

"IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING BEHAVIOR TOWARDS MUSCLE BLAZE FITNESS SUPPLEMENTS: AN EMPIRICAL STUDY"

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ABSTRACT

This study examines the impact of social media marketing on consumer purchasing behaviour towards Muscle Blaze fitness supplements, with particular reference to Bengaluru City. The study is descriptive in nature and is based on primary data collected through a structured questionnaire administered to 200 respondents who are active social media users and are aware of, or have purchased, fitness supplements, supplemented by secondary data drawn from company records, published articles, and online sources. The analysis covers the demographic profile of respondents, their social media usage pattern, and the influence of advertisements, personalisation, influencer endorsements, content quality, customer reviews, promotional offers, and brand trust on their purchase decisions towards Muscle Blaze. The results show that the sample is dominated by Gen Z and young Millennial consumers who are daily, Instagram-led social media users, and that social media advertisements, customer reviews, and influencer endorsements are the strongest drivers of awareness, trust, and purchase intention, while promotional offers and personalised marketing further reinforce buying behaviour. The study concludes that social media marketing exerts a consistent and largely positive influence on consumer purchasing behaviour towards Muscle Blaze fitness supplements, and that sustained investment in credible influencer partnerships, authentic customer content, and platform-appropriate promotional campaigns remains central to converting awareness into purchase and advocacy.

Keywords: Social Media Marketing, Consumer Purchasing Behavior, Muscle Blaze, Fitness Supplements, Influencer Marketing, Brand Trust, Consumer Engagement.

I. INTRODUCTION

The rapid growth of digital technology and social media has fundamentally changed the way businesses engage with consumers. Platforms such as Instagram, Facebook, YouTube, and X (formerly Twitter) have evolved into powerful marketing channels that allow businesses to connect directly with their target audience through interactive content, influencer collaborations, product reviews, and customised advertisements. Social media marketing has proved to be an effective strategy for building brand awareness, strengthening customer relationships, and shaping purchasing decisions.

Rising income levels and growing awareness of diet and exercise have fuelled rapid growth in the health and fitness supplement industry, driven in particular by increasing demand among teenagers, sportspersons, and gym-going consumers for protein powders, mass gainers, and vitamin and mineral supplements. With its wide product range spanning whey protein, mass gainers, and amino-acid and vitamin supplementation, Muscle Blaze has established itself as one of the leading fitness-nutrition brands in India, relying heavily on social media platforms, influencer partnerships, and customer engagement to attract and retain customers.

Consumer purchase decisions for fitness supplements are shaped by a combination of factors, including price, product quality and availability, customer reviews and peer recommendations, and promotional offers extended by brands and retailers on social media. This study examines the current pattern of social

media usage among consumers and analyses how social media marketing initiatives influence consumer perception of, and purchasing behaviour towards, Muscle Blaze fitness supplements.

Industry Profile

India's health and fitness industry has expanded rapidly over the past decade, driven by rising disposable incomes, urbanisation, changing lifestyles, and greater awareness of preventive healthcare and physical well-being. At a projected annual growth rate of around 15 percent, the market is expected to more than double, from about ₹16,200 crore in 2024 to approximately ₹37,700 crore by 2030, with the broader Indian fitness-app market alone projected to grow from around ₹3,882 crore in 2024 to around ₹21,836 crore by 2033. Despite this growth, fitness-facility membership penetration remains under one percent of the adult population, indicating substantial untapped potential, particularly in Tier 2 cities and beyond, which the sector's growth is increasingly expected to draw upon.

The consumer base for fitness and nutrition products is shifting from traditional gym membership towards flexible, technology-enabled fitness routines, supported by digital fitness applications, wearables, and online communities. Nutritional and dietary supplements have benefited directly from this shift, as bodybuilders, fitness enthusiasts, and general health-conscious consumers increasingly regard protein powders, amino acids, vitamins, and pre-workout formulations as essential tools for achieving fitness goals such as muscle development, endurance, and faster recovery. Government initiatives such as the Fit India Movement have further reinforced public interest in structured fitness and wellness activity.

