidis, G. (2009) Sparke, K., & Menrad, K. (2009)Krystallis, A.et.al. (2008) Niva, M. (2006)
INCOME	Higher income people can afford to spend on functional foods which have higher prices associated with them	Kapoor, D., & Munjal, A. (2017) Annunziata, A., Vecchio, R., & Kraus, A. (2016) Schnettler, B. (2015). Yu, H., & Bogue, J. (2013).Loizou, E.et.al. (2013)Markovina, et.al.(2011)Sääksjärvi, M.et.al. (2009) Sparke, K., & Menrad, K. (2009) Krystallis, A.et.al. (2008)Niva, M. (2006)
PERSONALITY OF THE PRODUCT/PACKAGING	Whether the product is good or bad, gives pleasure or not was found to be even more important than the aesthetics of the product It was found that the colour and design on the packaging had an influence on the customers in making them believe that it is a healthy product	Küster, I., & Vila, N. (2017) Yu, H., &Bogue, J. (2013).Bech-Larsen, T., &Scholderer, J. (2007) Labrecque, J et.al. (2006)
AWARENESS ABOUT THE FUNCTIONAL BENEFITS OF FUNCTIONAL FOODS/KNOWLEDGE ABOUT THE PRODUCT	When the customers were acquainted with the benefits of the functional foods then their chances of opting for functional foods has been found to be increased. Moreover their willing to pay increases if they are aware of the functional ingredient. Possessing the nutritional knowledge was an important aspect. Despite of knowing the benefits associated with the new product many customers rejected it on accounts of the reasons like they believe that relying on the food manufactured by machine and by using innovative technology could have their own sets of disadvantages associated or many of them felt that	Vecchio, R., Van Loo, E. J., & Annunziata, A. (2016), Hung, Y., de Kok, T. M., & Verbeke, W. (2016). La Barbera, F., Amato, M., & Sannino, G. (2016) Annunziata, A., Vecchio, R., & Kraus, A. (2016). Schnettler, B. (2015). Lu, J. (2015) .Jeżewska-Zychowicz, M et.al. (2015) Sandmann, A.et.al. (2015) Brečić, R., Gorton, M., &Barjolle, D. (2014) Lalor, F.,et.al. (2011) Lalor, F.et.al. (2011)a, Annunziata, A., & Vecchio, R. (2011)Annunziata, A., &

	natural products only were good for health	Vecchiob, R. (2010). Barrena, R., & Sánchez, M. (2010) Sääksjärvi, M.et.al. (2009) Markosyan, A.et.al. (2009) Schickenberg, B.et.al. (2007) Wilcock, A.et.al. (2004) Menrad, K. (2003) Bruhn, C. M.et.al. (2002)
NUTRITIONAL LABELS,HEALTH CLAIMS/PACKAGING	The nutritional labels can help customers in understanding the advantages of the food product, whether it reduces the health related disorders or is beneficial for prevention of some diseases by being fortified with vitamins and proteins. Health claims work more efficiently than the process claim where people are made acquainted about the process used in making the functional foods. The eye tracking revealed that the most searched for areas on the packet of functional foods were the brand, the nutritional information, the type of product and the recommendation on fr whom is the product made The graphic design and the ease of using the label should be emphasized in the case of functional foods as it effects the attention being paid to the labels while the health claim wasn't paid much attention. The image of measuring tapes in the case of weigh reducing functional foods was found to be effective. The body certifying the product has a larger amount of influence on the customers like if the food is certified by ISO then it is perceived well. It was found that the customers preferred the presence of physiological benefits on the packaging which talked about enhancement in health condition of organs instead of psychological claims in some studies	Vecchio, R., Van Loo, E. J., & Annunziata, A. (2016), Oliveira, D et.al . (2016), Fiszman, S., Carrillo, E., & Varela, P. (2015), Kraus, A. (2015). Kraus, A. (2014) Vella, M. N.et.al. (2014) Senadisai, P. (2014). Rezai, G.et.al. (2014) Van Wezemael, L.et.al. (2014) Ong, F. S.et.al. (2013) Annunziata, A., & Vecchio, R. (2013) Carrillo, E. et.al (2013) Lau, T.-C et.al. (2012) Spiroski, I.,et.al.(2013). Yu, H., & Bogue, J. (2013). Hirogaki, M. (2013). Lawless, L. J. R et.al. (2012) Hellyer, N. E., Fraser, I., & Haddock-Fraser, J. (2012) .Krystallis, A., Maglaras, G., & Mamalis, S. (2008) Krystallis, A., Ares, G., & Gámbaro, A. (2007) & Chrysochou, P. (2011).Lalor, F.,et.al. (2011)Hasnah Hassan, S. (2011)Bitzios et.al. (2011) Lalor, F.et.al. (2011)a, Annunziata, A., & Vecchio, R. (2011)Colby et.al. (2010) Marette, S.et.al. (2010) Barrena, R., & Sánchez, M. (2010) Saba, A., et.al. (2010).Vassallo, M et.al. (2009)Siró, et.al. (2008) Siegrist, M.et.al. (2008) Williams, P.et.al. (2008) Dean, M et.al. (2007) Peng, Y., West, G. E., & Wang, C. (2006Labrecque, J et.al. (2006) Hu, W., Chen, K., & Yoshida, K. (2006). Van Kleef, E.et.al. (2005) Moskowitz, H., Beckley, J., & Minkus-McKenna, D. (2004) Wilcock, A.et.al. (2004) Petrovici, D. (2004) Larue, B., et.al. (2004) Frewer, L.,et.al. (2003)Urala, N., & Lähteenmäki, L. (2003) Bhaskaran, S., & Hardley, F. (2002) Bogue, J., & Ryan, M. (2000)
HEALTH CONCIOUSNESS	It was found that being health conscious lead to reading of the labels with a glance on the health claims. this group possessed negative attitude for	Kapoor, D., & Munjal, A. (2017) Divya, M., & Nakkeeran, S. (2018), Gineikiene, J., Kiudyte, J., & Degutis, M.

