



A Study on Consumer Behavior towards AVVATAR NUTRITION PRODUCTS

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CHAPTER - 1

INTRODUCTION AND DESIGN OF THE STUDY

A nutritious diet is one that meets all of the body's macro and micro nutrient demands on a daily basis. That being said, there doesn't exist a perfect diet suitable for everyone. Certainly, many diet books would have made you believe that everyone can follow a particular nutrient prescription to attain optimal nutrition and body weight, but if that was the case, there would only be one diet book and only one diet. It's unreasonable to assume that a pregnant 32-year-old female, a 75-year-old man with Hypertension, and a 22-year-old college football star all have the same nutrient requirements. Nutrient intakes are based on individual factors, including a person's size and activity level, the types of activities performed, and genetic predisposition. Additionally, an individual's diet should reflect adequate food variety for nutrient balance, be palatable while meeting the daily demands of stress placed on the body and contribute to an acceptable quality of life. Gym supplements, a broad category of products consumed by fitness enthusiasts, are designed to enhance physical performance, promote muscle growth, and aid in recovery. These supplements range from protein powders and creatine to pre-workout formulas and branched-chain amino acids (BCAAs). The use of these supplements has grown exponentially due to the increasing awareness of health and fitness, and the desire for improved athletic performance. However, while they can offer benefits when used correctly, they also carry potential risks, such as adverse health effects from overconsumption or misuse. Therefore, it's crucial for consumers to have a comprehensive understanding of these products, their benefits, potential risks, and the science behind them.

STATEMENT OF PROBLEM

Despite the growing popularity of gym supplements and the increasing market presence of brands like Avvatar, there is a lack of comprehensive understanding of consumer behaviour towards these products. This gap in knowledge poses a challenge for Avvatar and similar brands in effectively targeting their products and marketing efforts. Therefore, this project aims to investigate these aspects to provide valuable insights into consumer behaviour towards Avvatar nutrition products.

OBJECTIVES OF STUDY

- To analyse the level of satisfaction obtained by consuming Avvatar nutrition products.
- To study the factors influencing consumption of Avvatar nutrition products.
- To study the possibility of health problems due to the consumption of Avvatar nutrition products.

SCOPE OF THE STUDY

The study is mainly done for getting knowledge and ideas about Avvatar Nutrition products. The demand for Avvatar Nutrition products is increasing very rapidly. This study identifies the factors which influence the consumers towards the purchase of Avvatar Nutrition products. The scope of the study includes the analyses of the satisfaction and perception towards Avvatar Nutrition products and also the consumer experience towards those products. Such study will provide clues for developing new varieties, features, prices and other marketing mix elements in Avvatar nutrition products.

LIMITATIONS OF THE STUDY

- The study is confined to the city of Coimbatore and thus the findings are generalized to other regions or cities.
- The study's conclusions are based on the responses of the sample size chosen for the study.
- The findings of this study may not remain valid over a long period as the Customer preferences and satisfaction can change over time due to various factors.

RESEARCH METHODOLOGY

Research methodology serves as a framework for researchers to outline their research process. It provides a systematic and logical plan to tackle research problems and ensures the production of reliable and valid results that align with the researcher's goals and objectives. It outlines the approach and techniques that will be employed to collect and analyse data, ensuring the validity and reliability of the research findings. Here is an overview of the key components of a research methodology:

- **AREA OF THE STUDY**

The area of the study is confined to Coimbatore City.

- **SOURCE OF DATA**

The study uses only primary data confined questionnaire have been prepared and collected from various consumers. The Primary research is done to gather original data required for the research. The research is focused on both Qualitative and Quantitative issues. The Secondary data are collected from websites, books, journals, etc.

- **SAMPLE SIZE**

The study covered a sample of around 79 respondents belonging to the study area, who were consuming Avvatar nutrition products.

- **STATISTICAL TOOLS USED**

Tools used for the study were following:

- Percentage Analysis
- Ranking Analysis
- Weighted Average Score method

CHAPTER SCHEME

- Chapter 1 deals with Introduction and design of the study
- Chapter 2 deals with Review of literature
- Chapter 3 deals with Overview of the study
- Chapter 4 deals with Analysis and Interpretation of data
- Chapter 5 deals with Findings, Suggestions and Conclusion

CHAPTER – 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

- **Founder Sourav Kumar**, a former national swimmer, told NutraIngredients - Asia: "Having been in the fitness industry myself for eight years, I was always very Curious about how supplements worked, and how they fit into the Indian market
- **Kumar** said, "We educate the customers on how to identify fake supplements, based on Quality checks we perform. For instance, the official importer label should be on the Product, and customers should be able to use the barcode and serial number to trace the item back to its original manufacturer." He added that supplements such as protein powders, BCAAs, multivitamins, fat-burners and pre-workout formulations were most popular amongst both male and female Indian consumers.
- **Badrie, Reid-Foster, Benny-Olliviera, and Roberts (2007)** analysed the perception, opinions, choices and motives of the exercise enthusiasts in West Indies, regarding improvement of health through the consumption of functional foods, using primary survey of 120 respondents through structured questionnaire.

