

# *Albanian Gyms and Nutritional Supplements: Exploring Beliefs and Motivations for Product Sales*

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## **Abstract**

**Context:** *Nutritional supplement sales in gyms have become a widespread practice, with financial incentives often driving these promotions.*

**Problem:** *Little is known about the motivations behind Albanian gyms' promotion of nutritional supplements and the factors influencing such sales.*

**Methodology:** *This study surveyed 58 gyms across Albania using an 8-question survey to explore supplement sales practices, reasons for promotion, types of*

supplements sold, and promotional methods. Data were analyzed using IBM SPSS, including Chi-Square tests to identify correlations.

**Results:** Findings revealed that most gyms promote supplements, mainly protein powders, creatine, vitamins, and amino acids. Financial gain and customer demand were the primary motivators, especially among high-end and specialized gyms. A significant correlation was found between gym facilities and supplement sales practices.

**Implications:** The results suggest a growing supplement market in Albanian gyms, emphasizing the need for clearer regulations, educational programs, and informed guidance to ensure responsible supplement promotion and use.

**Keywords:** Nutritional supplements, Albanian gyms, fitness industry, promotion practices, gym facilities, supplement sales.

## Literature Review

Nutritional supplements have become a staple in fitness environments, often promoted by gyms to enhance clients' physical performance, recovery, and overall health. This literature review explores global trends, motivations, and beliefs related to the sale of nutritional supplements in gyms, with a focus on how fitness professionals perceive the benefits of these products for their clients.

### *Global Trends in Supplement Use*

Druker and Gesser-Edelsburg (2017) examined the consumption of dietary supplements among physically active adults in Israel. Their research revealed that many gym-goers believed supplements could enhance their fitness outcomes, a view that gym professionals are likely to share. This belief in the potential benefits of supplements underpins many gyms' decisions to promote and sell these products. Similarly, Bailey et al. (2013) explored the reasons behind supplement use among U.S. adults, concluding that supplements are often marketed as essential for health and wellness. This perception extends to fitness environments, where gym operators may believe that offering supplements aligns with helping clients achieve their fitness goals, such as improved endurance, strength, or recovery.

### *Prevalence and Motivations for Supplement Sales in Gyms*

Jawadi et al. (2017) studied the prevalence of supplement use in gym environments, finding that many gym-goers purchase supplements based on the assumption that these products will enhance their workouts. Gym centers,

recognizing this demand, may promote supplements as part of a broader strategy to support clients' performance. The study suggests that gyms often sell supplements because they are viewed as beneficial tools in helping clients reach their physical potential.

Salami et al. (2016) further examined supplement use in Lebanese gyms, revealing that gym professionals often advocate for supplement use to enhance client outcomes. This aligns with the belief that supplements are integral to an effective fitness regimen, which motivates gyms to offer these products as part of their service to clients.

### *Beliefs About the Role of Supplements in Fitness*

Lawrence and Kirby (2002) discussed the widespread belief among fitness professionals that nutritional supplements provide tangible benefits for physical performance and recovery. Gym owners and trainers may view supplements as a valuable addition to their clients' fitness routines, which drives the sale of these products. While the study acknowledges some concerns about the accuracy of these beliefs, the focus remains on the perceived advantages that motivate gyms to sell supplements.

Hutson (2013) explored the concept of "bodily capital" within the fitness industry, where maintaining a certain physique is highly valued. Gym professionals may promote supplements based on the belief that they can help clients achieve these aesthetic and performance standards more efficiently. This belief in supplements' ability to enhance bodily capital is a key motivator for gyms to offer these products to their clientele.

### *Professional Guidance and Supplement Use*

Burns et al. (2004) highlighted the role of athletic trainers and dietitians in advising clients on supplement use. While some gym professionals may lack formal nutritional training, many still promote supplements due to the widespread belief in their benefits. The study suggests that gyms may offer supplements as part of a holistic approach to client wellness, believing these products support the health and fitness goals of their clients.

