

A STUDY OF NUTRITION AND DIET FOOD BRANDS PREFERED BY SPORTS MEN

Submitted in partial fulfillment of the requirements for the award of
BACHOLOR OF BUSINESS ADMINISTRATIION

by

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **P VIGNESH (38280095)** who carried out the project entitled “**A STUDY OF NUTRITION AND DIET FOOD BRANDS PREFERED BY SPORTS MEN**” under my supervision from January 2021 to March 2021

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **P VIGNESH (38280095)** hereby declare that the Project Report entitled “**A STUDY OF NUTRITION AND DIET FOOD BRANDS PREFERED BY SPORTS MEN**” done by me under the guidance of Dr. ILANKADHIR M. at Sathyabama Institute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

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DATE: 17/03/2021

PLACE: CHENNAI

P VIGNESH

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ABSTRACT

Sports nutrition products were, at one time, niche products which were largely confined to a subculture of body builders and elite athletes, almost untouched by regular consumers. That picture has changed substantially with a concomitant change of consumers and their lifestyles; they participate in sport and fitness to improve their appearance, address health concerns and challenge themselves by competing. These consumers are increasingly health-conscious and informed about nutritional choices and what they gain from their purchases Lynwen Harrison, Rachel Smith, in *Developing Food Products for Consumers with Specific Dietary Needs*, 2016

This has contributed to sports nutrition products establishing a strong and growing foothold in the mass consumer market. The global functional food market is forecast to be £127 billion by 2017 and a notable driver for this expansion is the increasing market for high protein functional foods (EuroMonitor International).

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CHAPTER 1

Sports nutrition is the study and practice of nutrition and diet with regards to improving anyone's athletic performance. Nutrition is an important part of many sports training regimens, being popular in strength sports (such as weightlifting and bodybuilding) and endurance sports (e.g. cycling, running, swimming, rowing). Sports nutrition focuses its studies on the type, as well as the quantity of fluids and food taken by an athlete. In addition, it deals with the consumption of nutrients such as vitamins, minerals, supplements and organic substances that include carbohydrates, proteins and fats .Dietary supplements contain one or more dietary ingredients (including vitamins; minerals; amino acids; herbs or other botanicals; and other substances) or their constituents is intended to be taken by mouth as a pill, capsule, tablet, or liquid.[10]

Athletes may choose to consider taking dietary supplements to assist in improving their athletic performance.[11] There are many other supplements out there that include performance enhancing supplements (steroids, blood doping, creatine, human growth hormone), energy supplements (caffeine), and supplements that aid in recovery (protein, BCAAs).

Athletes sometimes turn to energy supplements to increase their ability to exercise more often. Common supplements to increase an athlete's energy include: Caffeine, Guarana, Vitamin B12, and Asian ginseng.[12] Guarana is another supplement that athletes take to enhance their athletic ability, it is frequently used for weight loss and as an energy supplement.[13]

Caffeine, a common energy supplement, can be found in many different forms such as pills, tablets or capsules, and can also be found in common foods, such as coffee and tea.

A 2009 study from the University of Texas reports that caffeinated energy drinks decrease sporting performance. They found that after drinking an energy drink, 83% of participants improved their physical activity parameters by an average of 4.7%. This was attributed to the effects of caffeine, sucrose and Vitamin B in the drink - however scientific consensus does not support the efficacy of using Vitamin B as a performance enhancer.

To explain the performance improvement the writers report an increase in blood levels of epinephrine, norepinephrine and beta-Endorphin. Common supplements to help athletes recover from exercising include protein and amino acid supplements. The main use for athletes to take dietary proteins are for hormones, oxygen transport, cellular repair, enzymes and conversion to fuel.[20] The intake of protein is a part of the nutrient requirements for the normal athlete and is an important component of exercise training.

In addition, it aids in performance and recovery. Dietary protein intake for well-trained athletes should occur before, during and after physical activity as it is advantageous in gaining muscle mass and strength.[21] However, if too much protein and amino acid supplements is consumed it can be more harmful to the body than it is beneficial; health risks include: dehydration, gout, calcium loss, liver, renal damage, diarrhea, bloating, and water loss.[20] A bountiful protein diet must be paired with a healthy, well-rounded meal plan and regular resistance exercise.

