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

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Introduction

- **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.

Introduction

Advantages of Daily Multivitamin Use

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

Introduction

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

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.
- **STUDY DURATION:** 3 months

Research Methodology

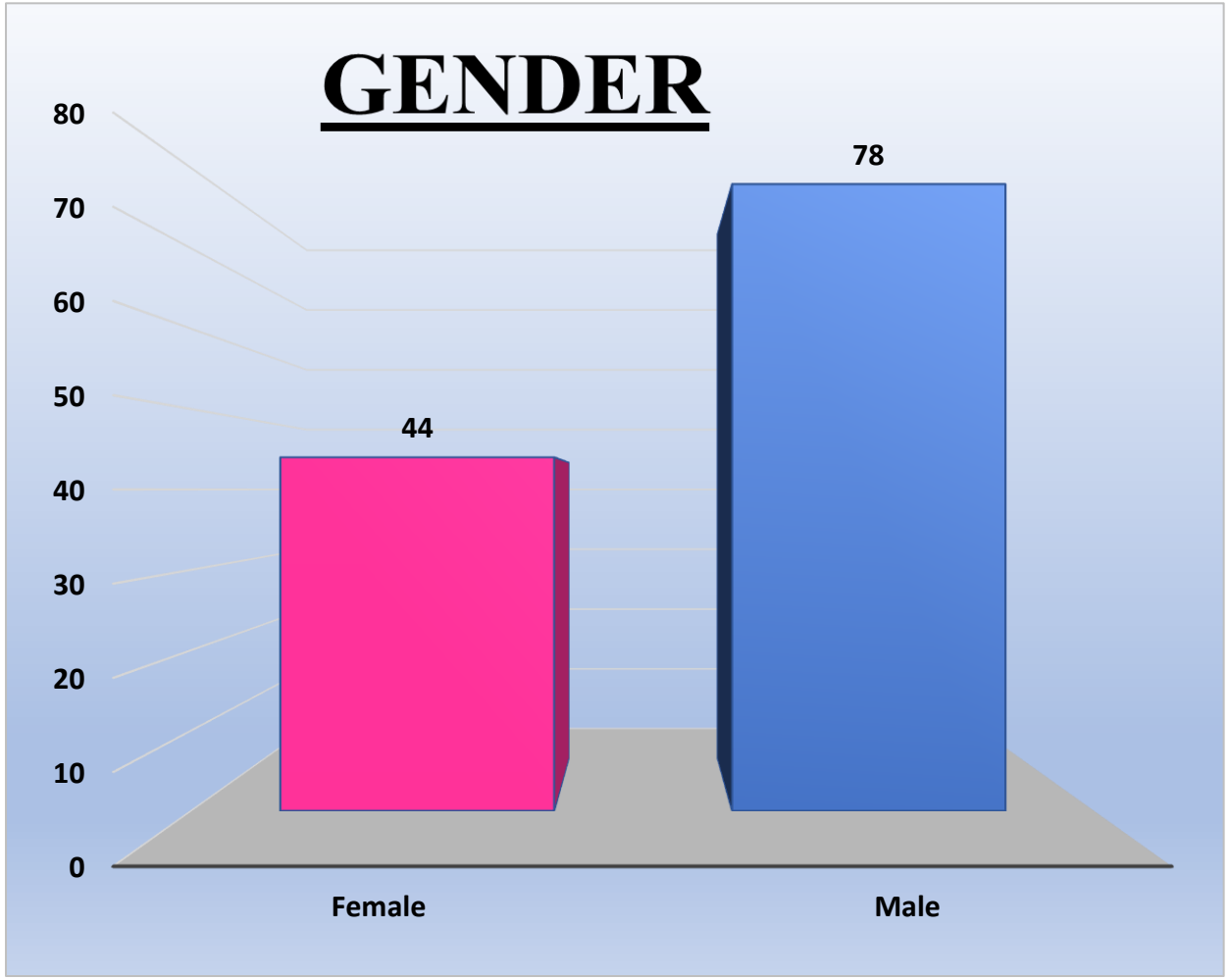
- **DATA COLLECTION:** Quantitative data.
- **Primary data:** Data was collected through a questionnaire via google form.
- **Secondary data:** Data was collected by Journals, Google scholar and IQVIA MAY'22 report
- **RESEARCH INSTRUMENT:** Survey method (questionnaire)
- **Data Analysis:** Data was analysed through Microsoft excel
- **Measure of ethics:** Throughout the whole survey, respondents received assurance of confidentiality and privacy.

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.

