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An In-Depth Analysis of Multivitamin Purchasing Behavior Among Generation Z in Bandung

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Abstract: This study aims to describe consumer behavior in the decision-making process related to purchasing multivitamin products in Bandung City. Data were collected from 1,990 respondents through a survey and analyzed using descriptive statistical methods. The findings indicate that most consumers are 18–24 years old, married, and primarily work as students or private-sector employees, with a monthly income of less than IDR 2,000,000. The primary factor driving purchase decisions is health needs, followed by the product's perceived benefits and halal certification. The most influential sources of information include public media, such as social media and consumer reviews, as well as personal sources, including family and friends. Consumers in Bandung tend to delay their purchasing decisions without a specific timeframe. The main reason for repeat purchases is the consumer's experience of the product's tangible health benefits. These results provide valuable insights for multivitamin producers in designing effective marketing strategies grounded in consumer behavior.

Keyword: Bandung City, Consumer, Generation Z, Multivitamin, Purchase behavior

INTRODUCTION

In recent years, personal health has become a central priority for individuals, particularly in urban societies. One common manifestation of this trend is the growing consumption of multivitamin supplements as part of a proactive health regimen. In the context of Bandung City, consumer behavior related to multivitamin purchases presents an important area of inquiry. Exploring these behavioral tendencies is crucial for gaining deeper insights into how health consciousness influences purchasing decisions. A thorough understanding of consumer behavior in this domain is essential for producers and marketers, as it enables the development of more effective and targeted marketing strategies tailored to consumer needs and preferences.

Recent studies have widely adopted a quantitative approach to analyze consumer behavior, particularly regarding health-related product purchases such as multivitamins. Nugraha and Firdausy (2022) found that brand image, product pricing, and promotional strategies significantly influence consumer purchasing decisions toward multivitamin products in Indonesia. Their study applied multiple linear regression analysis, demonstrating the measurable impact of marketing variables during the COVID-19 pandemic. Samarra, Rifin, and Suprehatin (2023) explored consumer behavior by examining purchase patterns and knowledge levels regarding multivitamins. Through a quantitative survey design, they identified that consumers' understanding of product benefits and composition plays a crucial role in shaping preferences and driving purchase intentions. Similarly, Kusumawati, Saragi, and Putriana (2021) analyzed how product attributes (e.g., formulation, packaging, taste) and consumer characteristics (e.g., age, lifestyle) affect consumer preferences and purchase decisions of vitamin C oral products. Their findings emphasized the importance of perceived product quality and safety as key decision drivers.

From a global perspective, Goh et al. (2023), writing in *Frontiers in Nutrition*, comprehensively analyzed the factors governing consumer buying behavior for nutraceuticals, including multivitamins. They identified that trust in the brand, credibility of information sources, and product safety are major considerations influencing the frequency and likelihood of purchase.

Demographic elements are valuable components that can capture the characteristics of multivitamin consumers and provide insights for designing and implementing personalized marketing strategies based on Bandung City's consumer characteristics. The survey will be administered online and conventionally (paper-and-pencil-based) to a selected number of target samples using a stratified random sampling method across all districts in Bandung City.

This study aims to describe the profile of consumers, their healthy lifestyle habits, product preferences, and the decision-making process related to the purchase of multivitamin products in Bandung City.

METHOD

This study employed a descriptive quantitative method using a survey technique. The sampling technique applied was stratified random sampling across 30 districts in Bandung City, with a total of 2,103 respondents collected. However, 113 respondents were excluded from further analysis as they were deemed not to meet the criteria. Therefore, the total data analyzed is 1,990, or approximately 88.4% of the target sample size (n=2250). The consumers' purchase decision-making survey adapted from the model of buyer decision process conceptualized by Armstrong & Kotler (Armstrong et al., 2022; Armstrong et al., 2017; Armstrong et al., 2014; Kotler et al., 2012), including five main elements: (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior.

