

Consumer Buying Behavior toward Protein Supplements

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Contents

- Introduction
- Literature review
- Research methodology
- Data interpretation
- Conclusions
- Recommendations
- References

INTRODUCTION

The global protein supplements market size was valued at USD 14 billion in 2018 and is driven by increase in health and fitness centres and rising health consciousness among consumers.

Factors such as hectic lifestyle, increasing population of working women, and rising adoption of western food are anticipated to boost the overall protein supplements market growth.

The online stores segment occupied 53.5% share of the overall revenue in 2018.

Direct to customer (DTC) is also considered to be a major segment, which held 20.9% share of the overall revenue in 2018.

Literature review

- **A Study on Consumer Behaviour towards Health and Dietary Supplements in Mumbai City (Snehal Chincholkar)**

Among all 100 participants only 34 % are consuming any sort of dietary supplements while 60% feel the need of these supplements assuming these are good for health.

Most of the consumer are satisfied with the supplement's results (70%) and want to recommend to others (71%)

About pricing of these products 46 % consumers feels that they are fairly priced while 54 % thinks they are overpriced

Protein Supplements Market Size, Share & Trends Analysis Report By Product (Powder, Ready to Drink), By Application, By Raw Material, By Source, By Distribution Channel, By Region, And Segment Forecasts, 2019 – 2025

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Protein Ingredients Market worth \$70.7 billion by 2025 (MARKET AND MARKETS)

The protein ingredients market is projected to grow from USD 49.8 billion in 2019 to USD 70.7 billion by 2025, at a compound annual growth rate (CAGR) of 6.0% during the forecast period.

Study Objective

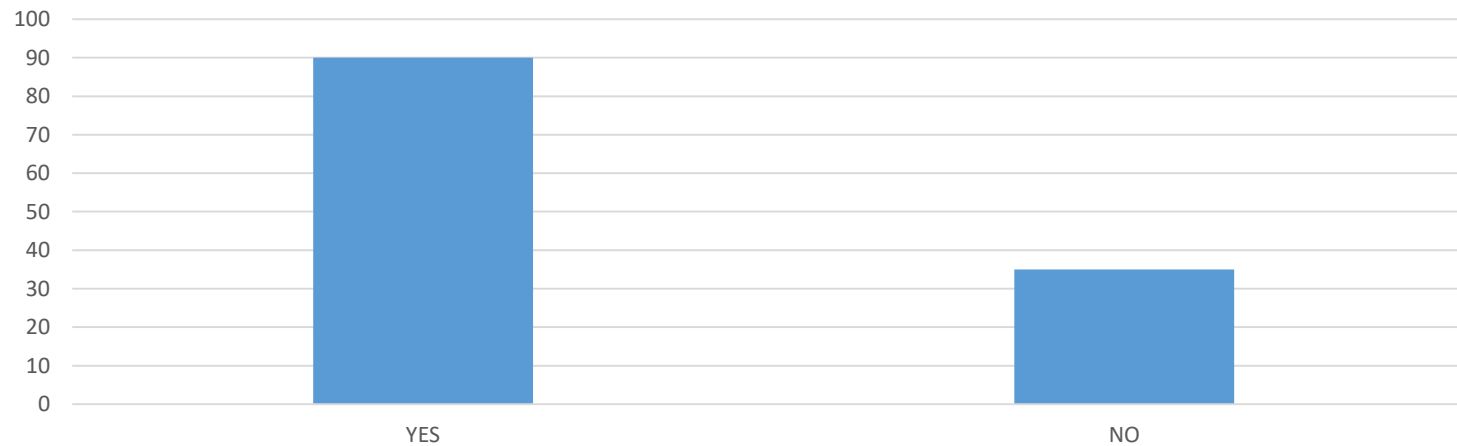
This is a primary research study conducted in Delhi North West to study the consumer buying behaviour toward protein supplements.

- To study the consumer buying behaviour toward protein supplements.
- To assess the future marketing strategies.

