

**FACTORS INFLUENCING CONSUMERS' INTENTION TO
PURCHASE DIETARY SUPPLEMENTS**



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FACTORS INFLUENCING CONSUMERS' INTENTION TO PURCHASE DIETARY SUPPLEMENTS

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ABSTRACT

The purposes of this study were to explore and better understand important factors which influencing purchasing intention toward dietary supplements in Thailand. The factors were WOM/eWOM, Brand trust, Fear of side effects, Health consciousness, and Price consciousness. The researcher collects the data by interview 10 dietary supplement users and 5 non-users.

The finding of this research revealed that the essential factors that make consumers decide to purchase dietary supplements are WOM/eWOM, Brand trust and Health consciousness. However, the unessential factor Fear of side effects and Price consciousness. Recommendations to entrepreneurs were provide in the conclusion section.

KEY WORDS: WOM&eWOM / Brand trust / Fear of side effects / Health consciousness / Price consciousness

27 pages

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CHAPTER I

INTRODUCTION

1.1 Research Statement and Importance

According to the pandemic situation, people are more health-conscious because they would like to build up immunity to prevent themselves from diseases. As a result, they tried to consume the product that consists of the ingredient that is good for health. Dietary supplements are one of the products that can satisfy those people during this pandemic situation. However, some people might not believe in supplements because they are willing to use medicine instead of supplements. In contrast, there would be some people that prefer supplements as they believe that they will gain the same benefit.

Previous studies showed that dietary supplement use increased during the pandemic in all regions. Although most of the individuals stated that they took supplements to strengthen the immune system, it is known that supplements do not prevent Covid-19. However, it has been stated that the use of vitamin D, C, Zinc, and selenium supplements may be beneficial, especially in those with diagnosed nutritional deficiencies and those with upper respiratory tract infections (Elif & Murat, 2021).

The past research found that the most commonly used dietary supplements were fish oil (n 254; 81.9 %), vitamin D (n 121; 39.0 %), multivitamin supplements (n 85; 27.4 %), probiotics (n 69; 22.3 %) and vitamin C (n 60; 19.4 %), respectively. Most of the participants (n 293; 94.5 %) used these supplements to avoid COVID-19. During the pandemic, the tendency to use dietary supplements instead of natural foods increased. More emphasis is placed on the use of dietary foods and herbal medicines with nutrients and functional bioactive compounds that are effective in boosting immunity (Hulya et al., 2020).

1.2 Research Questions

- 1) What are the important factors influencing consumers' intention to purchase dietary supplements?
- 2) What are the differences in perception of dietary supplements between product users and non-users.

1.3 Research Objectives

- 1) To examine the important factors influencing consumers' intention to purchase dietary supplements.
- 2) To examine the differences in perception of dietary supplements between product users and non-users.

1.4 Expected Benefits

From conducting research, we will know the most influential factor impacting purchase intention for dietary supplements. In contrast, we will also know the least influential factor impacting purchase intention. In addition, we will understand the different perceptions of users and non-users of dietary supplements. Therefore, we can use the result to develop the product to satisfy customers' needs. Also, it will help the company to improve its marketing communication plan.

CHAPTER II

LITERATURE REVIEW

2.1 Dietary Supplements

Dietary supplement is a manufactured product containing one or more than one dietary element such as vitamins, minerals, herbs or botanicals products, fatty acids, proteins purposive to supplement the diet (Naqvi et al., 2019). Dietary supplements have become increasingly popular in many countries in recent decades. A wide variety of supplements are sold and come with many different claims of benefit, including helping to prevent disease, treating various health disorders, enhancing body function and performance, and helping to achieve body composition goals (Temple et al., 2019; Temple, 2012 & 2013).

In most cases, dietary supplement demand is being driven by customers who have expressed a strong need for the benefits obtained from dietary supplements and the desire to adopt or maintain a healthy lifestyle (Berry, 2004). Dietary supplements' safety issues such as bioavailability, bioequivalence, and validation in vitro and animal studies that accurately reflect in human condition are scarce (Yetley, 2007). Therefore, dietary supplements are not always healthful to the body and there are always potential adverse effects concerned (Woo, 2007).