RESULTS AND DISCUSSION

1. Characteristics of Respondents

Based on the survey results regarding respondent characteristics, the majority of respondents were female (61.61%), aged between 18 and 24 years (61.36%), and married (74.92%). Most respondents were students (40.7%) and private-sector employees (35.78%), with a monthly income of less than IDR 2,000,000 (48.09%). In terms of educational background, the majority held a senior high school diploma (68.69%).

Table 1. Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage
Gender	Female	1.226	61,61%
	Male	710	35,68%
	No Response	54	2,71%

Age	<18 years	159	7,99%
	18–24 years	1.221	61,36%
	25–31 years	294	14,77%
	32–38 years	100	5,03%
	39–45 years	92	4,62%
	46–52 years	81	4,07%
	53–59 years	29	1,46%
	>59 years	14	0,70%
Marital Status	Single	466	23,42%
	Married	1.491	74,92%
	Divorced	33	1,66%
Occupation	Student	810	40,70%
	Private-sector employee	712	35,78%
	Housewife	154	7,74%
	Entrepreneur	171	8,59%
	Civil servant	70	3,52%
	Unemployed	8	0,40%
	Retired	14	0,70%
	Others	51	2,56%
Income	< IDR 2.000.000	957	48,09%
	IDR 2.000.000– 4.000.000	649	32,61%
	IDR 4.000.000–6.000.000	213	10,70%
	> IDR 6.000.000	171	8,59%
Education	Senior High School	1.483	74,52%
	Diploma	105	5,28%
	Bachelor's degree	358	17,99%
	Postgraduate (S2/S3)	24	1,20%
	Never attended school	20	1,01%

Source: Study Program Research Data, 2024

The data clearly indicate that the purchasing behavior patterns of consumers in Bandung are predominantly shaped by women aged 18–24 years, most of whom belong to Generation Z. This demographic is largely characterized by individuals who are married, employed as students or private-sector workers, and earn less than IDR 2,000,000 per month. These findings underscore the significant role of young, economically constrained female consumers in driving demand for multivitamin products in the region.

2. Distribution of Respondents by District

The respondents were distributed across all districts in the city of Bandung, with the highest concentrations found in Buahbatu (5.23%), Bandung Kidul (4.72%), and Astanaanyar (4.67%). Additionally, 8.44% of respondents were identified as residing outside the Bandung city area.

Table 2. Distribution of Respondents by District

District	Frequency	Percentage
Andir	64	3,22%
Antapani	68	3,42%
Arcamanik	88	4,42%
Astanaanyar	93	4,67%
Babakan Ciparay	24	1,21%
Bandung Kidul	94	4,72%
Bandung Kulon	52	2,61%
Bandung Wetan	57	2,86%
Batununggal	68	3,42%

Bojongloa Kaler	89	4,47%
Bojongloa Kidul	78	3,92%
Buahbatu	104	5,23%
Cibeunying Kaler	72	3,62%
Cibeunying Kidul	85	4,27%
Cibiru	45	2,26%
Cicendo	26	1,31%
Cidadap	69	3,47%
Cinambo	63	3,17%
Coblong	46	2,31%
Gedebage	30	1,51%
Kiaracondong	39	1,96%
Lengkong	82	4,12%
Mandalajati	82	4,12%
Panyileukan	48	2,41%
Rancasari	3	0,15%
Regol	67	3,37%
Sukajadi	80	4,02%
Sukasari	59	2,96%
Sumur Bandung	10	0,50%
Ujung Berung	37	1,86%
Tinggal di luar Bandung	168	8,44%

Source: Study Program Research Data, 2024

The inclusion of all 30 districts in the city of Bandung was deliberately designed to ensure broad and equitable data distribution across the entire area.

