The marketing influence of sport nutrition in the fitness market.

The Case of France.

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Strategic Marketing with Independent Project, 30 credits

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Abstract:

Title: The influence of sport nutrition in the fitness market

Supervisor: Venilton Reinert

Course: Strategic Marketing with Independant Project

Keywords: Sport nutrition, Fitness Market, trends of sport nutrition, influence marketing in Fitness Market.

Purpose: The objective of the thesis was to get a better comprehension and knowledge by the examination of links between the marketing influence of sport nutrition on people's decision to practice fitness. In fact, the marketing influence of sport nutrition contribute to create new trends of fitness practicing in France.

Methodology: To write this thesis, secondary data coming from books, scientifical revue, website has been used. A quantitative research method and an explorative and descriptive research approach has been used for this study. Then, a questionnaire using a convenience and snowball sample has been done to collect primary data.

Conclusion: Sport nutrition companies’ want to influence people to practice fitness to gain market share. Their product are linked to the practice of fitness therefore, convince people to practice fitness make them gain new potential customers.
Table of contents

Acknowledgment ..................................................................................................................... I
Abstract .................................................................................................................................. II
1. Introduction .......................................................................................................................... 1
  1.1 Background ........................................................................................................................ 1
  1.2 Problem ............................................................................................................................. 4
  1.3 Purpose ............................................................................................................................... 5
  1.4 Definitions ......................................................................................................................... 5
  1.5 Delimitations ...................................................................................................................... 6
2. Theoretical Framework ......................................................................................................... 7
  2.1 Sport nutrition marketing communication strategies ....................................................... 7
    2.1.1 4 P’s ............................................................................................................................ 8
    2.1.1.1 Product .................................................................................................................. 8
    2.1.1.1 Price .................................................................................................................... 8
    2.1.1.1 Place ................................................................................................................... 9
    2.1.1.1 Promotion ........................................................................................................... 9
    2.1.2 Public relations .......................................................................................................... 9
    2.1.3 Advertising and promotion strategies ....................................................................... 10
    2.1.3.1 Online advertising .............................................................................................. 10
    2.1.3.2 Online sales promotions ..................................................................................... 10
    2.1.3.3 Events and expositions ...................................................................................... 10
    2.1.3.4 Direct mail ......................................................................................................... 11
    2.1.3.5 Sponsoring ......................................................................................................... 11
    2.1.3.6 Online personal selling ...................................................................................... 11
    2.1.4 Example of MyProtein .............................................................................................. 11
  2.2 Factors which influence consumer behaviour .............................................................. 12
    2.2.1 The explanatory variables of purchase ................................................................. 12
    2.2.1.1 Psychological factors ....................................................................................... 12
    2.2.1.2 Psycho-Graphic factors ................................................................................... 15
    2.2.1.3 Environmental factors ..................................................................................... 16
    2.2.2 Decision making process ....................................................................................... 17
    2.2.2.1 Recognition of the problem .......................................................................... 18
    2.2.2.2 Search for solutions ...................................................................................... 18
    2.2.2.3 Evaluations of options ................................................................................... 18
    2.2.2.4 Decision and act of purchase ....................................................................... 18
    2.2.2.5 Evaluation after purchase ............................................................................. 19
  2.2.3 AIDA Model .............................................................................................................. 19
3. Methodology ...................................................................................................................... 20
  3.1 Research strategies ......................................................................................................... 20
    3.1.1 Qualitative method ............................................................................................... 20
    3.1.2 Quantitative method ............................................................................................ 21
    3.1.3 Choice of our research method ....................................................................... 21
3.2 Types of research .............................................................. 21
  3.2.1 Explanatory research ...................................................... 21
  3.2.2 Descriptive research ...................................................... 22
  3.2.3 Causal research .......................................................... 22
  3.2.4 Choice of the type of research ...................................... 22
3.3 Population and sample .................................................... 22
  3.3.1 Random sample ........................................................ 23
  3.3.2 Non-random sample ................................................... 23
    3.3.2.1 Convenience sampling ...................................... 23
    3.3.2.2 Judgement sampling ......................................... 23
    3.3.2.3 Quota sampling ............................................... 23
    3.3.2.4 Snowball sampling ......................................... 24
  3.3.2.5 Choice of our sampling method ................................ 24
3.4 Collection of empirical data ............................................. 24
  3.4.1 Collection of secondary data ....................................... 24
  3.4.2 Collection of primary data ......................................... 25
3.5 Quality of the research .................................................. 26
  3.5.1 Credibility ............................................................ 26
4. Empirical data and result ................................................... 27
  4.1 Questionnaire participation .......................................... 27
  4.2 Marketing strategies .................................................... 28
  4.3 Influence on consumer behaviour ................................... 30
5. Analysis of empirical study ................................................ 33
  5.1 Sport nutrition marketing strategies ................................ 33
  5.2 Factors which influence consumer behaviour ..................... 35
6. Conclusion ........................................................................ 37
  6.1 Limitations ............................................................... 37
  6.2 Further studies .......................................................... 38
7. Appendix .......................................................................... 38
  7.1 Appendix A: Questionnaire .......................................... 38
  7.2 Appendix B: References ................................................ 41

List of figures

Figure 1: Pie chart of the proportion of people taking food supplements................. 27
Figure 2: Pie chart of the proportion about people practising ................................. 28
Figure 3: Pie chart of the consumption frequency of people taking food supplements ... 28
Figure 4: Pie chart of the frequency of sport practising ........................................ 29
Figure 5: Column chart representing the different buying places of food supplements 29
Figure 6: Pie chart of the different marketing tools to influence people to buy food
supplements ........................................................................... 30
Figure 7: Pie chart of people thinking that marketing strategies about food supplements incite people to practise fitness .......................................................... 30
Figure 8: Column chart representing the importance of food supplement in people’s decision to do some sports .......................................................................................................................... 31
Figure 9: Pie chart of the population which started practise thanks to food supplements ...... 31
Figure 10: Pie chart representing people’s thinking about the taken of food supplement by doing sport .......................................................................................................................... 32
Figure 11: Pie chart representing people’s opinion on the efficiency of food supplement by doing sport .......................................................................................................................... 32
Figure 12: Pie chart representing people’s sensibility about a price increase of food supplements .......................................................................................................................... 32
1. Introduction

1.1. Background

For the Official Journal, a complementary food is defined as follows, dietary supplements are products intended to be ingested in addition to the usual diet, in order to compensate for the actual or supposed inadequacy of the dietary intake of active people (French Government Official Journal, 1996).

The food supplement is more and more recognized in France. It started mainly with vitamins, Omega3 and caffeine but nowadays the range of food supplements has increased exponentially with creatines, proteins, iron, calcium and many others. Their goals are wide: lose weight, be more tonic at work, fill a lack of calcium or iron and are taken at different levels according to the needs of the person. However, due to the growth of complementary food and to the lack of regulation in this market, France issued a more restrictive regulation in 2002, 2006, 2009 and 2014 (DGCCRF 2014).

However, all these regulations are easily implemented because the companies selling these complementary foods are mainly national companies and they do not have the choice to respect them if they want to get a place in the market (Report of national complementary food, 2012).

According to the RNCF (2012), France has a significant number of specialized brands, notably in the slimming market, which dominate the market (more than 90%), and leave virtually no place for American brands. In terms of sports supplements such as proteins, gainers, pre-training stimulants, amino acids, and some others, the Americans dominate the market with Herbalife for example, but some French brands are beginning to know how to impose their brands, thanks to the quality of their products like EA Fit or also Scientec Nutrition but this is not a current problem for the French companies because the sports supplements do not represent a big part of the market share.