	functional foods on accounts of having good knowledge about the nutrients and their sources and they believed that the labels on the functional foods was just a marketing gimmick On the other side there are studies in which the opposite was found the people who were health conscious perceived it to be beneficial to use functional foods and emphasized on the brand and trust associated with the product while buying the products while those who weren't health conscious emphasized on necessity of the functional foods more while making decision to buy functional foods	(2017). Chen, M.-F. (2011) Menezes, E. et.al.(2011) Koteyko, N. (2010) Pothoulaki, M., & Chryssochoidis, G. (2009) Naylor, R. W et.al. (2009)Verbeke, W. (2005)
EXPECTED REWARD OR FOR THOSE CUSTOMERS WHO FIND IT NECESSITY/TRUST/ HEALTH VALUE OF THE PRODUCT,ITS NATURALNESS AND PURITY	The people who were more motivated to buy Functional foods had a higher satisfaction with food related life. Higher levels of satisfaction with food-related life were found to have relationship with the healthier eating habits and association with "Reward" and "Necessity" of the Functional Foods, In fact consumers prefer to rely on functional foods more than opting for capsules. Two types of trust prevail relational trust (based on interpersonal relation) and calculative trust(based on past experience. Calculative trust mostly effects the food system and thus the utmost care should be taken by firms and the public policy so that the trust of the customers is not effected by negative experiences. The anticipated pleasure resulted in behavioral intentions as it was perceived as healthy while perceived guilt didn't give rise to behavioral intentions.	Divya, M., & Nakkeeran, S. (2018),Schnettler, B., et.al (2016), Annunziata, A., Vecchio, R., & Kraus, A. (2016, Fiszman, S., Carrillo, E., & Varela, P. (2015). Kraus, A. (2014), Ding, Y., Veeman et.al. (2015). Hur, J., & Jang, S. (Shawn). (2015) Cazacu, S., Rotsios, K., & Moshonas, G. (2014).Brečić, R., Gorton, M., & Barjolle, D. (2014) Rezai, G.et.al. (2014) Annunziata, A., & Vecchio, R. (2013) Carrillo, E. et.al (2013) Lau, T.-C et.al. (2012) Cornish, L. S. (2012) Nolan-Clark, D. J., et.al. (2011) Krystallis, A., & Chrysochou, P. (2011).Bitzios et.al. (2011), Annunziata, A., &Vecchio, R. (2011), O'Connor, E. Let.al. (2010) Annunziata, A., &Vecchiob, R. (2010).Marette, S.et.al. (2010) Cranfield, J. et.al. . (2011)Sääksjärvi, M.et.al. (2009) Sabbe, S., et.al. (2009) Pothoulaki, M., &Chryssochoidis, G. (2009) Hailu, G.et.al. (2009)Siró, et.al. (2008) Urala, N., &Lähteenmäki, L. (2007) Niva, M., &Mäkelä, J. (2007) Chema, et.al. (2006) Patch, C. S.et.al. (2005) Cox, D. et.al. (2004) Frewer, L.,et.al. (2003) Urala, N., &Lähteenmäki, L. (2003) Bhaskaran, S., &Hardley, F. (2002)
COUNTRY OF ORIGIN(where the product has been manufactured)/ CULTURE	The preference for fortified foods was found to be different amongst the different nations. Russians were more adamant and it was difficult to change their perception so easily when compared with Germany. The underlying reason for the distrust in	Hung, Y., de Kok, T. M., &Verbeke, W. (2016), Dolgopolova, I.et,al. (2015) Siegrist, M., Shi, J., Giusto, A., & Hartmann, C. (2015). Dobrenova,et.al. (2015), GajdošKljusuric, J. et.al.