Maughan, King, and Lea (2004) and Juhn (2003) reviewed popular sports supplements, emphasizing their perceived benefits in the fitness world. Both studies suggest that gym professionals promote supplements because they believe these products can enhance client performance and recovery, reinforcing the motivation to sell them as part of a comprehensive fitness strategy.

## *Marketing and Motivations for Supplement Sales*

Bolton et al. (2007) investigated how marketing influences the perception of supplements. Many gym professionals are exposed to aggressive marketing that promotes supplements as essential for achieving optimal health and fitness results. This marketing reinforces the belief that offering supplements is a valuable service to clients, driving gyms to stock and promote these products.

Saeedi et al. (2013) explored supplement use in fitness clubs in Tehran, noting that gym owners often view supplement sales to meet client demands for performance-enhancing products. The study suggests that gym centers believe supplements can help clients reach their fitness goals faster, which motivates their decision to sell these products.

## *Albanian Nutritional Supplements Market*

Uli, Hasani, Kopali, Paraj, and Kokthi, (2022) conducted a comprehensive study on dietary supplement consumption among Albanian consumers. The research highlights a growing trend in the dietary supplement market in Albania, mirroring patterns observed in developed countries. The study aimed to assess the types, frequency, reasons for use, and levels of awareness regarding dietary supplements among Albanian consumers. The paper by Ceta et. al (2020) provides an in-depth analysis of the dietary supplement market in Albania. It examines various aspects of the market, including consumer behavior, market trends, and regulatory issues. The study concludes that while the dietary supplement market in Albania is growing, there are significant challenges related to regulation and consumer education. Addressing these issues through improved regulation and public awareness campaigns is essential for ensuring the safe and effective use of dietary supplements. Citozi, Bozo, and Metani, (2017), most supplement consumers were young, healthy individuals who rated their diet as good, exercised three to five times per week, and maintained an active lifestyle. Interestingly, supplement use was more common among men (38%) and was often observed in individuals with less actual need for them.

## **Materials & Methodology**

### *Participants and Procedure*

The study targeted gym centers across Albania to understand the prevalence and motivations for selling nutritional supplements. An initial pilot survey was conducted with five gyms to refine the survey instrument, ensuring clarity and

relevance of the questions. Following this, the final survey was distributed to 150 gyms via a Google Form. Out of these, 58 gyms completed the survey, resulting in a response rate of 38.7%. Each respondent represented a different gym, verified by asking for the gym's name, although these names were not disclosed in the final analysis for ethical reasons.

### *Survey Instrument*

The survey consisted of 8 questions designed to collect data on multiple aspects related to supplement sales.

The key variables measured included:

- Gym Name: Used to ensure unique responses from each gym but kept confidential.
- Location: To analyze supplement sales trends across different regions of Albania.
- Gym Facilities: To identify the types of gyms (e.g., bodybuilding vs. yoga studios) and their association with supplement sales.
- Number of active and inactive clients registered in 2024 (to highlight the number of people impacted by the promotion of supplements).
- Supplement Brands Sold: Identification of brands that were being sold in gyms.
- Types of Supplements: Categories include protein powders, creatine, and other commonly sold supplements.
- Promotion Methods: Understanding how supplements were promoted (e.g., through front desk staff, instructors, or other channels).
- Reasons for Selling: Exploring the motivation behind selling supplements, such as generating profit for the business, providing additional income for full-time instructors or other matters.

### *Data Analysis*

The data collected from the survey were analyzed using IBM SPSS. Descriptive statistics were used to present the distribution of gyms by location, facilities, and types of supplements sold. Cross-tabulation analyses helped to identify any relationships between the type of gym and the likelihood of supplement sales. Additionally, we examined the reasons for selling supplements and how these varied across different gym types and locations. This method allowed for a comprehensive understanding of the patterns and motivations for supplement sales in Albanian gyms, providing valuable insights into the industry's dynamics.

Gym Facilities vs. Supplement Sales: This test aimed to determine whether there is a significant association between the type of gym facilities and the likelihood of selling nutritional supplements. This analysis helps to identify if certain gym types are more inclined to sell supplements compared to others.

