

UNIVERSITI TEKNOLOGI MARA (UiTM)

**THE ROLE OF SUPPLEMENT ADVERTISEMENT
AND THE INFLUENCE OF ADVERTISEMENT ON
CONSUMERS AND PHARMACISTS**

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**Dissertation submitted in partial fulfillment of the requirements for the
Bachelor of Pharmacy (Hons).**

Faculty of Pharmacy

2015

ACKNOWLEDGEMENT

First and foremost, thankful to Allah, the All Mighty, The Most Merciful and The Most Graceful for giving me a chance to complete this research. A deep gratitude to my supervisor Dr Yogheswaran Gopalan for patience and giving me guide throughout this research.

Thank you also to my family that support me in order to finish this research. I would give thanks to all my friends that help in giving information and also guidance to complete this research. Last but not least, thank you also to my partners Rayme Rezza and Abdul Rahman Aiman to have together contributed to this research.

TABLE OF CONTENTS

	Page
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Problem Statement	2
1.3 Hypothesis	2
1.4 Objectives	3
1.5 Significance of Study	3
CHAPTER 2	5
LITERATURE REVIEW	5
2.1 Advertisements (ads)	5
2.2 Types of advertisement	5
2.3 Advertisement regulation	6
2.4 Dietary supplement information sources	8
2.5 Role of advertisement	8
2.6 Ways to influence consumers	10
2.7 Ways to overcome the influence of advertisement	11
2.8 Effect of advertisement towards health care provider	13
2.9 Role of pharmacists toward advertisement	13
CHAPTER 3	14
METHODOLOGY	14
3.1 Setting	14

ABSTRACT

Background: Supplement advertisement has been a major influence in the sales of supplements. Supplement advertisement also help to provide information on the content and the function of the supplements. This study aims to investigate sources of supplement advertisement and to determine the perception of consumers and pharmacists toward the advertisement. *Results and Discussion:* Result from part 2 indicates that 48 students (49.0%) are taking more vitamins compared to public (30.6%). This shows that majority of the public and the students have taken supplements. Most of the pharmacists know that total balanced diet is more achievable by eating healthily than by multivitamin supplements with 83.4%. Previous studies show 77.8% of the pharmacists believed balanced diet is more achievable by eating healthily than by multivitamin supplements. Most of the respondents which are 28.4% public, 15.5% pharmacists, and 37.9% students gained information on supplement through the internet. Since majority of the respondents gained their knowledge from the internet, the government must increase the information on supplement in the internet and the information must be accurate. *Conclusion:* respondents have moderate knowledge and positive perception of supplement advertisement. The misconception must be corrected to further prevent wrong information of supplement.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Advertisement of supplement have increase the demand of the advertise supplement product by the consumer (Kemper and Hood 2008). The advertisement also affects the journalist about dietary supplement and also the health profession to prescribe the supplement (Kemper and Hood 2008). Advertising has been the major influence to the sales of the supplement by giving information of the supplement (Crisan 2012). The Federal Trade Commission (FTC) has primary responsibility for the claims in advertising which include advertising such as print and broadcast ads, catalogues, and brochures (Commission)

In a study to check the ingredient of supplement, various ingredient that advertisement have mentioned which are herbal (56.3%), minerals (7.8%) and amino acids (7.8%), whereas the remaining of the advertisements do not mention the ingredient used (Chung, Hwang et al. 2007).

The direct to consumer advertising is been argued that the advertisement increase awareness and education. Several study have been conducted that can counter the statements. Firstly, advertisement usually give inadequate information about the product regarding the treatment risks and preventive measures. Other than that, consumers cannot understand the