

CONVENIENCE VS. QUALITY: CONSUMER PERCEPTIONS OF PREMIUM DIETARY SUPPLEMENTS

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Abstract

This study explores consumer perceptions of convenience and quality in purchasing premium dietary supplements. The research discusses the impact of these factors on purchase decisions based on literature review and evidence from industry. The qualitative secondary research approach has been adopted with the help of peer-reviewed articles, books, and market reports to analyse the behaviour of consumers. The results show that consumers' perceived quality is the key influence on consumer trust and purchase intention, although convenience contributes to making the process of purchase more accessible and efficient. The study elucidates the lessons learnt which can be of great relevance to the businesses while formulating their marketing and product positioning strategies.

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1. Introduction

1.1 Background of the Study

The global dietary supplement market has been significantly growing over the past few years owing to the rising health consciousness and the changing lifestyle pattern with a greater emphasis on preventive healthcare. An increasing number of consumers are more aware of the importance of maintaining physical and mental health, which has resulted in more demand for vitamins, minerals, protein powders, probiotics, herbal medicines, etc. In an industry that is growing by leaps and bounds, premium dietary supplements are becoming the focus of attention as they are generally linked to higher quality ingredients, scientific formulation and elevated safety standards as well as brand trust. Meanwhile, today's consumers are demanding a seamless buying process, whether online or offline, that makes shopping easy, allows quick delivery, and helps them to select products. Therefore, people are now more likely to buy products due to the quality of the products and because they are easier to acquire. It is crucial for manufacturers and retailers to understand the ways in which consumers assess these elements to ensure their products keep up with the changing needs and expectations of customers and do not become susceptible to competition in the high-quality supplement market.

1.2 Problem Statement

Consumer purchasing behaviour that involves weighing product quality and convenience is

recognized but there has been limited research to examine this balance when consumers are buying 'premium' dietary supplements. Previous research has tended to address the implications of convenience or perceived quality one by one, and not together examining their interaction on purchase choice. The premium supplements market is growing with the need to understand consumer thoughts on the balance between convenience and quality in order to see what's influencing purchase decisions and preferences.

1.3 Research Aim

The primary purpose of this research study is to determine consumer perception of convenience and quality in buying a premium dietary supplement.

1.4 Research Objectives

- To explore the factors that influence consumers' decision to buy premium dietary supplements.
- To evaluate consumers' perceptions of convenience in the purchase of premium dietary supplements.
- To determine the importance of perceived product quality to consumers' choice of purchasing a premium dietary supplement.

1.5 Research Questions

1. Which factors are important to consumers for buying and eating a higher quality dietary supplement?

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2. What are consumer perceptions of convenience for purchasing premium dietary supplements?
3. What role does perceived product quality play for consumers' decision making when buying premium dietary supplements?

2. Literature Review

2.1 Introduction

There are many elements influencing consumer buying behaviour in the dietary supplement industry, psychological, social and practical. The sale of premium dietary supplements has risen and scientists have looked into determinants of consumer behavior when buying premium dietary supplements, and future preferences. Convenience and perceived quality have become two important factors that influence consumer choice amongst all these factors. Cognitive benefits of convenience: saves time and effort when buying a product; and increases consumer confidence in the effectiveness and safety of the product. This literature review critically analyzes the theories that have the most connection to consumer behaviour, reviews past studies related to convenience and quality perceptions, uncovers gaps in the literature and lays the groundwork for the current study.

2.2 Theories and Models

2.2.1 Consumer Perceived Value Theory

Consumer Perceived Value Theory states that buyers' decisions are made based on the value consumers believe they are getting for the amount of time, money, and effort they put in to make the purchase. Along with price the functional benefit, emotional value, social value, and reliability of the product are assessed by the consumer. The premium test ingredient market places a premium on price with higher prices typically being correlated with higher-quality ingredients, manufacturing practices and health impacts (Albornoz et al., 2024). Perceived value thus goes beyond economic considerations and covers the trust placed, the credibility of the product and its effectiveness.