2.2 Word of mouth (WOM) and electronic word of mouth (eWOM)

Word of mouth represents an informal and suggestive communication style. Word of mouth that is commercial, interactive, rapid, and unbiased communication type has a strong impact on consumers' decisions (East et al., 2008). Word of mouth's ability can be justified with several reasons, for instance, it helps customers to reach buying decisions, it helps customers to avoid doubt, but its main advantage is its credibility (Helm, 2000). Word of Mouth Marketing is now the most

important communication strategy to promote brands and products (Lopez & Sicilia, 2014).

Today's new form of online WOM communication is known as electronic word-of-mouth or e-WOM (Yang, 2017). E-WOM is considered as one of the most useful information sources by consumers as it consists of peer opinions and experiences instead of company generated information (Munnukka, Karjaluoto & Tikkanen, 2015). Previous research has focused their attention to review the quantity with the popularity effect. The number of e-WOM is an important factor influencing the consumers' evaluation of information and the recommended products because it represents the product's popularity. When consumers lack knowledge on a product and its outcome, they frequently try to gather more information to reduce the uncertainty and eliminate risks (Jeong & Koo, 2015).

The consumer studies on dietary supplements in recent years have also shown that dietary supplements are consumer goods with high-risk perception and high involvement of information search, while WOM play an important role as reference to the consumers for purchasing dietary supplements (Pillai & Hofacker, 2007; Raju et al., 1995; Slone, 2006). Past research mentioned, despite the healthy foods must pass the entire review and testing procedure of the government before it is launched in the market, consumers often misuse dietary supplements or trust the WOM without clear sources due to the lack of adequate professional knowledge, thus suffering from physical and mental harms (Hsieh, 2008). Another past research recognized that "word of mouth (WOM)" has the most obvious influencing impacts on the people's attitude towards dietary supplements. It concluded that people tend to get the information about the dietary supplements mostly through Word of Mouth than Healthcare professionals like doctors and nurses, unlike prescription drugs. (Aye Muya Min, 2018).

2.3 Brand trust

Brand trust can be defined as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri & Holbrook, 2001; Luk & Yip, 2008). Delgado, Munuera, and Yague (2003) believe that brand

trust depends on consumers' belief that the brand can realize product value, and the reliability of the product can help consumers maintain satisfaction and brand trust of the product; if consumers feel the sincerity of the business to sell the brand products, it will increase consumers' willingness to buy them again.

The previous study pointed out that brand trust stems from consumer satisfaction with product performance and quality. As for consumers' brand perspective, it is noteworthy that consumers intend to repurchase the same brand, rather than an alternative, with such conditions as: "the brands make them feel confident in, or satisfied with, the brand" and "the brand can solve their problems". (Sunyansanoa, 2013). The current study generally found that patients trust the package information given on dietary supplement labeling about their health benefits as well as from their advertising. According to UE regulations, any information on dietary supplements and from their advertising cannot claim that they can prevent or treat disease, nor refer to such qualities (Union Regulation, 2011).

2.4 Side effect

In the study of Hatami et.al. (2020) have found that the consumption of dietary supplements such as glutamine may be associated with serious side effects. Liver damage is a possible side effect of glutamine. Hence it is necessary to consider hepatotoxicity as an adverse reaction in case of glutamine supplement consumption.

Studies in the past have shown that dietary supplements may have their liabilities with short and long-term side effects (Field et al. 2005) Short-term side effects can include digestive problems, headache, muscle cramping, etc. Long-term side effects are reported as cardiovascular problems, kidney stones, kidney failure, gout, etc. (Congeni & Miller, 2002). In the study of the use of hormones and nutritional supplements, it was found that most of the participants were not aware of the side effects of nutritional supplements such as high blood pressure, liver disease, kidney disease, allergies, and muscle pain, although they had more knowledge about hormonal risk when compared to their knowledge about risks of nutritional supplements. (Alshammari et al., 2017).

The research about the market of sports supplements in the digital era found that acne was one of the most mentioned side effects, along with unwanted water retention and stomach pain (9%). Acne was predominantly discussed in relation to the use of Whey Protein, though it did also come up in relation to the use of Multivitamins and Nitric Ox-ide supplements, too. (Valeria *et al.* 2021).

2.5 Health consciousness

Health consciousness is a pointer which used for consumers' intrinsic motivation to support wellbeing health and it reflects people's duty for health (Mohan & Dutta-Bergman, 2004). Health-conscious consumers are aware of and concerned about their health. Moreover, they are motivated to improve or sustain their state of wellbeing by pursuing healthy behaviors, such as consuming healthy food (Kraft & Goodell, 1993; Mai & Hoffmann, 2012). Kim and Chung (2011) also mentioned that consciousness and awareness of health is the most significant factor in influencing consumers' purchase intention. Also explained that purchase intentions were not strong when health consciousness was low.