- **McMahon et al. (2010)** reviewed how the meaning of wellness and well-being is perceived and understood across various disciplines and its effects on the consumers' choices for healthy foods.
- **Annunziata and Vecchio (2011)** analysed consumer attitudes and the factors that influences the consumers' attitudes towards functional foods in Italy, based on a primary survey of 400 households, which revealed three groups of consumers on the basis of demographic characteristics with different confidence levels, satisfaction and health perception of functional food.
- **Chen and Lobo (2012)** investigated the factors affecting consumers' organic food purchase intentions in urban China by developing a conceptual model based on Theory of Planned Behaviour, Consumer Decision-Making Process and Hierarchy of Effects Model, based on a survey of 960 respondents.
- **Azam, Othman, Musa, Fatah, and Awal (2012)** analysed the factors affecting purchase intentions of the consumers for organic food products using primary consumer survey of 250 respondents in Malaysia.
- **Bedi & Paul (2013)** attempts a study to determine the Indian consumer's preference for health drinks and the criteria used by consumers to choose health drinks. "An Analysis of Indian Consumers' Attitude towards Health drinks". In this whole study brand name was found to be the most important extrinsic cue followed by price and packaging. After this availability was found to be the most important intrinsic cue followed by nutrient composition influencing purchase decision for health drinks. Past experiences were also found to be the most important source of personal reference followed by doctor's and co-worker's/ friend's recommendation.
- **Schermel et al. (2013)** examined the nutritional quality of ready-to-eat meals in Canada. The study found that these meals often exceeded recommended daily intakes for salt, saturated fat, and calories, indicating that consumer behaviour towards these foods could have negative implications for public health.
- **Muehling (2014)** provided a theoretical assessment on the factors influencing consumer purchase behaviour for organic food products.
- **Paul & Bedi (2014)** research was done with the aim to understand the association of demographic differences with regard to food label usage. The Moreover, it intends to identify the specific nutritive and non-nutritive information, and food attributes that consumers seek from food labels. The results indicated that Indian consumers, like consumers in other countries, are reading nutrition labels and that these labels influence their purchase decisions. The research also indicated that quality and nutrition are the primary attributes which consumers seek from food products.
- **Deepalakshmi & Priyadharshini.V (2014)** studies the pros and cons of Herbalife products and measures the customer's satisfaction and it also helps to identify the factors influencing the customers to choose Herbalife product. "A Study on Consumers Satisfaction towards Herbalife Product with Special Reference to Coimbatore city". Availability of the product would increase the company will also try to satisfy those product demands. In the process, the manufacturer could take into consideration the consumer requirements, so that it would be highly successful by satisfying the customers.
- **Ali & Mohamed (2015)** explain in their study about the consumer satisfaction in health drinks. In the study it was found that consumers give more importance to the quality factors than that of other factors. It is also found that not only price plays an important role in any product but service also plays equal importance in success of any product. Indian health drinks market is still in its infancy due to the lack of awareness among the population.
- **Shamal & Mohan (2015)** research on Functional Food Acceptance in India main research criteria was based on Socio-Demographic and Lifestyle Determinants. This research was presented in 1st IIMA International Conference on Advances in Healthcare Management Services (Indian Institute of Management, Ahmedabad). Foods developed to improve health or to reduce the risk of diseases are known as functional foods. This study aims to assess the socio demographic and life[1]style factors on the functional food products acceptance in India. Findings of the research are to understand the consumer behavior and its various determinants is very important in marketing particularly in positioning a novel product in a highly competitive consumer market.
- **Irshad Ali and Yadav, (2015)** examine existing state of Vindhya Herbal products in Bhopal, its birthplace. This study talks about other parameters like benefits/attributes consumer acquaintances with herbal products, awareness, preferential, source of knowledge, usage and attitude related to herbal products. "A study of consumer perception of herbal products in Bhopal (with special reference to vindhya herbal products)". Study declares there is not at all shortage in the demand for herbal products