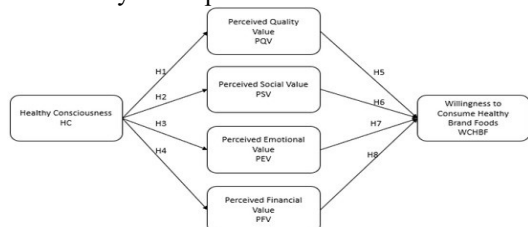


Figure 1: Using of the Theory of Perceived Value (<https://www.mdpi.com>)

Customers might be willing to pay for higher priced supplements that are certified, have veritable components and have solid brands because the theory said they know they're getting what they pay for. But the perceived value of the product is different among different individuals as buying decisions are

influenced by individual needs, health objectives and economic situations. The theory helps in understanding the process of consumer evaluation, but does not sufficiently answer the question of how consumers take care of the contradictory and paradoxical relations between convenience, cost and perceived quality.

2.2.2 Theory of Planned Behaviour

The attitude towards the behaviour and subjective norms and PBC are considered as the key factors for the Theory of Planned Behavior to elaborate on the consumer decision-making process. Very good dietary supplements create positive attitudes, once customers consider the products can be beneficial in their overall health and wellbeing. Owing decisions are also influenced by other social factors such as actors in the health care sector, family and fitness-influencers and online influencers (Daher, et al. 2025). Perceived behavioural control is related to consumers' affordability, accessibility and convenience to purchase products.

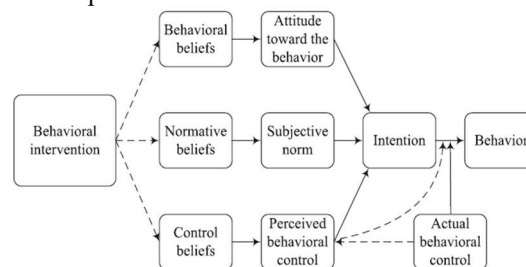


Figure 2: Expected effects of a behavioral intervention in the theory of planned behavior (<https://www.mdpi.com>)

The theory brings attention to some of the psychological and social factors that impact consumer behaviors. But there are other considerations when buyers are purchasing supplements such as promotions, packaging, brand familiarity and marketing messages. Besides, the theory has received limited attention when it comes to behavioral intentions rather than explaining the way consumers trade off against the different attributes (one of which can be a convenience attribute and the other the product quality attribute).

2.2.3 Convenience Orientation Theory

Convenience Orientation Theory suggests that the technoliterate purchaser has a greater preference for products/services that allow for the conserved time, effort and complexity of buying. Convenience in premium dietary supplement products: Online ordering, available information, payments, reliable delivery, subscriptions. The theory illustrates the potential mechanism of the influence digital platforms have on the current purchasing behavior as it makes the comparison between products and buying easier. But convenience isn't always a key factor in decision

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making among consumers (Shen et al., 2025). Consumers who are health conscious will place an emphasis on any proof of the quality, safety and efficacy of ingredients. Thus, when consumers feel more assured about the authenticity and quality of the product by buying in ways that are not as convenient, they may consent.

2.2.4 Perceived Product Quality Model

The Perceived Product Quality Model describes how the consumers perceive the product quality as a good or bad product, based on evaluative aspects intrinsic and extrinsic aspects. There are two types of factors: intrinsic is related to ingredients, nutritional value, formulation and effectiveness; and extrinsic is related to branding and packaging, certifications, pricing and reviews. Consumers use these factors of which they have little or no way to first-hand determine efficacy of the supplement.

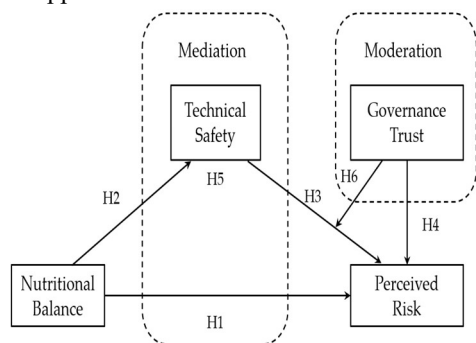


Figure 2: Research model on influencing factors of perceived risk of prepared food

(<https://www.mdpi.com>)

Useful for premium supplements due to the fact that customers in some instances equate qualifications, brand and clearness with high quality. But sometimes, outside information can lead to the wrong impression: eye-catching packaging or a strong reputation is no guarantee of actual product quality (Zhang et al., 2026). Thus, although the model is effective in understanding quality evaluation, it does not fully cover the consumers' consideration of quality and convenience when purchasing products.

