

CONSUMER BUYING BEHAVIOUR TOWARDS PROTEIN SUPPLEMENTS

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA) in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

Dr. Rahul Sharma

2023

DECLARATION

I hereby declare that this dissertation titled “**CONSUMER BUYING BEHAVIOUR TOWARDS PROTEIN SUPPLEMENT**” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Milan Khunti

IIHMR-U/02/2021-23

MBA -PM-13

IIHMR UNIVERSITY JAIPUR

DATE: May 30, 2023

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Milan Khuti** has successfully completed his internship as Management trainee in Marketing Team at Bios Labs Pvt. Ltd. From February 28, 2023 to May 1, 2023 during the period of internship we found him sincere and good at work.

We wish him good luck in his future endeavours.

Yours sincerely,

For,

Bios Labs Pvt. Ltd.



Managing Director

CERTIFICATE

This is to certify that dissertation titled “**CONSUMER BUYING BEHAVIOUR TOWARDS PROTEIN SUPPLEMENT**” is a record of the research work undertaken by **Milan Khunti** student of MBA PM -13 in partial fulfillment of the requirements for the award of the degree of **MBA (Pharmaceutical Management)** from the **IIHMR University**, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

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ABSTRACT

This descriptive study aims to examine the factors that influence consumer buying behaviour towards protein supplements in the market. The study topic seeks to determine the important elements that influence consumers' purchasing decisions for protein supplements, such as brand, price, product quality, and nutritional information.

Conducted in Ahmedabad, Gujarat, the study includes a population aged between 16 and 50 years. A structured questionnaire is employed as the primary research tool, and the study has a duration of three months with a sample size of 100 individuals selected using non-probability convenience sampling.

The findings reveal that most of the respondents have purchased protein supplements. The most opted method for purchase was online followed by fitness centre and physical stores. Nutritional content plays the most important factor while purchasing supplements. Respondents consider different factors such as internet review, ingredients, recommendations from friends or family while purchasing supplements. Price has a strong influence on consumer purchases, while brand reputation also has a great impact on purchasing decisions. In particular, almost all respondents believe that the nutritional content of protein supplements has a significant impact on their decision to purchase protein supplement. On the other hand, packaging and labelling have little influence on consumer's decision. Consumers consider recommendations from friends and family, only a small percentage of respondents doesn't consider the same.

This study emphasises the market's dynamic character and the importance of marketers adapting to consumer expectations. Understanding consumer preferences, offering a varied range of options, and providing clear information and advantages are all critical strategies for firms looking to survive in the competitive protein supplement industry. Companies may improve their connections with the target audience and develop brand loyalty in this ever-changing market by aligning with customer requirements and preferences.

KEY WORDS : Protein supplement, Nutritional content, Buying behaviour, Brand loyalty, Recommendation from friends/family, Pricing

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Finally, I would want to thank my friends, family, and well-wishers for their support and understanding throughout this research. Their consistent encouragement and motivation were critical in overcoming obstacles and staying focused on goals.

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1. INTRODUCTION

Protein supplements are made to help individual meet their daily protein requirement. It comes in different forms like bars powder shakes etc. It is usually used to help in muscle growth. Protein is an important nutrient needed for body growth and repair. The main sources of protein in food are meat, egg, dairy products. Several plant-based sources such as soya bean, pulses, legumes are also rich source of protein. Protein is required by athletes, bodybuilders to enhance their strength and stamina, at times food alone is not sufficient to meet the requirement needed so supplements are taken as an alternative. The various type of protein supplement available are whey protein, soy protein, casein protein etc. Protein also helps in speedy recovery after any injury therefore it is very much preferred by sports persons and athletes. Protein plays a very big role in the body building industry as it helps in increasing the body mass.

The demand for protein supplements have grown very much in world as nowadays people are becoming more health oriented and they can't take care of the daily requirement due to sedentary lifestyle. The protein supplement provide a good option as these supplement usually comes in concentrated form and help to meet the recommended daily requirement of the nutrient.

In next few years protein supplement industry will show a boom due to several factors such as:-

- Increase in awareness – It is seen that nowadays people are getting more aware about the benefits of not only protein but several other supplements therefore the market offers many protein supplements in different forms and nowadays in different flavours as well.
- Growing popularity of bodybuilding and fitness -The need for protein supplements is increasing as the fitness and bodybuilding sectors expand rapidly. Protein supplements are used by bodybuilders and athletes to help gain muscle and enhance performance.
- Increased disposable income- Disposable income is increasing in many countries including India. As a result, demand for high-end products such as protein supplements has increased. In general, protein supplements cost more than whole foods, but they are also more practical and can be a smart approach to making sure the body is getting enough protein.

- Urbanization - The global population is increasing. People are changing their lifestyles as a result, eating more processed foods and having less time to prepare them. Even if a person eats a less than ideal diet, protein supplements can be an effective way to ensure that they are getting enough protein.
- Increased demand for plant-based protein foods - Plant-based proteins are in high demand. Because more people are becoming aware of the negative effects that animal agriculture has on the environment, vegetarian and vegan diets are becoming more common, and there are more plant-based protein options. If you're looking for a natural way to improve your protein intake, plant-based protein supplements are a great option.
- Growing popularity of online shopping - The number of people shopping online is increasing. This is due to various factors, including the convenience of online shopping, which is greater the larger selection of goods offered there, and the affordable costs. Manufacturers of protein supplements now have additional options to reach a larger audience because to the increase of internet purchasing [1].

1.1. RESEARCH QUESTION

What factors influence consumer behavior towards protein in the market?

1.2. OBJECTIVES

- To identify the factors that influence consumers to make protein purchasing decisions, including brand, price, product quality, and nutritional information.
- To identify the role of advertising and marketing while purchasing protein supplements.

2. REVIEW OF LITERATURE

AUTHOR	TITLE	METHODOLOGY	FINDINGS
Varsha Rani, Seema Thakur (2021)	“A study on protein supplement consumption among fitness enthusiast in India”	A Cross-Sectional Survey was conducted used a structured questionnaire in India to study the protein supplement consumption among fitness enthusiast.	The study found that the majority of the participants (87.5%) consumed protein supplements regularly, with whey protein being the most commonly used supplement. The main reason for consuming protein supplements was to build muscle mass and strength. The study also found that awareness about the benefits of protein supplements was high, with 88.3% of the participants stating that protein supplements helped in building muscle mass. However, the study also revealed that many participants were unaware of the recommended daily intake of protein supplements and the potential side effects of overconsumption. The factors that influenced protein supplement usage included taste, price, brand name, and recommendations from friends and gym trainers.
Manisha Naithani, Sanjay Pant, Mohit Joshi (2020)	Dietary supplement use among Indian adults	A Cross-Sectional Survey Design was conducted among Indian adults to know the consumption of dietary supplements	The study found that 35.2% of the participants consumed dietary supplements, with protein supplements being the most commonly used supplement (24.2%). The main reasons for using supplements were to improve general health and well-

			being, followed by the prevention of illness and improvement of athletic performance. The study also found that most participants obtained information about dietary supplements from friends and family members, followed by the internet and healthcare professionals. The study suggests that there is a need for improved education on the safe and effective use of dietary supplements among the general population in India.
Nidhi Singh, Sudhir Kumar, Rishi Upadhyay (2021)	A descriptive study on protein supplements in India nutraceutical market. (2020)	This study used a descriptive research design to investigate protein supplements in the Indian nutraceutical market. The study reviewed data from various sources, including research articles, company reports, and market research reports, to gather information on the types of protein supplements available, the key players in the market, and the consumption	The study found that protein supplements are one of the fastest-growing segments in the Indian nutraceutical market. The most commonly used protein supplements in India are whey protein, casein protein, soy protein, and pea protein. The study also found that the key players in the Indian protein supplement market are both domestic and international companies, with many companies offering a wide range of protein supplements. The study suggests that the increasing demand for protein supplements in India is driven by factors such as a growing health consciousness among consumers, the popularity of fitness and sports, and the

