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INVESTIGATING THE IMPACT OF ATTITUDES AND BELIEFS ON SATISFACTION AND FUTURE CONSUMPTION OF NUTRITIONAL SUPPLEMENTS

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ABSTRACT

This study explores the relationship between individual attitudes and beliefs and their subsequent impact on satisfaction and future consumption of nutritional supplements. In this context, satisfaction and future consumption are treated as dependent variables, while attitudes and beliefs serve as independent variables. Satisfaction is positioned as a crucial mediator, linking attitudes and beliefs to the likelihood of future supplement consumption. Data for this research were collected through an online survey administered to 327 participants in Jordan from June to August 2025. To ensure the robustness of the findings, a range of quantitative methods was used, including Cronbach's alpha to assess internal consistency, evaluations of convergent and discriminant validity, and analyses of model fit. The study employed a path model via Structural Equation Modeling (SEM) to test the proposed hypotheses. The results were insightful, revealing a significant impact of both attitudes and beliefs on satisfaction levels and future consumption patterns of nutritional supplements. Additionally, the study emphasized that satisfaction mediates the relationships between attitudes and beliefs and their impacts on potential supplement consumption. These findings highlight the critical role that attitudes and beliefs play not only in shaping individual satisfaction but also in predicting future consumption behaviors regarding nutritional supplements. Importantly, they offer actionable insights for practitioners and stakeholders in the health and wellness industry, empowering them to make informed decisions.

KEYWORDS: Attitudes, Beliefs, Nutritional Supplements, Satisfaction, Consumption, Jordan.

1. INTRODUCTION

A nutritional or dietary supplement is a product added to the diet, typically taken orally, containing one or more nutritional ingredients. It is used to supplement a diet and to support or maintain, enhance, and improve the healthy functions of the human body (HAS, 2018). Nutritional supplements are products that contain vitamins, minerals, plant extracts, amino acids, and other nutrients to support a diet and increase nutrient intake (Dwyer et al., 2013; Owens & Toone, 2014). Because of the growing emphasis on maintaining a healthy lifestyle, people use these nutritional supplements to supplement their traditional diets and promote both physical and mental well-being. Nutritional supplements containing concentrated nutrients can help prevent, treat, improve, or influence a wide range of physiological processes (Barnes et al., 2015). Given growing evidence that nutrition and health are closely related, many individuals use nutritional supplements as a self-treatment strategy to boost their immune systems and prevent illness (Sien et al., 2014). According to Abdul Aziz et al. (2020), individuals who lack nutrients are assumed to take nutritional supplements; a significant segment of the population, including the elderly, pregnant women, and people with health issues, primarily uses nutritional supplements. They frequently eat out and have poor eating habits, characterized by a preference for unhealthy foods (Hawladar et al., 2025). However, nutrient supplements are not classified as drugs and are not prepared to cure or prevent disease (Sirico et al., 2018). Approximately 80% of people worldwide are believed to take nutritional supplements (Low et al., 2017). The use of nutritional supplements is impacted by a range of factors, including income, education, residence, employment status, and family structure (Stierman et al., 2020; Piórecka et al., 2022; Barretto et al., 2023).

In 2019, the COVID-19 epidemic caused a significant shift in people's daily routines. The pandemic has significantly altered people's lives worldwide (Joudeh et al., 2025). People struggled with several difficulties throughout the COVID-19 crisis, including the varying degrees of impact on their physical health; their mental health was also significantly impacted by the present epidemic (Vukovic et al., 2021). Numerous individuals have, in this respect, gone through trauma, stress, panic, anxiety, loneliness, and despair (Fiorillo & Gorwood, 2020). However, these barriers have also led to beneficial improvements; individuals have begun to take their health seriously and take specific steps to maintain it. During this pandemic, the importance of

personal communication and health has become clearer than ever. One of the most notable trends is the increased personal awareness of health and wellness, leading people to pursue disease prevention and overall well-being actively (Research & Markets Ltd., 2025). Simultaneously with the emergence of the overall healthy nutrition trend, the COVID-19 pandemic has increased awareness of supplements and their importance for health maintenance (Khaled et al., 2024). Nutrition supplement consumption increased following the COVID-19 pandemic, owing to worries about infection, death, and the unknown. The shift in consumption can be attributed to changes in consumer attitudes, beliefs, marketing strategies, information, and social media surrounding nutrition supplements that promote health and wellness (Omeish et al., 2024). Furthermore, because these supplements are marketed as natural and do not require a medical prescription, their popularity has grown over time (Dores et al., 2023; Owens & Toone, 2014).