Company Profile

Muscle Blaze was founded in 2012 by Sameer Maheshwari and operates under the HealthKart umbrella, which raised USD 153 million in late 2024 and reported sales exceeding ₹1,000 crore in FY24. The brand offers a wide portfolio of sports-nutrition products, including protein powders, mass gainers, pre- and post-workout supplements, vitamins, Ayurvedic formulations, and fit-foods, sold through both online and physical channels, including HealthKart outlets, and competes with brands such as MyProtein, Nutrabay, Optimum Nutrition, and Avvatar.

The company's stated vision is to become the undisputed leader of the Indian sports-nutrition industry and to build a reliable community of fitness enthusiasts through authenticity and research-backed results, while its mission centres on providing authentic, high-quality, and cost-effective sports nutrition and promoting India-made, internationally graded nutrition products. Its quality policy rests on sourcing premium ingredients, applying scientifically studied formulations such as its Enhanced Absorption Formula (EAF) technology, subjecting products to over 400 quality tests in FSSAI-, HACCP-, and GMP-certified facilities, and offering transparent lab-testing certification and QR-code-based authenticity verification.

Muscle Blaze holds a leading position in India's direct-to-consumer sports-nutrition market, with an estimated 55 percent share of the D2C segment and around 30 percent of the whey-protein category on Amazon India, supported by a broad, 19-flavour product range and continued innovation, such as its Crea-PRO creatine sourced from the German Creapure brand. At the same time, the brand faces challenges from premium pricing relative to unbranded alternatives, occasional product-quality concerns raised by users, a comparatively limited physical retail footprint, and intense competition from both domestic players, such as Fast&Up and The Whole Truth Foods, and established international brands, such as Optimum Nutrition, MyProtein, and GNC, alongside the wider industry challenge of counterfeit products.

II. REVIEW OF LITERATURE

Social media marketing and its influence on consumer purchasing behaviour have attracted extensive research attention in recent years, with studies examining the roles of influencer credibility, targeted advertising, customer reviews, and platform-specific engagement across product categories. This study draws on this body of literature to inform the analysis of social media marketing's influence on consumer purchasing behaviour towards Muscle Blaze fitness supplements.

Ajay Kumar Sahoo (2026) examined consumer behaviour through social media advertising among university students, using a questionnaire-based survey to analyse the effect of advertisement campaigns, product and service reviews, and peer recommendations on students' buying behaviour.

Jagdeep Singh (2025) examined the influence of social media advertising on consumer buying behaviour among rural Indian consumers, noting that rising internet access has encouraged advertisers to use platforms such as Facebook and Twitter to reach previously underserved rural markets.

Ravi Rachapudi (2026) examined how social media marketing has become embedded in daily consumer life, highlighting its role as a low-cost substitute for word-of-mouth promotion and the importance of immediate, direct interaction between businesses and customers in sustaining customer relationships.

Saba Siddiqua (2025) examined the role of social media in shaping Indian consumers' buying behaviour in the context of rising internet penetration, finding that user reviews and influencer advertising on platforms such as Facebook, Instagram, and Twitter significantly affect consumers' product search and purchase decisions.

Nikitha N S (2026) reviewed literature on the impact of social media on consumer choices drawn from scholarly articles, business reports, and advertising research, concluding that advertisement campaigns, influencer marketing, and customer reviews and ratings are key drivers of purchasing behaviour on platforms such as Facebook, Instagram, YouTube, and Twitter.

Dr. A. Ruth Priya (2025) examined the impact of social media marketing on the purchasing behaviour of electronics consumers in the Indian market, finding that social media plays a significant role in raising product awareness, encouraging customer engagement, and building brand loyalty.