		patterns of Indian consumers.	increasing prevalence of lifestyle diseases.
Patel	Study of the Knowledge and Usage of Protein Supplements among the Gym Going Youth of Ahmedabad City (2018)	A cross-sectional survey was conducted among 400 Indian adults who were using protein supplements. The survey included questions on the reasons for using protein supplements, knowledge about protein supplements, and purchasing behaviour.	The main reasons for using protein supplements were to build muscle and improve athletic performance. Participants had limited knowledge about protein supplements and relied on gym trainers and friends for information. Most participants reported purchasing protein supplements from local retailers.
Satapathy	Consumer Awareness and Attitude Towards Nutritional Supplements and Protein Powder (2018)	A cross-sectional survey was conducted among 200 Indian adults who were using or had used protein supplements in the past. The survey included questions on the reasons for using protein supplements, perceived benefits and risks, and side effects.	The main reasons for using protein supplements were to build muscle and improve athletic performance. Participants reported experiencing gastrointestinal issues and kidney problems as side effects of protein supplement use. However, most participants still perceived protein supplements to be safe and effective.
Shweta Singh	A study on consumer	This study used a cross-sectional	The survey's findings revealed that the majority of participants

Ajit Yadav Nishi Pandey	behaviour towards protein supplements in Delhi - NCR. (2021)	survey design to investigate consumer behaviour towards protein supplements in the Delhi-NCR region of India. The sample size included 250 participants who regularly consumed protein supplements. Data were collected using a structured questionnaire that included questions on demographics, supplement consumption patterns, brand preferences, reasons for use, and sources of information.	were knowledgeable with protein supplements and their advantages. Building muscle, shedding pounds, and enhancing general health were the three most popular motivations for consuming protein supplements. The vast majority of responders thought protein supplements were good.
Mordor Intelligence	India Protein Market Size & Share Analysis - Industry Research Report - Growth Trends -	The study was conducted in India, using a combination of primary and secondary research. The primary research involved interview with key stakeholders such as, manufacturers ,	According to the study's results, during the projected period (2022–2028), the Indian protein market is anticipated to expand at a CAGR of 4.34%. A variety of reasons, including as expanding protein awareness, the popularity of fitness and bodybuilding, and rising demand for convenient and

	Mordor Intelligence. (2022)	distributors, retailers and consumers. The secondary research involved a review of industry reports, government publications and academic journals. The study was conducted in two phases. The first phase involved a survey of 1000 respondents. The second phase involved in depth interviews with key stakeholders.	on-the-go nutrition solutions, are fueling the market's expansion.
R.S Sisodia, Jyoti Verma, R.K Shrivastava	Protein Supplement Market in India: An Exploratory Study.	The study was carried out in Delhi, India. 100 responders who regularly consumed protein supplements made up the sample. The research design for the study included exploratory and descriptive methods. A survey questionnaire was used to gather the data, which was then statistically examined. The goal	The study found that, protein supplements are often consumed by Indian sportsmen and fitness aficionados. Whey protein and soy protein were the most often used supplements. Brand name, taste, and cost were the deciding factors in the purchase and use of protein supplements.

		of the study was to determine what factors affect Indian consumers' decisions to buy and take protein supplements. The survey's questionnaire asked questions on the respondents' demographics, shopping habits, supplement intake patterns, and motivations.	
K.P.S Kumar, R.S Sisodia, P.P Gupta	A Study on Consumer Awareness and Perception towards Protein Supplements in India	Descriptive Research Design was employed in the study. The study was carried out in Delhi, Mumbai, Bangalore, and Chennai—four of India's main cities.400 responders who regularly ate protein supplements made up the sample. A survey questionnaire was used to gather the data, which was then statistically examined.400 responders who	According to the survey, Indian customers are not sufficiently informed about the advantages and dangers of protein supplements. The majority of respondents thought protein supplements were useful for increasing lean muscle mass and enhancing athletic ability. However, a sizeable percentage of the responders also mentioned adverse symptoms including diarrhoea, bloating, and upset stomach. Brand name, flavour, and price were the elements that affected how Indian customers made purchases.

		regularly ate protein supplements made up the sample. The survey sought to determine how Indian consumers felt about protein supplements in terms of awareness and perception. The questionnaire for the poll asked questions regarding the respondents' demographics, understanding of protein supplements, factors influencing their purchasing decisions, and opinions about the efficacy of protein supplements.	
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3. METHODOLOGY

3.1. STUDY DESIGN

The study used a **Descriptive study design** to understand the consumer buying behaviour of protein supplements in Ahmedabad, Gujarat.

3.2. STUDY SETTING

The study was conducted at **Ahmedabad**, a city located in Gujarat, India. It is the 5th most populous city in India.

Ahmedabad has more young population, as several universities and colleges are located here.

3.3. STUDY POPULATION

Participants in this study were the residents of Ahmedabad, Gujarat

Inclusion Criteria - Population between age group of 16 - 50 years

Exclusion Criteria- Population below 16 years of age and above 50 years of age

3.4. STUDY TOOLS

The tool utilised in the study is **Structured Questionnaire Tool**.

The first section of the tool consist of questions about the demographic data this helps to understand the population pattern, their needs and ensures that the data is generalised. The second section consist of questions regarding consumers buying behaviour of protein supplements this questionnaire helps to collect data about the respondents decision making factors while purchasing protein supplements. By analysing the responses collected through the questionnaire, we can understand and interpret several key aspects such as

- Consumer preferences : This involves being aware of the significance of characteristics including cost, brand reputation, nutrient value, flavour, packaging, and accessibility.
- Purchase motives: The questionnaire examines what drives people to purchase protein supplements. It enables us to determine if customers purchase protein supplements for general health and wellbeing, weight control, exercise and muscle growth, or particular dietary requirements.
- Buying patterns: The questionnaire helps us to understand the customers' purchasing habits and patterns by examining answers that relate to frequency of purchases, amount made, and preferred distribution channels (such as brick-and-mortar stores and online marketplaces). We can use this information to manage inventories, plan marketing campaigns, and anticipate sales further.
- Influencing factors : Identifying the information or suggestions that customers depend on when making judgements about purchases is one of the questionnaire's key functions. It enables us to comprehend how marketing, social media, word-of-mouth, influencers, and medical professionals affect how consumers perceive and make decisions.
- Price sensitivity: It's important to comprehend how sensitive customers' budgets are and how much they're ready to spend on protein supplements. The questionnaire assists in determining the price range that customers find acceptable

and the reasons why certain products should be more expensive, such as superior quality or added features.

- **Brand loyalty:** The survey shed light on consumer brand loyalty and the variables that influence it. Understanding brand loyalty in customers, the factors that influence it, and the importance of brand reputation, customer feedback, and recommendations are all part of this.

3.5. DURATION OF STUDY

The study was conducted over a period of **3 months from March to May 2023**. The duration allowed sufficient time to engage with the decided sample size, collect data from participants, conduct interviews and gather relevant data sources. The three month time frame provided conduct the research in an effective manner while aligning with all the research objectives as well as the ethical considerations. This also helped in more comprehensive understanding of the research area.

3.6. SAMPLE SIZE AND SAMPLING TECHNIQUE

A total of **100 participants** were included in the study. The sample size has been determined to ensure an adequate representation of the target population including from the age group of 15 years of age to 50 years of age from the population of Ahmedabad, Gujarat.