Past research founded that consumers with higher health-conscious is aware of and concerned about their health, thus they could be motivated to improve or sustain their state of well-being by pursuing healthy behaviors, such as consuming healthy supplements. (Barauskaite, Gineikiene & Fennis *et al.*, 2018) Several studies show that consumer health consciousness, health information and the perceived healthiness of a product are positively related to functional food choices and evaluations (BechLarsen & Grunert, 2003; Brecic *et al.*, 2014; Chen, 2011).

2.6 Price consciousness

Price is described as the amount of money charged for a product or service, the sum of the values that customers exchange for the benefits of having or using the product or service (Kotler & Armstrong, 2011). According to Ahmad and Vays (2011), pricing is how buyers view a product's price, as high, low, or fair, which ultimately affects consumers' willingness to buy the product.

Price is an important factor in food choice, especially for low-income consumers. Low-income consumers were significantly more conscious of value and price than high-income consumers. (Ingrid, Wilma and Anika, 2011). Previous research mentioned the “price consciousness” are those who considers the price factor when purchasing dietary supplement. They are typically bargain shoppers who are always on a lookout of good package. (Ezlika Ghazali, Dilip Mutum and Lee Lai Ching, 2006).

Evidence exists to support the notion that several consumers tend to use price as a sign to indicate higher product quality (Mhlophe, 2016). Price can play a negative or positive role in influencing the purchase intention of consumer towards health supplement. Based on the fact, health supplement is normally higher in price and premised on the fact that a higher price raises the ‘affordability issue’, which ultimately results in a negative effect on price-sensitive consumer. (Tan Ying Ling et al., 2019).

2.7 Research Framework

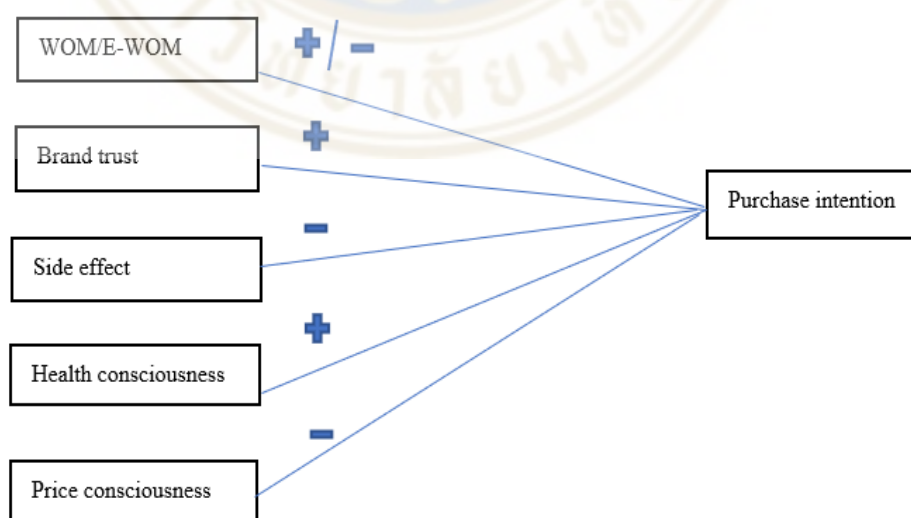


Figure 2.7 Research framework

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

A qualitative method was used in this study to collect data by select sampling from the customers (users) and non-users of dietary supplements to examine important factors that influence consumers' intention to purchase dietary supplements in five dimensions which are WOM/eWOM, Brand trust, Fear of side effect, Health consciousness and Price consciousness.

3.2 Sample and Data Collection

The data collection will be conducted from an in-depth interview by a non-probability sampling technique. The total of 15 samples was divided into two groups which are users and non-users. We conducted interviews with ten samples who are active users of dietary supplements. Samples from the non-users consist of five samples who are non-active users of dietary supplements or have no experience in using dietary supplements

3.3 Research Instrument

To get the appropriate data needed, the researcher will have an in-depth interview with sample groups by using open-ended questions. The researcher's instrument consists of two parts. Part I of the research instrument consists of questions related to the potential factor influencing purchase intention. Part II of the research instrument consists of the interviewee's profile which are occupation, age, education, and monthly income.