From a statistical point of view, it is estimated that 49.6% of French people have already consumed a dietary supplement compared to 37% in 2008 and 17% in 2004 (2014, Synadiet); In other words, one out of two French people had already consumed a food supplement in 2008, even though they were strongly in the minority in 2004. Similarly, more than 50% of the respondents declared that they were using a supplement to preserve their health, 46% do it once
a year over several weeks, while 67% of them take only one supplement per year. 65% of them say they buy them in pharmacies or parapharmacies and 48.3% say they follow the advice of a healthcare professional. (2014, Conférence Synadiet, Paris)

Nowadays, the food supplements most consumed by athletes are multivitamins, powdered proteins and especially whey, "gainers", supplements rich in carbohydrates and lower in protein. Creatine is another important supplement, but the figures are lacking to support this, as the market data for athletes is almost a market which, at best, refers to 6-7% of Consumers in French market (2016, sofres). These figures are bound to increase due to the expansion of fitness and the internet, where most of the sales are made, being favoured by the sectorization of the products.

Indeed, over the internet, dietary supplements are sectored: gainers, proteins, creatines, stimulants of various types, nitric oxide (which are for muscle congestion) or proteins multisource and whey. The number of brands on the market today is not countable, it can reasonably be estimated at more than 250, or even more than 300 in the world (JDN, 2016).

As previously stated, fitness goes through an exponential expansion. Le Monde (2016) said that France is the third European market about fitness just behind United Kingdom and Germany. It explained how people are already interested about doing sport and particularly indoor sport in gym. However according to the World Health Organization (2015), in France, 64% of the population do workout, it means that 36% do not. That makes us imagine all the potential target for the gym and fitness centers: a third of the population can be a potential enormous segment for the fitness and sport industry. It represents about twenty million of people in France.

Moreover, a growing proportion of people who already do some sports regularly begin to workout indoor. The French market has a penetration rate of about 8% per year which is a bit low compared to Germany or United Kingdom which has 11% of penetration rate or also the Scandinavian Countries which reach 20% (Pierre-Jacques Datcharry, 2015). The mind of people is changing every day. They realize that doing sport is important for their bodies but also for their well-being and minds. Fitness franchises have a big opportunity ahead and they know it. They do all what they can to attract people.
Fitness room must differentiate themselves by many means as the location, the different types of subscriptions, the price of the subscription, the quality of the equipment or also the hygiene which is very important in France (Hamon, 2016). All these criteria are very important for customers and just one can influence the choice of one or the other. Therefore, building strong marketing strategies is primary for companies.

The marketing strategies in sport nutrition industry are wide. In order to target more and more people, sport nutrition companies start to use the 4 P’s to have a global aspect of what they will do, how they will do and where (Kotler and Armstrong, 2013). Another strategy is the public relation, in the sport industry, companies as MyProtein don’t hesitate to hire influential people of the fitness industry in order to be their muse. Companies understand the power of Internet and social media; mains of their muse are coming from YouTube and Instagram. Public relations is a big part of their strategies because of the potential target which represents all their followers and by the social media snowball system, the followers grow up every day and by the way the potential customer too (Clark C, 2000).

Another main strategy of the sport nutrition companies is the advertising. As we saw before, the online segment is very important and most of the advert is doing online because of most the consumer which are coming from the internet (Le Fournier, 2010). The last strategy which is very wide for these companies is the promotion of their product. The promotion is doing by different ways as sponsoring, mailing, events, personal selling which permits with events and their data base to targeting potential consumers and have more and more people which at least heard about the brand (Kotler, 2005).

More than the marketing strategies, some factors are influencing the consumer behaviour. The internal factors as the psychographic factors which regroup personality and lifestyle and the external factors as the environmental factors where culture, family or also group reference are part of. These factors which will push the consumer to buy the product. Companies have to know how people mind and what they need to do to push them to buy. The decision-making process resumes well how people mind. In the decision-making process, we have five steps, the recognition of the problem, search for solutions, the evaluation of options, decision and act of purchase and the evaluation after purchase. The consumer in the choice of their purchase will follow unconsciously these five steps and companies must know how to do, to the consumer will match perfectly in the brand image and in the fact that this is these products they
need, to put in mind the stimuli that it will be remind the product or the brand to their needs (Engel, Blackwell and Kollat, 1970).

The AIDA model will also help companies to know how the consumer mind and how attract him. The goal of the AIDA model is to know how to attract the attention of the consumer, how to arouse its interest, to push their desire and the incitation to buy (E.K. Strong, 1925).

1.2. Problem

Nowadays, lots of fitness centers are available. People should choose the right one, the one which fits their needs. We can identify a trend about what people search in fitness centers. First of all, people mainly search a resort located next to their home or working place. It needs to be easily accessible. Consequently, more and more fitness centers are located in commercial zones, or near a supermarket. The second main point is the opening hours of the resort, Nowadays, most people do not plan much in advance what they will do during the day and fitness centers should be open every day and at the largest time as possible. Therefore, fitness centers should be open every day, and as many hours per day as possible. Actually, we can see a lot of fitness centers which chose to open seven days a week and twenty-four hours a day. The last main advantages that people search is the subscription price and the kind of commitment required. We found out that people obviously search the best quality/price rate and do not want to be captive of a twelve-month (or more) subscription commitment.

On another side, sport nutrition companies should also do their place among all the food supplements brand. Their marketing strategies had to be always adapted according to which segment they target. Public relation as muse, advertising on social media and Youtube, promotion with events and sponsoring make segments growing and expanding constantly and by the way, strategies must not be standardized but adapted to the segment we focus on (Kotler, 2011).

However, to do their marketing strategies, to adapt them, sport nutrition companies have to understand what influences the consumer’s behaviour. People are mostly interested by firstly, having their physiological needs to their self-actualization (Maslow, 1943). Nevertheless, the JOALLIS model defines three types of motivations, hedonist which represents our own pleasure, oblative is to please others and self-expression which is the equivalent of the self-actualization of Maslow (1943) (Henri Joallis, 1991).
Sport nutrition companies as MyProtein, who mainly sell products to be used during work-out, have to encourage people to do some sports, but France isn’t a fitness-centred country with only 8% of the population doing fitness, whereas in the United Kingdom 14% of the population is practicing (Deloitte, 2017). All their strategies have in addition to sell the product, to encourage people to do some sports because the one does not match without the other.

1.3. Purpose
This study focused on two linked markets, the sport nutrition market and the fitness market. To show what sport nutrition companies do to catch new potential customers and how the fitness market takes advantage of these strategies to expand their own market. Our research question will be:

- What is the influence of the sport nutrition industry in people's decision to practice fitness?

To answer this problematic, we tried to understand which tools the sport nutrition use to influence their customers to do fitness. To get a better comprehension about the people who already do some sports and take food supplement we analysed secondary data coming from scientific journals and primary data with a questionnaire on this related part of the population, to understand their point of view on the main questions that have come to our minds.

Thanks to our frame of references and our empirical study, we hope at the end of this study to understand the impact of the sport nutrition companies on consumer behaviour which, therefore, attracting people to doing sport.

1.4 Definitions
Marketing influence: Influence marketing, or "marketing influence", is the set of practices that aim to use the recommendation potential of influencers, most often understood as a digital influencer.

Food supplements:
Food supplements are intended to supplement the normal diet and constitute a source of concentrate of nutriments or other substances having a nutritional effect or physiological value, alone or in combination. Marketed in the form of doses such as capsules, lozenges, tablets, pills
and similar forms, as well as bags of powder, liquid ampoules, dropper flasks and other similar forms of liquid or powdered preparations intended to be taken in measured units of small quantity.

Fitness: A set of exercises or activities that allow you to get in shape. This physical training can include strength training, cardio training and stretching, for example.

DGCCRF: French “Direction Générale de la Concurrence, de la Consommation et de la Répression des Fraudes”.

IMS Health: American company offering studies and advice for the pharmaceutical industries and healthcare providers.

SOFRES: Sofres is a French polling company, founded in 1963 by Pierre Weill. TNS Sofres is now one of the leading marketing and opinion research companies in France.


IFBB: International Federation of Bodybuilding and Fitness.

INSEE: Institut National de la Statistique et des Etudes Economiques (French statistical website).

