



## DETERMINATION OF VITAMIN INFORMATION LEVELS OF STUDENTS STUDYING AT BOZOK UNIVERSITY

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### ABSTRACT

As a result, the economic income of the students surveyed is approximately 500 TL. The majority of students do not use vitamins. The reason for not using it is that the majority of them have suggested that they do not need it. It is thought that individuals who claim to have no need do not fully know the effects of vitamin deficiency on the body. The reason for using vitamins is because a large majority of vitamins do not use the other parameter is marked. When we look at which vitamin individuals use, other vitamins are in the first place. Other vitamins are followed by vitamin C. When we asked how the students made this choice, they stated that they had researched and preferred it and immediately afterwards they consulted the doctor. Within the questions posed to individuals, the answers given to the question of expectations from the use of vitamin are examined and the other answers are included. Immediately afterwards, a

slice of 27.5% responded to being resistant to diseases. Students think that the use of vitamins should be consulted by a doctor. Individuals are of the opinion that daily nutrients partially meet the need for vitamins. The majority of people are of the opinion that vitamin should be used after a certain age. As to whether vitamins have any harm, more than half of respondents think they may. It is observed that the use of vitamins for their children is considered to be malnourished and they prefer to have them used in consultation with the doctor. It has been found that dissatisfaction with the product is the most important reason for changing people's brand preferences. It has been determined that the majority of people feel that they are not safe in terms of the reliability of the smuggled vitamins.

**Key Words:** Vitamin, University Student, Knowledge Level

## INTRODUCTION

Nutrition, fulfillment of vital functions, growth, development, reproduction, physical activities to be present, health protection in short, life is taken and consumed in order to sustain food (Paker 1998). It has been scientifically demonstrated that growth and development are hindered and health deteriorates when any of these items are not taken or taken more or less than necessary (Baysal, 1993). However, it should be noted that nutrition is a sociological and psychological event as well as a physiological one (Yaşır et al., 2005). It is possible to be physically and mentally healthy at every stage of life and to maintain health with adequate and balanced nutrition (Tanir et al., 2001).

While nutrition is important for all segments of society, it is thought to have a different importance for university students. Many of the students studying at universities have to live away from the family environment for the first time in their lives. This stay away is thought to cause him to have problems with his nutrition. To solve some of the problems experienced in the use of vitamins as a nutritional support.

Vitamins are essential nutrients for life, providing healthy growth and development. By participating in biochemical and physiological processes in the organism, they help the formation of energy from nutrients, the normal functioning of the nervous and digestive system, the protection of body health and growth. People have to take most of the vitamins from outside because they cannot produce them in their own organism (Karakas 1987).

4-5% of the human body consists of minerals. The maximum amount of the body that needs calcium, phosphorus, magnesium, sodium, potassium, chloride, and minerals such as sulfur, a macro mineral, the requirement that less iron, copper, zinc, iodine, fluorine, manganese, selenium, minerals are called trace minerals such as chromium and molybdenum. The need for sodium, chloride, phosphorus, iron and potassium in athletes increases slightly (Karakas 1987). The minerals necessary for various functions in the body are found in different amounts in all foods and their usefulness to the body is different in each food.

Nutritional support can be defined as the available forms of vitamins and minerals in the form of pills, capsules, syrups corresponding to high doses. It means addition to the nutrients in our diet. Adequate and balanced nutrition support is needed. Nutritional support is usually a personal practice. It covers vitamins, minerals, pulp, aminoacids, photochemicals, herbs and botanical products. Most of the nutrients used as additives are naturally present in the daily diet. In the United States, Dietary

Supplement Health and Education Act (DSHEA) defines food supplements as non-smoking products containing one or more vitamins, minerals, medicinal plants or amino acids taken to support the diet (Tek and Pekcan 2008).

With the beginning of the university education, a new era begins in the nutrition of the students as they leave the family environments they have become accustomed to, become more open to external influences and begin to make their own free choices more clearly. Determining the nutritional tendencies of the students is also important in terms of regulating the eating habits in the adult period and preventing possible disorders that may be caused by inappropriate eating. For these reasons, we aimed to determine the vitamin usage habits of the students studying at Bozok University.