Characteristics of this particular diet include the type of exercise, intensity, duration and carbohydrate values of diet.[22] The most effective way to secure the natural nutrients required by the body for optimum health and physiological performance is by consuming vitamins, minerals, proteins, fats, sugars and carbohydrates, which can be procured from fresh fruits and vegetables.[16]

Post-exercise nutrition is an important factor in a nutrition plan for athletes as it pertains to the recovery of the body. Traditionally, sports drinks such as Gatorade and Powerade, are consumed during and after exercise because they effectively rehydrate the body by refueling the body with minerals and electrolytes. Electrolytes regulate the body's nerve and muscle function, blood pH, blood pressure, and the rebuilding of damaged tissue.[23] These types of drink are commonly made of glucose and sucrose in water and has been seen to improve the football players' performance.[16]

A substitute for sports drinks is milk, which contains many electrolytes, nutrients and other elements that help to make it an effective post-exercise beverage.[24] It is true that milk helps replace fluids and electrolytes lost after the athlete has worked out. A recovery drink is supposed to replenish the sugar lost, and help recover the muscles to be able to workout at full intensity by the next time they workout. When compared to plain water or sports drinks, research supported by the Dairy and Nutrition Council suggests that chocolate milk is more effective at replacing fluids lost through sweat and maintaining normal body fluid levels. Athletes drinking chocolate milk following exercise-induced dehydration had fluid levels about 2 percent higher (on initial body mass) than those using other post-exercise recovery beverages.

INDUSTRY PROFILE

On the basis of product, the sports nutrition market has been segmented into supplements, drinks, and foods. In 2019, sports supplements held the largest market share of over 80.0% in 2019 owing to growing awareness about health and fitness and huge commercial availability of sports supplements in the market. Growing number of gyms and fitness centers is also one of the key factors contributing to the large market share as these centers endorse nutrition products. Increasing number of new product launches in the sports supplements category indicates the significant demand for these products. For instance, in 2017, Momentous, a sports nutrition startup, launched

its first line of NSG-certified protein powders including AbsoluteZero, RedShift, and ArcFire. Furthermore, in 2016, Klean Athlete launched Klean Creatine, which helps athletes build muscle mass, increase body strength, and recover from fatigue.

Growing trend of self-diagnosis and increase in health-consciousness among the U.S. population is expected to boost the demand for sports nutrition products for treating various vitamin and mineral deficiencies. In addition, companies are focusing on targeting consumers on the basis of label claims and certifications. For instance, in 2018, NOW Sports collaborated with Informed Sports, a third-party certification provider, for detecting the presence of any banned substances. Such certifications help companies build consumer trust and improve brand reputation.

The sports foods segment is expected to witness a significant growth rate over the forecast period on account of the trend of meal replacement bars such as energy bars and protein bars. Increasing number of new product launches in this category is expected to boost the demand for these products in the coming years. For instance, in 2018, Bodybuilding.com launched its own private labeled line of protein crunch bars available in two flavors—chocolate peanut butter and cookies and cream.

CHAPTER 2

REVIEW OF LITERATURE

INDORIA A(2016) Participation in physical activity is essential for physical and mental health of children. Adolescents taking part in sports have high demands of nutrients due to additional needs of increased physical activity besides growth, development and wellness. The health and nutritional status may be compromised in this population due to lack of proper nutritional counseling. Also misinformation about healthy and nutritious foods by the media targeting school going children can be quite hazardous. The purpose of this review paper is to represent the nutritional needs of adolescents participating in different games and also to empower and teach adolescents to know about the importance of nutrition during participation in physical activity (PA) or games; hydration level (Fluids) that deliver nutrients involves proper fueling and recovery

A KARLUND 2019 Sports nutrition products are developed and targeted mainly for athletes to improve their nutrient intake, performance, and muscle growth. The fastest growing consumer groups for these products are recreational sportspeople and lifestyle users. Although athletes may have elevated physiological protein requirements and they may benefit from dietary supplements, the evidence regarding the role of dietary protein and supplements in the nutrition of recreational sportspeople and sedentary populations is somewhat complex and contradictory.

In high-protein diets, more undigested protein-derived constituents end up in the large intestine compared to moderate or low-protein diets, and hence, more bacterial amino acid metabolism takes place in the colon, having both positive and negative systemic and metabolic effects on the host.

PJ SKERRETT 2010The overwhelming volume of data generated by food and nutrition and that limit refined starches, red meat, full-fat dairy products, and foods and beverages Follow-up Study, showed that similar healthy choices were beneficial in men, even a multivitamin that delivers much of its vitamin A as beta-carotene is preferred.

SL JENNER 2019, This systematic literature review aims to (1) assess the dietary intakes of professional Results: 21(n = 511) studies that assessed dietary intake of team sport .Dairy Nutrients, Dairy Nutrition, Dairy Products, Dairy Products and Human Health. Other studies used food diaries of different duration

DL KATZ 2014, Translating the Diabetes Prevention Program into the community: the DEPLOY pilot study. Annual Review of Nutrition Vol.Hill,3 and Arne Astrup¹¹Department of Nutrition, Exercise, and Sports, Organization (CSIRO)Food and Nutrition Flagship, Adelaide, Low-fat diets are preferred.

J CROWLEY 2019,¹⁶ quantitative studies, three qualitative studies, and five curriculum initiatives from the Despite the centrality of nutrition to healthy lifestyle, medical students are not their diets by increasing their consumption of key nutrients and foods. This systematic review critically synthesises literature on nutrition

CHAPTER 3

RESEARCH METHODOLOGY

NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

SCOPE OF THE STUDY → The research measures the experiences of customers. → Defines and analyses the experiences based on key deliverables. → Gains insights into Customer expectations. → Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer's response of diet and food brands.