Non – Probability Convenience Sampling technique was used to select the sample from the city of Ahmedabad, Gujarat. This method allowed for the selection of participants who are available and are willing to participate in the research which in turn helped for the quick data collection. This technique facilitated efficient data collection within the given time constraints while still providing valuable insights about the consumer buying behaviour towards the protein supplements.

3.7. DATA COLLECTION PROCEDURE

The target population is determined based on the research objectives, using the non-probability convenience sampling so that the participants selected represent the population of interest.

The next step was to reach the potential participants. This involved two methods. First was in-person visiting the area and filling the form and second was sending the google form containing the structured questionnaire about the buying behaving towards protein supplement via email and posting on online platforms.

The data collected was monitored continuously to ensure data quality and adherence to the study protocol while keeping track of the completed questionnaires, check for missing data or inconsistencies and addressing any concern or difficulties participants encounter during the process.

Once the questionnaire was completed data was organised and stored securely for analysis. Data accuracy was ensured by double checking the data and then descriptive statistics were applied to study the results.

3.8. OPERATIONAL DEFINITIONS

Protein

Proteins are complex organic molecules that are required for the structure, function, and regulation of living creatures' cells, tissues, and organs.

Proteins are necessary components of all living creatures, serving a variety of structural and functional tasks in the body. Proteins are composed of lengthy chains of amino acids joined together by peptide bonds.

PROTEIN SUPPLEMENT

protein supplements are the products that are made to provide extra source of protein to individuals to increase their protein intake. These supplements can come in different forms such as, powders, bars, and drinks, and they contain different types of protein, such as whey, casein, soy, or pea protein.

Protein supplements are mostly used by athletes and fitness people for muscle growth, repair, and recovery after exercise. They are also used by individuals whose daily protein requirement is not fulfilled by the normal diet, particularly vegetarians.

RECOMMENDED DIETARY ALLOWANCES

RDAs are the amount of important nutrients that are required by the body for smooth functioning.

RECOMMENDED DIETARY ALLOWANCE (RDA) OF PROTEIN

RDA for protein in adults = 0.8 grams/kilogram of body weight/day. This recommendation is based on the minimum amount of protein needed to prevent deficiency and maintain basic bodily functions, such as tissue repair and immune system function.

The RDA for protein varies by age, gender, and physiological status. Here are the current recommendations for protein intake according to the **National Academy of Medicine**:

- Infants (0-6 months): 9.1 grams per day
- Infants (7-12 months): 11 grams per day
- Children (1-3 years): 13 grams per day
- Children (4-8 years): 19 grams per day
- Children (9-13 years): 34 grams per day
- Adolescent girls (14-18 years): 46 grams per day
- Adolescent boys (14-18 years): 52 grams per day
- Adult women (19-70+ years): 46 grams per day
- Adult men (19-70+ years): 56 grams per day
- Pregnant women: 71 grams per day
- Lactating women: 71 grams per day

RISE OF PREVENTATIVE HEALTHCARE

- During the pandemic, preventive healthcare has emerged as a crucial line of defence, demonstrating the nutraceuticals industry's value as a reliable source of income for the populace.
- Even after the pandemic's intensity has diminished, demand for nutraceuticals is surging. The second wave demonstrated that the nutraceutical industry has established and will expand its market share. (Naresh, undated)
- The nutraceutical business in India may step up to address health challenges in India in the middle of the present pandemic and considerably contribute to India's Gross Domestic Product (GDP). The global market for nutraceuticals is enormous, at around USD 117 billion.
- In order to boost immunity, consumption of potential nutrients and micronutrients such vitamin A, vitamin D, vitamin c, folate, selenium, and zinc has significantly increased.

INDUSTRY OVERVIEW

Global Nutraceutical Market Overview

Currently, the USA, Japan, and Europe own 90% of the global nutraceutical industry. At a compound annual growth rate (CAGR) of 8%, the worldwide market is expected to expand from USD 247 billion in 2019 to USD 336 billion by 2023.

Indian Nutraceutical Market Status

- The nutraceutical companies are now focusing on developing nations in the Asia Pacific region after these worldwide markets have reached maturity.
- Only 2% of the worldwide nutraceutical industry's share was held by the Indian market in 2017, and as of 2019, it is anticipated to be worth \$5 billion. By 2023, it is projected to reach USD 11 billion, growing at a CAGR of 21%.
- By 2023, India is also expected to hold at least a 3.5% market share of the global market.

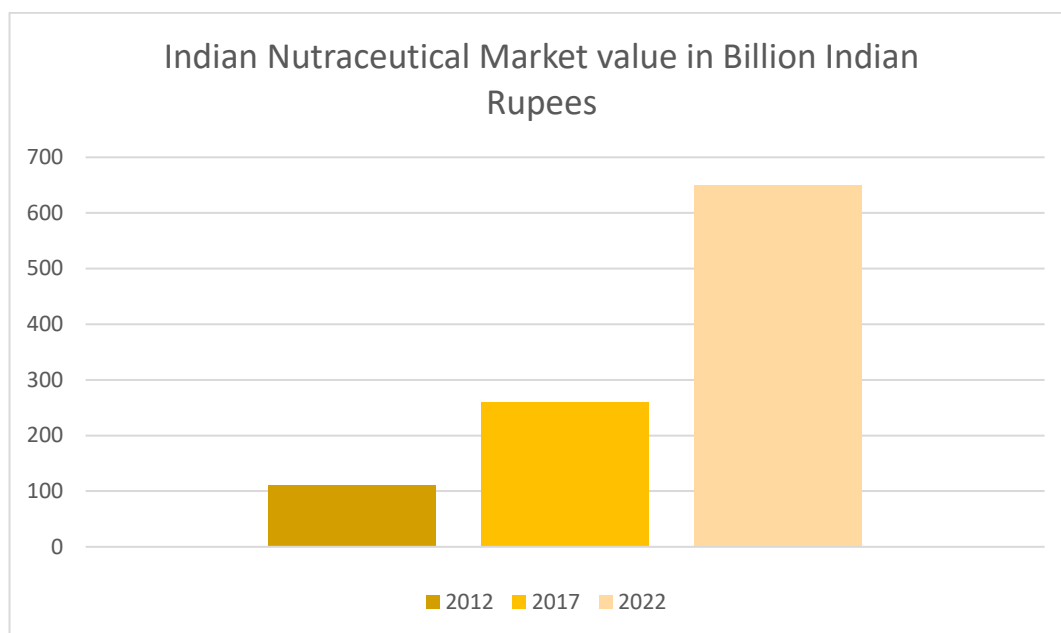


Fig 3.8.1: Indian nutraceutical market value in billion Indian rupees.

- In FY20, India exported pharmaceuticals worth USD 16.3 billion. India exported medicines worth USD 15.86 billion in FY21 as of November 2020. In FY20 and October 2020, pharmaceutical exports totaled USD 2.07 billion and USD 16.28 billion, respectively.
- The Indian market now imports USD 2.7 billion worth of nutraceuticals, compared to USD 1.5 billion in exports. By 2023, the market is anticipated to expand at an impressive 22% CAGR.
- Throughout the pandemic, the Indian nutraceuticals market has grown at a 25% annual rate. Additionally, FDI has grown, going from 131.4 million USD in FY12 to 584.7 million USD in FY19.