Reasons for Selling vs. Gym Facilities: Another Chi-Square test was conducted to explore whether the reasons for selling supplements (e.g., profit for the business, providing additional income for instructors) varied significantly across different types of gym facilities.

For both tests, contingency tables were created to display the frequency distribution of responses, and the Chi-Square statistic was calculated to assess whether any observed differences were statistically significant. The significance level (p-value) was set at 0.05, indicating that associations with a p-value less than 0.05 would be considered statistically significant.

This approach enabled us to rigorously evaluate the relationship between gym characteristics and supplement sales behaviors, providing insights into the motivations and tendencies of gyms across Albania.

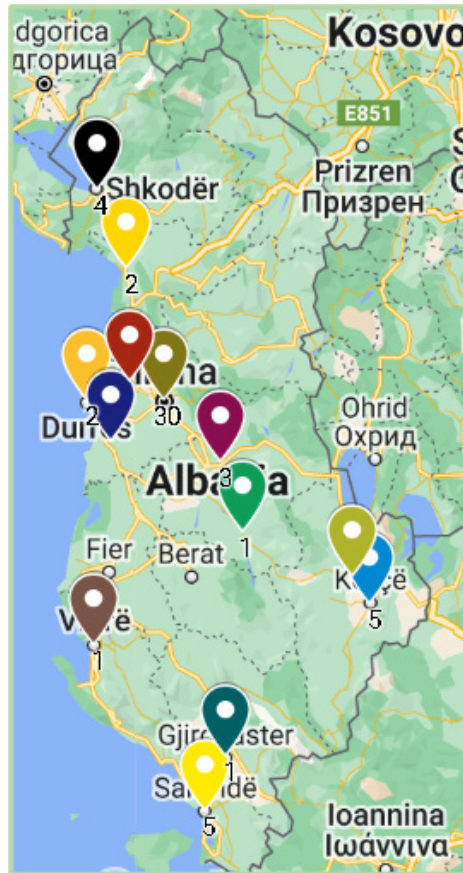
## Results

**TAB. 1** Gyms in Albanian cities are divided into promoters and non-promoter of nutritional supplements.

| Count                              |             | Nutritional Supplements: |               | Total |
|------------------------------------|-------------|--------------------------|---------------|-------|
|                                    |             | Promoters                | Non Promoters |       |
| The city where the gym is located: | Tiranë      | 29                       | 1             | 30    |
|                                    | Durrës      | 2                        | 0             | 2     |
|                                    | Kavajë      | 0                        | 2             | 2     |
|                                    | Elbasan     | 3                        | 0             | 3     |
|                                    | Lezhë       | 0                        | 2             | 2     |
|                                    | Shkodër     | 1                        | 3             | 4     |
|                                    | Korçë       | 4                        | 1             | 5     |
|                                    | Sarandë     | 4                        | 1             | 5     |
|                                    | Maliq       | 1                        | 0             | 1     |
|                                    | Vorë        | 1                        | 0             | 1     |
|                                    | Vlorë       | 1                        | 0             | 1     |
|                                    | Gjirokastër | 0                        | 1             | 1     |
|                                    | Gramsh      | 1                        | 0             | 1     |
| Total                              |             | 47                       | 11            | 58    |

Distribution of Gyms: Out of the participating gyms, a division was evident between those promoting supplements and those that do not. The geographic distribution of these gyms was mapped, showing a widespread representation across the country (see Map 1).

**MAP 1.** 58 gym centers pinned in the Albanian map.



**TAB. 2** Promoters and non-promoters of nutritional supplements.

|               | Valid |         | Cases |         | Total |         |
|---------------|-------|---------|-------|---------|-------|---------|
|               | N     | Percent | N     | Percent | N     | Percent |
| PROMOTERS     | 45    | 77.6%   | 13    | 22.4%   | 58    | 100.0%  |
| NON PROMOTERS | 11    | 19.0%   | 47    | 81.0%   | 58    | 100.0%  |

Promotion of Supplements: Among the surveyed gyms, Table 2 shows the proportion of promoters versus non-promoters.

