

A Study on Consumer Knowledge, Use and Attitude towards Multivitamin Supplements

Dissertation Submitted to:



The IIHMR University, Jaipur

for the partial fulfilment for the award of degree of Master of Business Administration

(MBA)

in

Pharmaceutical Management

By

Kirti Arora

Under the Supervision and Guidance of

Dr Sudhinder Singh Chowhan

2022

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DECLARATION BY STUDENT

I here declare that this dissertation title “A Study on Consumer Knowledge, Use and Attitude towards Multivitamin Supplements” is the bonafide record of my original research work. I declare that it has not been submitted to any other university for award of any degree or diploma. Information derived from the published or unpublished work of the others has been duly acknowledged in the text.

Name: Kirti Arora

Date: 24- Jun- 2022

CERTIFICATE OF COMPLETION

This is to certify that Kirti Arora in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur has successfully completed her Project at IIHMR UNIVERSITY, JAIPUR during March 22, 2022, to June 19, 2022.

Place: Meerut

Preceptor/Head of the Organization

Date:24/06/2022

IIHMR UNIVERSITY, JAIPUR

CERTIFICATE OF COMPLETION



Date: 24th June 2022

Internship Certificate

This is to certify that Ms. Kirti Arora, student of IIHMR University Jaipur, has successfully completed her internship on "A Study on Consumer Knowledge, Use and Attitude towards Multivitamin Supplements" from 11 April 2022 to 24 June 2022.

During her internship, she closely worked as a part of Curosis HealthCare Pvt. Ltd. under the guidance of Mr. Manoj Joshi, Head-Sales Marketing.

She was sincere in her assignments and found to be performance oriented.

We wish her all the best for her future endeavors.

Best Wishes

For Curosis Healthcare Pvt. Ltd

Chetan Sharma
Manager-HR & Administration

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Certificate from Faculty Guide and School Dean

This is to certify that dissertation **titled A Study on Consumer Knowledge, Use and Attitude towards Multivitamin Supplements** is a record of the research work undertaken by Kirti Arora in partial fulfillment of the requirements for the award of the degree of **MBA Pharmaceutical Management** from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Dr Sudhinder Singh Chowhan

Faculty Guide

IIHMR University, Jaipur

DATE: 24/06/2022

Dr Saurabh Kumar

School Dean

IIHMR University, Jaipur

DATE: 24/06/2022

Acknowledgement

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INTRODUCTION

The necessity of preserving one's health and wellness frequently takes a backseat in today's fast-paced environment. This conduct causes lifestyle diseases, which are further driven by an inability to eat a balanced diet and receive adequate nutrition because of busy schedules and poor-quality food sources. As a result, rather than only relying on their diet, many households have begun to switch over to regularly consuming vitamins, minerals, and supplements.

People require trace amounts of organic substances called vitamins. The body either does not make vitamins or generates very little of them, therefore most of our vitamins must come from the diet. Balanced, varied diet rich in fruits and vegetables is the greatest method to get all the vitamins you need.

Vitamins are organic substances that are typically categorised as either fat-soluble or water-soluble. Vitamins including vitamins A, D, E, and K that degrade in fat have a propensity to build up in the body. Vitamins that must dissolve in water to be absorbed by the body, such as vitamin C and the B-complex vitamins, including vitamin B6, vitamin B12, and folate, cannot be stored. The majority of water-soluble vitamins are eliminated through urine when they are not needed by the body.

Minerals are inorganic substances that can be swallowed and consumed by plants and animals. They are present in soil and water. There are various minerals, including trace minerals, in addition to the minerals you are surely already familiar with, like calcium, sodium, and potassium (such as copper, iodine, and zinc).

Two categories of vitamins exist:

The liver, adipose tissue, and muscles of the body store fat-soluble vitamins. Vitamins A, D, E, and K are the four fat-soluble vitamins. In the presence of dietary fat, the body can absorb these vitamins more readily.

