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## Assessment for the use of nutritional support in Turkey

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Dietary supplement market is growing in Turkey. Local and multinational companies develop and introduce many new products for Turkish dietary supplements market. However, in marketing literature, little academic research could be found regarding Turkish consumers' behavior about dietary supplements. However, it is found that there is extremely low consumption of these products in the field of marketing research studies in Turkey. Understanding the awareness and utilization rates of nutritional support products is important at the point of designing strategies for producers, the state and related organizations. This general exploratory research in 60 different pharmacies located in different regions of Turkey (Mediterranean, Black Sea, Eastern Anatolia, Southeastern Anatolia, Central Anatolia Region) was carried out. Face-to-face interviews were conducted with 253 people aged 18 years and over from September 2017 to February 2018 (5 months). The data collected by the questionnaire includes the factors that affect the use of nutritional support products by respondents in the study, the recognition and consumption rates, the product content and how regularly they use it. Respondents were found to be immunocompromised (21.03%) at the beginning of their use of nutritional support products. Omega 3 fish oil (26.98%), multivitamins (17.86%) and CoQ10 (7.94%) were the most common sources of preference for the product (71.43%) and many factors have been found to be effective. It is thought that this research will lead the causal researches to be made in the market of healthy lifestyle products in the future.

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