



MKTG 4450 - FINAL

ALL NUTRITION CASE ANALYSIS RESEARCH EVALUATION AND RECOMMENDATIONS

SHAYLA VAN | U1343729
PROF. JAYARAJ



PROTAGONIST



CESAR ESPOSITO



MARCO ESPOSITO

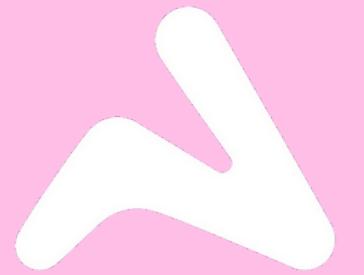


FRANSISCO CACERES

**ROLE: FOUNDERS/CO-FOUNDERS OF ALL
NUTRITION/NUTRALINE**

IN SEARCH OF USING MARKET RESEARCH TO GET A
BETTER UNDERSTANDING OF THEIR CUSTOMERS





WHAT IS ALL NUTRITION & NUTRALINE?

+ Started in 2005,
ALL NUTRITITON is
a Chilean nutritional
supplements chain.

+ **NUTRALINE** is a
manufacturer of
supplements with
distribution in Chile,
Mexico, Peru, and
Argentina.

+ **Co-Founders** spent
12 years expanding
both their **Nutraline**
and the **All Nutrition**
network of stores.

MARKET OVERVIEW

The market for nutritional supplements in Chile is about \$210 million

Biggest competition: pharmacies (1500) and other specialty stores

ALL NUTRITION owns 25% of the market share, market continues to grow 20% annually

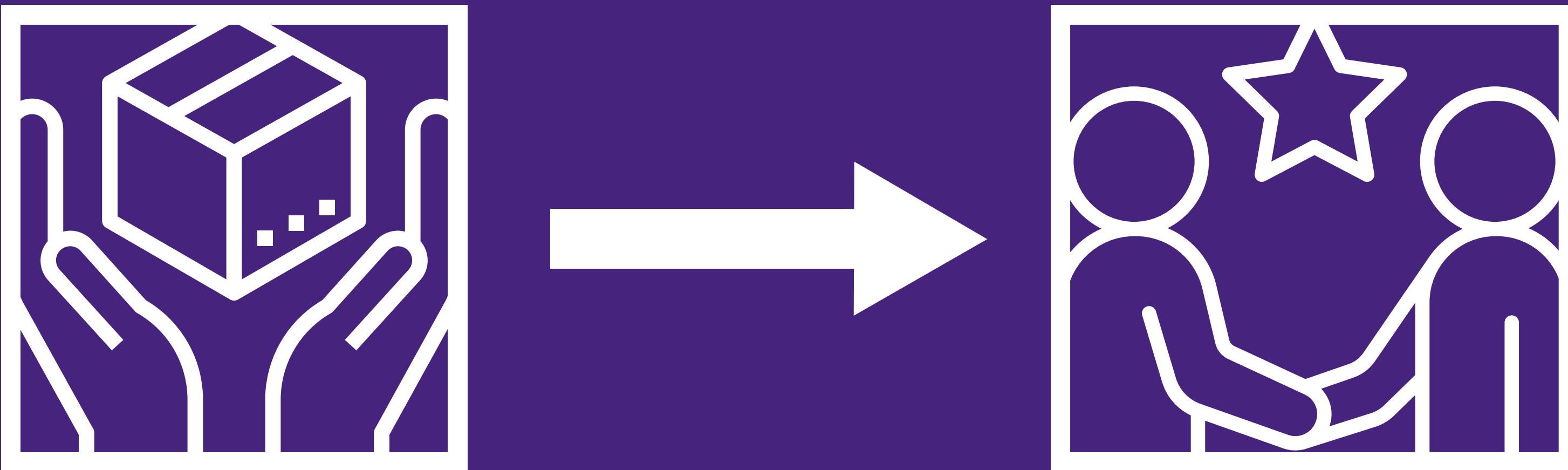
COMPANY OBJECTIVES

Currently does not know how to identify their customers and how to measure their shopping experience.

Who are our customers? How do we segment them into definable groups?



THE CORE ISSUE



ALL NUTRITION AND NUTRALINE NEED TO TRANSITION
FROM A **PRODUCT-FOCUSED** APPROACH TO A
CUSTOMER-FOCUSED BUSINESS MODEL





RESEARCH PROBLEMS

- Marketing strategies are unsegmented and too broad
- Didn't know what the best questions to ask were and didn't know how to create customer segments from the data
- Lack of data on customer profiles, attitudes, and purchasing behavior

RESEARCH OBJECTIVES

- Be "more in touch" with their customers
- Identify key drivers of supplement consumption
- Align product and service offerings with customer needs
- Observe customer behavior in-store



RESEARCH QUESTIONS

Gender? Age? Socioeconomic Factors?