Lately, nutrition supplements have become increasingly popular in healthcare, contributing significantly to the global economy (Chhabra et al., 2025). At a compound annual growth rate of 10.27% between 2024 and 2029, the global supplements market is expected to reach over \$302.26 billion by 2029 (MarketsandMarkets, 2024). This shift is related to an increased focus on preventive health measures and the critical role of nutrition in overall well-being. In Jordan, the industry is expanding due to nutritional deficiencies, heightened awareness of health concerns, and the rise of technological e-commerce platforms. By 2025, revenues from over-the-counter counters, which encompass vitamins, minerals, and specialized supplements, are projected to reach 50 million, with an annual growth rate of 5.97% from 2025 to 2029 (ECDB, 2025). Vitamins and minerals are expected to dominate the market, with an estimated value of 10.7 million. By 2025, the average person in Jordan is expected to spend about \$0.85 on over-the-counter medications. A study by Hourani et al. (2023) found that 20.9% of Jordanians, mostly women (28.6%), take at least one nutritional supplement, with vitamin D, multivitamins, and omega-3s the most common.

The current study is significant because it examines and interprets individuals' attitudes and beliefs about supplement products, as well as their satisfaction and future consumption (Joudeh et al., 2024). The study presents new insights and contributes to the existing literature in this area. Moreover, in this context, we specifically analyze

how attitudes and beliefs about supplement products affect their satisfaction and future consumption, which, to the best of the authors' knowledge, has rarely been examined.

Consequently, this study was conducted to address the following questions:

RQ1: How do attitudes and beliefs about nutrition supplements influence their satisfaction?

RQ2: How do these attitudes and beliefs about supplement products affect future consumption?

RQ3: How does satisfaction influence the future consumption of nutrition supplements?

RQ4: How do attitudes and beliefs about supplement products impact future consumption through satisfaction?

To examine the relationship between supplement products, satisfaction, and future consumption, the study proposes the following hypotheses:

H1: Attitudes and beliefs about nutrition supplements significantly impact satisfaction.

H2: Attitudes and beliefs about supplement products significantly influence future consumption.

H3: Satisfaction significantly impacts future consumption.

H4: Attitudes and beliefs about supplement products impact future consumption through satisfaction.

2. THEORETICAL FRAMEWORK

The current study focuses on people's attitudes, beliefs, satisfaction, and future consumption of supplement products, as well as the relationships among these elements. This section of the literature review highlights definitions, existing knowledge, and prior studies, offering new perspectives on how these factors influence the consumption of nutritional supplements.

2.1. Attitudes

Attitudes, which refer to people's feelings about a product, are a vital aspect to understand. Attitudes indicate whether individuals are satisfied or dissatisfied and play a significant role in shaping their intentions and decisions (Ajzen, I. 2001). To comprehend these responses, consider how well people relate to claims about the safety, effectiveness, and usefulness of the nutrition products they use daily. People's attitudes towards nutrition supplements reflect their trust in the products and concern for their health. People build trust in products, consider their needs, assess safety and benefits, and focus on what matters most to them

personally. In his study, Yılmaz, E. (2020) found that individuals with positive attitudes about supplements are more likely to follow healthcare recommendations. Other studies, including those by Banytè et al. (2023) and Wathanakom (2023), also found that attitudes had the most significant positive impact on purchase intentions, underscoring the importance of psychological factors in the nutrition supplement market (Shaheen et al., 2026). Furthermore, Shafi et al. (2024) found that product need, user confidence, and product quality were the key drivers of behavior in the Malaysian supplement market. In their studies, Alhazmi et al. (2023) and Pajor et al. (2017) found a positive attitude toward supplement products.

