

A Study on women's preference and satisfaction on vitamin supplement capsules with special reference to Chennai

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Abstract: This paper focuses on understanding the need and perception women on vitamin supplement as consumers and to analyse the factors influencing their purchasing Intention. Both primary and secondary data were effectively utilised in research and Questionnaire was constructed and circulated among the respondents. The correlation analysis and simple percentage analysis was utilised to analyse the data and major findings shows that the 90 percentage of the respondents are ready to refer vitamin supplement capsules to their friends and family and 80 percentage of them felt these vitamin capsules as very effective. The research suggests that as customers are strongly trusting organic supplements, gluten free, chemical free supplement products, the same can be concentrated while producing and getting supplied.

Keywords: Women, Research, consumers, vitamin capsules and supplements.

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I. Introduction:

Women is the source of energy who brings up her family and society and at large serves the universe. Modern day women is been equipped with the great knowledge, education, career, passion and she is expected to fulfil both her personal and professional life. Even though women in rural areas are not aware about the vitamin supplement capsules and their healthy lifestyle supports them to get vitamins naturally, women in urban and who leads a busy life are in need of vitamin capsules. Especially the age group of 45 and above requires and search of these vitamin supplements. Hence this research work was carried out to understand about the women's preferences and their satisfaction on these vitamin capsules.

Objectives:

- To understand the consumer's perception on Vitamin supplements
- To analyse the factors influencing their purchasing pattern

II. Review of literature:

Kim, Tae-Hoon, Kim, Bo-Yong(2015), in their study aimed at identifying and analysing customer preferences with regard to health foods and supplements. The respondents were 94 in numbers. They found that majority of the vitamin and supplementary manufacturers gather information from Research and development specialist and sales managers on new product development and consumers are willing to use these products.

Alessia cavaliere, Elena Claire Ricci, Alessandro Banterle(2015), conducted the study in Italy on Nutrition and health claims and try to found that who is interested on these products. They conducted face to face interview with 240 respondents and found that consumers are focused on well-being.

Yaty sulaiman, Maisarah Masri(2017) conducted a study with the aim of understanding the relationship between the consumer preference towards vitamin supplements. The study was conducted with 397 samples in Malaysia and to analyse the data correlation and one way ANOVA was utilized. The results indicates that there was no association found between price and purchase of the supplementary products.

Diadapo.A.Ladipo(2000) conducted a study Mineral and vitamin supplements and found that vitamin A is needed for pregnant women. Water soluble vitamins were preferred by the women during pregnancy and they felt even Iron and folate supplements are essential.

Farin Kamangar, Ashkan Emadi(2021) , conducted the study in US with the aim to know if the people in age group of 50 really need vitamin supplements or not. The study reveals that 50% of the respondents uses regularly multivitamin and Mineral supplements. But even they registered that there is a increased risk of cancers in relation to using certain vitamins.

III. Methodology:

The study is descriptive in nature. The sample selected for this study are the women who are consuming supplementary capsules to enhance their health. simple random technique was adopted. The primary data was collected from 200 women and the questionnaire was utilised to collect the data with respect to the objective of the research. The questionnaire is designed with 5 Scale model starts with strongly Agree to strongly disagree, each has been given the points that Strongly agree-1, Agree-2, Netural-3, Disagree-4, Strongly Disagree-5. These points are considered as score and values have been given in this are analysed and interpreted. Secondary data was collected through Earlier research work, Journals and websites. Correlation analysis was used for the study purpose.

Data analysis and inferences:

Table no 1 -Table shows Marital Status

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
MARRIED	146	68%
UNMARRIED	54	32%
TOTAL	200	100%

Interpretation: From the above table, it is clearly shown that 68% of the respondents are married and 32% of the respondents are unmarried.

Table no 2 -Table shows occupation

OCCUPATION	NO. OF RESPONDENTS	NO. OF RESPONDENTS
Business	30	15
Govt Employee	28	14
Private Employee	44	22
House wife	38	19
others	60	30
TOTAL	200	100

200

Interpretation: From the above table, it is clear that 15% of the respondents are business women, 14% of the respondents are government employee and 22% of respondents are private employees..

Table no 3 – Table shows no of years consumer the vitamin capsules

ANSWERS	NO. OF RESPONDENTS	PERCENTAGE
a year	140	70
couple of years	20	10
been 5 years	20	10
been more than 5 years	20	10
TOTAL	200	100%

Interpretation: From the it is clear that, 70% of the respondents are using vitamin capsules for last 1 year, 10% of the respondents using it for couple of years, 10% of the respondents are using it for last 5 years and 10% of them are using it more than 5 years.

Table no 4 – Table shows the overall satisfaction level about the vitamin capsules

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfactory	140	75%
Satisfied	40	15%
Neutral	15	7%
Highly not satisfied	5	3%
TOTAL	200	100%

Interpretation: From the above table it is clear that, 70% of the respondents are highly satisfied, 15% of the respondents are satisfied, 7% of the respondents are neutral, 4.5% are highly not satisfied about the vitamin supplement capsules.

Table no 5 – Table shows willingness of refer these capsules to their friends and family

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Yes	180	90%
No	0	0
Maybe	20	10%
TOTAL	200	100%

Interpretation: From the above table it is clear that 90% of the respondents will refer this capsule to their circle, 10% of the respondents may be referring this to their circle.

Table no 6 : Table shows how much they are benefited by this tablets?

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
So effective	160	80%
Improvised immune system	20	10%
Not so good	5	5%
Worst	15	5%
TOTAL	200	100%

Interpretation ; 80% of the respondents are accepting these vitamin capsules as so effective and 10% of the respondents are accepting its improvised immune system.

KARL PEARSON'S CORRELATION COEFFICIENT ANALYSIS:

Analysing the correlation between the Years Of Supplement Using(X) and Benefit Of Supplement (Y)

Null hypothesis (H0): There is no significant relationship between X & Y.

Alternate hypothesis (H1): There is a significant relationship between X & Y.

Years Of Supplement Using(X):	140	20	20	20
Benefit Of Supplement(Y):	160	20	5	15

Soln:

x	dx	dx ²	y	Dy	dy ²	dx.dy
140	120	14400	160	140	19600	16800
20	0	0	20	0	0	0
20	0	0	5	-15	225	0
20	0	0	15	-5	25	0

∑x=200; ∑dx²=14400; ∑y=200; ∑dy²=19600; ∑dx.dy=16800

Correlation Coefficient Formula

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

=1.046(+ve)

Interpretations: From the results of the above calculation, it is clearly showing that the years of using supplement has a positive linear relationship with the benefit of supplement. This shows that number of years using supplement is having a positive relationship with the benefit of supplements.

IV. Findings:

The research findings shows that majority of the respondents are married and 19% of them are house wives and 22% of them are private employees. 70% of them are using the vitamin capsules from last one year and they are highly satisfied about the product. 90% of them are ready to refer this product to their friends and family members.

V. Suggestions:

Customers Seeking for antioxidants capsule that helps to protect their cells & tissues from damage. Manufactures can produce product worth the price and easy to consume. Customers are strongly agreed they are trusting organic supplements.

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