Water-soluble vitamins are not stored by the body. Among the nine water-soluble vitamins are vitamin C and each of the B vitamins. Any extra or residual quantities of chemicals are eliminated by the body through urine. To keep the body from experiencing shortages or inadequacies, they must be regularly ingested. Vitamin B12 is an exception to this rule because it can be kept in the liver for a long time.

There are thirteen necessary vitamins. This indicates that the body needs certain vitamins to function effectively. As follows:

- A vitamin
- C vitamin
- Nutrition D
- E vitamin
- nutrients K
- B1 vitamin
- B2 vitamin
- B3 vitamin
- B6 vitamin
- B12 vitamin
- acid pantothenic
- Biotin
- Folate (folic acid or B9)

Multivitamins are dietary supplements that include a variety of vitamins and minerals, as well as other components. The nutrient composition of multivitamins varies by brand and product because there is no standard for what constitutes a multivitamin.

Multivitamins are sometimes known as "multis," "multiples," or "vitamins." Tablets, capsules, chewable gummies, powders, and liquids are just a few of the options. Most multivitamins are recommended to be taken on or two times a day.

Dietary supplements, such as multivitamins, have been increasingly popular in recent decades. Vitamin supplements are used by 20-30% of the population in developed countries on average. One of the world's fastest expanding industries is said to be those involved in their production.

Advantages of Daily Multivitamin Use

- Increased amounts of energy.
- Mood improvement
- Reduces tension and stress.
- Short-term memory is enhanced.

- Kept up muscular strength.

According to the IQVIA Data the vitamin/mineral market is about **14722 Cr.** In India.

The top company in the Indian Pharma Market are as follows:

COMPANY
ABBOTT
ALKEM
MANKIND
PROC.&GAMB.HEALTH
SUN
TORRENT PHARMA
PFIZER

While the top Multivitamins in the Indian Pharma Market are:

BRANDS
SHELCAL
BECOSULES
A TO Z
ZINCOVIT
NUROKIND
NEUROBION
EVION
REVITAL

LITERATURE REVIEW

Awareness, Perception and Usage of Nutraceuticals in Indian Society (2021-22)

The demand for healthy foods and beverages has grown over the past few decades and is predicted to do so in the next years. Any substance that has medical or health benefits, such as those for disease prevention and treatment, is referred to as a nutraceutical. Its components either have known therapeutic efficacy or significantly contribute to a drug's therapeutic activity. The goal of this research project was to learn more about how the general population perceives, uses, and is aware of nutraceuticals. The survey also included clinician's perspectives on the subject.

This study used a questionnaire to observe, develop, and raise awareness of nutraceuticals among the general Indian population. Additionally covered were nutraceuticals' existing market and usage patterns.

Four key factors were taken into account during the analyses: age group, health, occupation, and gender. The professional judgement of doctors about the degree of knowledge and utilisation of nutraceuticals was also researched.

Multivitamin/mineral Supplements- National Institute of Health Jun 2022

According to the Food and Nutrition Board (FNB) of the National Academies of Sciences, Engineering, and Medicine, the average daily intake of essential nutrients must be adequate to meet the needs of almost all (97–98%) healthy individuals. Based on nutrition, sex, and age, these values vary. The FNB lists nutrients as being required to attain nutritional adequacy when there is insufficient information to estimate an intake at this level. The U.S. Food and Drug Administration (FDA) enables customers to compare the nutritional values of foods and dietary supplements within the framework of a balanced diet.

Dietary Supplement Use among Adults: National Centre for Health Statistics, 2022

In the US, the use of dietary supplements is very common. The additional nutrients found in dietary supplements can help a person meet their recommended nutritional goals, but they also run the danger of leading to overconsumption. This document includes the distribution of the number of dietary supplements consumed, the most common dietary supplement types used, and recent prevalence estimates for dietary supplement use among U.S. adults. Trends in diet for 2021–2022.

- Of American age 20 & older, 57.6% using a vitamins within the previous 30 days. Women were more likely than men to do so (63.8%). (50.8 percent).
- Both gender and the general rate of vitamin supplement use rose with age; the rate among women 60 and older was greatest (80.2 percent).
- While the percentage of people who use no dietary supplements decreased as people aged, the percentage of people who use two, three, or more supplements increased.
- • Multivitamin-mineral supplements, vitamin D supplements, and omega-3 fatty acid supplements were the most popular dietary supplement categories across all age groups.
- The prevalence of dietary supplement consumption among U.S. adults increased across all age categories from 2018–19 to 2021–22.

