



CALCIUM INTAKE AND FACTORS ASSOCIATED WITH THE USE OF CALCIUM SUPPLEMENTS; A CASE STUDY IN MAHARAGAMA DIVISIONAL SECRETARIAL DIVISION, COLOMBO DISTRICT

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ABSTRACT

The objective of this study was to understand whether people in study area are obtaining adequate amount of calcium from available sources, and factors influencing the use of calcium supplements and providing recommendations for an initially introducing calcium supplement into the market. Survey is a legitimate and scientific process of acquiring data and opinion of public. Food frequency questionnaire that was based on several theories, feedback of experts, and personal interviews with members of the target group was distributed among a random sample of 175 households (673 respondents) in the Maharagama division, Colombo. Variables based on the theory of planned behaviour were assessed through questionnaire that was constructed to form scales measuring attitudes, subjective norms, perceived behavioural control, and intention to consume calcium supplements. Attitudes toward calcium supplements and perceived behavioural control contributed to model for predicting intention, whereas subjective norms of the respondents showed the intention towards the calcium supplements. Among the population in-between the age 20 to age 65 had more positive attitudes, normative beliefs and higher self-efficacy expectations with respect to using calcium supplements than other age categories. Subjects, who already using calcium supplements were more often female and had more positive attitudes and normative beliefs than non-users. Their attitude in the direction of the health concern and the awareness headed to osteoporosis also higher than the others. Study revealed that 98.2% of people from sample population aren't obtaining the adequate amount of calcium. Major demanded sources of the calcium are milk, white bread, brown rice and cooked fish. Apart from that calcium obtaining is varying with age and the gender. With reference to new calcium supplement launching, can be recommended that, more attention should be provided to female population who were in between the 20-64 age categories and product necessitate to meet their requirements.

Keywords: Calcium, Calcium supplement, Market Survey, Food frequency questionnaire, Theory of planned behaviour