

## RESEARCH ARTICLE



# Analysis of Factors Affecting Purchase of Dietary Supplements

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**Abstract:** Today, the world is very competitive which forces an individual to live a stressful life, which leads to no other option but to compromise with the healthy habits. So in order to cope up with this situation, individuals are moving toward dietary supplements. Hence, a study is undertaken to know more about the dietary supplements and the boom in the health industry. Dietary supplements are characterized as any health product that is largely expected to enhance the eating regimen when taken in form of any tablet, capsules, pill, powder, or any other liquid. Presently, the utilization of dietary supplements is on increment around the world. This research will help in studying the early openness to healthful enhancements by possible shoppers and to identify their buying pattern. This research talks about the increasing intake of dietary supplements among the population of age group above 18 years. With the coronavirus pandemic, a few patterns have speed up, while shopper needs have changed in accordance with the emergency. Customers in India have started putting their well-being first, and this research demonstrates that respondents focus harder on a nutritious eating routine.

**Keywords:** consumer buying behavior, dietary supplements, nutraceutical industry

## 1. Introduction

Customer perception refers to the beliefs, opinions, and feelings of customers toward any brand. It is significant as it helps in building customer loyalty and increases the retention rate as well as it builds brand reputation and creates awareness.

With the rising need to adapt up to the evolving situation, more center is redirected toward keeping a sound eating regimen and a solid daily schedule. Subsequently, the well-being business in India is developing at high speed.

Changing purchaser design, attitude, data, and lifestyle are giving lift to well-being industry. As per the report on dietary enhancements market, the primary point of dietary enhancements is to compensate for the healthful lack in a person that might emerge because of different elements.

Dietary supplement is a grouping of fundamental supplements that are either taken out from food sources or are misleadingly incorporated. The significant capability of dietary enhancements is to satisfy the wholesome prerequisites of the human body and is normally polished off as a pill, container, tablet, or fluid.

Dietary supplement in regard of nutrition is a simple word, which implies any outside food item should be provided to an individual or a patient according to doctor or dietician's suggestion. In some cases, dietary enhancements are commanded remedially. Further, these are treated for better enemies of oxidations or bulk development for the exercise center attendees.

These days, in view of the serious contamination of the regular climate and everyday pressure, poor states have been reached in regard to well-being around the world. Therefore, and in request to increment human body opposition, the global market was attacked with an immense proposal of food supplements, likewise called dietary or

nourishing enhancements, which can help consumers to get the lacking supplements required in a decent diet.

Consumers must know that food supplements are not intended to replace a healthy meal. Even the best supplement is not a substitute for good nutrition.

While dietary enhancements cannot replace smart dieting propensities, they can give sufficient measures of fundamental supplements when utilized dependably. Dietary enhancements can assume an imperative part in a sound way of life.

This study will assist in determining potential customers' purchasing patterns and their early receptivity to healthy improvements and examines the rising use of dietary supplements in the population over the age of eighteen in Delhi-NCR region, which will further help to raise public awareness of the growing health benefits of dietary supplements and to increase the market share of these products, the health industry should employ an increasing number of marketing strategies and run a number of programs. These programs should target youth in particular. The mentioned objectives make this study different from the previous ones.

According to a study by Chauhan et al. [1], consumers have additionally uncovered that relatives, companions, and the specialists' recommendation are the most powerful wellspring of data for DFS items; the study also revealed that tablets and capsules are the most favored type of DFS among consumers. As per the study of Noor et al. [2] used multi-group analysis, demonstrate that health motivation has a significant impact on the strength of the links between informational influence, consumer attitude, and their intention to take dietary supplements.

Transparency market research recently released a study on the market for energy supplements in India that includes industry research and an opportunity evaluation for 2021–2031. The market for energy supplements in India is anticipated to produce over 660 million dollars in total revenue in 2021 and US\$ 1.5 billion by the end of the forecast period.