Part I: Interview Questions

Table 3.3.1: Interview Question (Users)

Topic	Question
Screen question	<ul style="list-style-type: none"> ● Have you ever been using dietary supplements? ● What kind of dietary supplements do you use? which brand? ● How long have you been taking dietary supplements? ● How did you begin taking it? (Reason why you start using it)
WOM/eWOM	<ul style="list-style-type: none"> ● Do you normally read online reviews about dietary supplements? Influencer/ Expert? Can you give me the name? ● Does the review affect your purchase intention for dietary supplements? Why? ● Do you normally use the product that your friend or family member recommended? Does their review impact your purchase decision? ● For online channels, which platform do you normally search for the review? YouTube/Facebook/Pantip etc.?
Brand trust	<ul style="list-style-type: none"> ● Do you have a specific brand for purchasing dietary supplements? ● What brand do you regularly consume? ● Have you ever switched the brand? If so, why? ● When you start using dietary supplements, does the brand name affect your purchase intention?
Fear of side effects	<ul style="list-style-type: none"> ● Do you know that using supplements for a long time creates side effects? How? ● Does the side effect impact your purchase intention? Why? ● Do you have anyone who can guide you in using dietary supplements? Who are they?

Table 3.3.1: Interview Question (Users) (cont.)

Topic	Question
Health consciousness	<ul style="list-style-type: none"> ● Are you a health-conscious person? ● Will you purchase a product that is good for your health? Why? ● What benefit you would like to get from dietary supplements? Why? ● Do you think consuming dietary supplements would help you avoid health problems? Why?
Price consciousness	<ul style="list-style-type: none"> ● What is the average price that you use in purchasing dietary supplements? ● Do you buy the dietary supplements from promotions offered?
Overall	<ul style="list-style-type: none"> ● Please rank the top three factors which are the most important for you? (WOM/eWOM, Brand trust, Fear of side effects, Health consciousness, and Price consciousness)

Interview Question (Non-users)

- Have you ever been using dietary supplements?
- Why don't you consume dietary supplements?
- How to make you change your mind? What could be the factor that can influence you to start using dietary supplements?
- Please rank the top three factors which are the most important for you if you have to purchase dietary supplements?
(WOM/eWOM, Brand trust, Fear of side effects, Health consciousness, and Price consciousness)

Part II: Demographic

- Gender
- Occupation
- Age
- Education
- Monthly income

CHAPTER IV

RESEARCH FINDINGS

In the fourth chapter, the data obtained from the in-depth interview methodology will be analyzed by separated into two groups which are dietary supplement users' group and the non-users group. The researcher had interviewed a total of 15 respondents. The first group is dietary supplement users, comprising ten persons who have regularly consumed any kind of dietary supplements before and during a covid pandemic and are still using them now. The second group is the non-user which consists of five persons who have not consumed dietary supplements in last three years until present. Furthermore, the interview questions are designed to match each different group to collect specific information from each group.

Researchers established the interview questions for group A (dietary supplement users) based on the mentioned variables which are WOM/eWOM, Brand trust, Fear of side effects, Health consciousness, and Price consciousness. In this chapter, the researcher will gain the opinion of respondents, and how strongly each variable in detail affects purchasing intention for dietary supplements. Also, we will know the perception of group B (non-users) about dietary supplements.

4.1 Research Finding

4.1.1 Word of mouth/Electronic word-of-mouth

All respondents think WOM/eWOM affects purchase intention. They believe that the review from real users is reliable because it shows real experience in using dietary supplements. The majority of the respondents said eWOM from influencers and online reviews impact their purchase intention. They will trust a person who has good credit and not too much advertising content. In addition, they tend to purchase the product that the reviewer recommended because they trust the

reviewers. In contrast, some respondents also trust the recommendation from their friends or family members which means they trust both words of mouth and eWOM because they want to gather all information before purchasing the dietary supplements. However, the majority of respondents felt eWOM has more impact on purchase intention than word of mouth from friends/family members because it provides all details and information about the product.

4.1.1.1 Electronic word-of-mouth

Most respondents normally read online reviews about dietary supplements and the platforms they normally search for reviews are YouTube, Facebook, and search from google. The majority of respondents prefer to watch the reviews from YouTube channels by searching keywords to watch the reviewer review the product. In addition, they will select the reviewer who has credibility and not too much advertising content. The other respondents prefer to read reviews on Facebook Page and Google searches. They will trust the review post from influencers who have real experience in consuming a particular brand. Interestingly, the respondents who normally watch reviews from YouTube channels are people aged between 24 to 27 years old. In contrast, the respondents who use Facebook are above 27 years old. It can imply that people in different age ranges for generations will use different platforms for searching for reviews about dietary supplements.

