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PROFILING THE DIETARY SUPPLEMENT USERS IN TURKEY

Abstract:

It is observed that the number of health conscious individuals in the society is increasing. This is mostly due to the promotion of healthy lifestyle by media, the awareness campaigns held by governments and the global trend of LOHAS. Parallel to that, the dietary supplements market in Turkey is also growing. So, understanding the demographic profiles, awareness and user profiles of these consumers is important for companies, governments and also media to define their strategies accordingly. The study involved 666 (66,5% women and 33,3% men) Turkish consumers from Istanbul, over eighteen years of age. Data were obtained from self-administered questionnaires. The study examines the characteristics of the respondents regarding demographics, dietary supplements recognition and consumption. This research presents the opportunity for further casual research in healthy lifestyle products market.

Keywords:

dietary supplements, consumer, demograpy, vitamins, healthy lifestyle

JEL Classification: M31, L66, M19