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### 1.1. Types of dietary enhancements

- Proteins and peptides, unsaturated fats, and fiber
- Nutrients and minerals
- Herbs – Algal concentrates, phytochemicals ayurveda concentrates, and plant concentrates

### 1.2. Brief description of preferred dietary supplements

- Calcium and Vitamin D – helps to maintain bone strength and prevent bone loss.
- Folic acid – abnormalities during birth are reduced all because of folic acid.
- People with heart diseases are benefited from omega-3 fatty acids found in fish oils.
- People having age-related macular degeneration may experience a reduction in additional vision loss by taking an AREDS formula, which contains the vitamins C and E, zinc, copper, lutein, and zeaxanthin (AMD).
- Creatine – it is an organic substance that serves as an energy reservoir (creatine phosphate).
- Creatine supplements are used in the field of exercise training to boost the capacity for intense workout and increase muscle mass.
- Whey protein – it is a protein in powdered form extracted from whey, that is, the fluid left over after cheddar is produced using cow’s milk. Whey protein powder is used to increment protein in the eating regimen and is being read up for conceivable medical advantages.

This study shows that while most people are aware of dietary supplements, the majority do not prefer to take them. People’s opinions regarding the growing health advantages of dietary supplements are neutral. It has also been noted that women are more health-conscious than men are, as seen by the fact that women prefer to take nutritional supplements.

### 1.3. Changes in consumer perception post pandemic

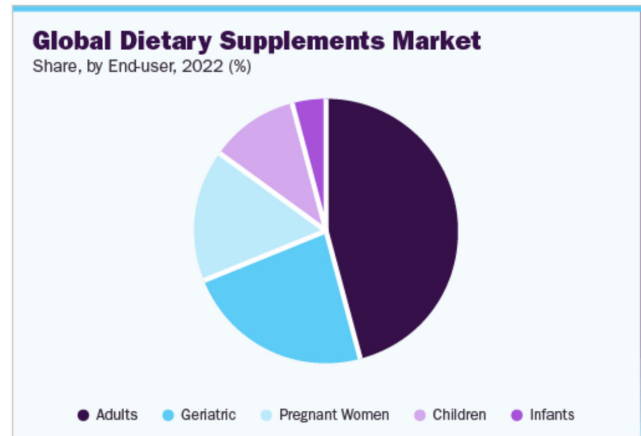
Interest for well-being and health items as well as cleaning and sterilization items flooded quickly in the outcome of the pandemic in India.

The health industry witnessed a boom in year 2020 as a result of COVID-19 pandemic outbreak. The COVID-19 pandemic added to the discovery of different shopping propensities and changed reasoning in the personalities of the customers. The pandemic raised the concern of the people toward their health, which increased the intake of a nutritious diet including dietary supplements. The buy made by the customer is related to his values, propensities, and accepted practices. With the approach of the coronavirus illness, the thought processes in purchasing changed suddenly; customers were driven emotionally by a feeling of control, and customers were immediately driven by observational apprehension. Perceiving that well-being is really significant, therapists accept that buyers have become a lot more mindful and cautious in purchasing and picking stores.

According to a report by IMARC, in 2021, the Indian market for dietary supplements had a value of INR 376.3 billion. IMARC gathering projects that the concerned market would go up to INR 847.9 billion around year 2027, with a CAGR that refers to compound annual growth rate of 14% from 2022 to 2027.

By end-user, adults held the lion’s share of the market in 2022 according to Figure 1, accounting for 46% of total revenue. This growth in health consciousness among working professionals and athletes on the need of keeping a balanced diet is driving up demand for dietary supplements to maintain overall health. Adults are required to use more dietary supplements as a result of changing lifestyles and busy work schedules that are causing nutritional inadequacies.

Figure 1  
Global dietary supplements market



Growing knowledge of children’s and newborns’ nutritional needs is anticipated to increase demand for dietary supplements. Over the course of the forecast period, rising consumer expenditure on baby nutrition and rising per capita income in developing nations are anticipated to boost the market.

Taking into consideration the moderately high power of supplement use, health enhancements might contribute in an impressive way toward the everyday supplement consumption. Tremendous degree inescapability studies are expected to evaluate the confirmations and check its adequacy and relationship with prosperity and ailment in any general population.

Until moderately as of late, there was restricted logical exploration on dietary enhancements; thus, little had some significant awareness of them. Nonetheless, the predominance of supplement use has expanded decisively throughout recent years, and they have turned into a question of buyer interest. Simultaneously, the utilization of cutting edge logical techniques to investigate issues including dietary enhancements has progressed quickly.