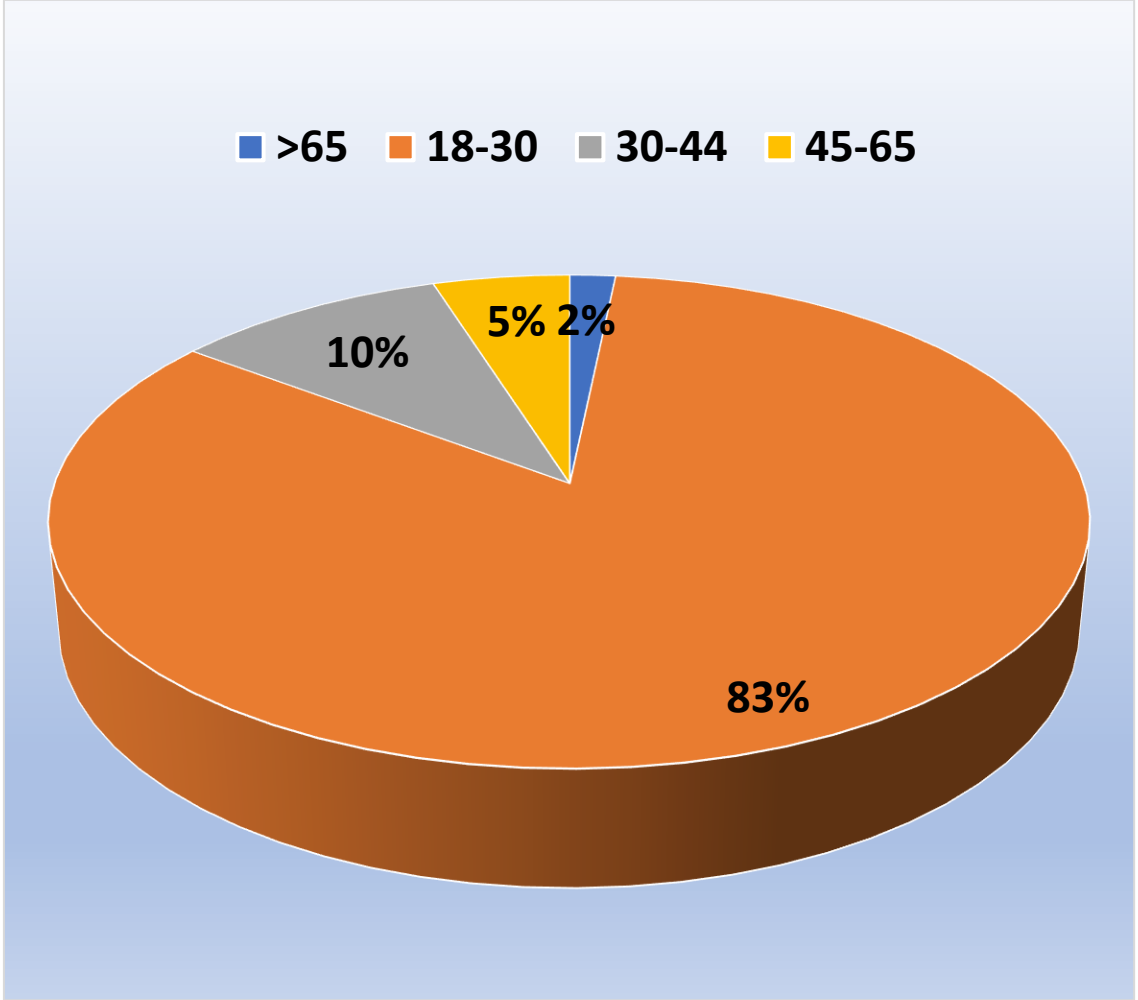
RESULT & DISCUSSION



- **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.