	Russians was found to be the the existence of unjustifiable food labels prevailing which due to the lack of proper regulatory framework in Russia and also due to neophobia in Russians. Some studies have found that product of a particular nation(like japan which is known for functional foods) which has a goodwill associated with it results in favourable perception of the functional ingredients healthiness. COO effect helps the customers in cognitive evaluation of the product.	(2015) Marina, T. et,.al. (2014) Van Wezemael, L.et.al. (2014)Hirogaki, M. (2013). Tu, V. P. Husson, et.al. (2012) Krystallis, A., Maglaras, G., & Mamalis, S. (2008) Hasnah Hassan, S. (2011)a, Hasnah Hassan, S. (2011)b Saba, A., et.al. (2010). Sparke, K., &Menrad, K. (2009)Krystallis, A.et.al. (2008)Siró, et.al. (2008) Jones, V. S et.al. (2008) Messina, F et.al. (2008) Lyly, M.et.al. (2007)Labrecque, J et.al. (2006) Wilcock, A.et.al. (2004)Frewer, L.,et.al. (2003)
BASE PRODUCT/ TYPE OF INGREDIENT USED	If the ingredient used is of familiar type like vitamins, proteins omega 3 then people accept the food easily. Different base products depict different level of acceptance and more natural products are preferred over the artificial products. Some studies have found that the combination of the base product and the additional nutritional ingredient that determines the acceptance of the functional foods	Masson, E., Debucquet, G., Fischler, C., &Merdji, M. (2016)Bruschi, V., Teuber, R., &Dolgopolova, I. (2015) ,Kraus, A. (2015).Siegrist, M., Shi, J., Giusto, A., & Hartmann, C. (2015) Lu, J. (2015).. Van der Zanden et.al. (2015) Tobin, B. D et.al. (2014).Büyükkaragöz, A. et.al. (2014), Bornkessel, S., Bröring, S., (Onno) Omta, S. W. F., & van Trijp, H. (2014) Bechtold, K.-B., &Abdulai, A. (2014). Van Wezemael, L.et.al. (2014) Annunziata, A., &Vecchio, R. (2013)Yu, H., &Bogue, J. (2013). Cornish, L. S. (2012) Chung, H. S. et.al. (2011)Bitzios et.al. (2011) Colby et.al. (2010)Pothoulaki, M., &Chryssochoidis, G. (2009)Hailu, G.et.al. (2009) Naylor, R. W et.al. (2009)Siró, et.al. (2008) Ares, G., &Gámbaro, A. (2007)Urala, N., &Lähteenmäki, L. (2007) Bech-Larsen, T., &Scholderer, J. (2007) Lyly, M.et.al. (2007)Verbeke, W. (2006) Peng, Y., West, G. E., & Wang, C. (2006) Hu, W., Chen, K., & Yoshida, K. (2006). Patch, C. S.et.al. (2005) Moskowitz, H., Beckley, J., &Minkus-McKenna, D. (2004)Petrovici, D. (2004)Menrad, K. (2003) Bogue, J., & Ryan, M. (2000)
ORGANOLEPTIC PROPERTIES	sensory(organoleptic)characteristic which was found to be the most significant one was the taste and the customers were not willingly to compromise on taste even when the product was healthy	Kraus, A. (2014), Collins, O., &Bogue, J. (2015) Marina, T. et,.al. (2014) Lawless, L. J. R et.al. (2012)Hellyer, N. E., Fraser, I., & Haddock-Fraser, J. (2012).Krystallis, A.,

		Maglaras, G., & Mamalis, S. (2008) Menezes, E. et.al.(2011)Lalor, F.,et.al. (2011)Markovina, et.al.(2011)Bitzios et.al. (2011)Vassallo, M et.al. (2009)Sabbe, S., et.al. (2009)Pothoulaki, M., &Chryssochoidis, G. (2009) Sparke, K., &Menrad, K. (2009) Messina, F et.al. (2008)Bech-Larsen, T., &Scholderer, J. (2007) Lyly, M.et.al. (2007)Verbeke, W. (2006)Chema, et.al. (2006)Menrad, K. (2003)Urala, N., &Lähteenmäki, L. (2003)
NEOPHOBIA	Neophobia had number of reasons like non availability of the functional foods meaning they weren't aware about the product or it was too costly to be in their budget and having the fear of interaction of medication and the functional foods for not opting for functional foods	Stratton, L. M.et.al. (2015), Brečić, R., Gorton, M., &Barjolle, D. (2014)Schickenberg, B.et.al. (2007)Urala, N., &Lähteenmäki, L. (2007) Dean, M et.al. (2007)Niva, M., &Mäkelä, J. (2007)Labrecque, J et.al. (2006)Frewer, L.,et.al. (2003)
STRESS OR NOT HAVING ENOUGH TIME/CONVENIENCE	It was found that the stress related lifestyle or having scarcity of time was one of the reasons consumers opt for functional foods	Irene Goetzke, B., & Spiller, A. (2014).Brečić, R., Gorton, M., &Barjolle, D. (2014) Yu, H., &Bogue, J. (2013).Koteyko, N. (2010)Niva, M. (2006)Urala, N., &Lähteenmäki, L. (2003)