When do customers take supplements?



**Physical Activity Level?
Physical Conditions? Sports?**



**What format is preferred?
(tablets, powders, gels)**



Why do customers take supplements?



Is flavor important? What are customer's favorite brands?



What motivates their purchasing decisions?



What are the barriers to using supplements?

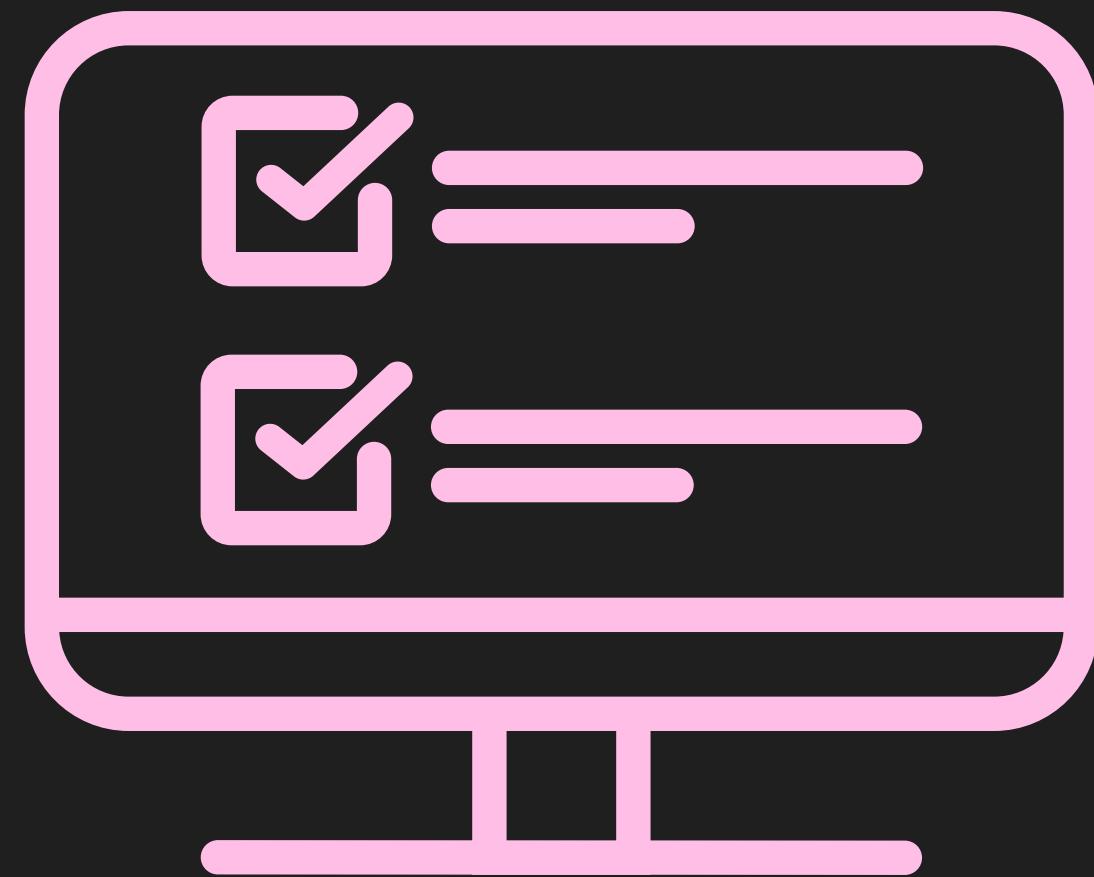


RESEARCH DESIGN

PHASE 1: QUALITATIVE RESEARCH
THROUGH FOCUS GROUPS



PHASE 2: QUANTITATIVE RESEARCH
VIA CUSTOMER SURVEYS



DATA COLLECTION PROCESS



PHASE 1: QUALITATIVE RESEARCH
THROUGH FOCUS GROUPS

ABOUT

Moderated discussions about supplement perceptions, motivations, and habits,

MODERATOR:

Company-employed psychologist: Daniela

SCREENED POTENTIAL PARTICIPANTS

Those who took supplements as part of their sports routine

COMPENSATION

Each participant was offered \$30 for their time, offer was extended to 15 potential participants

OUTCOME

24 focus groups participants in total. Sample was too small.

LIMITATIONS

Everyone wanted to talk and gave superficial answers.

The analysis of the findings were unsystematic



FINDINGS: FOCUS GROUPS



PRIMARY MOTIVATIONS

AESTHETICS

To assist in aesthetic effects, meaning to build muscle or to lose fat

PERFORMANCE

To boost sports performance or to help their muscles recover faster from training sessions

HEALTH

To assist with health issues, such as deficiency in a certain vitamin or mineral

ISSUES/ HABITS

TRUST

Customers tend to trust personal trainers/people with a fit build rather than salespeople unless the information included technical details

CONSUMPTION HABITS

Regular supplement takers vs those who only consume during training periods

Consumers tend to stop using supplements because of cost



FINDINGS: FOCUS GROUPS



SEGMENTATIONS

HIGH PERFORMANCE

Young, with exclusive dedication to sports. This customer knows about brands and is demanding in terms of price.

