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ПРОФЕСІЙНА ОСВІТА: ВІД ВИКЛИКІВ СЬОГОДЕННЯ ДО ФОРМУВАННЯ МАЙБУТНЬОГО



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FEATURES OF FORMING CONSUMER LOYALTY TO DIETARY SUPPLEMENT BRANDS THROUGH DIGITAL CHANNELS

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In the context of the digital transformation of the economy, the formation of consumer loyalty to dietary supplement brands is acquiring new substantive characteristics and instrumental solutions. The educational space in the digital era, which involves the implementation of innovative technologies and electronic educational resources, creates additional opportunities for integrating marketing, communication, and educational strategies in the field of dietary supplement circulation. The growth of online communications, the expansion of e-commerce, and the active use of social media and specialized healthcare platforms necessitate a reconsideration of the mechanisms for building trust, commitment, and long-term interaction between a brand and a consumer.

The aim is to determine the specific features and mechanisms of forming consumer loyalty to dietary supplement brands through digital channels within the educational space of the digital era.

Materials and methods. The study is based on methods included analysis, synthesis, generalization, and systematization of scientific literature on digital marketing, consumer behavior, customer relationship management, and pharmaceutical marketing. A comparative analysis of regulatory documents governing the circulation and advertising of dietary supplements was conducted.

The dietary supplement market in Ukraine and worldwide demonstrates steady growth, driven by increased public attention to disease prevention, immune support, and the maintenance of a healthy lifestyle. Unlike medicinal products, dietary supplements are positioned as additional sources of biologically active substances, which determines the specifics of their marketing promotion. In the digital environment, consumers have access to a vast array of information, including scientific publications, user reviews, expert opinions, ratings, and comparative characteristics. Therefore, loyalty is formed not only through traditional branding tools but also through systematic educational activities, transparency of communication, and evidence-based informational messages.

Digital communication channels official manufacturer websites, social media pages, marketplaces, mobile applications of pharmacy chains, and electronic platforms for online booking and consultations are becoming key touchpoints with consumers. In this context, the quality of content, its scientific validity, compliance with current legislation, and adherence to the principles of ethical marketing are of particular importance. The educational component of a brand's digital presence allows ordinary informational interaction to be transformed into a long-term partnership in which the consumer acts as an active participant in the communication process.

The formation of loyalty to dietary supplement brands in the digital environment is based on a combination of cognitive, emotional, and behavioral components. The cognitive component involves providing reliable information about composition, mechanism of action, indications for use, possible limitations, and interactions. The emotional component is implemented through visual style, communication tone, corporate social responsibility, and participation in educational initiatives. The behavioral component is manifested in repeat purchases, recommendations to other consumers, positive reviews, and active participation in online communities.

In the context of digitalization, algorithms for content personalization play a special role. The use of Big Data technologies, artificial intelligence, and user behavior analytics makes it possible to create individualized offers, considering previous purchasing experience, interests, and the needs of specific consumers. This approach increases the relevance of communications, reduces informational noise, and strengthens the perceived value of interaction with the brand. At the same time,

excessive commercialization and aggressive advertising strategies may lead to a decline in trust, which is particularly critical in the health-related sphere.

An important factor in forming loyalty is the availability of high-quality electronic educational resources aimed at both consumers and pharmacy professionals. Webinars, online courses, interactive guides, blogs with popular scientific materials, video lectures, and infographics contribute to improving the pharmaceutical literacy of the population. Within the educational space of the digital era, dietary supplement brands may act as partners of higher education institutions, professional associations, and scientific organizations, supporting the development of evidence-based foundations and modern approaches to consumer communication.

The integration of brands into digital healthcare ecosystems is of particular importance. Cooperation with pharmacy chains, electronic booking services, and telemedicine platforms makes it possible to create a comprehensive customer experience. The opportunity to receive an online pharmacist consultation, access instructional materials, compare alternatives, and leave feedback creates a sense of openness and accessibility of the brand. At the same time, it is essential to ensure compliance with the principles of evidence-based medicine and to avoid incorrect claims regarding the therapeutic properties of dietary supplements.

In the educational context, the use of gamification and interactive learning formats is also significant. Online tests, personalized recommendations, digital health diaries, and loyalty programs with an educational component increase consumer engagement and contribute to the formation of sustainable brand commitment. Such tools make it possible to combine marketing objectives with an educational mission, in line with current trends in socially responsible business.

Social media functions not only as a promotional channel but also as a platform for dialogue and community building. Moderation of discussions, prompt responses to inquiries and complaints, and the publication of expert comments and explanations contribute to increasing the level of trust. In the digital era, reputational risks spread rapidly; therefore, an online reputation management strategy must be systematic and proactive. Transparency regarding raw material sources, manufacturing standards, certification, and quality control is an important component of this strategy.

Particular attention should be paid to the regulatory framework governing digital advertising of dietary supplements. Compliance with legal requirements regarding labeling, accuracy of wording, and prevention of misleading consumers forms the foundation of long-term loyalty. The educational component of

communication should be supported by references to scientific sources, recommendations of international organizations, and results of clinical studies, where available.

The formation of loyalty is also associated with the development of corporate social responsibility programs. Support for educational initiatives, participation in scientific conferences, cooperation with universities, and the implementation of electronic educational platforms for pharmacy students strengthen the company's image as a reliable and responsible partner. In this respect, digital technologies ensure scalability and accessibility of educational resources, in accordance with the principles of open education.

Analysis of current trends indicates that effective formation of consumer loyalty to dietary supplement brands through digital channels requires a comprehensive approach that combines marketing, educational, technological, and ethical components. In conditions of information overload, the key success factor is the brand's ability to create valuable content focused on consumer needs and expectations, provide feedback, and maintain high quality standards.

Thus, digital channels not only expand opportunities for promoting dietary supplements but also transform the very nature of interaction between a brand and a consumer. The educational space in the digital era serves as a platform for integrating marketing strategies with educational activities, contributing to increased pharmaceutical literacy and the formation of conscious consumption. Further research should focus on developing models for assessing the effectiveness of digital tools for loyalty formation, analyzing consumer behavioral patterns, and improving interaction mechanisms between manufacturers, pharmacists, and end users in the context of the rapid development of digital technologies.

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