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on the topic: **«FEATURES OF FORMING CONSUMER LOYALTY TO DIETARY  
SUPPLEMENT BRANDS THROUGH DIGITAL CHANNELS»**

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## **АНОТАЦІЯ**

The qualification paper investigates the specific features of digital marketing of dietary supplements in social networks, search engines and on official brand websites. The content of three brands and the results of a survey of 181 consumers are analyzed, the effectiveness of content formats and types is assessed, and recommendations for increasing trust and sales are formulated. The paper is 45 pages long and includes 7 tables, 24 figures and 30 references.

*Ключові слова:* характеристики, формування, лояльність споживачів, харчові добавки, бренди, цифрові канали

## **ANNOTATION**

The paper investigates the mechanisms of consumer loyalty formation towards dietary supplement brands in the digital environment. Based on the content analysis of three brands and the results of a survey, the effectiveness of various communication formats is assessed. Practical recommendations are formulated for strengthening trust and stimulating sales. The paper is presented on 45 pages, illustrated with 7 tables and 24 figures, the list of sources used includes 30 items.

*Keywords:* features, forming, consumer loyalty, dietary supplements, brands, digital channels

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## INTRODUCTION

**Relevance of the research topic** is due to the rapid growth of the dietary supplements (DS) market and the transfer of the main promotion tools to the digital environment. Social networks and search engines are becoming the main source of information about supplements for consumers, forming awareness, interest in brands and purchase intentions. Studies show that it is digital marketing and brand activity in social networks that significantly affect the evaluation of DS and consumers' willingness to purchase them [20].

Modern works analyze the impact of social networks and influencers on the perception of dietary supplements and purchase intentions (E. SHI-JIE WANG, R. MELERO-BOLAÑOS, J. KLEIN, J. N. RICKE, etc.), and also describe the active presence of these products on Instagram, TIKTOK, and other platforms [7].

At the same time, comprehensive studies of digital marketing of dietary supplements, which combine content analysis of social networks, search engines, official websites and consumer attitudes, remain limited, especially in the Ukrainian context. This justifies the need to improve knowledge about digital marketing tools for dietary supplements and provides a basis for developing practical recommendations for increasing the effectiveness of their promotion in the digital environment [10].

**The purpose of the work** is to investigate the features of forming consumer loyalty to dietary supplement brands through digital channels.

To achieve the goal of the qualification work, it is necessary to solve the following **tasks**: to reveal the theoretical foundations of digital marketing in the field of dietary supplements, to determine its structure and main mechanisms of interaction with the audience; to analyze digital marketing trends in the dietary supplements market based on a study of social media content and online presence of brands; to assess the effectiveness of online marketing tools; to conduct a social survey of dietary supplement consumers; to formulate recommendations for improving the effectiveness of digital marketing of dietary supplements.

**The object of research** is digital marketing of dietary supplements.

**The subject of the study** is the tools and mechanisms of digital marketing of dietary supplements in social networks and search engines.

**Research methods** – content analysis of publications on social networks; analysis of the structure of search results; analysis of open digital metrics; sociological survey of consumers of dietary supplements; generalization and systematization of theoretical sources.

**Practical significance of the obtained results.** The practical significance of this study is that, based on the content analysis of the social media pages of the Perla HELSA, NOW FOODS, and BIOTUS brands, practical recommendations for improving the effectiveness of digital marketing of dietary supplements were developed based on the search engine environment assessment and the results of a survey of consumers. The proposed approaches allow marketers, SMM specialists, representatives of pharmaceutical companies and pharmacy chains to optimize the content structure, choose the most effective communication formats, strengthen the educational component, use branding elements and human images to increase engagement, and build trust in brands through a combination of real reviews, scientifically based claims, and transparent interaction with consumers.

**Approbation of research results and publication.** The qualification work was approved at the All-Ukrainian distance scientific and practical conference “Vocational education: from today’s challenges to shaping the future”. Article was published: Malyi V, Bondarieva I., Maajaoui H. Features of forming consumer loyalty to dietary supplement brands through digital channels All-Ukrainian distance scientific and practical conference “Vocational education: from today’s challenges to shaping the future” March 17, 2026. – P. 93-96.

**Structure and scope of the qualification work.** The work consists of an introduction, three chapters, conclusions and a list of sources used. It is presented on 45 pages; includes 24 figures, 7 tables and 30 sources of literature.

# CHAPTER 1

## THEORETICAL PRINCIPLES OF DIGITAL MARKETING IN THE FIELD OF DIETARY SUPPLEMENTS

### 1.1 Concept and structure of digital marketing

Digital marketing has emerged as a separate direction of modern marketing and is based on the use of digital platforms and online environments for the creation and transmission of information, as well as communication. In the works of D. Chaffee, digital marketing is described as a set of managed actions that use online platforms, digital media and marketing technologies to achieve business goals and maintain long-term relationships with customers [4]. A similar approach is also seen in P. K. Kannan, where digital marketing is considered as a strategic process that includes digital tools in every stage of brand interaction with the consumer [20].

In general, digital marketing can be defined as a system of principles, methods and tools that use digital channels to promote products and services, build brand awareness and maintain interaction with consumers. This system includes both strategic decisions regarding positioning, segmentation and target audience selection, and operational actions related to planning, implementing and evaluating campaigns. Components of digital marketing is presented in fig.1.1.



Fig.1.1 Components of digital marketing

The structure of digital marketing is often described in terms of the marketing mix. The classic 4P model (product, price, distribution, promotion) remains relevant, but in the digital environment it is expanded to the 7P model, adding the components “personnel”, “processes” and “material attributes of the service” [3]. The marketing mix in the digital format includes solutions for the digital product (functionality of the website, mobile application, content), pricing models (online discounts, subscription), digital distribution channels (marketplaces, online stores) and online promotion tools. Conceptual model of integrated digital marketing is presented in fig.1.2.

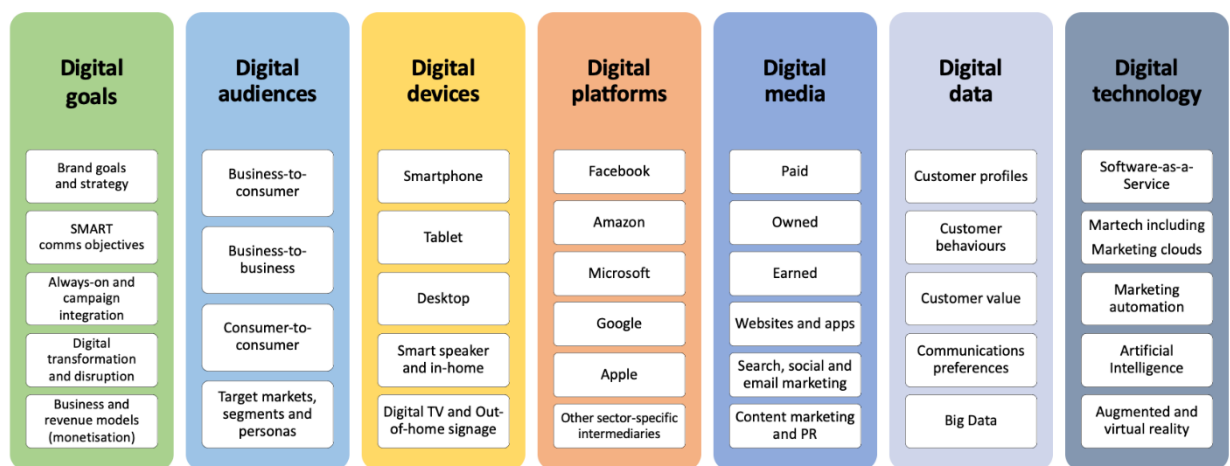


Fig.1.2 Conceptual model of integrated digital marketing

Another approach to structuring digital marketing is related to the classification of media channels. In modern literature, three basic groups are distinguished: paid media, own media and earned (or deserved) media. Paid media include all formats of paid advertising on the Internet, including search advertising, targeted ads on social networks and display banner advertising. Owned media include corporate websites, blogs, social media pages and other channels that belong to the brand and are under its full control. Earned (or deserved) media form user mentions, reviews, reposts, media publications and other content that arises due to the brand's reputation and is not paid for directly [30].

Within the overall framework of digital marketing, a set of basic tools is distinguished that reflect individual areas of work. This is search marketing, which

includes SEO and paid search advertising, social media marketing, content marketing, email marketing, display and video advertising, affiliate programs, influencer marketing, and other forms of promotion [20]. Each of the tools has its own goals, metrics, and logic of use, but in digital marketing practice they are considered as interconnected elements of a single communication system.

Types of digital marketing is presented in fig.1.3.

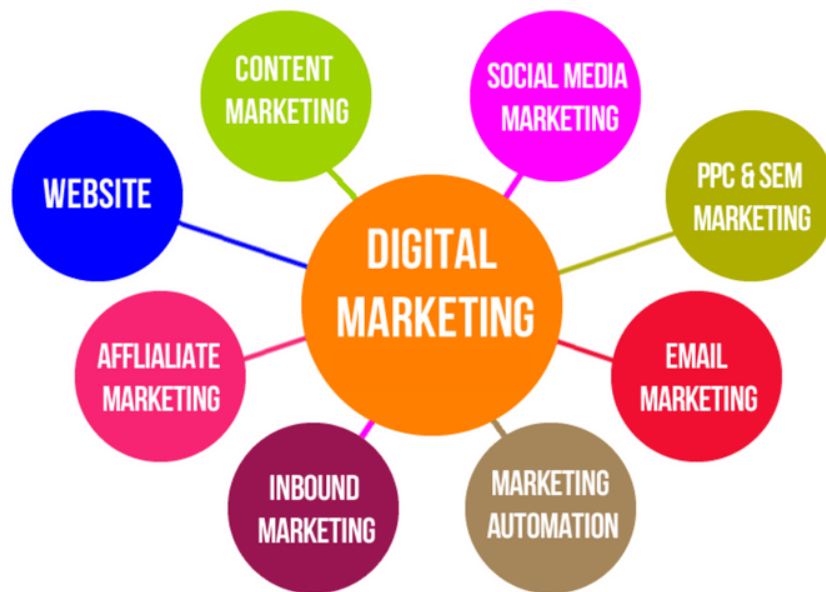


Fig. 1.3 Types of digital marketing

Modern conceptual models of digital marketing offer a structural division not only by tools, but also by key components of interaction. The works of P. K. Kannan describe a framework in which the central elements are context, content, customization, communication and connection between the company and the consumer [10]. That is, digital marketing is based on a combination of a relevant environment, meaningful content, the possibility of personalization, consistency of messages and long-term consumer retention [7].

## 1.2 Audience interaction mechanisms in digital marketing

The mechanisms of interaction with the audience in digital marketing are based on the transition from one-way communication to a format of constant dialogue and engagement. In scientific works, interaction is described through the

concept of user involvement in the online environment, where indicators are not only the number of views, but also user activity in the form of likes, comments, shares and other forms of participation in the digital environment. The degree of audience involvement reflects the strength of the connection between the brand and the consumer and affects loyalty and behavior when purchasing a product [5].

Audience interaction is presented in fig.1.4.

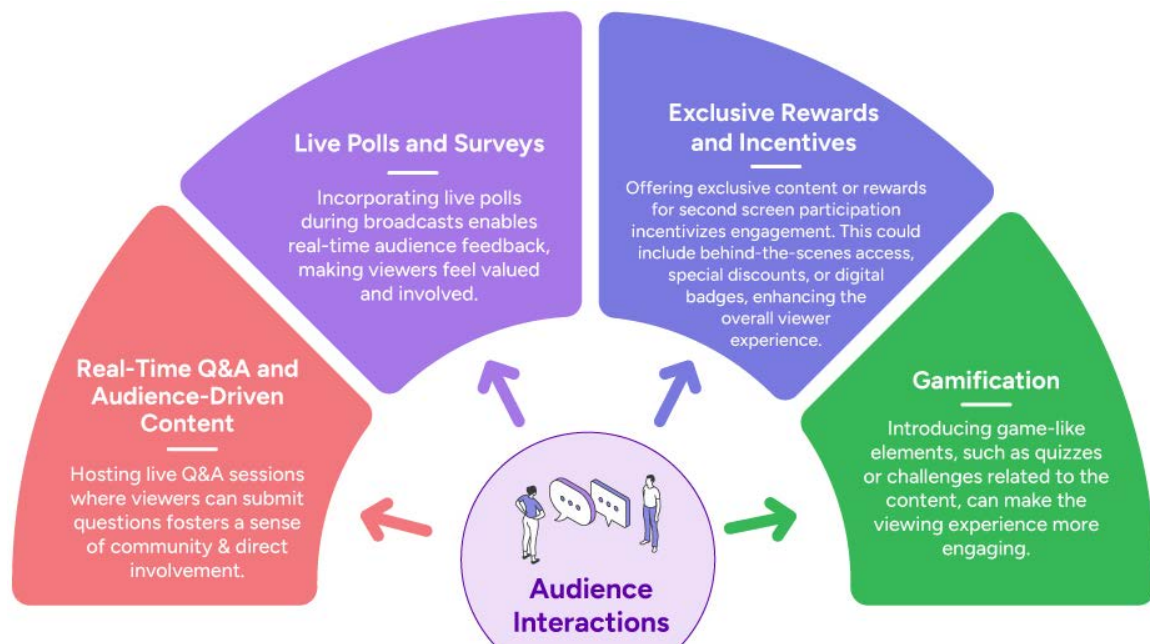


Fig. 1.4 Audience interaction

One of the basic mechanisms of interaction is the management of the consumer's journey in the digital space. The consumer journey is described as a sequence of stages through which the buyer passes – from the first contact with the brand to the stage of interaction after the purchase. At each touchpoint – searching for information, browsing the site, interacting with a post on a social network, opening an e-mail – the brand gets the opportunity to increase interest, respond to a need and push to the next step. Effective digital marketing involves consciously planning these touchpoints and coordinating them in terms of content and tone of communication [10].

An important mechanism of interaction is content marketing, which is based on the creation of useful, relevant and consistent content to attract and retain the audience. In the works of J. Pulizzi, content marketing is defined as a strategic

approach when the company acts as a media, publishing materials that help the audience solve their own problems, and not just advertise the product [4]. In conceptual reviews, digital content marketing is described as a tool that combines informational, educational and entertainment functions, stimulates interaction, forms brand perception and supports loyalty [8].

Digital marketing as a transaction layer where leads or sales are generated is presented in fig.1.5.

