



**Factors Influencing Consumer's Buying Decision of Dietary Supplements
(An Empirical Study in Amman City - Jordan)**

**By
Ahmad Osama Saeed
University Number
20169020**

**Supervisor
Professor : Rudaina Othman Yousif**

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Factors Influencing Consumer's Buying Decision of Dietary Supplements (An Empirical Study in Amman City – Jordan)

العوامل المؤثرة في القرار الشرائي لمستهلكي المكملات الغذائية (دراسة تطبيقية في مدينة عمان - الأردن)

إعداد الطالب

احمد أسامة سعيد

20169020

إشراف

أ.د. ردينة عثمان

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Name: Ahmad Osama Saeed

Signature:

Date: 16 / 1 / 2019

Decision of Examination committee

This thesis titled (Factors Influencing Consumer's Buying Decision of Dietary Supplements
An Empirical Study in Amman City- Jordan)

Has been discussed and approve on 27/12/2018

Examination committee

Signatures

Prof.Rudaina Othman (Supervisor/Chairman)

Prof.Zakaria Azzam (Internal Examiner)

Dr.Ayed Muala (Internal Examiner)

Prof.Hmad Algadeer (External Examiner)



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Abstract

This study aims to identify the factors influencing consumer's buying decision of dietary supplements (An Empirical Study in Amman City - Jordan) based on the four different dimensions of the study represent by (brand image, reference groups, dietary specialist and advertising) and The dependent variable is the decision to buy dietary supplement. To achieve the objectives of the study and test the hypothesis, the researcher targeted persons using dietary supplements.

The study sample is (430) questionnaires. The questioners were distributed inside and outside Gym and dietary supplements shops. The researcher depended upon random samples for distributing the questionnaires. About (14) questionnaires were not returned which represents (3.25%) of all questionnaires. After reviewing them, (21) questionnaires were excluded due to some data and questions left blank, so about (92%) of the returned questionnaires were valid to be analyzed. Therefore, the number of valid questionnaires for statistical analysis is (395).

The results of the main objective revealed that there is a statistically significant effect of brand image, dietary specialist, reference group, and advertising on decision to buy dietary supplements. The independent variables contribution compliance with about (32%) of changes in the decision to buy dietary supplements. Therefore, this study succeeded to support the association between all independent variables as included in the model of this study and decision to buy dietary supplements.

The result showed that the dietary specialist has the most contribution with decision to buy dietary supplements among the study independent variable about (19%). On the other hand the advertising represents the least contribution with decision to buy dietary supplements about (8%).

The study recommended that companies of dietary supplements should raise focus on advertising and design advertising message with consumers and their needs about the dietary. Also companies redesign the advertising campaign to send clear message to the consumers. Also the companies and utilize different advertising tools with focus on social media and TV channels.

Dedication

To

my parents,

Who supported me all the way and without their prayers none of my success would
be possible,

My Beloved Brother and Sisters;

For their love, endless encouragement, particularly my dearest brother,
for my uncles and aunts who provided a huge support during my master
program

I dedicate this research

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Praise be to Allah, Lord of the Worlds

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Chapter One

General Framework of the Study

- 1-1: Introduction**
- 1-2: Research Problem & Questions**
- 1-3: Research Importance**
- 1-4: Research Objectives**
- 1-5: Research Model**
- 1-6: Research Hypothesis**
- 1-7 Theoretical Procedural Definitions**

1-1: Introduction

Modern life leads us to new habits and of consumption. One of the changes we are experiencing is the high demand for fast food and ready-to-eat foods, which are spreading everywhere and throughout the day. Some of these foods are unavoidable for reasons of preoccupation and rapid pace of life. We have been exposed to many problems and health problems. Our interest in food is secondary and we think of just plugging hunger through any kind of food that helps us to do daily work. As a result of the neglect of healthy food, we have many problems with the lack of elements and minerals in our bodies. We were forced to go to take prepared supplements .

Food supplements are industrial preparations aim at supplementing the diet with substances that are missing or not consumed in sufficient quantities. Some countries consider food supplements as foods, while others define them as natural medicines or health products. In fact, dietary supplements are classified as non-food, therefore not subject to the conditions of the manufacture of the strict drug, and does not pass the tests or research by the drugs, and according to the doctors' guidance, nutritional supplements are not a basic treatment for diseases, and also not considered an alternative to the drug so it must be handled under the supervision of food specialists Kotler, etal(2014).

Health conscious behavior and nutrition play influential role on health protection. As a result of a change in living situation, people being in constant compression, not doing enough physical activities and living in contaminated cities need vitamins, micro- and microelements with greater effects. Eating habits have changed; there are plenty of ready-to-eat fast food that often do not contain necessary nutrients. Nowadays, it is not enough to consume conventional foods only. Food supplements are those products that can supply us with main nutrients. Customer needs and expectations toward products are changing rapidly. This applies to food supplements as well.

These changes should be taking into account in the process of innovation. The most important factor in a successful marketing strategy is the knowledge of consumer and market habits best Consumer habits of food supplements from the perspective of food safety. (Nikolett Nemeth, 2004).

Health care related issues, ranging from increasing rates of chronic diseases, reduced life expectancy and growing health care expenses are common globally. This phenomenon could be seen in both developing and well developed societies. Our community is gradually aware that the progression of chronic diseases is highly associated with the sedentary lifestyles that we possess now. There are increasing number of evidence connecting the dots between nutrition and health which has motivated many consumers to take up self-treatment using dietary supplements, aimed to build up their immune system and prevent disease (Rajamma & Pelton, 2010; Ren, Chung, Stoel, & Xu, 2011). Therefore, dietary supplement products are gaining their popularity in the marketplace and are of interest for knowledgeable consumers (Blendon, et al, 2001)

Dietary supplements can be purchased through many distribution channels, such as specialty stores or online, where access to food supplements has become easier and faster than before. In addition, there has been a high demand for food supplements.

1-2: Research Problem & Questions

Statistical shows that the number of dietary supplements has been increasing in the last few years. These products are different from the traditional food products and the risks associated with them may also differ from the traditional food risks.

On one hand, the typical food risks still apply On the other hand, dietary supplements can have significant nutritional risks since they contain special ingredients which may be dangerous if they are not consumed properly. Meanwhile, on the market customers are given significant amounts of information about food supplements, but these information sometimes can be misleading and may influence consumer habits.

The market is currently witnessing fierce competition between the companies producing and marketing food supplements as a result of the increase in the number of these companies and the diversity of these products, corresponding to increased awareness of consumers and their interest in health because they realized that the diets they eat is insufficient, which leads them to search for appropriate supplements, (Radimer et al., 2004). However, despite the benefits the buyer seeks for these products, he has difficulties in making a purchase decision as a result of what is said and communicated by close individuals about their effects Side, making the buyer cautious in buying dietary supplements and worrying. In order to get rid of this, he is looking for the best brands and seeks to collect information that help him make a purchase decision

Dietary supplements are likely to cause side effects or damage when people take them instead of prescription drugs or when people take many supplements that have serious side effects. (National institute of health office of dietary 2018). These supplements can also interact with some medical drugs in ways that can cause problems, and complicate the decision to buy them Most

dietary supplements are administered without the need for a prescription, which may generate significant risks to consumers' lives. (Yetley, 2007)

The aim of the research, therefore, is to examine the consumption patterns of adult dietary supplements users, highlighting some of the determinants of food safety as well, such as quality, availability of information and risks.

In light of the above, we can summarize the questions of the problem, the research aims to answer the following question:

Is there any influencing factors or consumers buying decision Of dietary supplements.

From the main question, several sub-questions are supposed:

1-Does the brand image of the dietary supplements influence the decision purchase for the consumer to buy dietary supplements?

2-Does the dietary specialist of the dietary supplements influence the decision purchase of the consumer to buy dietary supplements?

3-Do the reference groups influence the decision purchase of the consumer to buy dietary supplements?

4-Does advertising influence the decision purchase of the consumer to buy dietary supplements?

1-3: Research Importance

The importance of the research is to know the influence (brand image, reference groups, dietary specialist and advertisements), and their influence on the purchasing decision of dietary supplements,. There is a practical and scientific importance .

The practical importance is to help stores that sell supplements to understand the factors affecting the decision to buy supplements and try to adapt these factors in favor of the consumer to make a purchasing decision and the importance of this study stems from the importance of the dietary supplements on the life of consumer in enhancing the diet of consumers , and their health and by identifying dietary supplements.

The scientific importance is to enrich libraries with studies of different types of dietary supplements, the purchasing decision, and studying this topic from a different perspective.

1-4: Research Objectives

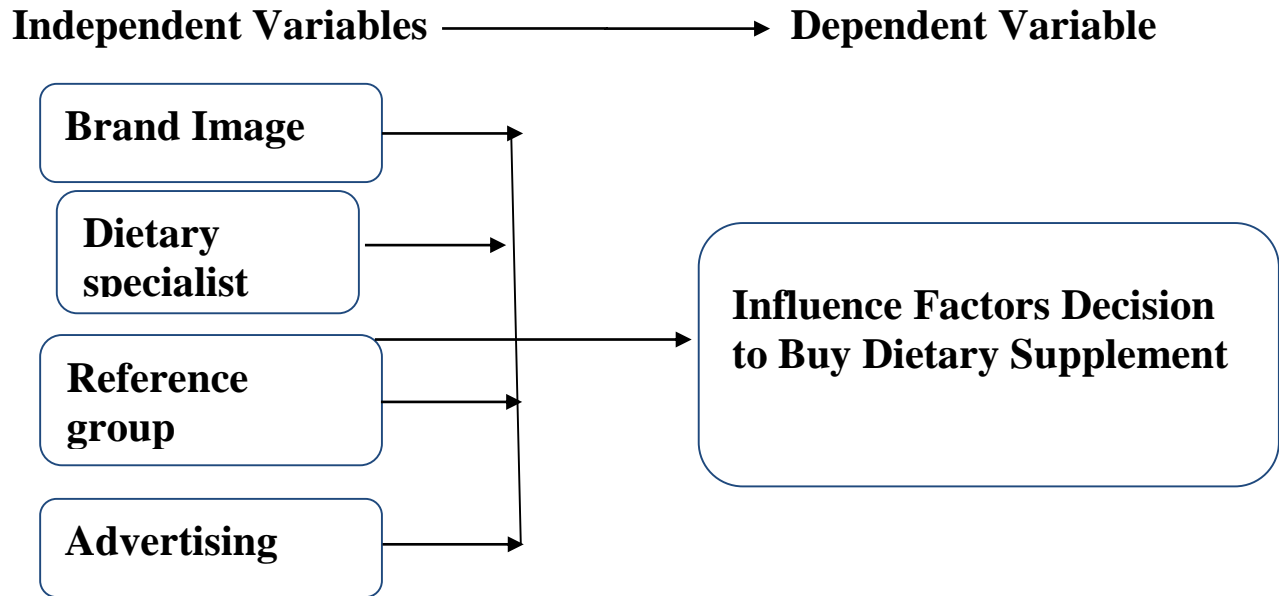
This study aims to demonstrate the influence of various factors represented by (brand image ,reference groups, dietary specialist and advertising) on the decision of purchasing dietary supplements.

From this main objective the following, sub objectives are derived:

- 1-Identifying the influence of the brand image on the decision to buy dietary supplements.
- 2-Showing the influence of the dietary specialist on the decision to buy dietary supplements.
- 3-Determining the influence of the reference groups on the decision to buy dietary supplements.
- 4-Determining the influence of the advertisement on the decision to buy dietary supplements.

1-5: Research Model

The following model (Figure1-1) represents the research model based on the study problem, objectives and hypotheses, with references to(Shrirang & Keskar, 2014) and (Khuong and Duyen, 2016).



1-6:Research Hypotheses

According to the importance ,problem and objective of the study ,the following main hypothesis is supposed:

H0:There is no statistically significant Influence at the level of $\alpha \leq (0.05)$ of the (brand image, dietary specialist, reference groups, and advertising) on the decision to buy dietary supplements.

From the main hypothesis, the following sub hypothechs were supposed:

H01: There is no statistically significant Influence at the level of $\alpha \leq (0.05)$ of the brand image, on the decision to buy dietary supplements.

H02: There is no statistically significant influence at the level of $\alpha \leq (0.05)$ of the dietary specialist, on the decision to buy dietary supplements.

H03: There is no statistically significant Influence at the level of $\alpha \leq (0.05)$ of the reference groups, on the decision to buy dietary supplements.

H04: There is no statistically significant Influence at the level of $\alpha \leq (0.05)$ of advertisement on the decision to buy dietary supplements.