ADVANCED HARCORE

This customer seeks quick results with low consideration for their health. Takes risks with body.

ADVANCED HEALTHY

Mature, in their 40s and seeks wellness overall. Exercises a lot, prioritizes good quality brands, is very food cautious.

NEWBIE CAUTIOUS

Adept young sport person looking to credibly test the effectiveness of supplements in relation to their sport.

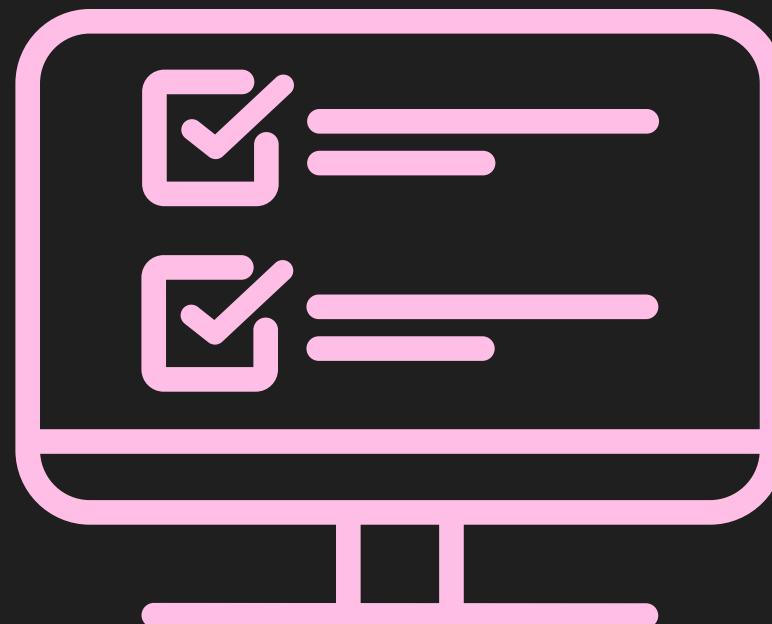
NEWBIE CREDULOUS

In their 20s, highly motivated to achieve rapid physical results. Gets carried away with effective product claims.

HEALTH COMPELLED

People with an illness or deficiency diagnosed by a health specialist. Is a casual shopper and consumption is sporadic.

DATA COLLECTION PROCESS



PHASE 2: QUANTITATIVE
RESEARCH FROM SURVEYS

ABOUT

Survey was distributed through social media and the company's customer e-mail list.

QUESTIONS

23 total questions

KEY DATA CATEGORIES

Demographics (age, gender, weight, BMI, height)

Purchasing Patterns

Preferences

COMPENSATION

Incentivized to fill out the survey with a chance of winning a gift card redeemable in the company's stores.