Research Methodology

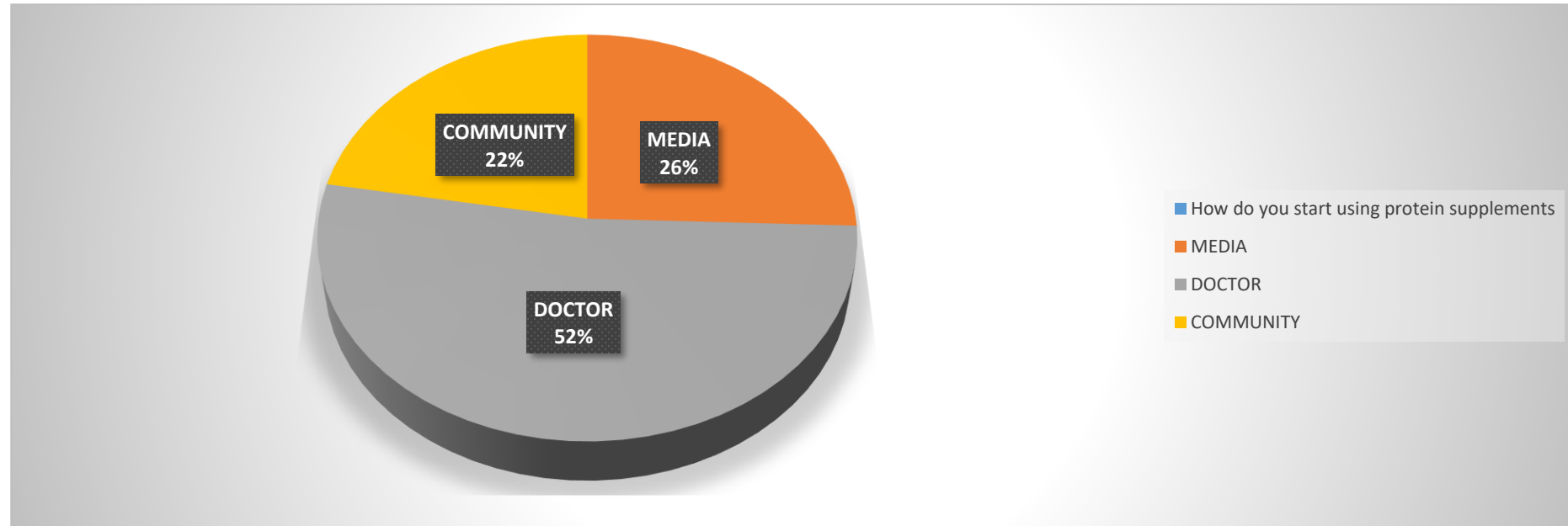
- Study Design: Experimental studies
- Sampling Method: Non Probability Convenience Sampling
- Sample Population: Patients
- Sample Size: 90
- Sample Area: Delhi North West
- Time Period: 11th February to 11th May 2019
- Data Analysis: Data analysis was done using MS-Excel and interpreted

Have you ever used any Protein Supplements?



