

## Consumer Preference and Purchase Behaviour for Health and Wellness Product

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### Abstract

This study uses a quantitative survey with 200 respondents from Vadodara (Gujrat) to investigate consumer behaviour and preferences for health and wellness products. The goals include understanding spending trends, the propensity to recommend such products, and the intent to spend more money in the future. Important patterns concerning consumer motivations and potential marketing approaches as well as spending advocacy and demographics for health and wellness products are analyzed from the data. To that end, the study ends with recommendations to businesses on ways to enhance engagement via targeted marketing as well as on how to better tailor offerings toward customer needs.

### Introduction

Health and wellness sectors have been growing very rapidly over the past few years, which is due to a combination of changing lifestyles, increased consumer awareness, and growing incidence of health-related problems. Hence, this study focuses on the consumer preferences and purchasing patterns concerning health and wellness products to shed light on variables influencing consumers' choices. Some of the determinants of consumer preference of health and wellness products include personal health goals, awareness of benefits from the product, and general trends in society. According to Ali et al. (2021), the primary reasons for consumer choice are rising preventive health and healthier lifestyles. These consumers will pay for such products as organic foods, dietary supplements, and functional beverages that offer a better health status. The health benefits of such products are increasingly accessible information, therefore supporting such preferences. There is no denying the role of marketing and branding. According to Raj and Saldanha (2024), consumers who select health and wellness products are mindful and often prefer brands that share their values. Consumer loyalty and preference are largely influenced by perceived product efficacy brand trust and ingredient transparency.

### Factors Affecting Purchase Behaviour

Economic factors psychological drivers and demographic characteristics are some of the factors that influence consumers' buying decisions in the health and wellness sector. Willingness to pay (WTP) for health and wellness products is positively related to income education and awareness of product benefits, as noted by Ali and Ali (2020). When the individual has a good amount of disposable income and consciousness about their health, customers prefer to buy luxuries because these customers want not only efficiency and quality but not price. Secondly, another such factor which greatly influences the purchasing behavior of customers is perceived value of the product. As rightly pointed by Saini and Chaudhari (2021), COVID 19 pandemic affected the health wellness products of customer perception. The pandemic raised awareness of the value of immunity and general health which raised demand for goods like fitness gear sanitizers

and immunity boosters. Customers are now more likely to spend their money on goods that

have long-term health advantages. Besides, the social and cultural elements also play a very important role. Ali and associates. (2021) note that consumer decisions in emerging markets are often driven by peer pressure family traditions and cultural traditions. For example, consumers will prefer Ayurvedic products or herbal supplements over synthetic ones in cultures that believe in traditional medicines. Moreover, advertising and social media play a critical role in influencing customer attitudes and encouraging trial purchases.

### **Health Awareness Effect on Purchase Behaviour**

Health awareness drives consumer behavior in the wellness sector. According to Czeczotko et al. (2022), informed customers are more selective in choosing wellness and health products. They seek information about ingredients sourcing and certificates issued for products and tend to prefer products that have passed rigorous checks on safety and health standards. This trend explains how crucial openness and proper provision of information have become for a brand to obtain the trust of its customers. Health awareness has become even more important with diseases that are mainly lifestyle-related gaining prominence. According to Jawajala et al. (2023), consumers prefer health and wellness products because of conditions such as diabetes hypertension and obesity. Another aspect is the paradigm shift, and increasing healthcare cost. The people would like to lead a healthier lifestyle, with increased quality of life. A perfect example is that of preventive measures, including superfoods and supplements, through which consumers increasingly attempt to keep at bay the possibility of suffering from chronic illnesses. Yet, many obstacles remain ahead for the booming health and wellness market. The absence of industry regulation and standardization is one of the main problems. Czeczotko et al. The necessity of more stringent quality control procedures to guarantee the security and effectiveness of products is emphasized in (2022). False advertising and fake goods can undermine consumer confidence and turn off potential customers. A further obstacle is the cost of wellness and health products. Price sensitivity continues to be a major obstacle for many consumers especially in emerging markets according to Ali and Ali (2020). Affordably priced alternatives are required to make health and wellness available to a wider audience even though high-end products serve wealthy customers.