Secondary objectives:

- To study on perception towards car exchange
- To understanding customers perception towards the front office services provided by supplement
- To study on perception towards the loan procedures 29
- To study on perception towards the supplement document and registration procedure

RESEARCH DESIGN

Descriptive Research Design Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

SOURCES OF DATA Data collection is the term used to describe a process of preparing and collecting data. Primary Data – Questionnaire given to 120 respondents
Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience

SAMPLING TECHNIQUE

Convenience sampling method A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.
3.8 PERIOD OF STUDY The duration of study is from January 2021 to March 2021 which is a three months of study. 30 3.9

ANALYTICAL TOOLS

1. **Chi Square** Chi-Square is the test of Independence is used to determine if there is a significant between two nominal (categorical) variables.

The frequency of one nominal variable is compared with different values of the second nominal variable

2. Anova Analysis of variance is used in statistics that splits the aggregate variability found inside the dataset into two parts systematic factor and random factor 3.10

LIMITATIONS OF THE STUDY

The analysis of the present study has been carried out based on the information has collected .

- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 150 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

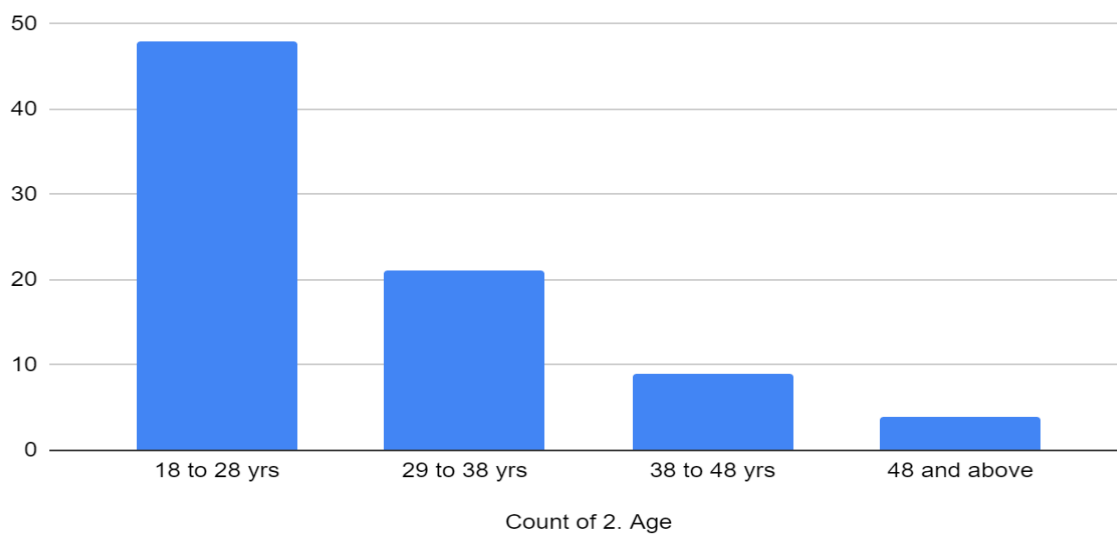
CHAPTER IV

DATA ANALYSIS AND INTERPRTATION

S NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	18 to 28	48	58.5%
2	29 to 38	21	25.6%
3	39 to 48	9	11%
4	49 and above	4	4.9%
	total	82	100%

Source: primary data

Count of 2. Age



Interpretation

From the above table it is interpreted that the number of respondents for 18 to 28 of respondents are 58.5% . between 29 to 38 of response are 25.6%, between 39 to 48 of response are 11% and above 48 responds are 4.9%

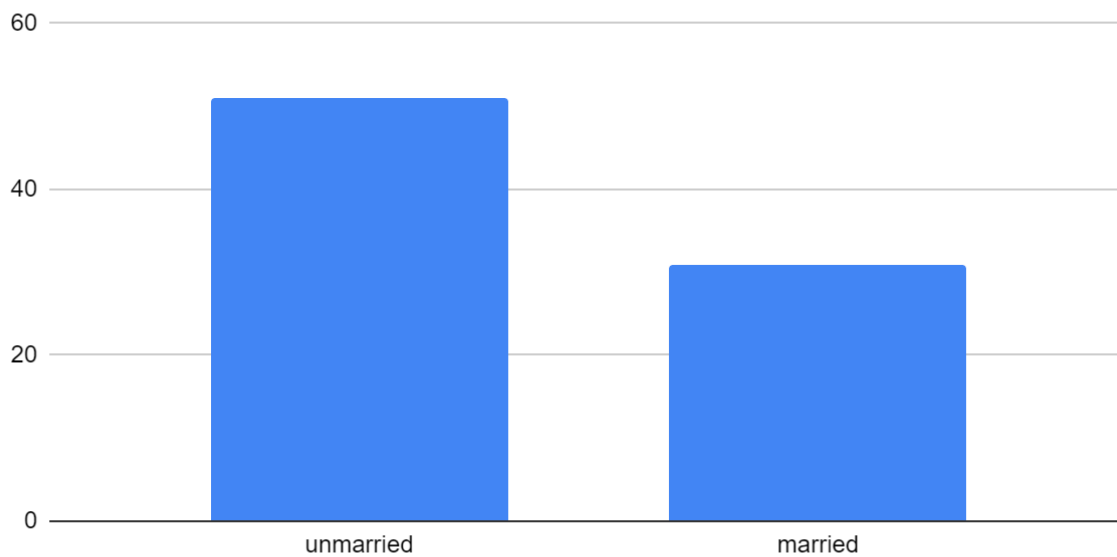
Inference: Majority (58.5%) of the respondents are between 18 to 28 age of years.