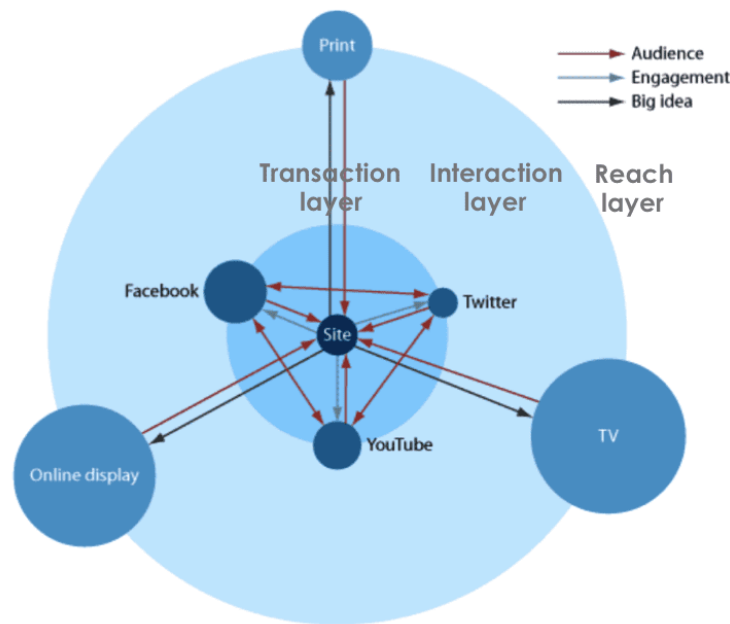


Fig. 1.5 Digital marketing as a transaction layer where leads or sales are generated

Digital platforms allow segmenting audiences based on behavioral, demographic, and contextual characteristics, and tailoring messages to interests and previous interactions. Digital consumer engagement research highlights that personalized messages, recommendations, and dynamic content drive higher engagement and conversion rates than one-size-fits-all campaigns [3]. Personalization is delivered through automated email messages, remarketing ads, and personalized offers on the website and in mobile apps [17].

Interaction in digital marketing is increasingly based on the participation of users and communities. Social networks create conditions for the formation of online

communities around the brand, where users publish reviews, share experiences, create their own content. Mechanisms that stimulate co-creation – contests, hashtags, surveys, interactive formats – strengthen the emotional connection with the consumer and increase organic reach [8]. Storytelling plays a special role as a tool for building interaction; strategic approaches to content are based on the creation of narratives in which the brand presents itself through stories, characters, consumer cases - this helps to transfer communication from the level of rational arguments to the level of values and identity [7].

### **1.3 Features of marketing dietary supplements in the digital environment**

Marketing of dietary supplements in the digital environment has a number of specific features compared to the promotion of conventional mass-market products, since dietary supplements belong to the category of products that the consumer associates with health, well-being and appearance, therefore the purchase decision is accompanied by a higher level of involvement, the need for information and the assessment of potential risks. Studies of online purchases of dietary supplements describe how consumers move from the stage of interest to the intention to purchase through a combination of expected benefits, trust in the source of information and perception of product safety [18].

Manufacturers and sellers have much more knowledge about the composition, mechanisms of action and restrictions on the use of products, and the consumer is forced to focus on how these products are presented in social networks, blogs, reviews. Trust in online sources shapes the intention to purchase DS, while a lower level of perceived risk correlates with a higher willingness to consume [15].

Social media has become a central platform for marketing DS, with content on Instagram, TikTok, and other platforms combining elements of advertising, personal stories, and health advice. Studies of the impact of social media on eating behavior have found that users perceive such channels as an important source of ideas about diet, supplements, and “healthy lifestyles”, and that brands’ social media presence influences product choices [19].

Influencers occupy a special place in digital marketing of dietary supplements – they act as intermediaries between the brand and the audience, demonstrate products in their own everyday content, combine recommendations with personal stories and visual images of the “desired result”. The activities of influencers in the field of dietary supplements affect the perception of their safety and benefits, build trust in brands and strengthen the intention to purchase, especially among young consumers [10].

Trends and disruptions influencing customers is presented in fig.1.6.

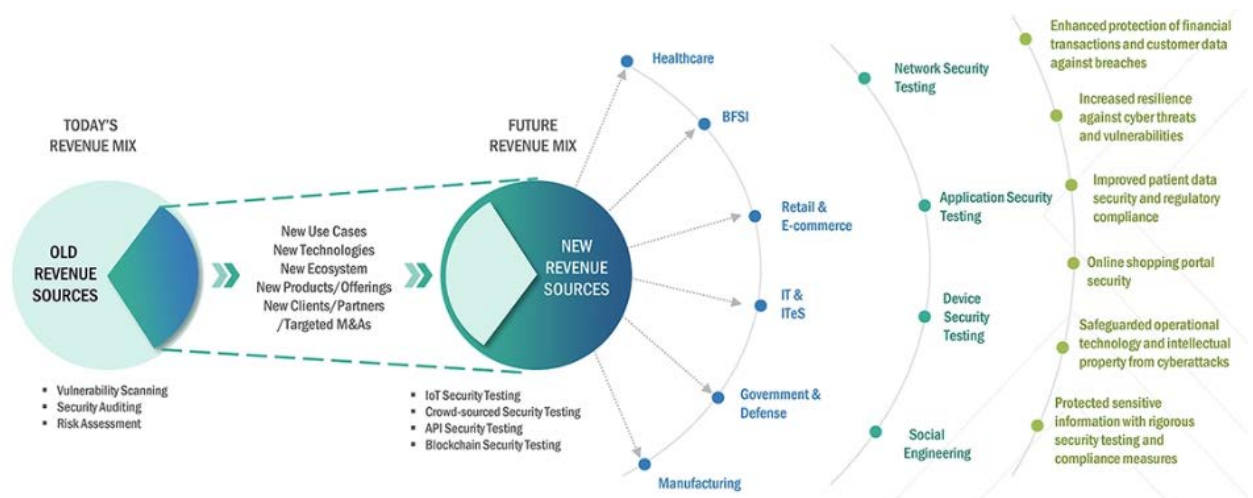


Fig. 1.6 Trends and disruptions influencing customers

Digital marketing of dietary supplements is characterized by a combination of educational and promotional components. Many brands and media present materials in the format of “explanatory” publications about the properties of ingredients, their effects on the body, and recommendations for use. Content analysis of materials about dietary supplements shows that such texts mostly present supplements in a positive light, often without sufficient scientific argumentation, with the benefits being emphasized more strongly than the potential risks [3]. Images of the “ideal” body, active lifestyle, relaxation, and productivity are widely used in digital campaigns for dietary supplements [7].

In the digital environment, marketing messages about DS often use hybrid benefit claim formats. Studies of advertising designs compare “soft” wording such as “supports immunity” with more scientifically styled claims and show that both

types shape perceptions of the accuracy and persuasiveness of the advertisement, especially when combined with attractive visual images [1]. In social media, such claims are often presented through the personal experiences of influencers, which further softens the perception of the advertising nature of the message. A final feature of dietary supplement marketing is its high reliance on social proof. Reviews, ratings, comments, user stories, and before/after photos act as a signal of quality and safety when consumers are unable to independently assess the effectiveness of the product. Users actively discuss side effects, feelings, and expected results, and these discussions influence perceptions of risks and benefits [14].

#### **1.4 Development and legislative regulation of the dietary supplements market in the world**

The global market for dietary supplements has been showing steady growth over the past decades. According to analytical reports, the global market size in 2021 was estimated at approximately \$150-160 billion US dollars, and forecasts indicate further expansion of the segment with growth rates of more than 7-8% per year [8]. The activation of demand is associated with the popularization of preventive medicine, the aging population, the growth of interest in a “healthy lifestyle” and the spread of online sales channels. In Europe, the market for dietary supplements is also expanding, in particular due to vitamin-mineral complexes and products of plant origin [4]. In the European Union, dietary supplements are primarily considered as “food supplements” and are subject to general food legislation. The basic document is Directive 2002/46/EC, which defines the concept of food supplements, sets out requirements for composition and presentation, and general principles for labelling [7]. In addition, Regulation (EC) No 1925/2006 regulates the addition of vitamins, minerals and certain other substances to foods, and Regulation (EC) No 1924/2006 lays down rules on the use of nutrition and health claims [20]. Such claims can only be made if they are scientifically substantiated and have been included in the list of permitted claims. Global development and legislative regulation of dietary supplements are presented in table 1.1.

Table 1.1

### Global development and legislative regulation of dietary supplements

Region	Key Regulatory Body	Legislative Framework / Status	Development Trends (2025–2026)
USA	FDA (Food & Drug Administration)	DSHEA (1994). Regulated as food. New 2026 mandates require pre-market GRAS (Generally Recognized as Safe) notifications for all new ingredients.	Surge in GLP-1 support supplements (fiber, protein); state-level age restrictions on weight-loss products (NY, NJ).
European Union	EFSA (European Food Safety Authority)	Directive 2002/46/EC. Regulated as "food supplements." Strict harmonized lists of permitted vitamins/minerals.	Shift toward Biotech Act implementation; focus on maximum permitted levels and restriction of botanicals (Article 8).
Ukraine	SSUFSCP	Law on Basic Principles and Requirements for Food Quality. Transitioning to EU-aligned standards (Order N 1145).	Digitization of sales (e.g., Tabletki.ua); high demand for immune-boosting and metabolic health products.
China	SAMR (State Admin for Market Regulation)	Food Safety Law. Dual-track system: "Filing" for vitamins/minerals and "Registration" for complex/new formulas.	Rapid growth in K-Beauty (ingestible cosmetics) and AI-driven personalized nutrition solutions.
ASEAN	ASEAN Healthcare Committee	ASEAN Agreement on Health Supplements. Focus on regional harmonization of GMP and safety standards.	Expanding middle-class demand for preventative wellness and halal-certified botanical extracts.
International	Codex Alimentarius (FAO/WHO)	Guidelines for Vitamin & Mineral Supplements. Sets global reference points for safety and labeling.	Focus on establishing Upper Intake Levels (UL) based on scientific risk assessment for global trade.

In the United States, the legal framework for dietary supplements is based on the Dietary Supplement Health and Education Act (DSHEA, 1994), which supplements the Federal Food, Drug, and Cosmetic Act [10]. Under DSHEA, supplements are classified separately from drugs, and the responsibility for safety

and proper labeling rests with the manufacturer. The Food and Drug Administration (FDA) oversees the safety, quality, and labeling of dietary supplements, while the Federal Trade Commission (FTC) regulates advertising claims and requires them to be truthful and scientifically sound [21]. The legal regulation of dietary supplements in Ukraine is moving towards harmonization with European standards. The basic requirements are enshrined in the Law of Ukraine “On Basic Principles and Requirements for the Safety and Quality of Food Products”, where DS is considered as a separate category of food products with certain safety, labeling and circulation criteria [38]. In 2024, the Law of Ukraine “On Amendments to Certain Laws of Ukraine on Improving the Regulation of the Production and Circulation of DS, and on Regulating Other Issues in the Sphere of Health Care” was adopted (No. 4122-IX of December 5, 2024), which supplemented the Law of Ukraine “On Basic Principles and Requirements for the Safety and Quality of Food Products” with Article 32-2 “Special Requirements for Dietary Supplements”, introduced mandatory notification before the first introduction into circulation, clarified the requirements for composition and labeling, and strengthened the responsibility of market operators [7].

### **Conclusions to Chapter 1**

Digital marketing is a system of actions and tools that use online channels to promote products and services, maintain brand awareness and constantly interact with consumers. It is based on the 7P complex, a combination of paid, native and earned media, as well as a coordinated consumer journey from first contact to after-sales communication. Interaction with the audience is based on content marketing, personalization, community participation, storytelling and user engagement. For dietary supplements, digital marketing is associated with increased attention to trust, social proof, perception of benefits and risks, and the active role of influencers. The market is developing in conditions of increased legislative regulation of composition, labeling and health claims in Ukraine and the world.

## CHAPTER 2

### ANALYSIS OF THE CURRENT STATE OF DIGITAL MARKETING OF DIETARY SUPPLEMENTS

#### 2.1. Analysis of digital marketing trends in the dietary supplement market

To assess the current landscape of digital marketing within the dietary supplement industry, a comprehensive content analysis was performed on the official Instagram and TIKTOK profiles of three prominent brands operating across both Ukrainian and international segments. The study focused on PERLA HELSA, a Ukrainian manufacturer; NOW FOODS, an American brand with a global distribution network; and BIOTUS, a Ukrainian company that functions as both a manufacturer and a retailer of international brands. The audience reach varied significantly across these platforms: PERLA HELSA commanded four hundred and forty-three thousand followers on Instagram and eleven point nine thousand on TIKTOK, while NOW FOODS maintained one hundred and thirty-eight thousand followers on Instagram with an inactive TIKTOK presence. Meanwhile, BIOTUS reached one hundred and sixty-two thousand followers on Instagram and five point six thousand on TIKTOK, as illustrated in Fig.2.1.

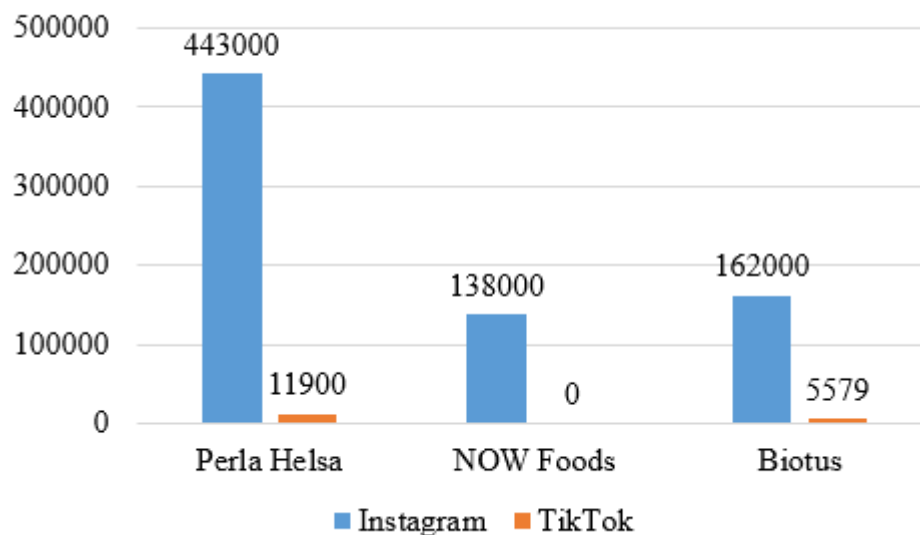


Fig. 2.1. The total quantity of subscribers across various social media platforms for companies specializing in the manufacturing of nutritional additives

To ensure high-quality results, the study focused exclusively on active digital profiles, specifically the Instagram accounts of all three manufacturers and the TIKTOK presence of PERLA HELSA and BIOTUS. The analytical sample comprised the twenty-five most recent INSTAGRAM posts from PERLA HELSA published between October first and twenty-first, twenty twenty-five, along with twenty-five TIKTOK videos from the same brand spanning May third to October twenty-first, twenty twenty-five. Additionally, the researchers examined twenty-five Instagram entries from NOW FOODS posted from October fourth to twenty-first, twenty twenty-five, twenty-five Instagram posts from BIOTUS dated August twenty-second to October twenty-first, twenty twenty-five, and twelve TIKTOK videos from the latter's page covering the period from July twenty-first to October twenty-first, twenty twenty-five.