Due to changing lifestyles growing consumer awareness and technology breakthroughs, the health and wellness sector is expected to continue expanding. However, in order for brands to effectively serve this dynamic market they must have a thorough understanding of consumer preferences and purchase behaviour. Raj and Saldanha (2024) point out that establishing transparency and quality while matching product offerings to consumer values can promote brand loyalty and propel growth.

### **Objectives of the study**

1. To understand the consumer buying pattern of health and wellness products
2. To recommend implications for health and wellness industry based on consumer perception

### **Literature review**

Goetzke et al. (2014) looks into the health-conscious lifestyles of customers who Favor functional and organic foods. It draws attention to how dietary practices environmental awareness and health consciousness are all intertwined in determining consumer preferences. The authors note that these customers are more likely to be better educated, more environmentally conscious, and health-conscious. The study also finds that people are

increasingly taking a proactive stance toward managing their health by giving priority to foods that provide practical advantages like enhancing immunity and preventing disease. Consumers of organic products also show ethical concerns by making decisions that support environmental welfare and sustainability. The study concludes that by understanding such behaviors companies as well as legislators can target this market better with targeted advertisement and new products.

Chhabra and Kaur (2022) investigate consumer attitudes and behavior toward sustainable and health-promoting products. Buyers are placing greater value on the goods that are supportive of environmental sustainability and the well-being of the individual. Perceived quality of the product and knowledge about health benefits that align with green practices are among the important factors that influence consumer behavior. According to the study millennials and Gen Z are more likely to give sustainability top priority when making purchases highlighting generational differences. However, price sensitivity and false information remain a major obstacle. The authors contend that these disparities can be closed through labelling transparency and education. The study offers practical advice on how companies can match their products to customer demands and build trust by implementing sustainability-focused projects. MJ., (2024) considers the herbal product buying trends with an eye on the effect of green consumer behavior.

It identifies the major factors influencing the ever-growing demand for herbal products as environmental sustainability cultural customs, and health consciousness. The study also emphasizes how social media and advertising affect awareness and trust in customers. Herbal products attract consumers due to their natural origin perceived safety, and association with wholesome wellness. Here are key issues: ad hoc regulations, lack of standardization, and surging counterfeiting. The study concludes that the market for herbal products may grow even higher if consumer trust is increased with transparent communication and quality control. Madan M. A. (2017) unearths millennials' trend for health-enriching products by analysing the preference of millennial consumers toward organic and functional foods.

The study indicates that taste convenience and health benefits are essential factors for the purchase of a product. Products that have preventive health benefits are in great demand among millennials due to their knowledge of lifestyle-related health issues. The study further reveals how social media branding and peer recommendations impact consumer preference. Price sensitivity and limited supply remain significant barriers to the widespread adoption of these products. According to the finding's businesses can efficiently cater to this health-conscious group by adopting targeted marketing strategies that focus on accessibility affordability and transparency. Soetopo and Qastharin (2023) analyse the factors influencing Indonesian consumers selection of wellness services. Affordability perceived quality brand reputation and accessibility are found to be significant factors. The authors draw attention to the rising demand for wellness services like holistic therapies fitness regimens and spa treatments which is being fuelled by rising stress levels and mental health awareness.

Cultural factors and social norms also determine preferences. The study highlights how customized services and effective marketing are the keys to attracting and retaining customers. Based on the study's conclusions, firms operating in the wellness sector should focus on creating value-added experiences and address issues with affordability to win market growth.

Saraswat et al. (2022) explores how consumers buy personal care products, focusing specifically on the Himalaya brand. The authors investigate how factors like brand credibility, affordability, and natural ingredients affect consumers' decisions to buy. Customers are becoming more interested in goods that support ethical and sustainable production methods. Additionally, marketing packaging and digital outreach are highlighted in the study as ways to improve consumer engagement and brand visibility. Price sensitivity and competition are two issues that are discussed along with suggestions for utilizing innovation and environmentally friendly methods to maintain market leadership. To promote long-term growth, the findings highlight the necessity for businesses to incorporate sustainability into their value proposition.