Our goal was to research the content and accessibility of different vitamin preparations on the Indian market using information from a yearly Drug Compendium. The preparations were evaluated in terms of their overall quantity, various formulations, ingredients, and the concentration of each constituent in the formulation. There are several different vitamin supplements on the Indian market. It comprises items with a single component as well as numerous blends of vitamins, minerals, and other ingredients.

A lot of people utilise vitamins as dietary supplements. They are frequently recommended by doctors as a companion drug for minor illnesses to serious chronic conditions. They are said to boost immunity, promote wellness, and hasten the healing process after sickness. Vitamins are described as organic compounds that must be obtained in trace amounts from the environment since the human body is either unable to produce them on its own or cannot produce them at a sufficient pace to maintain health.

OBJECTIVES OF THE STUDY

The study's primary goal is to:

1. Evaluate consumer understanding regarding the use of multivitamins.
2. To know the attitude of consumer towards Multivitamins.
3. To know the perception of people on Multivitamins.

RESEARCH QUESTION

- What is the level of consumer knowledge and attitude towards use of multivitamin supplements?

RESEARCH METHODOLOGY:

STUDY DESIGN: Descriptive

SAMPLING METHOD: In probability sampling-random sampling / clustered sampling

STUDY AREA: PAN India

SAMPLE SIZE: 150-200

SAMPLE SELECTION: The administration of questionnaires to the units of analysis is either through face-to-face interaction or through sending it via social networking sites.

DATA COLLECTION: Quantitative data.

Primary data: Data was collected through a questionnaire via google form.

Secondary data: Data was collected by Journals, Google scholar and IQVIA MAY'22 report

RESEARCH INSTRUMENT (TOOLS AND TECHNIQUES): Survey method (questionnaire)

Data Analysis: Data was analysed through Microsoft excel The response collected was organized in the format of an excel sheet and This data analysis is present study done by using simple statistical tools like percentage average, etc. which will be used as per the requirements of the data. In the study the appropriate statistical tool is EXCEL.

Exclusion criteria: Participants who were not willing to not participate in the study were excluded.

STUDY DURATION: 3 months

Measure of ethics: Throughout the whole survey, respondents received assurance of confidentiality and privacy.

RESULT & DISCUSSION

INTERPRETATION OF DATA

1. GENDER

Fig- 1: **GENDER**

INTERPRETATION: The study depicts that the respondents in the study were **64% Male and 36% Female** which states that the ratio of men in the study is comparatively more than women.

2. AGE

Fig- 2: **AGE**

INTERPRETATION: Maximum Respondents are coming under 18-30 the Young Age.

2% of respondents are the age of >65, 5% of respondents are coming under the age of 45-65, and 10% of Respondents are 30-44. 83% of Respondents are come under 18-30 the Young Age.

3. How many respondents take Multivitamins?

Fig. 3

INTERPRETATION: Maximum respondents 71% takes multivitamin remaining 21% are those who don't use multivitamins.

4. Awareness about Multivitamins in Respondents?

Fig- 4

INTERPRETATION: Out of 122 of the respondents 120 are aware of Multivitamins while 2 respondents aren't aware of the multivitamins.

Which clearly shows that most of the respondents are aware about the Multivitamins.

5. Source of Awareness about Multivitamins in Respondents?

Fig -5

INTERPRETATION: Figure 5- Depict that maximum Respondents (**79%**) prefer to consult doctor as a first preference source for Multivitamin Supplementation.

Followed by **61%** Respondents consult and heard from friends and relatives before taking the Multivitamin Supplementation.

56% of the Respondents have decided to take multivitamins and supplements by hearing and saw by reading and watching from newspaper and T.V news.

Then only **36%** Respondents are having **other** source of awareness of multivitamins supplements.