2MARTIAL STATUS

S NO	PARTICULARS	NO OF RESPONCE	PERCENTAGE
1	MARRIED	31	37.8%
2	UN MARRIED	51	62.2%
	TOTAL	82	100%

Source primary data

Count of 3. marital status



Count of 3. marital status

Interpretation

From the above table it is interpreted that the number of respondents for married of respondents are 37.8% between un married of response are 62.2%

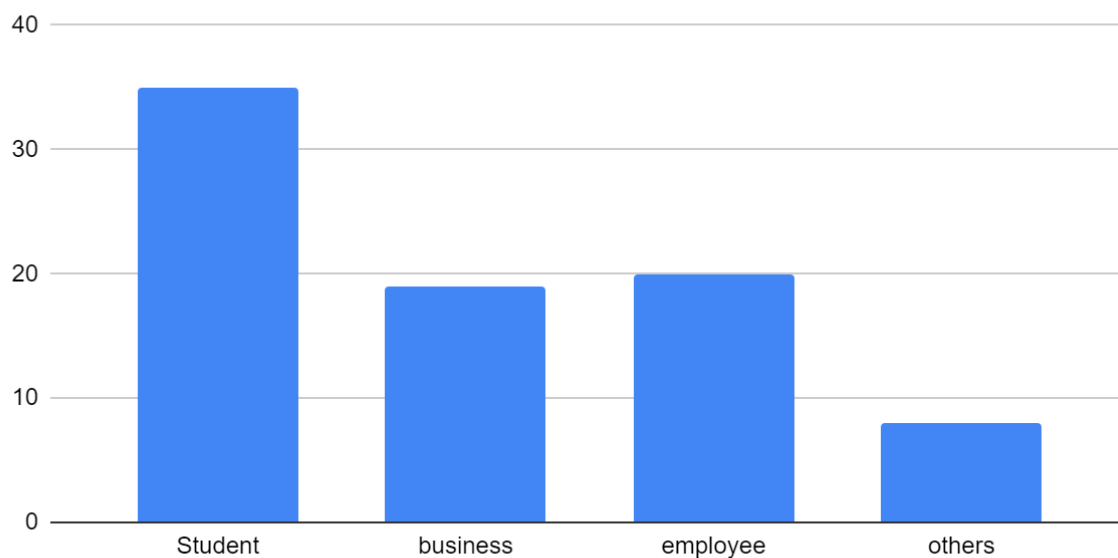
Inference: Majority (62.2%) of the respondents are between unmarried.

3.PROFESSION

S NO	PARTICULARS	NO OF RESPONCE	PERCENTAGE
1	STUDENT	35	42.7
2	EMPLOYEE	20	24.4
3	BUSINESS	19	23.2
4	OTHERS	8	9.7
	TOTAL	82	100%

Source primary data

Count of 4. profession



Count of 4. profession

Interpretation

From the above table it is interpreted that the number of respondents for student respondents are 42.7% . between employee response are 24.4%, between business of response are 23.2% and above others responds are 9.7%