OUTCOME

Gained 1K responses within a couple of days

LIMITATIONS

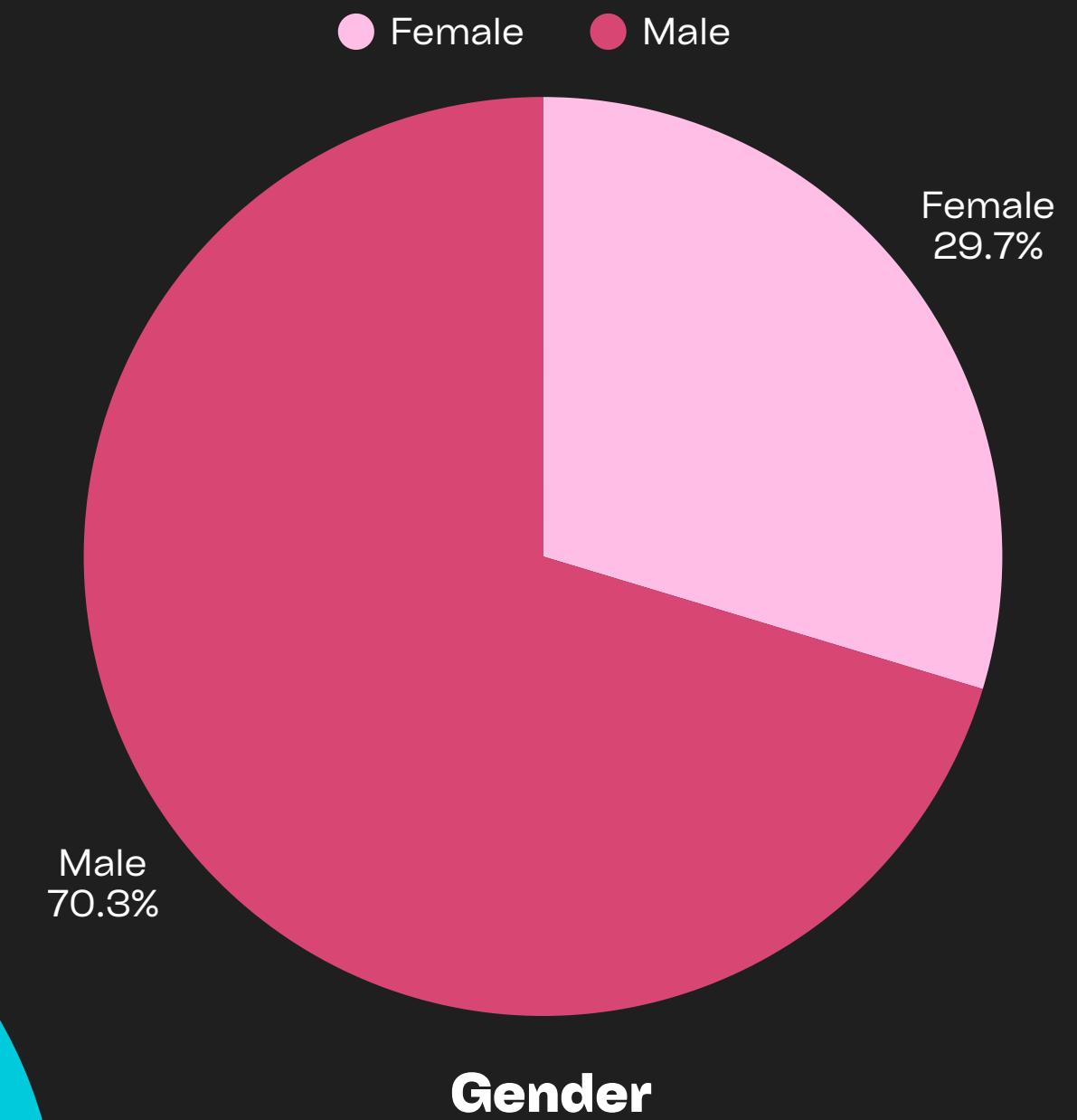
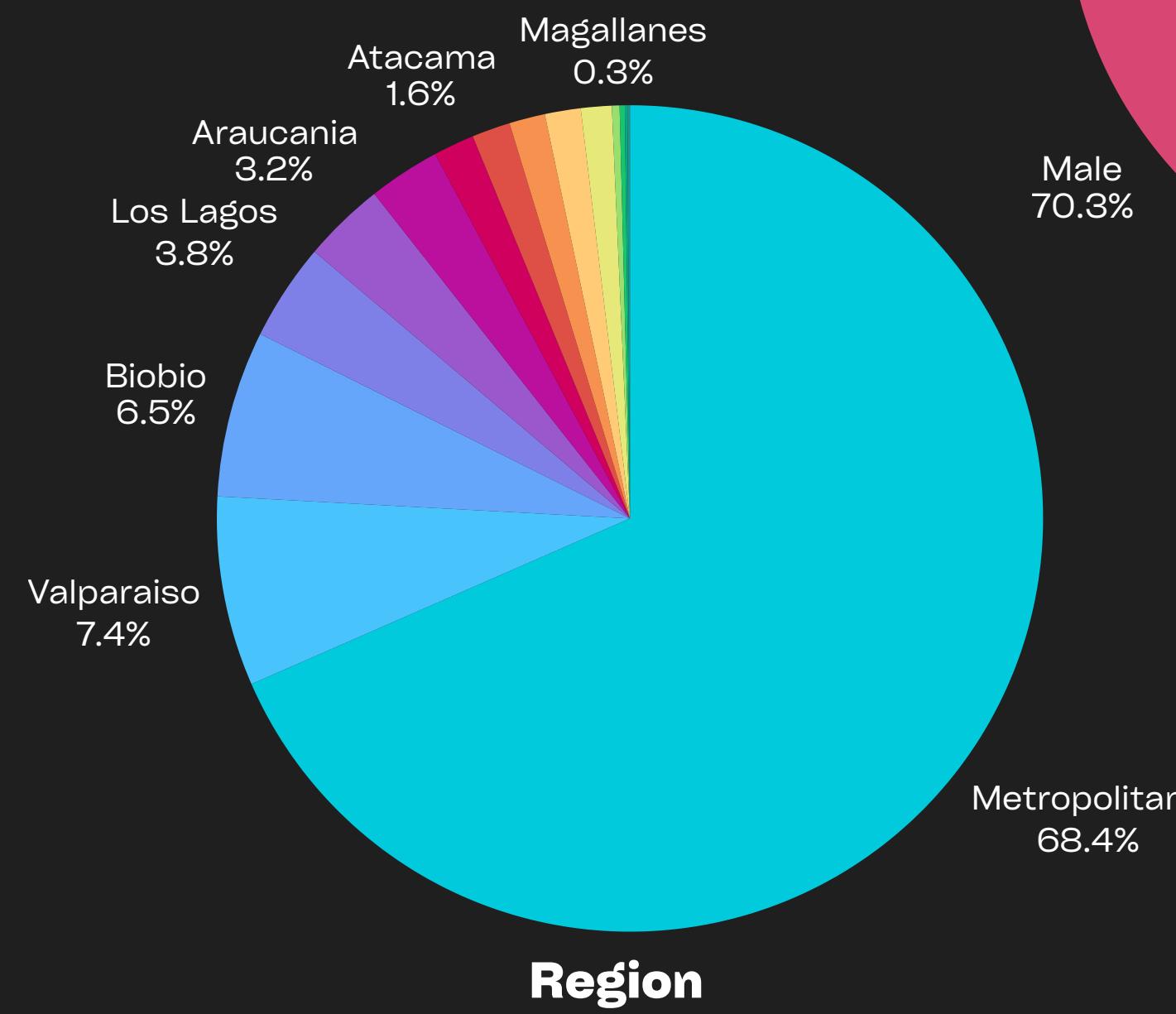
