



**A STUDY ASSESS TO IMPACT OF VARIOUS MARKETING FACTORS AFFECTING BUYER'S BEHAVIOR IN PURCHASE OF HEALTH SUPPLEMENTS.(weight Gainer) USED BY THE BEGINNER (MALE) BETWEEN THE AGE GROUP OF 18 TO 25 YEARS, GOING TO GYM IN INDORE CITY (M.P.)**

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### ABSTRACT

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

The study also found that whey is under-consumed by older age groups and under-promoted based on country of origin affiliation. Findings of the study provide further insights to relevant literature and have direct implications to the supplement industry as well as the dairy ingredient industry.

### KEYWORDS :

#### INTRODUCTION:-

Dietary supplements are those products which help us to full fill our daily requirement of nutrients which otherwise not full filled by our routine diet. There are more than 50,000 dietary supplements are available including vitamins, minerals, fiber, fatty acids, or amino acids. Basic objectives of consuming these supplements are to maintain good health but with this over or improper consumption may be hazardous to health. There are various forms of dietary supplements such as powders, granules, tablets, capsules, liquids, jelly etc. exist Because of increasing consumer awareness about nutrition and rising number of nutritional deficiency linked diseases consumption of dietary supplements are at rise. Health consciousness, changing trends in population demographics, changing lifestyle, increasing consumer affluence, increased life expectancy and improved healthcare have all lead to an increasing consciousness of the role of dietary supplements in promoting good health.

#### PROBLEM OF THE STUDY

A Study Assess To Impact Of Various Marketing Factors Affecting Buyer's Behavior In Purchase Of Health Supplements.(Weight Gainer) Used By The Beginner (Male) Between The Age Group Of 18 To 25 Years, Going To Gym In Indore City (M.P.).

#### HYPOTHESIS

The study tries to test the main hypothesis:

**H0** : Marketing factors have no impact on the buying behavior of consumers while shopping for health supplements.

**H1** : There is no significant relationship between demographic variables and marketing factors that influence the buying behavior of consumers in purchase of health supplements.

**H2** : There is no significant relationship between demographic variables and marketing factors that influence the buying behavior of consumers in purchase of weight gain products.

#### OBJECTIVES OF STUDY

1. To understand the marketing factors that influence the buying behavior of consumers in purchase of health supplements.

2. To identify the critical success factors that influence the

buying behavior of consumers in purchase of health supplements.

3. To study the impact of marketing factors on purchase behavior of consumers in purchase of health supplements.

4. To study the effect of demographic variables on marketing factors that influence the buying behavior of consumers in purchase of health supplements.

5. To find out the association between the marketing factors that influence the buying behavior of consumers in purchase of health supplements.

#### METHOD OF DATA COLLECTION

Primary data will be gathered with the help of Questionnaire. It will be administered to customers who purchase consumer durables to elicit information about the difference in buying behaviour of consumer in online stores and offline stores. Around 25-25 questions will be there and it will include both dichotomous, multi choice, and close ended questions.

#### Plan For Data Analysis:

The data from the customized questionnaire and demographic information was entered into the Microsoft Excel for analysis. Online statistical software Epi Info was used for calculating the Pearson chi-square value. A p value of < 0.05 was taken as statistically significant. The descriptive data was presented in the form of tables and graphs.

#### RESEARCH DESIGN'S

**The research design's schematic representation shows the analysis performed in three phases:**

##### 1. Target population:

The audience for this study may be a current user who is conversant in taking dietary supplements because they need been consuming dietary supplements for quite 3 months on a day to day. Buyers lived in city of Indore.

##### 2. Accessible population:

Buyers who have lived in Indore City are often found in selected settings and follow defined criteria.

### 3. Sample Technique:

According to Purposive sampling/300 Buyers living in Indore City (M.P).

### VARIABLES UNDER STUDY

#### Independent variable:

The independent variable is the condition or characteristics manipulated by the researcher.

#### Dependent variable:

The dependent variable changes as the independent variables manipulated by the researcher. In the present study, regarding importance of impact of various marketing factors affecting buyer's behavior in purchase of health supplements. is the dependent variable.

