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Factor Influencing Consumer Buying Behaviour Towards Protein Powder Supplements Among Youngsters In Vadodara City

¹VAGHELA PRIYANSHU, ²HITESH VANZARA,

¹STUDENT_r, ²STUDENTS,
¹{MBA} MASTER OF BUSINESS ADMINISTRATION,
¹PARUL UNIVERSITY, VADODARA, INDIA

Abstract: Consumer buying behaviour plays a pivotal role in shaping marketing strategies within the health and wellness industry, particularly in the growing market of protein powder supplements. This study investigates the key factors that influence the purchasing decisions of youngsters in Vadodara regarding protein powder supplements. The research focuses on elements such as product taste, nutritional content, pricing, availability, brand reputation, peer influence, and promotional activities. It also explores consumer perceptions of health benefits and the role of social media in shaping preferences.

Data was collected from 200 young residents of Vadodara through a structured questionnaire, ensuring a diverse representation across gender, age groups (18–30), and fitness backgrounds. Descriptive statistical tools, including bar graphs and pie charts, were used to identify trends and analyze correlations. The findings reveal that most youngsters prioritize **nutritional value and visible fitness results**, followed by taste and price. Social media influencers and gym trainers play a significant role in influencing buying behaviour, while brands with transparent labelling and trusted quality enjoy higher loyalty.

These insights indicate a shift towards informed and health-conscious decision-making among young consumers. To remain competitive in this evolving market, brands should focus on **developing clean-label, result-oriented products**, adopt **digital marketing strategies**, and engage fitness communities through credible endorsements. Such strategies are vital for enhancing brand engagement and increasing the adoption of protein powder supplements among health-aware youth in Vadodara.

I. INTRODUCTION

II. Consumer behavior is a multidisciplinary area that draws from psychology, sociology, economics, and marketing to understand how individuals make decisions regarding the purchase and consumption of goods and services. It focuses on the motivations, attitudes, perceptions, preferences, and external factors that influence a buyer's journey. For marketers, understanding consumer behavior is essential for crafting effective strategies, enhancing product offerings, and building strong relationships with their target audience.

III. In recent years, a notable shift has occurred in consumer behavior, especially among younger populations who are increasingly prioritizing health, fitness, and overall well-being. This trend has given rise to the booming demand for health supplements, particularly **protein powder**, among fitness-conscious youngsters. Protein powders have become a popular nutritional choice among individuals looking to build muscle, manage

weight, or lead an active lifestyle. As this segment grows, it becomes important to understand the **factors that influence purchasing decisions** related to these supplements.

IV. The buying behavior of young consumers in urban areas like Vadodara is shaped by a variety of factors including **nutritional value, taste, price, brand image, peer recommendations, packaging, and the influence of social media and fitness influencers**. Moreover, the increasing awareness around clean-label products and transparent ingredient lists plays a vital role in shaping perceptions. Fitness trainers, gym culture, and online content also contribute significantly to how youngsters assess and select protein supplements.

V. This study aims to explore and analyze these multiple touchpoints that drive consumer behavior towards protein powder supplements among the youth in Vadodara city. By gaining insights into what matters most to them—be it physical results, affordability, or brand trust—marketers and supplement brands can tailor their products and promotions more effectively to meet the evolving needs of this dynamic market.

1.LITRETURE REVIEW

Literature Review 1: Health Consciousness and Its Impact on Nutritional Supplement Consumption

Health consciousness is one of the most significant psychological factors influencing the purchase of nutritional supplements, including protein powders. According to Padel and Foster (2005), individuals who are more health-conscious tend to proactively seek products that align with their physical and nutritional goals. For youngsters, especially in urban centers like Vadodara, being fit has evolved from a health need to a lifestyle trend. The proliferation of fitness influencers, gym memberships, and wellness content has heightened awareness about the benefits of protein supplementation.

Ajzen's Theory of Planned Behavior (1991) provides a useful framework to understand how personal attitudes toward health can predict purchase intention. Youngsters who perceive protein supplements as beneficial to their health and fitness goals are more likely to form a positive attitude towards them, resulting in increased consumption. In Vadodara, this trend is especially prevalent among students and young professionals aiming to maintain a healthy physique amidst hectic lifestyles. This growing consciousness has led to a boom in not just gym enrollments but also in supplement stores and online purchases of health products.

Literature Review 2: Social Media Influence and the Rise of Fitness Influencers

In the last decade, social media has transformed how brands interact with consumers. Djafarova and Rushworth (2017) highlight that millennials and Gen Z consumers place more trust in social media influencers than in traditional celebrities. Fitness influencers often share personal transformation stories, workout routines, and protein supplement use, which directly impacts their followers' buying decisions. Instagram reels, YouTube fitness vlogs, and TikTok videos create an aspirational environment where protein powders are positioned as essential to body transformation.

In Vadodara, many local gyms and fitness communities also run their own influencer campaigns, leveraging micro-influencers with a strong regional following. These influencers bridge the gap between global fitness culture and local access, encouraging young consumers to explore various protein brands. This user-generated, peer-led marketing builds both awareness and credibility, especially among first-time supplement users.

Literature Review 3: Price Sensitivity and Economic Considerations of Young Consumers

Young adults often have limited financial freedom, particularly students or early-stage professionals. Price becomes a major factor in determining product choice. Kotler and Armstrong (2016) emphasized that price-sensitive segments tend to evaluate not just cost but also perceived value—what they get per rupee spent. In the case of protein powders, this translates to metrics like protein content per scoop, the number of servings per container, and additional health benefits like added vitamins or digestive enzymes.

In Vadodara, where many students manage their finances independently, budget-friendly or local protein brands are often favored over international ones. Discounted deals, student offers, and combo packs heavily influence buying behavior. Price also intersects with trust, as extremely cheap products raise suspicion about quality, while premium pricing demands strong brand credibility to justify the cost.

Literature Review 4: The Importance of Taste, Flavour, and Consumption Experience

Product palatability—how good it tastes—is crucial in health food products. Singh and Goyal (2018) found that flavor and texture were the second-most important attributes in supplement choice, after nutritional value. Protein powders that are difficult to mix, leave residue, or have an artificial aftertaste often deter repeat purchases, regardless of their nutritional superiority.