### Research Methodology

A survey was conducted with 200 people to understand their behavior and preferences related to health and wellness products. The structured questionnaire recorded spending patterns, demographic information, propensity to spend more, and product and service recommendations. Convenience sampling was used to gather the data, and descriptive statistics were used for analysis. Demographic trends and consumer inclinations were interpreted using percentages.

### Data Analysis

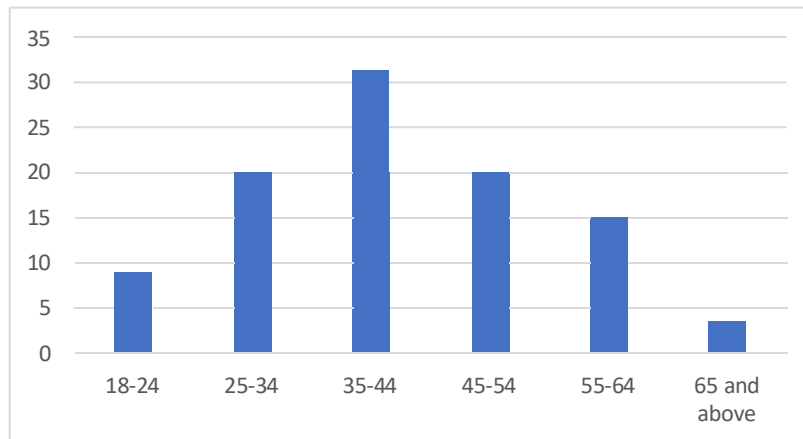
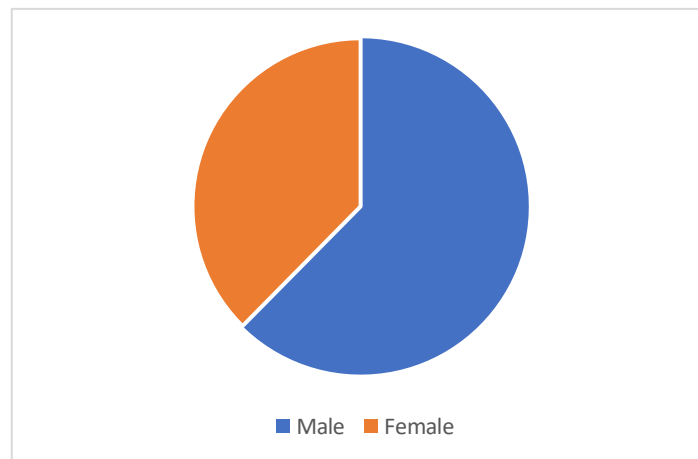


Figure 1. Age Demographic

Table 1. Age Demographic

Age Group	Percentage (%)
18-24	8.9
25-34	20.4
35-44	31.3
45-54	20.4
55-64	15.5
65 and above	3.5

The largest age group is 35-44 years (31.3%), followed by 25-34 years (20.4%) and 45-54 years (20.4%). Younger (18-24) and older (65+) groups form smaller portions at 8.9% and 3.5%, respectively. This indicates the most active participants in health and wellness markets are middle-aged individuals.