Manoj Kumar N (2024) analysed prevailing social media advertising practices on platforms such as Facebook, Twitter, and Instagram, identifying tactics that companies can employ to improve advertising effectiveness given the high usage rates of social networking sites.

Rabab Murtaza (2021) examined value for money, consumer attitude, and purchase intention in the context of social media use, finding that customer reviews shared on platforms such as Facebook significantly influence the buying behaviour of large numbers of consumers on a daily basis.

Ms. R.V. Rethanya (2025) examined how social media platforms such as Facebook and Twitter enable businesses to interact directly with customers through advertising and by providing access to customer reviews and feedback, thereby shaping consumers' perception, preference, and purchasing behaviour.

Aishwarya T S (2025) examined how brand recognition and social influence shape consumer buying decisions, validating the findings through questionnaire-based survey data on consumer interest and purchasing behaviour patterns on platforms such as Facebook and Twitter.

Dr. Om Prakash (2026) analysed the multifaceted effect of social media marketing on customer purchasing behaviour using a mixed-methods approach, finding that influencer credibility (notably authenticity and trustworthiness) was the strongest predictor of purchase intention, explaining 59 percent of the variation observed, while targeted advertising outperformed conventional tactics by 34 percent in average conversion rate and user-generated content reduced perceived purchase risk.

Harinath Reddy (2025) compared the reach and influence of different social media platforms, finding that Facebook reaches a broad demographic, YouTube is more effective for technology and learning-related content, Instagram and TikTok are popular for lifestyle and fashion content, and WhatsApp has a notable impact on brand awareness, consumer attitude, purchase intent, and post-sale behaviour.

Dr. Nilesh Patel (2023) investigated the impact of social media on Indian consumers through a combination of literature review and primary data, examining the relationship between social media marketing strategy and consumer purchase decisions.

Dr. Suresh Kumar Pattanayak (2026) examined the impact of social media marketing on customer purchasing behaviour at Reliance Retail outlets in Raipur, using a descriptive research design and survey data, and found that influencer engagement and customer awareness of brands on platforms such as Facebook, Instagram, and YouTube significantly shape purchasing behaviour.

Swati Tyagi (2025) examined demographic factors and the effect of social media marketing on consumer buying decisions and product-selection criteria using a mixed-methods survey of 70 respondents, finding that YouTube and Instagram, along with customer reviews and influencer posts, had a strong effect on purchase intention.

Ramesh Kumar (2023) examined social media marketing as a low-cost substitute for traditional word-of-mouth promotion, emphasising the role of immediacy and direct customer interaction in helping businesses maintain positive customer relationships.

Ashika Anil (2020) evaluated the impact of Facebook and Twitter advertisements on consumers' purchasing decisions for clothing products through interviews with 210 respondents of varying ages, finding a positive relationship between social media advertising exposure and purchase behaviour, with product quality, comfort, price, and discounts as key influencing factors.

Manawati Panwar (2020) examined how consumer marketing has evolved with the growth of electronic communication, finding that social networking platforms such as Facebook and Twitter have become effective advertising channels applicable across a wide range of product categories and consumer age groups.

Dr. Shalini Srivastav (2025) examined the influence of social media marketing on consumer purchase decisions, contributing further evidence on the role of digital engagement in shaping contemporary consumer behaviour.

Dr. Shivakumar (2026) examined the effect of social networking sites on consumer purchasing decisions, concluding that social media has become an effective and significant tool influencing consumers' buying habits and decisions.

While the reviewed studies confirm that social media marketing, in general, significantly influences consumer purchasing behaviour, comparatively few studies examine this relationship with specific reference to fitness supplement brands in India. This study seeks to address this gap by examining the impact of social media marketing on consumer purchasing behaviour towards Muscle Blaze fitness supplements.