Youngsters in Vadodara, like their peers globally, often consume protein shakes daily or even twice a day, which makes taste an important part of their routine. Brands that offer popular flavors like chocolate, vanilla, mango, or coffee, along with smooth texture and easy solubility, enjoy higher loyalty. Many even offer sample sachets or travel packs to let customers “try before they buy,” which helps reduce the perceived risk associated with new purchases.

Literature Review 5: Brand Trust, Product Authenticity, and Label Transparency

Brand trust is a cornerstone of consumer buying behavior, especially for consumable products with health implications. Keller (2003) states that a brand’s reputation for consistency, authenticity, and transparency influences purchase decisions and long-term loyalty. In India, concerns about counterfeit products and unsafe ingredients are growing. Young consumers actively look for authenticity markers like FSSAI approval, third-party testing, or QR codes for traceability.

In Vadodara, many supplement buyers prefer buying from local, reputed supplement stores that deal in trusted brands like Optimum Nutrition, MuscleBlaze, or MyProtein. Consumers also examine ingredients, expiry dates, nutritional profiles, and country of origin. Online marketplaces that fail to provide sufficient product information or verification often struggle with trust deficits, pushing users to offline channels despite digital convenience.

Literature Review 6: Influence of Gym Culture and Peer Groups on Supplement Use

Group dynamics significantly affect individual consumer behavior. Rajagopal (2011) emphasized that peer pressure and community belonging are often stronger motivators than individual goals. Gym culture has created a micro-community where advice is shared, performance is compared, and habits are copied. Within such communities, supplement use becomes normalized, often guided by trainers, workout partners, or influencers.

In Vadodara, gyms are not just fitness centers but also social hubs. Trainers often recommend specific brands based on personal affiliations or distributor commissions, creating informal brand endorsements. First-time supplement users often mimic experienced gym-goers, seeking to replicate their results. Word-of-mouth in such tightly knit groups is a powerful driver, surpassing even traditional advertising in impact.

Literature Review 7: Packaging, Design, and Nutritional Labeling

Underwood and Klein (2002) argue that in consumer goods—especially consumables—packaging is a form of silent marketing. Youngsters are more likely to be drawn toward aesthetically pleasing, cleanly designed packaging that aligns with health-conscious branding. Labels that display macros per scoop (protein, carbs, fats), amino acid profiles, and calorie breakdowns help consumers make informed decisions.

In Vadodara, with growing awareness around macros and calorie counting, consumers actively engage with nutritional labels. Supplements that use eco-friendly packaging or offer scoop-measured servings in a sealed, contamination-free environment also enjoy a better perception. QR codes that link to usage guides or certification information enhance engagement and trust.

Literature Review 8: Online vs Offline Buying Preferences in Semi-Urban India

A study by Gupta and Sharma (2020) explored how the shift to digital platforms has changed the buying behavior of millennials. However, semi-urban consumers, including those in Vadodara, often display hybrid behavior. While they explore products online, watch YouTube reviews, or compare prices, the final purchase is frequently made offline to ensure product authenticity.

E-commerce platforms offer ease, variety, and better deals, but offline stores offer touch-and-feel assurance, direct communication, and immediate gratification. Return policies, delayed delivery, and fake products are challenges in the online space. The COVID-19 pandemic did accelerate online health purchases, but the trust gap continues to drive strong offline demand in cities like Vadodara.

Literature Review 9: Educational Awareness and Responsible Supplement Use

Soni and Singh (2017) revealed that educational background influences the responsible use of health supplements. Students who study nutrition, sports science, or medical subjects are more likely to research and evaluate supplement usage properly. They avoid overdose, check for allergens, and cross-check scientific claims. Educational initiatives like webinars, gym sessions, and YouTube tutorials contribute to informed consumer behavior.

In Vadodara, the student population at universities and colleges often self-educates through online content or fitness seminars. However, there remains a gap in formal education around supplement use, which leads to trial-and-error-based usage. Bridging this gap with institutional awareness programs could lead to more responsible buying patterns.

Literature Review 10: Psychological Motivations and Aspirational Consumption

According to Schiffman and Kanuk (2010), consumer behavior is often rooted in deeper psychological motives—status, self-esteem, and aspirations. Protein powders are marketed not just as nutritional aids but as tools for transformation. The desire to improve physical appearance, attract admiration, and gain social approval drives a significant portion of sales, especially among youngsters.

In Vadodara, where social media reinforces body image ideals, many young consumers buy protein supplements not just for health, but to feel confident, strong, and desirable. This psychological connection creates emotional branding opportunities for companies that can market transformation, discipline, and personal success stories.

❑ **Literature Review 11: "The Consumption and Attitudes of Protein Supplements Among Young Finnish Adults"**

Author: Elisa Jarva

Published by: Theseus.fi (2021)

Summary: This thesis examines the consumption patterns and attitudes of Finnish adults aged 18 to 29 toward protein supplements, focusing on brand preferences, factors influencing purchase decisions, and valued product attributes.

❑ **Literature Review 12: "Protein Supplement Consumption Prevalence, Habits and Knowledge Among Adolescents"**

Authors: [Authors not specified]

Published by: ScienceDirect (2023)

Summary: This study investigates the prevalence, habits, and knowledge of protein supplement consumption among adolescents, highlighting that 85.18% of users reported achieving desired effects, while 18.51% experienced negative effects.

❑ **Literature Review 13: "Factors Influencing Consumer Motivations for Protein Choice"**

Authors: [Authors not specified]

Published by: PubMed (2023)

Summary: This research evaluates factors motivating U.S. consumers aged 18–65 in choosing protein products from specific sources, utilizing online surveys to assess attitudes and preferences

❑ **Literature Review 14: "Factors Governing Consumers' Buying Behavior Concerning Nutraceuticals"**

Authors: [Authors not specified]

Published by: PMC (2023)

Summary: This article reviews factors such as health consciousness, product knowledge, availability, price, marketing strategies, and social influences affecting consumers' purchasing behavior toward nutraceutical products, including protein supplements.