**TAB. 3** Clients of the gyms.

| The total number of active and inactive customers registered in 2024: |    |       |
|---|----|-------|
|   | N  | %     |
| <49   | 2  | 3.4%  |
| 50-99   | 6  | 10.3% |
| 100-299   | 19 | 32.8% |
| 299-499   | 6  | 10.3% |
| >500  | 5  | 8.6%  |
| Missing System  | 20 | 34.5% |

Clients Impacted: In table 3 are listed the gyms that answered about the total number of their clients in 2024.

**TAB. 4** Gym services according to their facilities.

| THE GYM FACILITIES ARE DEDICATED TO: |                      | Responses |         |
|--------------------------------------|----------------------|-----------|---------|
|                                      |                      | N         | Percent |
|                                      | Bodybuilding         | 55        | 28.9%   |
|                                      | CrossFit             | 34        | 17.9%   |
|                                      | Zumba                | 12        | 6.3%    |
|                                      | Pilates              | 13        | 6.8%    |
|                                      | Aerobics             | 39        | 20.5%   |
|                                      | Martial Arts         | 16        | 8.4%    |
|                                      | Yoga                 | 13        | 6.8%    |
|                                      | Athletic Preparation | 6         | 3.2%    |
|                                      | Spinning             | 2         | 1.1%    |
| Total                                |                      | 190       | 100.0%  |

Facilities: Based on their facilities and on what kind of training the gym offered, table 4 gives the detailed information about how these fitness centers are structured.



**TAB. 5** Brands that are sold in Albanian gyms.

| THE BRAND OF SUPPLEMENTS I SELL: |                       | Responses |         | Percent of Cases |
|----------------------------------|-----------------------|-----------|---------|------------------|
|                                  |                       | N         | Percent |                  |
| THE BRAND OF SUPPLEMENTS I SELL: | OLIMP SPORT NUTRITION | 19        | 20.0%   | 41.3%            |
|                                  | REDCON1               | 2         | 2.1%    | 4.3%             |
|                                  | APPLIED NUTRITION     | 8         | 8.4%    | 17.4%            |
|                                  | QNT                   | 16        | 16.8%   | 34.8%            |
|                                  | OPTIMUM NUTRITION     | 10        | 10.5%   | 21.7%            |
|                                  | MUSCLETECH            | 12        | 12.6%   | 26.1%            |
|                                  | REVIVE MD             | 1         | 1.1%    | 2.2%             |
|                                  | NUTREND               | 2         | 2.1%    | 4.3%             |
|                                  | MYPROTEIN             | 7         | 7.4%    | 15.2%            |
|                                  | RULE 1 PROTEINS       | 1         | 1.1%    | 2.2%             |
|                                  | GOLDTOUCH NUTRITION   | 6         | 6.3%    | 13.0%            |
|                                  | USN                   | 4         | 4.2%    | 8.7%             |
|                                  | BETTER ME             | 1         | 1.1%    | 2.2%             |
|                                  | MAX-IMAL              | 2         | 2.1%    | 4.3%             |
|                                  | BIOTECH USA           | 2         | 2.1%    | 4.3%             |
|                                  | OSTROVIT              | 1         | 1.1%    | 2.2%             |
|                                  | CNP                   | 1         | 1.1%    | 2.2%             |
| Total                            | 95                    | 100.0%    | 206.5%  |                  |

Varieties and Brands Sold: A variety of supplement brands were identified (Tab.5), indicating that certain brands have a dominant market presence.

