

ABSTRACT

The dietary supplement industry is a huge and lucrative industry in many countries including Malaysia. As it is highly competitive, having a better understanding of the behavior of the users would be useful for marketers. The objective of this study is to profile dietary supplement users in terms of their demographic and psychographics and to compare between regular and non-regular users.

Convenience sampling was employed for this study where data was collected using a self-administered twelve-page questionnaire measuring 42 AIO statements and demographic information. The survey was conducted in Kuala Lumpur, Selangor and Perak over a four week period. A total of 247 respondents who are users were obtained and the data collected were analysed using chi square, factor analysis and t-test.

The results showed that when compared to non-regular users, a larger proportion of regular users of dietary supplements are Chinese, older individuals, married with children and have a higher education and personal income level. However, differences between the two groups of users (regular and non-regular users) were only noted in terms of age, marital status, number of children and personal income while there was no significant difference for other demographic variables. By using factor analysis, six psychographic dimensions were identified: exerciser, quality minded, health conscious, bargain shopper, brand trier and price/safety conscious. It was