

GENDER PERCEPTION TOWARDS DIETARY SUPPLEMENT FOOD

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ABSTRACT

Intake of dietary supplement has increased substantially in many industrialized countries in the last decades and found exponential increase in the number and variety of dietary supplements available in the market. The rational of this paper is to examine the gender perception towards the usage of dietary supplements. To achieve the results in the current study, Factor analysis has been used and further t-test has been applied. Gender variable seems to play key role while making selection for dietary supplement food. The current study reveals that gender perception differ on the basis of different dimension of dietary supplement food that may further affect their buying decision.

KEY WORDS: Consumption, Dietary supplement, Gender, Perception.

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