Discussion:

In considering the motivations behind the usage of functional foods, it becomes evident that these choices are deeply influenced by various demographic and psychographic factors. Older individuals, for instance, are driven by a profound desire to maintain and enhance their health, often prompted by personal experiences or witnessing the effects of degenerative diseases on their loved ones. This heightened health consciousness leads them to seek out functional foods that promise disease reduction benefits, with a particular preference for cereal-based options due to their perceived nutritional value and alignment with dietary preferences. Conversely, younger consumers demonstrate a different set of motivations, often influenced by societal pressures and lifestyle factors. Their receptiveness to modern food processing techniques and meat-based functional products reflects a desire to enhance physical appearance and address concerns about familial disease history.

Moreover, the motivations of parents in selecting functional foods for their children underscore a broader trend towards health-conscious parenting practices. Parents are driven by a sense of responsibility to safeguard their children's health from an early age, viewing functional foods as a proactive means to instil healthy eating habits and prevent future health issues. Similarly, women, who are often designated as primary caregivers within households, prioritize nutritional content and are more receptive to functional foods. Their motivations stem from a strong sense of accountability for family health and well-being, driving them to seek out products perceived as beneficial for nutrition and overall health.

Furthermore, the motivations of educated individuals and higher-income groups in opting for functional foods highlight the role of knowledge and affordability in shaping consumption behavior. Educated consumers, equipped with a better understanding of the benefits associated with functional foods, are more inclined to incorporate these products into their diets. Meanwhile, higher-income individuals are able to afford premium-priced functional products, allowing them greater access to a wider range of options. These consumers are motivated by factors such as perceived quality, brand reputation, and the desire for products offering superior health benefits or convenience.

The significance of packaging and presentation in influencing consumer perceptions cannot be overstated. Health claims, nutritional labels, and visual cues play a crucial role in shaping consumer trust and confidence in functional food products. Consumers are more likely to choose products that they perceive as natural, trustworthy, and aligned with their taste preferences. Moreover, cultural factors and country of origin influence consumer perceptions and preferences, with

variations in dietary habits and culinary traditions contributing to differences in acceptance and adoption of functional food products across nations.

Finally, neophobia and stress-related lifestyles emerge as key drivers of consumer preference for functional foods. Neophobia, or fear of trying new foods, and stress-related lifestyles prompt consumers to seek out convenient options that offer ease of use and stress-relief benefits. In fast paced environments where time constraints are prevalent, consumers prioritize products that offer convenience and support their overall well-being.

In conclusion, the motivations underlying the usage of functional foods are complex and multifaceted, shaped by a combination of demographic, psychographic, cultural, and lifestyle factors. Understanding these motivations is crucial for industry stakeholders, policymakers, and health advocates in developing targeted strategies to promote the adoption of functional foods and support consumer health and well-being.

Conclusion:

In conclusion, this research paper has provided a comprehensive examination of the underlying motives associated with the usage of functional foods, drawing insights from a wide range of demographic, psychographic, and socio-economic factors. Through a thorough review of literature, we have identified key motivations that drive consumer behavior in selecting and incorporating functional foods into their diets. From older individuals seeking to improve their health and mitigate the risk of degenerative diseases to younger consumers driven by desires for physical enhancement and societal influences, the motivations behind functional food usage vary significantly across demographic groups. Furthermore, parents' motivations are guided by a proactive approach to safeguarding their children's health, while women prioritize nutritional content and accountability for family well-being. Educated individuals and higher-income groups exhibit a greater understanding of functional food benefits and are more inclined to invest in these products. Packaging and presentation play a crucial role in shaping consumer perceptions, with health claims and visual cues influencing trust and confidence in product quality. Cultural factors and country of origin also influence consumer preferences, highlighting the importance of understanding local contexts and culinary traditions. Neophobia and stress-related lifestyles drive consumer preference for convenient functional food options, underscoring the importance of ease of use and stress-relief benefits. Overall, this research provides valuable insights for industry stakeholders, policymakers, and health advocates in developing targeted strategies to promote the adoption of functional foods and support consumer health and well-being in diverse demographic and cultural contexts.

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