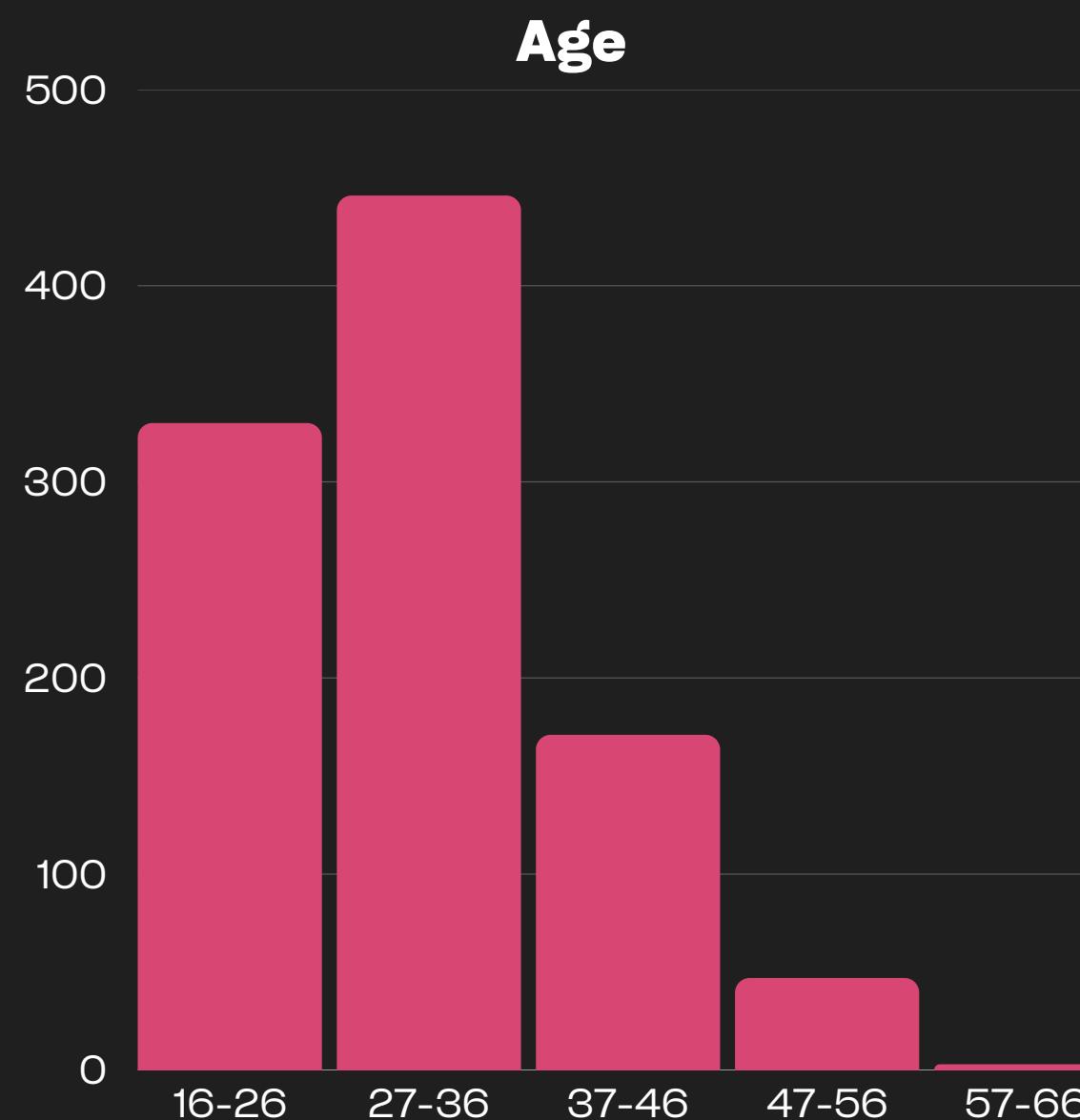
Online surveys are not as easily accessible to those with no internet access/not tech-savvy

