

Determinants of Dietary Supplement Purchase Intention in Tunisia

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Abstract:

This study investigates the drivers of dietary supplement purchase intention by extending the Theory of Planned Behavior (TPB) with brand awareness and price sensitivity. While TPB constructs such as attitude, subjective norms, and perceived behavioral control have been widely applied in health-related consumer research, limited empirical evidence explores how additional marketing variables influence supplement purchasing decisions. Using data collected through an online survey and analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM), the study examines both direct and moderating effects within the proposed model.

Results reveal that attitude and perceived behavioral control significantly and positively influence purchase intention, confirming TPB's predictive validity in the dietary supplement context. However, subjective norms do not significantly affect intention, suggesting that supplement purchasing is more individually driven than socially influenced. Brand awareness demonstrates a strong positive effect on purchase intention, indicating that familiarity with supplement brands plays a crucial role in reducing consumer uncertainty and encouraging purchase decisions. Contrary to expectations, price sensitivity does not moderate any of the TPB relationships or the effect of brand awareness, implying that price considerations are secondary to perceived quality and brand trust.

The findings offer theoretical contributions by refining TPB-based models and provide practical insights for supplement marketers seeking to strengthen consumer intention formation.

Keywords: Brand Awareness; Price Sensitivity; Purchase Intention; Dietary Supplements; Consumer Behavior.

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I. Introduction

The increasing popularity of dietary supplements in contemporary consumer markets reflects a significant shift in health and wellness trends, necessitating an understanding of the drivers behind individuals' purchase intentions. As a burgeoning area of research, the factors influencing dietary supplement purchase intention are complex and multifaceted, involving psychological, social, and economic dimensions. Recent studies have indicated that consumers' choices are shaped by various influences, including personal health consciousness, perceived benefits of supplementation, and social media impacts, thus warranting a systematic exploration of these variables.

Consumer behavior towards dietary supplements has evolved notably, especially amid global health crises such as the COVID-19 pandemic, which has shifted priorities and consumption patterns. Wei et al. (2023) highlighted the transformation of consumer buying decisions during such times, attributing changes in purchasing behaviors to increased health awareness, panic buying, and the influence of social media. This underscores the relevance of contextual factors in shaping purchase intentions, particularly in times of heightened uncertainty and health awareness. As individuals seek to enhance their health outcomes, clarified motivations become essential for marketers aiming to reach prospective consumers.

Furthermore, the psychological constructs that govern purchase intentions play a pivotal role in the decision-making process. Factors such as impulsivity and brand perception considerably influence consumers' readiness to purchase dietary supplements (Lord et al., 2023). Empirical findings indicate that emotional and cognitive biases significantly impact purchase behaviors, where consumers often weigh intrinsic motivations against perceived product efficacy and credibility (Nuweihed & Trendel, 2025). Acknowledging these elements, current literature advocates for a comprehensive analysis of how these variables interact to foster purchase intentions, enhancing marketers' strategic approaches to consumer engagement and retention in the dietary supplement sector (Palazzolo et al., 2025).

On the other hand, the Theory of Planned Behavior (TPB) of Ajzen (1991) has emerged as a prevalent framework for understanding consumer behavior, particularly in contexts relating to health-related products

such as dietary supplements. While TPB underscores significant predictors of behavioral intention, it has not been comprehensively expanded to incorporate essential variables such as brand awareness and price sensitivity within the dietary supplement market. This gap highlights a pressing need for further empirical evaluation, as brand awareness is known to enhance consumer trust and perceived value of products, ultimately affecting purchase intentions (Mahmoud et al., 2023). Additionally, understanding the role of price sensitivity as a moderating factor in the TPB framework remains limited, leaving a crucial area of consumer behavior unexamined.

Emerging research suggests that consumers operate under various psychological influences, where price sensitivity is particularly salient (Yang, 2025). Price transparency and perceived fairness are critical determinants that can substantially affect purchasing decisions, especially in premium-priced segments like dietary supplements (Kim et al., 2024). Previous studies have noted that consumers with high price sensitivity often evaluate the benefits of products against their costs, impacting their overall purchase intentions (Amoroso & Ackaradejruangsri, 2024). Despite these insights, there remains insufficient empirical evidence directly addressing how price sensitivity interacts with the components of TPB, which hampers marketers from effectively strategizing within the dietary supplement space.

