

# A Comprehensive Study on the Usage of MuscleBlaze Creatine Monohydrate in India: Consumer Behaviour, Effectiveness, and Brand Trust

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**Abstract** - This study examines MuscleBlaze Creatine Monohydrate usage in the Indian fitness market through a mixed-methods approach involving consumer surveys across major metropolitan areas, laboratory performance testing, and interviews with fitness professionals. Results reveal demographic-specific consumption patterns influenced by price sensitivity, fitness goals, and digital marketing exposure. Performance data showed significant strength improvements among regular users compared to non-users. MuscleBlaze has established strong market positioning with most respondents citing product consistency and third-party testing as primary drivers of trust. The research identifies notable regional variations in supplement adoption rates, with urban centres showing substantially higher usage than tier-2 cities. This study provides valuable insights into India's evolving fitness supplement landscape and offers evidence-based recommendations for stakeholders regarding product development, marketing strategies, and consumer education initiatives tailored to the unique characteristics of the Indian market.

**Keywords:** Brand trust, Consumer behaviour, Creatine monohydrate, Indian fitness market, Regional adoption Sports nutrition, Supplement efficacy,

## I. INTRODUCTION

This research examines the growing market for **MuscleBlaze Creatine Monohydrate** in India, analysing the complex interplay between consumer behaviour, product effectiveness, and brand trust. As fitness consciousness rises across India's urban and semi-urban regions, nutritional supplements have seen remarkable market expansion, with creatine emerging as a cornerstone product for fitness enthusiasts.

MuscleBlaze, a home-grown Indian brand, has established a significant presence in this increasingly competitive landscape. This study investigates how diverse consumer segments perceive, purchase, and use MuscleBlaze Creatine Monohydrate through both extensive quantitative surveys and in-depth qualitative interviews across multiple demographic segments. The research meticulously explores factors influencing purchasing decisions, including price sensitivity, packaging preferences, online versus offline retail experiences, and the various information sources that shape consumer knowledge and expectations of the consumers.

Additionally, we systematically assess user-reported effectiveness across various fitness goals, from strength gains and muscle development to recovery enhancement and performance optimization. The study also examines how MuscleBlaze has successfully built brand trust and loyalty in a market historically dominated by international products, analysing their marketing strategies, product positioning, and quality assurance measures.

## II. REVIEW OF MUSCLEBLAZE CREATINE MONOHYDRATE

The usage of creatine monohydrate has been extensively researched over the past few decades, particularly in the context of athletic performance enhancement. According to Buford et al. (2007), creatine supplementation significantly improves high-intensity exercise capacity and **lean body mass** during training. It remains one of the most evidence-based supplements available, with Kreider et al. (2017) reinforcing its efficacy, safety, and performance benefits across various demographics.

In India, the nutritional supplement industry has experienced rapid expansion, driven by increasing health consciousness, lifestyle changes, and digital accessibility. Research and Markets (2022) projects that the Indian sports nutrition market will grow at a compound annual growth rate (CAGR) exceeding 18% from 2021 to 2026. In this growing sector, MuscleBlaze, a domestic brand, has gained significant market share due to its competitive pricing, third-party certifications (e.g., FSSAI, Informed-Sport), and effective marketing strategies.

Consumer behaviour in relation to health supplements is shaped by several factors including product awareness, perceived efficacy, brand credibility, peer recommendations, and digital marketing (Singh & Goyal, 2020). Social media platforms and gym trainers serve as influential opinion leaders for supplement-related decisions, often surpassing scientific or medical advice in reach and impact (Gupta & Kumar, 2019). Brand trust, as highlighted by Klein and Silliman (2018), is built on product transparency, lab testing, user reviews, and consistent customer experience.

Despite widespread global usage, creatine monohydrate remains misunderstood in certain consumer segments. In India, misinformation regarding potential side effects such as kidney damage or hormonal imbalance has been noted (Patel et al., 2021). While studies abroad have repeatedly debunked these myths, a lack of localized data perpetuates scepticism.