There are numerous systems for filling supplement holes in dietary admissions. They remember nourishment instruction for fitting food decisions, stronghold and improvement that add supplements to staple food sources, hereditary designing that builds the supplement content of an item itself either by hereditary designing/biotechnology, biofortification including regular reproducing, and the utilization of supplement containing dietary enhancements.

Dietary enhancements give concentrated wellsprings of bioactives that are low or ailing in certain people’s customary dietary admissions. The enhancements can be utilized specifically by those whose diets have holes in them.

Dietary enhancements are not drugs and they do not fix infection; however, they are directed by the US Food and Medication Organization (FDA).

Customers ought to have a good sense of reassurance that dietary enhancement makers are liable for guaranteeing the security of their items, and should keep various guidelines intended to guarantee quality in the assembling and marking of their items.

## 2. Literature Review

According to Anastasiadou et al. [3], the fear of COVID-19 caused consumers to adopt an “emergency behavior” where they stockpile their items and make large purchases. Furthermore, they discover that buyers prioritize particular products when faced with uncertainty and worry.

According to a research study by Jeff Hilton [4], the \$150 billion dietary supplement, functional food, and beverage business is

expanding at a rate of more than 10% annually due to factors like market convergence, a greater emphasis on science, and growing consumer desire for sustainable products. Altogether affected individuals' psychological wellness notwithstanding any milder or more serious consequences for their actual well-being. In such manner, many individuals have gone through burdensome, desolate, tension, dread, alarm, stress, injury, and self-destruction contemplations [5].

According to earlier research by Li et al. [6], knowledge is a decisive aspect that influences how people buy food and is essential when buying organic products in particular.

The substantial market presence of dietary supplements, the particular segments driving demand, the range of goods available, and the necessity of cautious usage and regulation to safeguard consumer health are all highlighted in the Hassan et al. [7] study. Chiba and Tanemura [8] uncovered in his paper that near portion of the clients accept dietary improvements as a taking care of oneself practice, while 14.7% of clients used dietary upgrades and expertly recommended medicates correspondingly. Jeurissen et al. [9] also concluded in his paper that in the Netherlands, it is assessed that 10% of men and 17% of ladies use home grown dietary enhancements. From the above studies, we can say that women are more likely to use dietary supplements compared to men. As per a publication, the nutraceutical industry of India is around USD 2.2 million and is largely engaged in southern territories of the country. Changing purchaser mindfulness and way of life might push this industry to develop at 20% to USD 6.1 billion by 2019–20. As shown in the study by Cheah and Poh [10] that is drawn on a broadly delegate informational collection of Malaysia, the current investigation has discovered that the utilization of well-being products can be impacted by age, pay, orientation, nationality, training the area of home, and work qualities. From this study, we can infer that consumption of dietary supplements depends on various factors such as age, income, and location of individuals.

Hys [11] belief that dietary supplements are an essential part of almost everyone's diet worldwide. Entrepreneurs are continuously analyzing consumer decisions and everyday behavior in the dietary supplement sector in order to increase their sales offer. Conversely, researchers are studying the market for dietary supplements with the primary goal of examining the health consequences of the use of these items by members of a particular community. Valavanidis [12] uncovered that dietary upgrades (DS) can be under certain conditions productive to human prosperity, anyway shouldn't displace absolute and changed regular suppers of food assortments. Self-medication of DS should be remained away from and patients, more prepared people, pregnant women, young and people with failures should be taught and admonished by their essential consideration doctors or medication experts for dietary supplementation. We can conclude from the above study that dietary supplements are important; however, they cannot entirely compensate for the actual nutrients that we get from a healthy diet.

According to a report, a huge Level I and Level II metropolitan regions, prosperity counts around 9.4% part of any Indian buyer's wallet and is demonstrating improvement in latest several years. Significant classifications where they spend are well-being supplements, well-being beverages, specialists and expert's charges, medications, clinical protection, ordinary check-ups, and so forth. The above study revealed that people spend around 9.4% of their earnings on well-being products be it health supplements, dietician's fees, medical check-ups, etc.

Further, Vijay C in their review Covid-19 (Corona virus) Effect of Purchaser Purchasing Conduct with extraordinary reference to Chennai City revealed that consumers purchased more food items grown from the ground and spent more cash on well-being and cleanliness items. They likewise found that the emergency impacted the brand inclination, shopping conduct, and buying choice of the customers. The above studies indicate that consumption of dietary

supplements has increased overtime especially postpandemic; people prefer to spend more cash on these items.