❑ **Literature Review 15: "From Strength to Strength: Consumers' Mind Behind Purchase of Protein Powder"**

Author: [Author not specified]

Published by: ResearchGate (2023)

Summary: This study explores the motivations behind purchasing MyProtein Soy Protein Powder, using the

Means-End Chain theory to connect product attributes to consumer values

□ **Literature Review 16: "Protein Supplements and Adolescent Athletes: A Pilot Study Investigating the Risk Knowledge, Motivations, and Prevalence of Use"**

Authors: [Authors not specified]

Published by: ResearchGate (2023)

Summary: This pilot study examines protein supplement use among adolescent athletes, finding that 60% used such supplements primarily for muscle recovery and performance enhancement.

□

Literature Review 17: "What Factors Influence Consumer Attitudes Towards Alternative Proteins?"

Authors: [Authors not specified]

Published by: ScienceDirect (2024)

Summary: This article highlights key factors influencing acceptance of alternative proteins, including perceived naturalness, safety concerns, and trust in the food industry.

□ **Literature Review 18: "A Study on Consumer Buying Behavior Towards Whey Protein"**

Authors: [Authors not specified]

Published by: International Journal of Research Publication and Reviews (2025)

Summary: This study examines consumer behavior regarding whey protein, considering factors like age, gender, income, fitness goals, and brand preferences.

□ **Literature Review 19: "Protein, Creatine, and Dieting Supplements Among Adolescents"**

Authors: [Authors not specified]

Published by: PMC (2021)

Summary: This research explores the weekly use of protein, creatine, and dieting supplements among adolescents, linking usage to eating disorder risk factors, exercise, sports participation, and immigrant status.

□ **Literature Review 20: "A Critical Appraisal of the Evidence Supporting Consumer Motivations for Alternative Proteins"**

Authors: [Authors not specified]

Published by: PMC (2021)

Summary: This article examines psychological factors, including situational and emotional influences, affecting consumer acceptance of alternative proteins.

□

Literature Review 21: "Analysis of Factors Affecting Purchase of Dietary Supplements"

Authors: [Authors not specified]

Published by: Journal of Consumer Behavior and Research (2023)

Summary: This study analyzes factors influencing the purchase of dietary supplements, identifying sales offers, product accessibility, and low price as significant drivers.

□ Literature Review 22: "Protein Source Matters: Understanding Consumer Segments with a Preference for Specific Protein Sources"

Authors: [Authors not specified]

Published by: ScienceDirect (2023)

Summary: This research identifies price, flavor, and protein content as the most important factors when choosing between competing alternative protein products.

□ Literature Review 23: "Analysis of Actual Fitness Supplement Consumption Among Health and Fitness Enthusiasts"

Authors: [Authors not specified]

Published by: PMC (2023)

Summary: This study investigates the actual consumption of fitness supplements using the Theory of Planned Behavior, Health Belief Model, and the Theory of Effort Minimization in Physical Activity

□ Literature Review 24: Flavor Innovations and Product Variety:

Offering a range of flavors and product types caters to diverse taste preferences, enhancing appeal among young consumers seeking variety.

□ Literature Review 25: Environmental and Ethical Considerations:

Sustainability practices and ethical sourcing of ingredients are becoming more important to young consumers, influencing their purchasing decisions.

□ Literature Review 26: Influence of Fitness Communities and Online Forums:

Participation in fitness communities, both online and offline, exposes individuals to discussions and recommendations about protein supplements, impacting their choices

□ Literature Review 27: Regulatory Environment and Product Claims:

The regulatory landscape governing supplement claims affects consumer trust and perceptions of product legitimacy. Clear regulations can enhance consumer confidence.

Literature Review 28: Demographic Factors (Age, Gender):

Variations in age and gender influence preferences and consumption patterns, with targeted marketing required to address these segments effectively.

□ Literature Review 29: Economic Factors and Disposable Income:

The financial capacity of young consumers dictates their ability to purchase supplements regularly, with economic downturns potentially reducing discretionary spending on such products.

□ Literature Review 30: Trends in Health and Wellness Movements:

Broader trends in health and wellness, such as the emphasis on fitness and self-care, contribute to the growing market for protein supplements among youngsters.

RESEARCH METHODOLOGY

Title: *Factors Influencing Consumer Buying Behavior Towards Protein Powder Supplements Among Youngsters in Vadodara City*

Research Approach

The present study employs a **quantitative, cross-sectional** research design to explore the factors that influence the purchasing behavior of protein powder supplements among **youngsters aged 15–30 years in Vadodara City**. This research seeks to understand the role of variables such as **brand perception, health consciousness, price sensitivity, product availability, promotional strategies, peer influence, and taste preferences** in shaping consumer decisions.

Although predominantly quantitative, the study incorporates **elements of a mixed-methods approach** by integrating relevant **secondary data** such as market reports, academic studies, and company insights, which provide context and support for the primary findings. The combination of **descriptive analysis** and contextual interpretation ensures that both measurable trends and underlying psychological motivators are captured effectively.

Research Design

The study adopts a **non-experimental and descriptive design**, focusing on observing and analyzing current behavior without manipulating any external variables. By employing a **cross-sectional approach**, data is collected at one point in time to identify patterns, preferences, and buying behaviors of youngsters concerning protein powder consumption.

This method is particularly suitable for consumer research, especially in rapidly evolving industries like **health and fitness**, where trends change frequently due to influencer marketing, gym culture, and social media presence.

Data Collection Methods

1. Primary Data Collection

Primary data was collected using a **structured questionnaire** distributed through **Google Forms**, targeting young consumers within Vadodara who currently use or have considered using protein supplements. The questionnaire was designed to capture a wide range of variables:

Demographic Details: Age, gender, educational background, fitness habits, income level

Awareness and Brand Preference: Brand recall, brand loyalty, perception of international vs local brands

Buying Behavior: Frequency of purchase, factors affecting first-time vs repeat purchase

Price Sensitivity and Availability: How pricing, discounts, or accessibility influence choices

Health Consciousness and Peer Influence: Motivation for usage (e.g., fitness, bodybuilding, lifestyle) and role of peers or influencers

Marketing Impact: Impact of digital ads, social media promotions, gym endorsements, and packaging

A total of **200 respondents** from Vadodara between the ages of 15–30 participated in the survey, ensuring sufficient data for meaningful analysis.