Moreover, the dynamic nature of consumer behavior during heightened health consciousness, as exemplified during recent global health crises, further necessitates an exploration of how pricing dynamics can influence consumer attitudes and perceptions regarding dietary supplements (Bapat & Hollebeek, 2023). Shifting consumer motivations, particularly the interplay between hedonic and utilitarian purchase intents, may also moderate the effects of price on purchasing decisions, amplifying the importance of integrating price sensitivity into the TPB model (Choi & Park, 2024).

Recognizing the limited studies that have included brand awareness and price sensitivity in the context of TPB elucidates the necessity for an expanded framework. By addressing these gaps, this research aspires to provide a more comprehensive understanding of dietary supplement purchasing behavior, offering a nuanced perspective that integrates TPB with contemporary consumer influences.

II. Literature Review

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) introduced by Ajzen (1991) is a widely recognized theoretical framework for understanding consumer decision-making processes, particularly in health-related contexts. TPB posits that an individual's behavioral intentions, which are predictive of actual behaviors, are influenced by three primary components: attitudes toward the behavior, subjective norms, and perceived behavioral control. This model has extensive applicability across various domains, including dietary and health-related consumption, highlighting its relevance in understanding factors that drive consumer behavior in these contexts (Le-Anh & Nguyen, 2020).

The construct of attitude encompasses an individual's positive or negative evaluation of performing a specific behavior, which, in health-related consumption, reflects beliefs about the benefits and drawbacks of such behaviors. Research indicates that positive attitudes toward health-related behaviors often correlate with stronger intentions to engage in those behaviors (Knox et al., 2019). Additionally, in the context of dietary supplements, attitudes are critical, as consumers' perceptions of the health benefits associated with supplements can significantly influence their intention to purchase these products (Warner et al., 2022). Favorable attitudes are linked to stronger intentions, particularly when individuals believe that their health could significantly improve by consuming dietary supplements (Amaral & Loken, 2016).

Subjective norms refer to the social pressures individuals perceive regarding the adoption or rejection of specific behaviors, shaped by the perceived expectations of significant others, including peers and family members. Positive subjective norms are associated with increased intentions to engage in health-promoting behaviors (Jebarajakirthy et al., 2024). For instance, if an individual perceives strong support from friends and family for consuming dietary supplements, this social endorsement can enhance their intention to purchase such products (Nguyễn, 2022). Public health campaigns often leverage subjective norms to reinforce social acceptance of healthy behaviors.

Perceived behavioral control (PBC) reflects the extent to which individuals feel capable of performing a behavior, influenced by situational factors that may facilitate or impede performance. In health-related consumption, a higher level of perceived control can increase intention, as individuals who feel competent and capable of accessing dietary supplements are more likely to express intentions to purchase them (Schuster et al., 2015). For example, if consumers believe they have easy access to reliable dietary supplements and the financial means to acquire them, their intention to engage in purchases increases correspondingly (Kim et al., 2024).

Thus, we propose the following hypotheses:

- H1:** Attitude has a positive effect on purchase intention
- H2:** Subjective norms have a positive effect on purchase intention

•**H3:** Perceived behavioral control has a positive effect on purchase intention

While TPB provides a robust framework for understanding the influences on health-related consumption, its applicability can vary across different consumer segments, particularly in emerging markets where access to information and resources may be limited (Ahmed & Ting, 2019). Moreover, while research utilizing TPB has proliferated, empirical investigations incorporating additional constructs, such as brand awareness and price sensitivity, remain scarce (Jebarajakirthy et al., 2024). This highlights the need for further exploration into how these variables might interact with existing constructs to shape health-related consumer behaviors, especially concerning dietary supplements.