3.9. ETHICAL CONSIDERATION

- Informed consent will be taken by the sample population to obtain their voluntary consent for participation. The purpose, procedure and benefit of the study will be explained to the participants.
- All measures will be taken to protect the privacy and confidentiality of the participant.
- Any physical, psychological, social or economic harm to the participant will be eliminated or minimized.
- It will be ensured that no cultural or religious norms and values of the participants are affected.
- Anonymity of the participants will be maintained and no personal identifiable data will be collected.
- It will be ensured that data is collected, stored and analyzed in a responsible and ethical manner, including adhering to relevant data protection laws and regulations.
- It will be ensured that the study is free of plagiarism or research misconduct and the results are accurately represented.

4. RESULTS & DISCUSSION

This chapter presents the findings of the study and explores the significance in context of the research objectives and existing literature. The findings are based on the data collected by the respondents of Ahmedabad, Gujarat and their perception towards the buying behavior of Protein supplements.

Total No of respondents who participated in the study – 100.

ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS PROTEIN SUPPLEMENTS.

DEMOGRAPHIC ANALYSIS

I. GENDER

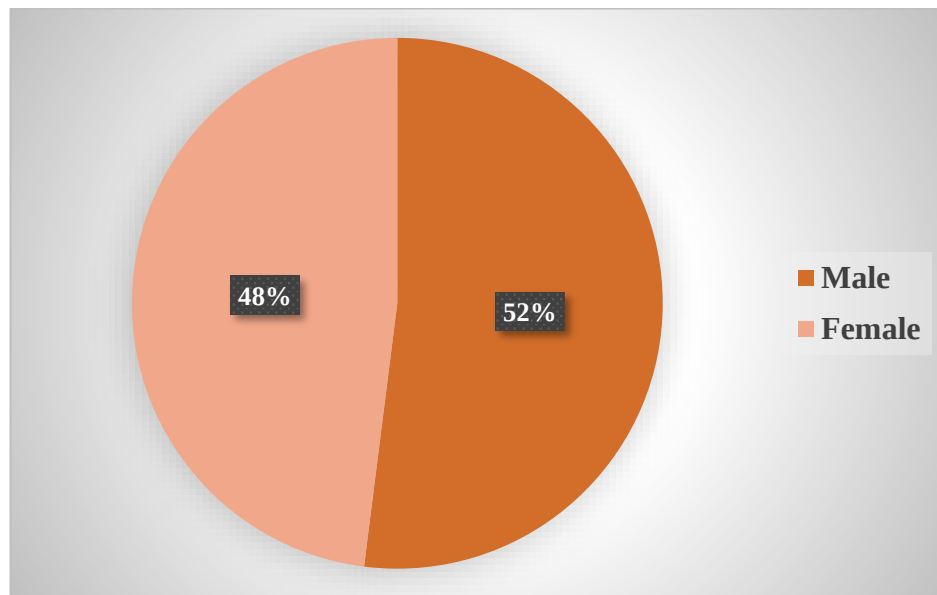


Fig 4.1: Gender distribution of participants (N= 100)

Discussion

- The Findings show that Out of 100 respondents, 52 respondents were male whereas 48 respondents were female. The above Fig 4.1 represents 52% of the respondents were male and 48% were female.

II. AGE (In Years)

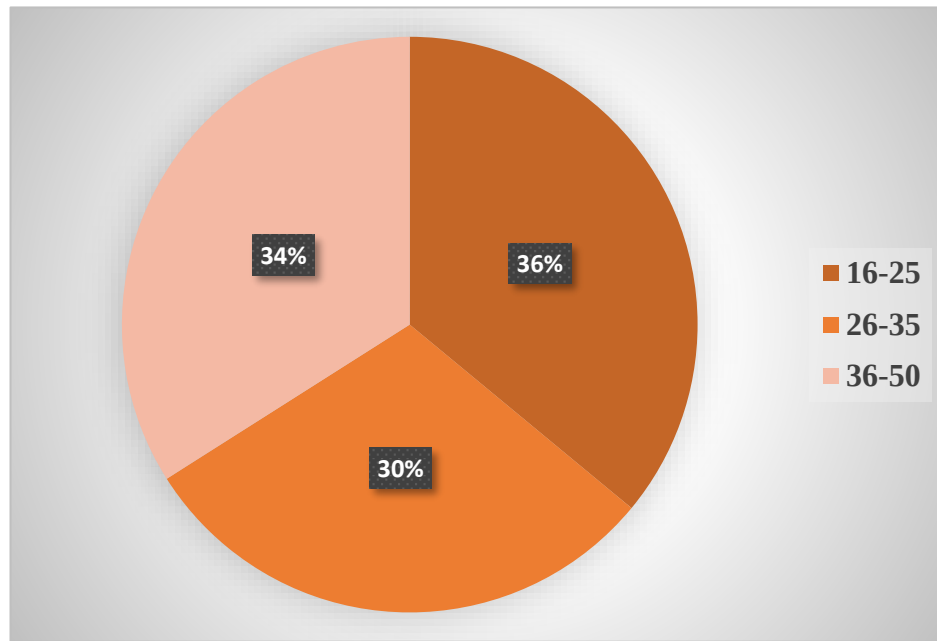


Fig 4.2: Age distribution of the respondents (N=100)

Discussion

- The above fig 4.2 represents that out of 100 respondents 36% of the respondents belong to the age category of 16-25 years of age, 30% of the respondents belong to the age category of 26-35 years of age and 34% respondents belong to the age category of 36-50 years of age.
- The study equally distributes the respondents in each of the age category hence ensuring that the population represents the entire population accurately.
- The equally distributed respondents across the age categories helped to conduct in-depth analysis of age related factors and their impact on the research variables.

III. OCCUPATION

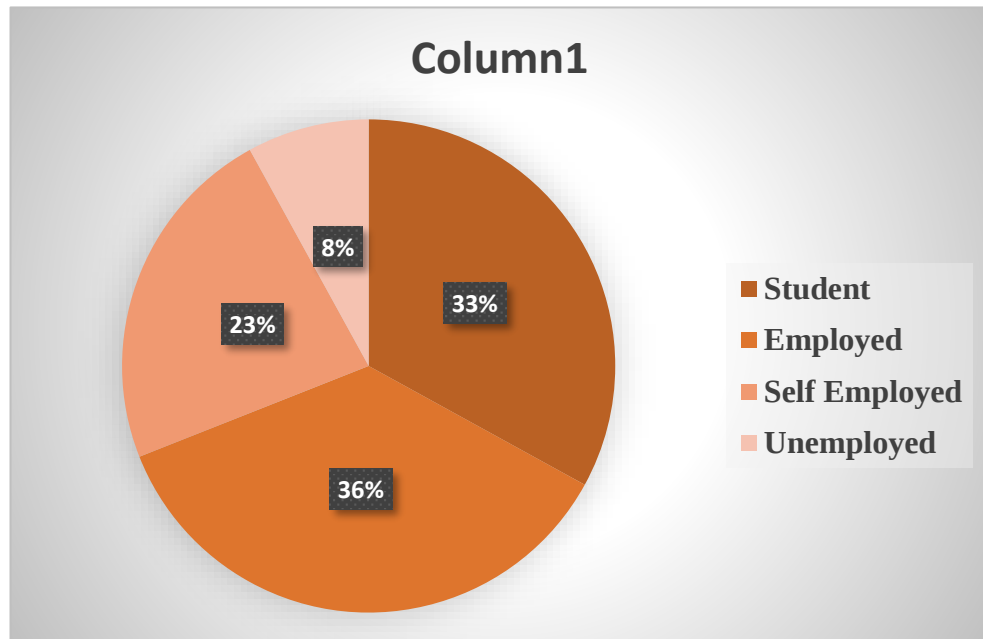


Fig 4.3: Occupation of respondents (N=100)

Discussion

- The above fig 4.3 represents that out of 100 respondents 59% had a job, among which 36% were employed by others while 23% were self-employed. 33% of respondents were students and the rest 8% were unemployed.
- This data provided the socio-economic context of the respondents which influence their attitude and buying behavior of protein supplements.