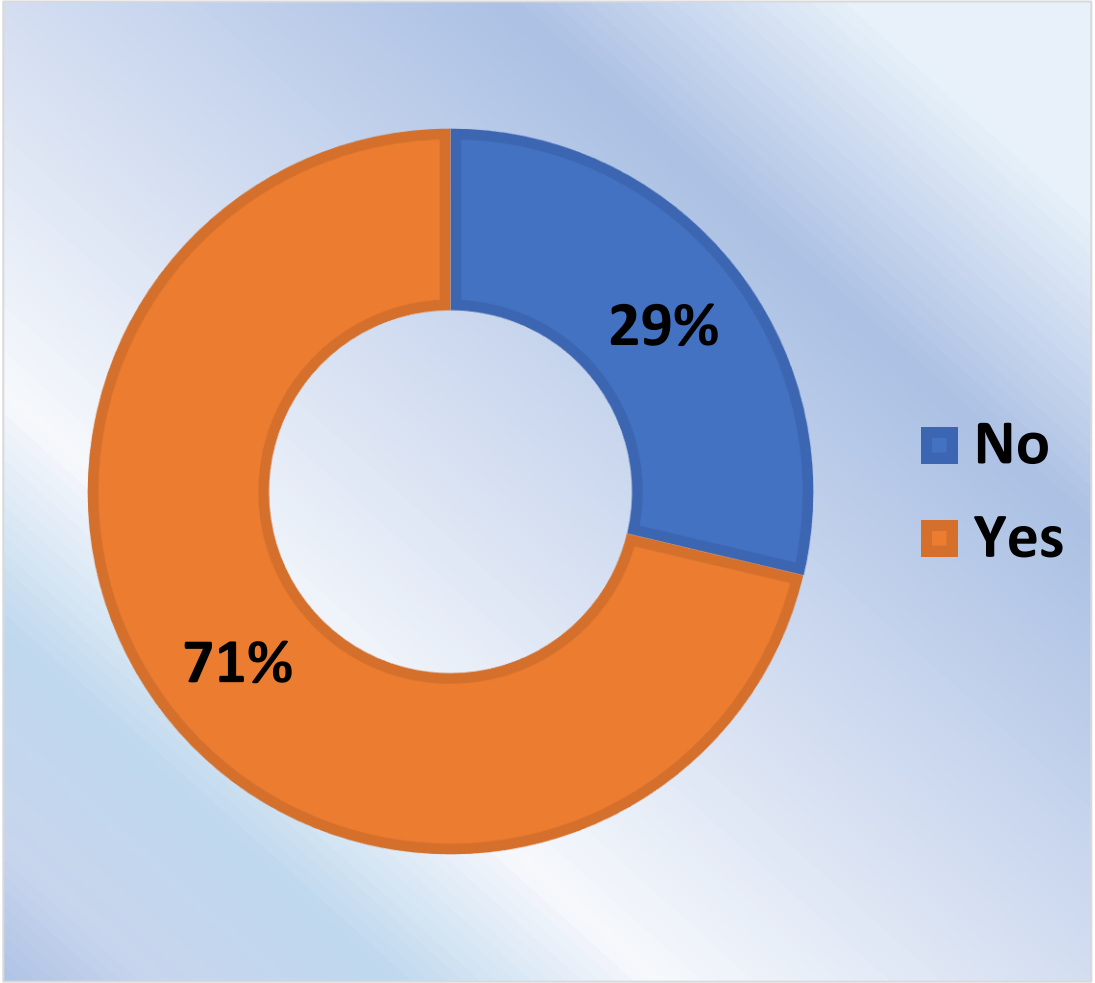
AGE



INTERPRETATION:

- **Maximum Respondents** are coming under the Young Age of 18-30 YEARS i.e. 83%
- 10% of Respondents are of age 30-44.
- 5% of respondents are coming under the age of 45-65.
- Least of the respondents are 2% of respondents are the age of >65 years

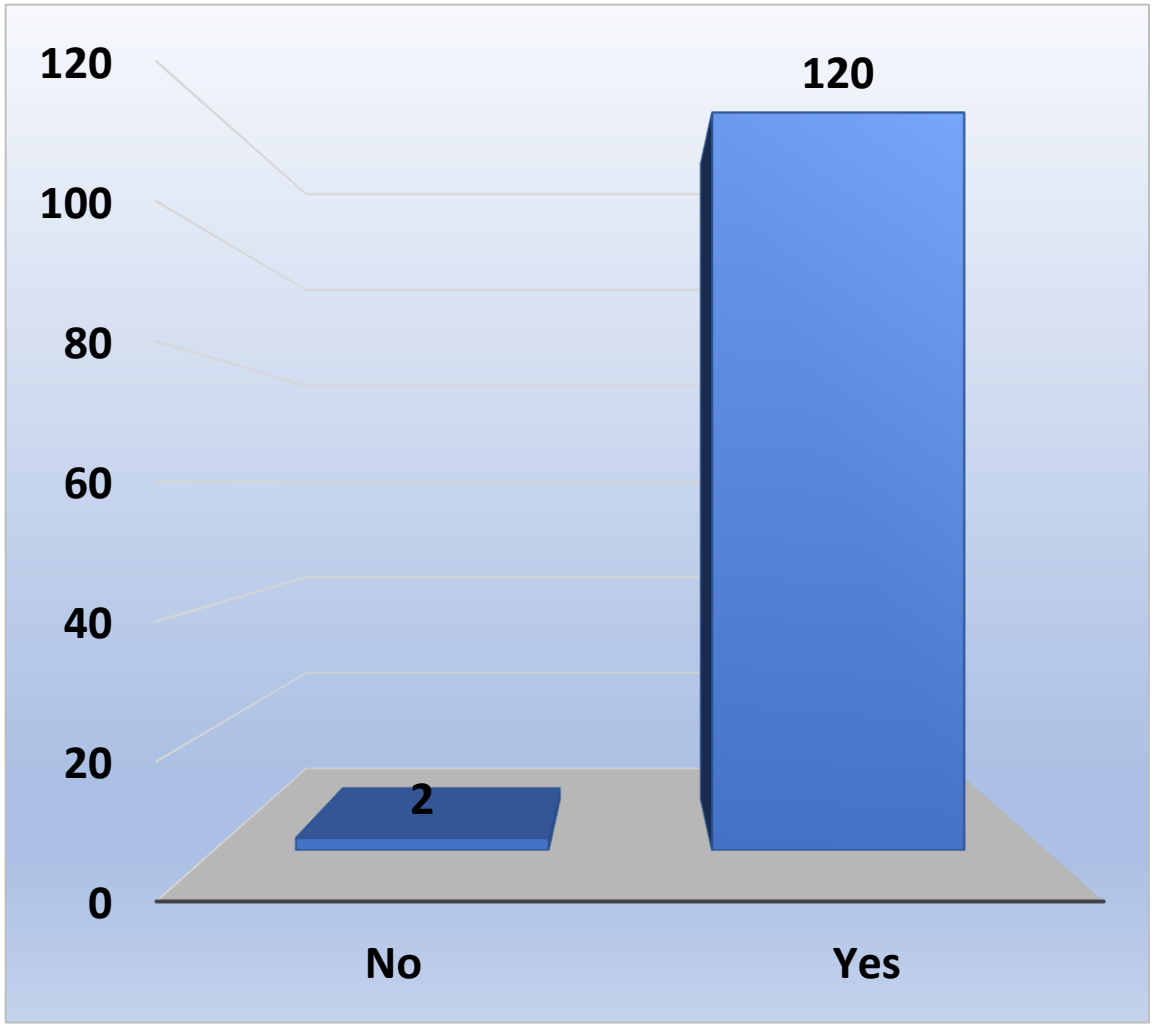
Do you take Multivitamin supplements?



INTERPRETATION:

- Maximum respondents 71% takes multivitamin remaining 21% are those who don’t use multivitamins.