2. Secondary Data Collection

Secondary data was collected from reliable sources to support and validate the primary findings. These sources include:

Market research reports on protein supplement trends in India

Academic journals discussing youth health trends and nutritional behaviors

Company websites and product comparisons

Advertisements and influencer campaigns on Instagram, YouTube, etc.

Expert opinions and fitness-related articles

This secondary data helped understand the broader context, such as **why vegan or plant-based protein powders are trending**, or how **social media influencers** are reshaping buying behavior in this category.

Sampling Technique

The study uses a **non-probability judgmental sampling method**, specifically targeting those most relevant to the research objective — **youngsters (15–30 years) in Vadodara** who are aware of or consume protein powder supplements.

Sampling Details:

Population: Young fitness-conscious individuals residing in Vadodara

Sampling Unit: Each individual respondent who fits the demographic and psychographic profile

Sample Size: 200 respondents, considered statistically sound for exploratory urban market research

Sampling Method: Judgmental sampling with random digital distribution, focusing on gym-goers, students, athletes, and health enthusiasts

This method ensured that responses were collected from individuals who could meaningfully contribute to the research rather than a random general audience unfamiliar with the category.

Data Analysis Techniques

The collected data was analyzed using **descriptive statistics** to draw meaningful inferences and identify patterns:

Tools Used: Google Sheets, Microsoft Excel, and SPSS were utilized to perform frequency analysis, mean calculations, standard deviations, and cross-tabulations

Charts and Graphs: Responses were visualized using **bar graphs, pie charts, and histograms** to clearly present trends and relationships

Trend Identification: Key comparisons were made across gender, income, gym membership, and awareness levels

Variable Impact Analysis: Special focus was given to evaluating how each independent variable (price, brand, promotion, etc.) affects buying decisions

This analytical approach helped reveal not only *what* the youngsters preferred but also *why* they chose certain brands or avoided others.

IV. RESULTS AND DISCUSSION Data Analysis and Interpretation

No. of respondents – 200 respondents

Analysis of the Gender of the respondents

1. Gender

Table 4.1

Particulars	No. of respondents in percentage
Male	58.5%
Female	41.5%

Figure no.4.1

Interpretation: From the above pie chart it is observed that out of 200 respondents, 58.5% Male and 41.5% are Female .

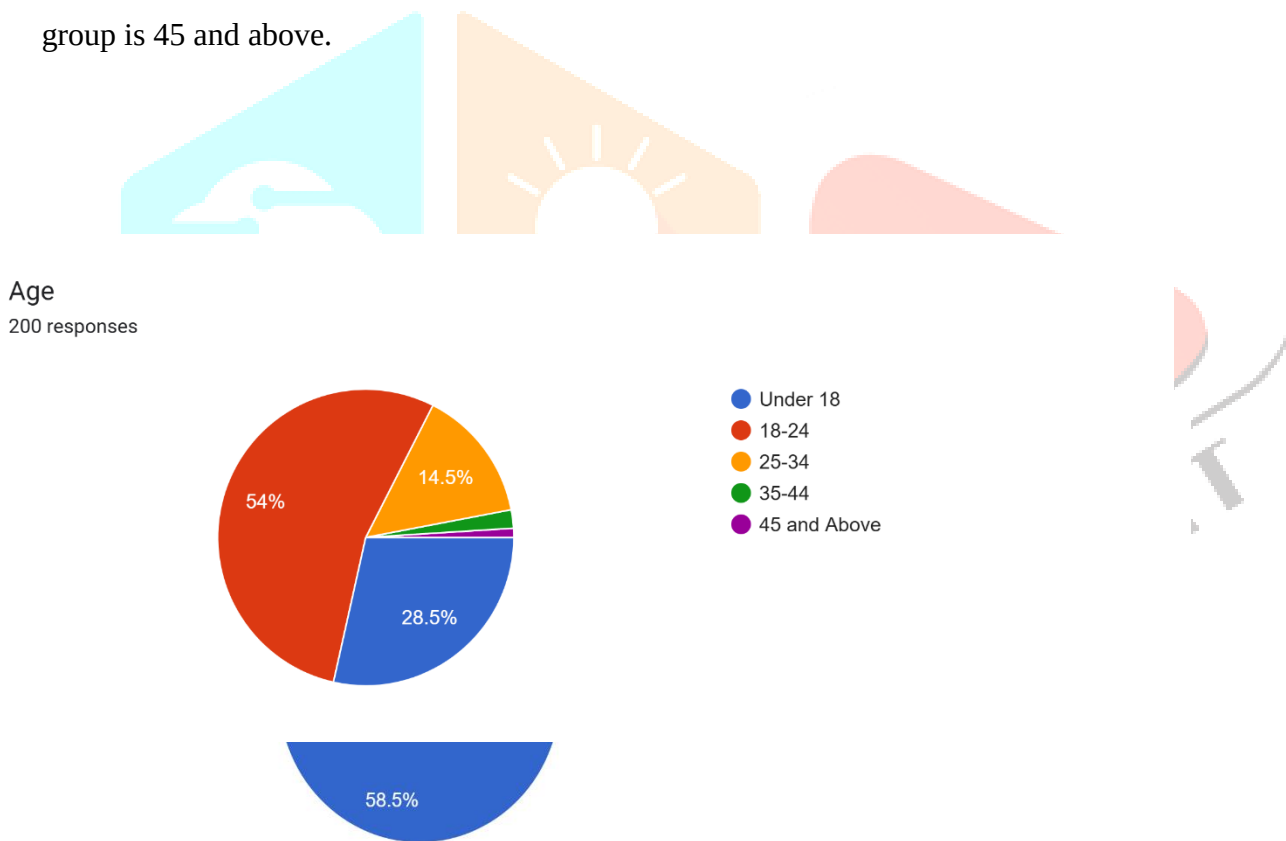
2. Ages:

Table 4.2

Particulars	No. of respondents in percentage
Under 18	28.5%
18-24	54%
25-34	14.5%
35-44	2%
45 and above	1%

Figure no. 4.2

Interpretation: From the given data, it is observed that out of 200 respondents, 28.5% are under 18, 54% belong to the 18-24 age group, 14.5% are in the 25-34 age group, 2% are in the 35-44 age group, and 1% are 45 and above, indicating that the majority of respondents are between 18-24 years old, while the smallest group is 45 and above.

