

Determinants of Dietary Supplements Purchase in Developing Countries: A Focus on EWOM and Online Advertising

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Abstract

Worldwide, the consumption of dietary supplements has become a growing trend. Tunisia is no exception. Due to their availability, abandoned online advertising, and new consumer lifestyles, increased consumption of these products has been observed. However, there is little data on the key factors governing excessive consumption by Tunisian consumers. This study aims to explore the main factors influencing this consumption among Tunisian consumers. A qualitative study was carried out. Forty semi-structured interviews were conducted. They were then digitally recorded, transcribed verbatim, entered into NVivo software and analyzed using thematic analysis. Three main factors have been investigated in this context to determine the decision to buy dietary supplements, including the electronic word-of-mouth, online advertising and perceived value. These results can provide useful marketing information for specialists in the dietary supplements industry to improve their productivity and competitiveness.

Keywords: Dietary supplements, Tunisia, eWom, online advertising, NVivo