### MATERYAL VE METOT

The universe of this study is composed of students studying at Bozok University. The sample consisted of 149 people who were randomly selected. The survey consisted of 27 questions, 5 of which were demographics, 13 of which were vitamin use and 9 of which were brand preferences. A validity - reliability study was developed by yoşkun et al in 2008. Reliability Crombach Alpha value was found to be 0.82.

### FINDINGS

#### Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Man	73	49,0	49,0	49,0
Woman	76	51,0	51,0	100,0
Total	149	100,0	100,0	

The gender distribution ratio of the students was 49% male and 51 % female.

#### Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
0-500 YTL	100	67,1	67,1	67,1
501-1000 YTL	32	21,5	21,5	88,6
1001-2000 YTL	8	5,4	5,4	94,0
2001 YTL	9	6,0	6,0	100,0

Total	149	100,0	100,0
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Income level distributions;

The ratio between try 0-500 was 67.1 %, the ratio between try 501-1000 was 21.5 %, the ratio between try 1001-2000 was 8 %, and the ratio between 2001YTL and above was 9 %.

**Do you take vitamins?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	12	8,1	8,1	8,1
No	122	81,9	81,9	89,9
Sometimes	15	10,1	10,1	100,0
Total	149	100,0	100,0	

Of the 149 people surveyed, 8.1 % said they used vitamins, 81.9 % did not use vitamins, and 10.1 % said they used them sometimes.

**Is there any particular reason why you don't use vitamins?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Due to a particular ailment	8	5,4	5,4	5,4
I think that I don't need	82	55,0	55,0	60,4
I'm eating a balanced diet.	18	12,1	12,1	72,5
My doctor suggested	17	11,4	11,4	83,9
It's not appropriate to take vitamins outside	24	16,1	16,1	100,0
Total	149	100,0	100,0	

Looking at the reasons why people do not use vitamins;

5.4% of those who do not use it because it has a special ailment, 55% of those who do not use it because they do not need it, 12.1% of those who say they do not use it because they think it is balanced, 11.4% of those who do not use it because their doctor does not recommend it, 16.1% of those who think It is thought that individuals who claim to have no need do not fully know the effects of vitamin deficiency on the body. When one of the vitamins is not taken into the body in sufficient amounts, disorders, inadequacies or deficiencies in all biochemical and physiological processes involved and the functions of other micro and macronutrients with which it interacts occur, and related clinical pathologies(Kılıçarslan, 2012).

**What is the reason for using vitamins?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Because I feel tired	9	6,0	6,0	6,0
I think I'm not eating well.	7	4,7	4,7	10,7
My doctor suggested	15	10,1	10,1	20,8
Another	117	78,5	78,5	99,3
Total	149	100,0	100,0	

The proportional distribution of the reasons for Vitamin use according to the findings obtained;

6% of people prefer to use vitamins because they feel tired, 4.7% because they are not eating a balanced diet, 10.1% because their doctor recommended them, and 78.5% said they use vitamins for various reasons.

**What kind of vitamins do you prefer more?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Combinations	2	1,3	1,3	1,3
A.D.E.K	14	9,4	9,4	10,7
B Vitamins	17	11,4	11,4	22,1
C vitamin	40	26,8	26,8	49,0
Others	76	51,0	51,0	100,0

Total	149	100,0	100,0
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When we look at people's vitamin preferences, 1.3% combinations, 9.4% A,D,E, K vitamins, 11.4% B vitamins, 26.8% I vitamin C, 51% other vitamins constitute. Other vitamins are followed by vitamin C. The importance of vitamin C is that it participates in mitochondrial fatty acid oxidation in collagen and carnitine synthesis. It increases iron absorption. It reduces oxidative DNA damage and lipid peroxidation. Regenerates tocopherol radicals formed in the membrane (Gürdöl and Ademoğlu 2006).

#### How do you make that choice?

	Frequency	Percent	Valid Percent	Cumulative Percent
With the help of my doctor	63	42,3	42,3	42,3
Pharmacist advice	7	4,7	4,7	47,0
By investigating myself	72	48,3	48,3	95,3
At the suggestion of a friend	5	3,4	3,4	98,7
Vitamin Consultants	2	1,3	1,3	100,0
Total	149	100,0	100,0	

The ratio of those who gave their answer with the help of my doctor 42.3%, the ratio of those who answered with the advice of the pharmacist 4.7% of those who answered by searching myself 48.3%, the ratio of those who answered with the advice of friends 3.4%, and the ratio of those who answered through consultants in vitamin stores 1.3% were realized.