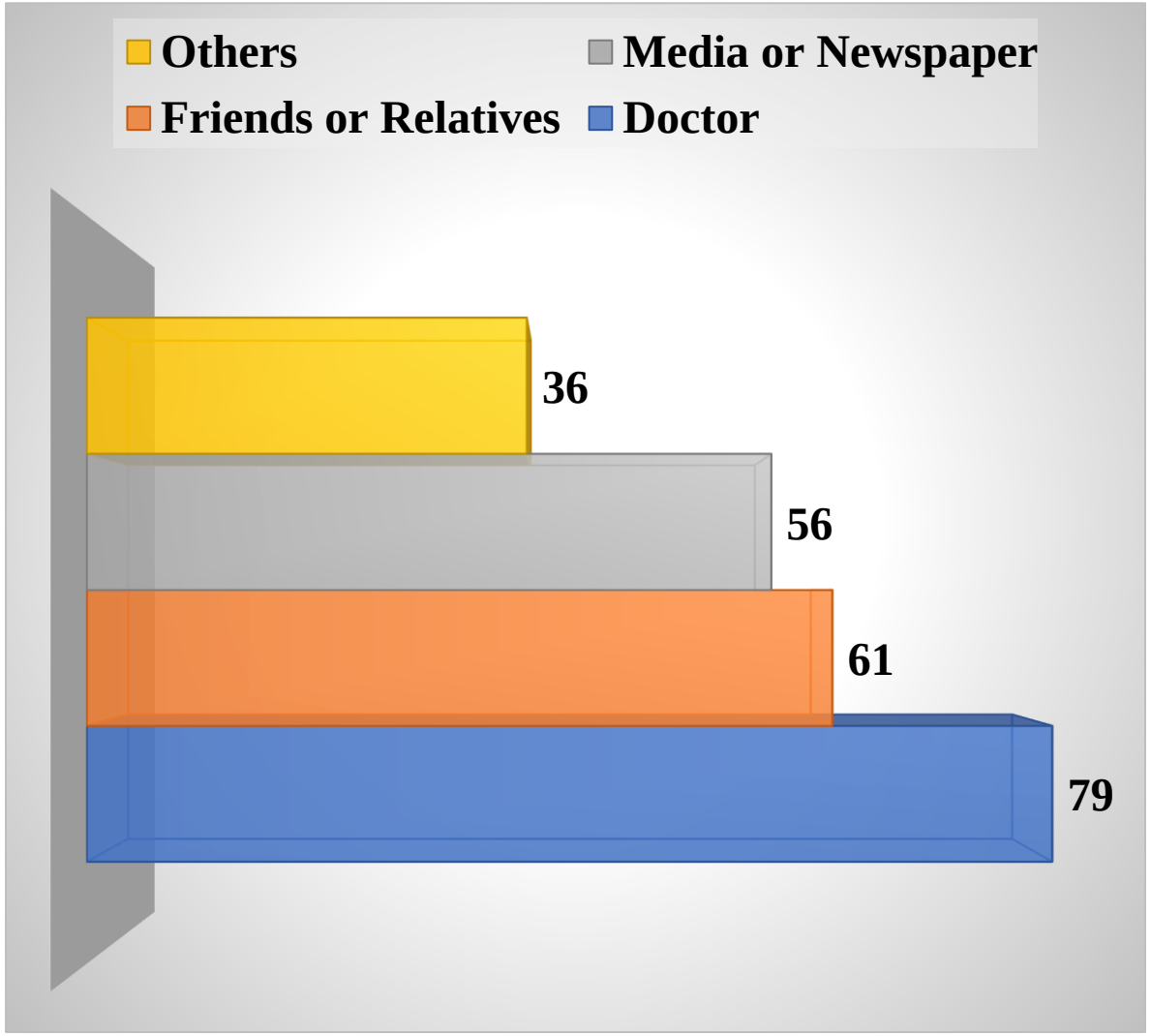
Are you aware of multivitamin supplements?



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.