Mazzilli et al. [13] revealed in his paper that a medical services proficient, as suggested by numerous well-being foundations, ought to be counseled before starting any series of dietary supplements in order to diminish various risks or problems related to wrong utilization of the dietary supplements.

Further, Sayyida et al. [14] in their assessment "The Impact of the Covid Pandemic on Retail Purchaser Direct" saw that as the Overall pandemic due to Covid obliged a large number people to rely upon the modernized media to get thing information before buying. The online retail bargains data from the made countries like US, UK, Germany, Canada, France and that is the very thing Latin America shows, when diverged from the detached bargains in genuine stores, online retail bargains are a ton of lower which contribute not a single 33% of the full scale bargains in the pandemic time frame. Supplements that are frequently offered include single herbs or combinations of herbs, as well as exotic fruit liquids (like goji juice). Supplements that are high in antioxidants, promote detoxification, boost the immune system, and aid in weight loss are frequently promoted. Supplements are frequently offered through multilevel marketing and health food stores, according to research by Temple [15].

As revealed by Lenssen et al. [16], the expected dangers and advantages of natural dietary enhancements can help the shopper for making an educated choice and deciding whether to take the item or not. Retail shop is the one such channel to acquire data, where home grown dietary enhancements can be bought by the consumer. van Dijk [17] indicated in his paper that in order to do the personal risk–benefit analysis, shoppers should first turn out to be very much educated and afterward utilize these data to pursue a sound choice upon the utilization of a dietary enhancement. Buyers ought to hence be made mindful of both the advantages and dangers of the item.

Murti et al. [18] separated the examination of reasonableness of the worth organization to cultivate client satisfaction and in the process determinedly influencing social points in clinical consideration organizations. We dissect that client fulfillment is vital for the clinical associations to thrive and fabricate picture in the general public. Mosadeghrad [19] further added that the formation of support among the clinical benefits provider and the patient in a solid environment is called as quality in clinical benefits.

### 3. Significance of the Study

In India, the dietary enhancements market is as of now esteemed at EUR 4.23 billion and is assessed to arrive at EUR 9.52 billion toward the finish of 2027. This outstanding development demonstrates the gigantic potential and benefit of the well-being supplements industry in India. This changing scenario postpandemic has increased the scope of this study as well as makes India a good case study in order to analyze the growing intake of dietary supplements. The health industry is growing at a faster pace due to the increasing concern of individuals toward their health and diet especially post COVID-19 which results in increasing intake of dietary supplements. The nutraceutical industry has gained an upper edge and enables a researcher to study the changing perception of consumers. This study will help in analyzing the buying pattern of the consumers, which will further help the health industry to make up the concerned marketing strategies and further which will also help the economy to flourish.

### 4. Objectives of the Study

The following objective has been framed considering the above literature review:

- To identify the buying pattern of consumers toward dietary/health supplements.

### 5. Research Methodology

A descriptive method of research was adopted for which a questionnaire was designed for the purpose of data collection for this study. Data were collected by an interviewer controlled questionnaire where the respondents were required to answer the questions that indicate their level of agreement and disagreement. A convenience sample of 200 was used taking South Delhi as the sample area. The sample consists of 112 female and 90 male (Table 1).

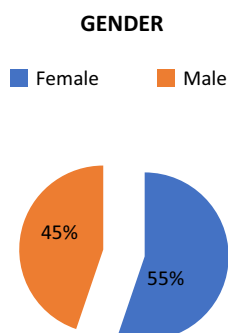
### 6. Data Analysis and Interpretation

#### 6.1. Gender of the respondents

**Table 1**  
Gender of the respondents

Gender	Number
Female	112
Male	90
Total	202

**Figure 2**  
Gender of the respondents



As per Figure 2, out of 202 respondents, 55% are females, i.e., 112, and 45% are males, i.e., 90. So we can say that women are more likely to purchase dietary supplements and are more conscious about their health as compared to men.