1.5 Delimitations
In the present thesis, we will stay focused on the influence of sport nutrition marketing on the fitness market and especially on the communication tools the companies use to create fitness trends and incite people to practice fitness and consume food supplements.

In our case, we shall focus on the people who spend time in fitness resorts and practice fitness activities. The marketing strategic tools that we have chosen are the most important tools used by sport nutrition organisations to make their marketing influence grow.
2. Theoretical framework
A theoretical framework consists of concepts and, together with their definitions and reference to relevant scholarly literature, existing theory that is used for your particular study. The theoretical framework must demonstrate an understanding of theories and concepts that are relevant to the topic of your research paper and that relate to the broader areas of knowledge being considered (Corvellec, Hervé, 2017).

2.1 Sport nutrition marketing communication strategies

![Marketing Communication Mix](https://www.studyblue.com)

As an introduction to this part, we thought it was necessary to give a concrete definition of the marketing in companies. The marketing in himself refers to all the studies and actions that help to create products that satisfy the needs and desires of consumers and ensure their marketing in the best profit conditions. Marketing includes all activities that direct products from producer to consumer. These activities include, in addition to selling, functions such as purchasing, transportation, warehousing, finance, advertising, etc (J.-C. Chebath, B.-G. Simard, 1971).

According to B. Bathelot (2001), commercial communication covers all communication activities undertaken with the aim of directly or indirectly promoting the marketing of a product or service.

Most of the commercial communication actions target consumers, but they can also be addressed to prescribers, influencers or distributors. Herbalife used the same process in forming
particular sellers to influence peoples to buy their products, and to prescribe to do some sports in gym. This type of particular sellers are also considered as distributors associated to the brand (Mark Reynolds Hughes, 1980).

The ways and means of commercial communication are more and more numerous and varied. Commercial communication is generally divided into media communication (advertising communication) and non-media communication. For example, Myprotein and Herbalife used a lot of media communication like Instagram or Twitter to make a part of their advertising. Most of the time, the brands are looking for muses who consume their products and become ambassador of the brand. Generally, this type of muse has high level in gym and a lot of followers, that is why this strategy is very efficient for both brands (Myprotein, Herbalife) (Zanox Marketplace Agency, 2014).

According to Kotler (2011) the goals of marketing strategy are to create profitability through exceptional marketing, then understanding, creating, communicating and delivering value. Moreover, it aims to identify opportunities and develop a targeted offer of value, to develop value proposition and build brand capital.

2.1.1 4 P’s

The 4P concept of marketing was popularized mainly by Philip Kotler who created a tool to help remember the different policies on which the marketing mix is based.

2.1.1.1 Product

The product policy defines all the characteristics of your products. I use the word product here, but in fact it represents both products and services. Imagine your services as products you offer.

Product policy defines the choice and scope of the product lines you manufacture or distribute. It defines the quality, formats, colors, features, options, brands, styles, sizes, packaging (packaging), warranties, customer service, etc. Product policy also defines new products that will be developed and offered, products to be abandoned, improvements and adaptations (Kotler and Armstrong, 2014, p.248).

2.1.1.2 Price

According to Kotler and Armstrong (2014, p.313) The pricing policy does not define the selling price of your product or service, but it defines suggested retail prices, discounts, discounts and promotions.
The pricing policy also defines discounts on volume or resale prices, credit conditions, interest rates, early payment discounts, payment terms, and so on.

2.1.1.3 Place
According to Kotler (1999), distribution policies affect, among other things, manufacturing points, warehousing, point of sale, intermediaries, territories, delivery, merchandising, and all rules, means and infrastructure you put in place. You have to follow and define each aspect of the sale and distribution process of your products (or services).

2.1.1.4 Promotion
The communication policy helps to make the product known, to attract attention, to interest potential customers, to increase the desire for the product, to inform, motivate the purchase, generate shares, increase the quantities sold, etc.
When one thinks of communication, one easily thinks of advertising, but there are also packaging, leaflets, promotions, contests, press releases, participation in fairs, demonstrations, samples, sponsorships and all means of advertising on points of sale (POS). It also includes data sheets, videos on your website, user manuals, training videos for your distributors, how your vendors are dressed, your company’s phone greeting, ... (Kotler and Armstrong, 2014).

2.1.2 Public relations
According to Kotler and Keller (2007), the public relations is a factor of institutional communication that groups together all the means used and the operations carried out by a company to make itself well-known and to create and then maintain a favourable image of itself, with its various publics (consumers, financial partners, opinion leaders, shareholders, public authorities, suppliers, distributors, employees, trade unions, teachers, students, the press, etc.). In the case of sports nutrition, for example, the company Myprotein used only the concept of muse to gain visibility, segments of new customers and the trust of their customers. However, as for sport nutrition companies, it represents an enormous interest because lots of their muses are very popular on social networks.

On the other hand, if we consider that some muses as Tibo Inshape owns two million of followers, the company who proposed a partnership (Fill, 2006) to this influencer will win two millions of customers because the muse will do product placement every day about the brand, their products, and also all the events where the brand will be present to make advertising. As other French ambassadors of the brand who are very popular on the social network because of their high level of fitness, we can notice TIBO INSHAPE, MARINE LELEU. Furthermore, this partnership is interesting for both parties because the brands offer commissions that can amount up to twelve percent on sales but also on every product placement. The mission is not easy for the muses because one their principal instructions is to make a strong fidelisation of their followers to the brand associated to their products.
The strategy of marketing influencers from Myprotein is an intelligent strategy because all of their muses have strong account in terms of followers in different social networks. For example, Tibo inshape is a popular French YouTuber with 3 million followers, Marine LELEU owns 253 000 followers on Instagram, Caroline CLN Fitness owns 257 000 followers on Instagram too. Bionic Body who are world class bodybuilder (IFBB Pro Wheelchair IFBB European 2015 Olimp Athlete Ossur Ambassador) with 157 000 followers on Instagram and Marine DESANDRE NAVARRE who are french Kitesurf pro-athlete with 100 000 followers on Facebook. (Myprotein, 2017). Each time the brand makes a partnership with a new popular muse, the brand gains a the new segment of customers by different muses account on different social networks. All these elements contribute to create positive image of the brand (Kotler, 2005).

2.1.3 Advertising and promotion strategies
According to Doyle (2002), the marketing mix is a concept that takes into consideration all the aspects that can be worked on at the marketing level to achieve the objectives of the company. It is somehow the recipe or the way the company chose to act to achieve its goals.

2.1.3.1 Online advertising
Why interest in internet marketing? In addition to the importance of this medium in economic exchanges in France, the Internet has received about 14% of investments, which makes it an object of study per se, we can mention two interesting effects. The internet immediately plunges consumers and merchants into an economy of attention in which the abundance of available information accentuates to the extreme the constraints in terms of attention capture. Symmetrically, the internet seems to be able to offer a wide range of tools to identify potential customers, attract them or adjust the offer over the interactions (E. Kessous, K. Mellet et M. Zouinar, 2011) (V. Le Fournier 2010)).

2.1.3.2 Online sales promotions
According to Kotler (2005), the sales promotion is used by companies to encourage the consumers to buy a product and create another interest about discount product on the website of the companies. One example of promotion is '3 products purchased, the 4th offered'. Others, including a purchase coupon, a contest, an accessory offered (ex: 1 protein bag offered for the purchase of one), a discovery offer (one pre-workout offered for the purchase of two). Each cost generated by a type of sales promotion must be evaluated and compared with other alternatives.

2.1.3.3 Events and expositions:
Participating in such events is very useful for making new contacts and renewing old relationships. Companies will rarely sell much to such events. The goal is to increase the company’s reputation and encourage a first try of your products or services. These trade fairs and exhibitions give you the opportunity to meet the market and the consumer. For example, each year in France the Body Fitness edition takes place in Paris. It’s the occasion for every person who practices fitness to meet sport nutritions companies as Herbalife or Myprotein and taste their products in a good atmosphere.(Peter Symonds, 2014)
2.1.3.4 Direct Mail
Direct mail is highly targeted to consumers in a database. The consumer is defined with a variety of attributes and similarities. Creative advertising agencies work with your marketing managers to design targeted communication in the form of a mail. The mail is sent to the potential consumers and the responses are carefully checked. If for example you want to sell protein powder, you will use a fitness database as a basis for prospecting for your mails (Truex, 2016).