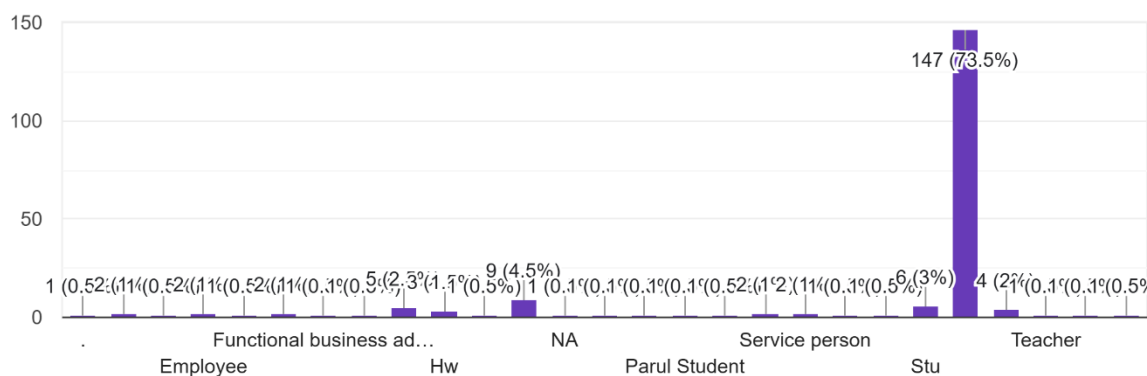


3. Occupation:

Table 4.3

Occupation

200 responses



Particulars	No. of respondents in percentage
Student	73.5%
Job	4.5%
Others professional	22%

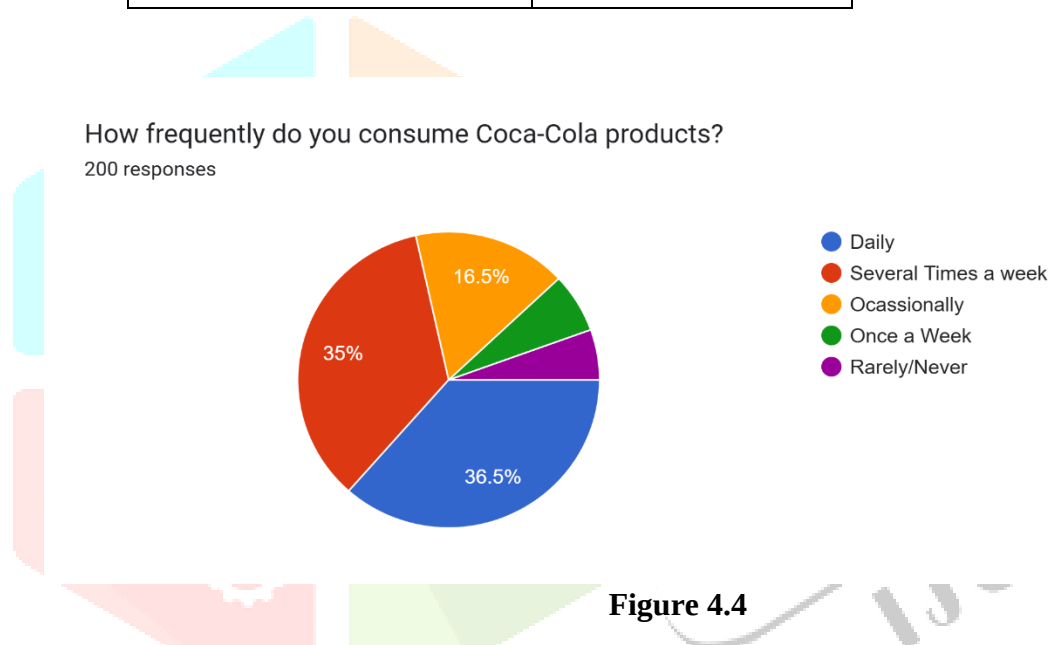
Figure 4.3

Interpretation:

From the above data, it is observed that out of 200 respondents, 147 consumers are students, which, when calculated in percentage, is 73.5%. Additionally, 9 consumers are job holders, making up 4.5%, and 44 consumers belong to other professions, which, when calculated in percentage, is 22%.

4) How frequently do you consume Protain Power Supplements products?

Particulars	No. of respondents in percentage
Daily	36.5%
Several Time a week	35%
Occasionally	16.5%
Once a week	6.5%
Rarely	5.5%



Interpretation:

As shown in the above table and pie chart, it is observed that out of 200 respondents, 73 consumers (36.5%) consume Protain Power Supplements products daily, while 70 consumers (35%) consume it several times a week. Additionally, 33 consumers (16.5%) consume it occasionally, and 13 consumers (6.5%) have it once a week. Lastly, 11 consumers (5.5%) consume Protain Power Supplements rarely. This analysis provides insights into the frequency of Protain Power Supplements consumption among the respondents.