**TAB. 6** Varieties of nutritional supplements sold in Albanian gyms.

| THE VARIETIES OF SUPPLEMENTS I SELL: |                     | Responses |         | Percent of Cases |
|--------------------------------------|---------------------|-----------|---------|------------------|
|                                      |                     | N         | Percent |                  |
| THE VARIETIES OF SUPPLEMENTS I SELL: | Protein             | 45        | 21.4%   | 95.7%            |
|                                      | Creatine            | 39        | 18.6%   | 83.0%            |
|                                      | BCAA/ EAA           | 15        | 7.1%    | 31.9%            |
|                                      | L-Carnitine         | 23        | 11.0%   | 48.9%            |
|                                      | Pre-Workout         | 24        | 11.4%   | 51.1%            |
|                                      | Post-Workout        | 4         | 1.9%    | 8.5%             |
|                                      | Glutamine           | 10        | 4.8%    | 21.3%            |
|                                      | Fish Oil            | 12        | 5.7%    | 25.5%            |
|                                      | Zinc                | 12        | 5.7%    | 25.5%            |
|                                      | Vitamins & Minerals | 26        | 12.4%   | 55.3%            |
|                                      | Total               | 210       | 100.0%  | 446.8%           |

Furthermore, Table 6 showcases the types of nutritional supplements available, with protein powders, creatine, vitamins, and amino acids being the most frequently offered products.

**TAB. 7** Ways of nutritional supplements promotion.

|  |   | Responses |         | Percent of Cases |
|--|---|-----------|---------|------------------|
|  |   | N         | Percent |                  |
| THE WAYS I PROMOTE THE SELL OF PRODUCTS: | Supplements are displayed at the gym reception  | 43        | 44.8%   | 93.5%            |
|  | Supplements are posted on the gym's social networks                                   | 10        | 10.4%   | 21.7%            |
|  | Supplements are promoted through instructors  | 23        | 24.0%   | 50.0%            |
|  | Supplements are given as a bonus when the customer enrolls in long-term subscriptions | 4         | 4.2%    | 8.7%             |
|  | Supplements are available as drinks in the gym bar                                    | 16        | 16.7%   | 34.8%            |
| Total                                    |   | 96        | 100.0%  | 208.7%           |

Promotion Methods: Table 7 outlines the primary promotion methods used by gyms, which ranged from direct sales at the front desk to targeted social media marketing and word-of-mouth recommendations.

**TAB. 8** Reasons for promoting nutritional supplements.

| <b>WHY I PROMOTE THE SUPPLEMENTS:</b> |   |           |         |                  |
|---------------------------------------|---|-----------|---------|------------------|
|                                       |   | Responses |         | Percent of Cases |
|                                       |   | N         | Percent |                  |
|                                       | They bring benefits to the customers who consume them | 34        | 28.8%   | 75.6%            |
|                                       | They bring profit to the business                     | 27        | 22.9%   | 60.0%            |
|                                       | They bring profit for the instructors who sell them   | 22        | 18.6%   | 48.9%            |
|                                       | They do not bring health problems to consumers        | 11        | 9.3%    | 24.4%            |
|                                       | They are requested by the gym customers               | 24        | 20.3%   | 53.3%            |
| Total                                 |   | 118       | 100.0%  | 262.2%           |

The reasons for promoting supplements (as detailed in Table 8) included perceived benefits to clients, financial gain, and customer demand with only a few gyms making nutritional supplements gifts for their loyal clients.

**TAB. 9** Reasons for non-promoting nutritional supplements.

| <b>WHY I DO NOT PROMOTE THE SUPPLEMENTS:</b>                 |           |               |                  |
|--|-----------|---------------|------------------|
|  | Responses |               | Percent of Cases |
|  | N         | Percent       |                  |
| They do not bring benefits to the customers who consume them | 3         | 18.8%         | 27.3%            |
| They do not bring profit to the business                     | 2         | 12.5%         | 18.2%            |
| They do not bring profit for the instructors who sell them   | 2         | 12.5%         | 18.2%            |
| They bring health problems to consumers                      | 2         | 12.5%         | 18.2%            |
| They are not requested by the customers                      | 7         | 43.8%         | 63.6%            |
| <b>Total</b>   | <b>16</b> | <b>100.0%</b> | <b>145.5%</b>    |

In contrast, Table 9 illustrates that gyms choosing not to promote supplements cited reasons such as lack of demand, perceived health risks, or a focus on natural training methods.