2.1.3.5 Sponsoring
When the company has to pay to be associated with a certain event it is called sponsoring. The company can sponsor sporting events such as the Olympic Weightlifting Games or the Street Workout. The event is then more easily associated with your company which is the sponsor.

2.1.3.6 Online personal selling
According to Kotler (2003), the online personal selling is the technique of face to face interaction with one or more perspectives purchasers for the purpose of making representations, asking and answering questions to create the profile of the customer and finally procuring orders. For example, individual seller from Herbalife make online personal selling with social networks. Social networks are one of the most important sales tools of their work because they meet new segments of customers (Mendoza, 2017).

2.1.4 Example of Myproteins
This group is marvellously well illustrated in their relationship to influencers and how to integrate them into a digital strategy. Indeed, the brand bases most of its communication on influence, in France and internationally.

![Myprotein Marketing Influence Strategy Diagram]

- Tibo Inshape (3 Million followers Youtube)
- Marine LELEU (253000 followers on Instagram)
- Caroline CLN Fitness (257000 followers on Instagram)

Source : Arnaud Moulin
According to Laura Pitel (2011), the marketing strategy of Myprotein company was composed by an excellent advertising strategy and build good public relations. Nowadays, Myprotein has adopted the same strategy in France and they have recruited all the French influencers (muse) in the fitness market with the title of ambassadors of the brand.

By recruiting year after year the best influencers in the field of sports, but also recognized sportsmen, and catapulting ambassador of the brand (or Team Mate for the lesser known / influential), the brand ensures allies of size on the network (Kohlmann, 2016).

In practice, how does it happen? 
This is initially an affiliation. With a coupon code, influencers are paid on the sales they generate. However, if you look at it more closely, the mechanics are much more complex and interesting. Myprotein regularly assembles several influencers with whom they work, to make them adhere to a common project. A video, a lounge, a social media shootout, etc. There is no limit, the idea is to cross the audience, but also to make the brand shine more and more by such a strategy (Kohlmann, 2016).

Working with the brand, we can mention in France Tibo Inshape, but also Marine Leleu or even national athletes. Importance: generating sales through influence, a strategy that is obviously proven as the group is increasingly present and does not hesitate to invite some influencers behind the scenes with for example Tibo Inshape visiting the production plants of protein powder (Kohlmann, 2016).

2.2 Factor which influence the consumer behaviour

2.2.1 The explanatory variables of the purchase

2.2.1.1 Psychological Factors
Among the psychological factors that have an influence on the purchasing act of the consumer, the first is the need. In order to understand how the need works for the individual, it is interesting to look at Maslow's pyramid, which establishes a hierarchy of needs in man. As a result, man will first seek to satisfy his physiological needs before becoming interested in his need for security. Then come the needs of belonging and esteem, and, finally, the need to fulfil themselves (Maslow, 1943).
The second psychological factor that intervenes in the act of purchasing: customer motivation, which is a positive drive that pushes a customer into action. This is the exact opposite of a brake. Motivations can be classified into two models:


Source: Arnaud Moulin
The JOALLIS model, which classifies motivations into 3 categories: hedonistic, oblative or self-expression (Jean-Marc Decaudin, Jacques Digout, 2011).

**Hedonist Motivation:** Pleasure

**Oblative motivation:** To please others

**Motivation of self-expression:** To assert oneself and which corresponds to the needs of esteem and accomplishment.

Attitudes also have a considerable influence on the act of purchase. These are the predispositions of an individual towards an object. Reference is also being made to mental disposition. Elements that promote buying are cognitive, affective and conative.

- Level of knowledge (cognitive).
- Level of reference (affective).
- Level of experience (conative).

Finally, involvement is an unobservable state of motivation or interest. It is created by a specific object or situation. It leads to behaviour: certain forms of product research, information processing, and decision-making. There is an increasing involvement of consumers, particularly for the development of the internet: better search for information and comparison of products and prices is made easier (DigiSchool Commerce, 2014).
2.2.1.2 Psycho-graphic factors

Psycho-graphic factors seek to define the individual in interaction with his or her social environment.

**Personality:** For the individual to engage in activities, he must have cognitive resources. Above all, it is the knowledge required to make decisions about the purchase or the use of the product. Independently of this knowledge, which will be developed further on, the individual does not have unlimited psychological abilities. Thinking about making a major purchase decision, understanding a manual, paying attention to prices during a visit to the hypermarket are all seemingly innocuous situations that nevertheless generate fatigue or stress. Situations of this kind require the individual to manipulate and process information that varies in quality and quantity. A too heavy burden of information to be processed or insufficient knowledge is likely to have a negative impact on the decision-making process (Jacoby, 1974) especially since the cognitive style or the way information is processed varies from one individual to another (Pinson, 1988). Some people have a greater ability to cope with the ambiguity or complexity of information present in the situation.

This problem of the information economy is particularly important in the analysis of the decision-making process (Stigler, 1961). A detailed analysis of the cognitive resources that the individual must engage in making a decision, assimilating advertising information, purchase, access to a distributor or more simply to make use of a product constitutes a priority route of investigation for the optimization of operational marketing actions that are very largely based on the direct or indirect dissemination of information. Ratchford (2001) goes further by suggesting that knowledge is a real capital that the individual accumulates throughout his life. As capital, the knowledge is likely to explain lifestyles as well as consumption patterns throughout the life cycle.

In addition to aspects related to the problem of processing information that requires significant cognitive resources, it can be stressed that the actors can be characterized by their personalities. While the formation of personality is still the subject of much debate, it can be stressed that it is at least partially the result of socialization process, and may have an impact on consumer or purchasing choices (Jolibert, 1997).
Lifestyles: Lifestyle approaches are directly derived from studies designed to combine an inventory of individuals' activities, interests and opinions (Plummer, 1974). Such studies are sometimes supplemented by the simultaneous taking into account of the values. These approaches have been particularly successful in the advertising field. The principle of the approach of lifestyles consists in collecting a large amount of information on various domains, to reduce this mass of information in a few structuring dimensions before proceeding to typologies of individuals. Each group of individuals thus identified is supposed to be characterized by a specific way of life (consumption, cultural practices, frequentation of points of sale, media practices, etc.) and a mentality of its own. Such analysis offer a simplified view of the social field and make it possible to locate products or brands according to their penetration rate in the different groups. Lifestyles are thus supposed to reflect the values of individuals (Valette-Florence, 1986). In terms of lifestyles, the study of consumer and buyer behavior has been the subject of much criticism (Valette-Florence, 1994). It seems that values are more closely related than lifestyles to consumer practices. They are in fact better able to explain consumption choices (Kahle, Beatty, Homer, 1986). In addition, socio-demographic variables also appear to have significantly greater predictive power than lifestyles (Kapferer, 1981). Whatever criticisms may be made of this approach, its main interest is to make a social landscape an intelligible complexe (Cathelat, 1994).

2.2.1.3 Environmental factors

Culture and values are updated through lifestyles. The individual can not be apprehended independently of the frame within which he is being built. Culture, values and motivations are structured over time through the sociabilisation of the individual. This sociabilisation provides pieces of information to companies about the persons, according to which group they are associated. Therefore, the consumers’ culture can be influenced by different groups.