CONSUMER BUYING BEHAVIOUR

IV. HAVE YOU EVER PURCHASED PROTEIN SUPPLEMENT?

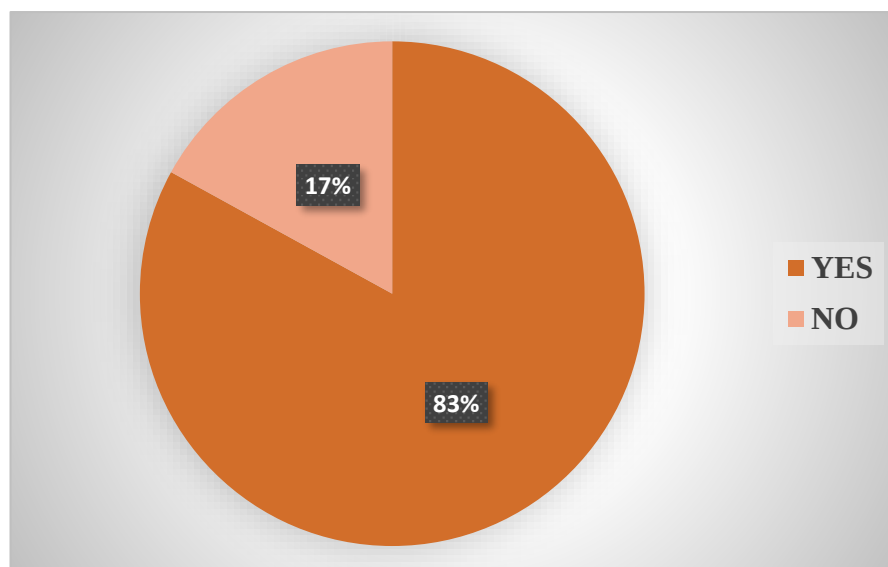


Fig 4.4: Have you ever purchased protein supplement? (N=100)

Discussion

- The above fig 4.4 shows that 83% of the respondents have purchased protein supplement one or the other time while only 17% of the respondents have never purchased any protein supplement.
- The higher proportion of protein supplement usage among the people depicts the knowledge and awareness regarding the supplement and its benefits for a healthy lifestyle.

V. FROM WHERE DO YOU USUALLY PURCHASE PROTEIN SUPPLEMENTS?

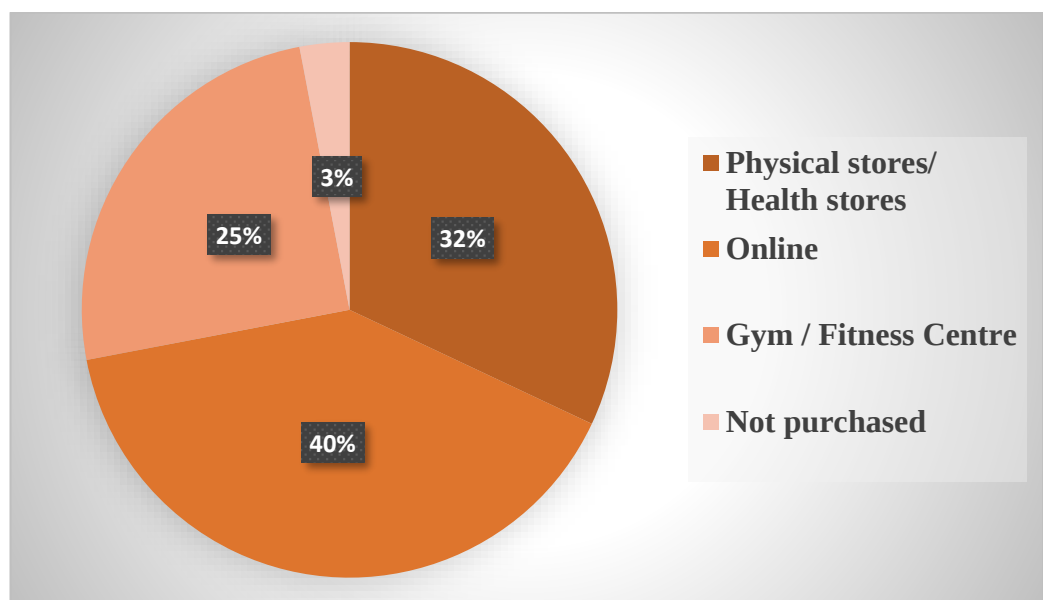


Fig 4.5: From where do you usually purchase protein supplements? (N=100)

Discussion

- The above fig 4.5 shows that majority of the respondents (40%) purchase supplements online while 25% from fitness centre and 32% from physical stores.
- The findings show that a large proportion of people purchase protein supplements online and from physical/health stores.

VI. WHAT FACTORS INFLUENCE YOUR DECISION TO PURCHASE PROTEIN SUPPLEMENTS?

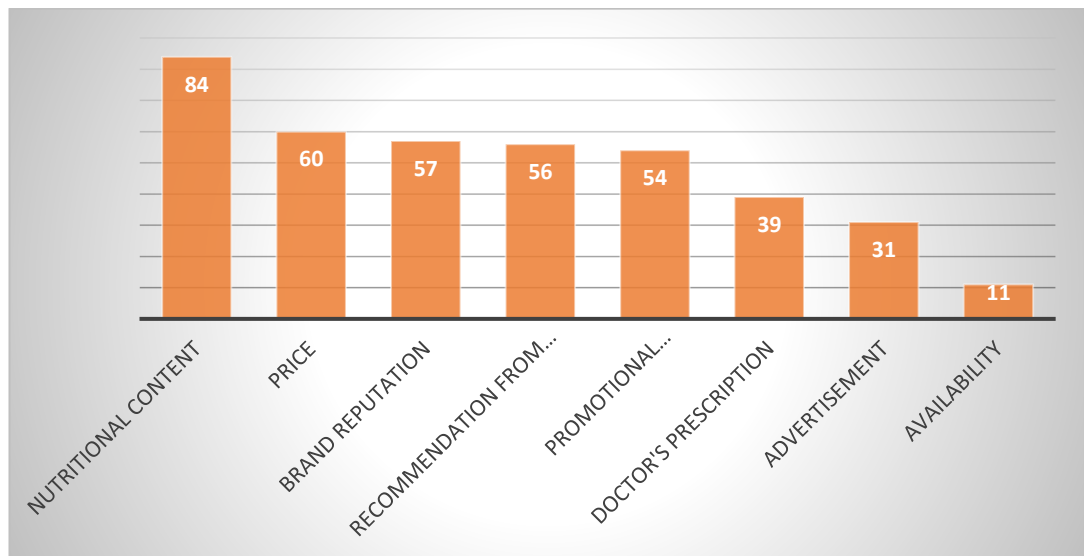


Fig 4.6: Factors that influence decision to purchase protein supplement. (N=100)

Discussion

- The above fig 4.6 shows that a major proportion of participants considered nutritional content as the most influencing factor while purchasing protein supplement followed by price, brand reputation and recommendation from friends/families.
- The data reflects that now people are more aware of the nutritional content the supplement contains and the price offered to them.