Literature Gap

The previous studies have verified that the factors such as convenience and perceived quality are significant factors in consumer decisions on purchasing dietary supplements. Research on convenience has explored its association with online shopping convenience, brand perceptions and the availability of products, whilst the literature related to accessibility have looked at how the ability to locate products extends into the online environment. Purchasing efficiency has looked at ease of payment in the online retail sphere whilst quality has focused on product effectiveness, ingredient transparency and brand reputation. Most of these have been examined individually, however, and

not within the context of their possible opposing or synergistic attributes in affecting consumer choice processes (Saygılı et al., 2025). However, little research to date has focused on consumers' consideration of convenience, quality in their choice of premium dietary supplements, especially in the digitalized retail environment. Furthermore, the extent to which convenience can overcome low perception of product quality or whether quality always trumps convenience when purchasing premium products has not been studied. To fill this gap a deeper understanding of consumer preferences will be obtained, which will offer additional insights for business development of good product positioning and marketing strategies.

Conceptual Framework

Conclusion

The results of the past studies reviewed indicate that there are several factors in consumer's behavior as well as products that affect their choice of supplementary diet of high quality. The above theories explain many different factors of consumer decision-making, while emphasizing the value, attitudes, convenience and product quality perceptions. While the above studies make a genuine contribution, they give scant knowledge into consumers' perceived quality when buying a premium dietary supplement, and they do not consider the interacting role of convenience. This recognized gap serves as the basis of the present study and justifies the need for a further empirical study on consumer perceptions and buying behavior.

3. Methodology

3.1 Research Approach

The research method that was used is a deductive approach with the object of this study is to gain insight into the views on the convenience and quality of consumer premium dietary supplements. The deductive approach is suitable since it involves taking theories from the already existing literature, and applying them to study the relationship between the research variables. They put knowledge into one of known consumer behaviour theories and draw valid conclusions from secondary knowledge by applying the theory.

3.2 Research Design

A descriptive research design is used to attain a detailed comprehension of the perception of consumers about convenience and quality. With this design the study can manifest the pattern, the trend and the relationship between the different variables that were identified from previous studies without changing any of the variables (Weiyi et al., 2026). The descriptive design is appropriate as the study is an attempt to make sense of the evidence available and explaining consumer behaviour in the premium dietary supplement market.

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3.3 Research Method

The method used in the research is secondary qualitative research. The study reviews and discusses existing teaching knowledge and helps achievement of the research objectives. Information is critically reviewed and synthesized to find patterns, likenesses and dissimilarities in consumers' perceptions of convenience and consumer quality of the products. This approach will give a general overview of the topic and let one determine what they could learn from previous research they have done and apply it to the work they are doing.

3.4 Data Collection

The study uses of the secondary data sources exclusively reliable and easily accessible sources. These will consist of published papers from peer-reviewed journals, scientific books, industry reports, market research reports and trusted sources of information from organisation websites relating to consumer behaviour/consumer products and dietary supplements (Wiryawan and Saputra, 2025). The literature focusing on the selected area of research includes literature on the area of 'purchasing behaviour,' 'perceived quality,' convenience and 'premium product consumption. Systematic search of academic literature and online literature used to identify data with a specific focus on guaranteeing reliability, relevance and appropriateness in the search.

3.5 Research Ethics

In this study, there are no human research participants, but ethical research principles are still important. Appropriately responsible use of all secondary sources acknowledging original authors with accurate referencing (Aiemchan, et al. 2026). Academic integrity is maintained outside of the research, as there is no plagiarism, transparency in the selection of literature and the results are presented in such a way that they do not misrepresent the original evidence, no interpretation or invention has been added.

