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# Generation Z's Use of Dietary Supplements: An Examination of Social Media Influence

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### Abstract

By Utilizing the theoretical perspective of the TPB, the purpose of this thesis is to fill in the following research gap; what are the main variables impacting cGen Z's purchase behavior for nutritional supplements, and more specifically, what role does social media plays in shaping this particular behavior . The research explains the underlying motives and decision-making processes that lead Gen Z to purchase dietary supplements for fitness goals by conducting a complete examination of the interaction between social media influence, informativeness, subjective norms, perceived benefits and attitudes. The findings of this research are intended to inform public health programs and businesses that cater to members of Generation Z. For the methodology, a survey has been used to collect data based on a stratified sampling technique.

**Keywords:** Attitude, Behavior, Gen Z, Social media, Doetary Supplement