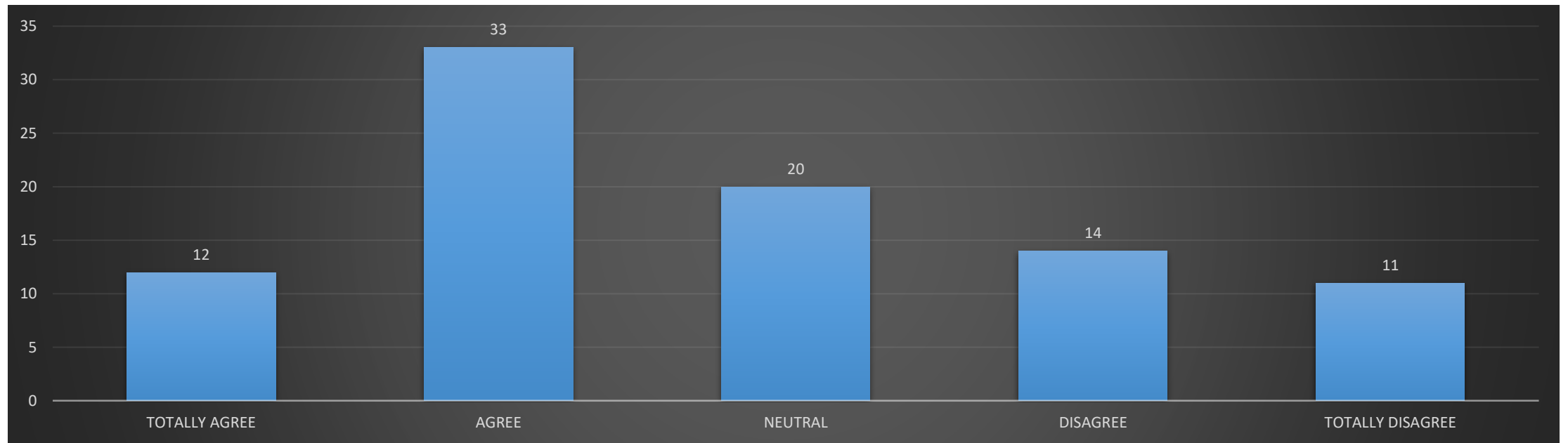
- In this above figure question was among the 145 individuals that have they ever used any protein supplements. And from this study has got its 90 individuals who are going to participate in this study
- Higher proportion of protein supplement usage among the people show that people are aware about the protein supplements and they are using it for their healthy life style.

How do you became aware about Protein Supplements?



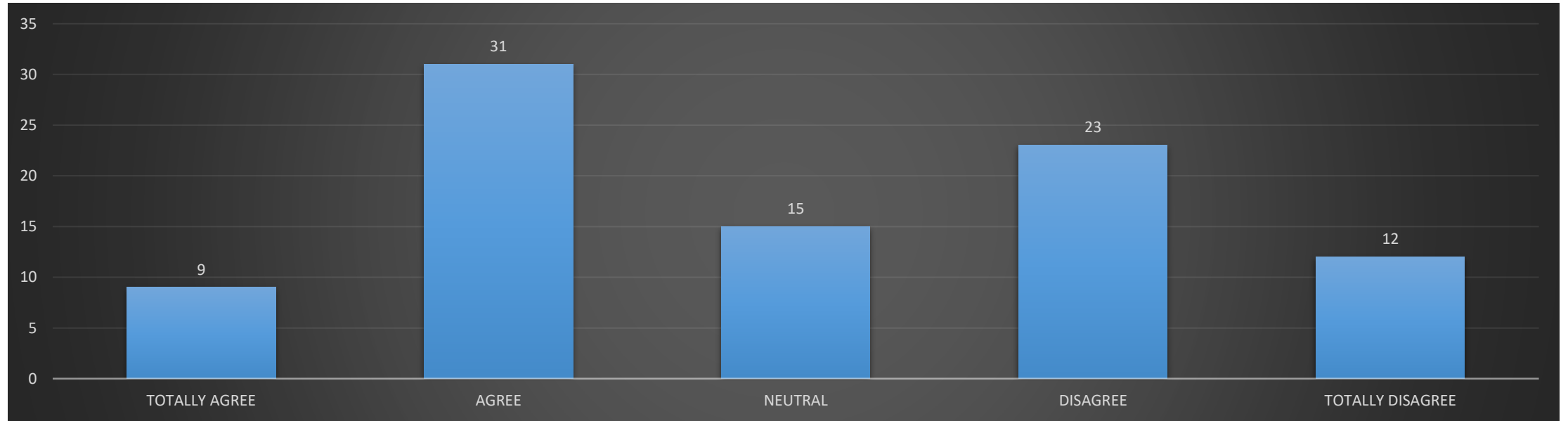
1. Around 52% (47) individuals has started by doctor' recommendation and so major influencer is doctor in this case.
2. Around 26% (23) are influenced by media and 22% (20) are influenced by community members.
3. Around 48% (43) individuals are influenced other than by doctor. This show media and community members are influencing the buying behaviour of consumer.

Do you think the shelf presence of Protein Supplements in stores or malls influence your buying behaviour?



