



**THE FACTORS INFLUENCING PURCHASE INTENTION
TOWARDS DIETARY SUPPLEMENT**

**SYAFIQ AQMAL BIN AZMI
2014888006**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG (KAMPUS BERTAM)**

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CHAPTER : 1 INTRODUCTION

1.0 INTRODUCTION OF THE TOPIC

This research are conducted under title factor influence purchase intention towards dietary supplements in Sungai Buloh. There are lower in clinical evidence that gives support to health if they consume the dietary supplement. The number of sales increase due to the awareness of the consumer towards consumption of health supplement. Recently, the consumer gives more attention towards nutritional for maintaining their healthy lifestyle and avoid from danger diseases like heart disease, obesity, arthritis and cancer . Accordingly to (Blendon, Desroches , Benson, Brodie, & Altman, 2001) people are aware of unhealthy lifestyle with the possibilities that will affect to them and get better understanding and knowledge of chronic diseases. Therefore, the consumption of dietary supplement shows good and better result for the consumer and become importance for their living lifestyle.

There are several pharmacies that operates and selling pharmaceuticals product, dietary supplements and medicines in Kuang, Sungai Buloh. People are aware the existing of the pharmacies and obtain any medical or healthy supplements from them . Thus, this study are conducted to study the factors influence purchase intention towards dietary supplements which is Vitamins among people in Kuang, Sungai Buloh.

By conducting this research will helps as reference material on understanding , learn and get information about what are the factors influence consumer's intention towards purchasing dietary supplements among people in Sungai Buloh. This study also contribute to any researcher or organization that seek for the additional information from secondary data resources .

1.1 BACKGROUND OF STUDY

1.1.1 OVERVIEW

Dietary supplement is known as devour and carries the nutritional material element supposed to gives benefits on weight loss plan. It is product that excludes the tobacco gives healthy to the consumer. Those nutritional substances encompass vitamins, minerals, herbs or other botanicals, amino acids, materials which include enzymes, organ tissues, glandular, metabolites, extracts or concentrates (Loo, 2009). Ministry of health Malaysia states that drinks, powder, pills and capsules is not part of healthy food as long as they do not contain any nutritional ingredients. It is classified as added value to the dietary supplement if only they have those ingredients of making the healthy supplement.

Dietary dietary supplements may be outline as something introduced to finish a thing, deliver a deficiency, or make stronger or increase a whole. A dietary supplement is intended to offer vitamins that may in any other case no longer be fed on in enough quantities. Dietary supplements as normally understood consist of vitamins, minerals, fiber, fatty acids, or amino acids, amongst different materials. U.S. authorities outline nutritional dietary supplements as foods, whilst elsewhere they will be classified as pills or other merchandise.

A dietary supplement is a product supposed for ingestion that carries a nutritional ingredient supposed to add similarly nutritional price to (supplement) the food regimen. A dietary aspect can be one, or any combination, of the subsequent materials: a vitamin. a mineral. an herb or different botanical. Consistent with the USA food and Drug administration (FDA), dietary supplements are merchandise which are not pharmaceutical tablets, meals

components like spices or preservatives, or traditional food, and which additionally meet any of these standards.

1.1.2 DIETARY SUPPLEMENT VITAMIN

Vitamins are natural compounds which are needed in small portions to sustain life. We get nutrients from meals, due to the fact the human frame both does not produce sufficient of them or none at all. A natural compound includes carbon. When an organism (living aspect) do not produce sufficient of an organic chemical compound that it needs in small amounts, and has to get it from food, it is categorized as a vitamin.

A vitamin is one in every of a collection of organic materials, present in minute quantities in natural foodstuffs, which might be vital to normal metabolism; inadequate quantities in the food plan may additionally purpose deficiency sicknesses. Vitamins and minerals make people's bodies work well. although you get vitamins and minerals from the foods you consume every day, a few ingredients have more vitamins and minerals than others.

Vitamins constitute two categories: fat soluble and water soluble. The fat-soluble vitamins A, D, E, and K dissolve in fat and might be reserve for the human body. The water soluble vitamins C and therefore the B-complex vitamins (such as vitamins B6, B12, niacin, riboflavin, and folate) got to dissolve in water before your body will absorb them. Due to this, your body cannot store these vitamins. Any vitamin C or B that your body does not use because it passes through your system is lost. People would like a recent offer of those vitamins on a daily basis.

People used to consume vitamin for their health. It is for their healthy lifestyle for daily basis. There are many types of vitamin that will give benefits to the consumer especially for their body system and dietary process. People nowadays aware about their health and taking care for their what they take from foods or meals whether it gives benefits for their health or ruin their diet process.