The social classes is one of these groups. It refers to the position of the individual on a scale defined on the basis of criteria such as occupation, income or level of study. It allows sociologists to do nomenclature according to the criteria mentioned above (Desrosière, Thévenot, 1996). All the persons in a social class will not necessarily know each other. Due to the fact that one person can belong to two different social classes, because of its professional situation and degree of studies, sociologists may consolidate two close social classes to increase the intelligibility of the category (INSEE, 1999).
The family is the most immediate and lasting influence group of the individual. It determines all the sociabilisation of an individual. The anthropological approach of the family proposed so far emphasizes the role of culture in the relationships between family members (Laburthe-Tolra & Warnier, 1994). The individual, throughout his life, passes through different stages and experiences changing its family situations. The evolution of mores has the consequence of seeing more and more complex trajectories of life appear (Lavertu, 1996). At the beginning the individual is mainly socialised according to its parents then at adolescence this individual will follow his pairs, will be influenced by them and at the end by its spouse. During its life, individual’s family changed. It start by its parents, its brothers, to become itself parent (Gilly & Enis, 1982).

Another external factor of influence is the reference group. According to Hymans (1942), the notion of a reference group means a group to which the individual refers in terms of attitudes. In the first approach, the reference group is the one in which the individual seeks acceptance or the one from which he does not wish to be excluded. In seeking to preserve or cause belonging, the individual adapts to the dominant values of the group. From this perspective, the reference group has a normative function. By reading and accepting the values of the group, the individual has the opportunity to register. In the second approach, the reference group is considered as a reference point that the individual uses to form judgments and evaluations. As Kelley (1978) points out, in this case, the function of the reference group is merely comparative. The individual will position himself in relation to the reference groups of his choice, for example to reinforce the importance of his own social status.

These external factors will influence the customer’s behaviour. Depending on to which group he belongs, or to which group he wants to belong, the customer has a different approach of the product.

2.2.2 Decision Making process:
The decision making process of the customer is separated in five steps:
- Recognition of the problem
- Search for solutions
- Evaluation of options
- Decision and acte of purchase
- Evaluation after purchase
2.2.2.1 Recognition of the problem:
The buying process begins with the existence of a need. This is the discrepancy between a present situation and a desired situation. To fill this gap, the consumer can make a purchase. There is therefore a need to be satisfied. But for the act to act, the stimuli come into play. They are the ones who will push it to proceed with the purchase. A stimulus can be internal as well as external. Internal, for all that concerns the individual (psychology, health, primary needs (Maslow's pyramid, 1943), external means the influence of a family member, his entourage. (Engel, Blackwell and Kollat, 1968)

2.2.2.2 Search for solutions:
Once the decision is made to satisfy the need identified, the consumer will look for possible options. To do this, 2 types of searching methods:
- Internal: referring to his memory and past experiences.
- External: once again through exchanges with its direct environment (its family), or indirectly, via the various information provided in places of sale, websites and social networks, snowball, ... (Engel, Blackwell and Kollat, 1973).

2.2.2.3 Evaluation of options:
The different informations are taken into consideration in the research phase supports for the consumer's judgment. It evaluates the different solutions through their attributes. His personal preferences serve as filters to choose the products or services that best meet his objective and subjective expectations, whether conscious or not. Indeed, image questions play an important role in the expression of preferences. Many other internal and external factors can have an impact on the final short list. For example a bad experience with a seller would condemn a product, which in terms of its functionality, would have had all chances of being chosen. (Perner, 2010)

2.2.2.4 Decision and act of purchase
The consumer has all the elements to decide. Its final choice is based on the prioritization of its criteria, but also on last-minute elements. A “flash” special offer can make his choice swift. If the purchase is significant to the consumer, other factors are taken into account such as the risks involved. The consumer can also be influenced by the recommendations and experiences of those around it (Perreau, 2013).
2.2.5 Evaluation after purchase

The purchase process does not end once the customer has gone through the act. His satisfaction will arise from the difference between what he expected of the product and what it brings it. Regarding reputation, it is enough to observe how social networks are fearsome amplifiers of dissatisfaction with significant consequences to the key to the brands. The image of a company is a capital to look after (Kotler, 2001).

2.2.3 AIDA Model

When the potential French customers are surfing on the web and are motivated to buy sport nutrition products, there are influenced by online marketing technique who’s called AIDA. According to the inventor of the model AIDA (E.K Strong, 1925), the terms of this Direct Marketing model means:

– A = Attention
– I = Interest
– D = Desire
– A = Action

Attention
First step, capturing attention. Without attention, you will find it hard to convince anyone. The key here is the choice of words and images. Attracting eyes, arousing curiosity can be done in many ways: by mood or emotion, creating surprise or envy. The first few seconds are decisive.

Interest
Then comes the interest in your products or services. It will wake up if you know how to focus on customer benefits and if you answer the question "What does it bring to me?". It’s the right time at this steps for the seller to attract potential and satisfied customers or show his products in action. Interest increases even further if the potential customers can test the product and evaluate its benefits.

Desire
Desire, more emotional than rational, arises from the desire to possess the object and to take advantage of its proven advantages. Much more than the recognized need (of object or service), desire drives action and leads to the next step. Desire is like fire. It can be powered in several ways (highlighting the scarcity of the product, playing on the number of orders and thus success or arguing its direct utility to solve a problem).
Action
The goal of this step is to convince the potential customer to contact you, to bring it to the point of sale, to guide it towards the final transaction. Everything, at this stage, should facilitate the purchase: easy access, precise and reliable technical data, simple and clear explanations, prices, terms of delivery, and some others. Everything must be available to simplify the act of purchase.

Over time however the habits of consumption have changed. Both procurement, and market needs have evolved. The media and technology have radically changed. Thus, some argued that the above model was incomplete. They added a fifth step: satisfaction. It closes the process because it allows to retain the customer, to sell to it other products or services, and finally to transform it into a true ambassador of the brand.

3. Methodology

3.1 Research Strategies
According to E. Wyse (2011), in a scientific case study we can find two different research strategies which are quantitative and qualitative approaches.

3.1.1 Qualitative method
According to Hennik, Hutter & Bailey (2011), qualitative research is “an approach that allows you to examine people’s experience in detail, by using a specific set of research methods”. Moreover, Susan E. Wyse (2011) says “qualitative research is is also used to uncover trends in thought and opinions, and dive deeper into the problem”. Most of the qualitative methods consist in doing individual interviews, groups discussion and observations (Wyse, 2011). However, it is really hard to describe a qualitative research with precision “because it is so large and amorphous, and because it is growing and changing even as you read this chapter” (M. Fablin & L. Putnam, 2000).
3.1.2 Quantitative Method
As Babbie (2010) says, “quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques”. The goal of a quantitative method is to answer questions on relationships within measurable variables with an intention to explain, predict and control phenomena (Leedy, 1993). A quantitative research is based on analysing primary and secondary statistical data which mainly comes from survey, questionnaires and polls. In a quantitative method, the main type of study used is the descriptive study in order to observe thing as they are.

3.1.3 Choice of the research method
In order to determine which of the qualitative method and the quantitative method is the best for our subject, we needed to know which of the both will give us the best information to answer to our research question. The goal of quantitative and qualitative method has been described above, so according to our subject, it is the best way to answer to the quantitative method. To understand the link between the sport nutrition industry and the fitness market, the collection of statistical data is primary. Furthermore, the quantitative method will be very helpful to know the people’s behaviour in both markets.

3.2 Type of research
Aaker & Day (1990) mentioned, that there are researchers who identified three main type of research: exploratory, descriptive and explanatory.

3.2.1 Exploratory research
According to Singh (2007), “exploratory research is the initial research, which forms the basis of more conclusive research. It can even help in determining the research design, sampling methodology and data collection method”. Exploratory research “tends to tackle new problems on which little or no previous research has been done” (Brown, 2006). This method of research does not intend to offer final and conclusive solution to existing problems, it is conducted in order to determine the nature of the problem, to find out “what is happening”, to ask questions and to analyse solutions from another perspective (Saunders et al, 2007).
3.2.2 Descriptive research
Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). Moreover, descriptive studies are aimed at finding out "what is," so observational and survey methods are frequently used to collect descriptive data (Borg & Gall, 1989). The goal is to accurately describe the information based on population and determined in time (Zikmund, 2000).