Could've continued taking responses since budget allowed it



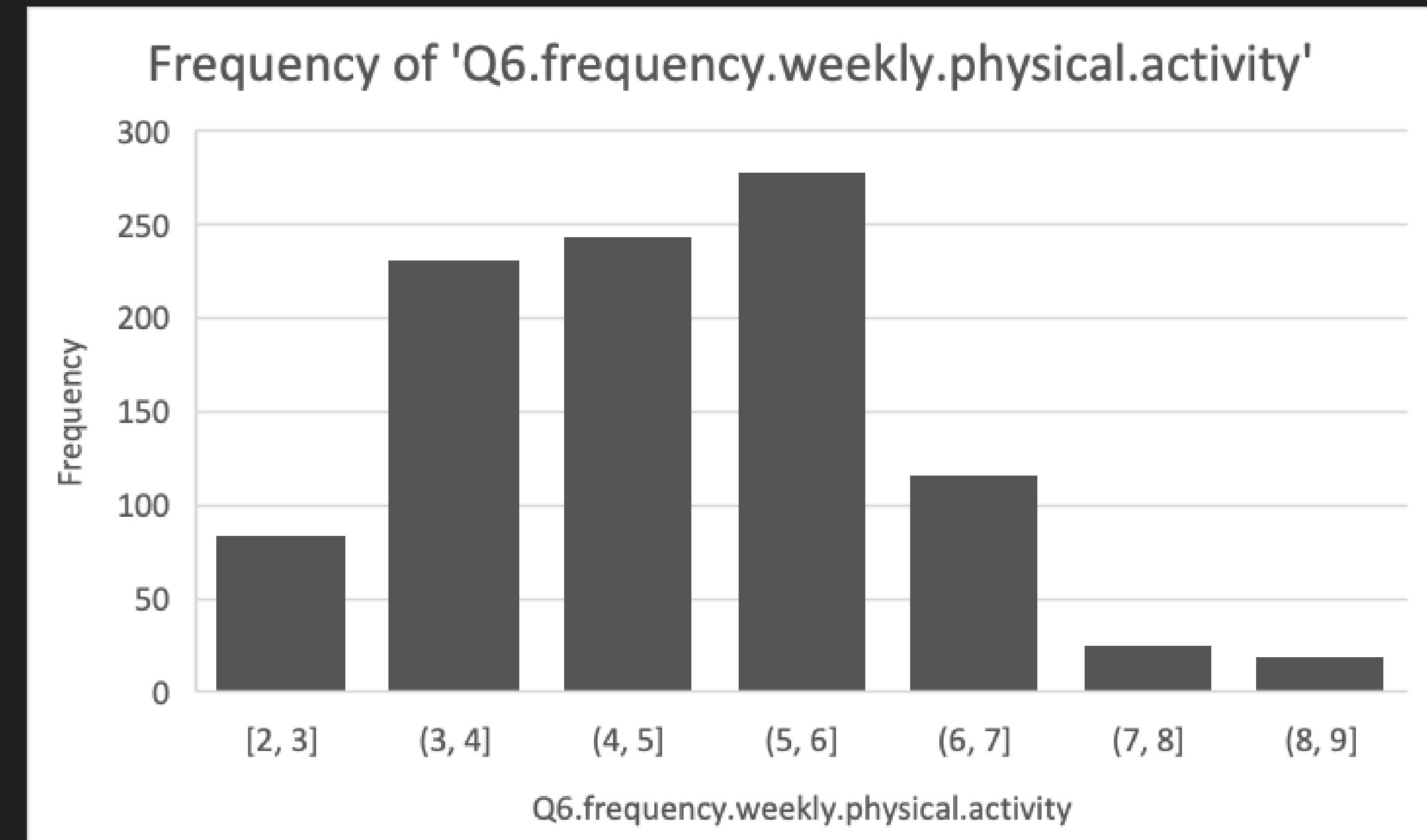
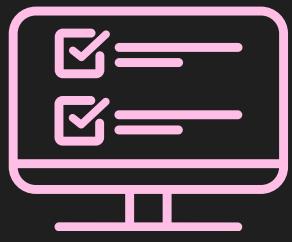
DEMOGRAPHICS