Brand awareness

Brand awareness is a critical factor in the marketing of dietary supplements, as it serves as a fundamental building block for consumer decision-making processes. It reflects the extent to which consumers can recognize or recall a brand and is crucial for developing brand equity. Research has shown that higher levels of brand awareness can significantly impact consumer behavior and overall purchase intentions in health-related markets, including dietary supplements. As defined by Aaker (1991), brand awareness encompasses both brand recognition, the ability to identify a brand when prompted and brand recall, which describes a consumer's ability to retrieve the brand name from memory when given a product category (Rosario et al., 2016). This duality of awareness plays a pivotal role in shaping consumer preferences and intentions in a crowded market.

A meta-analysis conducted by Godey et al. reinforces the linkage between brand awareness, brand image, and consumer behavior, illustrating how awareness serves as a precursor to brand loyalty and ultimately influences purchase intention (Godey et al., 2016). The findings suggest that brands that are top-of-mind for consumers are more likely to be considered during the purchasing process, emphasizing the need for strategic brand awareness initiatives within the dietary supplement domain. Furthermore, research conducted by Zeqiri et al. (2024) Zeqiri et al. demonstrates that the interplay between social media marketing and brand awareness significantly heightens consumer engagement, thereby enhancing purchase intentions among consumers in emerging markets. This underscores the relevance of integrated marketing communications strategies aimed at increasing brand visibility and recognition.

The rationale for a direct effect of brand awareness on purchase intention in the dietary supplements sector can be further understood through insights from Chan et al., who examine aspects of brand familiarity and its influence on consumer choices (Chan et al., 2018). Their findings suggest that strong brand familiarity correlates with a consumer's willingness to select that brand over competitors, highlighting that well-established brands tend to benefit from consumer trust associated with familiarity. This effect is particularly pertinent in health-related products, where perceptions of safety and efficacy are paramount.

Additionally, the work of Mukherjee and Sahay (2018) on consumer behavior emphasizes the effectiveness of marketing efforts within a crowded marketplace, noting that a brand's ability to establish itself in consumers' minds is crucial. In the dietary supplements category, brands that prioritize awareness can mitigate consumer uncertainties related to product efficacy and safety, thus cultivating trust and loyalty. Low brand awareness can significantly dampen purchase intentions, underscoring the strategic necessity of building brand presence in the health market.

Therefore, we advance the following hypothesis:

•**H4:** Brand awareness has a positive effect on purchase intention

Price sensitivity

Price sensitivity plays a vital role in consumer behavior, particularly within the dietary supplements market where consumers assess product value against their financial constraints. Price sensitivity reflects the degree to which consumers alter their purchase intentions in response to price changes, and it has significant implications for marketing strategies in industries catering to health-conscious consumers. Understanding how consumers respond to price variations can elucidate the conditions under which dietary supplements, a sector characterized by significant brand competition, can be effectively marketed.

Several studies indicate that price sensitivity substantially affects consumer purchasing decisions in various product domains, including dietary supplements. Research by Cho and Hwang (2020) has highlighted the influence of price on consumer behaviors, indicating that consumers are likely to be more responsive to price changes in markets with limited differentiation between similar products. This is particularly true in the dietary supplement sector, where multiple brands may offer comparable health benefits, making price a key determinant of choice. Moreover, findings suggest that consumers are more likely to favor brands that offer value through competitive pricing, particularly when brand loyalty is not firmly established. This underscores the need for marketers to be acutely aware of pricing strategies as they build brand awareness and influence consumer intent.

Brand elements such as brand awareness are essential to understanding consumer reactions to price sensitivity. In light of price variations, consumers with high brand awareness may exhibit greater resistance to price increases, as their loyalty can mitigate the negative impact that price changes could have on purchase intentions (Husain & Prentice, 2025). Conversely, low brand awareness might make consumers more price-sensitive, leading to greater fluctuations in purchase intentions in response to price changes. This implies that an effective marketing strategy must balance brand awareness with price sensitivity to harness favorable purchasing behavior.

Grounding the discussion in the hypothesized relationships regarding price sensitivity, we propose the following hypotheses to explore the moderating effects of price sensitivity on the relationships between brand awareness, attitudes, subjective norms, perceived behavioral control, and purchase intentions.