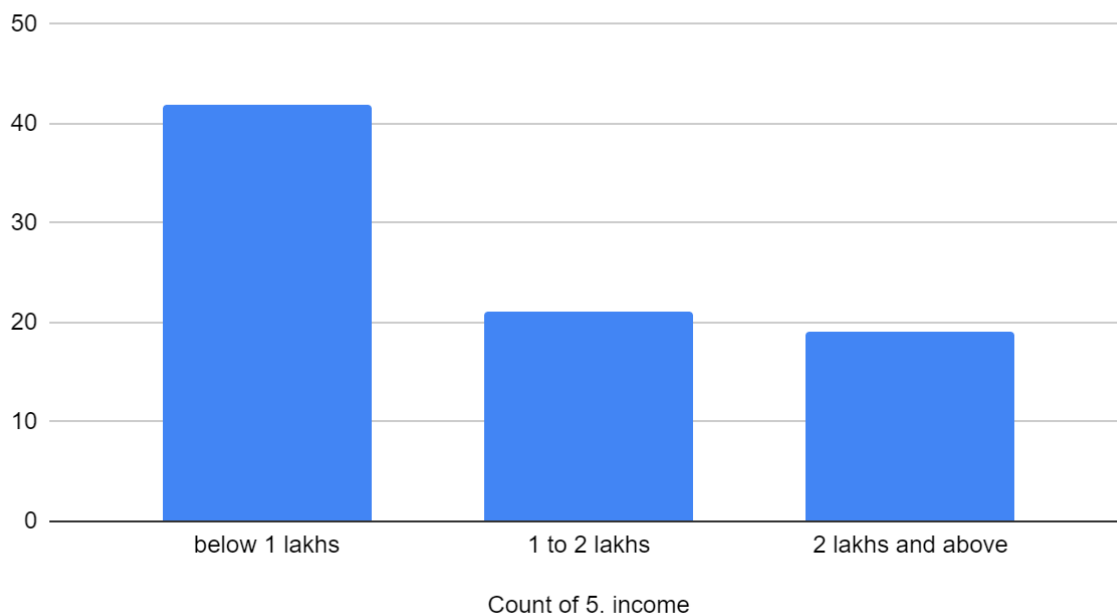
Inference: Majority (42.7%) of the respondents are between students

4)INCOME

S NO	PARTICULARS	NO OF RESPONCE	PERCENTAGE
1	BELOW 1 LAKHS	42	51.2%
2	1 TO 2 LAKHS	21	25.6%
3	ABOVE 2 LAKHS	19	23.2
	TOTAL	82	100%

Source: primary data

Count of 5. income



Interpretation

From the above table it is interpreted that the number of respondents for below one lakhs respondents are 51.2% . between 1 to 2 lakhs response are 25.6%, between above 1 lakhs of response are 23.2%

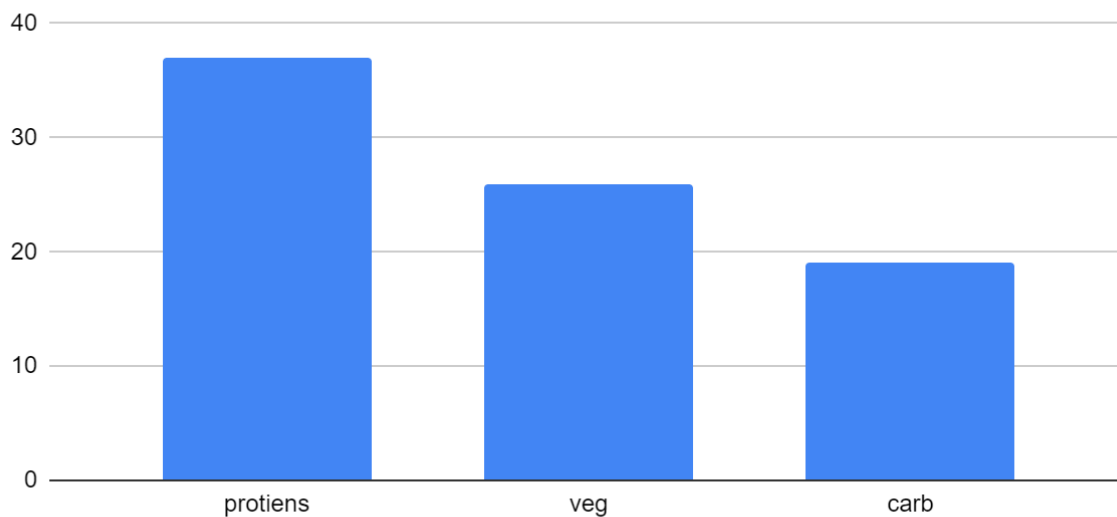
Inference: Majority (51.2%) of the respondents are between below 1lakhs

5) WHAT ARE FOODS WILL U INTAKE WHEN YOU GO FOR THE GYM

S NO	PARTICULARS	NO OF RESPONSE	PERCENTAGE
1	PROTIEN	37	45.1%
2	VEG	26	31.7%
3	CARB	19	23.2%
	TOTAL	82	100%

Source: primary data

Count of 6. what are the types of food u will take when you go for gym



Count of 6. what are the types of food u will take when you go for gym

Interpretation

From the above table it is interpreted that the number of respondents for protein respondents are 45.1% . between veg response are 31.7%, between carb of response are 23.2%