Current trends in the digital landscape show a consistent shift toward short-form video content such as REELS and TIKTOK, which are increasingly superseding conventional static images or text-based updates. This evolution is supported by findings from EMPLIFI in twenty twenty-four, which highlight that Reels now constitute a larger portion of Instagram brand content than traditional photos, reflecting a strategic move toward dynamic and interactive engagement. Given that TIKTOK operates entirely through short-form video, no further categorization of content formats was necessary for that platform, while the specific distribution of INSTAGRAM formats for the studied brands is detailed in Fig.2.2.

The proportion of short-form videos in the REELS format across the Instagram accounts of the analyzed brands spans from forty-four percent to eighty percent of their total content. The carousel format continues to serve as a supplementary tool, accounting for twelve percent to fifty-six percent of publications, while traditional static posts are utilized significantly less frequently or have been phased out entirely, with PERLA HELSA completely abandoning this specific content type.

A prominent contemporary trend in the digital marketing of dietary supplements is the escalating importance of educational content, which is steadily

superseding conventional advertising techniques. Rather than focusing on immediate sales, these publications aim to foster consumer trust, enhance health literacy, and promote a scientifically grounded approach to wellness. According to the FAVOURED AGENCY report of twenty twenty-five, manufacturers in this sector are increasingly allocating resources toward the development of instructional materials, such as posts, videos, and infographics that clarify the mechanisms of action and physiological benefits of their products.

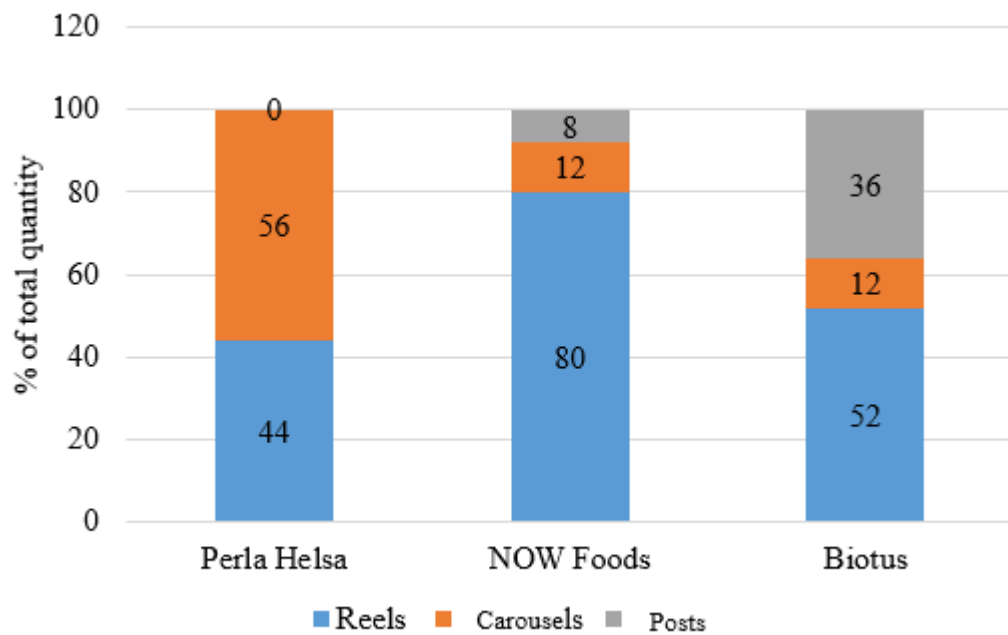


Fig. 2.2. Classification of brand content by posting format on INSTAGRAM

Simultaneously, there is a clear movement toward partnerships with micro-influencers — niche opinion leaders who command smaller but more deeply engaged audiences. A systematic review by CHEN in twenty twenty-four indicates that brands are gravitating toward these creators due to their perceived authenticity and higher levels of follower trust, which results in more effective communication compared to mass-market advertising. Within the supplement industry, this trend is visible through frequent collaborations with nutritionists, fitness trainers, pharmacists, and other specialists whose expertise is viewed as a credible information source by consumers.

Consequently, the content was categorized by type as illustrated in Fig.2.3, revealing a heterogeneous structure across the brands' Instagram profiles. The distribution of educational materials varies from four percent to forty-eight percent, informational content from sixteen percent to forty-eight percent, and aesthetic-entertainment posts from eight percent to twenty-four percent. While giveaways and collaborations occur sporadically rather than forming a consistent pattern, the data also captures unique outliers: eight percent of PERLA HELSA'S content consisted of third-party advertising, and four percent of NOW FOODS' publications featured interactive story polls. Overall, while there is a discernible shift toward a blend of informational and educational formats, no single content type currently dominates the market.

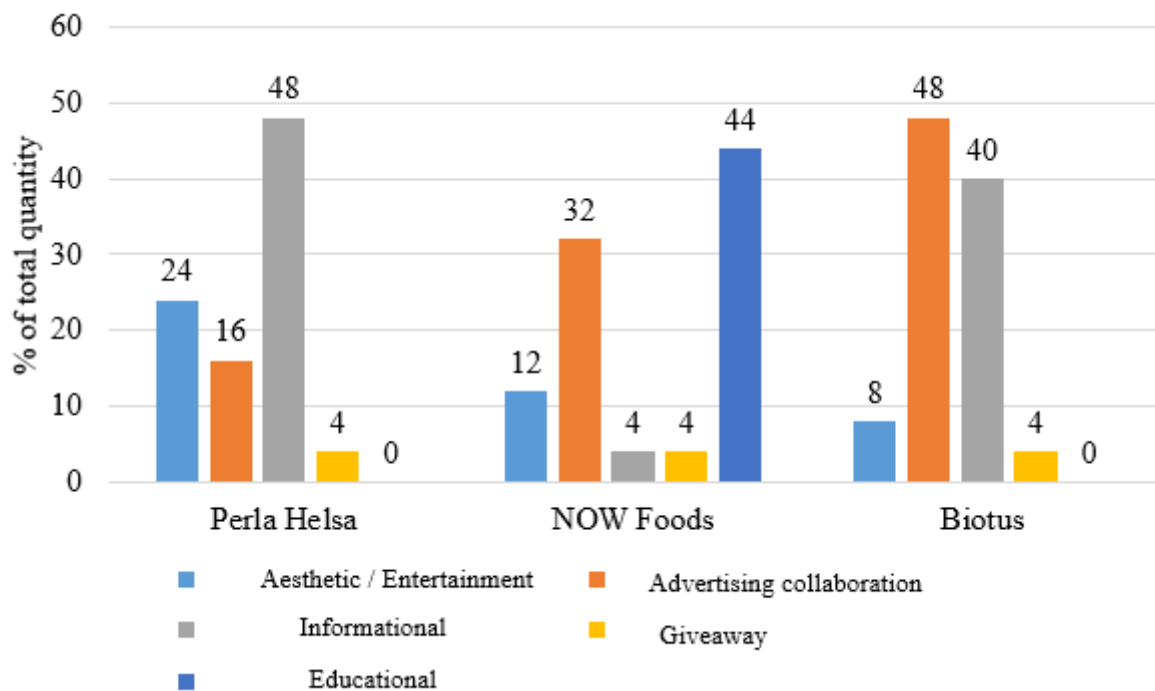


Fig. 2.3. Structural analysis of content types across official brand profiles on Instagram

Within the TIKTOK accounts of the brands under study, the distribution of content appears less varied compared to their INSTAGRAM profiles, as detailed in Fig.2.4. The primary portion of these publications consists of informational videos, ranging from forty-eight to fifty percent, which are centered on product familiarization. Regarding PERLA HELSA, a substantial forty percent of their

content is comprised of educational videos, whereas this specific format is entirely absent from the BIOTUS account. Meanwhile, entertainment-focused material serves a supplementary function, accounting for between twelve and fifty percent of the content, and is utilized primarily to bolster the emotional engagement of the target audience. The utilization of influencer marketing within the dietary supplement sector remains inconsistent across these entities. Specifically, PERLA HELSA and BIOTUS currently refrain from any such collaborations, while posts featuring subject matter experts and industry thought leaders constitute approximately forty-four percent of the INSTAGRAM content for NOW FOODS. This divergence highlights a variance in the strategic approaches adopted by individual brands, as some have already embraced influencer partnerships while others continue to rely on more traditional methods of communication.

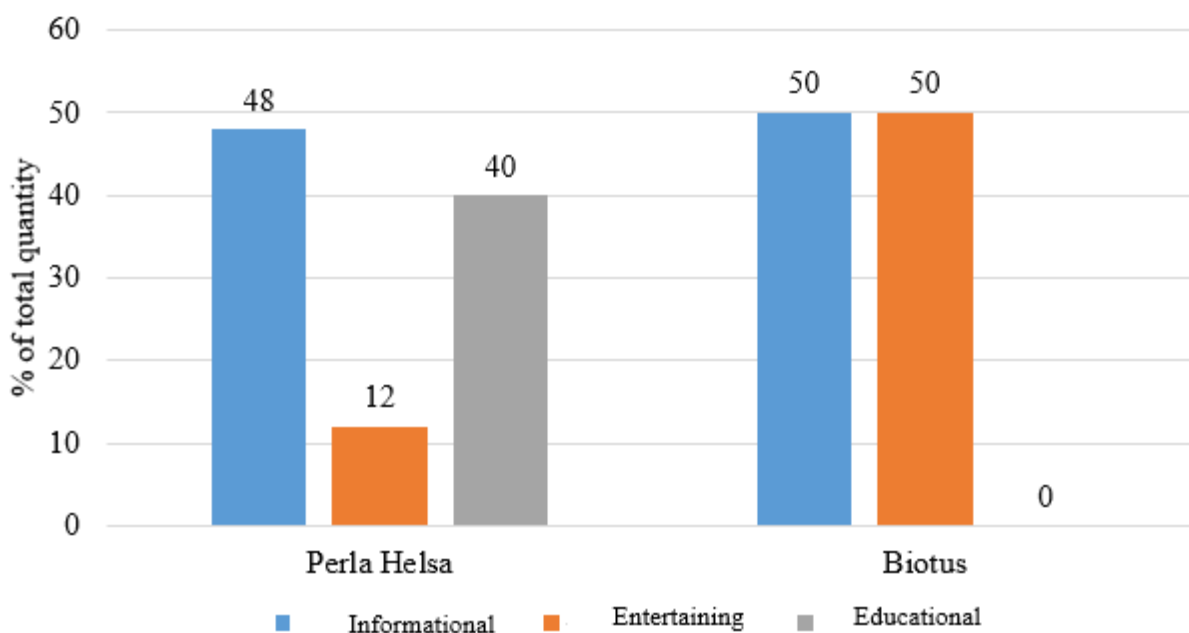


Fig. 2.4. Categorization of content types across official brand profiles on the TIKTOK platform

In contemporary digital marketing, there is a clear evolution toward reinforcing brand visual identity, which is increasingly reflected in the frequent integration of logos, specific packaging designs, and distinct brand elements within social media content. According to the research findings by Hosseini et al. in twenty

twenty-four, international market trends show a consistent rise in content that visually highlights the brand through the strategic placement of logos, shapes, or signature packaging colors. The current analysis assessed the prevalence of these visual brand markers — specifically logos or product packaging — across all surveyed publications, as illustrated in Fig.2.5. The data indicates that such visual elements were incorporated into fifty-eight percent of the posts from PERLA HELSA, eighty-nine percent of the publications from BIOTUS, and one hundred percent of the content from NOW FOODS. Parallel to this, there is an observable trend toward the more intentional use of human imagery in brand communications. As highlighted in the report from twenty twenty-five, the rising frequency of posts and videos featuring human faces has become a hallmark of modern social media engagement strategies.

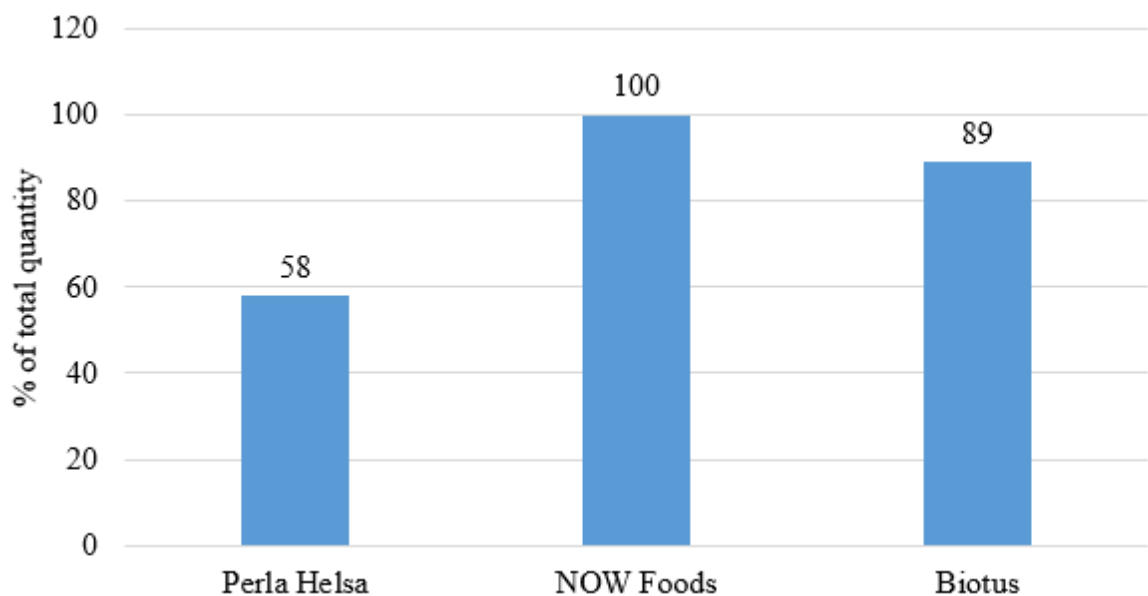


Fig. 2.5. The proportion of social media publications featuring core visual branding components, such as company logos or product packaging

The research further evaluated the extent to which human imagery is incorporated into social media communication, specifically identifying the frequency with which individuals' faces appear within the content.

The analytical results demonstrate that human presence is a notable component of the brands' digital strategies, as faces were featured in fifty-four

percent of the publications from PERLA HELSA, sixty percent of the content from NOW FOODS, and sixty-two percent of the posts from BIOTUS (Fig. 2.6).

