

Brand Awareness and Consumer Adoption of Nutrition Supplement

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“Products are made in the factory, but brands are created in the mind.” - Walter Landor

This study explores consumer awareness, usage patterns, and perceptions of nutritional supplements among individuals aged 25–34 in India. The research focuses on a demographic largely composed of males (69.9%) with undergraduate degrees (58.4%) and mid-level incomes (₹20,000–₹50,000), highlighting a young, educated, and health-conscious population. Data indicates substantial awareness of nutritional supplements (37.2%) and brand familiarity (63.7%), primarily driven by media exposure such as advertisements and social media. Nearly half of respondents currently use supplements (46.9%), with protein supplements being the most common (56.6%). Energy enhancement is the primary motivation for consumption (59.3%), and online platforms dominate purchasing channels (49.5%). Brand trust (57.5%) and reputation (54.7%) significantly influence buying behaviour, although concerns about effectiveness persist (49.6%). While many users (60.2%) would recommend supplements to others, opinions remain divided on the superiority of natural or organic alternatives. The study concludes with strategic suggestions including price optimization, gender-targeted marketing, dual product lines (natural and conventional), and enhanced digital marketing initiatives. These insights reveal a vibrant, digitally engaged consumer base with evolving preferences and the potential for targeted brand growth in the nutritional supplement industry.

Keywords: consumer awareness, nutritional supplements, Energy enhancement, Adoption, Brand Trust, and Reputation

INTRODUCTION

Brand Awareness: The consumer's ability to recognize or recall a brand is central to purchasing decision making because purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. As brands are competing in a highly globalized market, brand awareness is a key indicator of a brand's competitive market performance. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other measures of brand health.

Brand recall: Brand recall is also known as unaided recall or spontaneous recall and refers to the ability of the consumer to correctly generate a brand from memory when prompted by a product category. When prompted by a product category, most consumers can only recall a relatively small set of brands,

typically around 3–5 brand names. In consumer tests, few consumers can recall more than seven brand names within a given category and for low-interest product categories, most consumers can only recall one or two brand names.

Brand recognition: Brand recognition is also known as aided recall and refers to the ability of the consumers to confirm that they have seen or heard of a given brand before. This does not necessarily require that the consumers have to identify the brand name.

Consumer Adoption: The concept of consumer adoption refers to the process through which individuals or groups decide to embrace and use a new product, service, or innovation. It involves a series of stages, from initial awareness to regular use, where consumers gradually evaluate, try, and finally incorporate innovation into their daily lives.

Types of Consumer Adoption

Innovators— These are the first people to adopt an innovation. They are risk-takers, often seeking out new ideas and products. Innovators tend to be technology enthusiasts or trendsetters, and they are willing to experiment with new concepts.

Early Adopters— Early adopters are quick to embrace new products after innovators, and they often serve as opinion leaders. They tend to be more socially connected and influential within their communities. Early adopters play a crucial role in validating the innovation, as others look to them for guidance and endorsement.

Early Majority— These consumers adopt new products once they have been proven and adopted by a significant portion of the population. They are more cautious and practical, waiting until the product has shown its value or effectiveness before jumping on board.

Late Majority— The late majority is more skeptical and resistant to change. They will adopt a new product or technology only after it has become widely accepted and normalized.

Laggards— Laggards are the last to adopt any new product or innovation. They tend to be highly resistant to change, often sticking to traditional methods or older technologies. Their adoption, if it happens, is usually driven by necessity rather than preference.

REVIEW OF LITERATURE

Singh & Reddy (2025) predicted that the integration of AI-driven health applications and wearable technology would significantly reshape consumer engagement with nutrition supplements. These technologies offer personalized health tracking, such as monitoring heart rate, sleep quality, nutritional intake, and physical activity levels. Thus, the future of supplement marketing lies in digital integration, where AI serves as both a health advisor and brand ambassador.

Kumar & Gupta (2024) conducted a study focused on Indian millennials and revealed that social media marketing has a profound impact on enhancing brand awareness, which directly correlates with increased adoption of health and nutrition supplements. The study emphasized that platforms such as Instagram and YouTube serve as powerful tools for shaping consumer perceptions and purchase behaviour.

Chen et al. (2023) analyzed consumer behaviour in East Asia and found that brand trust and eco-friendly packaging were key contributors to consumer preference in the nutrition supplement market. The study highlighted a growing trend where sustainability narratives, such as recyclable materials and carbon neutral practices, positively influenced brand perception.

Ahmed & Hussain (2022) explored digital branding strategies within the health supplement industry, with a focus on urban consumer behaviour in digitally connected markets. The study observed that consumers who shop via e-commerce platforms rely heavily on digital cues such as online reviews, verified purchases, and consistent brand messaging. Visual identity, storytelling, and transparency in digital advertising contributed to brand differentiation.

STATEMENT OF THE PROBLEM

In recent years, the nutrition industry has experienced significant growth, driven by increased consumer interest in health and wellness. However, despite the proliferation of nutrition brands and products, there remains a critical issue of low consumer adoption and engagement. This gap between brand availability and consumer adoption is exacerbated by the controversy surrounding the effectiveness and authenticity of nutritional claims made by brands. Many consumers remain sceptical about the benefits of nutrition products, often due to conflicting information and a lack of trust in brand. This study seeks to address the concern of how brand awareness influences consumer adoption of nutrition products. By exploring the dynamics between consumer perception, brand credibility, and product adoption, the research aims to uncover strategies that can enhance consumer trust and promote healthier lifestyle choices.

