

To Study Factors Enfluencing Customers to Buying Fitness Supplement

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Abstract

The growing awareness of health, fitness, and lifestyle-related diseases has significantly increased the demand for fitness supplements across different age groups. Fitness supplements such as protein powders, vitamins, minerals, and herbal formulations are increasingly consumed to enhance physical performance, improve body composition, and maintain overall well-being. This research project aims to analyze the key factors influencing customers' purchasing decisions toward fitness supplements, with a special focus on awareness, brand perception, price, quality, trust, availability, and promotional strategies.

In recent years, urbanization, rising disposable income, gym culture, social media influence, and endorsements by fitness professionals and celebrities have played a crucial role in shaping consumer attitudes toward fitness supplements. However, concerns related to product authenticity, side effects, misleading advertisements, and lack of regulatory awareness continue to affect customer trust and buying behavior. Understanding these factors is essential for marketers, manufacturers, and policymakers to develop effective strategies that ensure customer satisfaction and long-term brand loyalty.

Keywords: *Fitness supplements, Consumer behaviour, Health awareness, Brand perception, Buying decision, Product trust, Lifestyle trends*

INTRODUCTION

In today's fast-paced world, maintaining physical fitness and health has become a major concern for individuals across all age groups. Changes in lifestyle, sedentary work culture, unhealthy food habits, and increased stress levels have led to a rise in lifestyle-related disorders such as obesity, diabetes, and cardiovascular diseases. As a result, consumers are increasingly adopting fitness-oriented lifestyles that include regular exercise, gym workouts, yoga, and sports activities. Along with these practices, the consumption of fitness supplements has gained significant popularity. Fitness supplements are products designed to supplement the diet and provide essential nutrients that may be missing or insufficient in regular food intake. These supplements include protein powders, amino acids, multivitamins, omega fatty acids, herbal supplements, and energy. Consumers often use these products to enhance muscle growth, improve stamina, accelerate recovery, boost immunity, and maintain overall health. The increasing penetration of fitness centers, availability of supplements through online platforms, and exposure to fitness-related content on social media have further accelerated market growth. The Indian fitness supplement market has witnessed rapid expansion due to increasing health awareness, rising disposable income, and influence of Western fitness trends. Young adults, working professionals, athletes, and even older consumers are becoming regular users of fitness supplements. However, the buying behavior of consumers is influenced by multiple factors such as product quality, brand trust, price, recommendations from trainers or doctors, advertising, social media reviews, and personal health goals.

REVIEW OF LITERATURE

1. Mehta & Joshi (2022)¹ examined the impact of social influence on fitness supplement purchasing behaviour. Their study revealed that peer groups, friends, and social circles significantly influence consumer decisions, especially among young adults and college students. Group discussions, shared fitness goals, and social validation were found to encourage supplement usage. The research highlighted that consumers often imitate the purchasing behaviour of their peers to feel socially accepted and motivated. The study concludes that social influence acts as a strong external factor affecting purchase intention in the fitness supplement market.

2. Kotler and Keller (2023)² provided a comprehensive framework for understanding consumer buying behavior” emphasizing that purchasing decisions are influenced by cultural, social, personal, and psychological factors. Their study highlighted the importance of brand image, perceived quality, motivation, attitudes, and promotional strategies in shaping consumer preferences. According to the authors, consumers tend to trust brands that communicate value, reliability, and consistency. This theory is highly relevant to the fitness supplement industry, where consumers often rely on brand reputation, perceived health benefits, and promotional messaging before making a purchase decision, especially for products linked to personal health and well-being.

3. “Smith and Taylor (2023)³ examined the role of digital marketing in influencing modern consumer purchasing behavior” Their study found that online reviews, influencer marketing, and social media advertisements significantly affect consumer perceptions and purchase intentions. The research highlighted that consumers increasingly depend on digital platforms to evaluate product credibility, quality, and effectiveness. In the context of health and fitness products, influencer endorsements and peer-generated reviews were found to be more persuasive than traditional advertising. The study concludes that digital engagement strategies play a vital role in shaping consumer trust and brand loyalty, especially in competitive markets like fitness supplements.