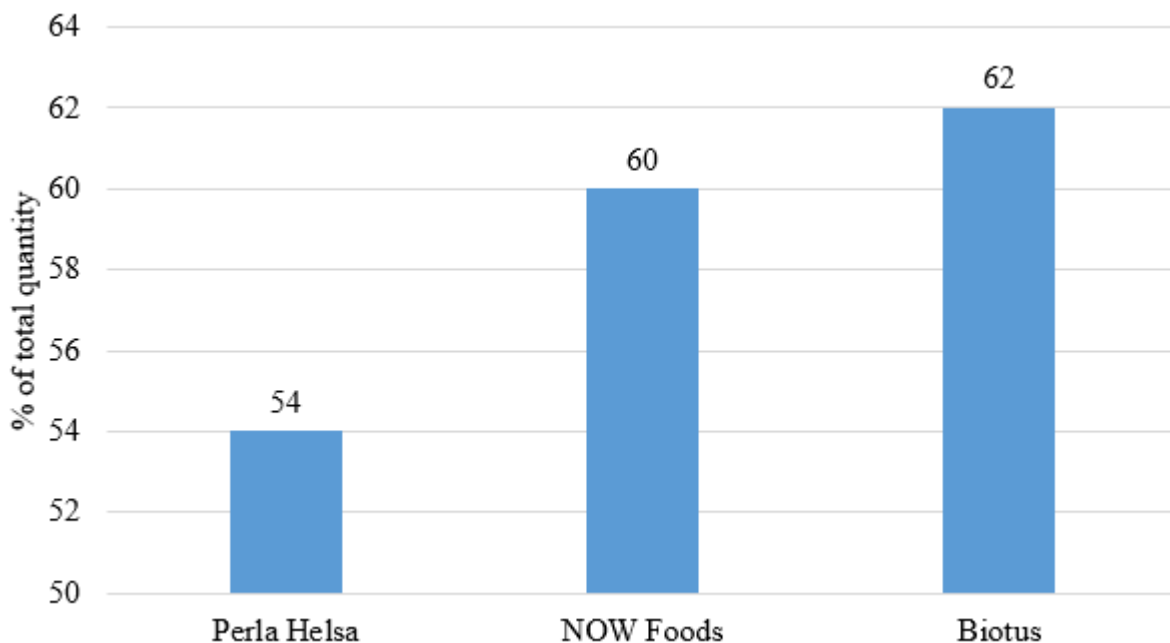


Fig. 2.6. The extent of human representation in digital content, measured by the occurrence of faces across the analyzed brand publications

Beyond social media platforms, search engines — specifically GOOGLE — serve as a critical channel for the digital marketing of dietary supplement brands, as this is where consumers most frequently initiate the processes of product discovery, offer comparison, and final purchase.

To evaluate the visibility of brands within this search environment, an analysis was conducted on both organic and paid search results across a variety of relevant queries.

The composition of the first page of GOOGLE search results as of October twenty twenty-five is detailed in Table 2.1, which accounts for the visibility of paid advertisements, product carousels, official brand websites, online marketplaces, pharmaceutical resources, and informational blogs.

Table 2.1

**Google search results for queries related to dietary supplements**

<b>Request</b>	<b>Availability of paid advertising</b>	<b>Availability of product carousel</b>	<b>Number of official websites</b>	<b>Number of marketplaces and pharmacy websites</b>	<b>Number of blog/review sites</b>
<b>BIOTUS</b>	No	No	4	5	0
<b>PERLA HELSA</b>	No	there are	5	5	0
<b>NOW FOODS</b>	there are	there are	1	9	0
<b>Buy dietary supplements</b>	No	there are	0	10	0
<b>Buy collagen</b>	there are	No	2	7	0
<b>Magnesium B6</b>	No	No	2	6	1

It has been determined that the official websites of PERLA HELSA, NOW FOODS, and BIOTUS consistently secure leading positions within GOOGLE search results for branded queries, a success attributed to rigorous search engine optimization, strong brand recognition, and systematic efforts to maintain an effective online presence.

Alongside these official portals, online marketplaces and pharmacy websites frequently appear on the initial search page, underscoring a multi-channel strategy that integrates direct brand promotion with partner distribution to maximize both product visibility and consumer accessibility.

The importance of paid search marketing tools, such as product carousels and contextual advertising, is expanding significantly; for commercial queries like "buy

dietary supplements" or "buy collagen," these advertisements are displayed consistently, illustrating a strategic shift toward more targeted search visibility management.

Furthermore, search results have become increasingly visual, incorporating product imagery, consumer ratings, and pricing directly alongside text, a format that renders the results more dynamic and user-friendly by combining high levels of informativeness with immediate opportunities for purchase. To further evaluate their digital footprint, the official websites of PERLA HELSA, NOW FOODS, and BIOTUS were subjected to a detailed analysis, and table 2.2 presents the core elements that define their digital content strategies and mechanisms for user interaction.

*Table 2.2*

**Content structure of official websites of DS brands**

	<b>PERLA HELSA</b>	<b>NOW FOODS</b>	<b>BIOTUS</b>
Blog / articles	THERE ARE	THERE ARE	THERE ARE
FAQ / tips "how to take"	THERE ARE	THERE ARE	THERE ARE
Photo / video content	THERE ARE	THERE ARE	THERE ARE
Research/Science Links	No	THERE ARE	No
Buy button (own store)	THERE ARE	THERE ARE	THERE ARE

Every official website examined in this study integrates a blend of commercial and informational content, with each platform featuring blogs, expert advice on supplements, and engaging visual elements.

A notable distinction arises in scientific backing; whereas NOW FOODS exclusively incorporates direct links to research or reputable scientific sources, the Ukrainian brands, specifically PERLA HELSA and BIOTUS, prioritize simplicity, accessibility, and conceptual clarity in their explanations.

Broadly, there is a discernable industry-wide trend toward transforming website content into educational and motivational hubs that simultaneously inform consumers and incentivize purchases. Consequently, digital marketing within the

dietary supplement sector is defined by the convergence of three primary strategies: maintaining a dynamic presence on social media through a strong emphasis on short-form video and educational narratives; implementing a multi-channel search engine optimization strategy that utilizes both organic SEO and paid advertising to enhance visual search result prominence; and evolving official corporate websites into comprehensive content platforms that successfully unify commercial objectives with high-value informational resources.

## 2.2 Evaluating the effectiveness of online marketing tools

To evaluate the performance of social media publications, the study utilized the engagement rate, a key metric that quantifies the level of user activity and interaction with posted content. This analytical approach relies on formula 2.1 to determine the specific degree of audience involvement, ensuring a standardized assessment of content effectiveness across the various platforms examined:

$$ER = \frac{\text{Likes+Comments+Shares}}{\text{Number of subscribers}} \times 100 \% \quad (2.1)$$

This metric facilitates a comparative assessment of content formats and types, enabling the identification of those that elicit the most substantial audience response. As the study relies exclusively on publicly accessible data, the number of saves was excluded from the calculation.

The subsequent analysis intentionally avoids direct performance comparisons between individual brands, focusing instead on evaluating engagement levels relative to specific publication formats, such as Reels, carousels, and static images, as well as distinct content categories, including educational, informational, and entertainment materials.

Six posts within the sample exhibited abnormally high engagement rates reaching up to fifty-nine percent which significantly exceeded the typical values; these entries, which included viral posts and sweepstakes, were omitted from further

examination to prevent their disproportionate influence from skewing the aggregate results.

Additionally, two other posts were excluded due to the unavailability of public data regarding likes, comments, and shares.

Consequently, the final analytical sample consisted of one hundred and four posts in total. The results concerning the effectiveness of various content formats on social media platforms are detailed in table 2.3, while a one-way analysis of variance confirmed the existence of statistically significant performance differences across these content formats ( $F(2, 101) = 4.49$ ;  $p = 0.0135$ ).

*Table 2.3*

**Level of engagement of publications depending on the content format**

Content format	Number of publications	Average engagement rate (ER, %)
Short videos	75	0.374 ± 0.338
Static posts	10	0.208 ± 0.381
Carousels	19	0.147 ± 0.166

Short-form videos consistently generate the highest levels of audience engagement, a phenomenon attributable to their dynamic composition, the rapid delivery of information, and their alignment with the requirements of recommendation algorithms.

In contrast, static images and carousel formats demonstrate lower engagement rates, primarily because they demand a greater investment of user attention and possess a reduced probability of appearing within recommendation feeds. Collectively, these findings validate the prevailing industry trend of reorienting digital marketing strategies toward short video content as the most effective medium for audience interaction.

The engagement levels of publications, categorized specifically by their content type, were systematically analyzed and are presented in table 2.4. Furthermore, the one-way analysis of variance performed on this data indicates that

the variations observed between the mean engagement indicators are currently positioned on the threshold of statistical significance ( $F(3,96) = 2.54$ ;  $p = 0.0611$ ).

*Table 2.4*

**The correlation between content categories and audience interaction metrics**

Content type	Number of publications	Average engagement rate (ER, %)
Informative	38	$0.379 \pm 0.365$
Advertising collaboration	9	$0.049 \pm 0.03$
Educational	33	$0.319 \pm 0.324$
Entertaining and aesthetic	20	$0.331 \pm 0.298$
Other (survey, raffle, advertising for another brand)	4	0.224

This suggests that while content type may influence user activity, the current findings do not permit the conclusion that statistically significant differences exist at the zero point zero five significance level. The highest average engagement metrics are recorded for informational and educational materials, leading to the assumption that these categories hold greater appeal for the audience than advertising collaborations or purely entertainment-oriented posts. Subsequently, the influence of visual branding elements such as logos or product packaging on the level of audience engagement was evaluated, and the results are presented in table 2.5.

*Table 2.5*

**The impact of incorporating corporate visual cues, such as logos or packaging, on the performance of social media publications**

Presence of branding elements	Number of publications	Average engagement rate (ER, %)
THERE ARE	79	$0.314 \pm 0.342$
None	23	$0.344 \pm 0.293$
Third-party brand present	2	0.073

The application of Welch's t-test produced a p-value of 0.682, confirming that the differences between the two groups are not statistically significant. Consequently, the inclusion of brand-specific visuals appears to have a negligible impact on audience behavior. Further analysis regarding the influence of human figures is presented in table 2.6.

*Table 2.6*

**Impact of human presence within the frame on user interaction**

The presence of human images	Number of publications	Average engagement rate (ER, %)
THERE ARE	59	0.405 ± 0.346
None	45	0.200 ± 0.268

Analysis using Welch's t-test confirms that human images significantly boost engagement ( $p < 0.001$ ), with users showing a clear preference for content featuring faces.

Due to the lack of public metrics like CTR or conversions, search engine performance was evaluated by analyzing the composition of Top-10 results. The findings highlight that organic SEO ensures the most stable visibility, as relevant, optimized pages appear consistently even without paid support.

While paid ads and carousels were limited to occasional commercial queries, organic results remained constant across the entire sample. This suggests that organic strategies provide more reliable long-term visibility. Additionally, the presence of informational features like blogs on official sites supports modern web usability standards, serving as a qualitative marker of an effective digital presence [7, 8].

**Conclusions to chapter 2**

1. There is a definitive shift in social media strategies toward dynamic formats. Short-form videos (REELS, TIKTOK) have become the primary engagement tool, accounting for up to 80% of Instagram content.

2. Statistical analysis confirms that Short-form videos generate the highest engagement rates (ER = 0.374%), significantly outperforming static posts and carousels ( $p = 0.0135$ ). Modern digital marketing in the DS sector is moving away from direct sales toward building consumer trust. Educational and informational materials dominate the content structure (up to 48% of posts). While the correlation between content type and engagement is on the threshold of statistical significance ( $p = 0.0611$ ), informational and educational posts consistently record higher average interaction levels compared to advertising collaborations.

3. A critical finding of the study is the impact of visual elements on audience behavior. The presence of human imagery (faces) significantly increases engagement ( $p < 0.001$ ), nearly doubling the average ER compared to posts without people. Conversely, the inclusion of formal branding elements (logos, packaging) was found to have a statistically negligible impact on interaction, suggesting that "humanizing" the brand is more effective for social media than overt product placement.

4. Search engine visibility is a cornerstone of the DS digital ecosystem. While paid advertising and product carousels are used episodically for high-competition commercial queries, organic SEO remains the most stable and reliable tool for long-term visibility. Official brand websites consistently secure top positions for branded queries through systematic content optimization and high relevance.

5. Official websites have evolved beyond simple e-commerce platforms into comprehensive educational hubs. The integration of blogs, expert advice, and FAQs aligns with modern web usability and informativeness standards.

6. A key regional difference was identified: international brands emphasize scientific backing through research links, whereas Ukrainian brands prioritize simplified, accessible communication.

7. In summary, the most effective digital marketing model for dietary supplements today combines short-form video production, human-centric visual storytelling, and a strong organic search presence supported by high-value educational content.

## **CHAPTER 3**

### **COMPARATIVE ANALYSIS OF DIETARY SUPPLEMENTS PROMOTION STRATEGIES**

#### **3.1. Comparative analysis of strategies for promoting dietary supplements in social networks and search engines**

PERLA HELSA positions itself as a Ukrainian brand of natural vitamins and supplements, which emphasizes the use of raw materials from ecologically clean regions and declares a focus on scientifically based formulas. The official website emphasizes the natural origin of ingredients, multi-stage quality control and the idea of "daily support of well-being" for adults and children. This approach sets the tone for all digital communication: the brand promotes not only individual products, but a holistic image of a "healthy lifestyle" with an emphasis on emotional trust, aesthetics and care. Social networks in this strategy perform primarily an educational function. The content combines the display of products in packaging, the presence of people in the frame and a recognizable corporate style, and the publications regularly include links to the official online store and partner pharmacy websites. Thus, INSTAGRAM and TIKTOK act more as a showcase for the brand and a source of transitions to external sales platforms.

In search, PERLA HELSA builds communication in the format of direct interaction with the buyer, focusing on ensuring that the user immediately goes to the brand without intermediaries. The brand's official website is well structured by need groups (omega-3, collagen, vitamin D3, sleep, etc.), which facilitates indexing of pages for relevant queries and promotes organic visibility in Google results for combinations such as "ingredient + function". At the same time, at the content level, the brand actively uses the "language of science" (mentions of research, bioavailability, certification), but does not deploy it in the form of systematic links to specific scientific sources. As a result, promotion in search is subordinated to the

task of maintaining strong brand recognition and converting interest generated in social networks into purchases on its own website and in partner channels.

NOW FOODS, unlike PERLA HELSA, is a global manufacturer of a wide range of products - from dietary supplements to natural food products, cosmetics and pet products. The official page emphasizes the status of a family company since 1968, the focus on high quality and affordable price, as well as the mission "to help people lead healthier lives". The brand's digital communication is based on the image of an experienced and reputable market participant, which combines a wide range of products with the position of an expert in the field of health and nutrition. The official website is not limited to a product catalog: separate sections contain articles, webinars, materials for athletes, information on regulatory requirements for supplements.

NOW FOODS is focusing on reinforcing this expert positioning on social media. Collaborations with thought leaders – nutritionists, trainers, athletes – play a significant role. Videos and posts often combine product demonstrations with expert commentary, application recommendations and an emphasis on “research-backed” ingredients. Communication looks more “conservative” compared to lesser-known brands: TIKTOK is used to a limited extent, while Instagram, Facebook and its own media content on the site retain a significant role. As a result, social networks serve more as a way to maintain reputation and trust than as a source of quick sales.

NOW Foods’ search promotion strategy has a significant feature – a strong dependence on international marketplaces and partner platforms. The brand’s products are presented on large online platforms like iHerb, where individual items have tens of thousands of reviews and bestseller status, which enhances the brand’s visibility in Google through retailer pages. Organic optimization of the official website is enhanced by the brand’s expanded search presence through numerous pages on external trading platforms and marketplaces.

Paid advertising and product placements are used here as a tool to amplify the brand’s existing presence, rather than as the sole source of traffic. To the consumer, this looks like NOW FOODS’ ubiquitous availability across countries and channels,

and to the brand itself, it looks like it's reliant on partner distribution and a reputation as a category leader.