Consumers who are aware of a brand are likely to have established trust or perceived quality, which can diminish their price sensitivity. However, as price sensitivity increases, the link between brand awareness and purchase intention may weaken, as consumers may prioritize price over brand loyalty when they are constrained by budget (Jagani et al., 2024). This moderating role highlights the importance of addressing both brand equity and pricing strategies in marketing dietary supplements.

Research has shown that positive attitudes towards a product can be diminished under conditions of high price sensitivity, as consumers weigh the perceived benefits against costs (Lång et al., 2022). Thus, an increase in price sensitivity can adversely affect the positive attitude-purchase intention relationship, suggesting that consumers are more likely to adjust attitudes when facing price increases. On the other hand, subjective norms, or perceived social pressures related to purchasing decisions, can become less significant in influencing purchase intention when consumers exhibit high price sensitivity (Elsen et al., 2016). In scenarios where consumers feel financial constraints, they may choose not to follow social influences that encourage buying specific dietary supplements, particularly if the cost exceeds their budgets. High price sensitivity may also undermine perceived behavioral control, particularly for consumers who feel their financial capacity to purchase products is limited. Consequently, as price sensitivity increases, the positive correlation between perceived behavioral control and purchase intention may decrease (Müller et al., 2023). This suggests that financial constraints significantly influence consumer empowerment and willingness to act on intentions.

The evidence presented indicates that price sensitivity significantly influences consumer behaviors regarding dietary supplements. The incorporation of price sensitivity as a moderating factor in established consumer behavior models such as the Theory of Planned Behavior enables marketers to develop strategies that are responsive to consumer price perceptions, ultimately enhancing the effectiveness of marketing efforts aimed at increasing purchase intentions.

Hence we suggest the following hypotheses:

- H5a:** Price sensitivity moderates the relationship between brand awareness and purchase intention
- H5b:** Price sensitivity moderates the relationship between attitude and purchase intention
- H5c:** Price sensitivity moderates the relationship between subjective norms and purchase intention
- H5d:** Price sensitivity moderates the relationship between perceived behavioral control and purchase Intention

The hypotheses of our research are further displayed in the research model (**Figure1**).