III. RESEARCH METHODOLOGY

Statement of the Problem

The explosive growth of social media has fundamentally changed how consumers discover, evaluate, and purchase nutritional and fitness products. Fitness-supplement companies such as Muscle Blaze widely use social media marketing techniques, including influencer endorsements, fitness-related content, customer reviews, sponsored advertisements, and promotional campaigns, to attract and retain customers, and these initiatives have significantly shaped consumer awareness, preference, and purchase decisions, particularly

among fitness enthusiasts and health-conscious individuals. Despite the growing investment in this area, there is limited systematic evidence on the extent to which social media marketing affects consumers' decisions to purchase Muscle Blaze fitness supplements, and on how this influence varies with consumer demographics, fitness objectives, and online behaviour. This study examines the impact of social media marketing on consumer purchasing behaviour towards Muscle Blaze fitness supplements in order to address this gap.

Need for the Study

- Platforms such as Instagram, YouTube, and Facebook have become the primary channels through which fitness brands, including Muscle Blaze, engage consumers through influencers, reels, and advertisements, making an understanding of this influence essential.
- Rising post-pandemic health awareness and the growth of gym culture have accelerated demand for fitness supplements in India, with consumers, especially youth and fitness enthusiasts, increasingly basing purchase decisions on online content rather than traditional advertising alone.
- A focused study on a leading Indian supplement brand provides insight that can guide more effective social media marketing strategies for fitness-nutrition companies.

Objectives of the Study

- To study the impact of social media marketing on consumer purchasing behaviour towards Muscle Blaze fitness supplements.
- To examine the influence of social media advertisements on consumers' purchase decisions regarding Muscle Blaze fitness supplements.
- To analyse the impact of fitness influencers, endorsements, and online reviews on consumers' buying behaviour.
- To evaluate the role of social media engagement, including likes, comments, shares, and interactions, in building consumer trust and brand preference for Muscle Blaze.

Scope of the Study

The study seeks to understand how social media marketing affects Indian consumers' decisions to purchase Muscle Blaze fitness supplements. It is restricted to urban and semi-urban consumers who have either purchased or shown interest in purchasing fitness supplements and who actively use social media platforms such as Facebook, Instagram, YouTube, and X. The study is geographically confined to Bengaluru City.

Research Design and Data Collection

The study adopts a descriptive research design to investigate how social media marketing affects consumers' decisions to purchase Muscle Blaze fitness supplements, helping to understand how different social media marketing initiatives shape customers' attitudes, perceptions, and purchasing decisions. Primary data were collected through a structured questionnaire administered to consumers who are aware of, or have used, Muscle Blaze fitness supplements. Secondary data were drawn from books, research journals, company websites, articles, magazines, and other online sources relating to social media marketing, consumer behaviour, and the fitness-supplement industry.

Sampling Technique and Sample Size

Respondents were selected on the basis of their accessibility and willingness to participate in the survey. A total of 200 respondents, comprising active social media users in Bengaluru City who are aware of or interested in fitness supplements, were surveyed to obtain reliable information on consumer purchasing behaviour towards Muscle Blaze fitness supplements.

Tools Used in the Analysis

The collected data were analysed using percentage analysis and presented through pie charts and comparative tables, with the underlying calculations organised and computed using Microsoft Excel.

Hypotheses of the Study

Hypothesis 1:

H₀: Social media marketing has no significant impact on consumer purchasing behaviour towards Muscle Blaze fitness supplements.

H₁: Social media marketing has a significant impact on consumer purchasing behaviour towards Muscle Blaze fitness supplements.

Hypothesis 2:

H₀: There is no significant association between respondents' demographic profile and their purchase behaviour towards Muscle Blaze fitness supplements.

H₁: There is a significant association between respondents' demographic profile and their purchase behaviour towards Muscle Blaze fitness supplements.

Limitations of the Study

1. The study is restricted to a sample of 200 respondents confined to Bengaluru City and may not represent consumer behaviour across India.
2. The findings are based on self-reported responses, which carry a possibility of unidentified inaccuracy or bias.
3. The study was conducted within a limited time period, which constrained the scope of data collection.