VII. WHAT SOURCE OF INFORMATION YOU RELY ON WHILE MAKING A PURCHASE DECISION FOR PROTEIN SUPPLEMENTS?

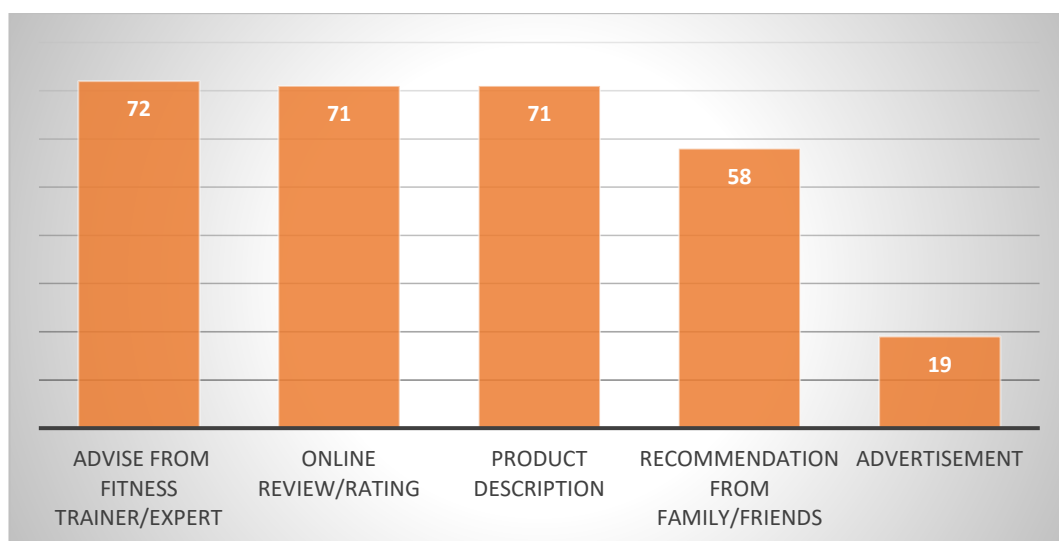


Fig 4.7: Relying on source of information to purchase protein supplement

Discussion

- The above fig 4.7 shows majority of the population rely on all the three factors (Advice from fitness expert, online reviews and product description) while purchasing the protein supplement.

VIII. PRICE AFFECTS YOUR DECISION OF PURCHASING PROTEIN?

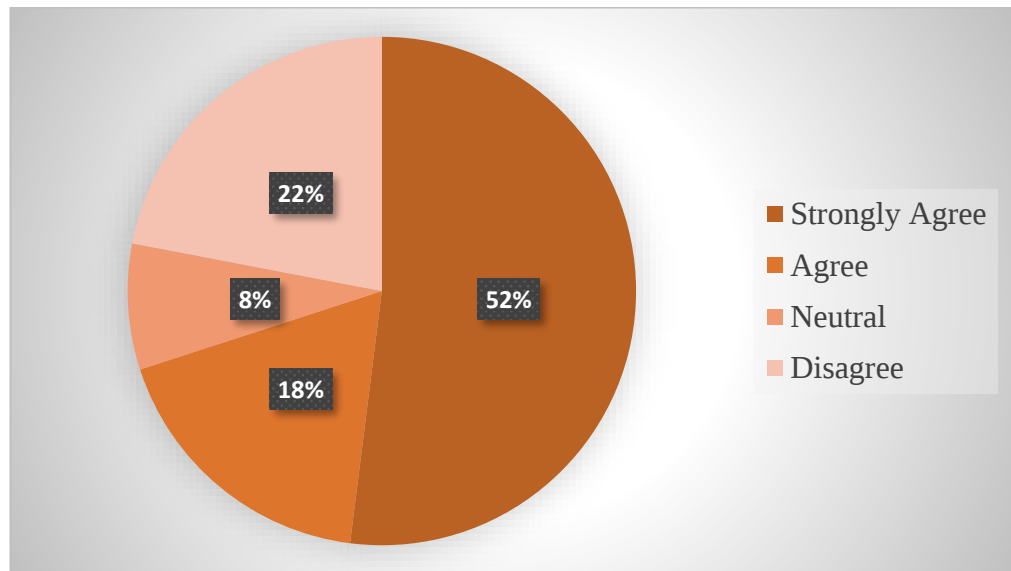


Fig 4.8: Price affects your purchasing decision of protein

Discussion

- The above fig 4.8 shows that nearly half of the respondents (52%) strongly agree and 22% of the respondents agree, collectively constituting 74% of the sample that agrees, that price affects their decision of purchasing protein. This indicates that demand of protein supplement is sensitive to price fluctuations and the market is highly competitive.

IX. BRAND REPUTATION AFFECTS YOUR DECISION OF PURCHASING PROTEIN?

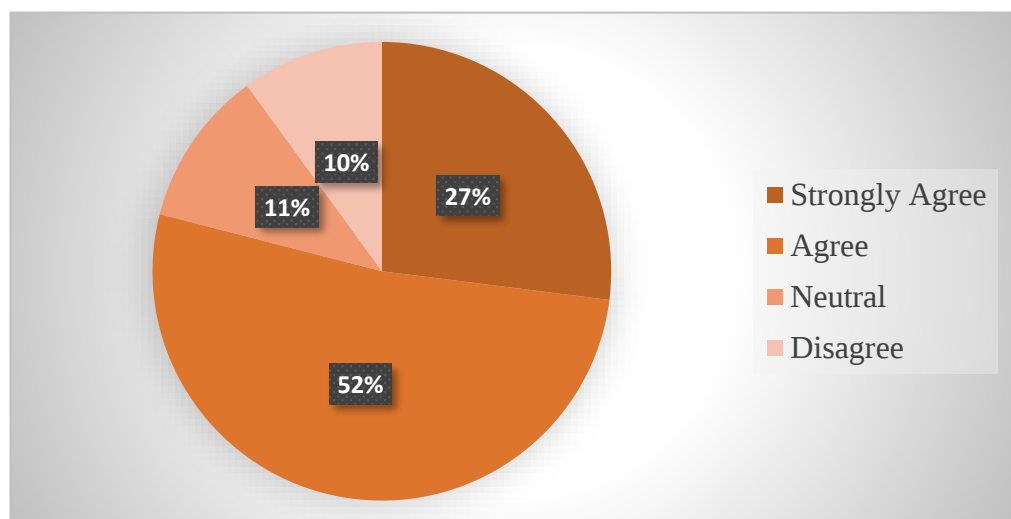


Fig 4.9: Brand reputation affects your decision of purchasing protein. (N=100)

Discussion

- The above fig 4.9 shows that Brand reputation plays a key role while making the decision of purchasing protein supplement. 79% of the respondents agrees that brand reputation affects their decision.