2.2. Beliefs

Beliefs, derived from personal experiences, education, and cultural heritage, significantly influence people's evaluations of supplements and purchasing decisions. These personal beliefs, based on experiences and assumptions, influence perceptions of products, trust in brands, and reactions to marketing (Rachwal-Mueller & Fedotova, 2024; Younis, 2022). People are affected by a variety of factors, including social interactions, cultural contexts, and advertising messages (Gvili & Levy, 2019; Vrontis et al., 2021). Social media significantly shape individual perceptions, as people often absorb and retain the information they encounter (Khalil et al., 2025). Moreover, Shafi et al. (2024) and El-Dahiyat et al. (2020) found that beliefs about the effectiveness, safety, or necessity of supplements and herbs significantly impact behavior. For example, if someone believes a nutrition supplement enhances immunity, they are more likely to use it regularly, whereas someone who thinks it is unnecessary or harmful may avoid it. Seizing these beliefs is crucial, and techniques such as surveys can help evaluate them. This information allows marketers and health experts to create relevant, evidence-based messages to inform or influence the public (Daher et al., 2021; Basheti et al., 2020). Previous studies, such as Subaş et al. (2023), Syed et al. (2022), and Naqvi et al. (2018), found positive beliefs and use of nutrition supplements among people.

2.3. Satisfaction

Satisfaction is a personal concept that researchers perceive differently, and there is no universally accepted definition. Satisfaction is defined as the emotional reaction individuals experience when comparing their expected results with the outcomes

they actually achieve (Chang et al., 2009). Individual satisfaction arises when real performance aligns with or exceeds expectations; when performance falls short, individuals may feel dissatisfied. Satisfaction reflects an individual's feeling of achievement and assesses how well a product's or service's attributes, or the product or service itself, deliver an enjoyable experience during use. Individual satisfaction relates to how well the product meets or exceeds their anticipations, reflecting the level of happiness and enjoyment experienced throughout the buying process. Individual satisfaction underscores the importance of providing and maintaining high product quality and stable pricing in the health supplement sector. On the other hand, Seo et al. (2024) highlight how brand identity, flavor, price, and perceived health benefits impact individual satisfaction and the likelihood of repeat purchases. To ensure individual satisfaction, Yusof et al. (2023) emphasize the importance of understanding how individuals assess a product's efficacy, reliability, and ability to meet their health objectives.

2.4. Future Consumption

Consumption is essential for fulfilling human needs and desires. It contains various activities aimed at satisfying those needs, such as creating status, forming identity, and defining social class (Hashem et al., 2021; Pink, 2020). Actual consumption refers to consumers' tangible and intangible interchanges with products (Alnaser et al., 2024; Schiffman & Wisenblit, 2018). Furthermore, there are two perspectives on consumption: one stresses meeting basic needs with satisfaction, while the other prioritizes pleasure and satisfaction. This concept serves as a vital behavioral indicator, allowing marketers to understand the frequency,

motivations, and contexts in which individuals use specific products, particularly supplements. Shifts in individuals' attitudes and beliefs shape future consumption, with people who perceive health risks more likely to take preventive measures (IESE Library, n.d.). Moreover, personal health issues and social factors affect supplement use. People are more likely to take self-protective measures when they perceive the risk and developments of a disease. A study by Chen et al. (2016) found a significant growth in the use of nutritional supplements among high-risk groups during the COVID-19 pandemic, and factors such as age and health condition influence how individuals use these products. Another study conducted in the United States found relationships between the frequency of supplement use among adults and factors such as gender, education level, and cultural background (Wang et al., 2025).

3. METHODS AND MATERIALS

3.1. Study Model

The study model, depicted in Figure 1, illustrates the complex relationships among attitudes and beliefs about supplements, satisfaction, and future purchasing behavior. It declares that attitudes and beliefs regarding supplements significantly influence satisfaction and future consumption, as supported by hypotheses H1 and H2. At the same time, satisfaction impacts future consumption, as indicated in H3. More importantly, satisfaction acts as a complex mediator between attitudes and beliefs and future consumption, as shown in H4. The dependent variables are satisfaction and future consumption, while the independent variables are attitudes and beliefs. The model effectively represents the complex interplay among all variables.