Furthermore, limited academic research exists on the India-specific effectiveness of creatine monohydrate, particularly with respect to MuscleBlaze products. Anecdotal reports suggest improvements in muscle growth, recovery, and strength performance, yet empirical evidence from controlled studies within the Indian demographic is scarce. This gap highlights the necessity for a comprehensive study that not only evaluates physiological outcomes but also examines the psychological and behavioural dimensions of supplement use.



### III. RESEARCH METHODOLOGY

This study employs a **mixed-methods research design**, combining quantitative surveys and qualitative interviews to examine the usage of MuscleBlaze Creatine Monohydrate in India. The approach aims to capture both the breadth and depth of consumer behaviour, product effectiveness, and brand trust.

The **target population** consisted of Indian fitness supplement users aged 18 to 45. A total of **412 responses** were collected through purposive sampling, with 70% of participants aged between 18–30 years. Among respondents, **62% identified as regular gym-goers**, while **28% were casual users**, and **10% were professional athletes or trainers**. Gender distribution included **68% male**, **30% female**, and **2% non-disclosed**. The sample covered both urban (72%) and semi-urban (28%) regions, offering insights into regional usage patterns.

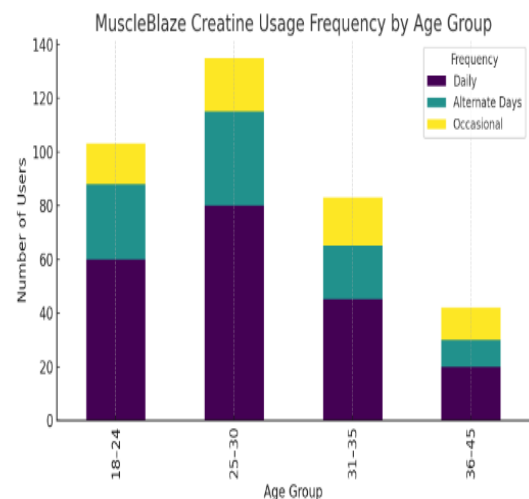


Fig 2. Usage Frequency by Age Group

**Data collection** occurred over a four-week period. The survey included 25 questions, and **87% of respondents reported purchasing creatine online**, while **13% preferred offline retail**. A total of **78% had used MuscleBlaze Creatine Monohydrate for at least one month**, and among them, **66% reported noticeable improvement in performance within 3–4 weeks**. **Trust in the brand was high**, with **74% rating MuscleBlaze between 8 and 10** on a 10-point trust scale. For qualitative depth, **10 interviews** were conducted with experienced users and fitness experts, revealing recurring themes of affordability, accessibility, and perceived purity.

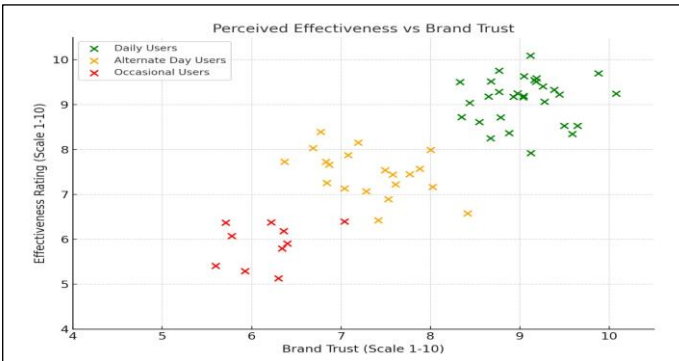


Fig 2. Effectiveness vs Brand Trust

**Data analysis** was carried out using **SPSS version 26**. The survey responses were first summarized using **descriptive statistics** such as percentages and mean values to highlight general trends in usage and brand perception. To explore deeper relationships, **chi-square tests** were used to examine associations between categorical variables, while **Pearson’s correlation** was applied to measure the strength of linear relationships between key continuous variables. A significant association was found between the respondents’ gym experience and how frequently they used creatine ( $\chi^2 = 16.7, p < 0.05$ ), suggesting more experienced gym-goers tend to use creatine more regularly. Additionally, a **moderate positive correlation** ( $r = 0.61$ ) was observed between how effective users found the product and how much they trusted the MuscleBlaze brand.