NEED AND SIGNIFICANCE OF THE STUDY

In the highly competitive nutrition products market, understanding brand awareness and consumer adoption can help businesses identify their strengths and weaknesses compared to competitors. Gaining insights into consumer behaviour, preferences, and perceptions can inform more

effective marketing strategies and product development. Increasing brand awareness and encouraging consumer adoption are essential for business growth, revenue generation, and market expansion. By increasing brand awareness and fostering consumer adoption, businesses can strengthen their brand equity and build a loyal customer base. The study provides valuable data that can guide business decisions, from marketing strategies to product innovations and improvements. Businesses that have a clear understanding of brand awareness and consumer adoption can gain a competitive edge by effectively addressing consumer needs and preferences. The study can help businesses develop strategies to engage consumers more effectively, leading to higher levels of satisfaction and loyalty. Understanding the dynamics of brand awareness and consumer adoption can aid businesses in penetrating new markets and expanding their customer base.

SCOPE OF THE STUDY

This research focuses on examining the relationship between brand awareness and consumer adoption patterns in the nutrition industry. Particularly the study confined to user of Kurnool city only. Also focus establish relation among (consumer awareness & consumer adoption variables)

The scope encompasses:

Brand Awareness Parameters

- ✓ Consumer perception of nutrition brands
- ✓ Brand positioning in the nutrition market

Consumer Adoption Factors

- ✓ Purchase decision-making process
- ✓ Product usage patterns

Geographic and Demographic Boundaries

- ✓ Health-conscious individuals aged 18-65
- ✓ Different education levels

Industry Focus

- ✓ Dietary supplements
- ✓ Protein and sports nutrition

OBJECTIVES OF THE STUDY

1. To study the concept of brand awareness & adoption in the nutrition sector
2. To identify key factors that constitute to successful brand adoption
3. To analyse consumer perceptions and attitudes toward optimum nutrition

HYPOTHESIS

(H1): Higher levels of brand awareness in nutrition products are positively correlated with increased consumer adoption rates and sustained product usage.

(H2): Increased brand recognition leads to higher purchase intention among consumers.

(H3): Higher levels of brand trust positively influence consumer adoption of nutrition products.

(H4): Digital marketing presence has a stronger influence on brand awareness than traditional marketing channels.

(H5): Health-conscious consumers show higher correlation between brand awareness and product adoption.

(H6): Strong brand awareness reduces price sensitivity in nutrition product adoption.

RESEARCH DESIGN AND METHODOLOGY

A descriptive research design was used in conducting the research study to gain in depth knowledge on customer adoption towards NUTRITION products for the present study the data will be gathered from both primary and secondary sources. The primary data was collected by administrating a structured questionnaire and personal interviews with early customers and buyers. The secondary data was gathered from the industry reports on OPTIMUM NUTRITION sales data for the gyms, Research Articles and Survey Reports. The purposive sampling technique was applied to collect the primary data from customers and buyers. Residents of Tier-III areas who are potential or existing customers of OPTIMUM NUTRITION of age group (20-65 years). The questionnaire method is adopted to collect the primary data from respondents. A well-designed structured questionnaire will be shared among the customers of OPTIMUM NUTRITION customers. The present study is a qualitative analysis of the response and results based on observations. The gathered data was analyzed and interpreted using Frequencies and Correlation, Regression Analysis with the help of SPSS-20 version. Reliability tests are also used to ensure the validity of the primary data.

RESULTS AND DISCUSSIONS:

Table No.1: Descriptive analysis of demographic factors of the respondents

Demographic Aspects		Details of the Respondents	
		No. of Respondents	Percentage (%)
Age	18-24	26	23.0
	25-34	36	31.9
	35-44	33	29.2
	45-54	13	15.9
	55+	-	-
	Total	113	100.0
Gender	Male	79	69.9
	Female	34	30.1
	Total	113	100.0
Education	SSC	8	7.1
	UG	66	58.4
	PG	39	34.5
	Total	113	100.0
Occupation	Student	20	17.7
	Employed	19	16.8
	Self Employed	34	30.1
	Unemployed	24	21.2
	Retired	16	14.2
	Total	113	100.0
Income	Below 20k	10	8.8
	20-50k	91	80.5
	Above 1L	12	10.6
	Total	113	100.0

Source: Primary Data

The above table 1 represents the demographic profile of the respondents. The average age of the respondents is in between 25-34 with (31.9%) and. Around 79 respondents are male with (69.9%). Also respondents show those 41 respondents are UG. Meanwhile, the Income that they have 20-50 k are 91 respondents.

Table No.2: Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	19

Source: Primary Data

The reliability statistics are evident to the validity of the variables used in the data analysis. The Cronbach's Alpha value is 0.916 which shows good reliability. Hence, the variables used in data analysis are reliable to the concept of "Brand Awareness and Consumer Adoption of Nutrition Supplement".

Table No. 3: Correlation

Correlations			
		Brand Awareness	Consumer Adoption
Brand Awareness	Pearson Correlation	1	.826**
	Sig. (2-tailed)		.000
	N	113	113
Consumer Adoption	Pearson Correlation	.826**	1
	Sig. (2-tailed)	.000	
	N	113	113

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

The above table 3 represents the correlation analysis between the Brand Awareness and customer Adoption. The Pearson correlation value of .826 is indicating a very strong positive relationship between Brand Awareness and consumer Adoption which is statistically significant at 1% level and significance is less than 0.01. This means that the Brand Awareness improves, Customer Adoption will also increase.

CONCLUSION:

The study indicates a relatively high level of brand awareness and consumer adoption of nutrition supplements among a predominantly young, male, and mid-income population. Most respondents are familiar with well-known supplement brands and have been exposed to nutrition supplement advertisements, particularly through media and social platforms.

This suggests that marketing efforts are effectively reaching the target audience, especially among those aged 25–34. With a significant portion of the participants holding undergraduate degrees and being self-employed, there is a strong potential market for nutrition supplements, driven by increasing awareness and media influence.

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