1-7: Theoretical Operational Definitions:

-Dietary supplements:

Include vitamins, minerals, herbs, amino acids, enzymes, and other substances that may be ‘supplemented’, or added to the diet, in order to complete dietary needs or to make up for a nutrition deficiency.(National Institutes of Health.2013)

-Brand Image

Brand image is regarded as opinion and consumer confidence in the quality of products produced by organizations and organizational honesty in the products offered to consumers. (Aaker, 1997; Cannon & McCarthy, 2009)

- Dietary Specialists:

are experts of food and nutrition. Their role is to guide people to what needs to be addressed in order to lead a healthy life or reach specific health goals. Nutritionists work in a variety of different capacities in the field of health care, food services, corporate development and education. (Kalioraa et al., 2006)

-Reference Group: human groups that could be used as a reference people for individuals in their purchasing decisions and the formation of their attitudes and behavior, these groups affect the behavior of individuals purchasing (Hawwas, 2003).

-Advertising

Advertising is information which is persuasive and informative about goods and services that paid for or sum of ideas which defined by advertisers via using media. (Benson, 2004)

Advertising is: It is ‘any form of non-personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor’. (Dominic, 2013)

Consumer's Buying Decision

Consumers' buying decision refers to the final consumer's decision to obtain a specific product or service, after the evaluation of the information collected, and choose the appropriate alternative among the available alternatives in accordance with the criteria set in advance (Issawi, 2010).

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some purchase decisions are minor, like buying toothpaste, while other purchases are major, like buying a house. The more major the purchase decision, the more effort is typically put into the process. (Kotler and Keler 2016)

Chapter Two

Theoretical Framework and Literature Review

Part 1: Consumers' Buying Decision

2-1: Introduction

2-2: Definition of Consumers' Buying Decision

2-3: Types of Consumer Buying Decisions

2-4: Stages of the Buyer Decision Process

2-1: Introduction

Studying and analyzing the stages of making buying decision and the factors influencing it, considered one of the most important marketing activities through which the organization aims to identify products that satisfy the needs and desires of the consumer, also identify marketing activities. Whereas everyone has the desire, the need and buying power, it means that he has a demand for the product he wishes to buy, and since the consumer is the starting point and end in the marketing process. (Azzam et al, 2016)

So the different types of organizations are seeking to identify the factors influencing the buying decision. As organizations do not know what is going on within the consumer of ideas and what information he has and what comparisons he makes, but recognize the decision to buy through the apparent behavior of individuals when doing the buy of products as pointed by (Alina, 2017).

The study of consumer behavior aims to know how consumers behave in a certain way as to make appropriate buying decisions, as this helps organizations to improve their production and marketing strategies and achieve the goals set, beside being more successful in the market. Organizations face a major challenge at the present time in a highly competitive market because of the availability of similar products and alternative products. Therefore, these organizations seek to identify the factors that affect the buy decision, and what are the circumstances in which the consumer makes the buy decision, and how to prepare them to achieve this effect .

Solomon (2003) points out that marketing workers are currently seeking to identify the determinants and factors influencing the buying decision, because the purchase decision has become more complicated, as a result of the offers made by the companies and the huge amount of information received by the consumer from the traditional media and means of communication

for electronic advertising and the reactionary aggregates that affect the buyer nervous system, and how to interact with this information, which is an important motivation for decision-making (Engel, 2002)

It is necessary for an individual in marketing to take the proper steps to understand a consumer's thought process to result in the purchasing of the correct product or service.

The marketer should determine the relative weight of each of the surrounding variables affecting the buyer's decision such as marketing policies, income, economic, and social conditions. The question for this purpose should be: does the time and method in which the consumer makes his purchasing decision vary considering the interaction of the four factors (Kotler, 2009).

1- Consumer's Nature:

The nature of the buyer is a factor in the decision-making process for the purchase of a particular good or service. The nature of the buyer varies according to a set of criteria, such as the level of culture, the social class to which he belongs, his personal beliefs, aspirations, job, income and learning ability.

2- Nature of the Commodity and its Characteristics:

The characteristics of the product directly affect the decision of the consumer in accordance with the quality, price, and services performed by the product producers seek to maximize the use of the product by adding new features to suit the needs and desires of consumers.

3- Nature and Characteristics of Vendors:

The buyer is particularly affected in cases of providing services to the seller by means of the loyalty of his or her name and reputation in the market as well as the reliability of it and its distinctive

character in the hearts of buyers, so the producers seek to select and train channel distributions in a manner that can have a good impact on buyers.

4- Nature and Characteristics of the Buying Position:

Such as the extent of time pressure and its association with the need for a product or service, since time pressure can make the decision taken in the absence of sufficient information and reduce the search for alternatives and thus affect the quality of the procurement decision.

The consumer buying decision study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. The consumer environment influences how the consumers feel, consider and act. The environmental features are, for instance, comments taken from other customers, advertising, packing, price, and product appearance etc.

2-2: Definition of Consumers' Buying Decision

Consumer's decision-making is defined as actions consumer takes through collecting and analyzing data in order to obtain information that helps in choosing between the available alternatives (Obidat, 2012).

Al-Shaikh et al., (2012) also defined consumers' buying decision as a set of stages that the consumer takes in order to solve a problem related to meeting the needs of the buy decision. The process of trade-off between alternatives is the process of choosing the best alternative that better meets the individual's needs. It is also defined as a set of actions involving the buy process, use of goods, and services, where it includes decisions that are taken before and determine such conduct. It is the procedure by which consumers collect and analyze information, then choose among the alternatives whether goods, places, ideas, service, organizations or individuals. It is also known as, a set of stages that consumer takes to solve a problem related to meeting consumer's needs in a

better way. Another definition of it is, a set of actions involving the buy process, use of goods, and services, where it includes decisions that are taken before and determine such conduct.

According to the researcher the consumer buying decision refers to a dynamic one. It consists of several steps that a consumer must go through to make a buy decision. Most of the theories which focused on studying and creating procedures for making a buy decision based on taking into consideration that buying is a process created to solve a problem; so that the difficulty of solving the problem varies according to the type of the product, and it can be said that the decision-making process of consumer is; those steps or stages experienced by consumer while testing any of the products they prefer to buy.

The effect of activating sales on the buying decision of the final consumer, from the researcher's point of view; the buyers decision is the associated processes with the individual or group choose, buy, use and dispose of a product in order to satisfy their needs and desires. This buy decision goes through several stages:

- 1- Feels need.
- 2- Compares among alternatives.
- 3- Buy decision and actual buy.
- 4- After buying evaluation.

2-3: Types of Consumer Buying Decisions

The consumer buying decisions consist of different types such as:

1- The emotional purchasing decision: The forces that drive the consumer to buy products without an objective evaluation of its material potential, but may act simply to imitate the views of some of the reference groups to which he belongs. The consumer would purchase them for the sole purpose of improving his or her outer appearance based on the color or size of the package,

therefore resulting in the decision to buy spontaneously as an act of imitation and love of appearance) (Obaidat, 2012).

2- Rational purchasing decision: The motives of the purchase tend to be rational when the decision to buy is based on the analysis and study of all corresponding factors associated with the purchasing decision of a product. Freud, a psychology specialist, believes that the behavior of individuals is the result of the struggle between two forces within the individual; motivation and prevention. When the motives are stronger than the prevention, the consumer would more likely make the decision to buy. However, if the opposite occurs as a result of overpowering fear, the perception of the risk, or otherwise of the differentiating economic and social pressures, will more likely lead to a decision not to buy (Al-shaikh, 2009).

In the opinion the researcher, the sales man must be knowledgeable of the consumer's preferred trend as this will likely result in the decision to buy as well as to take into account that the product plays an important role in the type of decision-making.

2-4: Stages Of the Buyer Decision Process

The consumer buying decisions consists different process which is:

Firstly, the Feeling of Need:

Need is one of the psychological factors that play a large role in determining behavior and generate the apprehension of deprivation which generates instability in individuals, and thus strives to satisfy individuals to achieve the stability and balance required) (Kotler,et al., 2009).

Secondly, Identifying Available Alternatives :

When the consumer feels that he or she needs a commodity, the individual will research and gather information about said commodity to be purchase) (Gao, et al., 2012).

Thirdly, Evaluating Alternatives:

At this stage, the combined information about the product to be purchased is evaluated and compared to that of the most appropriate alternative by establishing a standard of measurement or ladder of priorities (Fishbein & Ajzen , 1975) .

Fourthly, the Purchase Decision and the Actual Purchase:

The evaluation process results in the selection of the appropriate product that encourages its needs and desires and the decision to buy in this regard, any decision as a choice between the alternatives available and the preference between the benefits and the cost) (Niklas, et al., 2012)

Fifthly, Post-Purchase Evaluation:

After the purchase process, the consumer assesses the process of making his or her purchasing decision in terms of the individual's previous expectations and whether the product has achieved solid satisfaction or not. If the commodity came in accordance with the consumer's expectations, the consumer will be satisfied and vice versa(Niklas,et al., 2012) .

The researcher postulates that these stages differ from one commodity to another depending on the importance of the commodity to the consumer. There are some commodities that need to evaluate the alternatives and select the best alternative such as shopping goods and there are commodities that do not require all stages of purchasing decisions such as soft goods.

Part 2

Factors Influencing Consumer Buying Decision

2-2: Introduction

2-2-1: Brand Image

2-2-2: Dietary Specialist

2-2-3: Reference Group

2-2-4: Advertising

2-2: Introduction

This study adopted the following variables (brand image, dietary specialist, reference groups, and advertising) in particular, despite of the presence of many factors and other variables that affect the purchasing decision on dietary supplements, because the study considers that these factors and variables directly affect the purchasing decision also finds that these factors combined with each other were not mentioned in previous studies and that each of these factors was studied individually or that two factors were discussed together. In addition to these factors in this study will be analyzed from another angle and from a different perspective from previous studies.

Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviors and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind (Sivanesan, 2014).

2-2-1: Brand Image:

The word brand is defined as “a name, term, sign, symbol or design, or a combination of all of them, intended to identify the products or services of one seller or group of sellers and to differentiate them from the other competitors”. (Arslan et al., 2010) also defined a brand as “the mark of a company, a declaration of what it is and what is believed. It can also be considered as a promise of the institution's quality, trust and value which is communicated across wide range of fans” (Faircloth et al., 2001).

To characterize the expression "brand image" precisely, we chose to utilize an up-to – date meaning of Pallister and Law. As indicated by (Pallister and Law, 2009), the expression "brand image" can be characterized as a name of a brand that recognizes a specific item, producer or wholesaler. In contrast with a brand, a compelling brand is an item, administration, individual or

place that can be distinguished and enhanced in the manner in which that the customer or purchaser increases fundamental, remarkable included qualities which address their issues in the most ideal way. What's more, accomplishment of a brand comes about because of having the capacity to keep up extra qualities in spite of contenders' activities. (Chernatony and McDonald, 1992)

On the opposite side, American Marketing Association (AMA) characterizes the brand as a name, term, structure, image, or whatever other highlights that obviously makes a trait or nature of a decent or benefit discernible or conspicuous. AMA includes that brand can decide dealer's item or administration, different items or administrations or every one of the items or administrations of a specific vender. AMA determines that brand's term is trademark and widens the meaning of the expression "mark" to be a client encounter that can be portrayed as a gathering of thoughts and pictures that frequently allude to an image, a name, motto or a logo.

As indicated by Nicholas (2003), brand can be depicted as a normal for a plain thought of administration or item, and it incorporates the definition or a perspective of the qualities that go further in the utilitarian execution. In alternate words, "- - An item is something that is made, in a plant; a brand is something that is purchased by a client." (Nicholas , 2003, p. 3) Aaker (1991) noticed that the brand flags the wellspring of the item to buyers, and keeps the client, and in addition, the maker from conceivable contenders who might endeavor to give items that give off an impression of being indistinguishable. In connection to contenders, Nicholas brings up the accompanying pivotal thought: "An item can be replicated by a contender, a brand is novel" (Ind, 2003).

To get a more extensive point of view and more profound comprehension of the term mark, we utilized likewise different wellsprings of data outside of logical articles and books. As indicated by Welingkar Institute of Management Development and Research (WIMDR), a brand is a

guarantee to the purchaser of a merchandise of a specific measure of advantages, administrations or properties. WIMDR says brand to reflect in four diverse ways. Initially, it reflects to values, for example, Tata that remains for quality. Second, it reflects to culture, for instance Coca-Cola as a symbol of American culture. Third, mark reflects to identity, for instance Charlie Chaplin as a man and fourth, it reflects to client, numerous games sweethearts like Ferrari vehicles, for example. American Society of Interior Designers characterizes mark as an aggressive business procedure, and which is an advertising organization that conveys incorporated showcasing administrations for average size organizations, portrays brand to be more than organization's logo, name or logo. From the analyst side the brand can be characterize as the encounters of its prospects and clients in connection to organization create

Brand picture is created after some time through publicizing efforts with a steady subject, and is validated through the customers' immediate experience. It's additionally characterized as "the image of the brand in the psyches of clients and partners. It alludes to the manner in which clients and partners interpret every one of the signs given by a given products, brand, organization or even nation. The brand picture is a consequence of numerous outer components of which showcasing interchanges is only one (Ataman and Ulengin, 2003).