- in the market. The first and foremost task before Vindhya Herbal is to increase the familiarity. There is high favorability of Vindhya Herbal products among its users.
- **Snehal Chincholkar (2016)** studied on Consumer Behaviour towards Health and Dietary Supplements with the special reference of Mumbai City, study was published in INDIAN JOURNAL OF APPLIED RESEARCH. This paper is trying to identify the current status of nutraceutical Industry in India and a small consumer research has been conducted to identify consumer behaviour towards health or dietary supplements in Mumbai Region. As now Indian consumers are becoming health conscious and do not hesitate to consume health or dietary supplements. Study indicates that health or dietary supplements industry is ready to see a big change. India's future looks promising, for both manufacturers and consumers.
- **Thogersen et al. (2016)** examined the influence of social norms on consumer behaviour towards convenience foods in Denmark. The study found that social norms regarding healthy eating had a significant impact on consumer behaviour, and that interventions targeting social norms could be effective in promoting healthier eating habits.
- **Kapoor and Munjal (2017)** segmented Indian Women consumers using cluster analysis based on their health orientation and perception towards functional foods.
- **Neal et al. (2017)** explored the impact of packaging design on consumer behaviour towards ready-to-eat meals in the UK. The study found that packaging design had a significant influence on purchase behaviour, with consumers preferring packaging that was easy to open, informative, and visually appealing.
- **Verma and Chandra (2018)** explored the factors influencing consumer behaviour towards ready-to-eat foods in India. The study found that factors such as taste, convenience, and variety were significant predictors of purchase behaviour, while health and nutritional concerns were relatively less important.

CHAPTER – 3

COMPANY PROFILE

INTRODUCTION



Avvatar Nutrition is a sports nutrition brand that is dedicated to empowering fitness enthusiasts and health-conscious individuals. The brand stands at the forefront of nutritional innovation and is committed to providing premium sports nutrition products. The brand prides itself on the quality and purity of its products. Each batch of their products undergoes rigorous testing to guarantee the highest standard of purity and potency. Avvatar Nutrition's products are crafted with stringent quality control measures to ensure authenticity and purity. Each container features unique QR code authentication for instant verification. Avvatar Nutrition is more than just a sports nutrition brand - they consider themselves as fitness and wellness partners. They stand by the side of their consumers with products crafted to elevate performance and enhance well-being.

PARENT COMPANY



Parag Milk Foods Limited, established in 1992, is the largest private dairy FMCG Company with a Pan India presence. We have our manufacturing facilities with in-house technology, strategically located at Manchar in Maharashtra, Palamaner in Andhra Pradesh, and Sonipat in Haryana. We sell 100% cow's milk products that are healthy and nutritious. Our integrated business model and strong R&D capabilities have helped us emerge as the leader in innovation. Our dairy farm, Bhagyalaxmi Dairy Farm Limited, houses more than 2,500 cows, with a mechanised milking process. Under the brand "Gowardhan," we offer traditional products like Ghee, Curd, Paneer, etc. Under the brand name "Go," we offer products like cheese, UHT milk, buttermilk, lassi, yoghurt, and more.

"Pride of Cows," the flagship brand of Parag Milk Foods, was introduced with a proposition of the 'Farm to Home' concept targeted towards customers seeking premium quality dairy products. The company has also ventured into the B2C segment for Whey Protein with the brand Avvatar – India's 1st 100% vegetarian whey protein, the first of its kind manufactured in India. Our goal is to become the largest dairy FMCG company that emphasises health and nutrition to consumers through innovation.

FOUNDER OF THE BRAND



Mr. Devendra Shah (Founder & Chairman)

Mr. Devendra Shah is presently the Chairman of Parag Milk Foods Ltd, India's largest private dairy with a portfolio of popular brands - Gowardhan, Go, Pride of Cows, and Avvatar. He also promotes India's largest cow farm called Bhagyalaxmi Dairy Farm and aims to provide the best cattle herd to Indian farmers. Devendra Shah was born on September 21, 1964, in Pune. He received a Bachelor of Commerce degree from Pune University. After graduating in commerce, Mr. Shah dabbled in other businesses like clothes retailing, but it was not until 1989 that he found his true calling—the dairy business. Parag Milk Foods is the brainchild of Mr. Shah. The big break for Shah came in 1991 when Finance Minister Manmohan Singh, in his budget speech, announced de-licensing that included the dairy sector as well. This paved the way for private players to procure milk from farmers. Shah launched Parag Milk Foods in 1992, and being a capital-intensive business, he invested Rs 1 crore. The money was raised from a combination of accruals from Shah's earlier ventures and borrowings from a local cooperative bank. He is actively involved in agricultural activities and the elevation of the farming community. For his good work, the Maharashtra Government has honoured him with the Maharashtra Udyog Bhushan Award. Along with being a fitness enthusiast, he loves to travel the world and explore new opportunities.

PRODUCTS OFFERED BY AVVATAR NUTRITION➤ **Whey Protein**

Avvatar is a brand of whey protein that is 100% vegetarian and made in India. It is produced during the process of manufacturing cheese using fresh grass-fed cow's milk. The protein is a premium blend of whey protein concentrate and isolate. It is packed with 27-28g of the freshest whey protein per serving, which aids in building strength and enabling muscle growth.