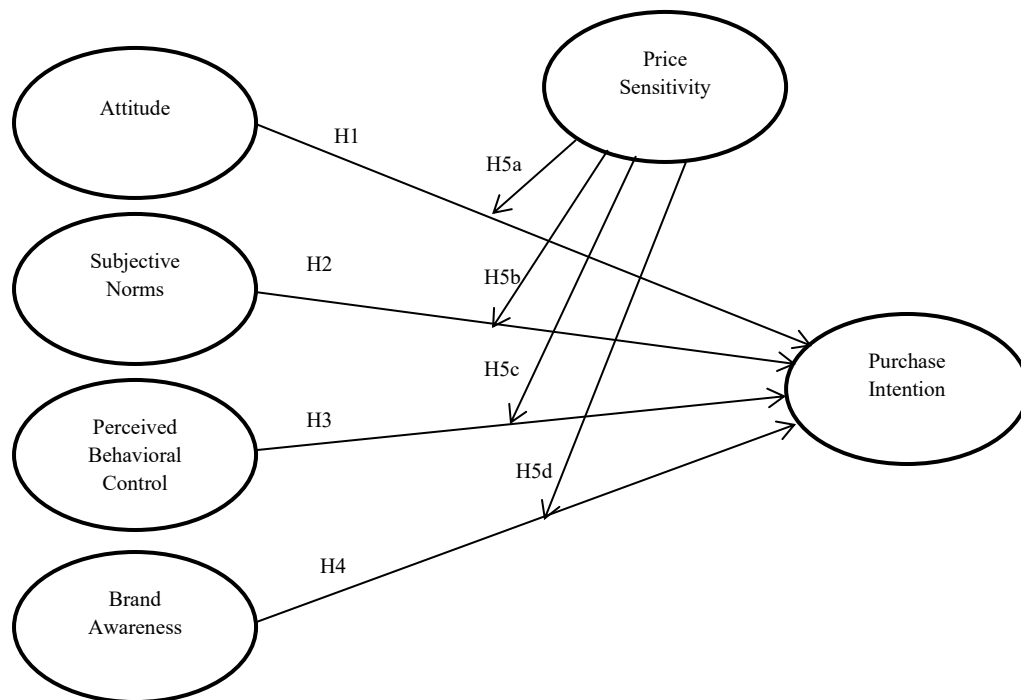


Figure 1. Research model

III. Methodology

This study adopts a quantitative and predictive research design aimed at examining the determinants of purchase intention toward dietary supplements within an extended Theory of Planned Behavior (TPB) framework. The model integrates the three core TPB constructs (attitude, subjective norms, and perceived behavioral control) along with brand awareness as an additional antecedent and price sensitivity as a moderator. Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as the analytical approach due to its suitability for prediction-oriented research, its robustness with relatively small sample sizes, and its ability to incorporate interaction effects and extended theoretical models. All analyses were conducted using SmartPLS 4.

Sampling and Data Collection Procedure

A purposive sampling method was employed to target individuals familiar with or likely to consume dietary supplements in Tunisia. This non-probability sampling approach is appropriate for studies requiring respondents with specific characteristics related to the phenomenon under investigation. Data were collected through an online self-administered questionnaire disseminated via social media platforms, mailing lists, and consumer groups during the month of June 2025. Participation was voluntary and anonymous, and respondents were informed of the study's purpose prior to participation. A total of 182 valid responses were retained for analysis. This sample size meets the minimum requirements for PLS-SEM. According to the "10-times rule," the sample must exceed ten times the number of items used to measure the study's latent constructs (Hair et al., 2019). Therefore, the sample of 182 respondents is considered sufficient for robust estimation of both the outer and inner models.

Measurement Instrument

All constructs were measured using multi-item Likert scales derived from validated instruments in the consumer behavior and TPB literature. Respondents rated each item on a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”) (**Table1**).

All items were reviewed for clarity and contextual relevance to the Tunisian market and only minor wording adjustments were implemented to improve clarity.

Table 1. Measurement Scales

Variable Name	Questions	Scale Used
Brand Awareness (BA)	1 – I can easily recognize dietary supplements brand logo. 2 – I can easily recognize dietary supplements in online ads. 3 – When I think of dietary supplements brands, I think of certain characteristics.	(Yoo & Donthu, 2001)
Attitude about a behavior (AT)	4 – Buying dietary supplements directly from the brand's website is a good idea. 5 – Purchasing supplements through direct-to-consumer platforms would be a beneficial choice for me. 6 – I have a positive opinion about buying supplements online without going through pharmacies.	(Olya et al., 2019)
Subjective norms governing a behavior (SN)	7 – Most people who are important to me purchase dietary supplements online. 8 – People whose opinions I value would prefer that I purchase dietary supplements online. 9 – Most people whose opinions I value will purchase dietary supplements online.	(Chen & Tung, 2014)
Perceived behavioral control (PBC)	10 – I have resources, time, and opportunities to purchase dietary supplements online. 11 – I am confident that if I want, I can purchase dietary supplements online. 12 – Whether or not purchasing dietary supplements online is completely up to me.	(Olya et al., 2019)
Price Sensitivity (PS)	13 – I think the price of dietary supplements is affordable. 14 – I think the price of dietary supplements matches my consumption level. 15 – I am satisfied with the price of dietary supplements.	(Jiang et al., 2015)
Purchase Intention (IN)	16 – I plan to buy dietary supplements online in the future. 17 – I am willing to buy dietary supplements online in the future. 18 – I will make an effort to buy dietary supplements online in the future.	(Han & Kim, 2010)

Data Analysis

The analysis followed the two-step PLS-SEM approach recommended by Hair et al. (2021), consisting of the measurement (outer) model assessment followed by the structural (inner) model assessment.

The outer model was evaluated to ensure that the reflective constructs met reliability and validity criteria. Indicator reliability was examined through outer loadings, with values above 0.70 considered acceptable. Internal consistency reliability was assessed using Cronbach’s alpha and Composite Reliability (CR), with thresholds above 0.70 indicating satisfactory reliability.

