

## Examining Market Solutions for Enhancing Consumer Engagements in Health and Wellness Products

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### Abstract

This study investigates market strategies meant to increase consumer interest in wellness and health products. A structured questionnaire consisting of six Likert scale items was used to gather data from 250 respondents as part of a quantitative cross-sectional survey design. Equal numbers of questions were devoted to two main goals: evaluating the efficacy of present marketing tactics and locating creative long-term solutions for sustained customer engagement. According to frequency distribution analysis personalized recommendations environmentally friendly packaging and health professionals' endorsements greatly increase consumer trust and engagement even though commercials and promotional offers have a positive impact on consumer behavior. The study comes to the conclusion that stronger consumer-brand relationships can be achieved by combining contemporary value-driven strategies with conventional incentives. These observations have applications for marketers and companies that sell health products who want to encourage more in-depth and enduring interaction.

### Keywords:

Consumer engagement, Health and wellness products, Marketing strategies, Promotional offers, Personalization, Eco-friendly packaging, Influencer endorsement, Frequency analysis

### Introduction

The rise in chronic non-communicable diseases shifting consumer lifestyles and growing health consciousness have all contributed to India's health and wellness sectors impressive growth over the last ten years. People now prioritize wellness fitness and a healthy diet more than ever before marking a clear shift from curative to preventive healthcare. Consumer behavior and market trends have been greatly influenced by this shift especially among urban and semi-urban populations

Increased competition the rise of niche markets and the deliberate repositioning of established food brands are some of the characteristics of India's changing market structure for health and wellness food products (Ali et al. (2015)). Growing consumer awareness of the health risks associated with food and the desire for natural organic and fortified products have prompted both local and multinational companies to invest in product lines with a health focus. This industry has very dynamic consumer behavior that is impacted by a confluence of social psychological and economic factors. One of the main factors driving this growth is the proliferation of worksite wellness initiatives which are currently being used in a number of corporate environments. From health screenings and fitness programs to seminars on mental health these programs have shown promise in raising worker productivity and lowering medical

expenses (Babu et al. (2014). The institutionalization of workplace health represents a

significant cultural shift in the idea that wellness is both an organizational and personal responsibility.

Behavioral determinants are closely related to the consumption patterns in the health and wellness segment. Purchase decisions are greatly influenced by elements like perceived health benefits product labelling brand trust and price according to a more recent study by Ali Alam and Ali (2021). Nowadays consumers seek products that are functional transparent and in line with their own health objectives rather than just ones that taste good

Another important element that has been incorporated into the discussion of health and wellness is environmental sustainability. Green practices and products are becoming more and more popular but they are also being demanded by knowledgeable consumers who link sustainability to general wellbeing. According to Kumar (2024) the idea that eco-friendly products improve human and environmental health is becoming more widely accepted which is helping to fuel the growth of green wellness.

Increased information accessibility digitalization and the growth of health influencers on social media platforms are additional factors driving the industry's explosive growth. The collective impact of these advancements has been crucial in influencing and forming consumer preferences particularly among younger populations that are more likely to embrace health-conscious lifestyles.

### **Need for Enhanced Consumer Engagement**

It is becoming more widely acknowledged that in order to maintain long-term brand loyalty and promote significant behavioral change the health and wellness sector must improve consumer engagement. Consumer engagement is more than just transactional it includes behavioral cognitive and emotional aspects that affect how people use health and wellness goods and services over time.

Edmunds (2019) asserts that consumer involvement is essential to enabling people to actively manage their health and medical choices. Customers that are actively involved in their purchasing decisions are more likely to stick to healthy habits make good use of wellness products and show greater satisfaction with their selections. Customer retention in the context of wellness branding is greatly influenced by a brands ability to establish emotional resonance and trust.

In wellness tourism and experiential health services the need for increased engagement is even more apparent. Engagement in this market is fuelled by authenticity tailored experiences and the perceived therapeutic benefits of wellness pursuits according to Balcioglu (2024). Rather than providing one-size-fits-all solutions consumers prefer brands that listen adapt and cater to individual needs according to text-mining analyses of customer feedback in this area.

Consumer-brand interactions have also taken on a new dimension as mindful consumption has grown in popularity. According to Raj and Saldanha (2024) consumers now actively assess brands on the basis of attributes like sustainability ethical behavior and overall well-being. This change requires marketers to develop strategies that demonstrate a sincere concern for the values and health of their target audience going beyond surface-level messaging. In order to develop and implement a successful engagement strategy it is necessary to comprehend customer motivations and incorporate them into all facets of brand communication. According to Venkatesan (2017) customer engagement needs to be a top strategic priority that includes community development loyalty programs digital platforms and in-store experiences. In the

context of the health and wellness sector this means providing regular educational and engaging content that meets the needs of customers.

The landscape of engagement has been further altered by the impact of digital media particularly social media and mobile applications. Consumers who are concerned about their health now demand interactive tools like health trackers and virtual consultations as well as real-time responses and personalized recommendations. Lack of these features could cause disengagement and brand switching especially among tech-savvy consumers. Transparency and claims supported by evidence are also becoming more and more expected. Customers are more dubious and want evidence of effectiveness whether it be for fitness programs organic skincare products or dietary supplements. In a market where trust is a vital asset brands that don't deliver on their promises run the risk of losing credibility.

The growing demand for wellness and health products indicates a move toward preventive self-care but maintaining customer interest is still difficult. This study intends to investigate the effects of market-driven tactics on consumer engagement in this industry including influencer endorsements eco-friendly practices personalized advertising and targeted advertising. Knowing what motivates engagement is essential for brands as health-conscious consumers look for authenticity and value alignment more and more. The study evaluates existing strategies and determines which are most successful in influencing consumer behavior using a data-driven approach. For marketers hoping to foster long-term customer engagement boost loyalty and establish trust in wellness markets it provides practical insights.