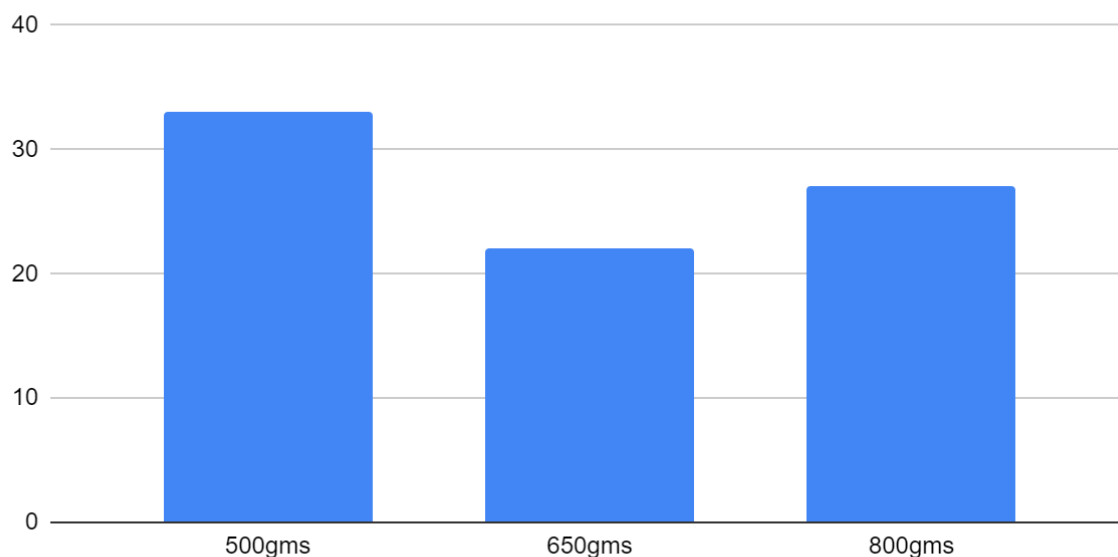
Inference: Majority (46.1%) of the respondents are between protein

6)HOW MUCH PROTIEIN WILL YOU INTAKE EACH DAY

S NO	PARTICULARS	NO OF RESPONCES	PERCENTAGE
1	800grms	27	32.9%
2	650grms	22	26.8%
3	500grms	33	40.2%
	TOTAL	82	100%

Source: primary data

Count of 7. How much protein will you intake for each day



Count of 7. How much protein will you intake for each day

Interpretation

From the above table it is interpreted that the number of respondents for 800grms respondents are 32.9% . between 650grms response are 26.8%, between carb of response are 40.2%

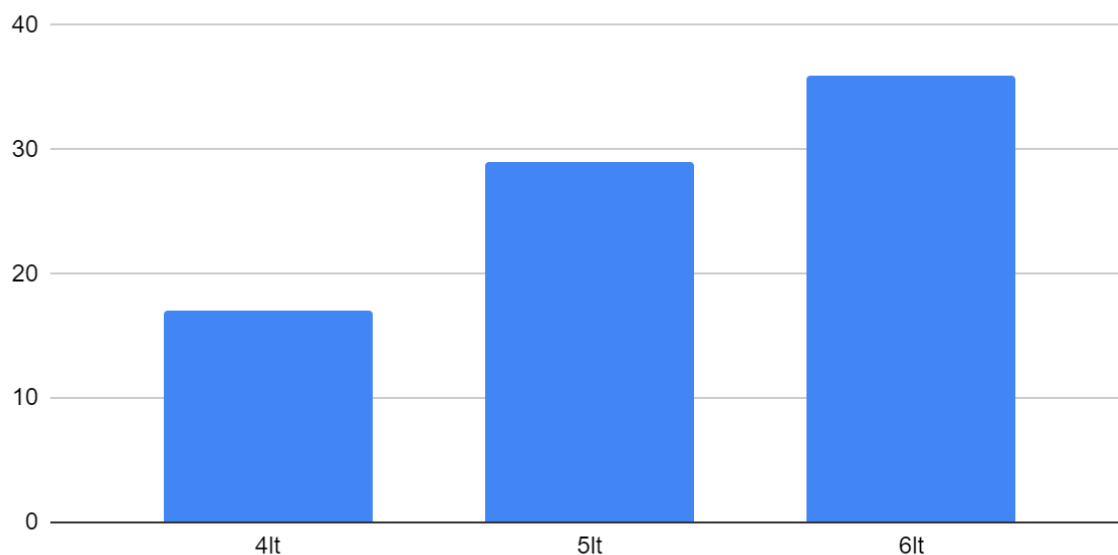
Inference: Majority (40.2%) of the respondents are between 500grms

7)HOW MUCH WATER WILL YOU IN TAKE FOR YOUR ROUTINE DAY

S NO	PARTICULARS	NO OF RESPONCES	PERCENTAGES
1	4LT	17	20.7
2	5LT	29	35.4
3	6LT	36	43.9
	TOTAL	82	100%

Source: primary data

Count of 8. How much water will you take on a routine day



Count of 8. How much water will you take on a routine day

Interpretation

From the above table it is interpreted that the number of respondents for 4lt respondents are 20.7% . between 5lt response are 35.4%, between 6lt response are 43.9%