#### What do you expect from your Vitamin use?

	Frequency	Percent	Valid Percent	Cumulative Percent
I want to feel good about myself	30	20,1	20,1	20,1
Being resistant to diseases	41	27,5	27,5	47,7
To delay aging	3	2,0	2,0	49,7

Providing the solution to my health problem	15	10,1	10,1	59,7
Others	60	40,3	40,3	100,0
Total	149	100,0	100,0	

Those who answered I want to feel good when asked about the expectations of people using vitamins were 20.1%, those who answered I want to be resistant to diseases 27.5%, those who answered I want to delay the effects of aging 2%, those who answered to provide the solution of a certain health problem 10.1%, those who stated that it was for other reasons 40.3%. When students think about using drugs to prevent diseases, the list of best-selling drugs in Turkey includes antibiotics (19.0%), painkillers (12.0%), rheumatism drugs (11.0%) and cold medicines (8.6%), followed by vitamins (7.3%) (<http://www.akilciilac.gov.tr>).

#### How often do you use vitamins?

	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	8	5,4	5,4	5,4
A couple days a week	14	9,4	9,4	14,8
Several times a month	13	8,7	8,7	23,5
Monthly	16	10,7	10,7	34,2
Never	98	65,8	65,8	100,0
Total	149	100,0	100,0	

How often do you use vitamins? the proportion of those who answered the question every day was 5.4%, the proportion of those who answered it a few days a week was 9.4%, the proportion of those who answered it a few times a month was 8.7%, the proportion of those who answered it once a month was 10.7%, and the proportion of those who did not use any vitamins was 65.8%.

**Do you think a doctor should be consulted for vitamin use?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Absolutely must be consulted	104	69,8	69,8	69,8
Sometimes	21	14,1	14,1	83,9
it's not necessary	8	5,4	5,4	89,3
I have no idea	14	9,4	9,4	98,7
Total	149	100,0	100,0	

It was found that 69.8% of people who think they should be consulted, 14.1% of people who sometimes think they should be consulted, 5.4% of people who think they don't need to be consulted, 9.4% of people who say they don't have an opinion. In fact, it can be described as using rational medication to refer to a doctor while using vitamins. Other practices other than rational drug use are considered to be non-rational drug use. Irrational drug use causes patients not to benefit adequately from the drug and, from an economic point of view, places a great burden on the national economy (Ekenler et al, 2016).

**Do you believe you take enough vitamins with your daily diet?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	46	30,9	30,9	30,9
Partially	57	38,3	38,3	69,1
Nope	33	22,1	22,1	91,3
I Have No Idea	13	8,7	8,7	100,0
Total	149	100,0	100,0	



The proportion of those who think they have taken enough vitamins with daily nutrition was 30.9%, the proportion of those who think they have been partially taken was 38.3%, the proportion of those who have not been taken was 22.1%, and the proportion of those who have no idea was 8.7%.

**Do you think vitamin use is necessary after a certain age?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	63	42,3	42,3	42,3
If you have a health problem	53	35,6	35,6	77,9
Nope	16	10,7	10,7	88,6
I have no idea	17	11,4	11,4	100,0
Total	149	100,0	100,0	

The proportion of people who think that vitamin should be used after a certain age is 42.3%, the proportion of those who have health problems should use it is 35.6%, the proportion of those who think it is not necessary to use it is 10.7%, and the proportion of those who have no idea about the subject is 11.4%. More than thirty tissues have vitamin D receptors. The effects of vitamin D outside the skeletal system are mainly in the form of regulation of hormone secretion, immune functions, cell proliferation and differentiation. Immune system, skin diseases, autoimmune diseases, hypertension, diabetes mellitus, congestive heart failure and cancer are among the most studied topics in relation with vitamin D (Akbulut, 2016).