3.2.3 Causal research
Causal research is led in order to find the cause and effect relationship between variables (Emory & Cooper, 1999). The main purpose of a causal research is to explain why phenomena occur and to predict this future occurrences.
For example, a marketer may want to determine the cause of dip in sales. He would test the sales against various parameters like selling price, competition, geography. Experiments are the most popular primary data collection methods in studies with causal research design.

3.2.4 Type of research used
The purpose of this thesis being to gain a deeper understanding of the influence of sport nutrition companies in the fitness market, we chose to use the descriptive and exploratory research method. The descriptive method research was used in order to see and determine the nature of the problem. The second research method exploratory, was selected in order to collect and analyse the data that we have by the secondary and primary data.

3.3 Population and sample
According to Bryman and Bell (2007), “a population is the universe of people from which the sample has to be selected. The sample is the segment of the population that is chosen for investigation”. The population chosen for this research is entrepreneurs and French people who do some sports and take food supplements.
As Thyer (2010) said, the sampling process divides the population into different segments. This process is the use of several methods that allows marketers to identify a group of people, objects or phenomena that will be used to represent the total population. This sample must be representative, meaning that the whole population should be represented (Greetham, 2009). The reliability and the conclusions drawn after depend on this selection and on the size of the
sample. As Churchill & Iacobucci (2002) mentioned, sampling methods are classified in two categories, random and non-randomly.

3.3.1 Random sample
In a random sample, each member of the defined population has the same chance of being selected (Kotler and Armstrong, 2008). The entire process of sampling is done in a unique step with each subject selected independently of the other. It provides the most valid or credible results because they reflect the characteristics of the population from which they are selected (Hays & Imbert, 2013).

3.3.2 Non-Random sample
Non-randomly sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected (Explorable.com, 2016). All non-randomly samples rely on personal judgment somewhere in the process and can be done according to different methods, such as the convenience sample, the judgment sample and the quota sample. (Sweetland, 1972). In addition, this kind of sampling method is often divided into four categories: quota sampling, judgment sampling, convenience sampling and snowball sampling (Battaglia, 2008).

3.3.2.1 Convenience sampling
Convenience sampling according to Malhotra (2010, p. 379) “attempts to obtain a sample of convenient elements. Often, respondents are selected they happen to be in the right place at the right time”. This technique is considered easiest, cheapest and least time consuming of the non-random techniques (Malhotra, 2010).

3.3.2.2 Judgement sampling
Judgment sampling, also known as purposive sampling is a sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgement (Explorable, 2016). Purposive sampling can also be chosen when researchers feel they will meet in the selected people the requirements of the study (Hair, Brush and Ortinau, 2003).

3.3.2.3 Quota sampling
Quota sampling can be defined as a sampling method of gathering representative data from a group or subgroup. (Saunder and Lewis, 2012). Moreover, according to Battaglia (2008,
p.523), “the basic idea is to set a target number of completed interviews with specific subgroups of the population of interest”.

It means, researchers take a defined number of people selected by convenience or by judgemental process to answer to the survey.

### 3.3.2.4 Snowball sampling

According to Hair, Brush and Ortinau (2003, p.351), snowball sampling involves “identifying prospective respondents who can then help the researcher to identify additional people who are part of the population of interest to take part in the study”. The snowball sampling consists in two steps, identify potential subjects of the populations which are mainly hard to find and by their network, find other people with the same criteria to interview (S. Glen, 2014).

### 3.3.3 Choice of our sampling method

For this study a non-random sample is used and more precisely a convenience and snowball sampling method. It was for us the best means to collect most answers in the less time as possible without checking before if people has the requirement to answer to our survey and do the sorting when all the answers had been collected. However, the snowball method allows to us to reach people who are concerned by our subject and not to have many ineligible answers (Bryman & Bell, 2007). The population studied in this in this study is persons who practice fitness and buy, take food supplements.

### 3.4 Collection of empirical data

#### 3.4.1 Collection of secondary data

The secondary data is according to Saunders et al. (2007, p246) data that “have already been collected for some other purpose”. We can note two types of secondary data which are internal and external. Internal is the available data that comes from companies which give information about company’s strategies, this type of data is often non-available for people outside of the company. Whereas external data is coming from many sources as books, reports, governmental reports, this data is available at low price or sometimes free in libraries or also in free access on the internet (Kinnear & Taylor, 1996).

The mains keywords for our research were “consumer behaviour”, “sport marketing strategies”, “sport nutrition industry” and “people decision making”. It was not hard to find
researches about these topics, the main challenge we faced was to find the references we needed.

We used as secondary data two different types of support. Firstly, books that we found mainly on scientific data base as Google Scholar, Esmerald & Libris or also the data base of Halmstad University Web of Science which help us for all the theoretical aspect.

Secondly, we used also data coming from governmental website as IMS Health, RNC and various companies or business related website mainly for the data concerning the figure about sport in France, theory about sport marketing strategies and strategies of sport nutrition companies.

### 3.4.2 Collection of primary data

Nevertheless, researchers can also collect and analyse new data collected by themselves, this data is known as primary data (Saunders et al, 2007). Four different methods exist in order to collect primary data according to the type of data you need: the observational method, the experiment method, the interview method and the survey method (Reynolds, 2014). The goal of survey method according to Jackson (2011, p17) can be explained as “questioning individuals on a topic or topics and then describing their responses”. In this thesis, we will use a questionnaire in order to support the mains point that we have presented above in the secondary data.

As we were in Sweden and looking for answers by French people, we opted for an online survey. We also chose an online survey, compared to mailing or phoning because firstly it’s cost efficient, phoning can cost lot of with the fees and mostly an online survey is independent. We just had to share the survey and collect our answers. Secondly, with an online survey, we can collect many answers within a short period of time (McCullough, 1998). In our case, we didn’t have much time to collect the answers, the online survey was obvious for us.

In order to carry out this survey and to understand what people think, we decided to make a questionnaire. This questionnaire was made with the following rules:

- The questionnaire was established in French, so that people who wanted to answer the questions could understand them and in English for a better understanding of the answers in our empirical part.
- Different types of questions, one open question which permits to know their feeling without any influence by already proposed answers, closed questions which
comport different kinds of answers like “yes or no”, scale or also multiple choice in order to know with precision what people think and feel about the questions.

- The four-primary questions which permit to us to know if people will be eligible to answer to the rest of the survey.
- The last question is the open question which permit to end the questionnaire by seeing they own view of the subject.

To do the questionnaire, we choose Google Form because of the facility of collecting answers, to get an already-done graph and the possibility to customize the questionnaire, to delete answers if they were ineligible. We shared the survey mainly on social media like Facebook, LinkedIn, Twitter, it permitted to reach many answers in a few time thanks to our personal and professional network. The second way to collect answers is by contacting some fitness room in France in order to have answers by people directly concerned by our subject. Some people shared also our questionnaire in their own network and with a snowball effect, we could reach many people in a few amounts of time. Thanks to these collecting and sharing method, we collected 283 answers.

3.5 Quality of the research

3.5.1 Credibility

Reliability and validity are two mandatory tools to lead an academic study which has a survey. According to Babbie (2007, p.143), reliability is “quality of measurement method that suggests that the same data would have been collected each time in repeated observations of the same phenomenon”. The objective of reliability is to know that the method of data gathering produces consistent and stable results (Wren, 2005). To be the more accurate as possible, it is necessary to carry out some steps.

Cohen (2007) define validity as “an important key to effective research. If a piece of research is invalid then it is worthless”. In quantitative data validity, might be improved through careful sampling, appropriate instrumentation and appropriate statistical treatments of the data. It’s impossible to be one hundred percent valid in a quantitative method (Cohen 2007). Validity, then, should be seen as a matter of degree rather than as an absolute state (Gronlund 1981).
4. Empirical data and results

This part presents the empirical data. This data was collected from answers to the questionnaire, (over 283 replies from sports nutrition customers all over France).