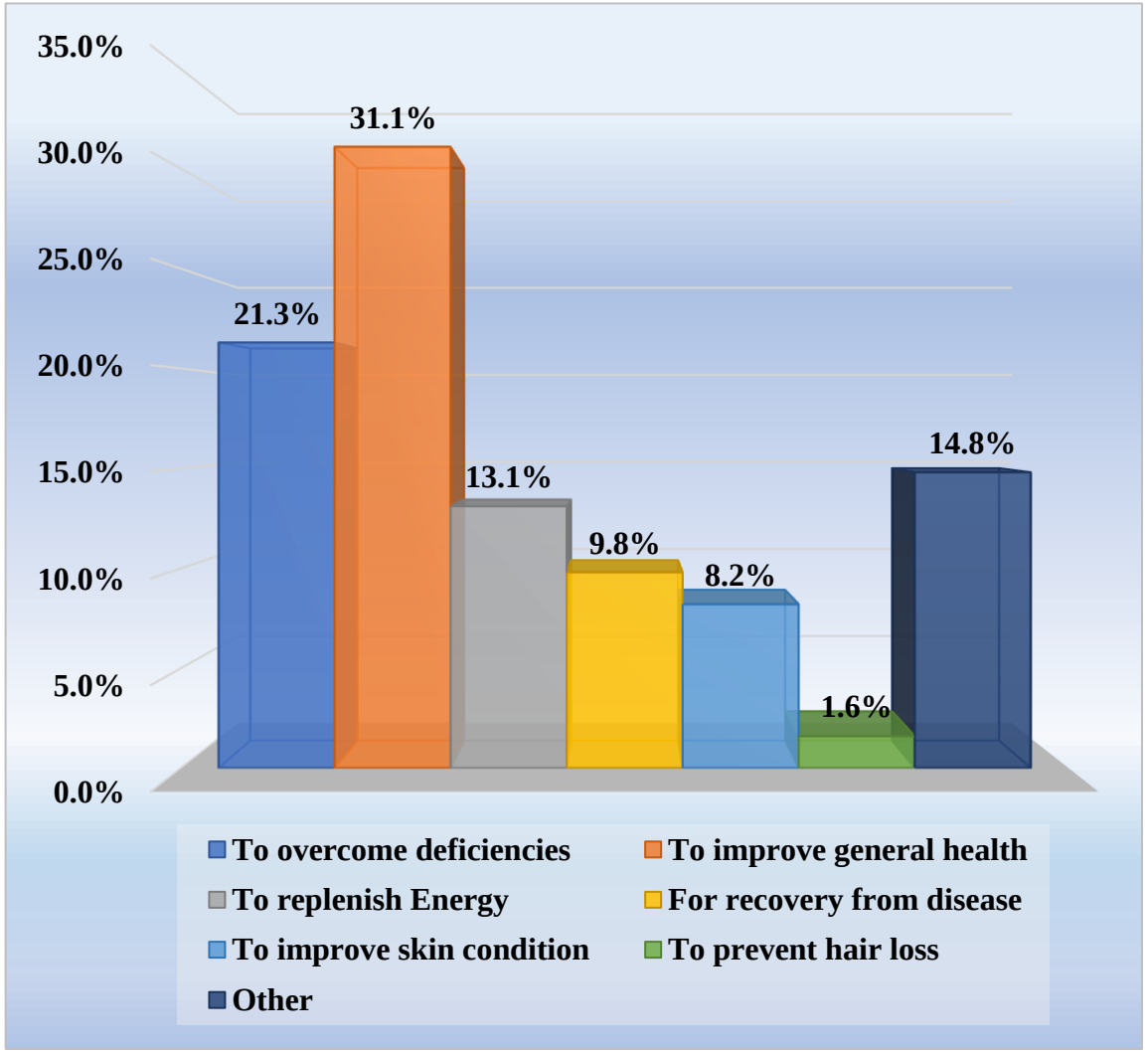
Sources of awareness of multivitamin supplements



INTERPRETATION:

- **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.

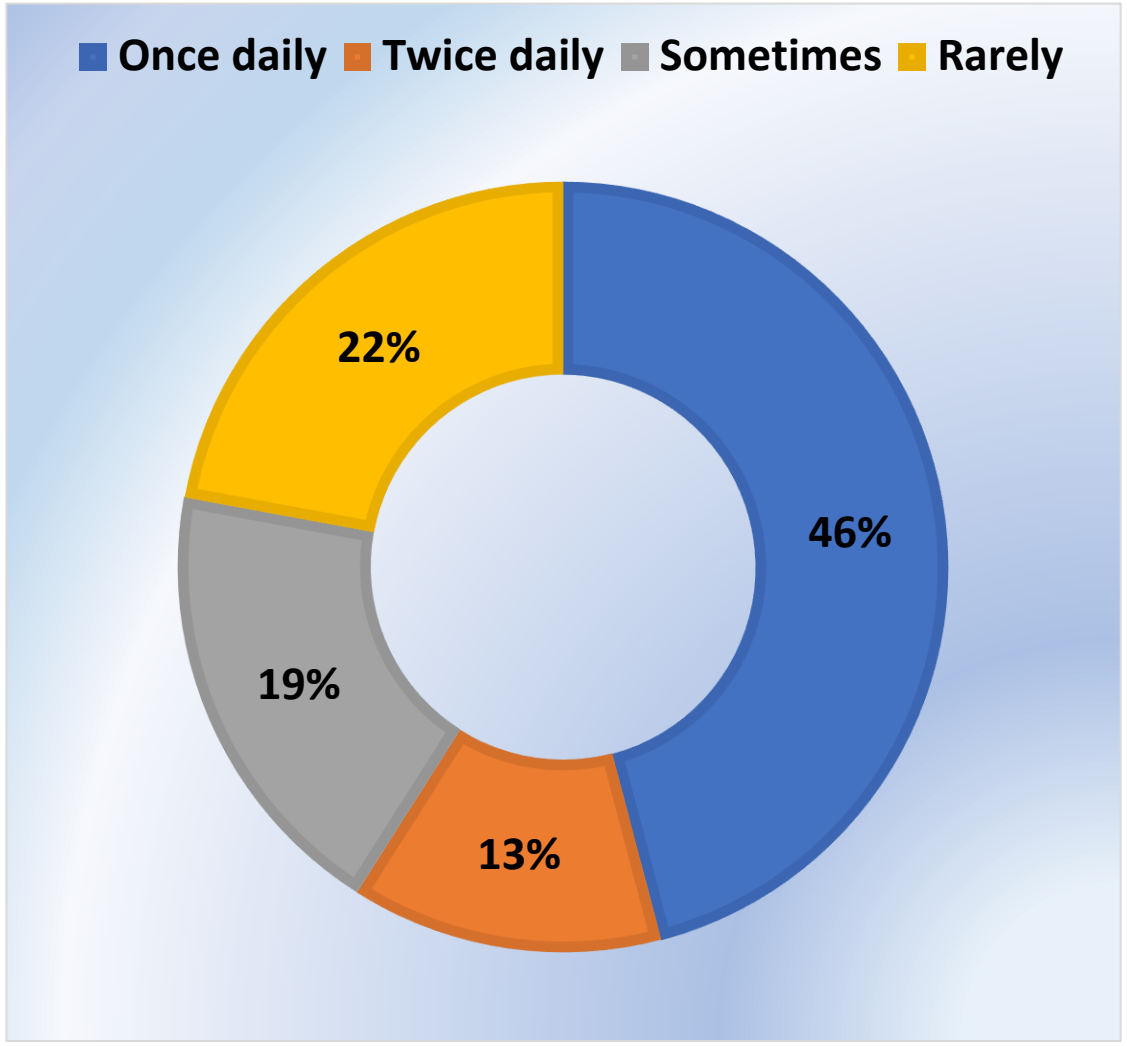
Reasons for use of Multivitamin supplements?