IV. DATA ANALYSIS AND INTERPRETATION

This section presents the results of the survey of 200 respondents on the impact of social media marketing on consumer purchasing behaviour towards Muscle Blaze fitness supplements, together with their interpretation.

4.1 Demographic Profile of Respondents

Table IV.1: Age Distribution of Respondents

Particulars	No. of Respondents	Percentage
Below 18	8	4%
18–24	98	49%
25–34	80	40%
35–44	8	4%
Above 44	6	3%
Total	200	100%

Table IV.2: Gender Distribution of Respondents

Particulars	No. of Respondents	Percentage
Male	110	55%
Female	90	45%
Total	200	100%

Interpretation: 49 percent of respondents are aged 18–24 and 40 percent are aged 25–34, together placing Gen Z and young Millennials at the core of the sample, while respondents below 18 and aged 35–44 each account for 4 percent, and those above 44 account for just 3 percent. Male respondents (55 percent) marginally outnumber female respondents (45 percent), indicating a fairly balanced gender split with a slight male majority. Together, these results confirm that the study captures the views of a predominantly young, social-media-native consumer base.

4.2 Social Media Usage Pattern

Table IV.3: Frequency of Social Media Use

Particulars	No. of Respondents	Percentage
Daily	166	83%
Several times a week	28	14%
Once a week	4	2%
Rarely	2	1%
Total	200	100%

Table IV.4: Most-Used Platform for Fitness-Related Content

Particulars	No. of Respondents	Percentage
Instagram	140	70%
YouTube	48	24%
Facebook	4	2%
X (Twitter)	2	1%
Others	6	3%
Total	200	100%

Interpretation: 83 percent of respondents use social media daily and a further 14 percent use it several times a week, indicating extremely high overall usage, with only 2 percent using it once a week and 1 percent rarely. Instagram is the dominant platform for fitness-related content, used by 70 percent of respondents, followed by YouTube at 24 percent, while Facebook, X (Twitter), and other platforms together account for only 6 percent. This pattern shows that visual, short-form platforms carry the greatest weight in shaping fitness-related engagement among the sample.

4.3 Purchase Behaviour and Advertising Awareness

Table IV.5: Prior Purchase of Muscle Blaze Fitness Supplements

Particulars	No. of Respondents	Percentage
Yes	84	42%
No	116	58%
Total	200	100%

Table IV.6: Social Media Advertisements Increase Awareness of Muscle Blaze Products

Particulars	No. of Respondents	Percentage
Strongly Agree	48	24%
Agree	84	42%
Neutral	52	26%
Disagree	10	5%
Strongly Disagree	6	3%
Total	200	100%

Interpretation: 42 percent of respondents report having purchased Muscle Blaze fitness supplements, while 58 percent have not, indicating that the brand has reached a significant share of the sample but that the majority remain non-buyers, representing a meaningful conversion opportunity. A combined 66 percent of respondents agree or strongly agree that social media advertisements increase their awareness of Muscle Blaze products, with 26 percent neutral and only 8 percent disagreeing, confirming that advertising is an effective awareness-building tool for the brand.

4.4 Personalisation and Influencer Impact

Table IV.7: Effect of Personalised Social Media Marketing on Purchasing Behaviour

Particulars	No. of Respondents	Percentage
Strongly Agree	48	24%
Agree	86	43%
Neutral	52	26%
Disagree	10	5%
Strongly Disagree	4	2%
Total	200	100%

Table IV.8: Influence of Influencer Reviews on Purchase Decisions

Particulars	No. of Respondents	Percentage
Strongly Agree	50	25%
Agree	72	36%
Neutral	56	28%
Disagree	18	9%
Strongly Disagree	4	2%
Total	200	100%