**Do you think vitamins have any harm?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I believe there isn't.	32	21,5	21,5	21,5
Could be	67	45,0	45,0	66,4
Nope	19	12,8	12,8	79,2
I Have No Idea	31	20,8	20,8	100,0

Total	149	100,0	100,0
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The proportion of people who believe that vitamins are not harmful is 21.5%, those who answer may be 45%, those who answer no 12.8%, those who answer No no 20.8% are. For example, if an individual who is fed enough vitamin A takes 10 times the amount of vitamin A needed daily, the effect of poisoning is seen in the body. The first symptoms of poisoning are headache, dizziness, vomiting. Taking more growth in the liver, pain in joints, headache, dry and flaky skin, vomiting, and loss of appetite, thickening of the long bones, hair loss, yellowing of the skin and increase intracranial pressure, damage to the nervous system and congenital disorders may also be observed (Sable, 2008).

#### What do you pay attention to when choosing vitamins for your child?

	Frequency	Percent	Valid Percent	Cumulative Percent
I consult a doctor on malnutrition	66	44,3	44,3	44,3
Doctor's advice due to health problem	45	30,2	30,2	74,5
I can use it without consulting a doctor	8	5,4	5,4	79,9
I don't see fit for children	28	18,8	18,8	98,7
Total	149	100,0	100,0	

44.3% of the answers people give about what they pay attention to when choosing vitamins for their children I consult the doctor considering that my child is malnourished, 30.2% due to health problems with the doctor's advice, 5.4% I can use without consulting the doctor and 18.8% I do not see fit for children.

#### What are the sources of information about vitamins?

	Frequency	Percent	Valid Percent	Cumulative Percent
Doctor	83	55,7	55,7	55,7
Books	8	5,4	5,4	61,1

Media	14	9,4	9,4	70,5
Internet access	35	23,5	23,5	94,0
Pharmacy	9	6,0	6,0	100,0
Total	149	100,0	100,0	

What are the sources of information about vitamins that were directed to the subjects who participated in the research? overall the answers to the question Were doctor 55.7%, books 5.4%, media 9.4%, internet 23.5%, pharmacists and product consultants 6%. There are 972, 828, 00 internet users in the world. The number of people connected to the internet increased by 169.5% in five years on seven continents(internetworldstats, 2005).

**Do you know about the conditions in which vitamins can be harmful?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	10	6,7	6,7	6,7
Enough	9	6,0	6,0	12,8
Slightly	46	30,9	30,9	43,6
Nope	43	28,9	28,9	72,5
I have no idea	41	27,5	27,5	100,0
Total	149	100,0	100,0	

Are you familiar with the conditions in which vitamins administered to the subjects in the survey can be harmful? the overall proportional distribution of the answers to the question was 6.7% of 'Yes', 6% of 'enough', 30.9% of 'very little', 28.9% of 'no', 27.5% of 'no idea'. When the damages of vitamins are considered and overuse does not prevent diseases; for example, vitamin A may cause health problems such as teratogenity when used in pregnancy and bone fractures in menopause (Egemen, 2006).

**What is the reaction to your discomfort due to the use of vitamins?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I will go to the doctor	101	67,8	67,8	67,8
I'll stop using vitamins.	14	9,4	9,4	77,2
I'll contact the pharmacist or the place where I bought the product	4	2,7	2,7	79,9
I have no idea	29	19,5	19,5	99,3
Total	149	100,0	100,0	

What is the reaction you will give to people when you are disturbed by the use of vitamins? in general, 67.8% I refer to my doctor, 9.4% stop using vitamins immediately, 19.2% refer to the pharmacist or where I buy products, 19.5% have no idea stated.

**Do you care about the brand in your Vitamin preferences?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Must be a well-known brand	27	18,1	18,1	18,1
The brand doesn't matter	7	4,7	4,7	22,8
Whichever doctor recommends	62	41,6	41,6	64,4
I have no idea	51	34,2	34,2	98,7
Total	149	100,0	100,0	

Do you give importance to the brand in Vitamin preference to the people who participated in the study? when asked the question; 18.1% in general 'must be a well-known brand', 41.6% which my doctor recommends, 4.7% brand does not matter to me, 34.2% of my opinion gave the answer no. A brand is a name, symbol, shape, or combination thereof that determines the identity of the goods of the manufacturers or sellers and distinguishes their goods from their competitors (Cemalcılar, 1994:116).