These kinds of empirical data will enable us to understand marketing influence of sports nutrition companies (the seller), on the customers of the fitness market (the buyer).

4.1 Questionnaire participation

This part is intended to describe the results of the survey created for this study. We will not analyse all results and percentages but only a selection of the most relevant to the issues of our topic stated in the research question.

For the reliability of our study, we planned to collect 380 answers for our questionnaire, however, we only collected 283 answers. Moreover, 84 persons do not take food supplements and 29 persons do not practise fitness. Out of these 29 people, 26 did not take food supplements and 3 did. It led us to put out 87 responses which were not reliable, it means we reached the final total of 196 usable responses.

1) In Figure 1 and 2, the first two questions aim to know if people take food supplements and practise sport. It is for us not relevant to take in consideration answers of people which do not know the field of our study.

![Figure 1: Pie chart of the proportion of people taking food supplements](image-url)
4.2 Marketing strategies

2) In Figure 3, among the 196 people who take food supplements, we wanted to know at which moment and at which frequency they did, in order to know if people take it only in a dietary goal or more within the frame of a fitness program. This pie chart shows the consumption frequency of people taking dietary supplements.

Among them, 63.9% say they consume food supplements after doing sports and 21.8% at every meal. However, 14.3% reported to consume occasionally or rarely food supplements.
3) In Figure 4, among the sample studied we want to know at which frequency people do work out. This pie chart shows the frequency of people practicing sport. Among them, 59.1% reported to practise sport more than three times a week and 29.6% reported to practise sport three times a week. Furthermore, the results means that 90% of people work out three times a week or more.

![Figure 4: Pie chart of the frequency of sport practising](image)

4) In Figure 5, among the sample studied, we wanted to know where people buy their food supplements.

This column chart shows us that four out of five people buy their food supplements on Internet. However, half of these people also buy it on their fitness room or in a specialized shop. We exceed one hundred percent of the population because people could choose more than one response.

![Figure 5: Column chart representing the different buying places of food supplements](image)
5) In Figure 6, this pie chart shows us that 33.2% of the interviewed people are influenced by social medias to buy food supplements. On the other hand, 19.9% of the people reported to be influenced by snowball/word of mouth in their purchase. Furthermore 15.2% of the respondents said to be influenced by sponsoring and 13.3% by mailing to buy food supplements.

![Figure 6: Pie chart of the different marketing tools to influence people to buy food supplements](image)

4.3 Influence on consumer behaviour

6) In Figure 7, this pie chart shows us that 81.1% of people think that marketing strategies about food supplements incite people to practise. As we saw above, social media, advertising and sponsoring can be a cause of this influence.

![Figure 7: Pie chart of people thinking that marketing strategies about food supplements incite people to practise fitness](image)
7) In Figure 8, this column chart shows us that 60.9% of the people think that taking food supplements have a great importance in the people’s decisions to do some sports. Furthermore, 39.1% of people think that taking complementary food does not matter or that it is of medium importance in their decisions to do some sports.

![Figure 8: Column chart representing the importance of food supplement in people’s decision to do some sports](image)

8) In Figure 9, this pie chart shows us the influence of taking food supplements on the decision to start practising. Indeed, the half of the people interviewed started to do some sports thanks to the influence of food supplement. Because we questioned only people already taking food supplements. This part would be smaller if we mixed people who take food supplement and people who do not.

![Figure 9: Pie chart of the population which started practise thanks to food supplements](image)
9) In Figure 10 and 11, the two following questions show us the people’s opinion on the efficiency of food supplements when they are doing sport. 93.3% of the concerned population think this is better to take food supplement by doing sport and 91.4% of people believe that the result will be better if they do some sports before or after taking food supplements. This sums up well the global interest of the fitness trend linked to food supplement presented on figure 9.

Figure 10: Pie chart representing people’s thinking about the taken of food supplement by doing sport

Figure 11: Pie chart representing people’s opinion on the efficiency of food supplement by doing sport

10) In Figure 12, this Pie chart show us that 94.9% of the related people assert that they will continue to do some sports even if the price of food supplements increased.

Figure 12: Pie chart representing people’s price sensibility of food supplements
11) The last question is an open question which is based on what criteria linked to food supplements will push people to stop doing sport. People will not mainly stop doing sport, whatever happens with food supplements. Even health problems will not push them to stop working out because they told to us that they can in last resort change their food supplements. However, a prohibition of food supplement in France would discourage people, some will stop and a little part will continue to practice sport because they like it and food supplements is just a supplement to their practice to doing sport.

5. Analysis of Empirical Data

A food supplement is a commodity whose goal is to supplement the normal diet. It is a concentrated source of nutrients or other substances having a nutritional or physiological effect and is marketed in dosage form (capsules, powders, bags, etc.). The French market for food supplements represented a turnover of more than one billion euros in 2012, with growth occurring on all distribution channels. The market for food supplements thus benefits from an awareness of the links between food and health capital among consumers (Businesscoot study agency, 2012). The role of sport nutrition companies is to influence people to practice fitness with sport marketing strategies and marketing factors which influence the consumers’ behaviours. It has been the main question that researchers have sought to answer in this paper.

5.1 Sport nutrition marketing strategies

According to Kotler & Armstrong (2011, p12), “the company’s marketing strategy outlines which customers it will serve and how it will create value for these customers. It is essential for companies to do well their marketing strategies. The marketing program builds customer relationships by transforming the marketing strategy into action. It consists of the firm’s marketing mix, the set of marketing tools the firm uses to implement its marketing strategy”. We saw in sport nutrition companies, the main tools that the companies use are public relations, advertising and promotion.

As seen on figure 3, 64% of our sampling population says to be taking food supplements after doing sport. It shows us the necessity for food nutrition companies to put in the customers’ minds the need to practice fitness in order to increase their market share. It is a proof that food supplements and the practice of fitness are linked. Moreover, 80% of the interviewees practice fitness at least 3 times a week. When people start to workout, they generally do it regularly,
and therefore, take more food supplements because, as said above, they take it mostly after
practising fitness.

In our case, 82% of the respondents (figure 5) said they buy their food supplement on internet,
companies have to primary develop their internet communication tools and support. MyProtein,
leader of the sport nutrition in France understand well that and develop mainly their strategy in
this support. Internet is the central point of marketing strategy in sport nutrition industry, it has
become a new way to create value and build relationship with the customers (Kotler, 2014).
Their strategies based on public relations, with for example the Youtuber Tibo Inshape,
demonstrate their envy to develop this area. Although public relations are the least used of the
promotion tools in traditional companies (Kotler & Keller, 2007), in sport nutrition companies’
public relations represent the best way to promote their products and brand. In fact, one third
of the people interviewed (figure 6) admitted to know or be influenced to buy food supplement
through the social networks as Youtube, Instagram, Twitter or also Facebook. The influence
represented by a muse coming from the different internet networks is wide and deep and seems
inexhaustible. Another type of promotion made on the internet is the online sales promotion
which consist in doing a discount on the website and cause a desire which leads to the purchase
(Kotler, 1999). These promotions are a consequence of the proportion of people buying their
food supplements on the internet (4 out of 5 people). As said, sport nutrition companies
understand the importance of the internet and want to maximise their profits on this support by
using all the different online tools they have at their disposal.

Even if most of the promotion tools are linked to the internet, sport nutrition companies use
others types of promotion such as sponsorship, events or also consumer shows. Companies can
by this way, be associated to an event, increase their visibility in the market, meet their
consumers, be known on the market by the potential customers. As seen on figure 6, another
third of the respondents heard about food supplement thanks to sponsorship and word of mouth.

The last main strategy used by sport nutrition companies is the advertising. According to Kotler
(2005), “advertising involves communicating the company’s or brand’s value proposition by
using paid media to inform, persuade, and remind consumers”. Sport nutrition companies’ use
mainly advertising on internet platforms as advert on YouTube video or also on websites
through cookies. The second main advertising strategies for sport nutrition companies’ is
mailing thanks to the data base collected by advertising companies or to their own data base
build on shows or former purchases. Figure 6 show us that 26.6% percent of their communication tools are made by different types of advertising. 13.3% on traditional advertising and 13.3% on mailing.