4.1.1.2 Word of mouth

Most respondents listen to reviews about dietary supplements from their friends or family members but some of them do not trust the review. They normally get a recommendation from their family members or friends before purchasing dietary supplements. However, only some of them will purchase dietary supplements that are recommended by their friends or family members. They only listen to the recommendation but are not willing to try the product because they want to gather more information from the internet.

4.1.2 Brand trust

All of the respondents think brand trust affects purchase intention because the brand name will reflect the reliability and quality of the product. They tend to

choose a famous brand to ensure that the product they use is standardized. The majority of the respondents have a specific brand for purchasing dietary supplements because they trust in the brand name. Some respondents are loyal to the brand and will not switch brands which are Blackmore and Nutrilite. They trust the quality of the brand and manufacturing process as they are in the market for a long time. Half of the respondents believe in Blackmore brand and consider the brand as top of mind when they want to purchase dietary supplements. Interestingly, the respondent aged over 27 years old mentioned Blackmore and trust the brand. In contrast, some respondents do not have a specific brand, but they are concerned about their country of origin and certification. They will trust a brand from Japan because they believe that Japanese people have good health from consuming good ingredient products. Also, they are concerned about ISO certification and organic certification.

4.1.3 Fear of side effects

All of the respondents perceived the side effects of using supplements, but some respondents did not understand it clearly. They only know about the impact of consuming overdose. Some of the respondents felt side effects impact purchase intention. If they noticed the supplement that they consume will create side effects in the long term, they will avoid using it although it was beneficial to their health. In contrast, some respondent understands the side effects and tends to control the amount of consumption to avoid side effects. They know how to consume dietary supplements in suitable amounts to avoid side effects and they believe in the benefit they get more than the side effects.

Interestingly, we have two different points of view about side effects. For the people that understand how to use it, they are willing to use it because they perceived benefit. However, if they could not understand the side effect clearly, they tend to avoid some types of supplements.

4.1.4 Health consciousness

Most of the respondents are health conscious, so they will do activities or consume products that are good for their health. They believe that consuming dietary supplements will help them to avoid health problems and it is a helper that increases

the possibility to avoid health problems. However, some respondents said consuming supplements only cannot avoid health problems 100 percent, but they will also do exercising regularly and eat good meals. In addition, they believe that consuming dietary supplements with exercising and eating healthy food will make it more efficient. Thus, some of the benefits cannot be obvious but they still prefer to consume it. During covid pandemic, supplement consumption tends to increase especially herbal supplements and vitamin c because people believe that it will build immunity to prevent the pandemic.

Interestingly, the researcher noticed that not only do the health-conscious person purchases dietary supplements, but non-health-conscious person tends to use them as a shortcut helper. They believe that dietary supplements can be a booster to fulfill our nutrients for the body because we couldn't get enough nutrients from daily meals.

4.1.5 Price consciousness

The majority of the respondents think price impacts purchase intention. They are concerned about the money they spend on dietary supplements in a period. Most of the respondents normally purchase dietary supplements quarterly for 500-2000 baht/time. In addition, they prefer to buy dietary supplements during the promotion period. If the brand that they normally consume offered a promotion, they will buy it with a large amount for future consumption. Most of them like buy one get one free and buy two get one because they want to keep additional items for consumption in the next period. Some respondents said although they are price-conscious, they still want to purchase reliable brands to get good quality products. They may look for a good quality product at an affordable and reasonable price. Also, if two brands offer the same benefit, a consumer will consider the one with a lower price. However, if it cannot satisfy their needs, they will switch to the regular brand. Most of the respondents believe that if the supplements provide good quality at a reasonable price, they will purchase them.