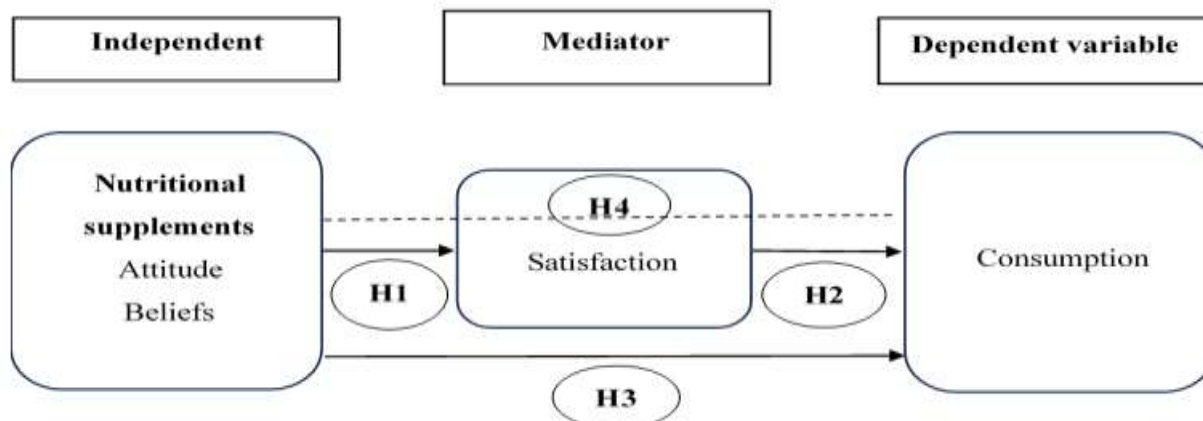


Figure 1: Proposed Model.

3.2. Data Collection

The attitudes and beliefs of supplement users

were the primary focus of this study. Data was collected using a questionnaire to evaluate the

proposed hypotheses. A Google Form was used to distribute and collect the questionnaire. A convenience sampling method was employed to collect 327 responses, yielding a diverse and comprehensive representation of supplement users. This approach ensured that various perspectives and experiences were captured, reflecting the multifaceted nature of supplement consumption in the population. These 327 answers were verified for statistical analysis. The study's primary data was collected between January and March of 2025. The questionnaire consisted of two sections. Respondents' gender, age, income, and level of education were all gathered in the first section. Participants were asked to rate their attitudes and beliefs about supplements on a 5-point Likert scale, ranging from 1 (strong disagreement) to 5 (strong agreement), in the second section. Using the same scale, participants were also asked to complete questionnaires on their level of satisfaction and future consumption.

3.3. Statistical Analysis

The study conducted is quantitative. The method for analyzing data in this study uses widely accepted SEM in AMOS to test the main hypotheses, thereby

ensuring the rigor of our statistical analysis. Statistical assessment of convergent validity was based on factor loadings (FL), composite reliability (CR), and average variance extracted (AVE). The study also used Cronbach's alpha, discriminant validity, and model fit to assess the questionnaire's reliability and validity, and an SEM path model to test the proposed hypotheses.

4. RESULTS AND DISCUSSION

4.1. Descriptive Statistics

Table 1 clearly and concisely displays the distribution of the study sample by gender, age, education level, and monthly income. The study included 40.4% male participants and 59.6% female participants. The age distribution was also clearly outlined: 62.4% of respondents were under 30 years old, 22% were aged 31-40, and 5.6% were aged 50+. The educational qualifications were presented clearly, showing that 13.5% had a high school education or lower, 79.8% had a bachelor's degree, and 6.7% had a postgraduate degree. The income distribution was also clearly described: 37.3% earned between \$501 and \$1,000, 29.6% earned \$500 or less, and 10.1% earned over \$1,501.

Table 1: Demographics Sample.

Sample characteristics		Frequency	Percent	Cumulative percent
Gender	Male	132	40.4	40.4
	Female	195	59.6	100
Age	30 and less	204	62.4	62.4
	31-40	72	22	84.4
	41-50	33	10	94.4
	More than 50	18	5.6	100
Education	High secondary school	44	13.5	13.5
	undergraduate	261	79.8	93.3
	postgraduate	22	6.7	100
Monthly income \$1=JD 0.71	500 and less	97	29.6	29.6
	501- 1000	122	37.3	66.9
	1001-1500	64	23	89.9
	1501 and more	44	10.1	100

4.2. Questionnaire Analysis

As indicated in Table 2, each average score exceeded the mean of 3.00, indicating a positive attitude toward the study's statements. Total scores

indicated positive impressions for all factors, with all exceeding 3.00. Although "satisfaction" had the lowest average score (3.721 out of 5.00), "beliefs" had the highest average score (4.034 out of 5.00), followed by "attitudes" (3.905 out of 5.00).

