

CONSUMER PERCEPTION AND PREFERENCE TOWARDS GYM SUPPLEMENTS

Dr. M. Kowsalya¹, Mr. M. Prasanth²

Assistant Professor, Department of Commerce with International Business,

Dr.N.G.P Arts and Science College, Coimbatore-48¹

B. Com IB, Department of Commerce with International Business,

Dr.N.G.P Arts and Science College, Coimbatore-48²

Abstract: The fitness industry has experienced rapid growth in recent years, leading to increased consumption of gym supplements such as protein powders, pre-workout formulas, and vitamins. This study aims to analyse consumer preferences towards gym supplements and understand the factors influencing their purchasing decisions. The research focuses on aspects such as brand perception, price, effectiveness, safety, and the impact of marketing strategies and social media. Primary data was collected from 100 respondents using survey methods and analysed using percentage analysis and the Chi-Square Test. The findings show that 31% of respondents use supplements mainly for muscle gain, and 43% prefer MuscleBlaze brand supplements. The analysis also reveals that monthly income has a significant association with gym workout frequency, while age group has no significant association. The study concludes that consumer preference towards gym supplements is influenced by fitness goals, affordability, marketing influence, and awareness about product quality and safety.

Keywords: gym supplements, consumer preference, muscle gain, fitness, workout

I. INTRODUCTION

The modern fitness industry has grown rapidly as people become more health-conscious and focus on improving their physical well-being. This has led to a rise in the consumption of gym supplements such as protein powders, pre-workout formulas, amino acids, and vitamins. These supplements help improve athletic performance, support muscle growth, increase endurance, and aid recovery after workouts.. Social media, digital marketing, and fitness influencers also play a major role in promoting supplement usage. Platforms like Instagram and YouTube have increased awareness and influenced consumer purchasing decisions. Busy lifestyles and limited time for preparing balanced meals have also encouraged people to rely on supplements for proper nutrition. Consumers often prefer trusted brands that provide safe, high-quality, and scientifically tested products. Certifications, reviews, and transparency about ingredients also affect their choices. However, some consumers remain cautious due to concerns about misleading marketing, exaggerated claims, and possible health risks.

II. OBJECTIVE OF THE STUDY

- To analyse consumer habits and patterns in protein supplement usage.
- To assess the varying perceptions of protein supplements among users and non-users.
- To explore the motivating factors and obstacles that impact consumers' decision to buy protein supplements.

III. RESEARCH METHODOLOGY

- **Research Type:** Descriptive Research
- **Area of Study:** Coimbatore district, Tamil Nadu
- **Data Collection:** Primary and Secondary Data.
- **Sample Size:** 100 respondents
- **Sampling Technique:** convenient sampling
- **Sampling Tools:** Simple percentage, Chi-square

IV. REVIEW OF LITERATURE

1. **Jalila Chibuike (2024)** conducted a study on sports supplement usage among 200 athletes in Algeria. The results showed that all participants used at least one supplement, with whey protein, gainers, and BCAA being the most common. The main reasons were muscle gain and improved performance. However, 31% experienced side effects and 11% used prohibited substances. The study highlights the need for better education about supplement risks.
2. **Hatem Sholl and Numan Nat shah (2024)** examined dietary supplement use among 399 gym members in Amman, Jordan. About 57.6% used supplements, especially younger males and educated individuals. The study found good knowledge and positive consumption behaviour but emphasized the importance of educational programs to promote safe supplement use.
3. **Syed Muhammad Fauzan Ali et al. (2024)** studied protein consumption among gym-goers in Pakistan through interviews with 30 fitness enthusiasts. The findings showed a preference for natural protein sources like chicken, eggs, and lentils over supplements due to cost and health concerns. Social media, trainers, and peers strongly influenced dietary choices.

V. ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Table 1: Primary Fitness Goal

S No.	Factors	Frequency	Percentage
1	Muscle gain	31	31
2	Weight loss	28	28
3	Endurance and performance	21	21
4	General health and wellness	20	20
	Total	100	100

Source type: primary data

INTERPRETATION

It is evident that 31 percent of them belongs to muscle gain, 28 percent of them belongs to weight loss, 21 percent of them belongs to endurance and performance, 20 percent of them belongs to general health and wellness.