X. INGREDIENTS/NUTRITIONAL CONTENT AFFECTS YOUR DECISION OF PURCHASING PROTEIN?

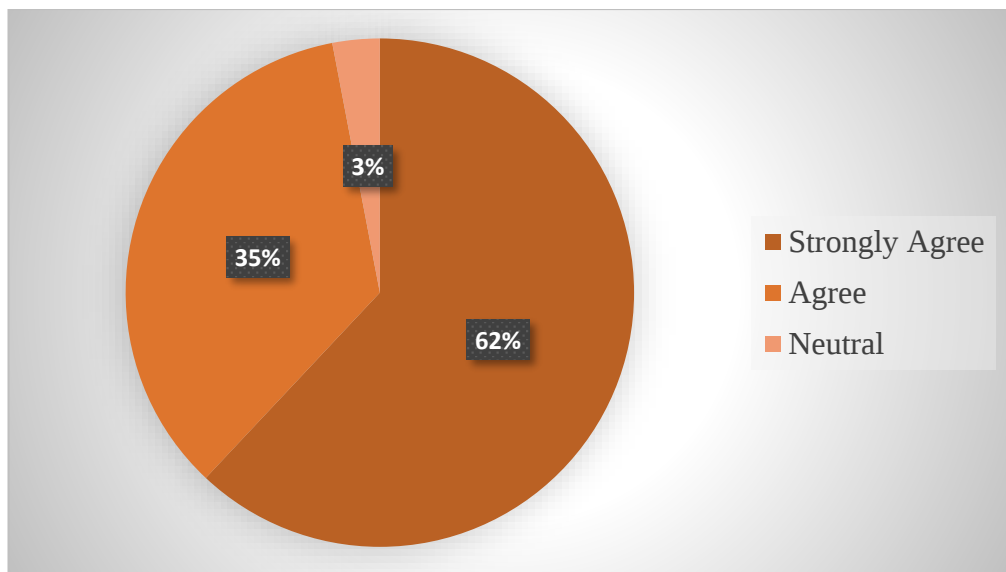


Fig 4.10: Nutritional content affects your decision of purchasing protein

Discussion

- The above fig 4.10 shows that 97% of respondents believe that ingredients or nutritional content affects their decision of buying protein supplement. This shows that consumers are becoming increasingly concerned about the ingredients they consume.
- The high percentage of respondents valuing nutritional content suggest a market demand for customization and personalized products.

XI. PACKAGING/LABELLING AFFECTS YOUR DECISION OF PURCHASING PROTEIN?

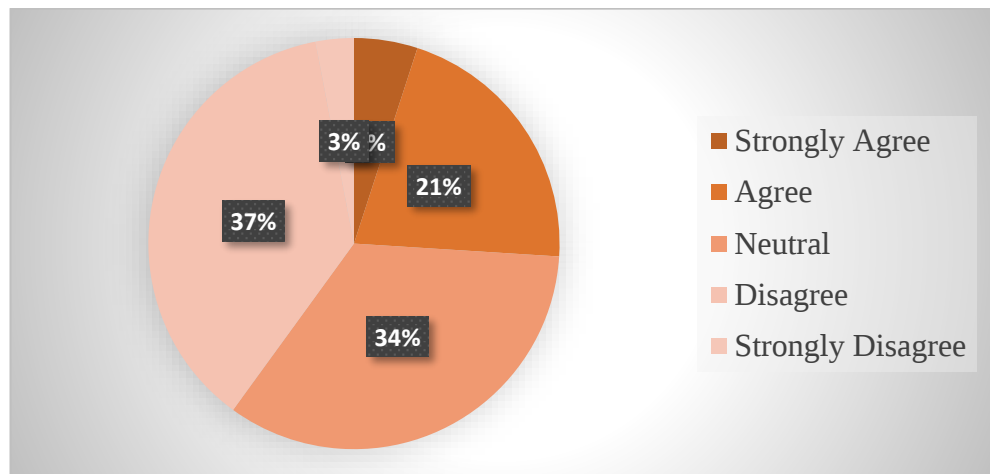


Fig 4.11: Packaging/labelling affects your decision of purchasing protein

Discussion

- The above fig 4.11 shows that 71% of the consumers believes that packaging/labelling doesn't affect their decision of purchasing protein which shows that they are less focused on the packaging or design and more focused towards the core attributes such as ingredients as seen in the results also.

XII. RECOMMENDATION FROM FRIENDS/FAMILY AFFECTS YOUR DECISION OF PURCHASING PROTEIN?

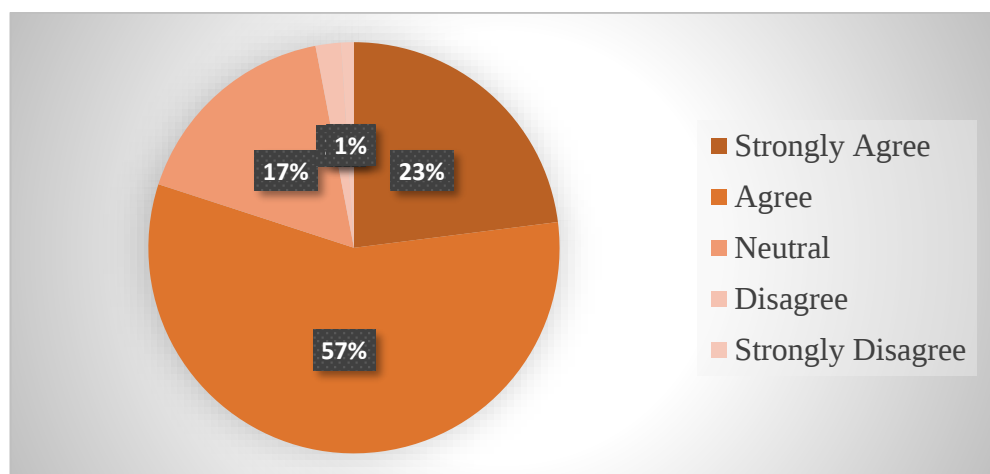


Fig 4.12 Recommendation from friends/family affects your decision of purchasing protein.

Discussion

- The above fig 4.12 shows that Only 3% believes that recommendation from friends/family doesn't affect their decision of purchasing protein, rest 74% agrees that recommendation plays a key role while 23% considers the recommendation as a neutral factor.

XIII. WHAT TYPE OF PROTEIN SUPPLEMENT YOU PREFER?

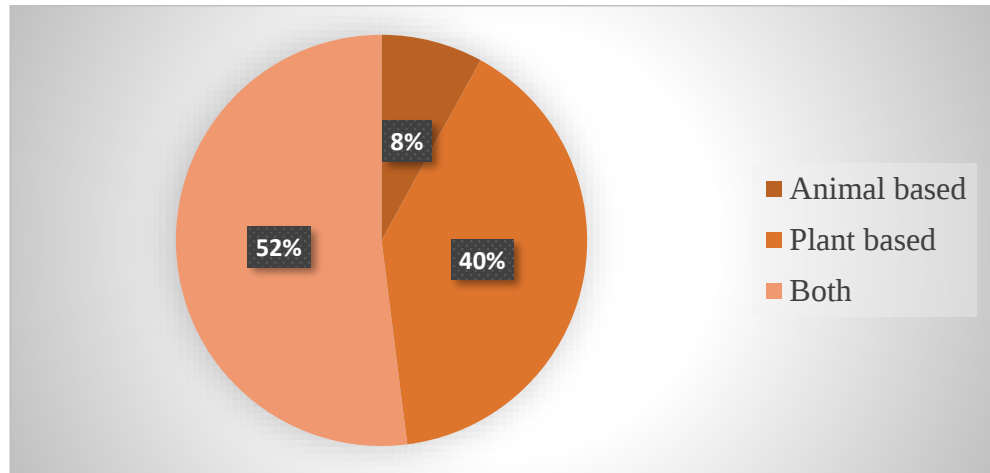


Fig 4.13 Preferred type of protein supplement.

Discussion

- The above fig 4.13 shows that 40% of consumers prefer only plant based protein and 52% of consumers prefer both while only 8% of population prefer animal based protein supplement.
- Gujarat being the study setting, it is also considered as one of the factor for more preference being given to plant based protein as the state has significant no of vegetarian population.