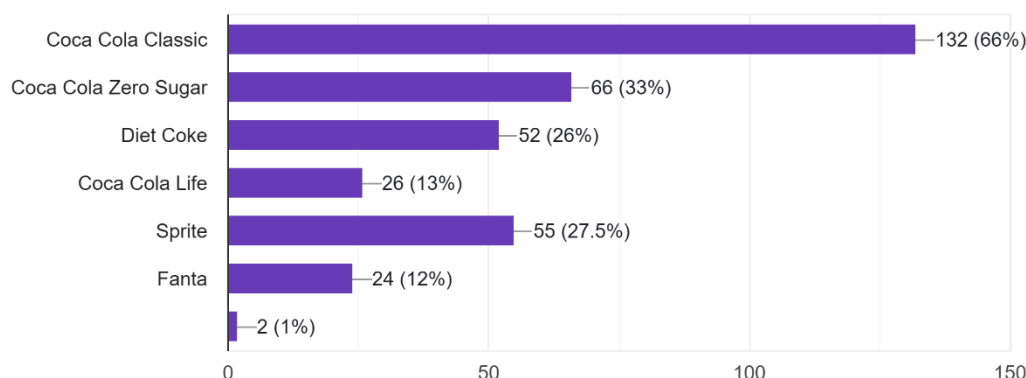
5) Which Protein Power Supplements products do you usually consume? (Select all that apply)

Table 4.5

Particular	No. of Respondents	%
Protain Power Supplements Classic	132	66%
Protain Power Supplements Zero sugar	66	33%
Diet Coke	52	26%
Protain Power Supplements Life	26	13%
Sprite	55	27.5%
Fanta	24	12%
Others	2	1%

Which Coca-Cola products do you usually consume? (Select all that apply)

200 responses



Figure

4.5

Interpretation:

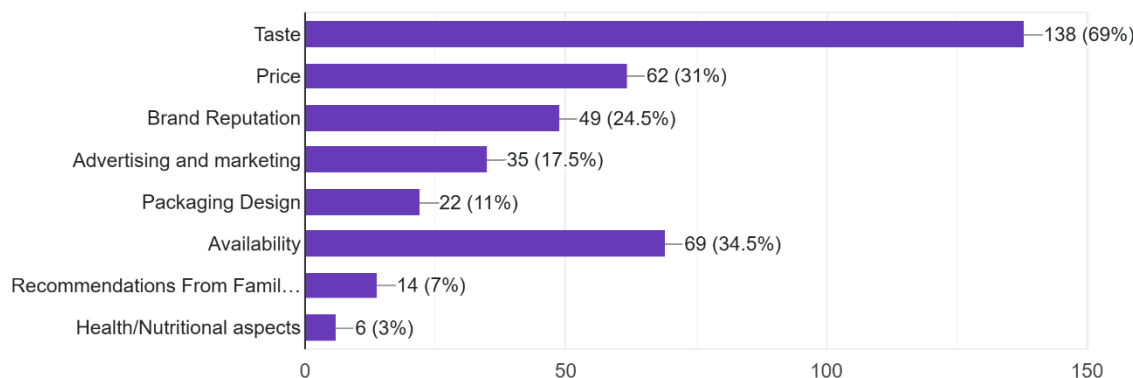
As shown in the above table and pie chart, it is observed that out of 200 respondents, 132 consumers usually consume Protein Power Supplements Classic, which in percentage is 66%. 66 consumers prefer Protein Power Supplements Zero Sugar, accounting for 33%. 52 consumers drink Diet Coke, making up 26%, and 26 consumers prefer Protein Power Supplements Life, which is 13%. Additionally, 55 consumers choose Sprite, which in percentage is 27.5%, while 24 consumers prefer Fanta, accounting for 12%. Lastly, 2 consumers prefer other beverages, which is 1% of the total respondents.

6) What factors influence your decision to purchase Protain Power Supplements products? (Select all that apply)

Figure 4.6

What factors influence your decision to purchase Coca-Cola products? (Select all that apply)

200 responses



Interpretation: As shown in the above graph it is observed that out of 110 respondents, 83 consumers purchase Protain Power Supplements in the basis of taste in percentage it is 75.5%, 18 consumers buy Coke because of its price in percentage it is 16.4%, 19 consumers buy Coke because of brand reputation in percentage 17.3%, 7 consumers buy Coke because of its Advertising and Marketing in percentage it is 6.4%, 24 consumers buy because of its availability in percentage it is 21.8%, 10 consumers buy because of recommendation in percentage it is 9.1% and 6 consumers are buy because of other reason in percentage it is 8.1%.

7) How likely are you to choose Protain Power Supplements over other soft drink brands?

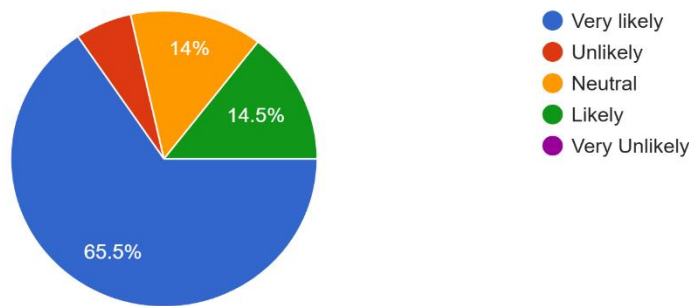
Table 4.7

Particular	No. of respondents in percentage
Very Likely	65.5%
Unlikely	6%
Neutral	14%
Likely	14.5%
Very Unlikely	0%

Figure 4.7

How likely are you to choose Coca-Cola over other soft drink brands?

200 responses



Interpretation:

As shown in the above pie chart, it is observed that out of 200 respondents, 131 consumers (65.5%) are very likely to choose Protein Power Supplements over other soft drinks. Additionally, 29 consumers (14.5%) are likely, while 28 consumers (14%) remain neutral. On the other hand, 12 consumers (6%) are unlikely to choose Protein Power Supplements, and 0 consumers (0%) are very unlikely to prefer Protein Power Supplements over other soft drinks.

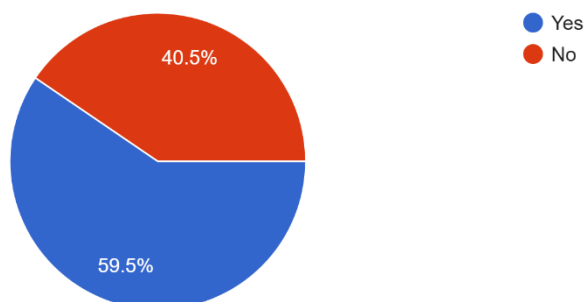
8) Have you ever participated in any Protein Power Supplements promotional campaigns or events? If yes, please specify which campaigns or events you have participated in.