It also contains naturally occurring BCAAs and other EAAs for promoting protein synthesis, speeding up recovery after intense workouts, building new muscle, and enabling cell recovery.

➤ **Isorich Protein**

Rich in Amino Acids: Avvatar Isorich is naturally rich in branched-chain amino acids (BCAAs) and essential amino acids (EAAs). These amino acids play a crucial role in muscle protein synthesis, aiding muscle growth and repair. They also help reduce muscle soreness and enhance exercise performance.

This protein isolate gets rapidly absorbed in your digestive tract, allowing for quick delivery of protein to your muscles. Avvatar Isorich is milked, processed, and packed within 24 hours to ensure the freshest protein with valuable biological properties retained.

➤ **Nitro Iso Whey**

Avvatar Nitro Iso Whey is a powerful protein blend that combines the benefits of whey protein isolate and creatine monohydrate. Avvatar Nitro Iso Whey is a duo-protein blend enriched with 22 vital vitamins and minerals. It provides a combination of fast-absorbing whey protein and sustained-release milk protein (rich

in casein) to support overall well-being, growth, and development. The Malai Kulfi flavor adds a delightful taste to your protein shake experience. Imagine enjoying the essence of traditional Indian kulfi while fueling your muscles. Avvatar Nutrition employs advanced cross-flow ultra and micro-filtration techniques to isolate proteins from whey, ensuring that only the beneficial protein is retained. This process guarantees a high-quality product for fitness enthusiasts

➤ **Alpha Whey**

A premium duo-protein blend enriched with vitamins and minerals for your daily requirement. Power-packed blend of fast absorbing whey protein and sustained releasing milk protein (rich in casein). Whey protein is rapidly absorbed and delivers all essential amino acids, speeding up muscle repair, growth and recovery. Milk protein which is rich in casein is a slow digesting protein that gets steadily gets absorbed in your body.



➤ **Muscle Gainer**

Avvatar Muscle Gainer packs an impressive 40.0 grams of protein per 100 grams of rounded scoop. This unique blend includes both fast-absorbing whey protein isolate for rapid muscle recovery and the sustained-release benefits of whey protein concentrate for prolonged nourishment.



➤ **Mass Gainer:**

This product is designed to assist individuals in gaining weight and enhancing muscle power. Avvatar Mass Gainer provides essential vitamins and minerals, meeting up to 50% of your recommended daily requirements. It's ideal for those aiming to gain weight and increase muscle power without adding excessive fat.



➤ **Nitro Massive Mass Gainer:**

Avvatar Nutrition's Nitro Massive Mass Gainer is a popular product designed to aid in muscle mass gain. It's made from 100% fresh cow's milk, providing a healthy balance of protein and carbohydrates to help you gain mass the right way. Each serving of Nitro Massive Mass Gainer offers a high protein content, along with a significant amount of carbohydrates.

This Protein-Carb Matrix is specially designed for Indian consumers, understanding Indian diet patterns. The product also contains creatine, which is known to increase mass gain and strength.



➤ **Pre-Workout Series:**

L-CARNITINE - PINA COLADA Flavour

L-CARNITINE - PINK LEMONADE Flavour

This pre-workout drink is designed to enhance your exercise performance and provide the right nutrition your body needs. Whether you're hitting the gym or engaging in any physical activity, Avvatar's L-Carnitine

Pink Lemonade can be a refreshing and protein-packed choice.



ORIGIN STORY OF AVVATAR NUTRITION

- **Inception and Purpose** - Avvatar was born with a mission to create premium sports nutrition that matches your dedication. Whether you're an athlete, a fitness enthusiast, or a bodybuilder, Avvatar stands by your side.
- **Freshness and Purity** - Avvatar's commitment to quality begins with sourcing the freshest protein in India. Their whey protein is crafted meticulously to ensure authenticity and purity. Each batch undergoes rigorous testing, leaving no room for compromise.
- **Vegetarian Formula** - Avvatar takes pride in being India's first 100% vegetarian whey protein. It's made during the cheese manufacturing process using fresh grass-fed cow's milk. The valuable whey protein is isolated from the cheese whey, creating a wholesome product.
- **Cutting-Edge Technology** - Avvatar has raised the bar for quality and innovation. Their state-of-the-art whey manufacturing plant incorporates cutting-edge technology from the USA and Europe.
- **Certifications** - Avvatar's fresh protein powder holds certifications from reputable organizations worldwide, including INFORMED CHOICE, TRUSTIFIED, SGS, and FSSAI2.
- **Counterfeit-Proof** - To ensure authenticity, each Avvatar container features a unique QR code for instant verification.
- **Your Transformation Journey** - Avvatar isn't just about products; it's about community. Imagine Avvatar as your dedicated gym buddy, cheering you on during your transformative fitness journey.