### SAMPLE SELECTION CRITERIA

The Researcher identified various area where the gym members who purchases the supplements and meet the sample criteria, the criteria which is set for selection.

#### Inclusion Criteria:

Indore city's various area gym members (age between 18 to 25) who are available and are willing to participate in the study.

#### Exclusion Criteria:

Those gym members of Indore city who are not available and are not willing to participate in the data collection procedure.

### INFLUENCE OF MARKETING FACTORS ON BUYING BEHAVIOUR

**Influence of marketing factors on buying behavior of participants towards health / weight gainer products (N=300)**

	Number	Percentage
Poor influence (20-40)	0	0.0
Fair influence (41-60)	6	2.0
Good influence (61-80)	291	97.0
Excellent influence (81-100)	3	1.0
Total	300	100.0

The above table shows the distribution of participants according to the response grading of the questionnaire.

The marketing factors questionnaire contained 20 questions, which was to be rated on a scale of 1 to 5 (Likert scale), where 1 meant 'strongly disagree' and 5 meant 'strongly agree'. Thus a participant can obtained a minimum of 20 marks and a maximum of 100 marks. These marks were further graded as Poor influence (20-40 marks); Fair influence (41-60 marks); Good influence (61-80 marks) and Excellent influence (81-100 marks). None of the participants felt the marketing factors had 'Poor influence', 6 (2.0%) participants felt it had 'Fair influence', 291 (97.0%) participants felt it has 'Good influence' and only 3 (1.0%) participants felt it has 'Excellent influence'. Majority of the participants felt that the marketing factors had good influence on the participants for buying health / weight gainer products.

### REGARDING TO BACKGROUND VARIABLES

The null hypothesis (HO<sub>2</sub>) for this objectives there will be a significant association between gym going participants in Indore regarding to impact of various marketing factors affecting buyer's behavior in purchase of health supplements (Weight Gainer) and demographic variables such as age of participants, education status, religion, family income, types of family, number of children in family, working or home maker, who is caring your child while you are at work.

To find out the association between behavior regarding impact of various marketing factors affecting buyer's behavior

in purchase of health supplements (WEIGHT GAINER) and the demographic variables. There was no statistically significant association seen between age and the influence of buying behavior ( $p=0.399$ ), showing that the influence of buying limitation, secondly use of convenient sampling which may result in biased opinions and result. Lastly, the limited understanding of the tools and technology used to generate insights based on the real-time data analysis may hinder in providing a comprehensive study.

### SUMMARY

Summary includes objectives, hypothesis, tool used for the study and the finding of the study.

Consumer purchasing behavior refers to the gathering, purchase and use of products and services to fulfill their wishes. Consumer behavior, there are different mechanisms involved. Many influences, specificities and characteristics affect the customer in what he's and therefore the consumer in his deciding process, shopping preferences, buying behavior, the products he buys or the stores where he goes. a choice to shop for is that the product of every and each one among those variables. Initially the customer seeks to work out what commodities he wants to shop for, then he chooses only those commodities that provide greater usefulness. If the products are chosen, the buyer makes an estimation of the available money that he will invest. Finally, the customer analyses the prevailing commodity prices and makes the choice on the products that he should be buying. Meanwhile, consumer purchases are suffering from numerous other factors like social, cultural, economic, personal, and psychological. This research was therefore administered "Assessing the effect of various marketing variables influencing the actions of the buyer within the purchasing of health supplements."

### CONCLUSION

The goal of this research was to research the relationships between healthy lifestyle, health consciousness, electronic word-of-mouth, perceived intention to cost and behavior. Furthermore, the aim of this study was to spot the behavioral intention difference for dietary supplements when segmented by gender, age, status, occupancy, education and income. the Information were collected in Indore City (M.P.)consumers increasing health awareness, shift towards preventative health care and increased regulatory clarity, India's future in dietary supplements industry looks promising for both manufacture and consumers. Companies working in this sector need to work on Desire component of AIDA model because consumer are aware and interested in health and dietary supplements, but this need to convert in to actual purchase. Developing customized products, affordable pricing and distribution strategy may help for the growth of this sector.

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