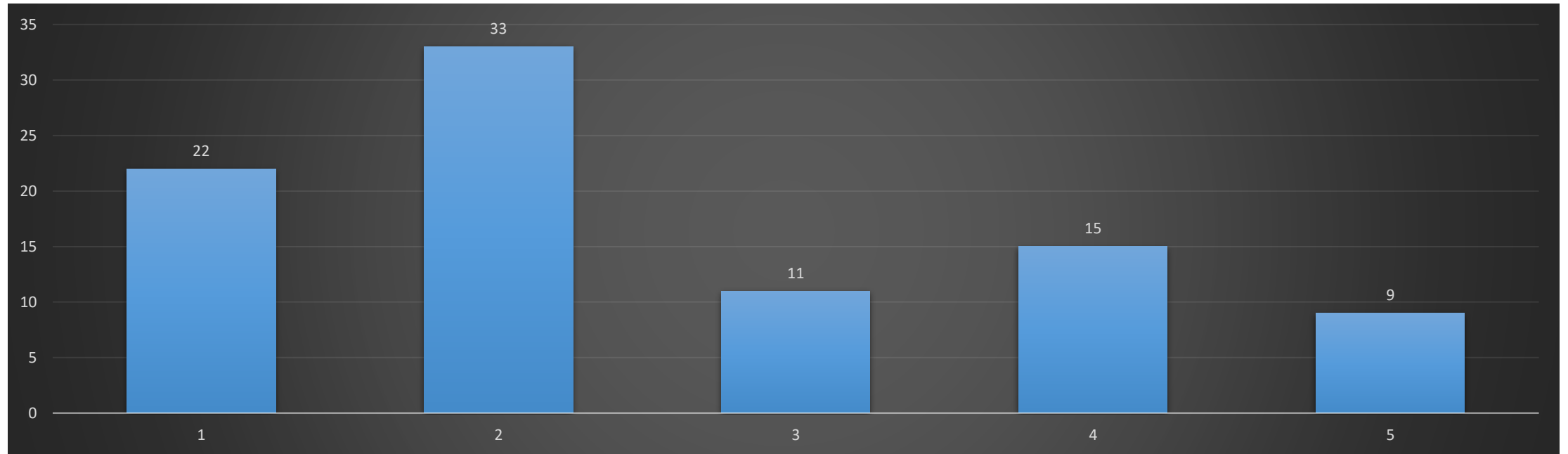
- 45 individuals out of which 33 are agree and 12 are strongly agree that shelf presence of protein supplements in mall and sops effect their consuming behaviour.
- From this it can studied that buying behaviour of individuals are effected by companies who are showing more push strategies in marketing.

Do you think educational health programmes done by pharmaceutical companies effect your buying behaviour toward protein supplements?