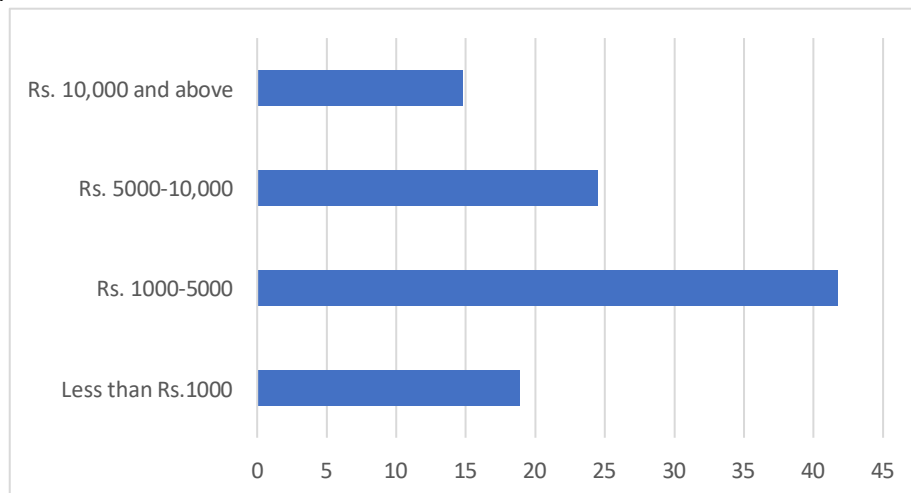


**Figure 2.** Gender Demographic

**Table 2.** Gender Demographic

Gender	Percentage (%)
Male	62.4
Female	37.6

Male respondents dominate the sample at 62.4%, compared to 37.6% females, suggesting a higher male inclination or access to health and wellness products within the surveyed population.

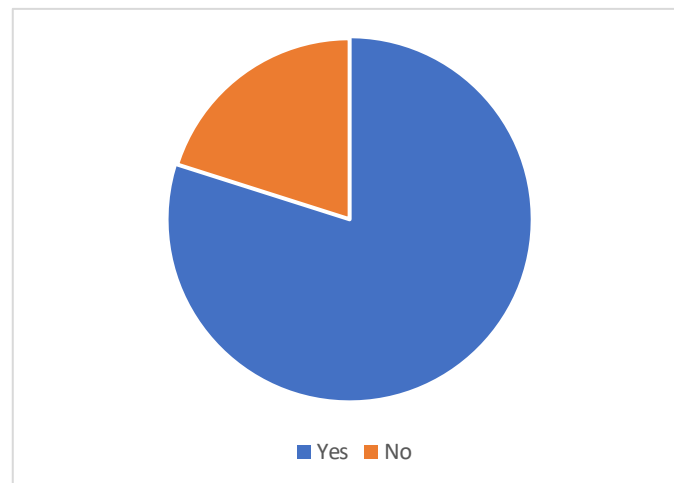


**Figure 3.** Monthly Spending on Health and Wellness Products

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Spending Range	Percentage (%)
Less than Rs.1000	18.9
Rs. 1000-5000	41.7
Rs. 5000-10,000	24.5
Rs. 10,000 and above	14.8

The majority (41.7%) spend between Rs. 1,000 and Rs. 5,000 monthly, while 24.5% spend Rs. 5,000-10,000. A smaller group (14.8%) spends above Rs. 10,000, and 18.9% spend less than Rs. 1,000. This demonstrates a substantial investment by many respondents in health and wellness.

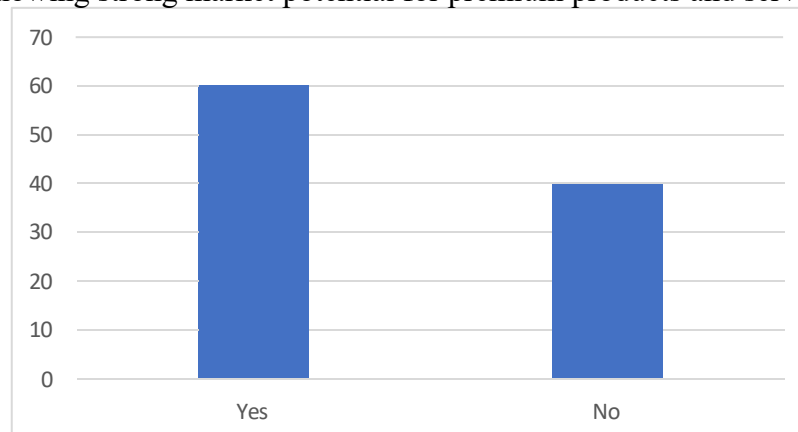


**Figure 4.** Willingness to Increase Spending

**Table 4.** Willingness to Increase Spending

Response	Percentage (%)
Yes	79.9
No	20.1

A significant 79.9% expressed willingness to increase spending on health and wellness products in the future, showing strong market potential for premium products and services.