**TAB. 10** Correlation between gym locations and front desk sales.

|  |              | Count   |    |
|--|--------------|---------|----|
| Supplements are displayed at the gym reception | Not Selected | Tiranë  | 3  |
|  |              | Durrës  | 0  |
|  |              | Kavajë  | 2  |
|  |              | Elbasan | 0  |
|  |              | Lezhë   | 2  |
|  |              | Shkodër | 3  |
|  |              | Korçë   | 3  |
|  |              | Sarandë | 1  |
|  |              | Maliq   | 0  |
|  | Vorë         | 0       |    |
|  | Vlorë        | 0       |    |
|  | Gjirokastrë  | 1       |    |
|  | Gramsh       | 0       |    |
|  | Selected     | Tiranë  | 27 |
|  |              | Durrës  | 2  |
|  |              | Kavajë  | 0  |
|  |              | Elbasan | 3  |
| Lezhë  |              | 0       |    |
| Shkodër  |              | 1       |    |
| Korçë  |              | 2       |    |
| Sarandë  |              | 4       |    |
| Maliq  | 1            |         |    |
| Vorë   | 1            |         |    |
| Vlorë  | 1            |         |    |
| Gjirokastrë                                    | 0            |         |    |
| Gramsh   | 1            |         |    |

Correlation Analysis: Statistical analysis demonstrated a significant correlation between gym location and front desk supplement sales (Tab.10).

**TAB. 11** The correlation between types of gyms and reasons for promotion.

| THE FITNESS SECTORS THAT PROMOTE MORE THE SUPPLEMENTS: |                      |   |            |                                   |            |   |            |  |            |   |            |
|--|----------------------|---|------------|-----------------------------------|------------|---|------------|--|------------|---|------------|
|  |                      | Reasons   |            |                                   |            |   |            |  |            |   |            |
|  |                      | They bring benefits to the customers who consume them |            | They bring profit to the business |            | They bring profit for the instructors who sell them |            | They do not bring health problems to consumers |            | They are requested by the gym customers |            |
|  |                      | Count   | Column N % | Count                             | Column N % | Count   | Column N % | Count  | Column N % | Count                                   | Column N % |
| Facilities   | Bodybuilding         | 33  | 97.1%      | 26                                | 96.3%      | 20  | 90.9%      | 10   | 90.9%      | 23                                      | 95.8%      |
|  | CrossFit             | 20  | 58.8%      | 16                                | 59.3%      | 15  | 68.2%      | 8  | 72.7%      | 13                                      | 54.2%      |
|  | Zumba                | 8   | 23.5%      | 6                                 | 22.2%      | 4   | 18.2%      | 3  | 27.3%      | 3                                       | 12.5%      |
|  | Pilates              | 7   | 20.6%      | 5                                 | 18.5%      | 5   | 22.7%      | 3  | 27.3%      | 5                                       | 20.8%      |
|  | Aerobics             | 21  | 61.8%      | 14                                | 51.9%      | 13  | 59.1%      | 6  | 54.5%      | 15                                      | 62.5%      |
|  | Marital Arts         | 11  | 32.4%      | 8                                 | 29.6%      | 6   | 27.3%      | 3  | 27.3%      | 7                                       | 29.2%      |
|  | Yoga                 | 10  | 29.4%      | 7                                 | 25.9%      | 7   | 31.8%      | 4  | 36.4%      | 7                                       | 29.2%      |
|  | Athletic Preparation | 2   | 5.9%       | 1                                 | 3.7%       | 0   | 0.0%       | 2  | 18.2%      | 3                                       | 12.5%      |
|  | EMS                  | 0   | 0.0%       | 0                                 | 0.0%       | 0   | 0.0%       | 0  | 0.0%       | 0                                       | 0.0%       |
|  | Spinning             | 2   | 5.9%       | 1                                 | 3.7%       | 2   | 9.1%       | 0  | 0.0%       | 1                                       | 4.2%       |

Additionally, a strong relationship was observed between the type of gym (standard, high-end, specialized) and the reasons for promoting supplements (Tab.11).