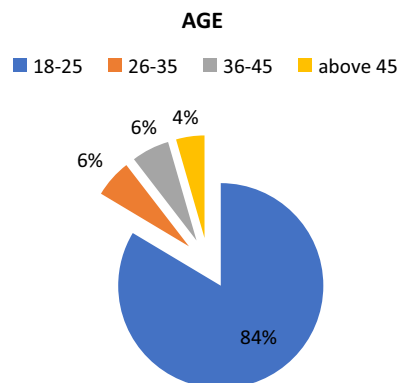
According to a study by Jeurissen et al. [9], he also concluded in his paper that in the Netherlands, it is assessed that 10% of men and 17% of ladies use home grown dietary enhancements. From the above studies, we can say that women are more likely to use dietary supplements compared to men.

#### 6.2. Age of the respondents

**Table 2**  
Age of the respondents

Age	Number
18–25	168
26–35	12
36–45	12
Above 45	10
Total	202

**Figure 3**  
Age of the respondents



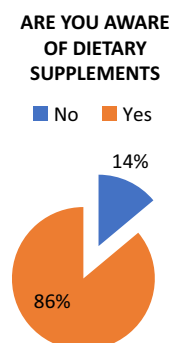
As per the data shown in the Table 2 and Figure 3, 84% of the total respondents belong to the age bracket of 18–25 years, 6% to the age bracket of 26–35 years, 6% to the age bracket of 36–45 years, and the remaining 4% to the age group of above 45 years. We can say that people under the age group of 18–25 years are more conscious about their health and prefer the intake of dietary supplements.

#### 6.3. Awareness among the respondents about the dietary supplements

**Table 3**  
Awareness about dietary supplements

Are you aware of dietary supplements	Number
No	29
Yes	173
Total	202

**Figure 4**  
Awareness about dietary supplements



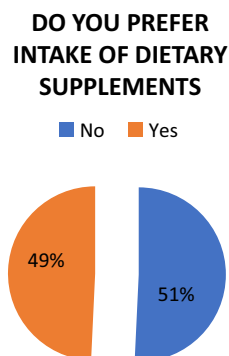
According to Table 3 and Figure 4, 86% of the respondents are aware about dietary supplements whereas 14% of the respondents are not aware about the same. So we can infer that still there are people who are not aware about the dietary supplements; hence, more marketing should be done in order to create awareness among the people.

6.4. Preference toward the intake of dietary supplements among the respondents

**Table 4**  
Preference toward intake of dietary supplements

Do you prefer intake of dietary supplements	Number
No	102
Yes	100
Total	202

**Figure 5**  
Preference toward intake of dietary supplements



According to Table 4 and Figure 5, 49% of the respondents prefer the intake of dietary supplements, whereas 51% of the respondents do not prefer the intake of the dietary supplements.

From this, we can analyze that although people are aware about the dietary supplements, most of them do not prefer the intake of dietary supplements as they are not sure of the increasing health benefits of these supplements.

According to a study by Pauwels et al. [20], it can be summarized from the review that food supplements have no well-being dangers. So people should be encouraged more toward the intake of dietary supplements especially the elderly people as they lack many essential nutrients that cannot be fulfilled from their diet.

6.5. Hypothesis 1

**Table 5**  
Test results: 1

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					1	169		
2	12	1.2500	.45227	.13056	.9626	1.5374	1.00	2.00
3	12	1.4167	.51493	.14865	1.0895	1.7438	1.00	2.00
4	9	1.3333	.50000	.16667	.9490	1.7177	1.00	2.00
Total	202	1.5050	.50122	.03527	1.4354	1.5745	1.00	2.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.328	3	.443	1.783	.152
Within Groups	49.167	198	.248		
Total	50.495	201			



After applying one-way ANOVA, the result says that between groups at  $df = 3$  (degree of freedom), mean square is 0.443 which is near to 0 and significance = 0.152 (Table 5). It implies that age is one of the factors that influence the intake of dietary supplements. It can also be proved within groups as at  $df = 198$  mean square is 0.248, which is also near to 0 and shows positive result for null hypothesis.

- People who are single prefer the intake of dietary supplements more than the married people.
- People prefer to take more of the natural supplements followed by vitamin D and calcium followed by the combination of vitamin D and calcium, creatine, whey protein, natural supplements (eggs, soya, etc.).