Convergent validity was verified through the Average Variance Extracted (AVE), where values exceeding 0.50 demonstrate that the construct explains more than half of the variance of its indicators. Discriminant validity was assessed using the Fornell–Larcker criterion.

Once the measurement model demonstrated satisfactory reliability and validity, the structural model was evaluated. Path coefficients were estimated using a bootstrapping procedure to test the significance of the hypothesized relationships. The model examined the direct effects of attitude (H1), subjective norms (H2), perceived behavioral control (H3), and brand awareness (H4) on purchase intention.

To test the moderation hypotheses (H5a–H5d), interaction terms were generated in SmartPLS using the two-stage approach, which is recommended for models involving reflective constructs. Each interaction term was included in the structural model to examine whether price sensitivity strengthens or weakens the relationships between the predictors and purchase intention.

Model explanatory power was assessed through the coefficient of determination (R^2) of purchase intention. Predictive relevance was evaluated using Stone–Geisser’s Q^2 .

IV. Results

Measurement Model Assessment

The reliability and validity of the reflective measurement model were first assessed. All the items used in the study had a factor loading superior to the 0.7, surpassing the recommended threshold. All constructs demonstrated satisfactory internal consistency. Cronbach's alpha values ranged from 0.701 to 0.855, exceeding the recommended threshold of 0.70 (Hair et al., 2021). Composite reliability values were also strong, ranging between 0.831 and 0.912, confirming adequate construct reliability.

Convergent validity was established through the Average Variance Extracted (AVE). All constructs reported AVE values above the 0.50 benchmark, with values ranging from 0.621 to 0.776 (**Table 2**).

Table 2. Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.701	0.831	0.621
Brand Awareness	0.720	0.841	0.639
Perceived Behavioral Control	0.724	0.845	0.645
Price Sensitivity	0.802	0.878	0.706
Purchase Intention	0.853	0.911	0.774
Subjective Norms	0.855	0.912	0.776

Discriminant validity was examined using the Fornell–Larcker criterion. As shown in **Table 3**, the square root of each construct's AVE exceeded its correlations with all other constructs, supporting discriminant validity

Table 3. Fornell-Larcker Criterion

Construct	Attitude	Brand Awareness	Perceived Behavioral Control	Price sensitivity	Purchase Intention	Subjective norms
Attitude	0.788					
Brand Awareness	0.501	0.799				
Perceived Behavioral Control	0.459	0.533	0.803			
Price sensitivity	0.413	0.253	0.337	0.840		
Purchase Intention	0.566	0.489	0.525	0.397	0.880	
Subjective norms	0.494	0.316	0.271	0.526	0.419	0.881

Structural Model Assessment

After establishing measurement validity, the structural model was tested using a bootstrapping procedure with 5,000 subsamples. The model explains a substantial portion of variance in purchase intention, with an R^2 value of 0.467, indicating that the predictors jointly account for 46.7% of the variance in consumers' intention to purchase dietary supplements online. Additionally, the predictive relevance of the model was confirmed through the Stone–Geisser Q^2 value of 0.379, which indicates medium-to-high predictive accuracy.

Among the TPB antecedents, all three core constructs significantly influenced purchase intention.

- Attitude → Purchase Intention was significant (0.007), supporting H1.
- Subjective Norms → Purchase Intention was not significant ($p = 0.197$), therefore H2 was not supported.
- Perceived Behavioral Control → Purchase Intention was significant ($p < 0.001$), supporting H3.

Brand Awareness has a significant effect:

- Brand Awareness → Purchase Intention ($p = 0.038$), supporting H4.

Four moderation hypotheses were tested using interaction terms between price sensitivity and each predictor.

- Price Sensitivity × Brand Awareness → Purchase Intention was not significant ($p = 0.404$), rejecting H5a.
- Price Sensitivity × Attitude → Purchase Intention showed a non-significant moderation effect ($p = 0.080$), therefore H5b is rejected.
- Price Sensitivity × Subjective Norms → Purchase Intention was not significant ($p = 0.989$), rejecting H5c.
- Price Sensitivity × Perceived Behavioral Control → Purchase Intention was not significant ($p = 0.668$), rejecting H5d.