BIOTUS occupies a different niche in the digital supplement ecosystem. It is a specialized online store with an offline network, combining its own eponymous line of supplements with a wide range of global brands, including Solgar, NOW Foods, Jarrow Formulas and Doctor's Best. The main page focuses on catalogs by symptoms and goals (immunity, bones, energy, etc.), extensive product categorization, the presence of official distribution and a loyalty program. The site's content includes a blog with materials about ingredients, trends in nutrition, seasonal tips. This creates a hybrid model and BIOTUS simultaneously acts as a retailer, consultant and promoter of its own brand, and its digital strategy is more like an approach typical of e-commerce, rather than the communication of a separate manufacturer's brand.

In social networks, BIOTUS focuses on a combination of informational and promotional messages. The publications are dominated by announcements of discounts, Black Friday promotions, bonus programs and special offers for subscribers, which is also confirmed by the active presence of coupons and seasonal discounts on external coupon services. Visually, the content supports a recognizable brand style (logo, colors, packaging), but the main emphasis is shifted towards utilitarian messages “how to save money now” and “what products of the month are worth buying”. In TIKTOK and Reels, this approach is implemented through short video reminders of promotions, reviews of selections and “quick recommendations” by product categories. As a result, BIOTUS social networks act as a tool for stimulating sales and repeat purchases, while the image of a “nutrition expert” is distributed between the brand itself and the numerous international brands in its assortment.

In search engines, BIOTUS uses the “broadest” SEO strategy. The site structure is built to cover both brand queries and a large number of general keywords: from “buy collagen” or “magnesium B6” to narrower combinations by symptoms or ingredients. Separate sections are dedicated to promotional products,

discounts, loyalty programs and referral bonuses, which are also indexed by search engines and increase the visibility of the site in commercial queries. Thus, for BIOTUS, search is the main channel for attracting new customers, and social networks are a tool for retaining them and converting them into loyal customers through bonus mechanics and constant promotional communications.

A comparison of the three strategies shows that each brand combines social networks and search engines in its own way, depending on its market role. PERLA HELSA uses SMM as the main tool for forming an emotional connection and visual image of the Ukrainian brand of natural supplements, and search supports recognition and ensures a smooth transition from content to purchase. NOW FOODS, on the contrary, relies on a multi-level system of channels: an educational hub on the official website, a community of official brand representatives and partners, marketplaces and an international SEO presence, where social networks play the role of a “showcase of expertise” and maintain trust in products. BIOTUS, as a marketplace for vitamins and supplements, emphasizes search traffic, breadth of assortment and promotional mechanics, while social networks work as a service channel for informing about discounts and new products and strengthening loyalty.

In terms of compliance with current digital marketing trends, Perla Helsa's strategy better responds to the audience's demand for short video formats, aesthetic visuals, and personalized health stories; NOW Foods' strategy is stronger in terms of scientific legitimation, almost "encyclopedic" depth of the site, and use of expert authority; BIOTUS demonstrates maximum focus on convenience, price, and assortment, which corresponds to the pattern of "rational" consumption of supplements through large online platforms.

### **3.2 Social survey of consumers of dietary supplements**

To study the digital marketing of dietary supplements, a survey of 181 people was conducted, the questionnaire is presented in the appendix. Of these, 72% were female, 28% were male. The largest proportion was made up of respondents aged 18 to 25 (54%). The distribution of the sample by age is shown in Fig. 3.1.

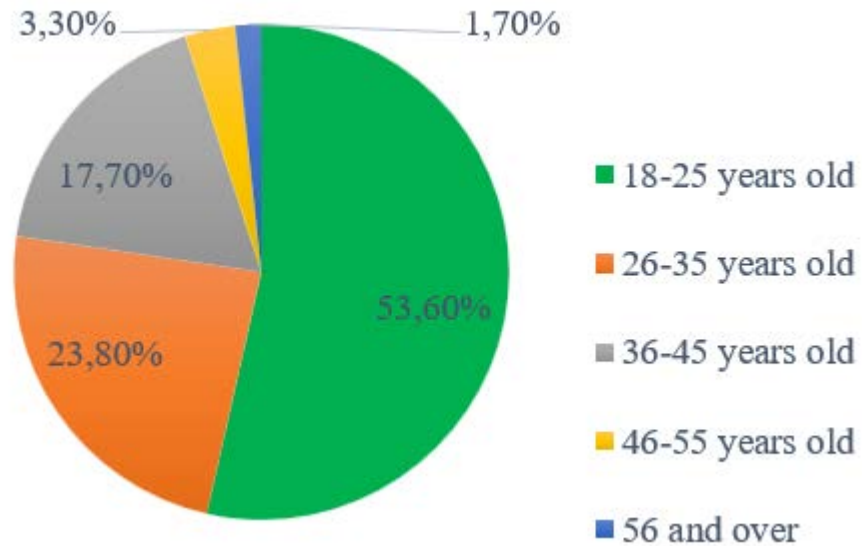


Fig. 3.1 Sample distribution by age

Regarding the educational background of the participants, sixteen percent of respondents have completed secondary education, fourteen percent possess vocational or technical training, thirty-seven percent have attained professional pre-university education, and thirty-one percent hold a higher education degree.

The majority of those surveyed purchase dietary supplements either occasionally (fifty-one percent) or on a regular basis (twenty-four percent). In contrast, a smaller portion of the sample reported that they do not purchase supplements at all (eleven percent) or are merely interested in the subject without making a purchase (twelve percent).

The primary motivations for acquiring and utilizing dietary supplements include boosting the immune system (fifty-eight percent), managing stress or enhancing sleep quality (fifty-two percent), improving the health of skin, hair, and nails (fifty percent), and maintaining energy levels while reducing fatigue (forty-three percent).

Purpose of purchase and use of dietary supplements is shown in Fig. 3.2.

NOW FOODS, SOLGAR, PERLA HELSA and BIOTUS are the most familiar brands to consumers (Fig. 3.3).

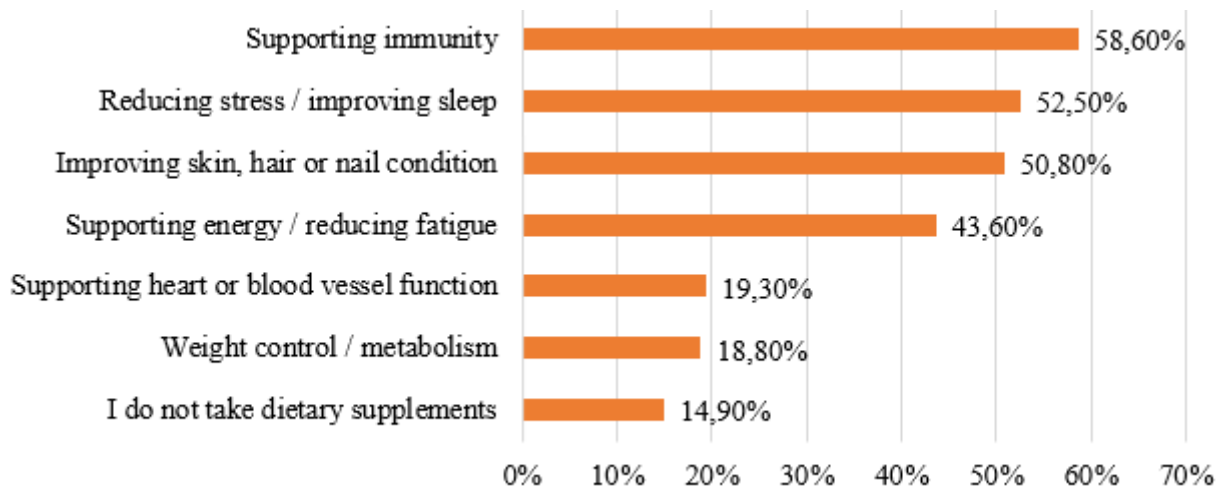


Fig. 3.2. Analysis of purpose of purchase and use of dietary supplements

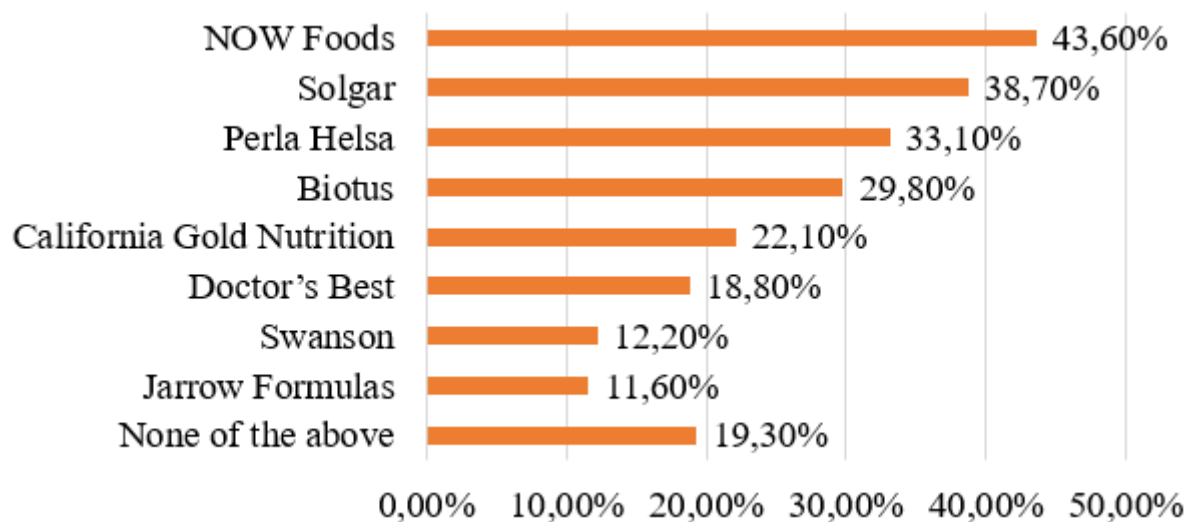


Fig. 3.3 Analysis of brands of dietary supplements that are familiar to consumers

Notably, respondents are unfamiliar with any of the mentioned brands. Pharmacies remain the primary purchase channel, utilized by sixty-seven percent of consumers, followed by online pharmacy services (thirty-three percent), marketplaces (twenty-five percent), official websites (twenty-four percent), and social media (fifteen percent).

When selecting supplements at a pharmacy, buyers prioritize composition and dosage (seventy-three percent) and price (fifty-three percent). Factors such as pharmacist consultations, certifications, branding, medical recommendations, and

promotional offers are considered less influential, ranging from forty-three point one to thirty percent. In terms of content effectiveness, the most significant factors influencing a consumer's decision to engage with dietary supplement brands are authentic user testimonials (sixty-one percent), advertisements grounded in medical or scientific evidence (fifty-six percent), and educational articles or posts (forty-nine percent) (Fig. 3.5).

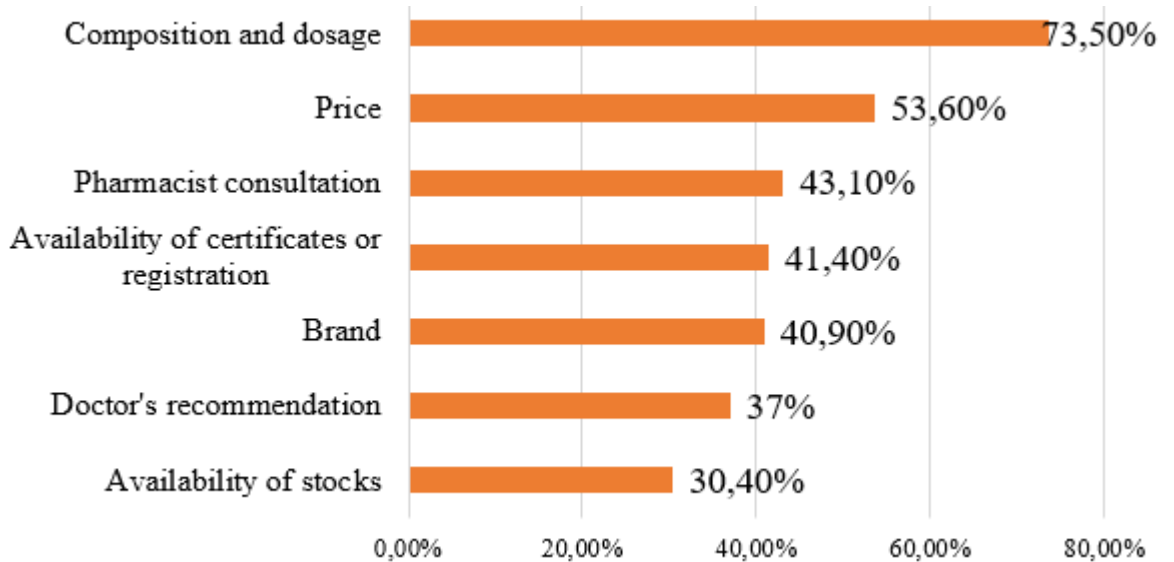


Fig. 3.4. Analysis of the most important thing when choosing dietary supplements in a pharmacy



Fig. 3.5. Content format influencing the decision to pay attention to dietary supplement brands

Videos explaining the product's action, advertising with a discount or promotion, blogger recommendations, and short entertaining videos have less impact.

The factors that most influence trust in DS brands on social networks were also identified (Fig. 3.6). For 72%, the most important are reviews from real users and the availability of scientific evidence of effectiveness (63%).

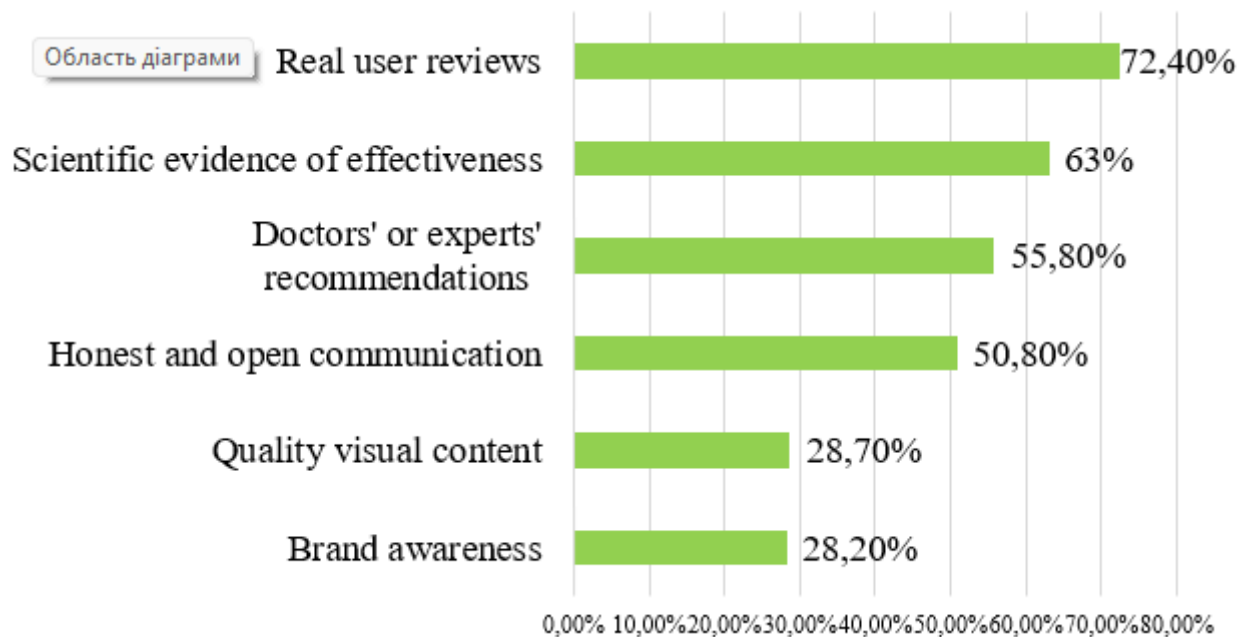


Fig. 3.6. Key determinants of consumer trust in dietary supplement brands within social media environments

Less important are recommendations from doctors or experts, honest and open communication, quality visual content, and brand awareness.