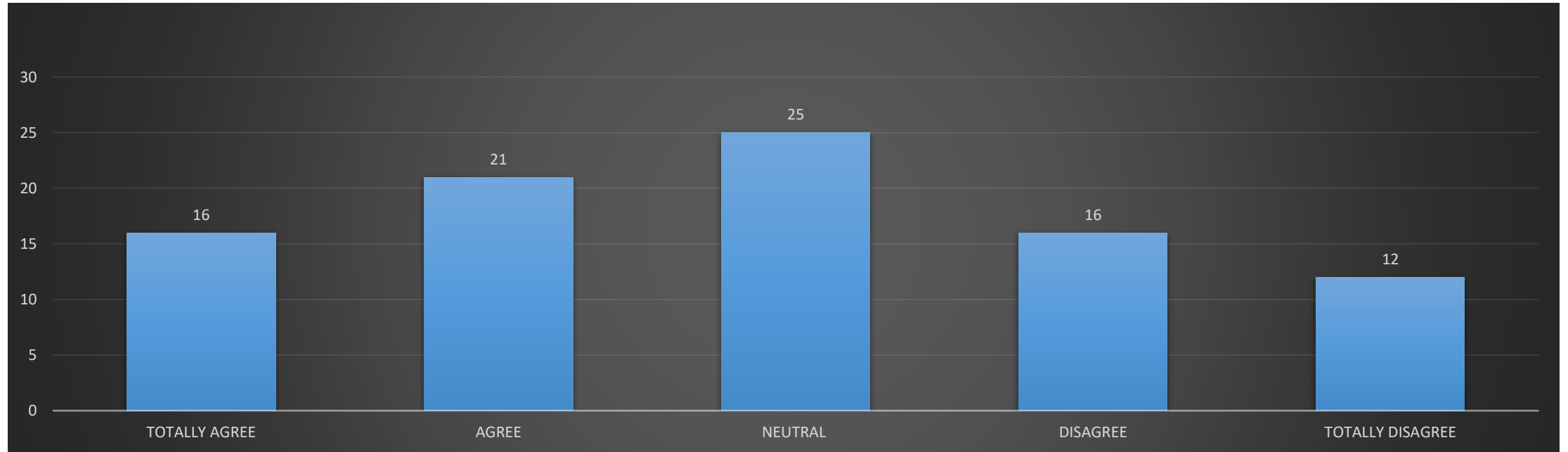
1. 40 individuals have agreed that educational programs and advisory campaigns done by pharmaceutical companies effect their prescribing behaviour.
2. This show that companies which are more toward about community engagement are holding the major business in protein supplements.
3. Pharmaceutical are companies using community engagement for holding the more market share in protein supplements.

Do you think the Educational Health Programmes or Patient Advisory Campaigns done by different pharmaceutical companies helped in increasing your knowledge toward protein supplements?



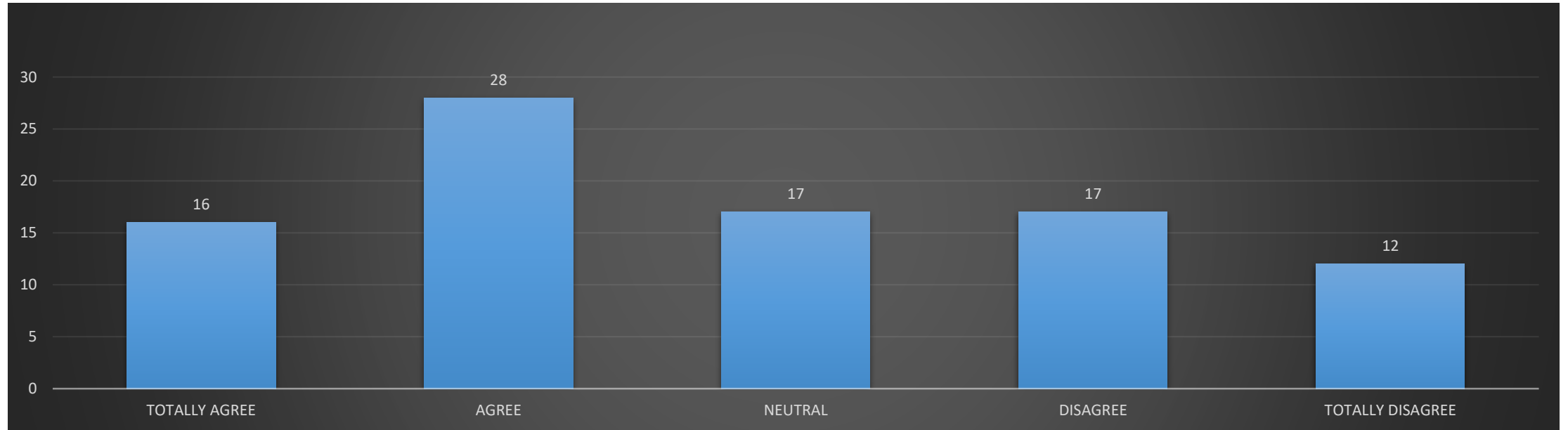
- Out of 90 individuals 55 have agreed that educational programs done by pharmaceutical companies help in increasing their knowledge toward protein supplements
- Thus pharmaceutical companies are engaging with community members through which companies are increasing their brand recall among the community member.

Do you think recommendation made by family members or community members influence your buying behaviour toward protein supplement?