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.

Frequency of use of Multivitamins



INTERPRETATION:

- 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
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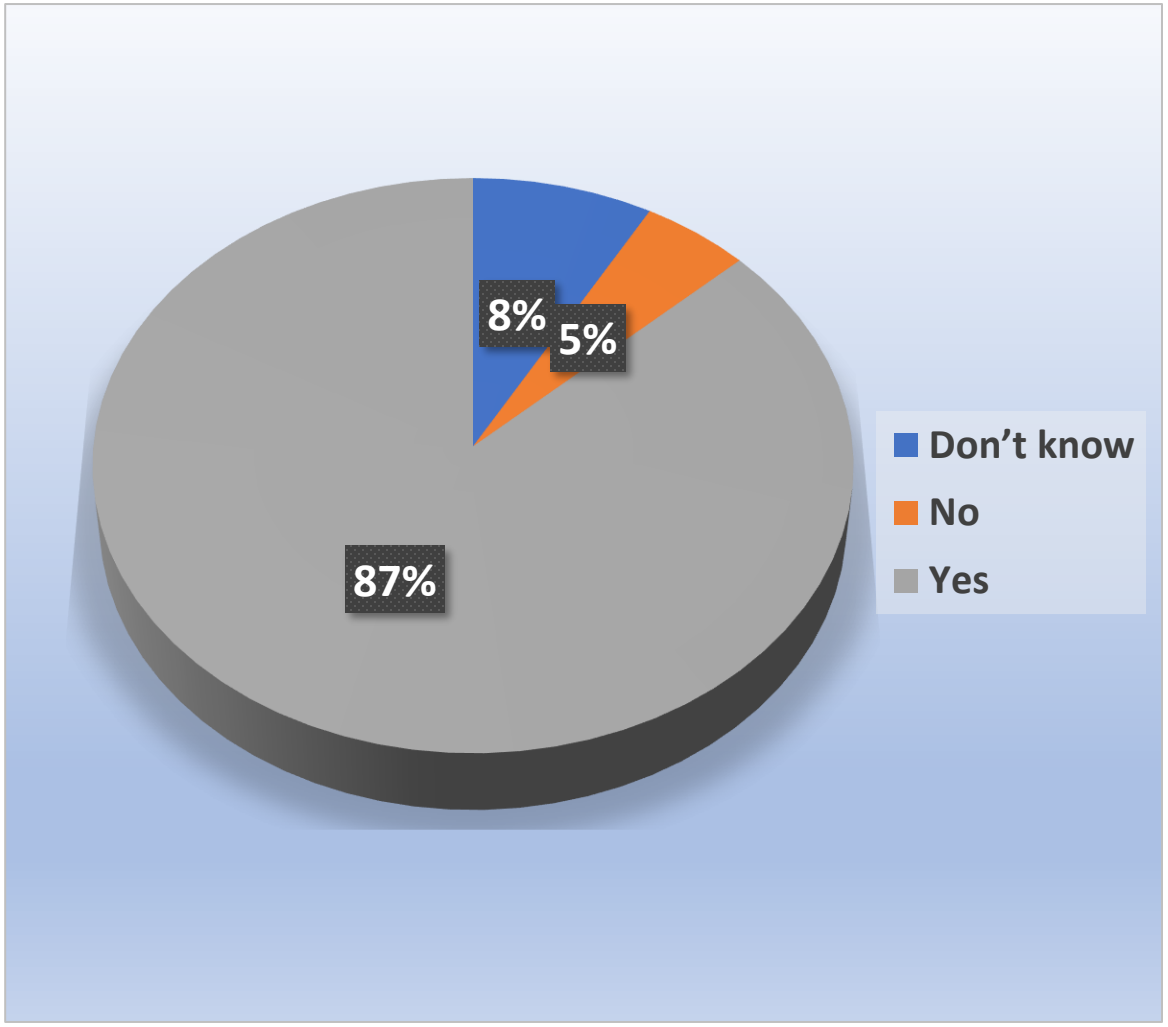
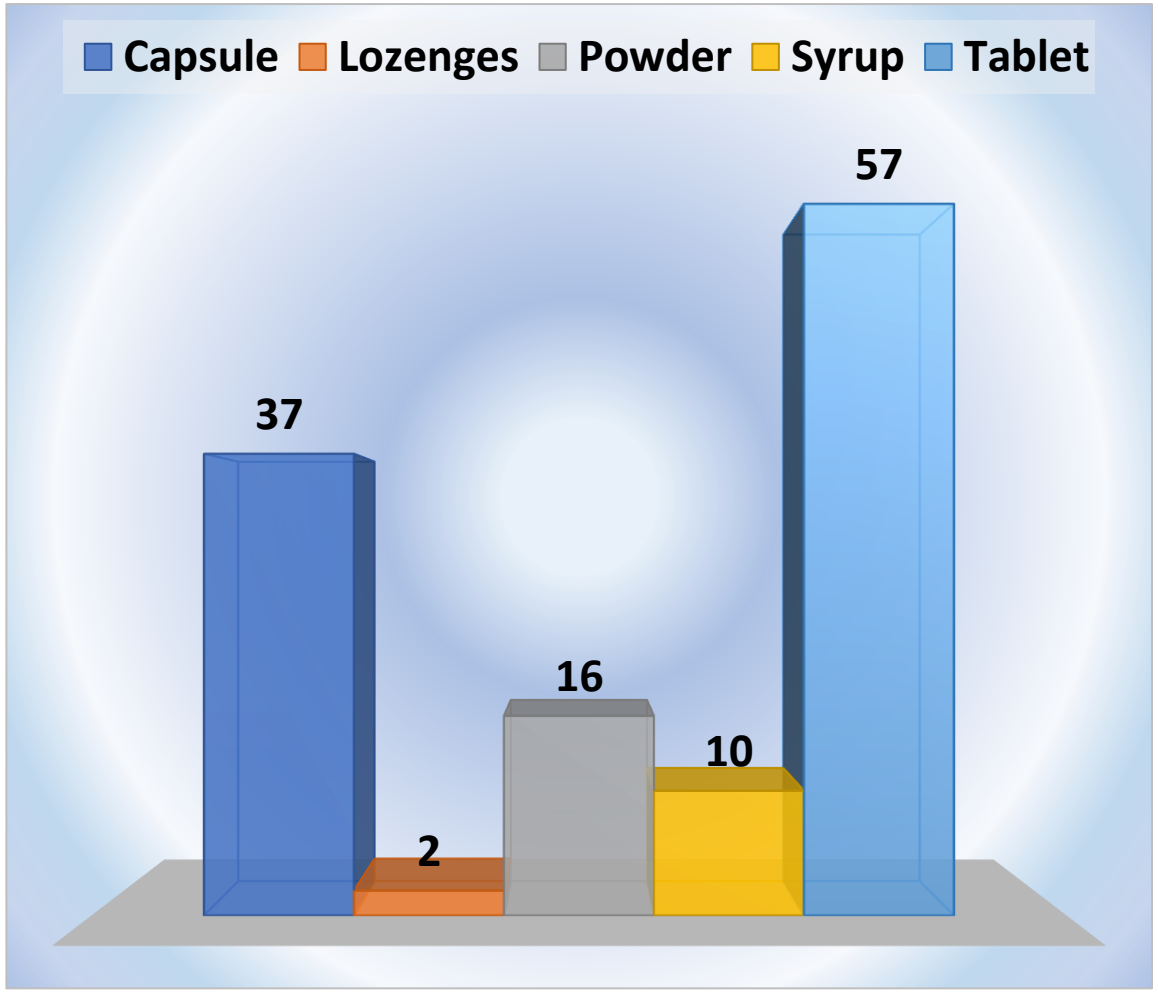
Do you consider Multivitamin supplements helpful for your health?