Brand Elements:

They “are devices, which can be trademarked, that define and differentiate the brand. And they are brand symbols, names, logos, slogans, characters and URLs.” (Kotler and Armstrong ,2014). These elements shape the brand identity, which makes it easy to be recognized. “A brand element is visual or verbal information that serves to identify and differentiate a product. The most common brand elements are names, logos, symbols, characters, packaging and slogans”(Keller, 1998).

Brand Reputation:

“The promise associated with a particular brand to consumers, business customers and other stakeholders (Randall, 2000) and how the public perceives a brand”. Riezeboz, R. (2003) companies could be recognized by the given quality level, which is the private information that applies to any product it sells. “Both academics and practitioners believe that brand reputation is becoming increasingly important. To be successful and hence profitable, brands should have a positive reputation; also the reputation is the aggregate perception of outsiders on the salient characteristics of companies.

Characteristics of Brands:

With the end goal to see how marks function and make esteem, we need to investigate the diverse evaluations of which they have been directed. De Chernatony and McDonald (1992) noticed that brands can be characterized in four dimensions. On the main review, purchaser's or client's essential requests are met. For example, plane satisfying the need of transportation. This conventional dimension of survey mark is likewise the least demanding dimension for contenders to duplicate. Second dimension is known as the normal dimension. On the second dimension an ever increasing number of purchasers enter the market, and as continue purchasing happens, the brand continues creating in light of the fact that there are better opportunities to coordinate assets to address clients' issues, through improved client benefit, for example. Thusly, the administration or item is intended to make additional incentive to fulfill buy states of a specific target gathering, accessibility, valuing, for example.

On the third grade, as firms acquire understanding, purchasers and clients turned out to be more mindful of items and administrations. This implies the brand should endeavor to wind up expanded

in new better ways. Approach to do this is to make included qualities fulfill non-utilitarian, for example, enthusiastic requirements, and practical needs conveyance, for example. Clients, who have the most experience of the brand, will in general be more basic than alternate clients. As Chernatony and McDonald (1992) contend in their book "Making Powerful Brands", inventiveness is the main angle that constrains the degree to which the brand can develop to the fourth; the potential dimension. This can occur by pointing out the potential dimension of brands through advancement of more immaterial, passionate components, for example. With the end goal to prevail over the long haul, it is imperative for a brand to offer added esteems to the highlights of the fundamental item. The principle objective of adding esteems is to avoid contenders duplicating the useful qualities of the organization. (De Chernatony, McDonald, 1992)

Nowadays brand image is a powerful tool to entice new customers by influencing their behavior with various strategies that would make them loyal to one brand.

Strong brand in the market competition is the main goal of many organizations because it allows the creation of a wide range of benefits to organizations including reduced risk, greater profits, cooperation with other parties as well as the opportunity for brand extension.

2-2-2: Dietary Specialist

Is a person who is scientifically and practically competent in the field of nutrition so as he's able to both dealing with the patient and planning an appropriate food program for the health conditions that the patient suffers from (Ghodake RS, et al., 2011).

He's also the person who has the ability to give nutrient Info to the individual and society in its correct form which is totally far from falsification or unrealism, that also he's the person who's giving Awareness nutrient programs which may change the Not to mention erroneous Food habits and behavior to another true.

The functions of the nutritionist are as follows:

First: Food counseling which means a specialist is to be always in constant with the treating physician, and participate in food counseling.

Second: Food assessment: Through nutritional assessment, the nutritional status of both the healthy person and the patient can be determined.

Third: providing adequate supplements for the individual: Sometimes the person needs some supplements which help to be in optimum health & life. For Example of vitamin D & Complex B.

Fourth: To raise the awareness of society to resist diseases which come from wrong nutrition such as obesity, diabetes and heart disorders . (Keservanie, et al., 2010).

In the view of the researcher that the nutritionist has a significant role in the process of taking the individual to supplementation, where the nutritionist is familiar with the benefits and pros and cons of food supplement in addition to being aware of what supplements can benefit you and supplements that have side effects on the health of the individual .

For instance: There are many examples of individuals who have used dietary supplements without referring to a nutritionist and have side effects such as skin allergies, liver or pancreatic effects, or effects on the body enzymes. In general, the nutritionist is the thermometer between the individual and the food supplement, on scientific grounds.

2-2-3: Reference Groups

What are Reference groups: The individual belongs to more than one group during his life cycle, these groups represent one of the important factors affecting the behavior of individuals, and since each group has certain properties and characteristics that make it different from the other groups and as one of the group's members, he will be affected and influenced by this group is also influenced by other groups in the surrounding environment and affects them as subgroups that interact with each other, affected and attitudes, it affects to form a comprehensive system and through this interaction, directions and believes are formed, is possible to understand the nature of this interaction of marketing men from the formulation of successful marketing policies to influence their brand and win the customers targeted by this organization, and can be summarized as follows: family, friends, official social groups, marketing groups, colleagues, consumer protection movement etc.

Types of Reference Groups (Suleiman, 2000) .

First : The effect of reference groups refers to the :

1-Direct or primary groups are those groups that consist of a few members that allow for personal relations between their members. The communication between these members is characterized by repetition and continuity, and be direct and strong as: family, friends, neighbors and colleagues.

2-Indirect or secondary groups: These groups are characterized by a large number of members, which made the non-personal relations between these members, meetings, including indirect meetings Thus characterized by the lack of interaction of members of each other, and then the weakness of these groups on the behavior and behavior of its purchasing members compared to the influence of the primary groups, as we see in the unions and parties, for example.

Second-: In terms of Establishment and Formation :

1-Official groups, this type of group is formed formally and explicitly. The role of each member is determined according to the type of job the individual occupies in the organization. Therefore, the establishment of this type of group is done by a decision of the official authority for the purpose of achieving a certain goal.

2- None official groups, these groups are elective, that is, the individual is willing to join them voluntarily, and can opt out of them voluntarily. Social values are often similar to members of the group and have common goals, they are therefore organizations whose laws, regulations, and regulations do not specify their existence. They do not have a written organizational structure. However, this does not mean that these groups do not have an influence on their members. The reality is that there are restrictions on individuals from informal organizations, on the influence of official groups.

Now we will Talk About Consumer's Reference Groups (Hawwas, 2003):

1-The family "The family is one of the most influential external variables on the purchasing and consumer decision of the individual" and the importance of the family is due to two reasons:

- It is the primary cell in which the individual is raised, and thus it influences the composition of its values, directions and purchasing patterns.

- It is both a purchasing and consumer unit.

2-Friends, they are practically an informal group because they are usually unorganized, have no official authority over their members, and all they have is a moral authority that has the relative effect of the attitudes and feelings of their friends on the various issues related to goods and services", the opinions and preferences of friends are important indicators in identifying commodity brands that may be selected by the target consumer, and in recognition of this effect,

the marketers of goods and services display their television ads often through a social atmosphere of friendship and social affinity, Consumers seek to obtain sufficient and accurate information about commodity or service marks from their closest friends and who are relatively similar in their perception of things.

3-Official Social Groups:

Unlike the groups of friends, formal social groups are more influential as they perform different functions for the individuals organizing them. The individual usually joins an official group to achieve certain goals, such as making new friends or meeting more famous people, such as sports and cultural clubs, etc. In general, membership in this type of group affects the consumer in many ways. For example, these groups may have a great tendency to talk to one another, and informally about the various brands of goods or services, in addition to the possibility of some of the imitation of the purchase of other members of the group such as admiration.

Shopping Groups: - We often go with shopping groups and the consumer does not go shopping alone and have one or more people to buy food, clothes, furniture or even to spend free time .

2-2-4: Advertising:

At the beginning, I will talk about the concept of advertising: how are the various aspects of activity that lead to the dissemination or broadcasting of classified or audio messages to the public for the purpose of push him to buy goods or services or for the good reception of ideas or people or advertised facilities (Rasheed, 1980).

Advertising assumes a concordance job in forming dreams and helping clients in taking cognizant products and brand choices. Through notice the impact can achieve a more extensive fan, and the primary thought process of publicizing is to educate/persuade/induce/remind the clients about the item/administrations. Publicizing among contending brands has seen to be quickly expanding and has made shoppers greater capacity to think around a few items and administrations in the market. Promoting has advanced from the nearby stage to a global dimension. Presently organizations are looking outside their own nation for new clients. A large portion of the adverts utilize engaging pictures and powerful words to persuade person's discernment about the item. New thoughts and inventive ways pull in clients to purchase the item and recollect the brands. Advertisements have a noteworthy job in impacting clients' purchasing goal. Notice with supports makes simple recognition for the customers for the promoted item. The client regularly will in general connect the brand with the big name and can without much of a stretch enroll the brand in their trusts (Varshney & Aulia, 2017).

Arsan (2011) mentions the role of advertising in influencing the buying behavior :

1-Showing the properties and uses of the item:

In order to be effective must achieve the basic objective, is to change the behavior of potential consumers tendencies and trends which is through the provision of information and the

characteristics and specifications of the goods and their uses in order to convince the audience quickly purchase.

2-The change of the consumers' preference for different brands:

Through the use of its multimedia, the advertisement turns the consumer's preference from a competing brand to its brand, and this is what happens when new items are launched.

3-Explains the benefits of using the item:

This is an important objective that plays a large role in the clarification of the animation and illustrated through the ad text and the host of this commodity to its consumers.

4-Product recall:

This ad is designed to resist consumers' forgetfulness, which makes them demand it again by influencing brand awareness, image characteristics, and remembering the advertisement, that is, if consumers can remember the name of the mark and what are the advantages that attract them and any features in the announcement of the item remained in their minds, And these reminders will be at a later stage after the product has become widely known and became known, in which case the advertiser focuses on the height of the product and its brand.

5-Creates a distinct mental image of the item or store:

This is what many advertisers seek to use the advertising message to achieve reputation and prestige by drawing a good mental image of the commodity or store and often it is advertising on occasions that fit with the item to be announced.

Part 3

Previous Studies

2-3-1: Previous Studies

2-3-2: A Summary of Previous Studies

2-3-3: What Distinguishes this Study?

2-3-1: Previous Studies

-Study of Sarwar, et al., (2018) titled "The Impact of Branding on Consumer Buying Behavior".

The main objective of this study is about the impact of branding on consumer buying behavior. The results showed that all dependent variables are statistically significant and different from 0 except only one variable which is gender. The result also showed that the gender is not so much important and it does not affect the consumer behavior to that extent at which other variables do. So it is proved that branding is very important now days in effecting consumer behavior.

The study sample showed that they like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products

There is a positive correlation among branding and consumer buying behavior.

So it is concluded that branding has a great impact on consumer buying behavior.

-Study of Khuong and Duyen (2016) titled "Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam"

This study examined the influences of skin's health care, body attraction, age and aging process, self image, cognition of using men skin care products to male customer purchase decision of skin care products in Ho Chi Minh City, Vietnam. Quantitative approach was mainly used with a questionnaire developed and distributed to 313 men in the age between 20-50 years old in HCM City. This study found that higher levels of skin's health attention, body attraction, age and aging process, self-image, and cognition of using men skin care products would likely purchase more of men skin care products. In addition, the empirical results indicated that four personal factors of

self-image, skin's health attention, body attraction, and age and aging process had significant effects on male consumer purchase decision.

-Study of Fatima and Lodh (2015) titled" Impact of Advertisement on Buying Behaviors of the Consumers: Study of Cosmetic Industry in Karachi City".

This study aimed to mention the impact of advertisement on buying behaviors of the consumers a study of cosmetic industry in Karachi city.

The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

- Study of Lisa et.al.,(2015)titled "The Effects of Nutrition Knowledge on Food Label Use".

This research review the effects of nutrition knowledge on food label use .The findings of this review suggest that nutrition knowledge supports food label use. Although the literature surrounding the use of ingredient lists is limited, evidence from studies investigating nutrition labels and claims suggests that these areas of food label use benefit from prior knowledge. Drawing from the cognitive literature, nutrition knowledge likely helps by directing attention to salient information, promoting comprehension, allowing more accurate information to be stored in memory and used in decision making situations.

- Study of Altekar and Keskar (2014) titled "A Study of the Factors Impacting the Buying Decision Process vis-à-vis Specified Consumer Durables in NOIDA"

This study seeks to determine the factors impacting shopper decision making in three stages of the Buying Decision Process – Introduction, Influencing and Decision Making in respect of certain consumer durables. The results of the study indicate that while Advertising plays a predominant role during the introduction stage, in introducing the brand to the consumer, family members play the most important role in stages, influencing the choice of the brand pre-store and in the decision making as regards the brand choice. The study also shows that for home appliances, the spouse is the pre-dominating influencing element whereas children are the dominating factor in the family as regards electronic goods. Further study is advised especially to consider factors impacting choice of shopping formats, specific stores, and whether income plays a determining role in the decision making as regards the same.