It was determined which features of online dietary supplement advertising cause consumers to distrust or be wary (Fig. 3.7). The most significant features are exaggerated or unrealistic promises (69%), aggressive presentation style (55%), and lack of confirmed scientific or clinical evidence of the product's effectiveness (53%).

The least significant features are excessive advertising of a single brand, use of unprofessional or questionable individuals in advertising, poor-quality or unaesthetic visual content, and an unknown or little-known brand.

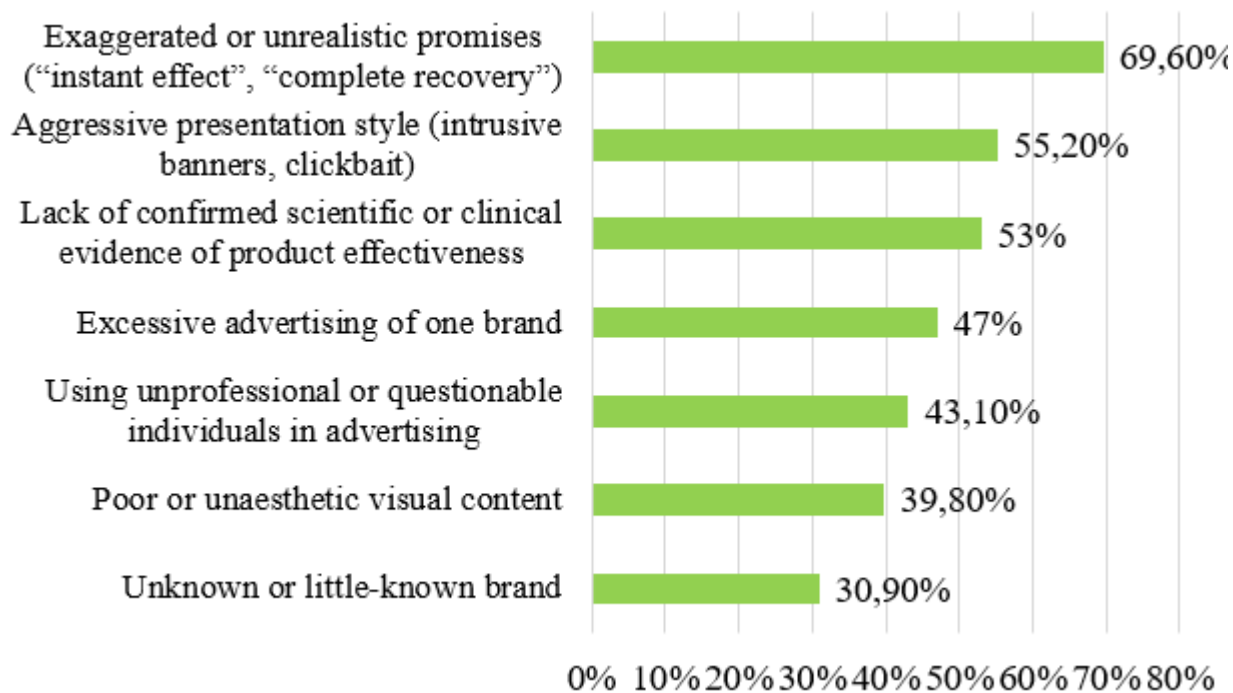


Fig. 3.7. Features of online advertising of dietary supplements that cause distrust or caution

It was determined which digital channels, according to consumers, are the most effective for promoting dietary supplements (Fig. 3.8).

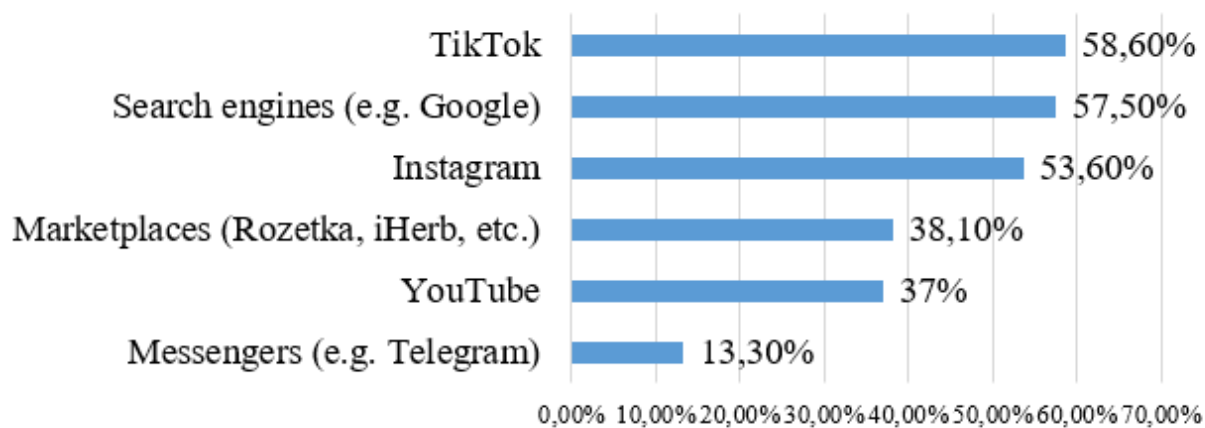


Fig. 3.8. The most effective digital channels for promoting dietary supplements, according to consumers

58% of respondents chose TikTok, 57% chose search engines, and 53% chose Instagram. Less effective, according to consumers, are marketplaces, YouTube, and messengers.

The next question was about what features make DS advertising persuasive (Fig. 3.9).

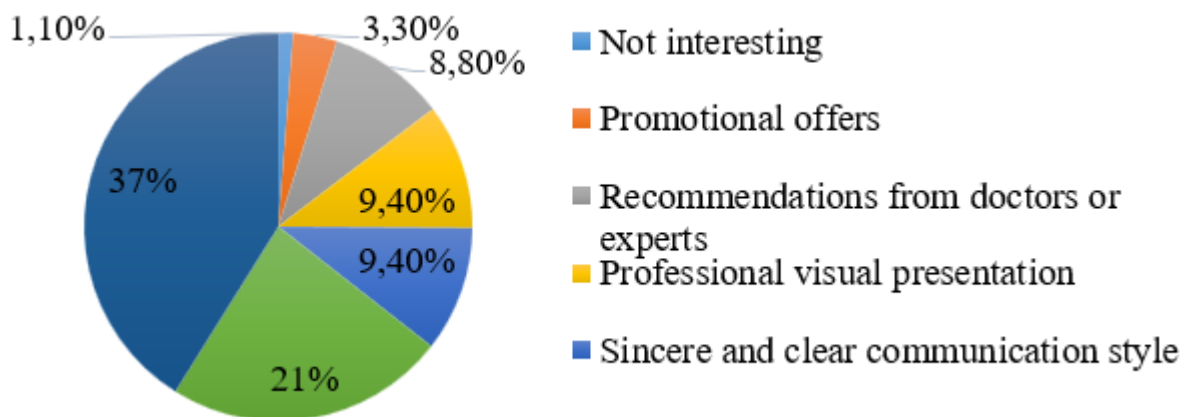


Fig. 3.9 Features that consumers believe make dietary supplement advertising persuasive

Research findings indicate that evidence-based content is the primary driver of brand trust, cited by 37% of participants, followed by user reviews at 21%. Interestingly, factors such as expert endorsements, visual aesthetics, and communication style played a secondary role.

Regarding price sensitivity, promotional offers significantly impact purchasing decisions for 87% of the cohort (37% fully; 50% partially).

Spending habits and brand penetration monthly budget allocations for supplements vary, with the largest segment (36%) spending between 501–1000 UAH.

Analysis of the "Perla Helsa" TOP-10 assortment reveals a significant market gap, as 45% of respondents have never purchased the brand's products.

Among those who have, Vitamin D3 (24.3%), the D3 + K2 complex (20.4%), and Tuna-derived Omega-3 (19.9%) emerged as the most popular selections.

A similar question was about the TOP 10 product lines from NOW Foods (Fig. 3.11). Regarding the NOW Foods product line, a significant portion of consumers had not purchased any of the listed items. Among those who did, Omega-3 capsules emerged as the most popular choice, followed closely by Vitamin D-3 and Magnesium Citrate. A similar trend was observed for the Biotus brand. While a

large segment of the audience remained untapped, the most sought-after products were the Calcium, Magnesium, and Zinc mineral complex. Fish Oil and the B-Complex followed as the next most frequent selections in the brand's assortment.

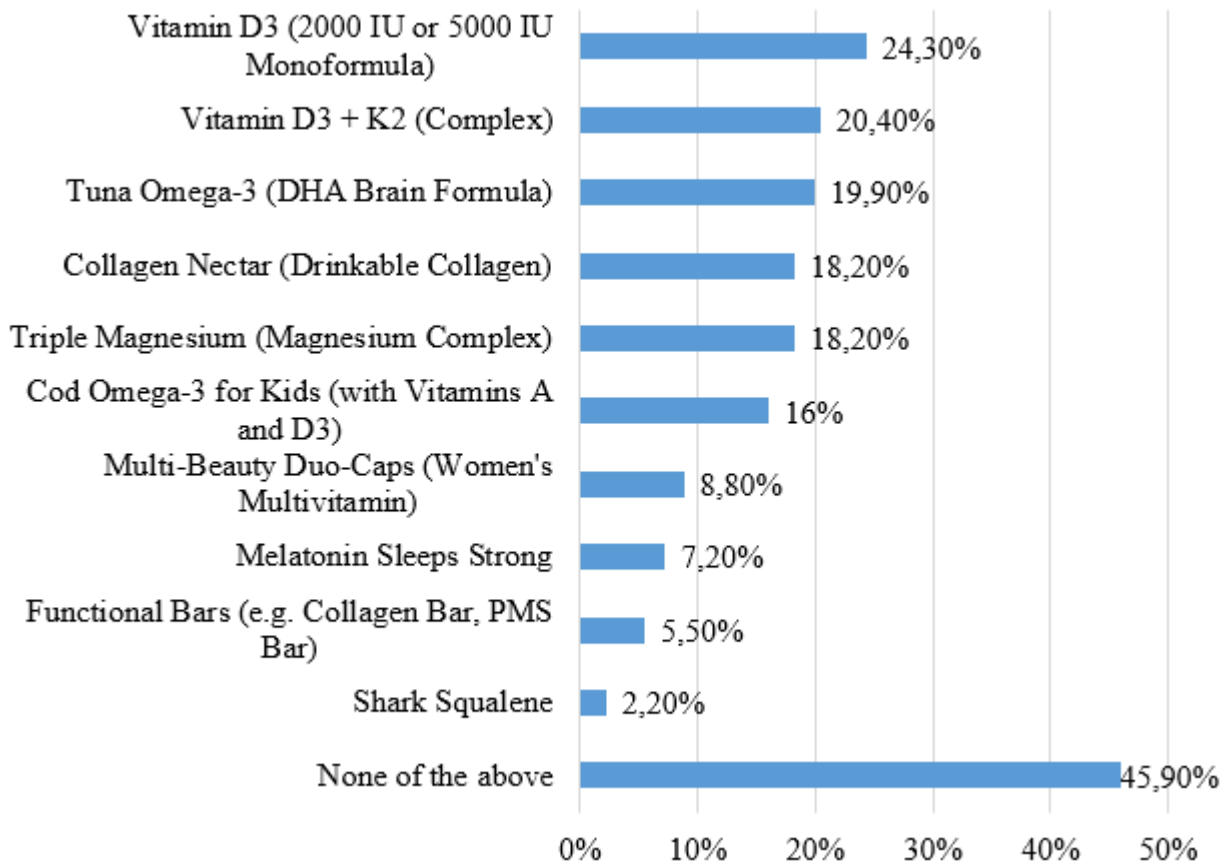


Fig. 3.10. TOP-10 assortment items from the company PERLA HELSA, which consumers bought or used at least once

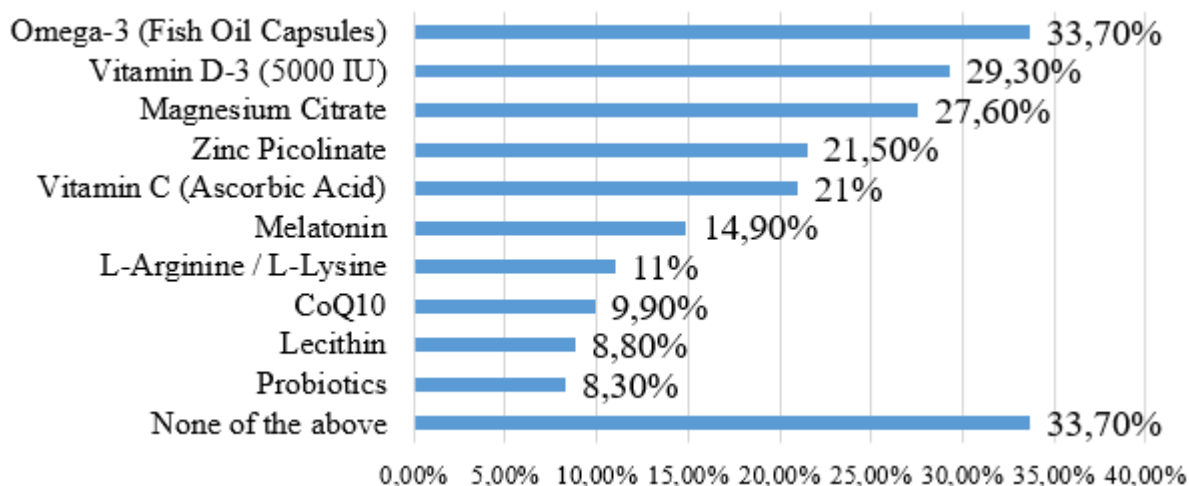


Fig. 3.11. TOP-10 assortment items from NOW Foods that consumers bought or used at least once