**Where do you prefer to take vitamins?**

	Frequency	Percent	Valid Percent	Cumulative Percent
From pharmacies	104	69,8	69,8	69,8
From Vitamin stores	10	6,7	6,7	76,5
From the internet	2	1,3	1,3	77,9
From marketing companies	6	4,0	4,0	81,9
Others	27	18,1	18,1	100,0
Total	149	100,0	100,0	

When the respondents were asked where they got their vitamins, 69.8% answered from pharmacies, 6.7% from vitamin stores, 1.3% via the internet, 4% through marketing companies, and 18.1% from others.

**What affects your brand preference the most?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Being recognized	17	11,4	11,4	11,4
Be reliable	90	60,4	60,4	71,8
Product content	16	10,7	10,7	82,6
Price	9	6,0	6,0	88,6
Orientation	17	11,4	11,4	100,0
Total	149	100,0	100,0	

What most influences your brand preference for subjects? when the question was asked, they answered 11.4% well-known, 60.4% reliable, 10.7% product content, 6% price and 11.4% orientation.

**Is it important for you that the product you use is of synthetic or natural origin?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Important	109	73,2	73,2	73,2
It doesn't matter	14	9,4	9,4	82,6
It won't matter	3	2,0	2,0	84,6
I have no idea	23	15,4	15,4	100,0
Total	149	100,0	100,0	

The survey asked respondents, ‘is it important for you that the product you use is synthetic or natural in origin? when the question was asked, 73.2% is important, 9.4% doesn't matter, 2% doesn't matter, 15.4% has no idea.

**Do you think the price or reliability of vitamins is more important?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Price	12	8,1	8,1	8,1
Reliability	111	74,5	74,5	82,6
Both	14	9,4	9,4	91,9
I Have No Idea	12	8,1	8,1	100,0
Total	149	100,0	100,0	

Do you think the price or reliability of vitamins is more important to the participants? when asked the question; 8.1% price, 74.5% reliability, 9.4% both, 8.1% I have no idea.

**Is the level of education and knowledge of the person you are buying vitamins important to you?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	103	69,1	69,1	69,1

No	17	11,4	11,4	80,5
Does not matter	12	8,1	8,1	88,6
No idea	17	11,4	11,4	100,0
Total	149	100,0	100,0	

69.1% 'yes', 11.4% 'no', 8.1% 'doesn't matter', 11.4% 'no idea' answer to the question about whether they give importance to education and knowledge level of the people taking vitamins It was obtained.

**What could be the reason for the change in your brand preference?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Not satisfied with the product	67	45,0	45,0	45,0
The price is high	18	12,1	12,1	57,0
Health problem	45	30,2	30,2	87,2
New advice	17	11,4	11,4	98,7
Total	149	100,0	100,0	

What could be the reason for participants to change their brand preference? the question was asked; 45% dissatisfied with the product, 12.1% high price, 30.2% health problem, 11.4% gave a new advice answer.

**Are you affected by the ads on your Vitamin preference?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	25	16,8	16,8	16,8
I Didn't Notice	38	25,5	25,5	42,3
Nope	34	22,8	22,8	65,1
Sometimes	37	24,8	24,8	89,9
I Have No Idea	15	10,1	10,1	100,0
Total	149	100,0	100,0	

The respondents were asked if they were affected by the ads in their vitamin preferences; 16.8% answered yes, 25.5% did not attract my attention, 22.8% answered no, 24.8% sometimes, 10.1% had no idea.

**Do you think smuggled vitamins are safe?**

	Frequency	Percent	Valid Percent	Cumulative Percent
I believe they are safe.	5	3,4	3,4	3,4
I believe they're not safe.	110	73,8	73,8	77,2
They can be safe	10	6,7	6,7	83,9
I have no idea	24	16,1	16,1	100,0
Total	149	100,0	100,0	

The question posed to the participants about the degree to which they trust the smuggled vitamins was 3.4% I believe they are safe, 73.8% I believe they are not safe, 6.7% may be safe, and 16.1% I have no idea.



## DISCUSSION AND CONCLUSION

The economic income of the students surveyed is approximately 500 TL. The majority of students do not use vitamins. The reason for not using it is that the majority of them have suggested that they do not need it. It is thought that individuals who claim to have no need do not fully know the effects of vitamin deficiency on the body. When one of the vitamins is not taken into the body in sufficient amounts, disorders, inadequacies or deficiencies in all biochemical and physiological processes involved and the functions of other micro and macronutrients with which it interacts occur, and related clinical pathologies (Kılıçarslan, 2012). The reason for using vitamins is because a large majority of vitamins do not use the other parameter is marked.