FINDINGS: SURVEYS

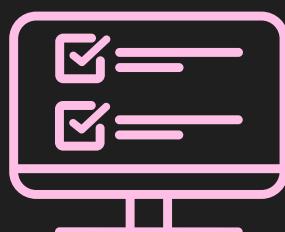
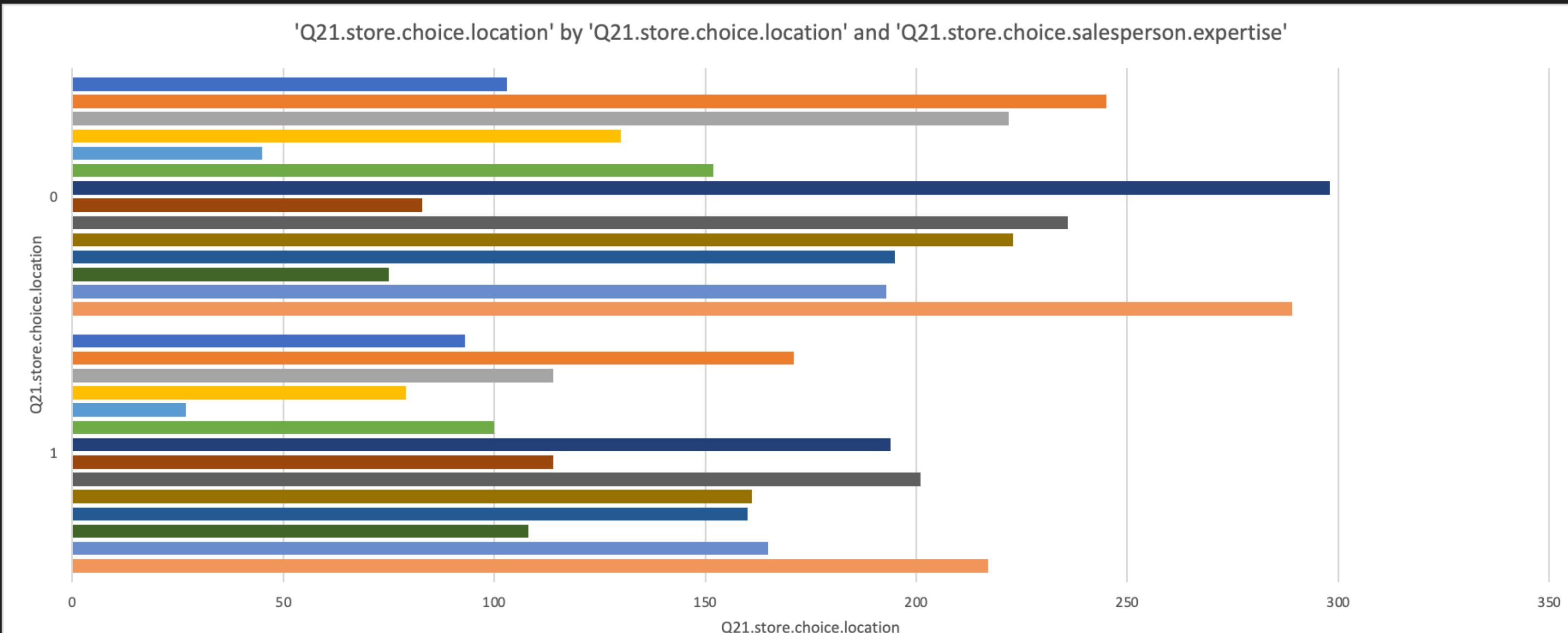


BEHAVIORAL

FINDINGS: SURVEYS



ATTITUDINAL FINDINGS: SURVEYS



CUSTOMER PERSONA



John Affluent Health Seeker

About

Age: 32

Region: Metropolitan Area

Monthly Income: 500K CLP
(higher than average)

BMI: around 25.5 (healthy)