Most (31%) of them belong to muscle gain.

Table 2: Brand of Supplement Prefer

S No.	Factors	Frequency	Percentage
1	Avatar	17	17
2	Muscle blaze	43	43
3	Optimum nutrition	26	26
4	GNC	14	14
	Total	100	100

Source type: primary data

INTERPRETATION

From the above table, out of 100 respondents, 43 percent of the respondents are prefer muscle blaze, 26 percent of the respondents are prefer optimum nutrition, 17 percent of the respondents are prefer Avatar, 14 percent of the respondents are prefer GNC.

Most (43%) of the respondents are prefer muscle blaze.

CHI – SQUARE ANALYSIS

H1: There is no association between the age group and the frequency of engaging in physical exercise or gym workouts

H2: There is an association between the age group and the frequency of engaging in physical exercise or gym workouts

Table 3: Age group and the frequency of engaging in physical exercise or gym workouts

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.898 ^a	9	.126
Likelihood Ratio	16.365	9	.060
Linear-by-Linear Association	1.013	1	.314
N of Valid Cases	100		

INTERPRETATION

The significant value is 0.126. It is more than 0.050. Hence, we accept the null hypothesis. It was concluded that there is no association between the age group the frequency of engaging in physical exercise or gym workout

H1: There is no association between the monthly income and the frequency of engaging in physical exercise or gym workouts

H2: There is an association between the monthly income and the frequency of engaging in physical exercise or gym workouts

Table 4: Monthly income and the frequency of engaging in physical exercise or gym workouts

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.713 ^a	12	.016
Likelihood Ratio	24.709	12	.016
Linear-by-Linear Association	.150	1	.698
N of Valid Cases	100		

INTERPRETATION

The significant value is 0.016. It is more than 0.050. Hence, we reject the null hypothesis. It was concluded that there is an association between the monthly income and the frequency of engaging in physical exercise or gym workouts.

FINDINGS OF THE STUDY:

- Most (31%) of them belong to muscle gain
- Most (43%) of the respondents are prefer muscle blaze.
- There is no association between the age group and the frequency of engaging in physical exercise or gym workouts.
- There is an association between the monthly income and the frequency of engaging in physical exercise or gym workouts.

SUGGESTION

- Create awareness programs to educate consumers about the safe and effective use of gym supplements.
- Ensure clear labelling and transparency of ingredients so consumers can make informed choices.
- Fitness trainers and gyms should provide proper guidance on supplement usage based on individual fitness goals.

VI. CONCLUSION

In conclusion, consumer preference towards gym supplements is influenced by factors such as demographics, fitness goals, price, and product effectiveness. Many consumers choose supplements that support their fitness objectives like muscle gain or recovery. Marketing through social media influencers and fitness professionals also plays an important role in purchasing decisions. Consumers are increasingly concerned about ingredient transparency, safety, and certified



products. The convenience of online and offline purchasing also affects consumer behaviour. Overall, the gym supplement market is growing as consumers become more aware and demand healthier, high-quality products.

REFERENCES

- [1]. Alkabbani, M. A., Azami, H. A., Alazani, E., Ahenakew, G., Alzahrani, R., Almightyer, A., & Al-Haza, H. M. (2022). Knowledge, attitudes, and use of protein supplements among Saudi adults: Gender differences. *Healthcare*, 10(9), 1904. <https://doi.org/10.3390/healthcare10091904>
- [2]. S. M., & Apothem, S. M. (2023). Authentication of protein, fat, carbohydrates, and total energy in commercialized high protein sports foods with their labelling data. *Scientific Reports*, 13(1), 15359.
- [3]. C., Ferrando, A. A., Stout, J. R., Antonio, B., Cintineo, H. P., et al. (2024). Common questions and misconceptions about protein supplementation: What does the scientific evidence really show? *Journal of the International Society of Sports Nutrition*, 21(1), 2341903.