Table 2: Mean And Standard Deviation of Variables.

Variables	Mean	Standard deviation
Attitudes	3.905	0.645
Beliefs	4.034	0.613
Satisfaction	3.721	0.722
Future Consumption	3.780	0.708

4.3. Measurement Model

As shown in Table 3, the study assessed the measurement model for convergent validity by analyzing composite reliability, average variance extracted, and factor loadings. The results revealed strong internal consistency, with the composite reliability (CR) and average variance extracted (AVE)

values exceeding the minimum thresholds recommended by Gefen and Straub (2005). The reliability assessment, conducted using Cronbach's alpha, had values ranging from 0.799 to 0.871, all surpassing the established benchmark of 0.70. The constructs examined in this study successfully fulfilled these criteria, as detailed by Henseler et al. (2014).

Table 3: Questionnaire Statements.

Statements	FL	CR	AVE	Alpha
Attitudes				
I believe that nutritional products are essential for optimal health.	0.968			
I consider nutritional products safe.	0.749			
I think nutritional gaps in the diet can be addressed with supplements.	0.778	0.861	0.608	0.799
Regular use of nutritional supplements can improve quality of life.	0.592			
I have faith in the facts provided by supplement brands.	0.831			
Beliefs				
I believe that nutritional products offer health benefits supported by scientific evidence.	0.789			
I believe taking too many nutritional products might be bad for your health.	0.642			
I believe that nutritional products may improve mental or physical performance.	0.783	0.897	0.721	0.871
I believe only those with nutritional deficiencies require dietary supplements.	0.622			
I believe that natural nutritional products are preferable to synthetic ones.	0.680			
Satisfaction				
I am happy with the results of the nutritional products.	0.737			
I plan to continue purchasing the same brand of nutritional products.	0.772	0.862	0.612	0.843
I recommend the nutritional products I use to others.	0.759			
My previous experience gives me confidence in the nutritional products.	0.748			
Future consumption				
I decided to take nutritional products regularly.	0.791			
I will continue to consume nutritional products.	0.663			
I will acquire nutritional products based on the guidance of healthcare professionals or expert recommendations.	0.809	0.879	0.642	0.808
I intend to use a variety of nutritional products.	0.691			
I intend to use a variety of nutritional products.	0.769			

4.4. Discriminant Validity

The study followed Shevlin and Miles's (1998) recommendations by assessing the model's

discriminant validity using the HTMT index. Each construct showed complete separation among the latent measures, as all HTMT values remained below 0.90. The analysis of convergent validity for the

measurement model indicated that the scale used to evaluate the constructs and their elements within the CFA model was both reliable and valid, as shown in Table 4.

Table 4: The Discriminant Validity Values Between Variables.

Variables	Attitudes	Beliefs	Satisfaction	Future consumption
Attitudes	1			
Beliefs	0.739	1		
Satisfaction	0.531	0.731	1	
Future consumption	0.519	0.569	0.781	1

5. TESTING OF HYPOTHESES

Before examining the main hypotheses, the study employs fit indices models to confirm that the data fit well, as recommended for SEM applications. Table 5 reveals that the estimated χ^2/df is 2.563, which is lower than the suggested value of 5, indicating an accurate fit of the data. The AGFI was found to be .861, exceeding the advised threshold of 0.80. These results suggest a

good match between the models. The models are well-matched, with an RMSEA of 0.072, which is below the desired threshold of 0.10. The NFI is 0.928, the CFI is 0.919, and the GFI is 0.917, indicating a satisfactory fit. Finally, the study's indicators are suitable, as they exceed the 0.9 threshold and fall within the suggested range (MacCallum *et al.*, 1996; Shevlin & Miles, 1998; Hu & Bentler, 1999; Tabachnick & Fidell, 2013).