Activity Occurrence: 4-6x a Week

Budget: around 70k CLP/month

Routine: Lifting weights and cardio



Customer Journey

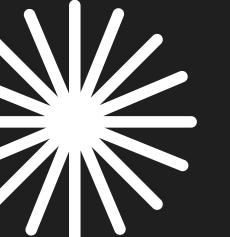
John - Affluent Health Seeker



	Awareness	Consideration	Purchase	Usage	Loyalty	Advocacy
Actions/ Touch Points	<ul style="list-style-type: none"> Social media ads Influencers/fitness bloggers Watches YouTube review videos 	<ul style="list-style-type: none"> Researches supplements online, etc. Visits store and seeks advice from experts 	<ul style="list-style-type: none"> Add product to cart online for convenience Check nearby stores for in-store availability 	<ul style="list-style-type: none"> Tries the product at home and documents results Take the supplements regularly 	<ul style="list-style-type: none"> Signs up for loyalty programs and monthly description Engages with sales and promos 	<ul style="list-style-type: none"> Posts about the product on social media, tagging All Nutrition Encourages friends to try product as well
Thoughts	<ul style="list-style-type: none"> "I trust this influencer so I need these supplements to boost my fitness results..." 	<ul style="list-style-type: none"> "Which supplement is the best? Which one actually has true claims?" 	<ul style="list-style-type: none"> "I feel confident about my purchase and I trust this product to give me great results" 	<ul style="list-style-type: none"> "I think I'm starting to see the benefits of this supplement!" 	<ul style="list-style-type: none"> "This fits perfectly into my daily routine. It's effective and helps me meet my goals!" 	<ul style="list-style-type: none"> "I want to share this with everyone, it's really made a DIFFERENCE in my life!"
Emotions						
Pain Points	<ul style="list-style-type: none"> Skeptic about product effectiveness Is concerned about all of the choices and claims 	<ul style="list-style-type: none"> Might need more product knowledge and advice Store might not have all products 	<ul style="list-style-type: none"> Concern about if product actually works Lack of immediate availability at stores 	<ul style="list-style-type: none"> Does it taste weird? Not enough product usage guidance How to document? 	<ul style="list-style-type: none"> Loss of interest if results aren't noticeable Lack of engagement from the brand after purchase 	<ul style="list-style-type: none"> No incentive to share or promote the product
Oppor- tunities	<ul style="list-style-type: none"> Use influencer campaigns to showcase effectiveness 	<ul style="list-style-type: none"> Ensure strong online present w/ good reviews Show unique benefits in comparison to competition 	<ul style="list-style-type: none"> Partner with key retailers for accessibility Offer an easy check-out experience 	<ul style="list-style-type: none"> Send follow-up emails, attach tips to packaging Tracking/reminder app 	<ul style="list-style-type: none"> Developing a loyalty program Continue social media engagement 	<ul style="list-style-type: none"> Offer referral rewards for recommendations Feature user-generated content on All Nutrition social media



KEY FINDINGS



FOCUS GROUPS + SURVEYS

Consumers trust personal trainers and fitness icons over salespeople

Regular users exhibit price sensitivity and prefer online shopping

Beginners require significant guidance and education



KEY → FOCUS GROUPS RECOMMENDATIONS + SURVEYS

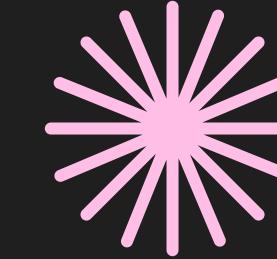
- Tailor communications to specific needs (e.g., performance for High Performance, wellness for Advanced Healthy, and quick results for Newbie Credulous).
- Focus on trusted sources and actual proof to build credibility.

- For Advanced Hardcore and Newbie Credulous customers, introduce quick-result supplements that meet their urgent goals.
- Offer a wider variety of affordable wellness products for the Health Compelled and Advanced Healthy segments.

- Focus on educational marketing that emphasizes scientific research and testimonials from credible sources (trainers, healthcare professionals).
- Provide transparent product details (ingredients, certifications) to build confidence.

MISTAKES IN RESEARCH

- Focus groups were too large, limiting depth of responses
- Reliance on unsystematic qualitative analysis
- Surveys lacked exploration of non-consumer behaviors



MISTAKES/ ERRORS

PROPOSED CHANGES

- Smaller focus groups for deeper insights
- Incorporate statistical tools for data analysis
- Include non-users to understand market gaps

Future Directions:

- Conduct longitudinal studies to track changes in behavior.
- Explore digital analytics for online consumer behavior.
- Implement A/B testing for promotional strategies.



CONCLUSION

Overall, the research from both phases highlights the diverse motivations behind supplement use, from improving health and performance to achieving aesthetic goals. While trust and cost are major factors in decision-making, there's also a clear opportunity to cater to specific customer needs through targeted messaging and transparent product information.

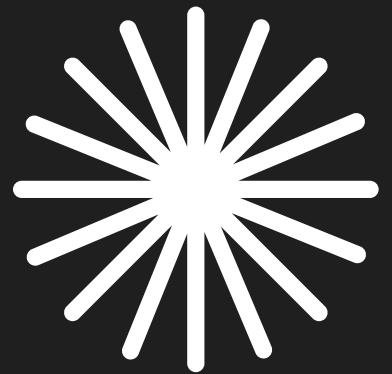
By addressing concerns around pricing and offering value-driven solutions, brands can better connect with their audience. Moving forward, focusing on building trust with the right messaging, offering personalized experiences, and creating more accessible options will be key to engaging these different customer segments.

Strategic Implications

Deep understanding of customer segments can drive tailored marketing.

Improved segmentation enables All Nutrition to strengthen brand loyalty.

QUESTIONS?



THANK YOU ↗

QUESTIONS?