3. Healthy Lifestyle Habits

In terms of healthy lifestyle patterns, the majority of respondents in the city of Bandung reported infrequent physical exercise (60.25%), low consumption of healthy food (53.57%), and frequent experiences of stress (43.12%). Most respondents indicated that they do not smoke (71.61%) and do not consume alcohol (87.29%). However, a considerable proportion (45.43%) reported frequently experiencing sleep deprivation.

Table 3. Respondents' Healthy Lifestyle Habits

Health Behavior	Category	Frequency	Percentage
Physical activity	Rarely	1.199	60,25%
Healthy eating habits	Rarely	1.066	53,57%
Consumption of unhealthy food	Frequently	861	43,27%
Stress condition	Frequently	858	43,12%
Smoking	Never	1.425	71,61%
Alcohol	Never	1.737	87,29%
Sleep deprivation	Frequently	904	45,43%

Source: Study Program Research Data, 2024

The data indicate that Generation Z in Bandung tends to engage in unhealthy lifestyle behaviors, including infrequent physical activity, low consumption of healthy foods, frequent stress experiences, and insufficient sleep. These findings suggest a general pattern of poor health habits within this demographic group. Such conditions highlight the need to effectively drive Generation Z toward adopting and sustaining healthier lifestyle practices, targeted interventions and awareness campaigns are essential.

4. Multivitamin Consumption Patterns

The results show that 40.9% of respondents in Bandung consume multivitamins occasionally, while 30.5% consume them rarely, and 14.17% never consume multivitamins.

Most respondents reported using multivitamins for 0–1 year (66.78%). The top three most frequently used multivitamin brands were Enervon C (30.9%) in first place, followed by Imboost (30.4%) in second, and CDR (17.5%) in third. These findings indicate that awareness among the younger generation in Bandung regarding the use of health-supporting products, such as multivitamins, remains relatively low. This insight can serve as a valuable input for producers to intensify educational efforts on the importance of multivitamin consumption for maintaining overall health.

Table 4. Respondents' Multivitamin Consumption Patterns

Reason for Purchasing the Product	Category	Frequency	Percentage
Frequency of Consumption	Never	282	14,17%
	Rarely	607	30,50%
	Occasionally	814	40,90%
	Often	167	8,39%
	Daily	120	6,03%
Duration of Consumption	0–1 year	1.329	66,78%
	1–3 years	444	22,31%
	3–5 years	109	5,48%
	>5 years	108	5,43%
Most Popular Brands	Enervon C	615	30,90%
	Imboost	605	30,40%
	CDR	348	17,50%
	Blackmores	197	9,9%
	Renovit	104	5,20%
	Holisticare	96	4,80%
	Stimuno	76	3,8%
	Imunos	26	1,3%
	Purity	23	1,2%
	Lainnya/N/A	567	28,45%

Source: Study Program Research Data, 2024

5. Reasons for Purchasing Multivitamins (Problem Recognition)

The findings indicate that the leading motivations for multivitamin purchases among consumers in Bandung are driven primarily by health needs (76.8%), followed by the perceived health benefits of the product (38.4%), and the presence of halal certification (21.3%).

Table 5. Reasons for Purchasing Multivitamins (Problem Recognition)

Reason for Purchasing the Product	Frequency	Percentage
Health needs	1.528	76,8%
Perceived product benefits	765	38,4%
Halal certification	424	21,3%
Ingredients	377	18,9%
Benefit-focused advertisements	357	17,9%
Affordable price	331	16,6%

Source: Study Program Research Data, 2024

6. Information Search

Public media platforms, including social media, product reviews, and influencers, emerged as the most influential sources of information, with 41.86% of respondents indicating strong consideration. This was followed by personal sources (28.59%) and firsthand experience (20.85%)

Table 6. Information Search

Source of Information	Frequency	Percentage
Public Media (social media, reviews, etc.)	833	41,86%

Personal (family, friends)	569	28,59%
Direct Experience	415	20,85%
Advertisements	249	12,51%