All these marketing strategies allow the sport nutrition companies to increase their visibility on the market. As seen above, promotion is the main tool used by these companies. Companies understand that their customers are mainly young and therefore, use new technologies to attract their attention with social media through public relations or putting advert in website or in Youtube.

5.2 Factors which influence the consumers’ behaviours
This part discusses the analysis of the results about the factors which influence the consumers’ behaviours. All the results studied will be matched with the theoretical framework part on factors influencing the consumers’ behaviours. In order to make our reasoning more relevant, we have chosen to study the results of Figures 6, 7, 8, 9, 10 and 11 on the factors influencing the consumers’ behaviours.

As we saw above, the factors that influence the consumers’ behaviours are stimuli. There are two kinds of stimuli, the internal ones (referring to his memory and past experiences) and the external ones (direct environment like his family), (Laburthe-Tolra & Warnier, 1994), or indirectly, via the various information provided in places of sale, websites and social networks, snowball) (Engel, Blackwell and Kollat, 1968).

In figure 9, we can analyse that 50.9% of the interviewees have started to do some sports thanks to food supplements. It means that the majority of our interviewees have been influenced by marketing strategies of the sports nutrition companies (81.1% (figure 7)). This influence can be explained in majority by socials networks from sport nutrition companies (33.2% ; figure 6) and snowball (19.2% ; figure 6). In this case, the snowball means that people can be influenced by recommendations and experiences by their reference group about sports nutrition and practicing fitness. According to Hymans (1942), the reference group refers to a group to which the individual refers in terms of attitudes (in our case a group of people practicing fitness and taking food supplements).

Furthermore, people can be influenced by social networks with youtubers like Tibo Inshape who is also ambassador of Myprotein or by “flash offers" (Online sales promotions) done by
sports nutrition companies on social networks (Kotler, 2005). The principle is to capture the attention of the people by creating an emotion, a surprise, a desire, as shown in the AIDA model.

On the other hand, with the expansion of the fitness trends thanks to the social networks (Instagram, Youtube, Facebook), the ambassadors of sports nutrition's companies have the mission to give their best expertise on the use of sport food supplements. That is why, we can observe in figure 10 that 93,3% of people taking complementary food think that it is better by doing sport but the consumer can also be influenced by the recommendations and experiences of those around it (Perreau, 2013).

The objective of the ambassadors is to associate complementary food and sports in people’s mind. By the way, the figure 11 show us that 91,4% of the people who take food supplements think that they are doing a better performance with it. It means that all the influencers have proved the advantages of taking food supplements by doing sport and created a fitness lifestyle. Lifestyle approaches are directly derived from studies designed to combine an inventory of individuals' activities, interests and opinions (Plummer, 1974). In our case, the fitness lifestyle is characterized by practicing fitness, food supplements and well being.

Moreover, the influencers have also convinced potential customers to buy sports nutrition products and guided them to the final transaction, because all the answers about the figure 11 are actual customers of complementary food (E.K. Strong, 1925).

Regarding the evaluation after purchase, the figure 8 is very interesting for us. The column chart show us that 60,9% of the people think that taking food supplements have a great importance in people’s decision to practise.

It means that sport nutrition products have a good feedback from their customers and 60,9% of people are loyal to sport nutrition products. Regarding reputation, it is enough to observe how social networks and snowball are fearsome amplifiers of dissatisfaction or satisfaction with significant consequences to the key to the brands. The image of a company is a capital to look after (Kotler, 2001).
6. Conclusion

The purpose of our study was to know how people were influenced by sport nutrition companies in their decision to practice fitness. The research question of this thesis was: “What is the influence of sport nutrition companies in people’s decision to practice fitness?” To answer to this question, the authors analysed the different marketing tools to see where is coming from this influence. It was clear that sport nutrition companies have an influence on people’s decision to practice fitness but is this influence voluntary or not? In our current society, the customers never do things on his own, he is always influenced by an external or internal factor.

Thanks to the research and results of the questionnaire, it appears that sport nutrition companies aims through their marketing tools to put in the customers’ minds the need to practise fitness. Indeed, to sell their products, sport nutrition companies need to target people who do some sports. To increase more and more their potential target, companies have to introduce in the customers’ minds a stimulus. To introduce these stimuli, companies mainly use muses via the public relations. By following these personalities, customers will not realize they passed a message which influences them. In fact, from the empirical study, most of the respondents think food supplements are indissociable from the practice of fitness and almost two thirds of the interviewees think that taking food supplements is necessary in their decision to doing fitness.

According to our empirical study and our secondary data, the results showed and confirmed that the influence of the sport nutrition companies on the people’s decision to doing fitness is voluntary and was done in order to increase their market share. The people’s minds are now formatted by many types of influences from everywhere.

6.1 Limitations

Some difficulties have been encountered during the study.

Firstly, it was difficult to find the marketing strategies of nutrition companies. Generally, these companies keep their marketing plan secret, therefore the related theoretical part mainly comes from third-party websites and not books or scientific journals as the rest of our study.

Secondly, due to the few amounts of time we had to do the survey, on the 380 answers expected we only got 283 for 196 valid. Not all the questions were useful for our study, the first four
aimed to know which segment of people we faced and if they were reliable for the study. This is why 87 answers were deleted in order to have the most reliable survey as possible.

Finally, our research could be deeper on the influence of sport nutrition companies but it would have required a wide theoretical frame with sources coming from the companies. Some questions of our survey went in this direction but the theoretical frame was missing to analyze it.

6.2 Furthers studies
We developed all the aspects of marketing influence from sport nutrition companies in general, and we tried to find the most important aspects of the marketing influence of sports nutrition companies in the decision of people to practice fitness. It can be interesting to focus on one of the aspects we found: the public relations by socials networks which is one of the most important points of our subject.

By the way, it would have been interesting to separate our population by age group to better understand which type of population is mostly influenced by the marketing strategies of sports nutrition companies to practice fitness and to consume complementary food.
  - 18-25 years old (student, young professionals)
  - 26-40 years old (worker, adult)
  - 41-60 years old (senior, retirees)

Finally, it would have been interesting to compare the marketing influence of sports nutrition companies in the fitness practice associated with food supplements between two different countries to see if the marketing strategies of sport nutrition companies are the same abroad.

7. Appendix

7.1 Appendix A: Questionnaire

1. Do you take food supplements?
   - Yes
   - No
2. Do you practice sport?
   - Yes
   - No

3. At which frequency do you take food supplements?
   - At every meals
   - After doing sports
   - Occasionally
   - Rarely

4. At which frequency do you practice sport?
   - Once a week
   - Twice a week
   - Three times per week
   - More than three time per week

5. Where do you buy your food supplements?
   - Internet
   - Fitness center
   - Specialized shop
   - Personal selling
   - Pharmacy

6. Which marketing means influence you the most to buy food supplements?
   - Advertising
   - Sponsoring
   - Mailing
   - Social Media, Youtube
7. Do you think marketing strategies (sponsorship, advertising, mailing...) linked to food supplements incite people to doing sport?
   - Yes
   - No

8. In 1 to 5 scale, which importance food supplement take in your decision to doing sports?
   - 1
   - 2
   - 3
   - 4
   - 5

9. Did you start sports thanks to food supplements?
   - Yes
   - No

10. Do you think that it is better to take food supplements by doing sports?
    - Yes
    - No

11. Do you think food supplements are more efficient by doing sport?
    - Yes
    - No

12. Would you continue to do some sports at the same frequency if the price of food supplements were to increase?
    - Yes
13. According to you, which criteria linked to food supplements would stop you from doing sports?

### 7.2 Appendix B: References


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My name is Arnaud Moulin, I'm born in France, studying marketing and management. I like to practice sports, this is why I choose to work on a thesis which combined my both passion.

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