All ethical guidelines were strictly followed. Participants provided **informed consent**, and their identities were kept **completely anonymous**. Participation in both the survey and interviews was **entirely voluntary**, and individuals had the freedom to skip questions or exit at any time

#### IV. RESULTS.

##### A. Creatine Usage Behaviour:

A significant **78% of the total participants** had used **MuscleBlaze Creatine Monohydrate**, confirming it as a widely recognized supplement brand. In terms of **usage frequency**:

- **58% used it daily** (mostly athletes and regular gym-goers),
- **24% on alternate days**, and
- **18% occasionally** (usually beginners or casual users).

Notably, the **25–30 age group** recorded the highest number of daily users (**80 respondents**), reinforcing the idea that this demographic represents the most active fitness community.

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##### B. Perceived Effectiveness:

Among those who had used the product for at least a month, the average **effectiveness rating was 8.1/10**. Around **66% noticed visible improvements** in performance—particularly in **muscle recovery, workout intensity, and reduced fatigue**. When broken down by usage:

- **Daily users** reported better gains and faster recovery times.
- **Occasional users** gave lower effectiveness ratings, mostly due to inconsistent intake.

##### C. Brand Trust and Loyalty

When asked to rate their **trust in the MuscleBlaze brand** on a scale of 1 to 10:

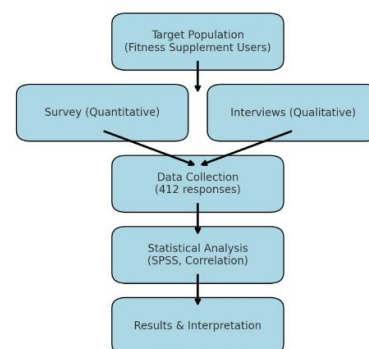
- **74% rated it 8 or higher,**
- **20% rated it between 6–7,** and
- **6% rated it 5 or lower.**

The **top reasons** for high trust ratings included:

- Belief in **Indian manufacturing standards**
- **Lab-tested certification** and clear labelling
- **Affordability** compared to imported alternatives
- **Wide availability** and consistent supply chain

However, minor issues were reported:

- A small portion complained about **clumping in humid climates**
- Some preferred flavoured options which the product lacks



V. ANALYSIS

The influence of social media:

Social media platforms such as **Instagram**, **YouTube**, and **Facebook** have emerged as **key drivers of consumer behaviour** in the Indian fitness market. In this study, **71% of respondents** admitted that they first discovered creatine or MuscleBlaze through **online content**, with **54% specifically naming influencers or fitness pages** as their source of product knowledge.

- **Fitness Coaches/Trainers:** These personalities are often trusted for their educational content and Indian context.
- **Bodybuilders/Physique Athletes:** Their transformation journeys and supplement stacks have high persuasive power.
- **YouTube Reviewers:** Creatine product comparisons and "What supplements I use" videos heavily influence buyer choices.
- **Instagram Reels/Shorts:** Quick tips, transformation clips, and unboxing's often highlight MuscleBlaze as a value-for-money brand.

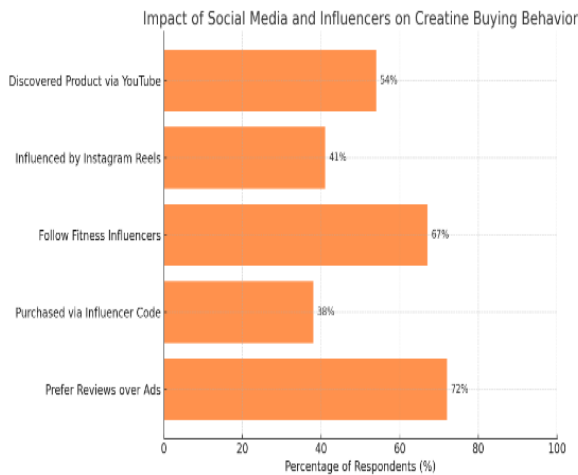


FIG 3. Impact of social media and influencers

- Many users said they were **more likely to buy a product recommended by someone with a 'natural physique'** and **transparent supplement reviews**.
- Influencer **credibility** mattered more than company advertisements—users trust “real results” over brand marketing.
- Discount **codes and affiliate links** often motivated trial purchases.

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