**6.6. Hypothesis 2**

**Table 6**  
**Test results: 2**

**Descriptives**

DSintake	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					1	90		
2	112	1.6071	.49058	.04636	1.5153	1.6990	1.00	2.00
Total	202	1.5050	.50122	.03527	1.4354	1.5745	1.00	2.00

**ANOVA**

DSintake	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.625	1	2.625	10.968	.001
Within Groups	47.870	200	.239		
Total	50.495	201			

While checking dependency of intake of dietary supplements with gender of the respondents, the standard deviation in all the groups is less than or equal to 1/3rd of mean value, statistically it is true if  $SD \leq 1/3RD$  of mean then test should be accepted and we can say that the intake of dietary supplements is dependent on the gender of the respondents (Table 6).

**7. Limitations of the Study**

This study has its own limitations based on:

- Location of study
- Focus on selected attributes and factors.

**8. Findings**

- It was observed that although people are aware about dietary supplements, most of them do not prefer the intake.
- People are having neutral consent about the increasing health benefits of dietary supplements.
- Also it was observed that females are more conscious about their health as compared to men as women prefer the intake of dietary supplements more.
- People between age group of 18–25 years prefer to take dietary supplements more as compared to other age groups; however, it is very important for the elderly people to intake such supplements due to the lack of fulfillment of the nutrition they get from their diet.

**9. Recommendations**

It is found that people are not very much sure about the increasing benefits of dietary supplements and how it helps them to fulfill their nutritional requirements. As a result, most of them do not prefer the intake of dietary supplements. People are having neutral consent about the increasing health benefits of dietary supplements. In order to make people aware of the health benefits of dietary supplements, more awareness programs should be run and industries should focus on their marketing strategies and promote the intake of such supplements so that consumption increases. Customers should also use caution when buying any food products that are marketed as nutraceuticals or dietary supplements since they need to be of sufficient quality and offer full assurances of safety.

We also observe that the youth is still aware of these supplements; however, it is very important for the elderly people to intake such supplements due to the lack of fulfillment of the nutrition they get from their diet, so more focus should be concentrated toward age group of above 45 years.

It is also recommended for the businesses to fulfill their moral responsibility as businesses only maintain clear paths to success when they follow moral business ethics and uphold the regulations that control the manufacture and distribution of dietary supplements. With this, India can grow its dietary supplement industry while ensuring the quality and safety of every consumer.

In a country like India, where there are numerous product markets, there is a lot of need to maintain and improve the country’s economy. Not

only can wealth expand with an increase in per capita income and the general economy, but so can regular purchasing power, steady supplies of dietary supplements, and other essentials.

Additionally, customers should exercise caution when purchasing any food items that are marketed as nutraceuticals or dietary supplements since they must be of adequate quality and provide complete assurances of safety.

## 10. Conclusion

From this study, we can infer that in a country like India, people are still not clear about the health benefits of dietary supplements although they are aware but people are having a neutral prospective regarding the health benefits as they are neither in favor nor against the health benefits of dietary supplements.

In order to create awareness among the people, more and more marketing strategies should be adopted and various programs should be conducted by the health industry to create awareness among the people specially the youth about the increasing health benefits of the dietary supplements and increase the market share of the dietary supplements.

We observe that adults utilize nutritional supplements more frequently as a result of their tight job schedules and rapidly evolving lifestyles. Other variables influencing the future markets include the rise in chronic diseases like diabetes, heart disease, and obesity.

Also we see that with the emerging trends in the health industry, both producers and consumers have a bright future in this sector in India.

The only paths to success that are kept clear by businesses are those that follow moral business principles and adhere to the laws that govern the production and distribution of dietary.

## Ethical Statement

This study does not contain any studies with human or animal subjects performed by any of the authors.

## Conflicts of Interest

The authors declare that they have no conflicts of interest to this work.

## Data Availability Statement

Data sharing is not applicable to this article as no new data were created or analyzed in this study.

## Author Contribution Statement

**Sohela Malik:** Conceptualization, Methodology, Validation, Formal analysis, Investigation, Resources, Data curation, Writing – original draft, Writing – review & editing, Visualization, Project administration. **Nidhi Tandon:** Conceptualization, Methodology, Resources, Data curation, Writing – original draft, Writing – review & editing, Visualization, Supervision, Project administration.

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