



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CONSUMER BEHAVIOUR AND AWARENESS TOWARDS WHEY PROTEIN IN MADURAI CITY

Dr.S.Rajamani

Assistant Professor,

PG Department of Commerce with Computer

Applications,

Mannar Thirumalai Naicker College,

Madurai, Tamil Nadu, India.

M.Kaleeswaran

Student,

PG Department of Commerce with Computer

Applications,

Mannar Thirumalai Naicker College,

Madurai, Tamil Nadu, India.

R.Yogeshwaran

Student,

PG Department of Commerce with Computer Applications,

Mannar Thirumalai Naicker College,

Madurai, Tamil Nadu, India.

Abstract

This study examines the consumer behaviour and awareness towards whey protein in Madurai. The main objective is to analyze the level of awareness, factors influencing purchase decisions, consumption patterns, brand preference, and customer satisfaction regarding whey protein products. Primary data were collected through a structured questionnaire from consumers in Madurai city, including gym users, fitness enthusiasts and general consumers. Secondary data were gathered from journals, websites and market reports. The study identifies key factors such as health consciousness, fitness goals, price sensitivity, brand image, product quality and

influence of social media in shaping consumer behaviour. The findings reveal that awareness of whey protein is increasing, especially among young adults, but misconceptions and lack of detailed knowledge still exist among some consumers. The research concludes that effective marketing strategies, proper nutritional education, and competitive pricing can enhance consumer acceptance and market growth of whey protein products in Madurai city.

Keywords: Consumer behaviour, Whey protein, Brand preference, Health awareness



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Introduction

Although with the rapid growth and Development of the civilization . People are also not paying attention on their lifestyle and there health. Most of peoples do not have a good lifestyle and they are not following a healthy routine in Madurai there is lack of protein in in Indians diet. Because most of the people in Madurai are vegetarian are vegetarian and it is difficult to get a rich protein diet when you are on a vegetarian diet this problem is faced by most of the Indians and most of them are not aware that how important it is to get a good amount of protein for a body. If person take a balanced diet he or she can fulfil the need of daily protien which a body want it's very hard to take rich protein diet because due to the busy schedule of a person many times he or she e are not able to you eat properly e so so take a rich protein diet it will be e very difficult for a vegetarian person and it will be e less difficult for a non vegetarian person because nonveg is a a lean and good source of protein which can fulfill the need off the daily protein According to a survey in Madurai most of the people are facing depression due to access of work and a unhealthy lifestyle.

Objectives of the Study

- ❖ To study the level of consumer awareness about whey protein products in Madurai,
- ❖ To find the factors influencing consumer behaviour towards whey protein

Consumption

- ❖ To identify the sources of information that shape consumer awareness and purchasing decisions regarding whey protein.
- ❖ To evaluate the consumer perception and attitudes towards whey protein in terms of quality, price, taste, availability, and trust in brands.
- ❖ To analyse the role of fitness centers, gyms and health clubs in promoting whey protein awareness and shaping consumer buying behaviour in Madurai city.

Research Methodology

The collected data was analyzed using descriptive statistics such as frequency distribution, percentages, and mean scores. Tools like Microsoft Excel and SPSS were used to tabulate and interpret results. Where applicable the, charts and graphs were generated to present the findings visually.

Sources of Data

Primary Data

Researchers directly monitor and record behaviors or events in real-time through questionnaire.

Secondary Data

This study uses data available from google, website, magazine, journals, books, articles.

Sample Design

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Customer who avail consume whey protein in Madurai city are taken.

Source: Primary Data

Sample Unit

Madurai City

Method of Sampling

Simple random sampling

Size of Sample

Sample collected from 100 respondents through questionnaire.

Tools For analysis

Percentage analysis, Pie chart

Data Analysis and Interpretation

Table reveals the popularity of Whey protein brand of sample respondents in Madurai City.

The table 2 shows the popularity of whey protein brands among 100 respondents. It reveals that 25% of the respondents prefer MuscleTech, 20% prefer Transparent Labs, and 15% prefer Optimum Nutrition. Carbery Group is preferred by 12%, Axiom Foods by 10%, Markers Nutrition by 8% and AMCO Proteins by 5% of the respondents.

It is interpreted that the majority 25% of the respondents prefer MuscleTech, making it the most popular whey protein brand among the respondents.

Chart 2
Pie chart showing the popularity of whey protein brands

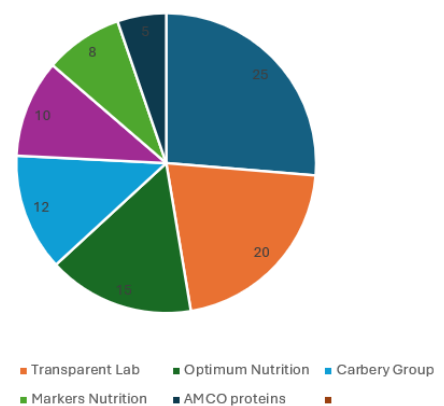


Table
Popularity of Whey Protein Brands

Brand	No. of Respondents	Popularity
Muscle tech	25	25
Transparent Lab	20	20
Optimum Nutrition	15	15
Carbery Group	12	12
Axiom foods	10	10
Markers Nutrition	8	8
AMCO proteins	5	5
Total	100	100

Findings of the Study



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

- ❖ Majority 45% of the respondents prefer Whey Protein Concentrate compared to the other types of whey protein.
- ❖ Majority 25% of the respondents prefer MuscleTech, making it the most popular whey protein brand among the respondents
- ❖ Price (26%) is the most important factor influencing the purchase of whey protein among the respondents

Conclusion

The study on consumer behaviour towards whey protein shows that awareness about whey protein has increased significantly in the past 10 years. Whey protein has become popular not only among athletes and bodybuilders but also among ordinary people who want to maintain a healthy lifestyle. Consumer trends are changing, and factors such as gender and income influence the purchase of whey protein. People with higher income and those who focus on strength training are more likely to buy whey protein. Nowadays, women are also consuming whey protein, making the market more gender-neutral. The supplement industry in Madurai is also showing good growth. However, companies should create more awareness among people who are not following a healthy lifestyle. When consumed in the recommended quantity, whey protein is safe and beneficial for maintaining good health.

References

1. https://en.m.wikipedia.org/wiki/Whey_protein – Provides basic information about whey protein, its types, benefits, and uses in nutrition.
2. <https://share.google/m87yZ9g5NNOTvD4Xw> – Gives general information about whey protein supplements and their role in supporting health and fitness.
3. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10815430/> – Explains the health benefits, nutritional value, and safety of whey protein based on research studies.