When we look at which vitamin individuals use, other vitamins are in the first place. Other vitamins are followed by vitamin C. The importance of vitamin C is that it participates in mitochondrial fatty acid oxidation in collagen and carnitine synthesis. It increases iron absorption. It reduces oxidative DNA damage and lipid peroxidation. Regenerates tocopherol radicals formed in the membrane (Gürdöl and Ademoğlu 2006). When we asked how the students made this choice, they stated that they had researched and preferred it and immediately afterwards they consulted the doctor. Within the questions posed to individuals, the answers given to the question of expectations from the use of vitamin are examined and the other answers are included. Immediately afterwards, a slice of 27.5% responded to being resistant to diseases. When students think about using drugs to prevent diseases, the list of best-selling drugs in Turkey includes antibiotics (19.0%), painkillers (12.0%), rheumatism drugs (11.0%) and cold medicines (8.6%), followed by vitamins (7.3%) (<http://www.akilciilac.gov.tr>). Students think that the use of vitamins should be consulted by a doctor. Individuals are of the opinion that daily nutrients partially meet the need for vitamins. The majority of people are of the opinion that vitamin should be used after a certain age. More than thirty tissues have vitamin D receptors. The effects of vitamin D outside the skeletal system are mainly in the form of regulation of hormone secretion, immune functions, cell proliferation and differentiation. Immune system, skin diseases, autoimmune diseases, hypertension, diabetes mellitus, congestive heart failure and vitamin D are among the most studied topics in relation with cancer (Akbulut, 2016) thinks that more than half of the participants may be concerned about whether vitamins have any harm. For example, if an individual who is fed enough vitamin A takes 10 times the amount of vitamin A needed daily, the effect of poisoning is seen in the body. The first symptoms of poisoning are headache, dizziness, vomiting. Taking more growth in the liver, pain in joints, headache, dry and flaky skin, vomiting, and loss of appetite, thickening of the long

bones, hair loss, yellowing of the skin and increase intracranial pressure, damage to the nervous system and congenital disorders may also be observed (Sable, 2008). It is observed that in the use of vitamins for children, they think that their children are malnourished and prefer to have them used in consultation with their doctor. It has been determined that the sources of people's knowledge about vitamins were first the doctor, then the internet and the media. People seem to know very little about the conditions in which vitamins are harmful. When the damages of vitamins are considered and overuse does not prevent diseases; for example, vitamin A may cause health problems such as teratogenity when used in pregnancy and bone fractures in menopause(Egemen, 2006). It has been determined that the first reaction people will give when they are disturbed by the use of vitamins is to refer to a doctor. The question posed on behalf of determining the importance given to the brand in the preference of vitamins, whichever doctor recommends the answer has been given. This response is thought to be a result of trust in the doctor. A brand is a name, symbol, shape, or combination thereof that determines the identity of the goods of the manufacturers or sellers and distinguishes their goods from their competitors (Cemalcılar, 1994:116). People tend to get their vitamins mainly from pharmacies and other places. A large proportion of consumers prefer vitamins to be of natural origin. Individuals think that reliability is more important in vitamins. It emphasizes that the education and knowledge levels of the people the students buy vitamins from are important. It has been found that dissatisfaction with the product is the most important reason for changing people's brand preferences. It has been determined that the majority of people feel that they are not safe in terms of the reliability of the smuggled vitamins.

As a result, in order to increase the level of awareness of people in these issues, it should be used to provide training for the development of nutrition awareness at an early age and to raise public awareness through media, visual media and social projects. Over the next century, the importance of nutritional awareness is growing even more due to the limited available food resources and the increasing human population. Again, the tempo of today's life is very intense, and it also brings about irregularities in the nutrition of people. At this point, the question arises whether we can get enough vitamins we need daily. It is predicted that vitamin supplements will be needed more in terms of eliminating such concerns and improving the quality of daily life. In addition, it should be noted that the use of vitamins will make an important contribution to public health by increasing the level of people know about it.

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