4.1.6 Overall

After asking the questions in each factor, we ask the respondent to rank the most important factor that they are concerned about before purchasing dietary supplements which are WOM/eWOM, brand trust, side effects, health consciousness, and price consciousness. We ask them to choose only the three most important by ranking rate as follows:

First rank =3 points, second rank 2 points, third rank 1points, not selected = 0 points

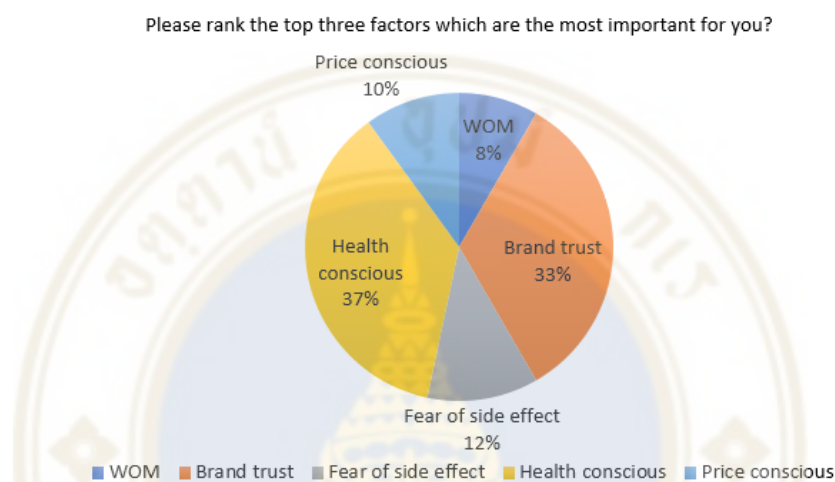


Figure 4.1.6: Ranking of all factors

Result:

Health consciousness got 37 percent out of 100 as the majority of the respondents selected health consciousness at the first rank. They think it is the main reason why they decided to use supplements because they hope it will help them to solve health problems. Brand trust also got a high percentage with 33, the majority of the respondents selected brand trust in both first and second rank. Some respondents chose brand trust in the first rank because they will consume only reliable brands to receive a good quality product.

4.2 Group B (Non-user)

After interview non-user respondent, we found that they have three main concerns about dietary supplements. First, some respondents think they can receive

nutrients from daily meals and normal food, so they don't need to consume supplements. Also, they don't believe that supplements can help to solve their health problems. Second, some respondents don't like the texture, smell and taste of dietary supplements, so they don't want to consume it. Lastly, they think dietary supplements will cause side effects in the long term. They are concerned about side effects from overdose and long-term usage, so they don't want to take risks. Most of the respondents said they will start using dietary supplements when they got noticed or signal for health problem, and the doctor or medical staff recommends them to use it. For example, one respondent said, "I will start using supplements when I get a very bad medical checkup result and the doctor recommends me to consume supplements to get additional nutrients".

After that, we ask the respondent to rank the most important factor that they are concerned about if they have to purchase dietary supplements which are WOM/eWOM, brand trust, side effects, health consciousness, and price consciousness. We ask them to choose only the three most important by ranking rate as follows:

First rank =3 points, second rank 2 points, third rank 1 points, not selected = 0 points

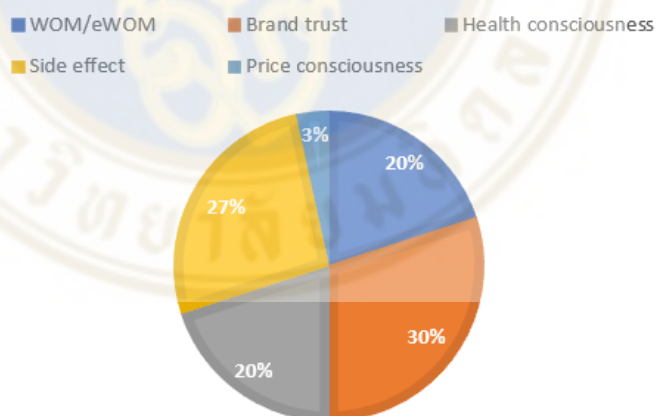


Figure 4.2: Ranking of all factors (non-user)

Result:

Brand trust and Fear of side effects got the highest score which is 30% and 27%. Most respondents are concerned about the quality and reliability of the brand. If they have to consume dietary supplements, they are willing to consume they will purchase from famous brands because they would like to ensure that it has a good

quality and do not harm their body. In addition, they are concerned about the side effects, so they need to make sure that it will not harm their body in long term. If they know that it will affect their body, they tend to avoid consuming it.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Word of mouth/eWOM has an impact on purchase intention for all of the respondents. Reviews from real users in both online channels and family members/friends have a relationship with purchase intention. If the review is negative, people tend to not purchase the product. If the review is positive, they are willing to try the product. However, people tend to select a reliable reviewer and someone they trust. For online channels, they don't like too much advertising content.