Table IV.9: Trust in Muscle Blaze Products Promoted by Fitness Influencers

Particulars	No. of Respondents	Percentage
Strongly Agree	34	17%
Agree	72	36%
Neutral	70	35%
Disagree	16	8%
Strongly Disagree	8	4%
Total	200	100%

Interpretation: A combined 67 percent of respondents agree or strongly agree that personalised social media marketing affects their purchasing behaviour, and a combined 61 percent agree or strongly agree that influencer reviews affect their purchase decisions, with roughly a quarter neutral in each case. A more moderate 53 percent agree or strongly agree that they trust Muscle Blaze products promoted by fitness influencers, with 35 percent neutral and 12 percent disagreeing, suggesting that while personalisation and influencer content clearly shape purchase decisions, influencer endorsement alone builds only moderate outright trust in the brand.

4.5 Content, Customer Reviews, and Promotional Influence

Table IV.10: Attractive Social Media Content Encourages Purchase of Muscle Blaze Supplements

Particulars	No. of Respondents	Percentage
Strongly Agree	40	20%
Agree	72	36%
Neutral	64	32%
Disagree	14	7%
Strongly Disagree	10	5%
Total	200	100%

Table IV.11: Effect of Customer Reviews on Purchasing Decisions

Particulars	No. of Respondents	Percentage
Strongly Agree	52	26%
Agree	94	47%
Neutral	46	23%
Disagree	8	4%
Strongly Disagree	0	0%
Total	200	100%

Table IV.12: Discount Offers and Promotional Campaigns Motivate Purchase

Particulars	No. of Respondents	Percentage
Strongly Agree	54	27%
Agree	72	36%
Neutral	52	26%
Disagree	16	8%
Strongly Disagree	6	3%
Total	200	100%

Interpretation: 56 percent of respondents agree or strongly agree that attractive social media content encourages them to buy Muscle Blaze supplements, while customer reviews carry even greater weight, with 73 percent agreeing or strongly agreeing that reviews affect their purchasing decisions and no respondent strongly disagreeing. A combined 63 percent agree or strongly agree that discount offers and promotional campaigns on social media motivate purchase. Together, these results indicate that customer reviews are the single strongest content-related driver of purchase decisions in the sample, with visual content and promotional offers providing meaningful additional reinforcement.

4.6 Brand Trust and Comparison Behaviour

Table IV.13: Muscle Blaze Perceived as Trustworthy Because of Its Social Media Presence

Particulars	No. of Respondents	Percentage
Strongly Agree	40	20%
Agree	80	40%
Neutral	62	31%
Disagree	12	6%
Strongly Disagree	6	3%
Total	200	100%

Table IV.14: Comparison of Muscle Blaze with Other Supplement Brands Using Social Media

Particulars	No. of Respondents	Percentage
Strongly Agree	40	20%
Agree	66	33%
Neutral	64	32%
Disagree	20	10%
Strongly Disagree	10	5%
Total	200	100%

Interpretation: 60 percent of respondents agree or strongly agree that Muscle Blaze appears trustworthy because of its social media presence, indicating that consistent branding and content build meaningful brand credibility. 53 percent agree or strongly agree that they compare Muscle Blaze with other supplement brands using information gathered from social media, with 32 percent neutral, confirming that social media functions as an important research tool for consumers evaluating options before purchase.

4.7 Purchase Conversion and Advocacy

Table IV.15: Purchase of Muscle Blaze Products After Seeing Social Media Advertisements

Particulars	No. of Respondents	Percentage
Strongly Agree	44	22%
Agree	68	34%
Neutral	58	29%
Disagree	22	11%
Strongly Disagree	10	5%
Total	202	100%

Table IV.16: Likelihood of Recommending Muscle Blaze Based on Social Media Promotions

Particulars	No. of Respondents	Percentage
Strongly Agree	36	18%
Agree	70	35%
Neutral	70	35%
Disagree	14	7%
Strongly Disagree	10	5%
Total	200	100%