**Figure 5.** Recommendation of Products and Services

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Response	Percentage (%)
Yes	60.9
No	39.1

60.9% of respondents recommend health and wellness products to others, indicating a level of satisfaction and trust in these products. However, 39.1% do not, which highlights room for improvement in consumer satisfaction.

#### ANOVA Table

**Table 6.** Consumer buying pattern of health and wellness products

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	468.669	1	468.669	835.352	.000b

Residual	111.947	198	0.565		
Total	580.616	199			

The study uses a 200-person sample to investigate the impact of perceived benefits on consumer purchasing behavior. The ANOVA results show that the regression model is statistically significant, with a p-value of .000, which is considerably below the 0.05 threshold. This demonstrates that perceived benefits have a major impact on consumer purchasing decisions. The regression sum of squares is 468.669, indicating that perceived benefits explain a significant amount of variation in customer purchase behaviors. Because the model only has one predictor, the regression's associated mean square is 468.669 as well. This indicates that perceived benefits have a significant and consistent effect on the dependent variable. The residual sum of squares is 111.947, which represents the variation in consumer purchasing behavior not explained by perceived benefits. The residuals have a mean square of 0.565, indicating that the model has relatively little unexplained variability. These statistics show that the regression model accurately covers the majority of the variation in customer behavior. The analysis revealed a remarkably high F-statistic of 835.352, emphasizing the strong impact of perceived benefits on consumer purchasing behavior. This indicates that the factors driving purchasing decisions (explained by perceived benefits) are far more influential than random or unexplained factors. In simpler terms, perceived benefits play a crucial and positive role in influencing what consumers buy. With a sample of 200 participants, the results clearly show that perceived benefits are a reliable predictor of purchasing behavior. The strong statistical evidence supports the idea that when businesses effectively highlight and deliver the value of their products or services, it significantly influences consumer choices. This means that companies should prioritize showcasing the real benefits they offer to better connect with customers, improve decision-making, and drive sales.

**Table 7.** Coefficients relations for consumer buying pattern of health and wellness products

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	0.725	0.053		13.808
Perceived Benefits	0.813	0.013	0.898	64.314

The study found a strong link between perceived benefits and consumer purchasing behavior, based on responses from 200 participants. Even when perceived benefits are absent, there is a baseline purchasing behavior level of 0.725. For every unit increase in perceived benefits, purchasing behavior increases by 0.813 units, as indicated by the unstandardized coefficient. The standardized Beta value of 0.898 confirms a strong positive relationship between perceived benefits and purchasing behavior. Additionally, the high t-value (64.314) and statistically significant p-value (0.000) validate the importance of these findings. In simpler terms, enhancing the perceived benefits of a product or service can significantly influence customers' purchasing decisions, making it a crucial focus area for successful marketing strategies.

## Discussion

The results show that consumers in the middle age range (35–44 years) make up the largest share of the health and wellness market. Because of work and family obligations this age group is probably going to put their health first. A gender gap in product access or usage patterns may



be indicated by the preponderance of male respondents calling for more investigation into the obstacles that women face. 66. 2% of consumers spend more than Rs. 1000 per month indicating that they are willing to make significant investments in their health and well-being. Additionally, the majority's readiness to spend more money shows that they are becoming more conscious of the health advantages and that the market is expected to grow. According to the recommendation data a sizable minority of respondents are still not convinced indicating areas for improvement in terms of quality efficacy or affordability even though the majority of respondents trust and support these products.

## Conclusion

This study emphasizes how consumers are becoming more interested in health and wellness products especially middle-aged people. Businesses in this sector have a promising market to explore because most consumers are willing to spend more and recommend products. But maintaining growth will depend on resolving the issues raised by non-recommenders and guaranteeing gender inclusivity. According to the findings businesses should use specialized marketing techniques to target middle-aged consumers. It is essential to make efforts to increase product accessibility and appeal to female consumers. Increasing customer trust and product quality can turn non-recommenders into supporters. This study gives useful information about consumer preferences and a road map for companies to successfully match their products with market demands.

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