Analysis of consumer preferences of the residents of Kemerovo towards sports food products

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Annotation

Currently, the food market is replenished with new types of specialized food products intended for feeding certain categories of the population, including athletes. In the context of the dynamic development of sports, issues relating to the scientific substantiation and development of functional foods that meet the increasing needs of modern man are of particular relevance. This article noted the relevance of the topic, reviewed the range of sports nutrition products, presented an analysis of marketing information data obtained from the study, identified factors affecting the choice of this category of products by the target audience, which is necessary to form a rational range of sports nutrition products in the consumer market. Kemerovo.
Purpose of research

The study of consumer preferences in relation to sports nutrition products by collecting, processing and analyzing marketing information data to form a rational range of sports nutrition products in the consumer market in Kemerovo.
To achieve the goal solved the following tasks:

- determine the consumer segment;
- identify the characteristics of consumption and consumer preferences for the type of products;
- establish the main criteria for the selection of products;
- determine the reasons for refusal of products;
- identify the likelihood of acquiring products manufactured in Russia.
Conclusion

In conclusion, it should be noted that sports nutrition products are in steady demand among the residents of Kemerovo. However, according to the results of the study, a segment of consumers was identified that refuse to use specialized products for the following reasons: lack of confidence in the product due to lack of information about the chemical composition, efficiency and safety; risk of counterfeit and counterfeit products; the lack of specialized stores and trade organizations for the sale of sports nutrition. Among the important criteria for the selection of sports nutrition products are the price and effectiveness of effects on the body, while at the same time, only one-fourth of consumers are guided by the recommendations of the trainer when buying. It is necessary to take into account these factors to expand the segment of consumers of sports nutrition products, to conduct work on informing the public about the existence of modern developments in the field of sports nutrition, about the effectiveness of their use by both professional athletes and other categories of the population who care about their health.