Table IV.17: Factor Influencing Purchase of Muscle Blaze Supplements the Most

Particulars	No. of Respondents	Percentage
Advertisements	56	28%
Customer reviews	52	26%
Product quality	48	24%
Discounts and offers	36	18%
Brand reputation	8	4%
Total	200	100%

Interpretation: 56 percent of respondents agree or strongly agree that they purchased Muscle Blaze products after seeing social media advertisements, confirming that advertising exposure converts directly

into purchase for a majority of engaged consumers, while 53 percent agree or strongly agree that they are likely to recommend Muscle Blaze based on its social media promotions, reflecting positive word-of-mouth intent. When asked which single factor influences their purchase decision the most, respondents ranked advertisements highest (28 percent), closely followed by customer reviews (26 percent) and product quality (24 percent), with discounts and offers (18 percent) and brand reputation (4 percent) ranked lowest, indicating that visibility and social proof outweigh price-based incentives as the leading purchase drivers.

4.8 Content Quality and Brand Perception

Table IV.18: Quality of Muscle Blaze's Social Media Content Increases Brand Confidence

Particulars	No. of Respondents	Percentage
Strongly Agree	52	26%
Agree	68	34%
Neutral	58	29%
Disagree	10	5%
Strongly Disagree	12	6%
Total	200	100%

Table IV.19: Social Media Marketing Positively Influences Perception of Muscle Blaze

Particulars	No. of Respondents	Percentage
Strongly Agree	46	23%
Agree	72	36%
Neutral	66	33%
Disagree	10	5%
Strongly Disagree	6	3%
Total	200	100%

Interpretation: 60 percent of respondents agree or strongly agree that the quality of Muscle Blaze's social media content increases their confidence in the brand, and a similar 59 percent agree or strongly agree that social media marketing positively influences their overall perception of Muscle Blaze. In both cases, roughly a third of respondents remain neutral and only around 8–9 percent disagree, indicating that informative, well-produced content plays a consistent role in shaping favourable brand perception among the sample.

4.9 Overall Influence of Social Media Marketing

Table IV.20: Overall Influence of Social Media Marketing on Purchasing Behaviour Toward Muscle Blaze

Particulars	No. of Respondents	Percentage
Not at all	32	16%

Particulars	No. of Respondents	Percentage
Slightly	62	31%
Moderately	72	36%
Significantly	20	10%
Very Significantly	14	7%
Total	200	100%

Interpretation: 36 percent of respondents report that social media marketing has moderately influenced their purchasing behaviour towards Muscle Blaze, and a further 31 percent report a slight influence, while 10 percent report a significant influence and 7 percent a very significant influence; only 16 percent report no influence at all. Taken together, 84 percent of respondents report at least some degree of influence, confirming that social media marketing plays a consistent and broadly positive role in shaping consumer purchasing behaviour towards Muscle Blaze fitness supplements.

V. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

1. 49% of respondents are aged 18–24 and 40% are aged 25–34, making Gen Z and young Millennials the core of the sample, while respondents below 18 and aged 35–44 each account for 4%, and those above 44 account for just 3%.
2. Male respondents (55%) marginally outnumber female respondents (45%) of the total 200 participants, indicating a fairly balanced gender representation.
3. 83% of respondents use social media daily and 14% use it several times a week, showing extremely high usage, with only 2% using it once a week and 1% rarely.
4. Instagram is the dominant platform for fitness-related content at 70%, followed by YouTube at 24%, while Facebook, X (Twitter), and other platforms together account for only 6%.
5. 42% of respondents have purchased Muscle Blaze fitness supplements, while 58% have not, showing that the brand has reached a significant share of the sample but that most remain non-buyers.
6. 66% of respondents agree or strongly agree that social media advertisements increase their awareness of Muscle Blaze products, and 67% agree or strongly agree that personalised social media marketing affects their purchasing behaviour.
7. 61% of respondents agree or strongly agree that influencer reviews affect their purchase decisions, while a more moderate 53% agree or strongly agree that they trust Muscle Blaze products promoted by fitness influencers.
8. 56% of respondents agree or strongly agree that attractive social media content encourages them to buy Muscle Blaze, and 73% agree or strongly agree that customer reviews affect their purchasing decisions, making reviews the single strongest content-related driver identified in the study.
9. 63% of respondents agree or strongly agree that discount offers and promotional campaigns on social media motivate them to purchase Muscle Blaze products.
10. 60% of respondents agree or strongly agree that Muscle Blaze appears trustworthy because of its social media presence, and 53% agree or strongly agree that they compare Muscle Blaze with other supplement brands using social media before purchasing.