Table 5: Values Of Fit Indices for the Structural Equation Model.

Indicator	AGFI	χ^2/df	GFI	RMSEA	CFI	NFI
Value of recommended	> .80	< 5	> 0.90	≤ .10	> .90	> .90
Value of the model	.861	2.563	.917	.072	.919	.928

Path coefficient analyses using the SEM technique were employed to test the hypotheses. The direct and indirect effects of the latent variables are exhibited in Table 6 and Figure 2. Every impact had a statistically significant effect ($P < 0.05$). Results and the stated hypothesis are provided.

Table 6 and Figure 2 show that attitudes and beliefs about supplements have a significant impact on satisfaction, with a standardized coefficient (β) of 0.637, a t-value of 18.091, and a p-value of 0.000. These results validate hypothesis H1. Additionally, the results indicate a considerable positive impact of supplement products on the likelihood of future use, as evidenced by a t-value of 4.215 and a direct effect with a standardized coefficient (β) of 0.301. The p-value is 0.000, confirming that the relationship is

statistically significant at the 0.05 level and thereby supporting hypothesis H2. Hypothesis H3 investigates how satisfaction affects future consumption. The results reveal a t-value of 5.095 and a standardized coefficient (β) of 0.355. The p-value of 0.000 signifies the importance of hypothesis H3 at the $p = 0.05$ level. Finally, hypothesis H4 examines how satisfaction impacts future consumption by assessing people's attitudes and beliefs toward supplements. The study results show a positive effect, indicated by a standardized coefficient (β) of 0.293 and a t-value of 5.569. The p-value of 0.000 is below the 0.05 threshold, indicating statistical significance and supporting hypothesis H4.

Table 6: Path Coefficient Analysis Results.

Variables		Direct impact	Indirect impact	T	P	Results
Supplement products	----> Satisfaction	0.637		18.091	.000	Accepted
Supplement products	----> Consumption	0.301		4.215	.000	Accepted
Satisfaction	----> Consumption	0.355		5.095	.000	Accepted
Supplement products	Satisfaction -> Consumption	-	0.293	5.569	.000	Accepted

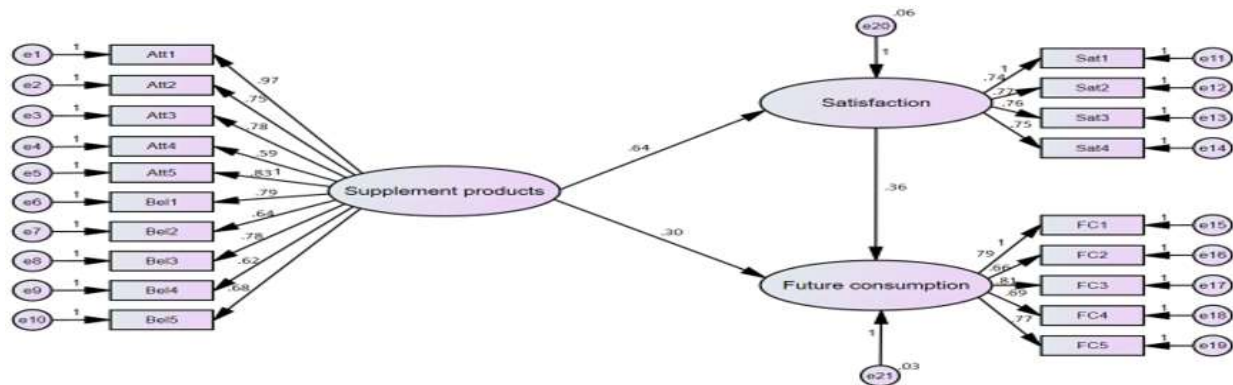


Figure 2: Path Coefficient Analysis.

6. DISCUSSION

This study provides a clearer understanding of participants' attitudes and beliefs regarding the impact of supplements on satisfaction and future consumption. It analyzes 327 participants from Jordan. The results indicate that individuals' attitudes and beliefs about supplements improve their satisfaction and increase the likelihood of future consumption. Moreover, the findings indicate that satisfaction mediates the positive relationship between attitudes and beliefs about supplements and future consumption. The study results confirmed all proposed hypotheses.