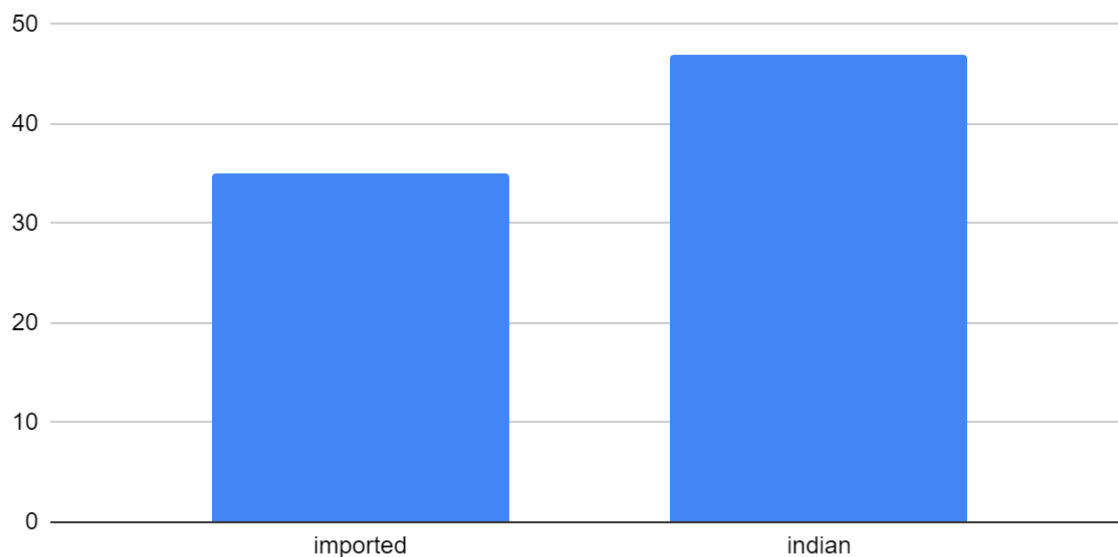
Inference: Majority (43.9%) of the respondents are between 6lt

8)WHAT BRAND OF PRODUCT WILL YOU PREFER TO TAKE

S NO	PARTICULARS	NO OF RESPONCES	PERCENTAGES
1	INDIAN	47	57.3%
2	IMPORTED	35	42.7%
	TOTAL	82	100%

Source: primary data

Count of 9. What brand of products will you prefer to take



Count of 9. What brand of products will you prefer to take

Interpretation

From the above table it is interpreted that the number of respondents for Indian respondents are 57.3% . between imported response are 42.7%

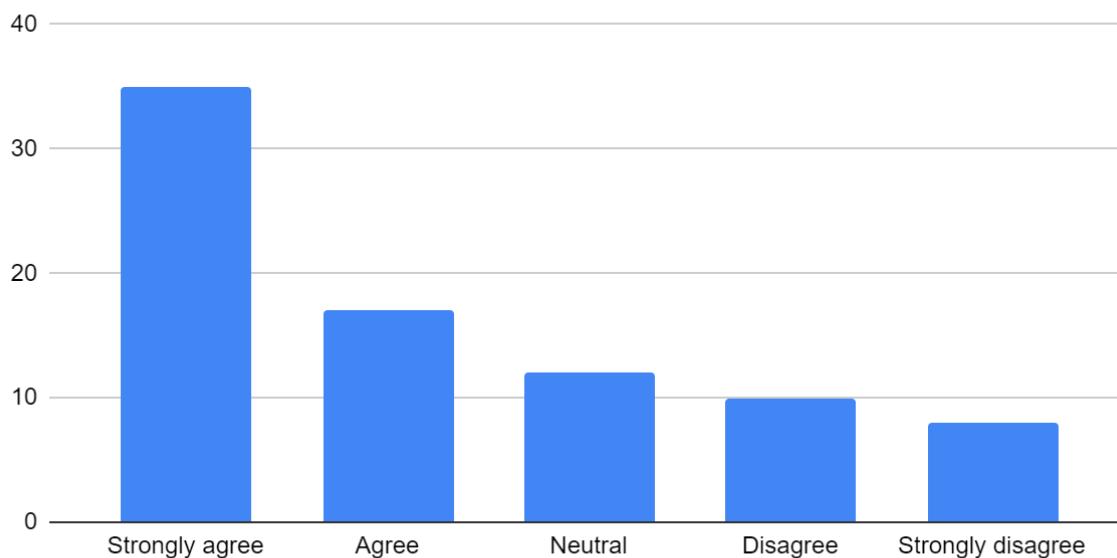
Inference: Majority (57.3%) of the respondents are between indian

9) DOES PROTIEN HELPS TO BUILD MUSCLE

S NO	PARTICULARS	NO OF RESPONCES	PERCENTAGES
1	STRONGLY AGREE	35	42.7%
2	AGREE	17	20.7%
3	NEUTRAL	12	14.6%
4	DISAGREE	10	12.2%
5	STRONGLY DIS AGREE	8	9.8%
	TOTAL	82	100%

Source: primary data

Count of 10. protiens It helps to build muscle



Count of 10. protiens It helps to build muscle

Interpretation

From the above table it is interpreted that the number of respondents for Strongly agree respondents are 42.7% . between agree response are 20.7%, between neutral of response are 14.6%, disagree responds are 12.2% , and strongly disagree responds are 9.8%