- Study of Dickinson and MacKay (2014) titled " Health Habits and other Characteristics of Dietary Supplement Users".

This study seeks to mention health habits and other characteristics of dietary supplement users. The study suggests that this usage is one component of a larger effort to develop a healthier lifestyle. The dietary supplement users tend on average to be better educated and to have somewhat higher incomes than nonusers, and these factors may contribute to their health-consciousness. Dietary supplement use also tends to be more prevalent among women than among men, and the prevalence of use increases with age in both men and women.

- Study Walsh, Darlene., (2014), Can Priming a Healthy Eating Goal Cause Depleted Consumers to Prefer Healthier Snacks.

This study seeks to determine the Can priming a healthy eating goal cause depleted consumers to prefer healthier snacks in North America and examine whether priming a healthy eating goal can cause depleted consumers to prefer healthier snacks. This research implied that associating brands with health related claims may or may not affect the consumer food choice, which was dependent on the state of depletion of the consumer. I.e. when consumers are depleted, health related claims are unlikely to have an impact, whereas, in a state of no depletion it is more likely that health related claims affect their food choice.

-Study of Furajietal., (2013) titled " Study on The Influence of Advertising Attractiveness on the Purchase Decisions of Women and Men"

The study attempts to document differences in purchase decisions of men and women. Earlier research has found that they, due to their different upbringing and socialization along with various other social, biological and psychological factors, depict different types of consumer behavior. purpose of this study is to investigate the influence of advertising attractiveness on male and female purchase decisions. aim of the paper is to present the authorial research procedure which proposes the usage of the theory of rough set to determine the rules of the consumers' behavior. Implications and directions for future.

-Study of Leila Haghshenal (2013) titled "Impact of Different Factors Affecting Consumer Behavior and Purchase-Decision."

The study revealed that buying decision process is influenced by controllable and uncontrollable factors. The factors listed are social group, and individual psychological factors, and situational factors, value, performance, benefit, marketing mix.

-Study of Tinne, W. S. (2011) titled "Factors Affecting Impulse Buying Behavior of Consumers at Superstores in Bangladesh."

In this research explored the impact of various variables like discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, influence of reference group, income level of Consumers' and festival season, on consumer impulse buying behavior. The sample was only 50 consumers taken from two super stores in Dhaka city. This study is based on very small sample which may not reflect the population characteristics.

-Study Bui and Kemp's (2011) titled" Consumer Behavior In Choice of Food and Branding."

This study attempted to examine variables that are crucial in the brand building process especially for 'healthy' brands among USA consumers. The findings indicated three essential variables: brand credibility, commitment and connection, to be of utmost importance for the development of branding strategies for such" Healthy Brands".

- Study of Keat, et.al., (2009) titled "Factors Influencing Consumer Purchase Intention of Dietary Supplement Products in Penang Island."

The purpose of this cross-sectional study is to examine the factors influencing consumer purchase intention of dietary supplement products in Penang based on Theory of Planned Behavior (TPB). 367 consumers were recruited from chain pharmacies and hypermarkets in Penang. From statistical analysis, the role of attitude differs from the original TPB model; attitude played a new role as the mediator in this dietary supplement products context. Findings concluded that subjective norms, importance of price and health consciousness affected dietary supplement products purchase

intention indirectly through attitude formation, with 71.5% of the variance explained. Besides, significant differences were observed between dietary supplement products users and non-users in all variables. Dietary supplement product users have stronger intention to purchase dietary supplement products, more positive attitude, with stronger perceived social pressures to purchase, perceived more availability, place more importance of price and have higher level of health consciousness compared to nonusers. Therefore, in order to promote healthy living through natural ways, consumers' attitude formation towards dietary supplement products should be the main focus. Policy maker, healthcare providers, educators, researchers and dietary supplement industry must be responsible and continue to work diligently to provide consumers with accurate dietary supplement products and healthy living information.

2-3-2: A Summary of the Previous Studies

Table (2-1) Summary of the Previous Studies

No	Researcher Name	Title	Main results	Year
1	Sarwar , et.al,	The Impact of Branding on Consumer Buying Behavior" .	Branding has a great impact on consumer buying behavior.	2018
2	Khuong and Duyen	"Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam"	Results indicated that four personal factors of self-image, skin's health attention, body attraction, and age and aging process had significant effects on male consumer purchase decision.	2016
3	Fatima and Lodh	Impact of Advertisement on Buying Behaviors of the Consumers: Study of Cosmetic .Industry in Karachi City"	Advertisements are very useful in creating the awareness among the people but they failed to build strong perceptions in the mind of consumers.	2015
4	Lisa et.al,	The Effects of Nutrition Knowledge on Food Label Use"	. Foods labels can increase consumers' nutrition knowledge levels and may improve nutrition communication	2015
5	Altekar and Keska	"A Study of the Factors Impacting the Buying Decision Process vis-à-vis Specified Consumer Durables in NOIDA"	The results of the study indicate that while Advertising plays a predominant role during the introduction stage, in introducing the brand to the consumer, family members play the most important role in stages, influencing the choice of the brand pre-store and in the decision making	2014
6	Dickinson and MacKay	" Health Habits and other Characteristics of Dietary Supplement Users"	Dietary supplements are used by half to two-thirds of American adults, and the evidence suggests that this usage is one component of a larger effort to develop a healthier lifestyle.	2014
7	Walsh, Darlene,	Can Priming a Healthy Eating Goal Cause Depleted Consumers to Prefer Healthier Snacks	This research implied that associating brands with health related may affect consumer food choice	2014

8	Leilaa and Haghshenal	Impact Of Different Factors Affecting Consumer Behavior and Purchase-Decision.	The study revealed that buying decision process is influenced by controllable and uncontrollable factors.	2013
9	Furajiet, etal,	The Influence of Advertising Attractiveness on the Purchase Decisions of Women and Men"	The study found that the advertising plays and affects the purchasing decision of men and women in a different way, as a result of the tendency towards the commodity	2013
10	Tinne, W. S.	Factors Affecting Impulse Buying Behavior of Consumers at Superstores in Bangladesh.	It is found that the promotion activities affect the sales of superstore	2011
11	Bui and Kemp's	"CONSUMER BEHAVIOR IN CHOICE OF FOOD AND BRANDING	The findings indicated three essential variables: brand credibility, commitment and connection, to be of utmost importance for the development of branding strategies for such" Healthy Brands"	2011
12	Keat, et.al.	" Factors Influencing Consumer Purchase Intention of Dietary Supplement Products in Penang Island"	In order to promote healthy living through natural ways, consumers' attitude formation towards dietary supplement products should be the main focus. Policy maker, healthcare providers, educators, researchers and dietary supplement industry must be responsible and continue to work diligently to provide consumers with accurate dietary supplement products and healthy living information	2009

2-3-3: What Distinguishes this Study?

Food supplements have become necessary at the moment as there are many stores that sell these supplements, that's why this study was done in order to help stores which sell food supplements knowing what is actually the most appropriate and the best way to sell these supplements and what marketing methods can persuade consumers to buy a specific dietary supplement.

This study has taken some variables which have never been taken in Jordan before, and this is what actually distinguishes it such as dietary specialist and its impact on the purchasing decision of the consumer. In addition, the study will provide a set of conclusions and recommendations that will help companies and stores that sell food supplements to know what factors literally affect the decision to buy supplements of the individual (customer). This helps them develop and improve their products as well as developing marketing methods through which they can reach the Consumer's satisfaction.

Chapter Three Methodology

- 3.1 Introduction**
- 3.2 Methodology**
- 3.3 Study Population**
- 3.4 Study Sample**
- 3.5 Questionnaire Design**
- 3.6 Data Collection**
- 3.7 Validity and Reliability**
- 3.8 Method of Data Analysis**
- 3.9 Study Determinants**

3-1 Introduction

This chapter includes all topics that explain the research methodology. It is divided into the following nine sections: methodology, questionnaire design, study population, study sample, data collection, validity and reliability, method of data analysis, and study determinants.

3-2 Methodology

This study aims to recognize the impact of various factors represented by (Brand Image, Dietary specialist, Reference Groups,, and Advertising) on the on the decision to buy dietary supplements.

The study is implemented on consumers of dietary supplements. The study includes four independent variables (Brand Image, Dietary specialist, Reference Groups, and Advertising). While the dependent variables of the decision to buy dietary supplements.

The study is an empirical research, it used a descriptive and analytical approaches. The researcher designed one questionnaire instrument for consumers buy dietary. The questionnaire was designed to collect and analyze the data to get the information needed in this study for empirical purposes. The researcher translated the questionnaire into Arabic language to distribute it to the purposive sample of respondents.

3-3 Study Population

The population of the study included all consumers dietary supplements in Amman city, The study didn't distinguish between male and female or ages on the study.

3-5: Research Sample

The researcher cannot calculated population size There aren't any statistically data about size of consumers dietary supplements in Amman city. Therefore the researcher supposed the maximum population size in Sekaran table (Sekaran, 2003) which is the representative sample shouldn't be

less than (384) , for more accuracy and to avoid mistakes, the researcher distributed (430) questionnaires. The questioners were distributed inside and outside Gym and dietary supplements shops, the researcher depended upon random samples for distributing the questionnaires.

About (14) questionnaires were unreturned which represents (3.35%) of all questionnaires. After reviewing them, (21) questionnaires were refused due to some data and questions left blank, so about (92%) of the returned questionnaires were valid to be analyzed. The sample size is (395) respondents.

3-5 Questionnaire Designs

The questionnaire instrument was divided into two parts, demographic and measurement of the dependent and independent variables. Table (3-1) shows the parts of questionnaires and appendix (1) shows more details of the questionnaires.

Table (3-1) Parts of Questionnaires

Part one: Demographic characteristics	
Characteristics	Paragraphs
Gender	2
marital status	3
Level of education	4
Age	4
Income	3
Part two: Variables	
Independent Variables	Paragraphs
Brand image	8
Dietary specialist	7
Reference group	7
Advertising	5
Dependent Variables	Paragraphs
Decision buy food supplement	5

The researcher depended on Likert scale for filling in the questionnaires, the table (3-2) shows the answers regarding Likert.

Table(3-2) Likert Scale

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

3-6 Data Collection

The data collection, manners of analysis and programs used in the current study are based on two sources:

1. **Primary source:** the questionnaire that was designed to reflect the study objectives and questions.

In this study, both primary and secondary data were used. Data for the model collected via questionnaire. After conducting a thorough review of the literature, the researcher formulated the questionnaire instrument for this study.

2. **Secondary sources:** books, journals, articles and previous theses to write the theoretical framework of the study.

3-7 Validity and Reliability

- **Face Validity**

Face validity, also called logical validity, is a simple form of validity where you apply a superficial and subjective assessment of whether your study or test measures what it is supposed to measure (Gay & Airasian, 2000). The face validity is one of the measurements tools evaluate the questionnaires' validity, its scale was high as conformed by consulting the subjects of the study.

To measure the questionnaire statements for clarifying and providing a coherent research questionnaire, a macro review covers to all the research constructs was performed by academic reviewers-from Jordanian universities specialized in business management and marketing management. Some items were added based on their valuable recommendations. Some others were

reformulated to become more accurate which is therefore expected to enhance the research instrument. Appendix (2).

•Reliability

Reliability is the degree to which a test consistently measures whatever it is measuring and the reliability coefficient indicates the consistency of the score produced (Gay & Airasian, 2000).

Reliability of the scale is that an instrument provides similar results every time it is administered to the same sample at different times.

The reliability analysis applied to the level of Cronbach Alpha (α) is the criteria of internal consistency which was at a minimum acceptable level (Cronbach's Alpha ≥ 0.60) suggested by (Sekaran, 2003). Table (3-3) shows the reliability of the independent and dependent variables (Cronbach's Alpha).

Table (3-3) Reliability of the Independent and Dependent Variables (Cronbach's Alpha)

Number	Variables	Questions	Cronbach's Alpha
1	Brand image	Q1-Q8	0.749
2	Dietary specialist	Q9-Q15	0.780
3	Reference group	Q16-Q22	0.705
4	Advertising	Q23-Q27	0.706
5	Decision to buy food supplement	Q28-Q32	0.716
	All items		0.804

From the table, we can see that all study variables have more than (0.6), the largest variable's number belongs to “**Brand image**” (0.749), and the lowest variable's number belongs to

“**Reference group**” (0.705). For all items the Coefficient Cronbach’s Alpha is (0.804). Therefore, the research results can be accepted according to (Sekaran, 2003).