The findings validate the first hypothesis (H1), revealing that individuals' satisfaction significantly impacts their attitudes and beliefs (63.7%). This result suggests a robust connection between satisfaction and the development of attitudes and beliefs. Examining the second hypothesis (H2), 30.1% of predicted future consumption is substantially impacted by attitudes and beliefs about supplement products. These results suggest that attitudes and beliefs can directly impact an individual's prospective consumption. The third hypothesis (H3) suggests that satisfaction influences the likelihood of future consumption of supplement products (35.5%), highlighting the crucial role satisfaction plays in encouraging future purchases. A decline in satisfaction is associated with a decrease in

consumption. Lastly, the fourth hypothesis (H4) found that attitudes and beliefs mediate 29.3% of the effect of consumer satisfaction on future consumption of supplement products.

The results show that supplements are needed to attain optimal health. Scientific evidence supports that the health benefits of supplements increase. When used properly, these items are safe. Nutritional deficits in a person's diet can be addressed with dietary supplements. Using these products daily may improve a person's overall quality of life. Supplement product overconsumption may be harmful to one's health. These products have the potential to enhance cognitive or physical capacities, particularly for individuals who require dietary supplements due to nutritional deficiencies.

The study found that after experiencing the benefits of supplement products, people are satisfied with the outcomes, leading them to continue purchasing and suggesting these products to others. The respondents choose to take supplements regularly and want to continue doing so. Moreover, they will include additional products in their nutrition plan after discussing it with experts or healthcare providers. Changes in people's attitudes and beliefs shape the future of consumption, with those who perceive health hazards more likely to accept preventive measures. Moreover, personal health issues and social factors impact supplement

use. People are more likely to take self-protective measures when they perceive the risk and consequences of a disease. Moreover, this idea serves as a crucial behavioral sign, inspiring research on the frequency, reasons, and circumstances under which individuals use specific supplement products.

The results of this study align with the studies by Yılmaz, E. (2020), Banytė et al. (2023), Wathanakom (2023), Shafi et al. (2024), Alhazmi et al. (2023), and Pajor et al. (2017), which indicate that individuals tend to hold positive attitudes toward supplement products and are more likely to make additional purchases. They are also agreeing with the outcomes of Shafi et al. (2024), Alhazmi et al. (2023), Pajor et al. (2017), Rachwal-Mueller & Fedotova (2024), Younis (2022), Gvili & Levy (2019), Vrontis et al. (2021), El-Dahiyat et al. (2020), Daher et al. (2021), Basheti et al. (2020), Subaş et al. (2023), Syed et al. (2022), and Naqvi et al. (2018), which indicate that beliefs have a significant impact on people's actions and future consumption. Moreover, the findings align with earlier studies by Chang et al. (2009), Seo et al. (2024), Wang et al. (2025), and Yusof et al. (2023), which demonstrate that individuals' attitudes, beliefs, and satisfaction influence their future consumption patterns.

7. CONCLUSION

Nutritional supplements are rapidly gaining popularity within the healthcare sector, significantly impacting individuals' well-being and the global

economy. Consequently, this study aims to investigate individuals' attitudes and beliefs about nutritional products and the impact of these opinions on their satisfaction and future purchasing decisions. The results indicate that people in Jordan have a positive attitude towards these products, believing they enhance physical health and help prevent illnesses. Moreover, consumers express confidence and satisfaction with the supplements' outcomes, indicating a desire to incorporate them into their daily nutrition. While nutritional supplements can offer benefits, they also carry certain risks. Users of nutritional supplements need to be aware of potential health risks, regulatory problems, and the danger of depending on supplements instead of a balanced diet. Emphasize whole foods, and consult a healthcare professional before starting any supplement routine. Moreover, the insights derived from this research provide actionable strategies for practitioners and stakeholders within the health and wellness sector. By focusing on enhancing consumers' satisfaction through targeted communication, education, and product quality, they can develop more effective marketing strategies. These approaches empower stakeholders to make informed decisions that resonate with potential consumers, ultimately fostering loyalty and trust in nutritional supplement brands. By understanding and leveraging these relationships, health and wellness professionals can create a more responsive and engaging marketplace that aligns with consumer needs and aspirations.

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