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.

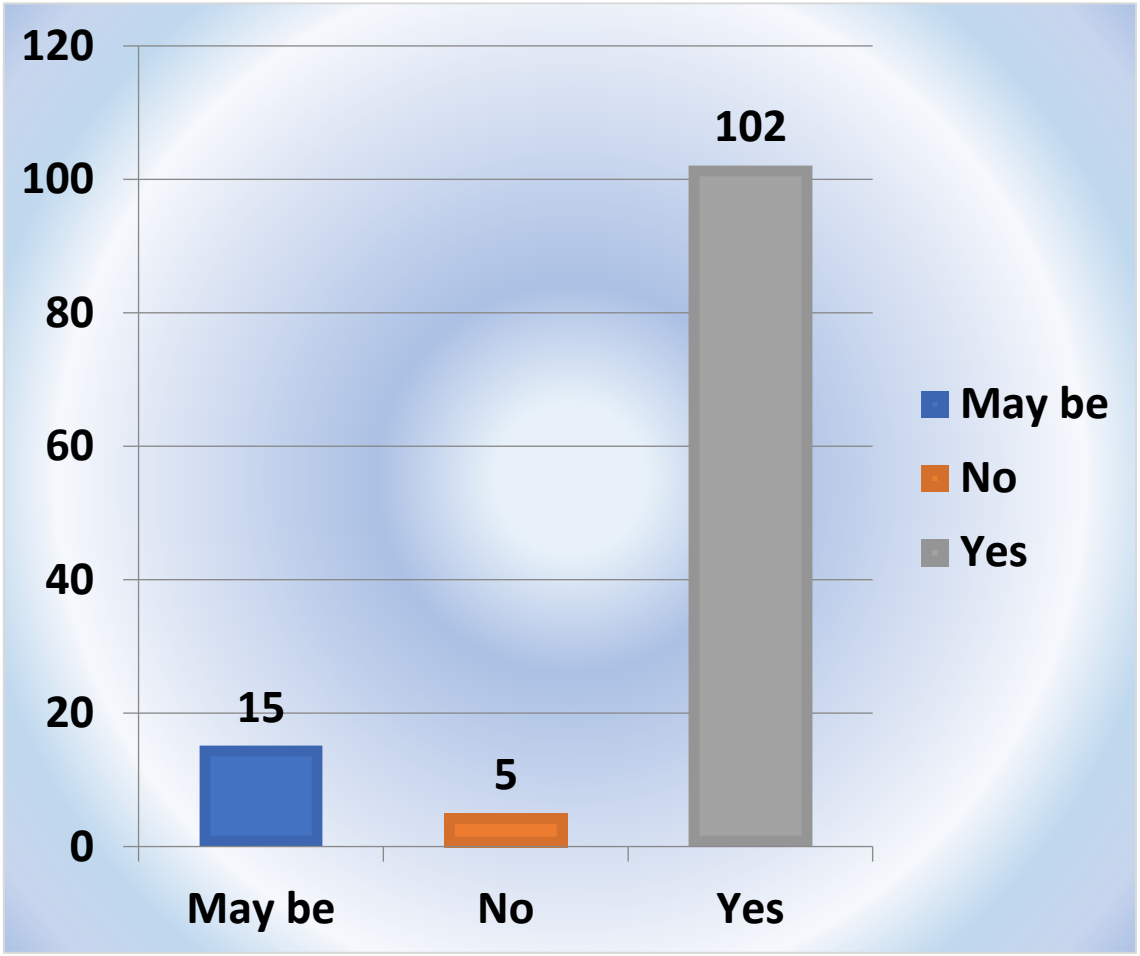
Which dosage form you prefer taking multivitamins?