3-8 Method of Data Analysis

The data were analyzed by using SPSS version 24 , following the type of analysis which is in the study:

- **Mean** : To measure respondents answers on questioner statements and classify it regrading importance level
- **Standard Deviation** : To measure and quantify the amount of variation or dispersion of a set of data values.
- **Spearman Correlation** : To measure and analyze the degree of relationship between two or more variables. The degree of relationship is expressed by coefficients which range from correlation ($-1 \leq r \leq +1$).
- **Cronbach`s Alpha**: To test the reliability of the data collection tool and used to measure the variables included in the study.
- **Normal Distribution** : To measure data distributions of the linear regression analysis requires all variables to be normal distribution. Normality can be checked with Skewness and Kurtosis.
- **Multi-collinearity Test** : To measure if there is a strong relationship between the independent variables by measuring the influence of each independent variable on others.
- **Multiple Regression** : To measure the Impact of multi independent variables on the dependent variable.

- Stepwise Regression** : To classify the independent variable depending on which has the most contribution to the mediating variable, as well as excluding the variables that do not have a high contribution.

- Simple Regression** : To measure the impact of single independent variable on the dependent variable.

3-9 Research Determinants

Research limitations are:

Human Limitations: Consumers of dietary supplements .

Location Limitations: Amman city.

Time Limitations: First Semester 2018/2019.

Subject Limitations: Factors Influencing Consumers Buying Decision of Dietary Supplements.

Chapter Four

Data Analysis and Findings

- 4.1 Introduction**
- 4.2 Demographic Characteristics of the Sample**
- 4.3 Description of Variables**
- 4.4 Test of Validity**
- 4.5 Regression Analysis**

4-1 Introduction

According to the purpose of the research and the research framework presented in the previous chapter, this chapter describes the results of the statistical analysis of the data collection for the research questions and research hypotheses. The data analysis includes characteristics of the sample, a description of the Means and Standard Deviations for the questions of the study, Multiple, Stepwise, Simple Linear and Regression analysis were used.

4-2 Demographic characteristics of the sample

Five demographic variables were included in this study's questionnaire (Gender, marital status ,Level of education, Age, and Income) .The results in table (4–1) represent distribution of the sample individuals according to the demographic variables:

Table (4-1) Percentage of Demographic Characteristics in the Questionnaire

Items	Characteristics	Frequencies	Percentage
Gender	Male	218	55.2%
	Female	177	44.8%
	Total	395	100%
Marital status	Single	78	19.7%
	Married	300	75.9%
	Others	17	4.3%
	Total	395	100%
Age	18- 30 years	53	13.4%
	31 –40 years	303	76.7%
	41 –50 years	32	8.1%
	50 years and over	7	1.8%
	Total	395	100%
Level of education	Secondary school and below	59	14.9%
	Diploma	140	35.4%
	Bachelor	163	41.3%
	Higher study	33	8.4%
	Total	395	100%
Income	220-400 JD	124	31.4%
	401-1000 JD	135	34.2%
	Above 1000 JD	136	34.4%
	Total	395	100%

The number of males who participated in the research slightly exceeded the number of female participants; about 55% in comparison to about 45%. The results indicated that males are the major of sample size.

The participants were divided into four age groups; 18 to 30 years old, 31 to 40 years old, 41 to 50 years old, and more than 51 years old. The highest percentage is of those participants who are between 31 and 40 years old; about 77%. The lowest percentage of age group participation is for participants who are more than 51 years old; at only about 2%. The variety of age groups in the research which intends to involve participants of different ages.

The marital status was measured based on three categories ,single , married , and others. The results indicated variation in the marital status of participants. The largest percentage , about of 76% belongs to married. While the lowest percentage obtains others about 4%.

The level of education was measured based on four educational categories; Secondary school and below Diploma, Bachelor's Degree and Higher study. The results showed variation in the educational level of participants. The largest percentage, about 41% of participants, obtains bachelor certificate, whereas about 8% has Higher study.

Not all the participants earn the same monthly income. Therefore, 3 monthly incomes were defined; 220 to 400 JD , 401 to 1000 JD, and above 1000 JD . The results show that 34.4% of participants have above 1000 JD . On the other hand, about 31% of the participants have earn to 400 JD.

4-3 Description of Variables

The importance of respondents' answers has been classified into 3 levels according to the following formula:

$$\text{Level of Importance} = \frac{\text{Upper limit of response} - \text{Lower limit of response}}{\text{Number of Levels}}$$

$$\frac{5-1}{3} = 1.33$$

The following table (4-2) shows the ranges of the computed levels.

Table (4-2) Statistical Criterion for Interpreting Arithmetic Means of the Study's Variables

Level	Means
High	3.67 – 5
Medium	2.33 – 3.66
Low	1 - Less than 2.33

Five variables were used in the study, four were independent ,and one was dependent. The following discussion shows the “Mean value” and “Standard Deviation” of the respondents answers.

- **Independent Variables**

1. Brand Image

The first independent variable (brand image), was measured by eight questions, table (4-3) shows the “Mean value” and “Standard Deviation” for the respondents' answers towards this variable.

Table (4-3) Means and Standard Deviation for Brand Image Variable

Items	Means	Standard Deviation	Importance	Level
1. You have formed a positive image of dietary supplements	4.08	1.097	1	High
2. You find that the supplements are of high quality	3.94	1.118	3	High
3. You choose a brand of supplements that you feel will contribute in building an athletic body	3.93	1.170	4	High
4. You prefer a particular brand when buying food supplements	3.98	1.017	2	High
5. You figure out that you will repeat buying the same brand of food supplements that you are currently using	3.92	1.172	5	High
6. You choose a brand of food supplements because they are famous	3.86	1.163	6	High
7. You remember the brand you use for supplements when you advertise about these products	3.61	1.196	8	Medium
8. You find that what people talk about food supplements is honest; which contributes in building a mental image of nutritional supplements	3.81	1.291	7	High
Average	3.89	1.153		High

Regarding the detailed description for each question for (**Brand image**) dimension, the results show that paragraph one , (**You have formed a positive image of dietary supplements**) is ranked (first) in the priority scale with means (4.08). Whereas paragraph seven (**You remember the brand you use for supplements when you advertise about these products**) is ranked in the (eight) and the lowest importance with means (3.61).

The results show that all means of questions for this dimension are high importance level with mean (3.89).

2. Dietary specialist

Seven questions measured the organizing variable, table (4-4) shows the “Mean value” and “Standard Deviation” for the respondents' answers to this variable.

Table (4-4) Means and Standard Deviation for Dietary specialist Variable

Items	Means	Standard Deviation	Importance	Level
9. I received advice and guidance from a dietitian about dietary supplements.	4.15	1.167	1	High
10. The nutritionist shows the pros and cons of using dietary supplements	3.74	1.169	5	High
11. You consult your nutritionist before using supplements	3.87	1.173	2	High
12. You trust the information you get from a nutritionist about dietary supplements	3.62	1.221	6	Medium
13. The nutritionist provides me with accurate information about dietary supplements	3.56	1.377	7	Medium
14. You follow the information published by the nutritionist in the newspapers	3.82	1.552	3	High
15. You follow the information published by the nutritionist on social media	3.76	1.280	4	High
Average	3.78	1.277		High

From the results of Table (4-4), it is obvious that the questions of dietary specialist are valid between (high and medium) level of importance. The highest means (4.15) belongs to question nine , which is (**I received advice and guidance from a dietitian about dietary supplements**). While the lowest means (3.56) belongs to paragraph thirteen, which is (**The nutritionist provides me with accurate information about dietary supplements**) it is within (medium) level.

The dietary specialist variable scores a high level average man (3.78).

3. Reference group

Seven questions to measure the reference group variable, table (4-5) shows the “Mean value” and “Standard Deviation” for the respondents' answers to this variable.

Table (4-5) Means and Standard Deviation for Reference group Variable

Items	Means	Standard Deviation	Importance	Level
16. You seek advice from family members before buying food supplements	4.48	0.967	1	High
17. You find that family members have complete information about dietary supplements	4.01	1.035	2	High
18. You think about how it would react to my family members about dietary supplements before buying	3.91	1.184	3	High
19. You find that your friends have reliable information about dietary supplements	3.73	1.330	5	High
20. You discuss with your friends before choosing a dietary supplement	3.54	1.334	7	Medium
21. I ask advice from friends about the use of dietary supplements	3.74	1.284	4	High
22. You buy food supplements used by friends	3.69	1.445	6	High
Average	3.87	1.225		High

From table (4-5) the highest means (4.48) belongs to question sixteen (**You seek advice from family members before buying food supplements**). While the lowest means value (3.54), belongs to question twenty (**You find that your friends have reliable information about dietary supplements**) although it is high value.

The reference group variable scores a high level average man (3.87) , which indicates according to respondents' opinion reference group is important variable for the consumers.

4. Advertising

Five questions measured the advertising variable; table (4-6) shows the “Mean value” and “Standard Deviation” for the respondents' answers to this variable.

Table (4-6) Means and Standard Deviation for Advertising Variable

Items	Means	Standard Deviation	Importance	Level
23. I follow the information that are published through television ads about dietary supplements	4.37	1.006	1	High
24. I follow-up information that are published through Facebook on dietary supplements	3.93	1.035	2	High
25. You follow Ads messages that are published via radio about dietary supplements	3.79	1.221	4	High
26. I trust the information published on food supplements through YouTube website	3.67	1.350	5	High
27. I follow the information that are published through television ads about dietary supplements	3.88	1.320	3	High
Average	3.92	1.186		High

From table (4-6), all advertising questions are within a high level of importance, the highest means (4.37) belongs to question twenty-three (**I follow the information that are published through television ads about dietary supplements**).

While the lowest means (3.67) belongs to question ten (**I trust the information published on food supplements through YouTube website**) although it is within high level .

The advertising variable scores a high level mean average (3.92), which indicates according to respondents' opinions the importance of advertising to respondents.

Table (4-7) shows a comparison between the independent variables using the Mean value and Standard Deviation as a measure.

Table (4-7) Means and Standard Deviation for the Independent Variables

Variables	Mean	Standard Deviation	Importance	Level
Brand image	3.89	1.153	2	High

Dietary specialist	3.78	1.277	4	High
Reference group	3.87	1.222	3	High
Advertising	3.92	1.186	1	High
Average	3.86	1.209		High

Advertising variable has the highest means value (3.92) and this reflects the importance of the variable. On the other hand, the lowest variable with the lowest means value (3.78) is **Dietary specialist**, although it is within a high level classification, all independent variables have high level value with a means value (3.86).

- **Dependent variables (Decision buy food supplement)**

The dependent variable which is Decision buy food supplement was measured by 5 questions. The following table shows the “Mean value” and “Standard Deviation” for the respondents' answers towards this dependent variable.

Table (4-8) Means and Standard Deviation for Decision buy food supplement Variable

Items	Means	Standard Deviation	Importance	Level
28. The decision to purchase food supplements is influenced by the brand's reputation	4.12	1.024	2	High
29. You have a positive image of the brand of dietary supplements, which influenced your purchase decision	3.88	0.933	4	High
30. The decision to purchase nutritional supplements is affected by information obtained from a nutritionist	3.87	1.024	5	High
31. The decision to purchase food supplements is influenced by the information obtained from reference groups	4.01	1.024	3	High
32. Information published in advertising messages about dietary supplements affect your purchase decision.	4.28	1.066	1	High
Average	4.03	1.014		High

From table (4-8), all Decision buy food supplement questions are within a high level of importance, the highest means (4.28) belongs to question thirty-two (**Information published in advertising messages about dietary supplements affect your purchase decision**).

While the lowest (3.87) belongs to question thirty (**The decision to purchase nutritional supplements is affected by information obtained from a nutritionist**) although its within high level . The Decision to buy food supplement variable scores a high level means average (4.03).

4-4: Test of Data Validity

•Normal Distribution

One of the conditions in using linear regression test is that the data should show normal distribution as indicted by Skewness and Kurtosis. When the Skewness is close to (0) and Kurtosis is close to (0) or (3), that indicates a normal distribution of data (Landaus, et, al. 2004). Table (4-18) shows the result of normal distribution of the Independent variables.

Table (4-9) Normal Distribution of the Independent Variables

	Brand image	Dietary specialist	Reference group	Advertising
Skewness	-0.409	-0.188	-0.292	-0.302
Kurtosis	2.817	2.747	2.839	3.002

The table (4-9) explains independent variables skewness and kurtosis. The variable is closest to (0), is dietary specialist (-0.188). On other hand, all independent variables the kurtosis are close to (3) the closest variable to (3) is advertising too. That result indicates the data show a normal distribution.

•The Multicollinearity

The Multicollinearity test indicates if there is a strong relationship between the independent variables by measuring the influence of each independent variable on others. To measure the Multicollinearity we use the correlation indicator, to measure the strength and the indication of the relationship and phenomenon, the correlation between the variables has to be (0.9) or less (Pallant, 2003).

Table (4-10) shows that all the coefficient relations are less than (0.9), so there is no existence of the Multicollinearity between the independent variables. The highest correlation between dietary specialist and reference group is (0.476). While the lowest correlation between brand image and advertising is (0.256).