Thus, none of the proposed moderation effects of price sensitivity on the TPB relationships were supported.

Table 4 summarizes the results of hypotheses testing.

Table 4. Hypotheses testing results

Hypothesis	Result
H1: Attitude → Purchase Intention	Supported
H2: Subjective Norms → Purchase Intention	Not supported
H3: Perceived Behavioral Control → Purchase Intention	Supported
H4: Brand Awareness → Purchase Intention	Supported
H5a: Price Sensitivity × Brand Awareness	Not supported
H5b: Price Sensitivity × Attitude	Not supported
H5c: Price Sensitivity × Subjective Norms	Not supported
H5d: Price Sensitivity × Perceived Behavioral Control	Not supported

V. Discussion and implications

This study explored the determinants of dietary supplement purchase intention using an extended Theory of Planned Behavior (TPB), integrating brand awareness as an additional predictor and price sensitivity as a moderator. The results partially support the TPB model. Specifically, attitude and perceived behavioral control (PBC) positively and significantly influenced purchase intention, confirming the central role these constructs play in health-related consumer decisions. These findings align with prior research (Knox et al., 2019; Kim et al., 2024), which emphasizes that positive evaluations of dietary supplements and a perception of control over the purchasing process strongly enhance consumers' intentions to buy.

Contrary to expectations, subjective norms did not significantly predict purchase intention. This outcome diverges from several earlier studies (Jebarajakirthy et al., 2024; Nguyễn, 2022), suggesting that social influence may be less relevant in the Tunisian context for dietary supplement purchases. One explanation is that supplement consumption may be driven more by personal health beliefs and individual assessments than by social pressure. Consumers might prioritize their own perceived needs and product evaluations over the opinions of friends and family when deciding whether to purchase supplements.

The findings also show that brand awareness has a strong and significant positive effect on purchase intention, consistent with the literature emphasizing the importance of recognition, familiarity, and trust in health-related purchasing (Chan et al., 2018). In a market where product safety and credibility are essential, brands that are more visible and easily identifiable are more likely to be chosen.

However, none of the moderation effects of price sensitivity were significant. This suggests that price sensitivity does not substantially alter the relationships between brand awareness, attitude, subjective norms, PBC, and purchase intention. One possible interpretation is that dietary supplement consumers, even when somewhat price-conscious, continue to prioritize product quality, efficacy, and trust rather than purely price-based judgments. This result is consistent with studies indicating that for health-related purchases, perceived value and safety tend to overshadow price considerations.

Managerial implications emerge from these findings. Marketers should continue emphasizing brand visibility, product reliability, and informational clarity, as brand awareness strongly drives purchase intentions. Since subjective norms were not influential, promotional strategies may be more effective when centered on personal health benefits rather than social approval cues. Finally, despite the lack of moderating effects, brands should still maintain competitive pricing structures, but they must not rely solely on price-based strategies; instead, they should highlight value, authenticity, and perceived efficacy.

VI. Conclusion

This study examined the determinants of dietary supplement purchase intention using an extended TPB model that included brand awareness and price sensitivity. The findings confirm that attitude and perceived behavioral control significantly shape consumers' intentions, reinforcing the relevance of TPB in health-related purchasing contexts. Consumers are more inclined to buy supplements when they hold favorable evaluations of the products and feel confident in their ability to access and purchase them.

In contrast, subjective norms did not significantly influence purchase intention, suggesting that decisions about dietary supplements are driven more by personal beliefs than by social pressures within the Tunisian market. The strong positive effect of brand awareness highlights the importance of familiarity and trust in reducing uncertainty and guiding consumer choices, especially for health-focused products.

Although price sensitivity was expected to moderate key relationships, none of the moderating effects were supported. This indicates that even price-conscious consumers may prioritize perceived quality and reliability over cost when considering supplements.

Overall, the study enhances understanding of supplement purchasing behavior by clarifying which factors matter most and which assumptions do not hold. Future research could explore additional psychological

or contextual variables and replicate the model across different cultural or product settings to further validate these findings.

Conflict of Interest

The authors declare that they have no conflict of interest related to this research.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

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