11. 56% of respondents agree or strongly agree that they purchased Muscle Blaze products after seeing social media advertisements, and 53% agree or strongly agree that they are likely to recommend Muscle Blaze based on its social media promotions.

12. Advertisements (28%) and customer reviews (26%) are the two factors respondents most often cite as influencing their purchase decision, ahead of product quality (24%), discounts and offers (18%), and brand reputation (4%).

13. 60% of respondents agree or strongly agree that the quality of Muscle Blaze's social media content increases their confidence in the brand, and 59% agree or strongly agree that social media marketing positively influences their overall perception of the brand.

14. 84% of respondents report at least some degree of influence of social media marketing on their purchasing behaviour towards Muscle Blaze, with 36% reporting a moderate influence, confirming a broadly positive and consistent effect across the sample.

Suggestions

1. Strengthen Instagram-focused marketing: Since Instagram is the most preferred platform for fitness-related content, Muscle Blaze should continue investing in engaging reels, stories, live sessions, and interactive campaigns to effectively reach its target audience.

2. Collaborate with credible fitness influencers: The company should partner with trusted fitness trainers, athletes, nutritionists, and content creators whose authentic recommendations can strengthen consumer trust and positively influence purchase decisions.

3. Promote genuine customer reviews: As customer reviews have the strongest influence on purchasing decisions observed in this study, Muscle Blaze should actively encourage satisfied customers to share testimonials, ratings, transformation stories, and product experiences across social media platforms.

4. Adopt personalised marketing strategies: The brand should use personalised advertisements and customised product recommendations based on consumers' fitness goals, interests, and browsing behaviour to improve engagement and purchase intention.

5. Provide attractive promotional offers: Regular discounts, coupon codes, referral programmes, and limited-period promotional campaigns should continue to be promoted through social media to encourage first-time purchases and repeat buying.

6. Enhance the quality of social media content: Muscle Blaze should consistently create informative, educational, and visually appealing content related to fitness, nutrition, workouts, and supplement usage to further increase consumer confidence in the brand.

Conclusion

This study, "Impact of Social Media Marketing on Consumer Purchasing Behavior Towards Muscle Blaze Fitness Supplements: An Empirical Study," concludes that social media marketing exerts a substantial and largely positive influence on consumers' decisions to purchase Muscle Blaze fitness supplements. The findings show that young, highly active social media users make up the majority of the brand's target demographic, making digital marketing a particularly effective channel for reaching and engaging prospective customers.

The study finds that consumer awareness, purchase intention, and purchasing behaviour are all favourably influenced by social media advertisements, personalised marketing, influencer endorsements, attractive content, customer reviews, promotional offers, and an active online brand presence. Among these factors, advertisements and customer reviews stand out as the strongest drivers of purchase decisions, while informative, high-quality content plays the greatest role in building consumer confidence and trust in the brand.

The results also show that consumers frequently use social media to compare Muscle Blaze with competing supplement brands before making purchase decisions, underscoring the importance of maintaining a strong, authentic, and engaging online presence. Although Muscle Blaze already commands a sizeable customer base, the findings indicate considerable further scope for growth through deeper influencer partnerships, stronger promotion of genuine customer content, and more consistent, personalised engagement with its social media audience.

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