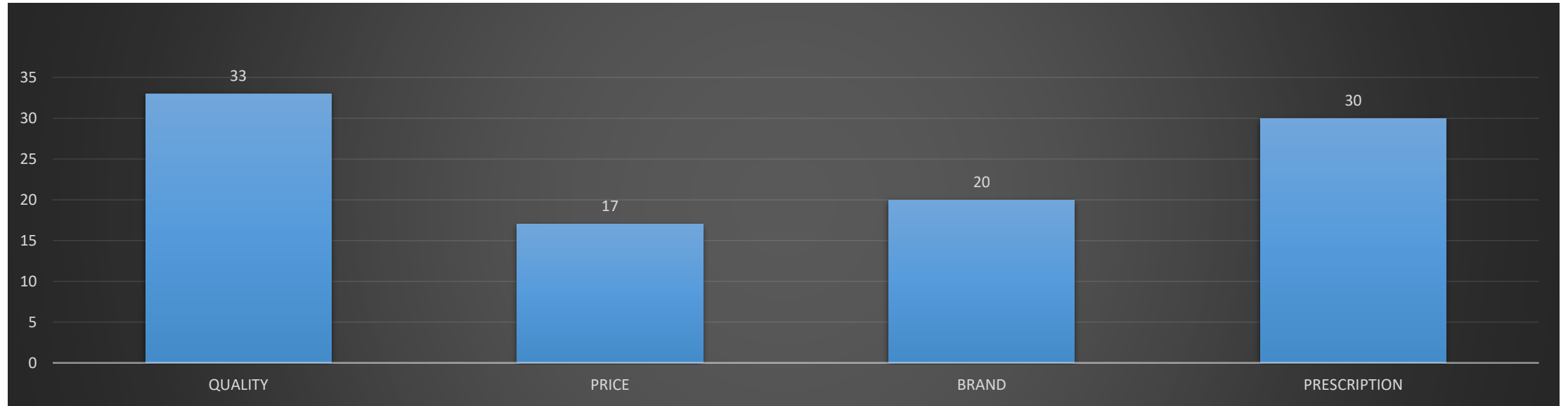
- From the above fig it is indicated that around 37 individuals have agreed that community members and family members have effected their buying behaviour towards protein supplements
- thus community play a major role on individuals buying behaviour toward protein supplements

Do you think companies doing endorsements of proteins supplements on the digital and print media influence your buying behaviour?



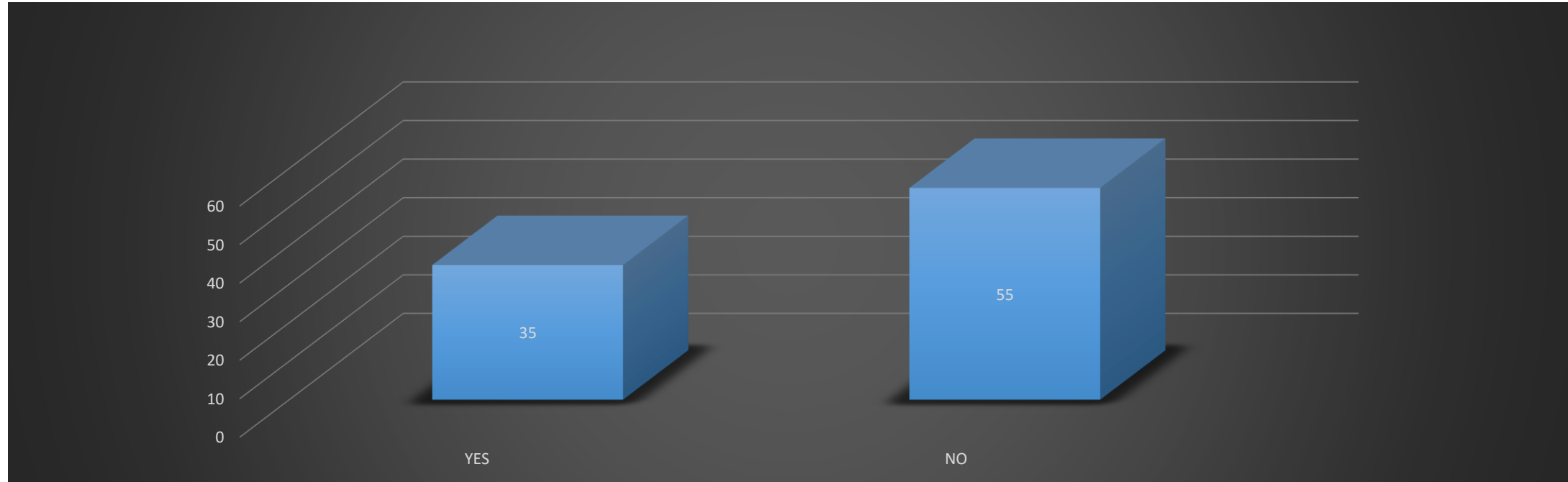
- From the above fig it can be seen that around 44 individuals have agreed that digital and print media effect their buying behaviour of protein supplements.
- Thus the companies which are using digital and print media for communication among community members are holding the major market share among the protein supplements