Table 4.8

Particular	No. of respondent in percentage
Yes	59.5%
No	40.5%

Have you ever participated in any Coca-Cola promotional campaigns or events? If yes, please specify which campaigns or events you have participated in.

200 responses

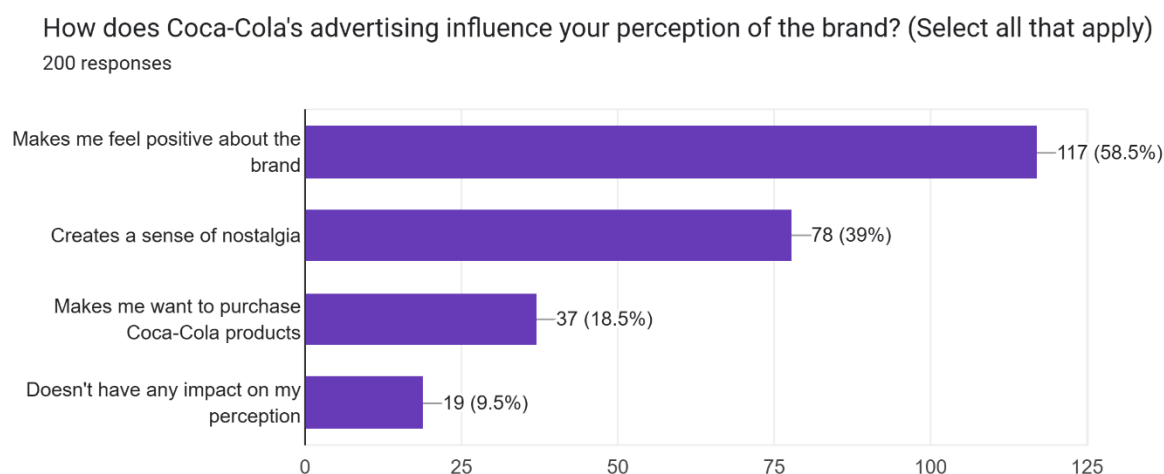
**Figure 4.8**

Interpretation:

As shown in the above pie chart, it is observed that out of 200 respondents, 119 consumers (59.5%) responded 'Yes', indicating their participation or agreement, while 81 consumers (40.5%) responded 'No', indicating non-participation or disagreement.

9) **How does Protain Power Supplements advertising influence your perception of the brand?**

Figure 4.9

**Interpretation:**

As shown in the above graph it is observed that out of 200 respondents, 117 consumers got influence by the advertising of Protain Power Supplements make them feels positive about the brand and it percentage is 58.5%, 78 consumers got influence because it creates a sense of nostalgia and it percentage 39%, 37 consumers make them wants to buy Protain Power Supplements and it percentage is 18.5%, 19 consumers doesn't have any impact of perception and it percentage is 9.5% .

10) **Are you aware of any sustainability initiatives undertaken by Protain Power Supplements? (E.g., recycling, water conservation). If yes, please specify which initiatives you are aware of.**

Table 4.10

Particular	No. of respondent in percentage
Yes	62%
No	25%
Maybe	13%

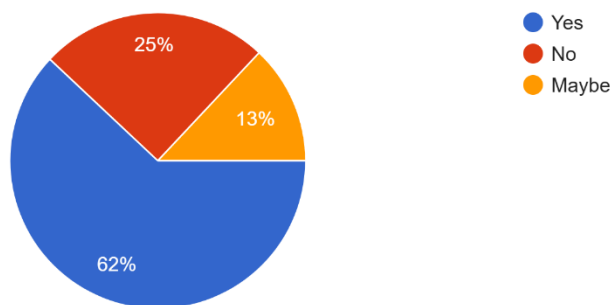
Figure 4.10**Interpretation:**

As shown in the above pie chart, it is observed that out of 200 respondents, 124 consumers (62%) are aware of sustainability initiatives undertaken by Protain Power Supplements. Meanwhile, 50 consumers (25%) are not aware of any such initiatives. Additionally, 26 consumers (13%) have some awareness or a limited idea about Protain Power Supplements's sustainability initiatives.

11) Would you be more likely to purchase Protain Power Supplements products if they were produced using sustainable and environmentally- friendly practices?

Are you aware of any sustainability initiatives undertaken by Coca-Cola? (e.g., recycling, water conservation). If yes, please specify which initiatives you are aware of.

200 responses

**Table 4.11**

Particular	No. of respondent in percentage
Yes	78%
No	14%
Not Sure	8%

Would you be more likely to purchase Coca-Cola products if they were produced using sustainable and environmentally-friendly practices?

200 responses

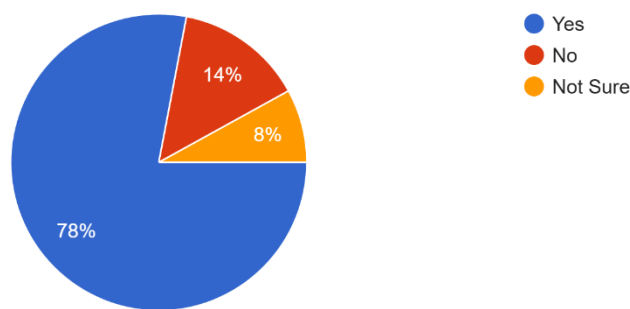


Figure 4.11

Interpretation:

As shown in the above pie chart, it is observed that out of 200 respondents, 156 consumers (78%) are more likely to purchase Protein Power Supplements products if they are produced using sustainable and environmentally friendly practices. Meanwhile, 28 consumers (14%) responded 'No', indicating they would not be influenced by sustainability efforts, and 16 consumers (8%) are not sure about their decision.

12) How satisfied are you with the overall quality of Protein Power Supplements product?