## Discussion

The results of this study highlight significant insights into the practices and motivations behind the promotion and sale of nutritional supplements in Albanian gyms. The data reveals that supplement sales are a widespread practice, influenced by a range of factors including gym facilities, client demands, and financial motivations.

**Promotion and Non-Promotion Trends:** The division between gyms that promote supplements and those that do not (Tab.2) suggests that while there is a considerable market for supplement sales, not all gyms view it as a necessary or beneficial practice. Those promoting supplements often cited the financial benefits and the perceived enhancement of training outcomes as primary motivations (Tab.8). This aligns with the hypothesis that gyms engage in supplement sales because it is profitable. However, the segment of gyms choosing not to promote supplements (Tab.9) raises important considerations about ethical concerns, the emphasis on natural training methods, and a focus on maintaining a purely fitness-oriented environment.

**Brand and Product Variety:** The variety of brands and types of supplements sold (Tabs.5 and 6) indicates a diverse market presence in Albania, with certain brands establishing dominance. The popularity of protein powders, vitamins, and amino acids is consistent with global trends, reflecting a demand for products that support

muscle growth, recovery, and overall health. This aligns with findings by Druker & Gesser-Edelsburg (2017) and Saeedi et al. (2013) regarding supplement trends in gyms. This variety also suggests that gyms are catering to different client needs and preferences, offering a range of options for both amateur and experienced fitness enthusiasts.

**Promotion Strategies:** The study's findings on promotion methods (Tab.7) reveal that gyms employ multiple strategies to market supplements, including direct sales at the front desk, word-of-mouth recommendations, and digital marketing. These methods are indicative of a targeted approach to reach clients at different stages of their fitness journey. The reliance on direct sales highlights the gym environment as a primary point of contact for supplement marketing, while the use of social media reflects an adaptation to modern marketing techniques. Financial gain emerged as a primary reason for promotion, supporting the hypothesis of profitability (Bailey et al., 2013).

**Facility Influence and Correlation Analysis:** The correlation between gym location and front desk sales (Tab.10) suggests that geographic factors play a role in supplement promotion. A strong correlation was found between gym types and their reasons for promoting supplements (Table 11), similar to Jawadi et al. (2017) findings in other countries. This may be linked to the socio-economic status of clients in different areas or varying levels of awareness about supplement benefits. Additionally, the correlation between gym types and reasons for promoting supplements (Tab.11) indicates that specialized or high-end gyms are more likely to promote supplements due to their clientele's expectations and higher spending power.

**Skepticism on Promotion:** Gyms that do not promote supplements cited health concerns or a preference for natural training methods, reflecting Citozi et al. (2017) observations on supplement skepticism.

## Conclusion

This study's insights contribute to understanding the dynamics of supplement sales in Albanian fitness centers, indicating potential areas for regulatory focus and health education. The study revealed that a considerable number of Albanian gyms actively promote nutritional supplements, with protein powders, creatine, vitamins, and amino acids being the most common products. Financial gain and customer demand emerged as primary motivators for supplement promotion, particularly among high-end and specialized gyms. Conversely, gyms that chose not to promote supplements often cited health concerns or a preference for natural training methods. The strong correlation between gym

facilities and supplement sales highlights the influential role gym infrastructure plays in product promotion. These findings suggest a significant market for supplements within Albanian fitness centers, emphasizing the need for clearer guidelines and educational efforts to ensure safe and informed supplement use among gym-goers. Further investigation could provide deeper insights into consumer motivations and the impact of supplement use on fitness outcomes.

## Implications and Recommendations

It is recommended that educational programs be introduced within gyms to inform clients about safe and effective supplement use. Gym owners and trainers should undergo training on evidence-based supplement guidance to ensure responsible sales practices. Establishing clearer regulations and guidelines for supplement promotion is crucial for protecting consumers from misleading information. Collaboration with health professionals can provide credible advice and regular assessments of supplement use. Additionally, future research should focus on understanding consumer motivations and the long-term effects of supplement use to cultivate a more informed and health-conscious fitness environment in Albania.

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