Source: Study Program Research Data, 2024

7. Alternative Evaluation

There is a noticeable lack of consumer engagement in conducting in-depth evaluations of product information; 38.74% reported that they “rarely” review product information, and only 10.3% consistently do so. Similarly, in terms of comparing product alternatives, 34.17% of respondents stated that they rarely make comparisons, while only 11.36% always compare different options

Table 7. Alternative Evaluation

Evaluation Product	Frekuensi	Persentase
Rarely review product information	771	38,74%
Always review product information	205	10,30%
Rarely compare alternative products	680	34,17%
Always compare alternative products	226	11,36%

Source: Study Program Research Data, 2024

Based on the data presented above, consumers in Bandung tend to exhibit low levels of product evaluation and alternative comparison. This, on one hand, presents an opportunity for multivitamin producers or distributors, as well-established brands are more likely to be consumed without thorough consideration or critical evaluation by the public.

8. Purchase Decision

A total of 45.23% of respondents expressed an intention to purchase but chose to postpone it without a clear timeline, while only 24.12% indicated that they would purchase soon.

Table 8. Purchase Decision

Purchase Decision	Frequency	Percentage
Now (Soon)	480	24.12%
Delayed for a specified period	610	30.65%
Intends to buy but delays without a specified timeframe	900	45.23%

Source: Study Program Research Data, 2024

Numerous factors influence consumer purchasing decisions, including price, brand image, and product variety (Hartina, Saputro, & Mubarok, 2023), electronic word of mouth (eWOM) (Mubarok & Cahyani, 2024), and service quality (Ali & Suciana, 2019). In addition, psychological factors such as perception, attitude, motivation, emotion, and trust also play a significant role in shaping consumer behavior (Nuradina, 2022). In making purchase decisions, consumers consider not only the online product price but also weigh the perceived quality of the product, the reputation of the business, and the intensity of promotional efforts Wang, C., Wang, Y., Wang, J., Xiao, J., & Liu, J. (2021). Marketing remains the primary reason why some businesses achieve significantly higher sales figures than their competitors. Understanding the core principles of marketing is crucial for maximizing their sales performance. (Wiriany, 2018).

9. Post-Purchase Consumer Behavior

Consumers’ repurchase intentions are primarily driven by the actual benefits they experience from the product (45.47%), the ease of product availability (20.99%), and the presence of supplementary information that supports the product’s perceived efficacy (15.82%).

Table 9. Post-Purchase Behavior

Post-Purchase Behavior	Frequency	Percentage
Perceived product benefits	1.555	45,47%
Product easily accessible	718	20,99%
Received positive additional information	541	15,82%

Sumber: data Riset Prodi (2024)

Various factors influence consumers' decisions to repurchase multivitamin products. In Bandung, in particular, repurchase behavior is primarily motivated by the perceived health benefits experienced from regular multivitamin consumption. As emphasized by Kotler and Keller (2009) and Hellier et al. (2003), the level of customer satisfaction following the delivery of a service significantly influences their propensity to engage in repeat purchasing behavior. In line with this perspective, the present study adopts key indicators such as expressions of satisfaction (e.g., compliments), recommendations, encouragement, stated preferences, and repeat purchase behavior as core components of the survey instrument, drawing upon the conceptual frameworks proposed by Kotler and Keller (2009), and Hellier et al. (2003).

CONCLUSION

Health considerations, ease of access to information, personal experience, and personal influences such as recommendations from friends and family primarily drive multivitamin purchasing behavior among consumers in Bandung. Well-established brands with strong reputations are generally preferred. However, consumers tend to exhibit passive behavior when it comes to reviewing product information and comparing alternative products. The findings of this study present a strategic opportunity for producers, as the majority of Bandung residents demonstrate a relatively high level of receptiveness toward information and brand names that are already familiar to them. Therefore, producers are encouraged to reassess their marketing strategies by incorporating educational content about product benefits and enhancing the accessibility of multivitamin products through digital public platforms.

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