Brand trust also has a strong impact on purchase intention for all respondents. People want to see the standard and certification from a particular brand to make sure that the product has good quality and safe. The most well-known and trusted brand is Blackmore because they have lots of users and are the main player in the industry. However, for the person who has no specific brand for dietary supplements. They are just concerned about the reliability of the brand, so they prefer a well-known brand that has several users and provides certification standards.

All users are aware of the side effects, but some people know how to deal with them. However, side effects do not have much impact on purchase intention for half of the respondents. Compared to the benefit they received, they are willing to consume it. Thus, they will control consumption with a suitable amount. In contrast, some people still don't want to take the risk of getting long-term side effects in the future, so they will avoid consuming some type of supplements.

Health consciousness has a strong impact on purchase intention for all respondents. Consuming dietary supplements will help to increase immunity to avoid health problems, that was the main reason why people start using supplements. Some people believe that it could be a shortcut helper, additional helper, or booster to benefit our health. However, we have to use supplements together with other healthcare techniques.

Price consciousness does not have much impact on purchase intention for six of the respondents. If the dietary supplement provides good quality and they can get the benefit they want, it would be considered a reasonable price. However, some respondents will only buy the product during the promotion period to save money. The most favorite promotion is to buy 1 get 1 free or buy 2 get 1 free.

From figure 4.2.6, we can conclude that the most impact factor influencing purchase intention to dietary supplements is health consciousness. People will consider the benefit they get from using dietary supplements before making a decision. If those supplements do not match the problem that they want to solve, they will not purchase them. After that, when people know what they want to solve, they will find the brand they trust and follow other factors which are side effects, price-conscious, and WOM in order. Even Though all respondents tend to listen and search for reviews from real users, it got the lowest percentage which means when they want to buy dietary supplements, they may not trust all reviews because they will only choose one, they trust and consider the information they got before making a decision.

5.2 Recommendation

According to the findings of this research, the researcher suggests some recommendations to increase the chance of purchase intention among users and non-users, for entrepreneurs as follows:

For existing users, the entrepreneurs should focus on mainly three factors which are WOM/eWOM, Brand trust, and Health consciousness. First, they should use reviews from real users to promote the brand on online channels by using KOL/ influencers who have a healthy lifestyle to gain trust and influence people. In addition, they have to find a way to maintain existing users by offering good products and services to make them satisfied with your brand to gain customer loyalty which can lead to word of mouth in the future. Secondly, they should increase the reliability of the brand by providing certification standards to make people confident in the brand. Also, they should provide all information about ingredients, country of origin and certification, etc. to make people see all details and get the needed information. Third,

the company should always keep tracking the trend and research what is the benefit that people need in the market to launch the product to match with consumers.

To influence purchase intention for non-users, the entrepreneurs should mainly focus on Brand trust and Side effects. First, they should build a good brand image to build trust from people because most non-users may not want to purchase dietary supplements from an unknown brand as they are concerned about the quality of the product. Second, the entrepreneurs also need to educate people about how to use it in a suitable amount to avoid side effects in the long run. From the research, we found that most of the respondents were concerned about the side effect of consuming supplements, so we have to make sure that it will not harm their bodies. Also, they should point out the pain point of why they need to consume dietary supplements because most of the non-users are not believe in dietary supplements. For example, we can mention consuming dietary to prevent severe health problems in the future because some people may think that they are healthy and don't need to consume dietary supplements. Also, promote using physical professionals to impact customers by telling them about the benefit of consuming dietary supplements and how it can prevent them from health problems.

5.3 Limitation

There are important limitations to note in this thematic paper. The first limitation is the group of respondents; the group of respondents is not varied in terms of age and education. Therefore, they may have similar perceptions in some points of view about dietary supplements. Also, as we conduct the interview session during a covid pandemic situation, some people may think about dietary supplements only for preventing pandemics. In addition, there are many types of dietary supplements that provided different benefits, so the topic may be too wide to analyze because people may perceive different factors for different dietary supplements.

5.4 Future Research

For future research, researchers should interview more variety of respondents to see the different perceptions of different ages. In addition, researchers should make the topic more specific in terms of what kind of dietary supplements to clarify the result and make the result more specific. For example, what is the factor influencing people to purchase Vitamin C. This may help people to clarify and scope down the perception for each factor. Moreover, the researchers should conduct both quantitative and qualitative research to be more accurate in the final result and to be applicable in the related fields.



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