OBJECTIVES OF THE STUDY

- To study the level of awareness about fitness supplements among consumers.
- To identify the role of brand image and trust in purchase decisions.
- To examine the impact of price and perceived quality on buying behaviour.
- To analyze the influence of promotional activities and social media.
- To evaluate customer satisfaction and repeat purchase intention.

RESEARCH METHODOLOGY

Source of data

The data is based on primary and secondary data.

Data Collection Method

Primary Data

The primary data were collected by google form, using a structured questionnaire consisting of close-ended questions. The questionnaire was administered to individuals aged 18 years and above who have purchased or intend to purchase fitness supplements. The responses were measured using a five-point Likert scale and collected through online and offline modes using convenience sampling.

Secondary Data

Secondary data were collected from journals, research articles, industry reports, websites related to fitness supplements, and other relevant published sources.

Area of the Study

The area of the study is confined to consumers of fitness supplements. The study aims to analyse customers buying behaviour and purchase intention toward fitness supplements by examining factors such as product quality, price, brand reputation, health consciousness, promotional activities, and social influence. The study focuses mainly on individuals who are health-conscious and actively engaged in fitness-related activities. The research does not include a comparative analysis of different geographical regions or international markets.

Sampling Technique and Sample Size

Sampling Technique-The sampling technique adopted for the study is non-probability sampling, specifically the convenience sampling method. Respondents were selected based on their accessibility and willingness to participate in the survey.

Sample Size-The sample size of the study consists of 60 respondents

Period of the Study

November 2025 to January 2026.

Statistical Tools of the Study

- chi-square analysis
- descriptive analysis

Limitations of the Study

- ❖ The sample size is limited to 100 respondents, which may not accurately represent the entire population of fitness supplement consumers.
- ❖ The study relies on primary data collected through a questionnaire, and the accuracy of the results depends on the honesty and understanding of the respondents.

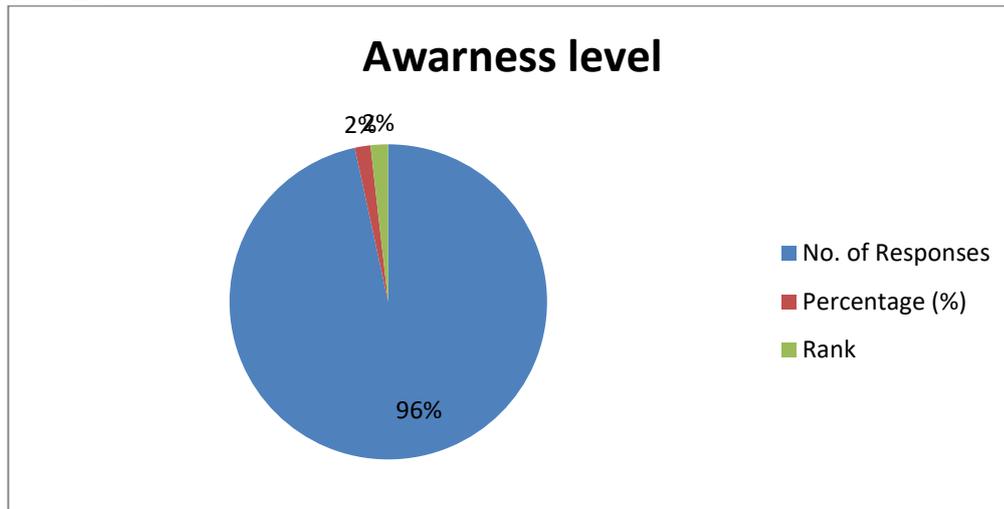
DATA ANALYSIS & INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

TABLE 1.1: Awareness about Fitness Supplements

Awareness Level	No. of Responses	Percentage (%)
Agree	54	90%
Disagree	6	10%
Total	60	100%