6. Reason about Multivitamins in Respondents?

Fig- 6

INTERPRETATION: Maximum Respondents (31.1%) Uses multivitamins to improve general health , **21.3%** takes multivitamins to overcome the deficiencies, **14.8%** are those who uses multivitamins for other purpose, **13.1%** respondents use to replenish the energy or for recovery, **9.8%** to recovery from disease, **8.2%** to improve the skin conditions and the remaining **1.6%** respondents use to prevent the hair loss.

7. Frequency of Use of Multivitamins in Respondents?

Fig- 7

INTERPRETATION: Figure 7- Depicts that the **46%** respondents take multivitamins **once daily** for the better health, 22% of them uses rarely of multivitamins, 19% are taking multivitamins sometimes and the 13% of them are taking twice a daily for the good source of multivitamins

8. How multivitamin supplements are helpful for the health of the Respondents?

Fig-8

INTERPRETATION: Maximum Respondents (87%) considered that the multivitamins are helpful for health and wellness, 5% don't think that the multivitamins aren't helpful for health and 8% aren't aware of the multivitamins.

9. Preferred dosage form of Multivitamins by Respondents.

Fig-9

INTERPRETATION: It shows that maximum of the respondent's i.e. **57%** of them are taking **Tablets** form for the multivitamins, **37%** of respondents are taking multivitamins in **capsules** form, the **16%** rate shows the respondents are taking supplements in **powder form**, 10% are using syrup and the remaining least graph is for lozenges 2%

10. Are Multivitamins beneficial for health of the Respondents?

Fig-10

INTERPRETATION: (84%) **Maximum Respondents** are saying yes and choose multivitamins and supplements for the health, **12%** are not sure and the **4%** respondents don't think that the multivitamins and supplements are good for health.

11. Multivitamin intake advice by the Respondents?

Fig-11

INTERPRETATION: **74%** of respondents are using prescription or advised by doctors before taking the multivitamins and supplements and the **27%** are taking multivitamins and supplements by their own.

CONCLUSION

Multivitamins have been the go-to supplement to replace dietary gaps, and they do give people who are deficient in specific elements a significant health boost. It is obvious that taking a multivitamin pill might improve our well-being. Folic acid is proved to lessen birth abnormalities and has been associated to a lower risk of heart disease, colon cancer, and other malignancies including breast cancer, Vitamin D maintains a healthy colon and may prevent colon cancer and many chronic problems Antioxidants have been shown to prevent some cancers, antioxidants have been shown to relax the body, and zinc and vitamin C have both been shown to strengthen the immune system. It has been demonstrated that B vitamins support neurological health and increase vitality. This study concludes that the majority of the respondents have proper knowledge about multivitamins and supplements, and it is also seen that the preferred dosage forms by the respondents were tablets and capsules and the reason the use of a multivitamin is to improve general health and to overcome deficiencies For the last few decades.

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ANNEXURE

DEMOGRAPHICS

Name:

Age:

- 18-30
- 30-44
- 45-65
- >65

Sex:

- Male
- Female
- Other

KNOWLEDGE

Are you aware of multivitamin supplements?

- Yes
- No

Sources of awareness of multivitamin supplements: (multiple response)

- Doctor
- Friends or Relatives
- Media or Newspaper
- Others

Do you consider Multivitamin supplements helpful for your health?

- Yes
- No
- Don't know
- Not specified

USE

Do you take Multivitamin supplements?

- Yes
- No

Reasons for use of Multivitamin supplements:

- To overcome deficiencies
- To improve general health
- To replenish Energy
- For recovery from disease
- To improve skin condition
- To prevent hair loss
- Others

Frequency of use of Multivitamins:

- Once daily
- Twice daily
- Sometimes
- Rarely

ATTITUDE

Which dosage form you prefer taking multivitamins?

- Tablet
- Syrup
- Capsule
- Lozenges
- Capsule
- Powder

Do you consider Multivitamin supplements helpful for your health?

- Yes
- No
- Don't know

What will you advise people regarding intake of Multivitamin supplements?

- Advised by doctors
- Self-Medication