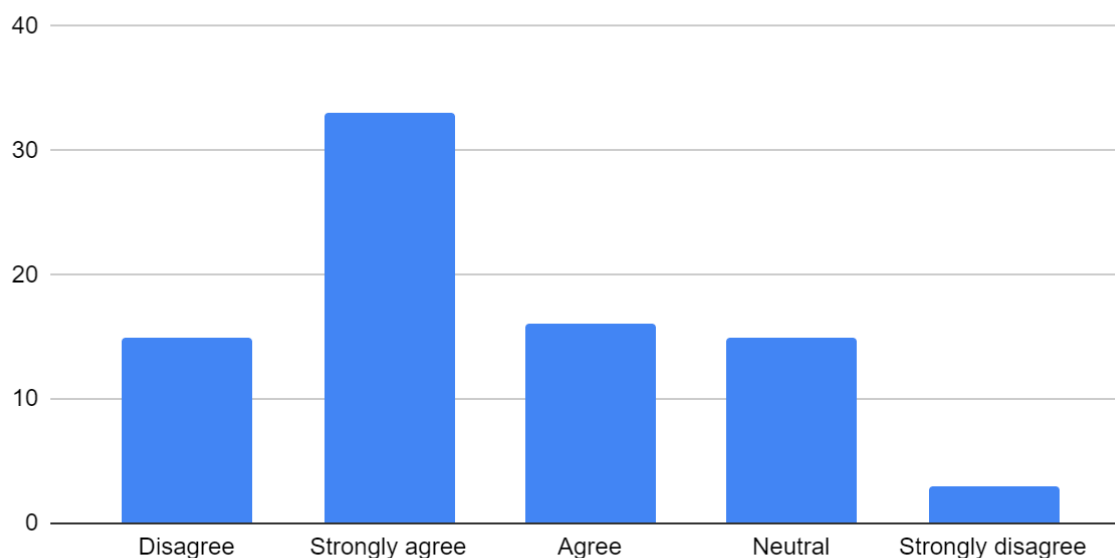
Inference: Majority (42.7%) of the respondents are between strongly agree

10)PROTIEN IS GOOD TO USE AS WEIGHT LOSS

S NO	PARTICULARS	NO OF RESPONCES	PERCENTAGES
1	STRONGLY AGREE	33	40.2
2	AGREE	16	19.5
3	NEUTRAL	15	18.3
4	DISAGREE	15	18.3
5	STRONGLY DIS AGREE	3	3.7
	TOTAL	82	100%

Source: primary data

Count of 12. protiens is Good to use at weight loss



Count of 12. protiens is Good to use at weight loss

From the above table it is interpreted that the number of respondents for Strongly agree respondents are 40.2% . between agree response are 19.5%, between neutral of response are 18.3%, disagree responds are 18.3% , and strongly disagree responds are 3.7%

Inference: Majority (40.2%) of the respondents are between strongly agree

CHAPTER 5

FINDINGS

- 1) Inference: Majority (58.5%) of the respondents are between 18 to 28 age of years.
- 2) Inference: Majority (62.2%) of the respondents are between unmarried.
- 3) Inference: Majority (42.7%) of the respondents are between students
- 4) Inference: Majority (51.2%) of the respondents are between below 1laks
- 5) Inference: Majority (46.1%) of the respondents are between protein
- 6) Inference: Majority (40.2%) of the respondents are between 500grms
- 7) Inference: Majority (43.9%) of the respondents are between 6lt
- 8) Inference: Majority (57.3%) of the respondents are between indian
- 9) Inference: Majority (42.7%) of the respondents are between strongly agree
- 10) Inference: Majority (40.2%) of the respondents are between strongly agree

SUGGESTION

No single food or supplement can provide all the daily requirements. A variety of foods are needed every day. Do the nutritional needs of athletes differ from non-athletes? Competitive athletes, sedentary individuals and people who exercise for health and fitness all need the same basic nutrients

CONCLUSION

At the most basic level, nutrition is important for athletes because it provides a source of energy required to perform the activity. ... Carbohydrates are the main source of energy that powers your exercise regime and protein is required to aid muscle growth and repair.

QUESTIONNAIRES

- 1)Name
- 2)Age
- 3)marital status
- 4)profession
- 5)Income
- 6)what are the types of food u will take when you go for gym
- 7)How much protein will you intake for each day
- 8)How much water will you take on a routine day
- 9)What brand of products will you prefer to take
- 10)proteins It helps to build muscle
- 11)proteins is Good to use at weight loss
- 12)proteins Gives more energy while practice
- 13) proteins is Helps for the injured sports men
- 14)Intake of protein will helps to produces amino acid
- 15)What do you prefer on lifting heavy weights on gym and how would you like to do your workouts on gym
- 16)What would you prefer .taking natural food or alternative nutrition