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A Study on Consumer Satisfaction on Gym Supplements of Muscleblaze with Reference to Coimbatore

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ABSTRACT-

This study examines factors influencing the consumption of MuscleBlaze products and assesses consumer satisfaction among users in Coimbatore, Tamil Nadu. MuscleBlaze, a leading brand in India's sports nutrition market, offers a diverse range of supplements, including whey proteins, creatine, mass gainers, pre-workout formulations, and multivitamins, catering to fitness enthusiasts' needs. By analyzing consumer feedback, the research aims to identify strengths and areas for improvement, providing insights to enhance product offerings and customer satisfaction.

1.INTRODUCTION

Consuming nutritious foods is essential for maintaining overall health, as they supply vital nutrients necessary for the body's optimal functioning. These foods are abundant in vitamins, minerals, proteins, healthy fats, and carbohydrates, all of which support various bodily functions, from energy production to immune defense. It's important to recognize that nutritional needs are individualized, influenced by factors such as body size, activity level, and genetic predisposition. Supplements like protein powders, creatine, branched-chain amino acids (BCAAs), pre-workouts, and post-workout recovery formulas are designed to support fitness goals, enhance performance, and aid recovery. However, understanding the benefits, potential risks, and scientific evidence behind these products is crucial for consumers.

2.STATEMENT OF PROBLEM

Despite the growing popularity of gym supplements and the increasing market presence of brands like MuscleBlaze, there is a lack of comprehensive understanding of consumer behaviour towards these products. This gap in knowledge poses a challenge for MuscleBlaze 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 MuscleBlaze products

3.OBJECTIVES OF STUDY

- To study the factors influencing consumption of MuscleBlaze products.
- To analyse the level of satisfaction obtained by consuming MuscleBlaze products.

4.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. A leading fitness and nutrition supplement brand, can be strategically designed to address various aspects such as product development, customer satisfaction, market trends, and marketing effectiveness.

5.REVIEW OF LITERATURE

Miller, C., & Adams, T. (2017) - "The Impact of Product Quality on Customer Satisfaction in Dietary Supplements." The study investigates how product quality directly influences customer satisfaction and retention in the dietary supplement market, highlighting the critical role of quality in customer loyalty.

Brown, J., & Lee, M. (2018) - "Exploring Consumer Preferences for Gym Supplements: A Comparative Study." This research compares consumer preferences across various gym supplement brands, providing insights into what drives customer satisfaction and choice in this competitive market.

6. ANALYSIS AND INTERPRETATION OF DATA

6.1 Factor Influencing the Respondents to Continue Muscleblaze

CROSS TABLE

Factors	Excellent (5)	Good (4)	Average (3)	Below Average (2)	Poor (1)	Total
High-quality ingredients	33	19	19	22	61	154
Visible results	31	26	25	63	9	154
Affordable pricing	36	32	59	18	9	154
Free samples or trial packs	46	61	20	19	8	154
Customer support	64	40	19	16	15	154
Great taste and mixability	72	33	21	18	10	154

Source: Primary Data

WEIGHTED AVERAGE ANALYSIS TABLE

Factors	Excellent (5)	Good (4)	Average (3)	Below average (2)	Poor (1)	Total weighted	Weighted average	Rank
High-quality ingredients	165	76	57	44	61	403	2.61	6
Visible results	155	104	75	126	9	469	3.04	5
Affordable pricing	180	128	177	36	9	530	3.44	4
Free samples or trial packs	230	244	60	38	8	580	3.77	3
Customer support	320	160	57	32	15	584	3.79	2
Great taste and mixability	360	332	63	36	10	801	5.20	1

Source: Computer Data

INTERPRETATION

The data shows that "Great taste and mixability" is the top-ranked factor with the highest weighted average (5.20), indicating it is the most valued by customers. "Customer support" and "Free samples or trial packs" follow closely, ranking second and third, respectively. "Affordable pricing" and "Visible results" are moderately important, while "High-quality ingredients" ranks the lowest, suggesting it is less prioritized compared to other factors. Overall, taste and customer experience drive satisfaction the most.

6.2 Satisfaction of the Respondent on Muscleblaze Products

CROSS TABLE

Factors	Highly satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly dissatisfied (1)	Total
Price	46	61	20	19	8	154
Taste	64	40	19	16	15	154
Performance	36	32	59	18	9	154
Quality	33	19	19	22	61	154
Avilability	44	28	56	18	8	154

Source: Primary Data

SCORE VALUE ANALYSIS TABLE

Factors	Highly satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly dissatisfied (1)	Total	Score value
Price	230	244	60	38	8	580	75.32
Taste	320	160	57	32	15	584	75.84
Performance	180	128	177	36	9	530	68.83
Quality	165	76	57	44	61	403	52.34
Avilability	220	112	168	36	8	544	70.65

Source: Computer Data

INTERPRETATION

The data shows that **taste** has the highest satisfaction score (75.84), followed by **price** (75.32) and **availability**(70.65). **performance** scores moderately (68.83), while **quality** has the lowest satisfaction (52.34), indicating a need for improvement. Overall, consumers are most satisfied with taste and price but less so with quality.

7.FINDINGS:**1. Factors Influencing Continued Use:**

- **Great Taste and Mixability:** Highest priority for consumers
- **Customer Support:** Second most important factor.
- **Free Samples or Trial Packs:** Valued by consumers, ranking third.
- **Affordable Pricing:** Moderately important.
- **Visible Results:** Less prioritized
- **High-Quality Ingredients:** Lowest priority among factors.

2. Customer Satisfaction Levels:

- **Taste:** Highest satisfaction score **Price:** High satisfaction, second only to taste.
- **Availability:** Moderate satisfaction
- **Performance:** Moderate satisfaction.
- **Quality:** Lowest satisfaction score, indicating room for improvement.

8.CONCLUSION

For Muscleblaze, these insights can be particularly useful. Given that most respondents learned about this brand mainly through friends, Muscleblaze could consider implementing a referral program to encourage current customers to recommend the brand to their friends. Additionally, as multivitamins and creatine are the most preferred supplements, Muscleblaze could focus on developing and promoting these products. In conclusion, while gym supplements can aid in achieving fitness goals, they should be used responsibly, with a clear understanding of their potential health risks. Consumers should also consult with healthcare professionals before starting any new fitness or supplement regimen. This study provides valuable insights for Muscleblaze about the current trends and preferences in the fitness and supplement industry

8. REFERENCE

- **MILLER, C., & ADAMS, T. (2017).** The impact of product quality on customer satisfaction in dietary supplements. *Journal of health & fitness*, 35(2), 123-135.
- **BROWN, J., & LEE, M. (2018).** Exploring consumer preferences for gym supplements: a comparative study. *Journal of consumer research*, 25(4), 478-490.