4. Results

4.1 Factors Influencing Consumer Purchase Decisions

The reviewed studies conducted were in agreement with the reviewed studies, which showed health consciousness and preventive health care as the key factors behind purchasing premium dietary supplements. Jadhav et al. (2023) associated purchase decisions with ingredient transparency and scientifically formulated products, whereas Ang et al. (2023) also emphasized trust and credible sellers, as well as online reviews, as minimizing perceived risk. The study of Ruani et al. (2023) established the impact of credible nutrition information on confidence, which positively supported Saygılı et al. (2025), who established that trust raised willingness to pay high

prices. Nevertheless, Marra and Bailey (2018) emphasized evidence-based supplementation, doubting the unreasonable purchases, regardless of the good branding. On the whole, the quality component-based attributes were always found to be exerting a stronger effect as opposed to price when purchasers were choosing high-quality supplements.

4.2 Consumer Perceptions of Convenience

The studies reviewed had a consistent finding that disclosed that convenience had a positive impact on the purchasing experience of consumers. According to Jadhav et al. (2023), online accessibility, availability of a product, and fewer efforts associated with shopping are also some of the purchase facilitators. In a similar way, Ang et al. (2023) have discovered that secure and reliable payment devices, trusted internet platforms, and availability of prompt product comparisons promoted online supplement purchases by reducing perceived risk. Zhang et al. (2026) also indicated that convenience, which also involved mobile shopping, subscription, and quick shipment, improved consumer perceptions about high-quality products. Taken collectively, the evidence showed that convenience enhanced purchasing efficiency and customer satisfaction, though the same one was related to consumer confidence in product credibility.

4.3 Importance of Perceived Product Quality

In the reviewed studies, perceived product quality was consistently defined as the key point of premium dietary supplement purchases. Jadhav et al. (2023) linked the quality of the ingredients, scientific formulation, and effectiveness to consumer confidence, whereas Ang et al. (2023) also concluded that safety and authenticity had a negative impact on the perceived purchasing risk. Ruani et al. (2023) found that brand credibility was boosted by trust in credible scientific information, which supports the findings of Saygılı et al. (2025), who discovered that trust raised readiness to absorb high prices. Additionally, (FDA.gov, 2025) highlighted the importance of safety in products, proper labelling, and compliance with regulations as key quality indicators. In general, the perceived quality of products proved to be the most powerful predictor of buying quality dietary supplements.

5. Discussion

5.1 Interpretation of the Findings

The results indicate that health-conscious consumers focus on quality as they have trust in the ingredients, scientific evidence, and safety that minimises uncertainty in purchase, which is in favour of the study aim and objectives. According to Jadhav et al. (2023) and Ang et al. (2023) convenience makes it easy to buy products but may not apply to quality in high perceived risk. Thus, consumers are likely to take on less convenience in favor of high quality, though

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existing research is constrained by focusing on large-scale supplement markets, as opposed to high-quality products in particular.

5.2 Comparison with Existing Theories

The results indicate that the findings are based on the Consumer Perceived Value Theory, where the value is determined by quality and not price (Zhang et al., 2026). Planned Behaviour Theory defines the improvement of trust and recommendations in purchase intention but does not include the trade-offs between quality and convenience (Chaichana et al., 2025). The Convenience Orientation Theory describes simplified purchasing but fails to describe quality preference (Jadhav et al., 2023). The Perceived Product Quality Model is most effective in addressing the study aim, the RQs and ROs, as it includes the impact of intrinsic and extrinsic quality signals in shaping premium supplement purchasing, albeit with limited consideration of digital convenience.

5.3 Addressing the Literature Gap and Practical Implications

This study demonstrates that convenience and quality have a joint effect on high-quality premium supplement purchases as opposed to earlier researchers who studied the two individually but held an advantage of quality over convenience. Trust and quality were the priorities of Jadhav et al. (2023) and Saygulat et al. (2025), and convenience was the focus of Zhang et al. (2026). Thus, companies are advised to bring together ingredient disclosure, certifications, nutritionally validated, trustworthy branding, and effective online shopping, and incorporate both superior quality and comfort into their marketing plans for superior supplements.

6. Conclusion

The aim of the research was met, and all the objectives were covered. Purchasing experiences were enhanced through convenience, whereas the perceived quality was the most impactful purchase driver. Safety, effectiveness, transparency, and trust were core concerns to consumers. Business enterprises need to ensure that they provide high-quality and easy purchasing channels in their efforts to attain a sustainable competitive advantage. In general, it is a matter of a balance between the two in order to achieve success.

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