Table (4-10) Correlations of Independent Variables

Independent Variables	Brand image	Dietary specialist	Reference group	Advertising
Brand image	1	0.348**	0.403**	0.256**
Dietary specialist		1	0.476**	0.376**
Reference group			1	0.382**
Advertising				1

**. Correlation is significant at the 0.01 level (2-tailed).

• Testing the Variance Inflation Factors (VIF):

Table (4-11) shows the results of testing the variance inflation factors which are related to checking the existence or nonexistence of Multicollinearity problem between the independent variables including (support of the senior leadership, continuous improvement, feedback, and control):

**Table (4-11) Results of (VIF) test to check the existence or nonexistence of
Multicollinearity problem between the independent variables**

No.	Independent Variables	Tolerance (*)	VIF	Critical value
1	Brand image	0.891	1.122	10
2	Dietary specialist	0.769	1.300	10
3	Reference group	0.753	1.328	10
4	Advertising	0.855	1.169	10

The results in Table (4-9) indicate that the Multicollinearity problem doesn't exist between the independent variables. Which is supported by the calculated values of (VIF) test of the mentioned variables which are (1.122 ,1.300, 1.328, and 1.169) respectively, whereas all the calculated values of (VIF) are less than the critical value of the test which is (10) .

4.6 Hypotheses Testing

The linear regression procedure examines the impact of the set of Independent variables on the dependent variable. In this study, the hypothesis testing is based on three linear regression types: Multiple, Simple and Stepwise Regression. For the first main hypothesis the Multiple Regression was used, for sub- hypothesis the Simple Regression was used, Finally the Stepwise Regression was used to indicate which independent variable has the most impact on the dependent variables.

- **Main Hypothesis**

H0: there is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the (Brand image, Dietary specialist , Reference group, and Advertising) on the decision to buy dietary supplements.

Table (4-12) shows the result of Multiple Regression of the First Main Hypothesis.

Table (4-12) Results of Multiple Regressions of the First Main Hypothesis

Dependent Variable	R	R ²	F	SIG	Independent Variable	B	T	Sig
Decision to buy dietary supplements.	0.562	0.315	44.937	0.00	Brand image	0.203	5.688	0.000
					Dietary specialist	0.205	5.261	0.000
					Reference group	0.179	4.114	0.000
					Advertising	0.077	2.107	0.036

Table (4-12), shows the research dependent variables (Brand image, Dietary specialist , Reference group, and Advertising) are significant, because **F** significant is (0.00) which is less than (0.05), and the calculated **F** value (44.937) is more than **F** table (2.89). Therefore ,we reject the null hypothesis and accept the alternative one which states that **there is statistically significant effect at the level of ($\alpha \leq 0.05$) of the (Brand image, Dietary specialist , Reference group, and Advertising) on the decision to buy dietary supplements**

The relationship between the dependent and independent variables is strong and positive. It is more than (0.5) (Cohen, 1988), $R = 0.562$. Also, the $R^2 = 0.315$, which means that the independent variables contribution strongly effect the dependent variables with percentage of 31.5%.

Since the value of the calculated **t** value for the variables (Brand image 5.688, Dietary specialist 5.261 , Reference group 4.117, and Advertising 2.107), are more than the **t** value table (1.96). This means they have statistically significant effect on the dependent variables.

• Stepwise Regression

The stepwise classifies the independent variable depending on which has the most contribution to the dependent variable, as well as excluding the variables that do not have a high contribution. Table (4-13) shows the results of Stepwise Regression.

Table (4-13) Results of Stepwise Regression

Number	Variables	F	R	R ²	Sig
1	• Dietary specialist	90.269	0.432	0.187	0.000
2	- Dietary specialist - Brand image	72.239	0.519	0.269	0.000
3	- Dietary specialist - Brand image - Reference group	57.927	0.555	0.308	0.000
4	- Dietary specialist - Brand image - Reference group - Advertising	44.937	0.562	0.315	0.000

The Stepwise Regression classified the independent variables into four groups; the first one included the dietary specialist , which has the contribution to the dependent variable (18.7%).

The second group contains the Dietary specialist and brand image which contribute to the dependent variable (26.9%).

The third group contains the Dietary specialist , brand image, and reference group which contribute to the dependent variable (30.8%).

The last group contains Dietary specialist , brand image, reference group , and advertising which contribute to the dependent variable (31.5%).

• **First sub hypothesis**

H02: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the brand image on the decision to buy dietary supplements

Table (4-14) shows the Result of Simple Regression for the first Sub Hypothesis.

Table (4-14) Results of Simple Regression for the first Sub- Hypothesis

Dependent Variable	R	R ²	Independent Variable	B	t-table	t - Calculated	SIG
Decision to buy dietary supplements	0.392	0.154	Brand image	0.315	1.962	19.011	0.00

Table (4-14) shows that the calculated t - value (19.011) is higher than t - table value (1.96), and this indicates that there is a statistically significant effect of the independent variable on the dependent variable. The significant value of t is less than (0.05), and accordingly, the researcher rejected the null hypothesis and accepted the alternative one which states that: **There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the brand image on the decision to buy dietary supplements**

Table (4-14) also shows that there is a positive (medium) correlation between the independent and dependent variable indicated by R value ($R = 0.643$) which is between (0.3-0.49) (Cohen, 1988). In addition, the brand image variable contribution on the decision to buy dietary supplements (15.4%) where ($R^2 = 0.154$) , and the remaining percentage is due to the other factors.

As B was (0.315) this means the increase of one unit in brand image will increase the decision to buy dietary supplements (0.315).

• **Second sub hypothesis**

H0₃: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the dietary specialist on the decision to buy dietary supplements

Table (4-15) shows the Result of Simple Regression for the second Sub Hypothesis.

Table (4-15) Results of Simple Regression for the second Sub- Hypothesis

Dependent Variable	R	R ²	Independent Variable	B	t-table	t - Calculated	SIG
Decision to buy dietary supplements	0.432	0.187	Dietary specialist	0.353	1.962	18.811	0.00

Table (4-15) shows that the calculated t - value (18.811) is higher than t - table value (1.96), and this indicates that there is a statistically significant effect of the independent variable on

the dependent variable. The significant value of t is less than (0.05), and accordingly, the researcher rejected the null hypothesis and accepted the alternative one which states that: **There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the dietary specialist on the decision to buy dietary supplements**

Table (4-15) also shows that there is a positive (medium) correlation between the independent and dependent variable indicated by R value ($R = 0.432$) which is between (0.3-0.49) (Cohen, 1988). In addition, the dietary specialist variable contribution on the decision to buy dietary supplements (18.7%) where ($R^2 = 0.187$), and the remaining percentage is due to the other factors.

As B was (0.353) this means the increase of one unit in dietary specialist will increase the decision to buy dietary supplements (0.353).

- **Third sub hypothesis**

H04: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the reference group on the decision to buy dietary supplements

Table (4-16) shows the Result of Simple Regression for the third Sub Hypothesis.

Table (4-16) Results of Simple Regression for the third Sub- Hypothesis

Dependent Variable	R	R ²	Independent Variable	B	t-table	t - Calculated	SIG
Decision to buy dietary supplements	0.405	0.164	Reference group	0.365	1.962	16.098	0.00

Table (4-16) shows that the calculated t - value (16.098) is higher than t - table value (1.96), and this indicates that there is a statistically significant effect of the independent variable on the dependent variable. The significant value of t is less than (0.05), and accordingly, the researcher rejected the null hypothesis and accepted the alternative one which states that: **There**

is no statistically significant effect at the level of (0.05) of the reference group on the decision to buy dietary supplements

Table (4-16) also shows that there is a positive (medium) correlation between the independent and dependent variable indicated by R value ($R = 0.405$) which is between (0.3-0.49) (Cohen, 1988). In addition, the reference group variable contribution on the decision to buy dietary supplements (16.4%) where ($R^2 = 0.164$), and the remaining percentage is due to the other factors.

As B was (0.365) this means the increase of one unit in reference group will increase the decision to buy dietary supplements (0.365).

• **Fourth sub hypothesis**

H05.: There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the advertising on the decision to buy dietary supplements

Table (4-17) shows the Result of Simple Regression for the fourth Sub Hypothesis.

Table (4-17) Results of Simple Regression for the fourth Sub- Hypothesis

Dependent Variable	R	R ²	Independent Variable	B	t-table	t - Calculated	SIG
Decision to buy dietary supplements	0.286	0.082	Advertising	0.231	1.962	5.928	0.00

Table (4-17) shows that the calculated **t**- value (5.928) is higher than **t**- table value (1.96), and this indicates that there is a statistically significant effect of the independent variable on the dependent variable. The significant value of **t** is less than (0.05), and accordingly, the researcher rejected the null hypothesis and accepted the alternative one which states that: **There is statistically significant effect at the level of (0.05) of the advertising on the decision to buy dietary supplements**

Table (4-17) also shows that there is a positive (weak) correlation between the independent and dependent variable indicated by R value ($R = 0.286$) which is less than (0.3) (Cohen, 1988). In addition, the advertising variable contribution on the decision to buy dietary supplements (8.2%) where ($R^2 = 0.082$), and the remaining percentage is due to the other factors. As B was (0.231) this means the increase of one unit in advertising will increase the decision to buy dietary supplements (0.231).

Chapter Five

Conclusions and Recommendations

5.1 Introduction

5.2 Conclusions

5.3 Recommendations

5-1: Introduction

Chapter four provided an analysis of the collected data of this study, while the conclusion will be drawn from the empirical data and the results of testing the study hypothesis in order to match or mismatch with previous studies. The recommendations will be illustrated in the final section of this chapter.

5.2 Discussion and Conclusions

In this chapter the researcher reflected on the study entirety. By that reflection, the researcher also considered the future research implications. In general, this study has focused on the following objectives:

1. Determining the effect of various factors represented by (Brand image, Dietary specialist, Reference Groups, and Advertising) on the decision to buy dietary supplements.

In line with the first objective, having evidence for various main relationships between brand image , dietary specialist , reference group , and advertising variables and decision to buy dietary supplements. The results of the main objective revealed that there is a statistically significant effect of Brand image , Dietary specialist , Reference group , and Advertising on Decision to buy dietary supplements. The independent variables contribution Compliance with about (32%) of changes in the Decision to buy dietary supplements. Therefore, this study succeeded to support the association between all independent variables as included in the model of this study and Decision to buy dietary supplements.

The results showed the dietary specialist has the most contribution with Decision to buy dietary supplements among study independent variable about (19%). On the other hand, the advertising represents the less contribution with Decision to buy dietary supplements about (8%).

2. Identifying the influence of various factors represented by the brand image on the decision to buy dietary supplements

The results of the second objective revealed that there was a significant effect brand image on Decision to buy dietary supplements and the brand image has contributions on the dependent variable about (15%), as well as, there was a positive relationship between brand image and the Decision to buy dietary supplements

had a medium significant relationship, also increase of one unit in brand image will develop the decision to buy dietary supplements by (0.315). That indicates that the enhanced level of brand image will enhance decision to buy dietary supplements. The result matches Study of Sarwar , et.al., (2018) There is a positive correlation among branding and consumer buying behavior.

3. Showing the influence of the dietary specialist doctors on the decision to buy dietary supplements.

The results of the third objective revealed that there was a significant effect of dietary specialist on decision to buy dietary supplements and the dietary specialist has the highest contribution on the dependent variable about (19%), as well as, there was positive relationship between dietary specialist and decision to buy dietary supplements had a medium significant relationship, also increase of one unit in dietary specialist will develop the decision to buy dietary supplements by (0.353). that indicates that the enhanced level of dietary specialist will enhance the decision to buy dietary supplements.

4. Determining the influence of the reference group on the decision to buy dietary supplements.

The results of the fourth objective revealed that there was a significant effect of reference group on decision to buy dietary supplements and the reference group has contribution on the dependent variable about (16%), as well as there was positive relationship between reference group and decision to buy dietary supplements had a medium significant relationship. Also increase of one unit in reference group will develop the decision to buy dietary supplements by (0.365). that indicates that the enhanced level of reference group will enhance decision to buy dietary supplements. The result matches Leila Haghshenal et al.,(2013) study that buying decision process is influenced by controllable and uncontrollable factors. The factors listed are social group, individual psychological factors, and other factors. It also matches the study of Tinne, W. S. (2011), that found the impact of reference group on consumer impulse buying behavior.

5. Determining the influence of the advertising on the decision to buy dietary supplements.

The results of the fifth objective revealed that there was a significant effect of advertising on decision to buy dietary supplements and the advertising has the lowest contributions on the dependent variable about (8%), as well as, there was positive relationship between advertising and decision to buy dietary supplements had a weak significant relationship, Also increase of one unit in advertising will develop the decision to buy dietary supplements by (0.231). That indicates that the enhanced level of advertising will enhance decision to buy dietary supplements. The result matches the Study of Tinne, W. S. (2011) , which found that the impact of various variables like discount offer, various scheme, promotional activities, retail store offer, display of product, behavior of sales person, popularity of product, on consumer impulse buying behavior. But the result mismatches the Study of Altekar and Keskar (2014), that found advertising plays a predominant role during the introduction stage, in introducing the brand to the consumer.