Pie chart



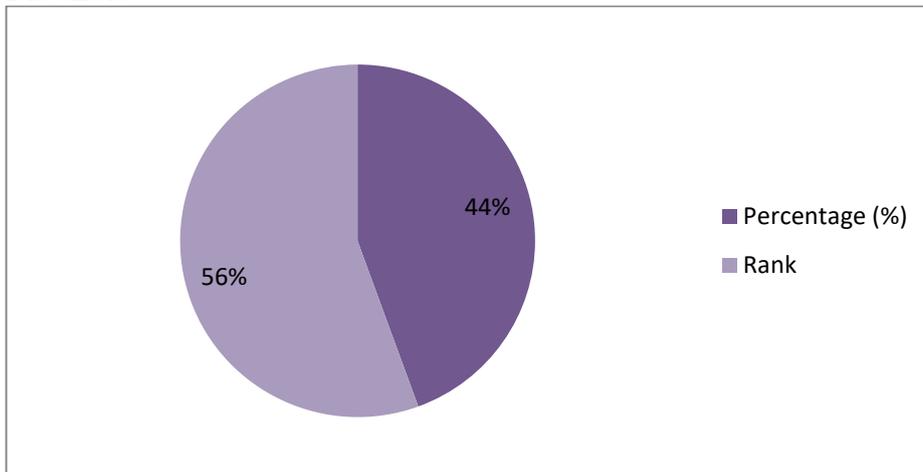
Interpretation

The above table shows that a large majority of the respondents (90%) are **aware of fitness supplements**, indicating a high level of awareness among consumers. This reflects the growing influence of health consciousness, fitness culture, and promotional activities related to fitness products. Only 10% of respondents reported that they are not aware of fitness supplements, which ranks second. The results clearly indicate that awareness is not a major barrier in the adoption of fitness supplements, and consumers are generally familiar with such products.

Table 1.2: Consumption of Fitness Supplements

Response	No. of Respondents	Percentage (%)
Agree	48	80%
Disagree	12	20%
Total	60	100%

Pie chart



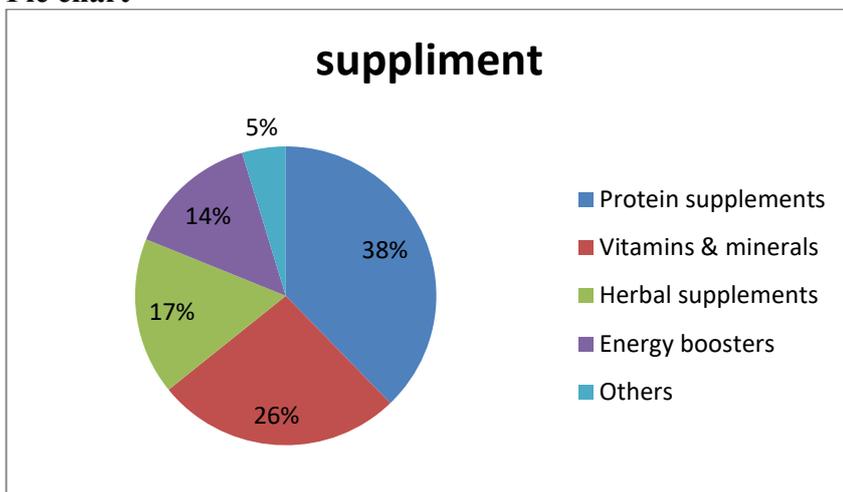
Interpretation

The above table indicates that **80% of the respondents currently consume fitness supplements**, ranking first, while **20% do not consume** such products. This shows a high level of adoption of fitness supplements among respondents, reflecting increased health awareness and fitness-oriented lifestyles.

Table1.3: Type of Fitness Supplement Used

Type of Supplement	No. of Respondents	Percentage (%)
Protein supplements	40	66.7%
Vitamins & minerals	28	46.7%
Herbal supplements	18	30%
Energy boosters	15	25%
Others	5	8.3%
Total	60	100%

Pie chart



Interpretation

The table reveals that **protein supplements (66.7%)** are the most commonly used fitness supplements, ranking first. This is followed by **vitamins and minerals (46.7%)**, indicating a focus on overall health and immunity. Herbal supplements and energy boosters rank third and fourth respectively. Only a small percentage of respondents use other types of supplements, showing limited preference for alternative products.

Table1.4: Frequency of Usage of Fitness Supplements

Frequency	No. of Respondents	Percentage (%)
Daily	26	43.3%
Weekly	18	30%
Occasionally	10	16.7%
Rarely	6	10%
Total	60	100%

Interpretation

From the above table, it is observed that **43.3% of respondents consume fitness supplements daily**, ranking first. This indicates regular and consistent usage. **Weekly consumption (30%)** ranks second, while **occasional and rare usage** ranks third and fourth respectively. The findings show that a significant portion of consumers rely on fitness supplements as part of their regular fitness routine.