XIV. HAVE YOU EVER SHIFTED FROM ONE PROTEIN SUPPLEMENT TO OTHER?

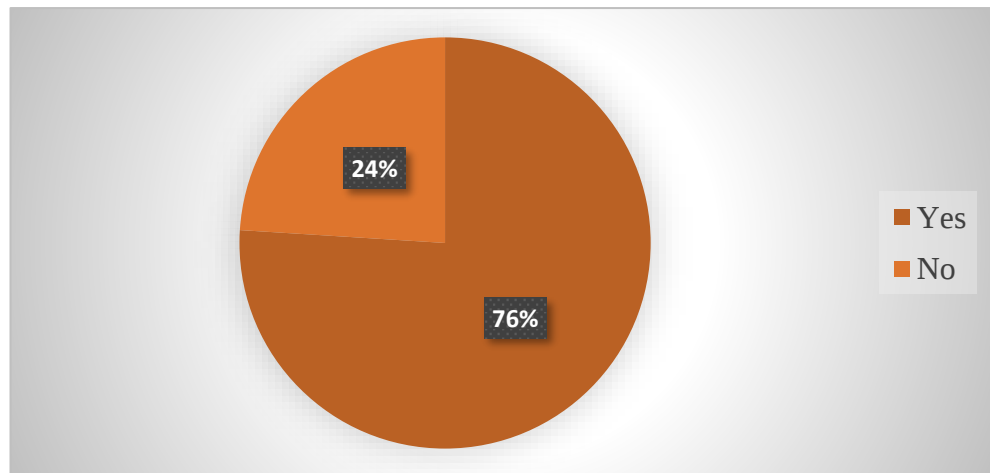


Fig 4.14 Shifted from one protein supplement to another.

Discussion

- The above fig 4.14 shows that 76% of participants shifted from one protein supplement to other. This suggests that the supplement market is very competitive and dynamic. The consumers have various options available and they tend to switch according to their desirable need or results.

XV. WHICH FACTOR WILL YOU CONSIDER WHILE SHIFTING FROM ONE PROTEIN SUPPLEMENT TO ANOTHER?

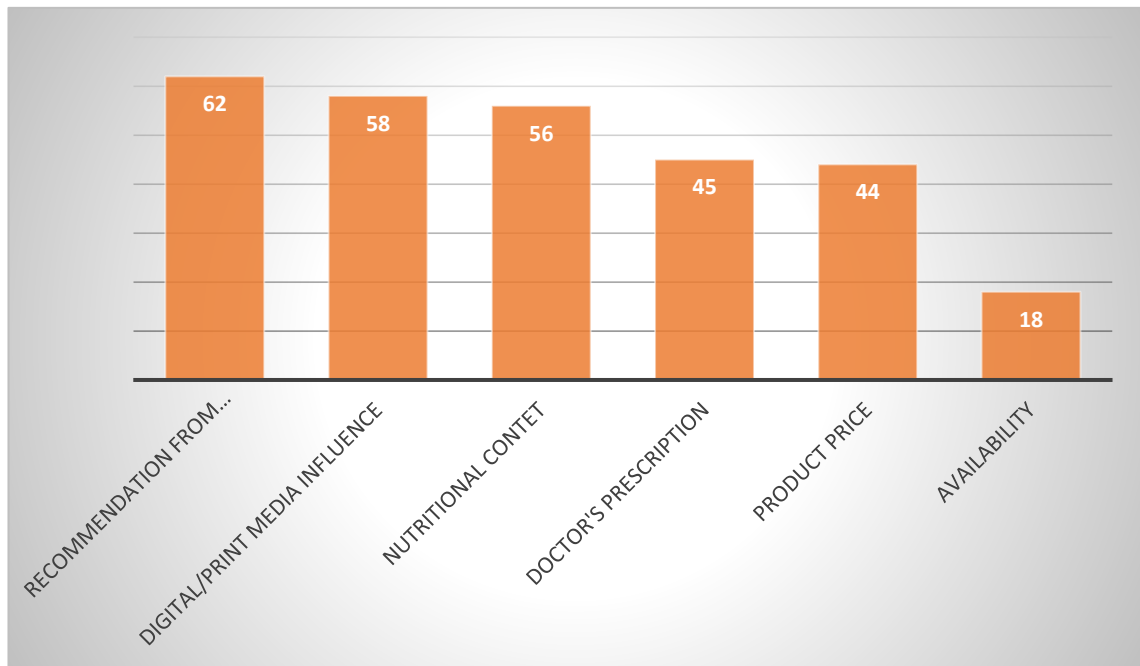


Fig 4.15: Factors you consider while shifting from one protein supplement to another.
(N=100)

Discussion

- The above fig 4.15 shows that recommendation from friends/family, Digital/print media influence and nutritional content are the key factors that are considered while shifting from one protein supplement to another.

5. CONCLUSION

In Conclusion, this study on consumer buying behaviour towards protein supplement shed light on numerous key elements that influence consumer's decision in this market segment. Firstly, a sizable majority of respondents have purchased protein supplements at least once, demonstrating broad interest in and use of these items. This indicates how important and popular protein supplements are among consumers. The study also focuses on different channels used for purchasing protein in which online platform is used the most, followed by fitness centre and physical stores. This shows the importance of accessible and convenient way of purchasing options. The study also shows nutritional content is the most influencing factor while purchasing supplements followed by price, brand reputation and recommendations from friends and family. According to the study, respondents rely on different factors such as fitness experts, Internet review and product description for purchasing protein supplements. Price has a great impact on the consumers. Brand reputation also plays a major role. In addition to this, study reflects the importance of nutritional ingredients. It was seen that a very few respondents get affected by packaging and labelling while the recommendations from friends and families are highly considered.

Finally, this study emphasises the market's dynamic nature and the need for marketers to adjust to consumer expectations. Understanding consumer preferences, having a varied range of options, and delivering clear information and advantages are critical strategies for businesses seeking to flourish in this competitive field. Businesses may strengthen their connections with their target audience and develop brand loyalty by aligning with customer requirements and preferences in the ever-changing world of protein supplements.

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ANNEXURE -1

SURVEY FORM (STRUCTURED QUESTIONNAIRE)

Demographic Data

Gender *

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age (in yrs) *

- ☐ 16- 25
- ☐ 26- 35
- ☐ 36-50

Occupation *

- ☐ Student
- ☐ Employed
- ☐ Self employed
- ☐ Unemployed
- ☐ Other: _____



Consumer Buying Behaviour

Have you ever purchased protein supplement? *

- ☐ Yes
- ☐ No

From where do you usually purchase protein supplements? *

- ☐ Physical stores/ Health stores
- ☐ Online
- ☐ Gym / Fitness Centre
- ☐ Other: _____

What factors influence your decision to purchase protein supplements? *

- ☐ Price
- ☐ Brand Reputation
- ☐ Nutritional Content
- ☐ Recommendation from families/ friends/ community members/ influencers
- ☐ Promotional offers/ discounts
- ☐ Availability
- ☐ Doctor's prescription
- ☐ Digital/ Print media advertisement

What source of information you rely on while making a purchase decision for protein supplements? *

- ☐ Online review/ rating
- ☐ Product description
- ☐ Recommendation from families/ friends/ community members/ influencers
- ☐ Advise from fitness trainers/ experts
- ☐ Advertisements

Price affects your decision of purchasing protein supplements. *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Brand reputation affects your decision of purchasing protein supplements. *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Ingredients/ Nutritional content affects your ^{*} decision of purchasing protein supplements.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Packaging/ Labelling affects your decision ^{*} of purchasing protein supplements.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Recommendation from
Friends/family/influencers affects your
decision of purchasing protein
supplements.

*

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Which type of protein supplement you
would prefer?

*

- ☐ Animal based
- ☐ Plant based
- ☐ Both

Have you ever shifted from one protein
supplement to another?

*

- ☐ Yes
- ☐ No



Which factor will you consider while shifting *
from one protein supplement to another?

- ☐ Product price
- ☐ Recommendation from families/ friends/
community members/ influencers
- ☐ Digital/ Print media influence
- ☐ Doctor Prescription
- ☐ Nutritional content
- ☐ Availability

ANNEXURE – 2
PLAGIRISM REPORT