What matters most while you are buying the protein supplement?



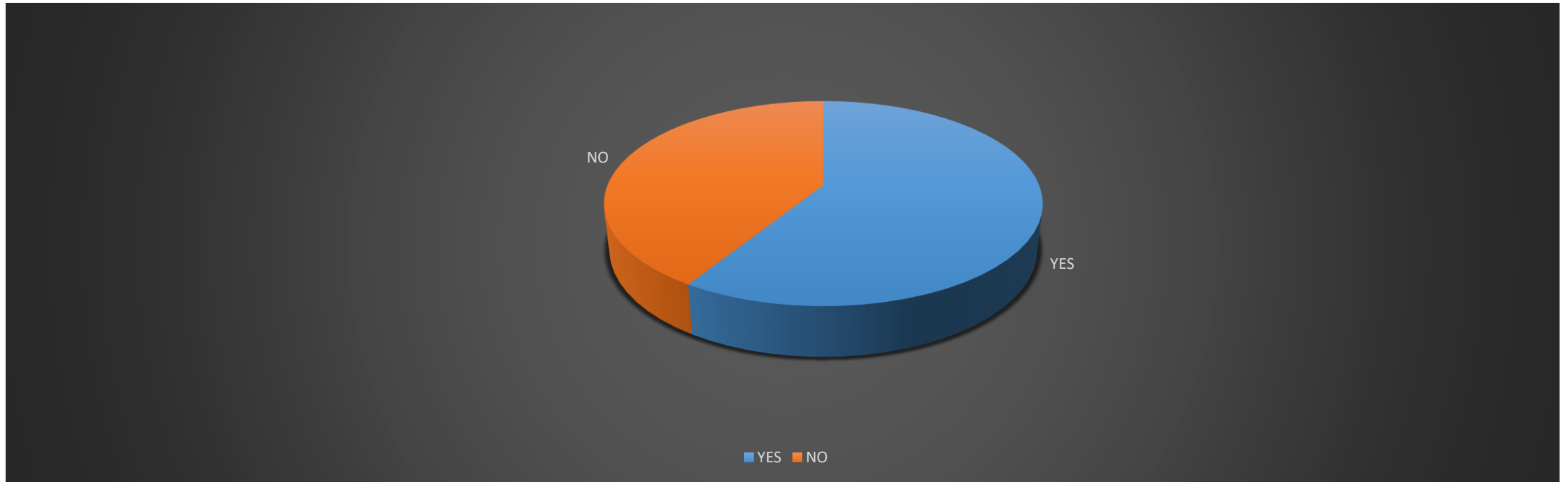
- when it comes to buying any protein supplement 33 individuals have preferred quality, 17 (price), 20 (brand), 30 (prescription).
- Quality and Prescription plays a major role in consumer buying behaviour.
- Brand and Price are secondary in case of buying the protein supplement.