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.
- While **16%** rate shows the respondents are taking supplements in **powder form**
- 10% are using syrup and the remaining least respondents are for **lozenges 2%**

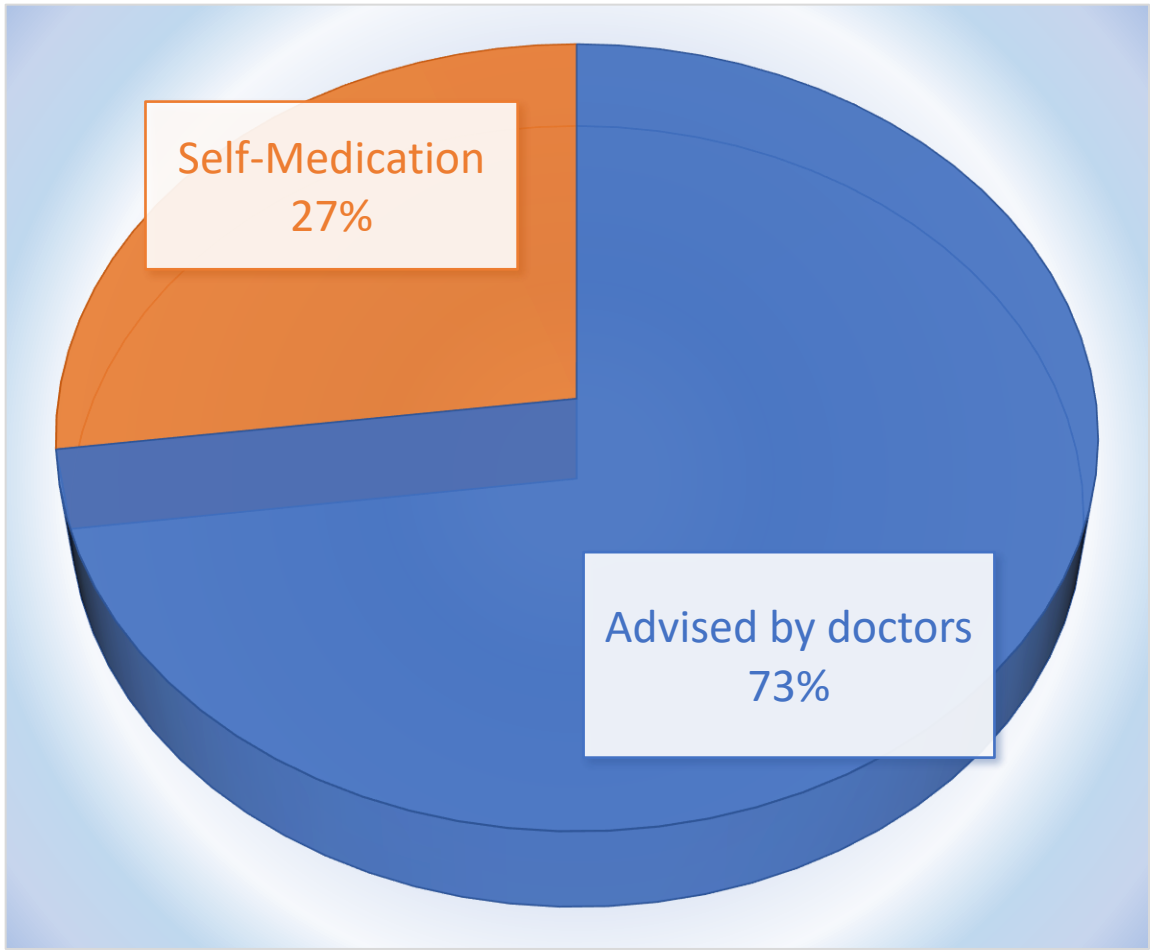
Do you consider Multivitamin supplements helpful for your health?



INTERPRETATION:

- **Maximum Respondents (84%)** 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.

What will you advise people regarding intake of Multivitamin supplements?



INTERPRETATION:

- **74%** of respondents are using prescription or advised by doctors before taking the multivitamins and supplements
- **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.
- This study concludes that most 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.
- These results provide additional support for the conclusion that most consumers recognize that multivitamins and other supplements can be helpful infilling nutrient gaps in the diet.

THANK YOU