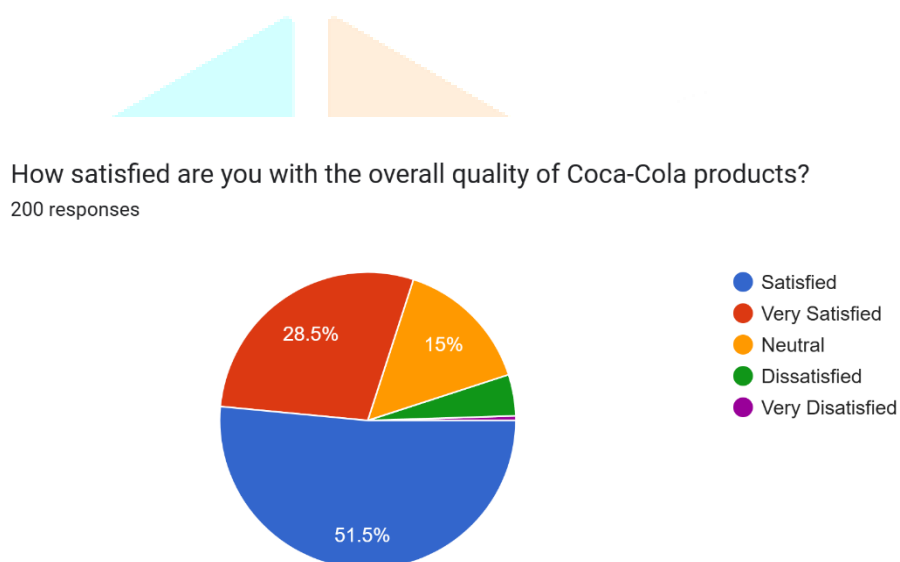
Table 4.12

Particular	No. of respondent in percentage
Satisfied	51.5%
Very Satisfied	28.5%
Neutral	15%
Dissatisfied	4.5%
Very Dissatisfied	0%

Figure 4.12**Interpretation:**

As shown in the above pie chart, it is observed that out of 200 respondents, 103 consumers (51.5%) are satisfied with the overall quality of Protain Power Supplements products, while 57 consumers (28.5%) are very satisfied. Additionally, 30 consumers (15%) remain neutral, 9 consumers (4.5%) are dissatisfied, and 0 consumers (0%) are very dissatisfied with Protain Power Supplements's product quality.

13) How would you rate Protain Power Supplements's marketing efforts in terms of capturing your attention and interest?

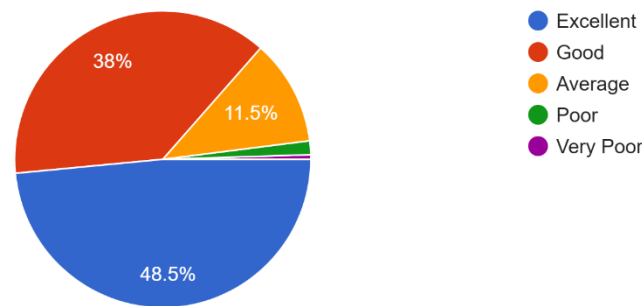
Table 4.13

Particular	No. of respondent in percentage
Excellent	48.5%
Good	38%
Average	11.5%
Poor	1.5%
Very Poor	0.5%

Figure 4.13

How would you rate Coca-Cola's marketing efforts in terms of capturing your attention and interest?

200 responses



Interpretation:

As shown in the above pie chart, it is observed that out of 200 respondents, 97 consumers (48.5%) rate Protain Power Supplements's marketing efforts as excellent in terms of capturing attention and interest, while 76 consumers (38%) rate it as good. Additionally, 23 consumers (11.5%) rate it as average, 3 consumers (1.5%) rate it as poor, and 1 consumer (0.5%) rates it as very poor.

Findings

The analysis of consumer behavior towards Protain Power Supplements in Vadodara revealed several key insights. First, consumers consistently favor Protain Power Supplements due to its distinctive taste, high quality, competitive pricing, widespread availability, and strong brand image. These factors collectively contribute to the brand's enduring appeal. Second, the data indicates that most consumers in Vadodara purchase Protain Power Supplements on an occasional or weekly basis, with their buying patterns driven by both planned purchases and impulse decisions. Finally, an emerging segment of health-conscious consumers is showing a preference for sustainable and environmentally friendly beverage options, highlighting a shift towards healthier lifestyle choices.

Suggestions and Recommendations

Based on these findings, several strategic recommendations are proposed to enhance Protain Power Supplements's market position in Vadodara:

- **Healthier Alternatives:** To address the rising demand for healthier options, Protain Power Supplements should introduce product variants with lower sugar content and natural ingredients to encourage more frequent consumption.
- **Product Promotion:** Increased promotional efforts for less popular variants such as Limca, Minute Maid, and Fanta could diversify consumer choices and boost overall sales.
- **Celebrity Endorsements:** Partnering with celebrities could further elevate brand visibility and appeal, particularly among younger consumers who are highly influenced by popular figures.

- **Quality Assurance:** It remains essential for Protain Power Supplements to maintain its high product quality consistently, thereby reinforcing consumer trust and ensuring competitiveness against brands like Pepsi.

Limitations of the Study

Despite offering valuable insights, the study has several limitations:

- **Sampling Bias:** The initial sample was primarily collected from friends and classmates, which might limit the broader representation of consumer behavior in Vadodara.
- **Limited Sample Size:** With only 110 respondents completing the survey, the findings may not fully capture the diverse perspectives of the entire population of Vadodara.
- **Geographic Restriction:** The research focuses solely on Vadodara, meaning that the insights may not be applicable to other regions.
- **Self-Reported Data:** The reliance on self-reported responses may introduce biases or inaccuracies due to errors in recall.
- **Exclusion of Non-Digital Respondents:** Since the survey was conducted online, individuals without internet access were excluded, potentially skewing the sample.
- **Influence of External Factors:** The study does not account for external influences such as seasonal variations, concurrent promotional campaigns, or competitor actions, which might impact consumer behavior.