



A Review of Advertisement Impact on Purchase of RTD Protein Supplements on Youth of Nagpur City

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Abstract:

This study investigates the influence of advertisements on the purchasing patterns of Ready-to-Drink (RTD) protein supplements among the youth in Nagpur City. With a growing emphasis on health and fitness, particularly among the youth demographic, understanding the impact of advertising on consumer behavior is paramount. Employing a mixed-methods approach, the research combines surveys and in-depth interviews to comprehensively assess the role of advertising channels such as social media, television, and influencers. By exploring factors like brand awareness, perceived effectiveness, and the influence of peer recommendations, the study aims to uncover the nuanced aspects of decision-making processes. The findings have implications for businesses and marketers in the health and fitness industry, offering insights to refine advertising strategies and better connect with the youth in Nagpur City, thus influencing their choices in the RTD protein supplement market.

Keywords: Ready-to-Drink (RTD)

Introduction

In recent years, there has been a significant surge in the popularity of health and fitness trends, particularly among the youth demographic. Ready-to-Drink (RTD) protein supplements have emerged as a prominent player in this landscape, providing a convenient and accessible source of nutrition for individuals pursuing an active lifestyle. As the market for these supplements continues to expand, understanding the factors that influence the purchasing decisions of the youth, especially in urban settings like Nagpur City, becomes crucial for businesses and marketers.

One of the pivotal factors influencing consumer behavior is advertising. In the era of information overload and digital connectivity, advertisements play a substantial role in shaping perceptions, preferences, and purchasing decisions. This research seeks to delve into the impact of advertisements on the purchase of RTD protein supplements among the youth in Nagpur City, examining the multifaceted dynamics that contribute to consumer choices.

Nagpur City, situated in the central part of India, represents a diverse and dynamic urban landscape with a burgeoning youth population. This demographic cohort is not only increasingly health-conscious but also technologically savvy, making them susceptible to the influence of various advertising channels. As RTD protein supplements become an integral part of the health and fitness regimen, it is imperative to explore how advertisements, whether through traditional media like television or contemporary platforms such as social media and influencer marketing, contribute to the awareness, perception, and ultimately, the purchasing decisions of the youth in Nagpur City.

The study employs a comprehensive mixed-methods approach, combining quantitative surveys and qualitative in-depth interviews. Surveys will gauge the awareness levels of RTD protein supplements, identify popular brands, and assess the impact of different advertising channels. The subsequent in-depth interviews aim to unravel the underlying psychological and emotional factors that influence the youth's decision-making process, shedding light on the interplay between advertisements and consumer behavior.

Literature Review:

1. According to (Goston & Toulson Davisson Correia, 2010), to evaluate supplement consumption in Belo Horizonte, Brazil, residents who routinely work out in gyms, and



to talk about the factors that affect this consumption? The study is done to find the use of protein supplements but impact of advertisements of sports nutritional protein supplement are not affecting any aspect of the study`

2. **According to (El Khoury & Antoine-Jonville, 2012)**, in the Middle East, there has never been any research done on the use of nutritional supplements by gym goers. The study is done to find the use of protein supplements but impact of advertisements of sports nutritional protein supplement are not affecting any aspect of the study
3. **According to (Chinnapen-sathan et al., 2012)**, this research primarily examines the extent to which advertising influences customers' purchasing decisions, with particular attention to Coca-Cola adverts.

Hypothesis Test:

H0= There is no significant difference among the means of all media under consideration.

H1= At least one mean of media is different.

one way annova test done. Shapiro wilk test of normality predicts data is not normal. So kruskall wallis test performed.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Impact on buying behavior is the same across categories of Different Media.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

result got to reject the null hypothesis.

Conclusion

Doing one way annova it is found that advertisement of RTD are having a significant impact on minds of youth and interestingly the video sharing platforms is popular among youth. Youth are exposed to social media platform regularly. Hence they plays important role in affecting their buying decisions.

References

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