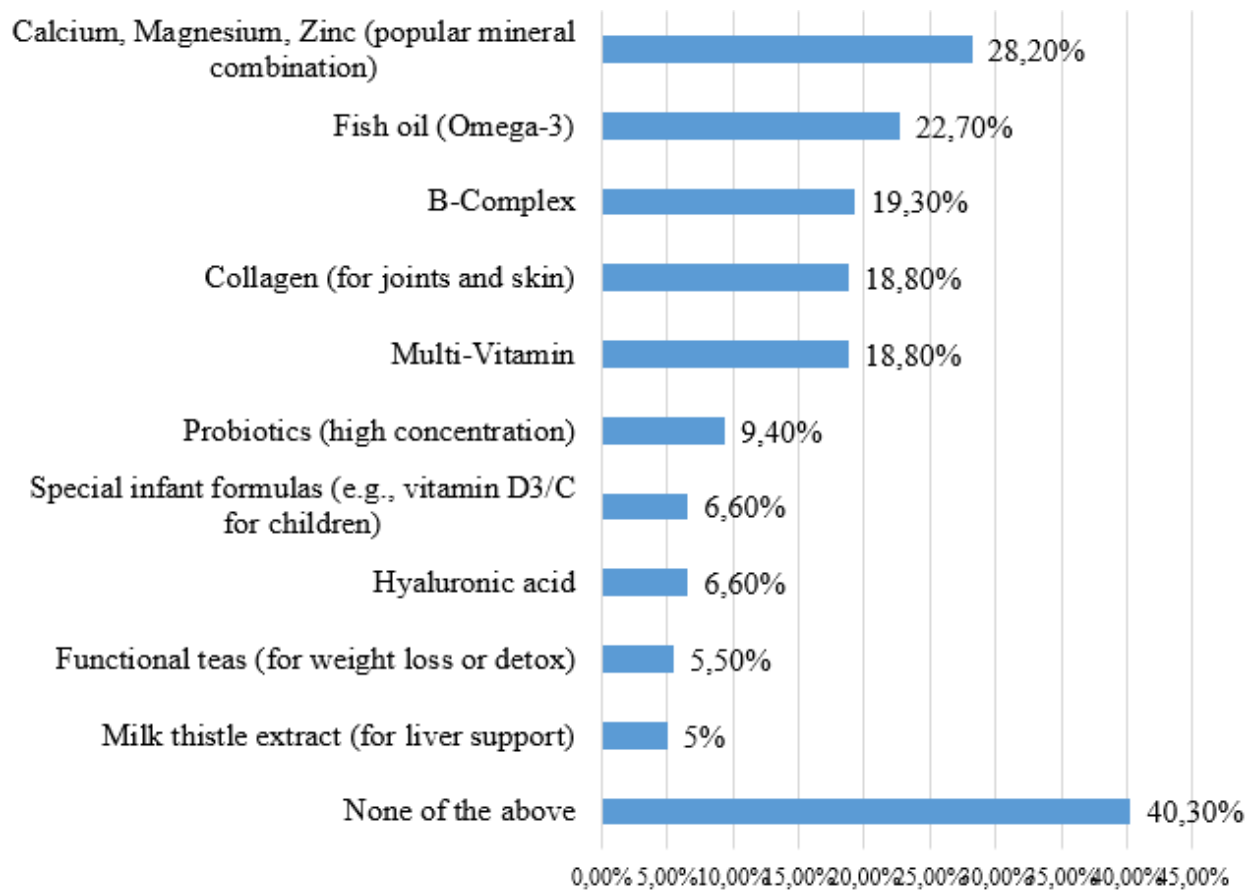


Fig. 3.12. TOP-10 assortment items from BIOTUS that consumers bought or used at least once

Based on the content analysis and consumer survey results, a comprehensive strategy to enhance the digital marketing of dietary supplements (DS) has been developed. The core of this approach is the optimization of social media strategy, prioritizing short-form video formats such as REELS and TIKTOK, which currently demonstrate superior engagement compared to static or text-based content. These videos should move away from generic advertising and instead offer meaningful content that directly addresses audience queries regarding immunity, stress, sleep, and energy levels. A significant strategic shift should be made toward "humanizing" visual content; given that human imagery in the frame is strongly associated with higher engagement, while product-focused visual branding (logos and packaging) shows no statistical influence on user activity, brands should prioritize the faces of real users, employees, or nutritionists in their compositions.

Building consumer trust is equally vital and requires a transition toward practical, evidence-based communication. This involves balancing the emotional appeal of user storytelling with rational arguments, such as detailed ingredient explanations and links to credible scientific research. Marketing communications must avoid aggressive, radical claims—such as "guaranteed cures"—which trigger distrust, and instead opt for transparent, realistic descriptions of product utility. Leveraging User-Generated Content, including authentic reviews and customer stories, serves as a powerful resource to build credibility and establish realistic consumer expectations.

Given that the majority of respondents primarily purchase supplements in physical pharmacies, the digital marketing model must shift to a multi-channel approach. Advertising should not be restricted to direct redirection to a brand's own online store but should also facilitate navigation toward partner pharmacy networks and marketplaces. Within search marketing, brands should strengthen their organic presence for both branded and general informational queries by optimizing technical site structures, blogs, and FAQ sections that clearly communicate composition, dosage, and the price-benefit ratio. Finally, a differentiated communication strategy—segmenting audiences by specific health motives and financial capacity—complemented by educational initiatives aimed at increasing general supplement literacy, will position brands as reliable information providers. This holistic model integrates education, service, and trust, ensuring that digital marketing evolves from a simple sales tool into a consistent system that supports every stage of the consumer's journey.

### **Conclusions to Chapter 3**

1. The analysis showed that the choice of communication channels directly depends on the positioning of the company: PERLA HELSA focuses on emotional trust and aesthetics, using social networks as the main tool for forming the image of a "local premium brand". NOW FOODS implements an expert model, where social networks confirm reputation, and search promotion is closely integrated with global marketplaces. BIOTUS applies a retail-oriented approach, where SEO is a channel

for attracting traffic for a wide range of queries, and social networks are a tool for stimulating repeat sales through discount programs.

2. It was determined that the key determinants of trust for consumers are the presence of facts, links to research (63%) and real user reviews (72%). At the same time, overly aggressive advertising and unrealistic promises are the main factors of distaste (69%). This indicates a shift in the consumption paradigm towards rational choice, where the “language of science” becomes more effective than direct advertising.

3. The most effective promotion tools, according to consumers, are TIKTOK (58%), search engines (57%) and Instagram (53%). TIKTOK’S high score correlates with the results of the analysis of PERLA HELSA’S strategy and confirms the audience’s demand for short, dynamic video content with the participation of people (“brand humanization”), and not just a demonstration of packaging.

4. The study revealed a high sensitivity of the audience to price: for 87% of respondents, promotional offers influence the purchase decision. The most massive segment of consumers (36%) is ready to spend from 501 to 1000 UAH per month on supplements. This creates limitations for premium strategies and requires brands to have a flexible loyalty system.

5. Features of assortment preferences and omnichannel. Despite the active development of e-commerce, pharmacies remain the main purchase channel (67%). The most popular product categories for all brands studied (PERLA HELSA, NOW FOODS, BIOTUS) remain basic nutrients: Omega-3, vitamin D3 and magnesium. A significant percentage of respondents who have never purchased products from the mentioned brands (from 33% to 45%) indicates a high potential for further expansion and the need to increase awareness through digital channels.

6. A holistic strategy has been formed, based on three pillars: Transition from static advertising to video formats with a scientific basis. Use of User-Generated Content and rejection of radical marketing claims. Implementation of a multimedia model that combines online education with easy navigation to points of sale (both online and offline).

## CONCLUSIONS

1. The theoretical foundations of digital marketing in the field of dietary supplements are revealed, its structure and main mechanisms of interaction with the audience are determined. Digital marketing in this area is based on a combination of social networks, search engines, official websites and marketplaces, which provide information, build trust and stimulate purchases. The key mechanisms are the creation of meaningful content, personalization of communication, demonstration of the benefits of the product and constant support of contact with the consumer through understandable online channels.

2. An analysis of digital marketing trends in the dietary supplement market was conducted. The dominance of short video formats in social networks, the strengthening of the role of educational and informational content, as well as the growing importance of visual brand identity were identified. The search space is characterized by a stable organic presence of official websites and the activity of marketplaces that expand product visibility. There is a shift from direct advertising to integrated communication that combines product demonstration with practical benefits and evidence.

3. The effectiveness of online marketing tools was assessed. Short videos provide the highest engagement. Informational and educational publications cause more reactions than entertainment or advertising ones. It was determined that the presence of a person in the frame significantly enhances interaction, while visual brand elements do not have such an effect. In search engines, the most stable visibility is provided by organic results, supplemented by paid advertising in commercial queries.

4. A social survey of consumers of dietary supplements was conducted. Respondents more often buy products in pharmacies and online pharmacies, and when choosing, they give preference to composition, dosage and price. Real reviews and scientific arguments are most trusted, while exaggerated ones are distrusted. promises and aggressive pitching.

5. Recommendations have been formulated to improve the effectiveness of digital marketing. It is advisable to strengthen educational content, use real reviews, increase the share of videos with human images, strengthen SEO presence and support multi-channel sales formats. This ensures consistent and convincing brand interaction with the consumer in the digital environment.

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**APPENDICES**

**Consumer survey on the topic "Features of digital marketing of dietary supplements"**

1. Your age
  - 18-25 years old
  - 26-35 years old
  - 36-45 years old
  - 46-55 years old
  - 56 and over
2. Sex
  - Men's
  - Women's
3. Education level
  - Completed general secondary education
  - Vocational (vocational) education
  - Professional pre-higher education
  - Higher education
4. Do you buy dietary supplements?
  - So regularly
  - Sometimes
  - No, but I'm interested in the topic.
  - No, and I don't plan to.
5. For what purpose do you usually buy or take dietary supplements?
  - Immunity support
  - Energy support/fatigue reduction
  - Improving the condition of your skin, hair, or nails
  - Weight/metabolism control
  - Support for the heart or blood vessels
  - Stress reduction/improved sleep
  - I don't take any supplements.
  - Other:
6. Which of the following dietary supplement brands are you familiar with?
  - Perla Helsa
  - NOW Foods
  - Biotus
  - Solgar
  - Swanson
  - Jarrow Formulas
  - Doctor's Best
  - California Gold Nutrition
  - None of the above
  - Other:
7. Where do you most often buy dietary supplements?
  - In pharmacies
  - In online pharmacies (pharmacy services)
  - On marketplaces
  - On official brand websites
  - On social networks
  - I'm not buying.
  - Other.

8. What is most important to you when choosing dietary supplements at a pharmacy?
- Pharmacist consultation
  - Availability of certificates or registrations
  - Brand
  - Price
  - Availability of shares
  - Composition and dosage
  - Doctor's recommendation
  - Other:
9. What content formats have the greatest impact on your decision to pay attention to dietary supplement brands?
- Video explaining the product's action
  - Bloggers' recommendations
  - Real user reviews
  - Informative articles or posts
  - Advertising with a discount or promotion
  - Advertisements with medical or scientific arguments
  - Short entertainment videos
  - Other:
10. What factors most influence your trust in dietary supplement brands on social media?
- Honest and open communication
  - Availability of scientific evidence of effectiveness
  - Reviews from real users
  - Recommendations from doctors or experts
  - High-quality visual content
  - Brand awareness
  - Other:
11. What features of online advertising of dietary supplements make you distrustful or wary?
- Exaggerated or unrealistic promises (“instant effect”, “full recovery”)
  - Using unprofessional or questionable individuals in advertising
  - Excessive advertising of one brand
  - Aggressive presentation style (intrusive banners, clickbait)
  - Poor quality or unaesthetic visual content
  - Unknown or little-known brand
  - Lack of confirmed scientific or clinical evidence of the product's effectiveness
  - Other:
12. What digital channels do you think are the most effective for promoting dietary supplements?
- Instagram
  - TikTok
  - YouTube
  - Search engines (e.g. Google)
  - Messengers (e.g. Telegram)
  - Marketplaces (Rozetka, iHerb, etc.)
  - Other:
13. What features do you think make dietary supplement advertising persuasive?
- Professional visual presentation
  - Supporting with facts or research
  - Recommendations from doctors or experts
  - User reviews
  - Honest and clear communication style

- Promotional offers
  - Other:
14. Do promotional offers or discounts influence your decision to buy a particular brand of supplements?
- Yes, significantly
  - Part
  - No
15. How much are you willing to spend each month on dietary supplements
- Up to 500 UAH
  - 501–1000 UAH
  - 1001–2000 UAH
  - 2001 UAH and more
16. Which of the following TOP-10 assortment items from Perla Helsa have you purchased or used at least once?
- Omega-3 from cod for children (with vitamins A and D3)
  - Omega-3 from tuna (DHA brain formula)
  - Vitamin D3 (monopreparation 2000 IU or 5000 IU)
  - Vitamin D3 + K2 (complex)
  - Triple Magnesium (magnesium complex)
  - Collagen Nectar (Drinkable Collagen)
  - Multi-Bauty Duo-Caps (Multivitamins for Women)
  - Shark Squalene (Squalene)
  - Melatonin Sleeps Strong
  - Functional bars (e.g. Collagen Bar, PMS Bar)
  - None of the above
17. Which of the following TOP 10 NOW Foods products have you purchased or used at least once?
- Vitamin D-3 (5000 IU)
  - Vitamin C (Ascorbic Acid)
  - Magnesium Citrate
  - Zinc Picolinate
  - Omega-3 (Fish oil capsules)
  - Lecithin
  - L-Arginine / L-Lysine (Monoamino acids)
  - CoQ10 (Coenzyme Q10)
  - Probiotics
  - Melatonin
  - None of the above
18. Which of the following TOP-10 Biotus brand products have you purchased or used at least once?
- Multivitamin complex (Multi-Vitamin)
  - B-Complex
  - Calcium, Magnesium, Zinc (a popular combination of minerals)
  - Collagen (for joints and skin)
  - Fish oil (Omega-3)
  - Probiotics (high concentration)
  - Milk thistle extract (for liver support)
  - Hyaluronic acid
  - Functional teas (for weight loss or detox)
  - Special infant formulas (e.g., vitamins D3/C for children) None of the above



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Фаховий коледж

## 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.

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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,

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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

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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.

#### LIST OF INFORMATION SOURCES

1. Kaplan A. M., Haenlein M. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*. 2010. Vol. 53(1). P. 59–68.
2. Kumar V., Reinartz W. *Customer Relationship Management: Concept, Strategy, and Tools*. 3rd ed. Springer, 2018.
3. Tiago M. T. P. M. B., Verissimo J. M. C. Digital marketing and social media: Why bother? *Business Horizons*. 2014. Vol. 57(6). P. 703–708.
4. Lemon K. N., Verhoef P. C. Understanding customer experience throughout the customer journey. *Journal of Marketing*. 2016. Vol. 80(6). P. 69–96.



МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ  
ФАХОВИЙ КОЛЕДЖ НАЦІОНАЛЬНОГО ФАРМАЦЕВТИЧНОГО УНІВЕРСИТЕТУ

# СЕРТИФІКАТ

273-2026

засвідчує, що

**Наснае Маажаоуі**

брав участь у роботі

**Всеукраїнської дистанційної науково-практичної конференції  
ПРОФЕСІЙНА ОСВІТА: ВІД ВИКЛИКІВ СЬОГОДЕННЯ ДО  
ФОРМУВАННЯ МАЙБУТНЬОГО**

м. Харків, 17 березня 2026 р.

8 годин (0,26 кредитів ЄКТС)

Директор ЗФПО  
Фахового  
коледжу НФаУ



Наталія ЖИВОРА

посвідчення УКРІНТЕІ № 811 від 17.11.2025 р.

**National University of Pharmacy**

Faculty pharmaceutical

Department management, marketing and quality assurance in pharmacy

Level of higher education master

Specialty 226 Pharmacy, industrial pharmacy

Educational and professional program Pharmacy

**APPROVED**

**The Head of Department  
management, marketing and  
quality assurance in  
pharmacy**

**Volodymyr MALYI**

«01» September 2025

**ASSIGNMENT  
FOR QUALIFICATION WORK  
OF AN APPLICANT FOR HIGHER EDUCATION**

Hasnae MAAJAOU

1. Topic of qualification work: «Features of forming consumer loyalty to dietary supplement brands through digital channels», supervisor of qualification work: Volodymyr MALYI, D.Sc.Ph, prof.

approved by order of NUPh from “06” of October 2025 № 266

2. Deadline for submission of qualification work by the applicant for higher education: May 2026

3. Outgoing data for qualification work: sources of scientific literature, directories, retail sector of the pharmaceutical market, legislative and regulatory framework, statistical and reporting data, activity of pharmacy enterprises, analysis of professional periodicals.

4. Contents of the settlement and explanatory note (list of questions that need to be developed): to reveal the theoretical foundations of digital marketing in the field of dietary supplements, to determine its structure and main mechanisms of interaction with the audience; to analyze digital marketing trends in the dietary supplements market based on a study of social media content and online presence of brands; to assess the effectiveness of online marketing tools; to conduct a social survey of dietary supplement consumers; to formulate recommendations for improving the effectiveness of digital marketing of dietary supplements.

5. List of graphic material (with exact indication of the required drawings):  
Figures – 24, tables – 7

6. Consultants of chapters of qualification work

Chapter	Name, SURNAME, position of consultant	Signature, date	
		assignment was issued	assignment was received
1	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	01.09.2025	01.09.2025
2	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	30.11.2025	30.11.2025
3	Volodymyr MALYI, professor of department management, marketing and quality assurance in pharmacy	16.03.2026	16.03.2026

7. Date of issue of the assignment: «01» September 2025.

**CALENDAR PLAN**

№	Name of stages of qualification work	Deadline for the stages of qualification work	Notes
1	Collection and generalization of data from scientific literature by areas of qualification work	September 2025	done
2	Disclosure of the theoretical foundations of digital marketing in the field of dietary supplements, determination of its structure and main mechanisms of interaction with the audience	October 2025	done
3	Conducting an analysis of digital marketing trends in the dietary supplement market based on research into social media content and online brand presence	November 2025	done
4	Evaluating the effectiveness of online marketing tools	December 2025	done
5.	Conducting a social survey of consumers of dietary supplements	January 2026	done
6	Writing and design of qualification work	March 2026	done
7	Approbation of qualification work	May 2026	done
8	Submission of the qualification work to the EC of the National University of Pharmacy	May 2026	done

**An applicant of higher education** \_\_\_\_\_ Hasnae MAAJAOU

**Supervisor of qualification work** \_\_\_\_\_ Volodymyr MALYI

**ВИТЯГ З НАКАЗУ**

По Національному фармацевтичному університету

«06» жовтня 2025 р.

№ 266

Фармацевтичний факультет

Затвердити теми кваліфікаційних робіт здобувачам вищої освіти 5 курсу 2025-2026 н. р., група Фм21(4,10д)англ-01, освітньо-професійна програма «Фармація», спеціальність «226 Фармація, промислова фармація», галузь знань «22 Охорона здоров'я», рівень вищої освіти другий (магістерський), денна форма здобуття освіти, термін навчання 4 роки 10 місяців, мова навчання англійська.

Прізвище, ім'я здобувача вищої освіти	Тема кваліфікаційної роботи (українською мовою)	Тема кваліфікаційної роботи (англійською мовою)	Керівник кваліфікаційної роботи	Рецензент кваліфікаційної роботи
<b>Кафедра менеджменту, маркетингу та забезпечення якості у фармації</b>				
Маажайі Хаснае	Особливості формування споживчої лояльності до брендів дієтичних добавок через цифрові канали	Features of forming consumer loyalty to dietary supplement brands through digital channels	проф. Малий В.В.	доц. Волкова А.В.

**Підстава:** подання декана фармацевтичного факультету доцента Олександра ГОНЧАРОВА

**Ректор****Вірно. Секретар**

**ВИСНОВОК**  
**експертної комісії про проведену експертизу**  
**щодо академічного плагіату у кваліфікаційній роботі**  
**здобувача вищої освіти**  
«05» травня 2026 р. № 333760092

Проаналізувавши кваліфікаційну роботу здобувача вищої освіти МААЖАУІ Хаснає, групи ФМ21(4,10д)англ-01, спеціальності 226 Фармація, промислова фармація, освітньої програми «Фармація» очної (денної) форми здобуття освіти на тему: «Особливості формування споживчої лояльності до брендів дієтичних добавок через цифрові канали / Features of forming consumer loyalty to dietary supplement brands through digital channels», експертна комісія дійшла висновку, що робота, представлена до Екзаменаційної комісії для захисту, виконана самостійно і не містить елементів академічного плагіату (копіляції).

Заступник голови Комісії,  
заступник директора інституту  
в складі ЗВО ННІПФ,  
доцент



Олена НОВОСЕЛ

## REVIEW

**of scientific supervisor for the qualification work of the master's level of higher education of the specialty 226 Pharmacy, industrial pharmacy**

**Hasnae MAAJAOU**

**on the topic: «Features of forming consumer loyalty to dietary supplement brands through digital channels»**

**Relevance of the topic** is driven by the rapid growth of the dietary supplements market and the transfer of key promotion tools to the digital environment. Social networks and search engines are becoming the main source of information about supplements for consumers, shaping awareness, interest in brands and purchase intentions. Digital marketing and brand activity in social networks significantly affect the evaluation of dietary supplements and consumers' willingness to purchase them.

**Practical value of conclusions, recommendations and their validity.** The practical significance of this study lies in the development of substantiated recommendations for increasing the effectiveness of digital marketing of dietary supplements based on brand content analysis, search environment assessment and consumer survey results, which can be used in the practical activities of marketers, SMM specialists, pharmaceutical companies and pharmacy chains to optimize online communications, build trust in brands and stimulate sales.

**Assessment of work.** Hasnae MAAJAOU conducted a significant research work and successfully coped with it, showed the ability to analyze and summarize data from literary sources, to work independently. In the work, the research results are properly interpreted and illustrated with figures. While completing the qualification work, the higher education applicant showed creativity, purposefulness, independence, and perseverance.

**General conclusion and recommendations on admission to defend.** The qualification work of the 5th year applicant of higher education Phm21(4,10) eng-01 group Hasnae MAAJAOU on the topic: "Features of forming consumer loyalty to dietary supplement brands through digital channels" is a completed scientific study, which in terms of relevance, scientific novelty, theoretical and practical significance meets the requirements for qualification works, and can be presented to the EC of the National University of Pharmacy.

Scientific supervisor

\_\_\_\_\_

Volodymyr MALYI

12 May 2026

**REVIEW**

**for qualification work of the master's level of higher education, specialty 226  
Pharmacy, industrial pharmacy**

**Hasnae MAAJAOU**

**on the topic:** «Features of forming consumer loyalty to dietary supplement brands through digital channels»

**Relevance of the topic.** The relevance of the study is due to the rapid growth of the dietary supplements market. Today, there is a trend of transferring the main tools of their promotion to the digital environment, where social networks and search engines significantly affect consumer awareness, the formation of trust in brands and purchase intentions.

**Theoretical level of work.** The qualification work reveals the theoretical foundations of digital marketing of dietary supplements, highlights its structure, mechanisms of interaction with the audience, and the features of promoting this category of products, taking into account market and regulatory conditions.

**Author's suggestions on the research topic.** Based on brand content analysis and consumer survey results, the author substantiates recommendations for improving the effectiveness of digital marketing, aimed at strengthening brand trust, optimizing content formats, and increasing sales.

**Practical value of conclusions, recommendations and their validity.** The results of the study have practical significance and can be used by marketers, SMM specialists, pharmaceutical companies and pharmacies to improve strategies for digital promotion of dietary supplements in social networks and search engines.

**Disadvantages of work.** As a remark, it should be noted that some results of the literature review, which are presented in the first chapter, need stylistic refinement. In general, these remarks do not reduce the scientific and practical value of the qualification work.

**General conclusion and assessment of the work.** Hasnae MAAJAOU qualification work "Features of forming consumer loyalty to dietary supplement brands through digital channels" is a scientifically based analytical study that has theoretical and practical significance. The qualification work meets the requirements for qualification papers and can be submitted to the EC of the National University of Pharmacy.

Reviewer \_\_\_\_\_ assoc. prof. Alina VOLKOVA

13 May 2026

**МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ  
НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ  
ВИТЯГ З ПРОТОКОЛУ № 19**

14 травня 2026 року

м. Харків

**засідання кафедри менеджменту, маркетингу  
та забезпечення якості в фармації**

**Голова:** завідувач кафедри ММЗЯФ, доктор фарм. наук, професор  
Малий В. В.

**Секретар:** доцент ЗВО, канд. фарм. наук, доц. Жадько С.В.

**ПРИСУТНІ:** зав. кафедри ММЗЯФ, доктор фарм. наук, проф.  
Малий В.В., професор ЗВО, докт. фарм. наук, проф. Пестун І.В., професор ЗВО,  
докт. фарм. наук, проф. проф. Літвінова О.В., професор ЗВО, докт. фарм. наук,  
проф. проф. Коваленко С.М., професор ЗВО, докт. фарм. наук, проф. Крутських  
Т.В., професор ЗВО, докт. фарм. наук, проф. проф. Посилкіна О.В., доцент ЗВО,  
канд. фарм. наук, доц. Бабічева Г.С., доцент ЗВО, канд. фарм. наук, доц.  
Бондарева І.В., канд. екон. наук, доц. Деренська Я.М., доцент ЗВО, канд. фарм.  
наук, доц. Жадько С.В., канд. фарм. наук, доц. Зборовська Т.В., канд. юрид. наук,  
доц. Коляда Т.А., канд. фарм. наук, доц. доц. Лісна А.Г., доцент ЗВО, канд. фарм.  
наук, доц. Малініна Н.Г., доцент ЗВО, канд. фарм. наук, доц. Рогуля О.Ю.,  
здобувачі вищої освіти фармацевтичного факультету.

**ПОРЯДОК ДЕННИЙ:** Про допуск здобувачів вищої освіти випускного  
курсу фармацевтичного факультету спеціальності 226 Фармація, промислова  
фармація, освітньо-професійної програми Фармація до захисту кваліфікаційних  
робіт в Екзаменаційній комісії НФаУ.

**СЛУХАЛИ:** Про допуск здобувача вищої освіти факультету  
фармацевтичного випускного курсу спеціальності 226 Фармація, промислова  
фармація освітньо-професійної програми Фармація групи Фм21(4,10д)англ-01  
Хаснає МААЖАУІ до захисту кваліфікаційної роботи в Екзаменаційній комісії  
НФаУ. Кваліфікаційна робота на тему «Особливості формування споживчої  
лояльності до брендів дієтичних добавок через цифрові канали».

**ВИСТУПИЛИ:** В обговоренні кваліфікаційної роботи взяли участь  
проф. ЗВО Пестун І.В., доц. ЗВО Бабічева Г.С. Керівник кваліфікаційної роботи:  
проф., д. фарм. наук Малий В.В.

**УХВАЛИЛИ:** Допустити здобувача вищої освіти Хаснає МААЖАУІ до  
захисту кваліфікаційної роботи на тему «Особливості формування споживчої  
лояльності до брендів дієтичних добавок через цифрові канали» в  
Екзаменаційній комісії НФаУ.

Зав. каф. ММЗЯФ, доктор фарм. наук,  
професор  
Секретар, доцент ЗВО,  
канд. фарм. наук, доцент

Володимир МАЛІЙ  
Світлана ЖАДЬКО

## НАЦІОНАЛЬНИЙ ФАРМАЦЕВТИЧНИЙ УНІВЕРСИТЕТ

### ПОДАННЯ ГОЛОВІ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ ЩОДО ЗАХИСТУ КВАЛІФІКАЦІЙНОЇ РОБОТИ

Направляється здобувач вищої освіти Хаснає МААЖАУІ до захисту кваліфікаційної роботи за галуззю знань 22 Охорона здоров'я спеціальністю 226 Фармація, промислова фармація освітньо-професійною програмою Фармація на тему: «Особливості формування споживчої лояльності до брендів дієтичних добавок через цифрові канали».

Кваліфікаційна робота і рецензія додаються.

Декан факультету \_\_\_\_\_ / Олександр ГОНЧАРОВ /

#### **Висновок керівника кваліфікаційної роботи**

Здобувач вищої освіти Хаснає МААЖАУІ виконала на кафедрі менеджменту, маркетингу та забезпечення якості у фармації НФаУ кваліфікаційну роботу, яка присвячена дослідженню особливостей формування споживчої лояльності до брендів дієтичних добавок через цифрові канали.

Перший розділ присвячено дослідженню теоретичних та законодавчих основ цифрового маркетингу дієтичних добавок. У другому розділі проаналізовано сучасні ринкові тенденції та ефективність онлайн-інструментів. Третій розділ присвячено порівнянню стратегій просування в соцмережах і пошуковиках, а також розробці рекомендацій щодо стимулювання продажів на основі опитування споживачів.

У цілому подана до захисту кваліфікаційна робота Хаснає МААЖАУІ на тему «Особливості формування споживчої лояльності до брендів дієтичних добавок через цифрові канали» відповідає вимогам, що висуваються до кваліфікаційних робіт, оцінюється позитивно і може бути рекомендована для захисту в Екзаменаційну комісію НФаУ.

Керівник кваліфікаційної роботи \_\_\_\_\_

Володимир МАЛИЙ

12 травня 2026 року

#### **Висновок кафедри про кваліфікаційну роботу**

Кваліфікаційну роботу розглянуто. Здобувач вищої освіти Хаснає МААЖАУІ до захисту даної кваліфікаційної роботи в Екзаменаційній комісії.

Завідувач кафедри  
менеджменту, маркетингу та  
забезпечення якості у фармації

Володимир МАЛИЙ

14 травня 2026 року

Qualification work was defended  
of Examination commission on  
«09» of June 2026

With the grade \_\_\_\_\_

Head of the State Examination commission,

D.Pharm.Sc, Professor

\_\_\_\_\_/Volodymyr YAKOVENKO/