6. To Diagnosing the level of independent variables

- Based on the opinion of the consumers, the mean of independent dimensions scored a value of (3.86) which indicates a high level of importance. The highest important level independent variable belongs to advertising with mean value of (3.92). Conversely, the lowest important level independent variable belongs to dietary specialist with mean value of (3.78), although it belongs to a high level of importance.
- Most of the respondents have formed a positive image of dietary supplements scored value mean (4.08) It belong to a high level of importance. On the other hand some of the participants remember the brand you use for supplements when you advertise about these products scored value mean (3.61) it belongs to medium importance.
- Most of the respondents received advice and guidance from a dietitian about dietary supplements scored mean (4.15) It belongs to a high level of importance. At the same time, not all the respondents received accurate information about dietary supplements from the nutritionist scored value mean (3.56) it belongs to medium level.
- The respondents mainly received advice about buying food supplements from family member scored value mean (4.48) which indicates that the family has more influence on the respondents about buying

food supplements. But a few of the respondents discuss with their friends before choosing a dietary supplement scored (3.54) It belongs to medium level. The result matches a Study of Sarwar , et.al., (2018) which found that family is the most influential reference group. It also matches a Study of Altekhar and Keskar (2014) that found family members play the most important role in stages, influencing the choice of the brand pre-store and in the decision making as regards the brand choice.

- Advertising of dietary supplements classified high level of importance, Most of the respondents follow and believe the information which is advertised through television scored (4.37) It belongs to high level of importance. The result matches a Study of Fatima and Lodh (2015) that advertisements are very useful in creating awareness among the people.
- Based on respondents opinion, the information published in advertising messages have high effect on purchase decision scored (4.28) It belongs to high level of importance.

5.3 Recommendations

From the above discussions and results the researcher recommends different points which are important to the study which include ;

- Companies of dietary supplements should have to raise focus on advertising and design advertising matches with consumers and they need about the dietary.
- The companies should redesign the advertising campaign to encourage clear message to the consumers. Also the companies should utilize different advertising tools with such as social media and TV channels.
- The companies and gyms should employ qualified dietary specialists to provide accurate information as well as advertising dietary supplements.
- Raise the capacity of the dietary specialist about new products and updating his data.
- The consumers should receive the information dietary supplements from qualified dietary specialist.
- The consumers receive advice about dietary supplements mainly from family , therefore, the companies which produce dietary supplements should target the family in the advertising.

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Appendix (1): Questionnaire Evaluation Committee

Names of the respectable evaluators who have judged and evaluated the questionnaire. In coordination with my supervisor, I have considered all opinions and notes they made.

Name	Name	University/Organization	Academic Rank/ job title
1	Prof. Zakaria Azzam	Zaraq University	Professor
2	Prof. Mustfs Al shaikh	Zaraq University	Professor
3	Prof. Mamdooh Ziadat	Philadelphia	Professor
4	Prof. Mahmood Al Suamydai	Al-Zaytona University	Professor
5	Prof. Hameed Al Taie	Al-Zaytona University	Professor
6	Dr. Anbar shlash	Petra University	Associate Professor
7	Dr.Tariq Hashim	Isra university	Assistant Professor
8	Dr. Iyad khanfar	Zaraq University	Assistant Professor
9	Dr. Hamdi Barakat	AJloon University	Assistant Professor
10	Dr.Amer Alshishany	Hashemite University	Assistant Prafessor

Appendix (2): English Questionnaire

Faculty of Graduate Studies

Zarqa University

Marketing Department

Questionnaire

Dear brother / sister

Peace, mercy and blessings of God be upon you, and then

Completion of **the requirements for obtaining a master's degree in marketing specialization**

The researcher intends to conduct a study entitled: **Factors Influencing Consumers Buying Decision Of Dietary Supplements**

(Empirical Study In Amman City - Jordan)

Please kindly read the questionnaire accurately, and answer with credibility in order to have reliable results, knowing that your answers will be used for scientific research purposes only and will be treated with complete confidentiality.

Thank you for your cooperation

Student: Ahmad Osama

Supervisor: Prof. Dr. Rudaina Othman

Mobile phone: 0781998406

Email: ahmad_hammad1955@yahoo.com

First Section:

Personal Information:

Please tick (√) in front of the choice that suits your answer from the following data:

1- Gender:

- ☐ Male ☐ Female

2- Marital Status:

- ☐ Single ☐ Married ☐ Other

3- Educational qualification:

- ☐ High School or below ☐ Diploma ☐ Bachelor degree ☐ Postgraduate

4- Age:

- ☐ 18-30 years old ☐ 31- 40 years old ☐ 41- 50 years old ☐ 51 and above

5- Income:

- ☐ 220-400 Dinar ☐ 401- 1000 Dinar ☐ 1000 and above

Please read the following statements about the independent variable: Factors Influencing Consumers Buying Decision of Dietary Supplements and give your opinion about them:

No.	Statement	I Strongly agree	I Agree	Neutral	I Don't agree	I don't agree strongly
	First theme: (Brand Image)					
1	You have formed a positive image of dietary supplements					
2	You find that the supplements are of high quality					
3	You choose a brand of supplements that you feel will contribute in building an athletic body					
4	You prefer a particular brand when buying food supplements					
5	You figure out that you will repeat buying the same brand of food supplements that you are currently using					
6	You choose a brand of food supplements because they are famous					
7	You remember the brand you use for supplements when you advertise about these products					
8	You find that what people talk about food supplements is honest; which contributes in building a mental image of nutritional supplements					
	Second theme: (Dietary specialists)					
9	I received advice and guidance from a dietitian about dietary supplements.					

10	The nutritionist shows the pros and cons of using dietary supplements					
11	You consult your nutritionist before using supplements					
12	You trust the information you get from a nutritionist about dietary supplements					
13	The nutritionist provides me with accurate information about dietary supplements					
14	You follow the information published by the nutritionist in the newspapers					
15	You follow the information published by the nutritionist on social media					
	Third theme (Reference group)					
16	You seek advice from family members before buying food supplements					
17	You find that family members have complete information on dietary supplements					
18	You think about how it would react to my family members about dietary supplements before buying					
19	You find that your friends have reliable information about dietary supplements					
20	You discuss with your friends before choosing a dietary supplement					
21	I ask advice from friends about the use of dietary supplements					
22	You buy food supplements used by friends					
	Fourth theme: (Advertising)					

23	I follow the information that is published through television ads about dietary supplements					
24	I follow-up information that is published through Facebook on dietary supplements					
25	You follow Ads messages that are published via radio about dietary supplements					
26	I trust the information published on food supplements through Youtube website					
27	I follow published information on food supplements through the websites of the producing and marketed companies					
	The dependent variable (Decision of buying food supplement)					
28	The decision to purchase food supplements is influenced by the brand's reputation					
29	You have a positive image of the brand of dietary supplements, which influenced your purchase decision					
30	The decision to purchase nutritional supplements is affected by information obtained from a nutritionist					
31	The decision to purchase food supplements is influenced by the information obtained from reference groups					
32	Information published in advertising messages about dietary supplements affects your purchase decision.					

Appendix (3):Arabic questioner



جامعة الزرقاء
كلية الدراسات العليا
قسم التسويق

استبانة

الأخ / الأخت المحترمين

السلام عليكم ورحمة الله وبركاته وبعد

استكمال متطلبات الحصول على درجة الماجستير في تخصص التسويق

يعتزم الباحث القيام بدراسة بعنوان: العوامل المؤثرة في القرار الشرائي لمستهلكين المكملات الغذائية
(دراسة تطبيقية في مدينة عمان – الاردن)

يرجى التكرم بقراءة الاستبانة بدقه , والاجابة بكل مصداقية لكي تكون النتائج موثوق بها , علما

بأن اجاباتكم ستستخدم لأغراض البحث العلمي فقط وستعامل بسريه تامة.

شكرا لكم لحسن تعاونكم

إشراف:

الأستاذ الدكتور: ردينة عثمان

طالب الماجستير: أحمد أسامة سعيد

خلوي: 0781998406

البريد الالكتروني: ahmad_hammad1955@yahoo.com

القسم الأول:

البيانات الشخصية:

يرجى وضع علامة (√) أمام الخيار الذي يناسبك من المعلومات التالية:

1- الجنس:

☐ ذكر ☐ أنثى

2- الحالة الاجتماعية

☐ أعزب ☐ متزوج ☐ أخرى

3- المستوى التعليمي:

☐ ثانوية عامة فما دون ☐ دبلوم ☐ بكالوريوس ☐ دراسات عليا

4- العمر:

☐ من 18-30 سنة ☐ من 31-40 سنة ☐ من 41-50 سنة ☐ 51 فما فوق

5- الدخل:

☐ من 220-400 دينار ☐ من 401-1000 دينار ☐ من 1000 فما فوق

يرجى قراءة العبارات التالية حول المتغير المستقل: العوامل المؤثرة في القرار الشرائي لمستهلكين
المكملات الغذائية وابداء الملاحظات حولها:

التسلسل	العبارة	اتفق بشدة	اتفق	محايد	لا اتفق	لا اتفق بشدة
	المحور الاول: صورة العلامة (Brand image)					
1	تكونت لديك صورة ايجابية عن المكملات الغذائية					
2	تجد بأن المكملات الغذائية ذات جودة عالية					
3	تختار العلامة التجارية للمكملات الغذائية التي تشعر بانها تساهم في بناء جسم رياضي.					
4	تفضل علامة معينة عند شرائك للمكملات الغذائية					
5	تجد بانك سوف تقوم بتكرار شراء نفس العلامة التجارية للمكملات الغذائية التي تستخدمها حالياً.					
6	تختار العلامة التجارية للمكملات الغذائية لأنها مشهورة.					
7	تتذكر العلامة التجارية التي تستخدمها للمكملات الغذائية عند الاعلان حول هذه المنتجات.					
8	تجد بان الكلام المنقول حول المكملات الغذائية صادق مما يساهم في بناء صورة ذهنية عن المكملات الغذائية					
	المحور الثاني: اخصائي التغذية (Dietary specialist)					
9	تلقيت النصح والارشاد من اخصائي التغذية حول المكملات الغذائية.					
10	يبين اخصائي التغذية ايجابيات وسلبيات استخدام المكملات الغذائية.					
11	تستشير اخصائي التغذية قبل استخدام المكملات الغذائية.					
12	تثق بالمعلومات التي تحصل عليها من اخصائي التغذية حول المكملات الغذائية.					
13	يزودني اخصائي التغذية بالمعلومات الدقيقة حول المكملات الغذائية.					
14	تتابع المعلومات التي تنشر من قبل اخصائي التغذية في الصحف.					
15	تتابع المعلومات التي ينشرها اخصائي التغذية على وسائل التواصل الاجتماعي.					
	المحور الثالث: الجماعات المرجعية (Reference group)					
16	تسعى للحصول على النصح من أفراد الأسرة قبل شراء المكملات الغذائية.					
17	تجد بان لدى افراد الاسرة معلومات متكاملة عن المكملات الغذائية.					
18	أفكر كيف سيكون رد فعل افراد اسرتي حول المكملات الغذائية قبل الشراء.					

19	تجد بان اصدقائك يمتلكون معلومات موثوقة عن المكملات الغذائية.				
20	تتناقش مع اصدقائك قبل اختيار المكمل الغذائي.				
21	اقوم بطلب النصح من الاصدقاء حول استخدام المكملات الغذائية.				
22	تقوم بشراء المكملات الغذائية التي يستخدمها الأصدقاء.				
	المحور الرابع: الإعلان (Advertising)				
23	اتابع المعلومات التي تنشر من خلال اعلانات التلفاز حول المكملات الغذائية.				
24	تتابع المعلومات التي تنشر من خلال الفيس بوك حول المكملات الغذائية.				
25	تتابع الرسائل الاعلانية التي تنشر عبر الراديو حول المكملات الغذائية.				
26	تثق بالمعلومات التي تنشر عن المكملات الغذائية من خلال موقع اليوت يوب.				
27	تتابع المعلومات التي تنشر عن المكملات الغذائية من خلال مواقع الشركات المنتجة والمسوقة لها.				
	المتغير التابع: قرار شراء المكملات الغذائية (Decision to buy food supplements)				
28	يتر قرار شرائك للمكملات الغذائية بشهرة العلامة التجارية.				
29	تكونت لديك صورة ايجابية عن العلامة التجارية للمكملات الغذائية مما أثر على قرار شرائك لها.				
30	يتأثر قرار شرائك للمكملات الغذائية بالمعلومات التي حصلت عليها من اخصائي التغذية.				
31	يتأثر قرار شرائك للمكملات الغذائية بالمعلومات التي حصلت عليها من الجماعات المرجعية.				
32	تؤثر المعلومات التي تنشر في الرسائل الاعلانية عن المكملات الغذائية على قرار شرائك لها.				