Have you ever shifted from one Protein Supplement to another Protein Supplement



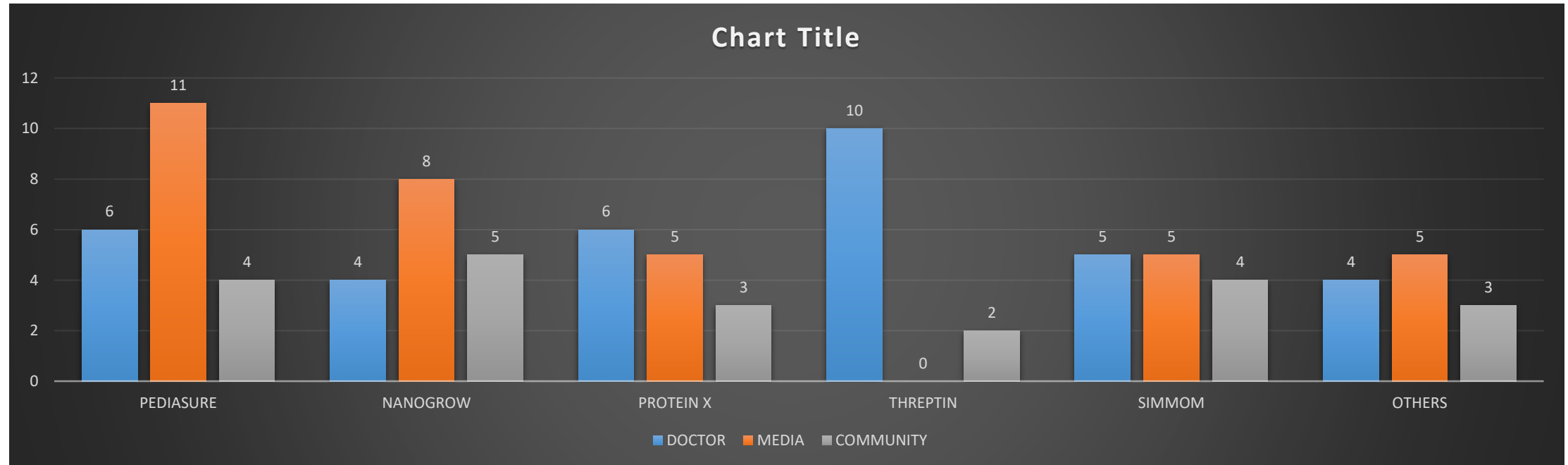
- around 35 individuals have shifted from one supplement to another by the external reference.
- This fig shows that media and community play major role in buying behaviour of individual.

Do you recommend Protein Supplements to others which you use?



- Around 59% (53) have answered that they recommend protein supplements to others
- This shows that indirectly community members have the influence over the new individual buyer.

Can you recall any protein supplement which you have used recently? And how do you come to know about this product?



- Pediasure (11) is the brand which individual mostly come to know through media and then comes Nanogrow (8).
- Threptin is one of that brand which is mostly prescribed by doctor (10) but there is poor media engagement (0) and community engagement (2) among the community.

Conclusions

- As per the study indicates consumer buying behaviour is affected by external factors. Media and community other than doctor are also the important stakeholders which influence the consumer buying behaviour.
- As study indicates there are 48% individual in the studies which have started using protein supplement through Media and Community.
- It has been seen in the studies that around 35 people out of 90 had shifted from one protein to another protein supplement and community and media plays a major role in this behaviour of individual
- From the studies it can be seen that educational and advisory campaigns done by pharmaceutical companies effect the buying behaviour of consumer toward protein supplement.

- Doctor also play very important role in consumer buying behaviour.
- From the overall study it can be concluded all the factors play important role in consumer buying behaviour. And major pharmaceutical companies are influencing the community members through digital media.

Recommendations

Engagement of community members

Companies should increase their engagement with community members through educational programs or advisory campaigns where community members can come to know about the disease as well as best suitable cure. In this way companies can hold the community and influence its buying behaviour.

Digital and Print media

Today digital and print media is playing a very important role in influencing the buying behaviour of consumer.

Digital and Print media presence to be increased for holding future profit.

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Thank you