Table1.5: Influence of Online Reviews and Ratings

Opinion	No. of Respondents	Percentage (%)
Strongly Agree	20	33.3%
Agree	18	30%
Neutral	10	16.7%
Disagree	8	13.3%
Strongly Disagree	4	6.7%
Total	60	100%

Interpretation

The table shows that **63.3% of respondents agree or strongly agree that online reviews and ratings affect their purchase decision**. This indicates that peer feedback and online credibility play an important role in reducing perceived risk and influencing buying behavior in the fitness supplement market.

CHI-SQUARE ANALYSIS

Chi-square values showing the relationship between the experience of side effects and perception of fitness Supplements

S.no	Variables	Chi-square value	Significant value(p-value)	s/ns
1	Experience of side effects vs perception of effectiveness	9.72	0.05	S
2	Experience of side effects vs brand trust	8.64	0.05	S
3	Experience of side effects vs purchase intention	10.21	0.05	S
4	Experience of side effects vs satisfaction level	7.98	0.05	NS
5	Experience of side effects vs recommendation to others	11.34	0.05	S

Interpretation:

The result of the chi-square test ($\chi^2 = 7.98$, $p > 0.05$) shows that there is no significant relationship between the experience of side effects and the satisfaction level of the consumers. This implies that the satisfaction level of the consumers is not significantly affected by the experience of side effects. The satisfaction level could be influenced by other variables such as the effectiveness of the product, price, availability, or quality.

FINDINGS

among the majority of respondents to continue purchasing fitness supplements The study reveals that fitness supplement consumptions is most prevalent among young adults aged 18–20, with a very high level of awareness (90%) indicating that lack of knowledge is not a barrier to adoption. A large majority (80%) of respondents currently consume fitness supplements, showing strong acceptance and regular integration into their fitness routines, with daily or weekly usage being common. Protein supplements emerge as the most frequently consumed products, followed by vitamins and minerals, reflecting a primary focus on muscle building along with overall health and immunity. Muscle building is identified as the main motivation for consumption, while health and immunity enhancement ranks second. Overall satisfaction levels are high, with most respondents reporting positive experiences, minimal side effects, and a belief that supplements generally deliver promised results, although individual expectations vary.

SUGGESTIONS

Fitness supplement manufacturers should prioritize improving and clearly communicating product quality, as it is the most influential factor in consumer purchase decisions, while also ensuring proper certification, accurate labeling, and ingredient transparency to build trust and address safety concerns. Companies should adopt competitive, value-based pricing strategies without compromising quality and strengthen digital marketing efforts, particularly through social media, since online advertisements strongly influence consumers. Collaborations with gym trainers, nutritionists, and fitness experts should be enhanced because their recommendations significantly shape buying behavior, and brands should actively encourage genuine online reviews and customer feedback to support informed decision-making. In addition, manufacturers should conduct awareness programs on correct dosage, usage guidelines, and possible side effects to promote safe consumption, invest in research and development to improve product effectiveness and customer satisfaction, and design targeted marketing strategies for young consumers, who represent the largest user segment. E-commerce platforms should strengthen authenticity verification systems to prevent counterfeit products, offline retailers can boost sales through expert consultation and guidance, and policymakers should reinforce regulatory frameworks and monitoring mechanisms to ensure product safety and protect consumer interests.

CONCLUSION

The study concludes that fitness supplements have gained wide acceptance, particularly among young adults, driven by rising health awareness and an expanding fitness culture. High consumer awareness and regular usage indicate strong integration of supplements—especially protein and vitamins—into fitness routines for muscle building and overall health. Product quality, price, and brand reputation are the key factors influencing purchase decisions, with certified and well-labeled products playing a vital role in building trust, even as some price sensitivity remains. Social media marketing, online reviews, and recommendations from fitness professionals significantly shape buying behavior, while online purchasing continues to grow. Overall, consumers report positive experiences and a strong intention to continue using fitness supplements, highlighting sustained market potential, provided manufacturers emphasize quality, transparency, ethical marketing, and consumer education.

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