Appendix (4): SPSS output

Reliability

Q1-Q8

Reliability Statistics

Cronbach's Alpha	N of Items
.749	8

RELIABILITY

```
/VARIABLES=q9 q10 q11 q12 q13 q14 q15  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability Statistics

Cronbach's Alpha	N of Items
.780	7

RELIABILITY

```
/VARIABLES=q16 q17 q18 q19 q20 q21 q22  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability Statistics

Cronbach's Alpha	N of Items
.705	7

RELIABILITY

```
/VARIABLES=q23 q24 q25 q26 q27  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability Statistics

Cronbach's Alpha	N of Items
.706	5

RELIABILITY

```
/VARIABLES=q28 q29 q30 q31 q32  
/SCALE('ALL VARIABLES') ALL
```

/MODEL=ALPHA.

Reliability Statistics

Cronbach's Alpha	N of Items
.716	5

RELIABILITY

```

/VARIABLES=q28 q29 q30 q31 q32 q1 q2 q3 q4 q5 q6 q7 q8 q9 q10 q11 q12 q13
q14 q15 q16 q17 q18 q19
q20 q21 q22 q23 q24 q25 q26 q27
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability Statistics

Cronbach's Alpha	N of Items
.804	32

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	218	55.2	55.2	55.2
	Female	177	44.8	44.8	100.0
	Total	395	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	78	19.7	19.7	19.7
	Married	300	75.9	75.9	95.7
	Others	17	4.3	4.3	100.0
	Total	395	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school and less	59	14.9	14.9	14.9
	Diploma	140	35.4	35.4	50.4
	Bachelor	163	41.3	41.3	91.6
	High study	33	8.4	8.4	100.0
	Total	395	100.0	100.0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	53	13.4	13.4	13.4
	years 31-40	303	76.7	76.7	90.1
	41-50 years	32	8.1	8.1	98.2
	51 years and more	7	1.8	1.8	100.0
	Total	395	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	220-400 Dinar	124	31.4	31.4	31.4
	401-1000 Dinar	135	34.2	34.2	65.6
	1000 Dinar and more	136	34.4	34.4	100.0
	Total	395	100.0	100.0	

Statistics

		q1	q2	q3	q4	q5	q6	q7	q8
N	Valid	395	395	395	395	395	395	395	395
	Missing	0	0	0	0	0	0	0	0
Mean		4.08	3.94	3.93	3.98	3.92	3.86	3.61	3.81
Std. Deviation		1.097	1.118	1.170	1.017	1.172	1.163	1.196	1.291

Statistics

		q9	q10	q11	q12	q13	q14	q15
N	Valid	395	395	395	395	395	395	395
	Missing	0	0	0	0	0	0	0
Mean		4.15	3.74	3.87	3.62	3.56	3.82	3.76
Std. Deviation		1.167	1.169	1.173	1.221	1.377	1.552	1.280

Statistics

		q16	q17	q18	q19	q20	q21	q22
N	Valid	395	395	395	395	395	395	395
	Missing	0	0	0	0	0	0	0
Mean		4.48	4.01	3.91	3.73	3.54	3.74	3.69
Std. Deviation		.967	1.035	1.184	1.330	1.344	1.284	1.445

Statistics

		q23	q24	q25	q26	q27
N	Valid	395	395	395	395	395
	Missing	0	0	0	0	0
Mean		4.37	3.93	3.79	3.67	3.88
Std. Deviation		1.006	1.035	1.221	1.350	1.320

Statistics

		q28	q29	q30	q31	q32
N	Valid	395	395	395	395	395
	Missing	0	0	0	0	0
Mean		4.12	3.88	3.87	4.01	4.28
Std. Deviation		1.024	.933	1.055	1.024	1.066

Normal distribution

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand image	395	-.409	.123	2.817	.245
Dietary specialists	395	-.188	.123	2.747	.245
Reference group	395	-.292	.123	2.839	.245
Advertising	395	-.302	.123	3.002	.245
Valid N (listwise)	395				

Correlations

			Brand image	Dietary specialists	Reference group	Advertising
Spearman's rho	Brand image	Correlation Coefficient	1.000	.348**	.403**	.256**
		Sig. (2-tailed)	.	.000	.000	.000
		N	395	395	395	395
	Dietary specialists	Correlation Coefficient	.348**	1.000	.476**	.376**
		Sig. (2-tailed)	.000	.	.000	.000
		N	395	395	395	395
	Reference group	Correlation Coefficient	.403**	.476**	1.000	.382**
		Sig. (2-tailed)	.000	.000	.	.000
		N	395	395	395	395
	Advertising	Correlation Coefficient	.256**	.376**	.382**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	395	395	395	395

** . Correlation is significant at the 0.01 level (2-tailed).

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Advertising, Brand image, Dietary specialists, Reference group ^b	.	Enter

a. Dependent Variable: Decision buy food supplement

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Change Statistics df1	df2
1	.562 ^a	.315	.308	.4652	.315	44.937	4	

a. Predictors: (Constant), Advertising, Brand image, Dietary specialists, Reference group

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.897	4	9.724	44.937	.000 ^b
	Residual	84.395	390	.216		
	Total	123.292	394			

a. Dependent Variable: Decision buy food supplement

b. Predictors: (Constant), Advertising, Brand image, Dietary specialists, Reference group

Coefficients ^a								
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Statistics V
1	(Constant)	1.468	.198		7.407	.000		
	Brand image	.203	.036	.252	5.688	.000	.891	
	Dietary specialists	.205	.039	.251	5.261	.000	.769	
	Reference group	.179	.043	.199	4.117	.000	.753	
	Advertising	.077	.037	.095	2.107	.036	.855	

a. Dependent Variable: Decision buy food supplement

Collinearity Diagnostics ^a								
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Brand image	Variance Proportions		
						Dietary specialists	Reference group	
1	1	4.927	1.000	.00	.00	.00	.00	
	2	.025	14.157	.00	.78	.06	.02	
	3	.022	14.936	.00	.02	.51	.04	
	4	.016	17.738	.03	.04	.43	.72	
	5	.011	21.204	.97	.16	.01	.22	

a. Dependent Variable: Decision buy food supplement

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Dietary specialists		. Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Brand image		. Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Reference group		. Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

4	Advertising	. Stepwise (Criteria: Probability-of-F- to-enter <= .050, Probability-of-F- to-remove >= .100).
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a. Dependent Variable: Decision buy food supplement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432 ^a	.187	.185	.5051
2	.519 ^b	.269	.266	.4794
3	.555 ^c	.308	.302	.4672
4	.562 ^d	.315	.308	.4652

a. Predictors: (Constant), Dietary specialists

b. Predictors: (Constant), Dietary specialists, Brand image

c. Predictors: (Constant), Dietary specialists, Brand image, Reference group

d. Predictors: (Constant), Dietary specialists, Brand image, Reference group, Advertising

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.030	1	23.030	90.269	.000 ^b
	Residual	100.263	393	.255		
	Total	123.292	394			
2	Regression	33.204	2	16.602	72.239	.000 ^c
	Residual	90.089	392	.230		
	Total	123.292	394			
3	Regression	37.937	3	12.646	57.927	.000 ^d
	Residual	85.355	391	.218		
	Total	123.292	394			
4	Regression	38.897	4	9.724	44.937	.000 ^e
	Residual	84.395	390	.216		
	Total	123.292	394			

a. Dependent Variable: Decision buy food supplement

b. Predictors: (Constant), Dietary specialists

c. Predictors: (Constant), Dietary specialists, Brand image

d. Predictors: (Constant), Dietary specialists, Brand image, Reference group

e. Predictors: (Constant), Dietary specialists, Brand image, Reference group, Advertising

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
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1	Brand image	Stepwise (Criteria: Probability-of-F- to-enter <= .050, Probability-of-F- to-remove >= .100).
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a. Dependent Variable: Decision buy food supplement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.392 ^a	.154	.152	.5153

a. Predictors: (Constant), Brand image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.952	1	18.952	71.381	.000 ^b
	Residual	104.341	393	.265		
	Total	123.292	394			

a. Dependent Variable: Decision buy food supplement

b. Predictors: (Constant), Brand image

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	2.805	.148		19.011	.000
	Brand image	.315	.037	.392	8.449	.000

a. Dependent Variable: Decision buy food supplement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432 ^a	.187	.185	.5051

a. Predictors: (Constant), Dietary specialists

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.030	1	23.030	90.269	.000 ^b
	Residual	100.263	393	.255		
	Total	123.292	394			

a. Dependent Variable: Decision buy food supplement

b. Predictors: (Constant), Dietary specialists

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
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1	(Constant)	2.694	.143		18.811	.000
	Dietary specialists	.353	.037	.432	9.501	.000

a. Dependent Variable: Decision buy food supplement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.405 ^a	.164	.162	.5120

a. Predictors: (Constant), Reference group

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.264	1	20.264	77.296	.000 ^b
	Residual	103.028	393	.262		
	Total	123.292	394			

a. Dependent Variable: Decision buy food supplement

b. Predictors: (Constant), Reference group

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.620	.163		16.098	.000
	Reference group	.365	.042	.405	8.792	.000

a. Dependent Variable: Decision buy food supplement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286 ^a	.082	.080	.5366

a. Predictors: (Constant), Advertising

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.120	1	10.120	35.142	.000 ^b
	Residual	113.172	393	.288		
	Total	123.292	394			

a. Dependent Variable: Decision buy food supplement

b. Predictors: (Constant), Advertising

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	3.123	.156		20.052	.000
	Advertising	.231	.039	.286	5.928	.000

a. Dependent Variable: Decision buy food supplement

العوامل المؤثرة في القرار الشرائي لمستهلكي المكملات الغذائية (دراسة تطبيقية في مدينة عمان - الأردن)

إعداد الطالب

احمد أسامة سعيد

إشراف

أ.د: ردينة عثمان

ملخص

هدفت هذه الدراسة إلى تحديد العوامل المؤثرة في القرار الشرائي لمستهلكي المكملات الغذائية (دراسة تجريبية في مدينة عمان - الأردن) استناداً إلى الأبعاد الأربعة المختلفة للدراسة مثل (صورة العلامة التجارية والجماعات المرجعية وأخصائي التغذية والإعلانات) والمتغير التابع وهو قرار شراء المكملات الغذائية. استهدف الباحث الأشخاص الذين يستخدمون المكملات الغذائية لتحقيق أهداف الدراسة وإثبات الفرضيات .

كانت عينة الدراسة (430) استبانة. تم توزيع الأسئلة داخل وخارج صالة الألعاب الرياضية ومحلات المكملات الغذائية ، واعتمد الباحث على عينات عشوائية لتوزيع الاستبيانات. حوالي (14) استبيان لم يتم استيفاءه والذي يمثل (3.35%) من جميع الاستبيانات. بعد مراجعتها ، تم استبعاد (21) استبيان بسبب بعض البيانات والأسئلة التي تركت فارغة ، لذلك كان حوالي (92%) من الاستبيانات التي تم إرجاعها صالحة للتحليل. وبالتالي فإن عدد الاستبيان الصحيح للتحليل الإحصائي هو (395).

كشفت نتائج الدراسة أن هناك تأثيراً مهماً من الناحية الإحصائية لصورة العلامة التجارية ، وأخصائي التغذية ، والجماعات المرجعية ، والإعلان على قرار شراء المكملات الغذائية. المتغيرات المستقلة مساهمة الامتثال مع حوالي (32%) من التغيرات في قرار شراء المكملات الغذائية. ولذلك ، نجحت هذه الدراسة في دعم الارتباط بين جميع المتغيرات المستقلة كما هو مضمن في نموذج هذه الدراسة واتخاذ قرار شراء المكملات الغذائية.

أظهرت النتائج أن أخصائي التغذية لديه أكبر مساهمة مع قرار شراء المكملات الغذائية بين المتغيرات المستقلة للدراسة حوالي (19%). من ناحية أخرى فإن ممثلي الإعلانات أقل مساهمة مع قرار شراء المكملات الغذائية حوالي (8%).

أوصت الدراسة بأن ترفع شركات المكملات الغذائية تركيزها على الإعلان وتصمم رسالة إعلانية مع المستهلكين حول المكملات الغذائية. كما تقوم الشركات بإعادة تصميم الحملة الإعلانية للتأثير على المستهلكين. كما تستخدم الشركات أدوات إعلانية مختلفة مع التركيز على وسائل الإعلام الاجتماعية وقنوات التلفزيون.



Factors Influencing Consumers Buying Decision of Dietary Supplements (An Empirical Study in Amman City – Jordan)

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إعداد الطالب

احمد أسامة سعيد

20169020

إشراف

أ.د: ردينة عثمان

قدمت هذه الرسالة إستكمالاً لمتطلبات الحصول على درجة الماجستير في تخصص التسويق

كلية الدراسات العليا

جامعة الزرقاء

الزرقاء - الاردن

كانون اول / 2018