### **Objectives**

1. To analyse the effectiveness of current marketing strategies in increasing consumer engagement with health and wellness products.
2. To identify innovative and sustainable market solutions that can foster long-term consumer loyalty in the health and wellness sector.

### **Literature Review**

#### **Consumer Behavior in Health and Wellness Consumption**

Olga et al. (2019) carried out an extensive empirical investigation to look into consumer behavior in the newly developing Russian wellness market. The study identified eight distinct consumer segments each with its own socio-demographic and behavioral characteristics through the use of in-depth interviews and a quantitative survey of 560 respondents. The study highlighted the direct relationship between consumer attitudes toward wellness and their purchasing behaviors. The ability to customize strategies that appeal to particular consumer types is made possible by this segmentation which implies that behavior is significantly influenced by both external (like brand messaging) and internal (like health consciousness) factors. This study contributes to the fundamental understanding of wellness consumption in transitional economies and closes a crucial gap given Russia's weak empirical base.

To model and comprehend consumer behavior in the market for health and wellness foods Wawrzyniak (2023) used a multi-agent-based simulation (MABS) technique. The study is notable for its simulation of the ways in which different behavioral and environmental factors affect consumer decisions. Consumers are categorized by the model which also highlights risks and opportunities that could impact market growth. Crucially the study offers a flexible framework for virtually testing business or policy interventions prior to their actual implementation. This approach encourages sensible eating habits in addition to improving strategic planning. The insights gained from the simulation may be useful in developing

consumer-focused strategies and promoting sustainable eating habits by adjusting to changing consumer preferences in a digital ecosystem.

Ali et al. (2021) investigate Indian consumers purchasing patterns for food items related to health and wellness. According to the study which was based on a survey of 218 respondents in Lucknow using stratified random sampling consumer decisions are greatly influenced by product quality and health benefits. At 32% of wellness purchases it also shows how better-for-you food items are becoming more and more prevalent in the consumer basket. Price and branding are two examples of market-related psychological and sociodemographic elements that have a significant impact on consumer behavior. In order to address the growing trend of health-conscious consumption in urban Indian markets the study offers marketers practical insights that they can use to match their products with consumers health objectives and preferences.

Nigam et al. (2019) look into the ways in which people use different platforms to access online health and wellness content. The study emphasizes how socioeconomic background time-based browsing habits and demographic characteristics affect information-seeking tendencies. Through the analysis of these contextual cues the study reveals how various groups react to health-related content and prioritize wellness topics. The study shows how user profiling when based on contextual and demographic information can greatly improve user engagement and content targeting. In order to improve public awareness of wellness and provide more pertinent user-specific information digital health platforms can benefit from these findings which will ultimately lead to healthier behavioral outcomes.

### **Market strategies and technological interventions**

The development of wellness marketing is examined by Gisco and Ancarani (2014) in light of the paradigm shifts in the food pharmaceutical fitness and healthcare sectors. Their analysis highlights how a hybrid wellness market has emerged as a result of these sectors convergence. The authors highlight how conventional business models are evolving into tech-driven customer-centric systems where lifestyle services functional foods and diagnostic tools coexist. The study lists cross-sector cooperation technology integration and strategic customer engagement as critical success factors for businesses operating in this field. It also emphasizes how important consumer education product differentiation and branding are to maximizing value in the wellness economy. This thorough analysis lays the groundwork for companies in the health and wellness industry to quickly adjust to changing customer demands.

Ali et al. (2015) use secondary data from Euromonitor International to examine the competitiveness and structural dynamics of the Indian market for health and wellness foods. According to product type positioning and distribution networks the study maps the market using the Herfindahl-Hirschman Index (HHI) and compound annual growth rate (CAGR) metrics. According to their findings the market is rapidly growing but unevenly structured with better-for-you and functional foods driving growth. Indian consumers changing lifestyles and growing health consciousness have a significant impact on the markets rising competition and brand diversification. The study provides helpful information about how businesses can improve market penetration by utilizing creative branding and strategic distribution channels. In emerging economies this analysis is especially pertinent to marketers and policymakers looking to maintain competitiveness and guarantee easily accessible wellness food options.

A thorough analysis of the worldwide market for health and wellness foods is provided by Yu and Watson (2024) who place special emphasis on regional growth variances category

segmentation and changing consumer preferences. Five primary categories are identified by their study: natural organic fortified/functional better-for-you and free-form with the latter category experiencing the fastest rate of growth. They explain how especially in Asia sociocultural elements growing health consciousness and sustainability trends are propelling product innovation and market growth. As consumer demand for healthier options grows technological solutions like ingredient reformulation natural sweeteners and clean-label packaging are recognized as solutions. Economic inequality complicated regulations and information asymmetry are still problems in spite of growth. The study offers a crucial perspective on global wellness food market trends and emphasizes the significance of flexible tactics for staying relevant in a cutthroat health-conscious consumer landscape.

### **Research Gap**

Few studies have quantitatively investigated how particular marketing strategies impact consumer engagement despite the fact that previous research has examined consumer behavior and market structures in the health and wellness industry. Neglecting the emotional and behavioral aspects of consumer interaction the majority of current literature concentrates on product preference or market expansion. Furthermore, empirical evidence connecting sustainable and customized marketing strategies to real results in terms of customer engagement is lacking. By examining frequency-based consumer responses to various engagement strategies this study fills this knowledge gap and provides a better understanding of which approaches appeal most to today's wellness-conscious consumers in a developing market like India.

### **Research Methodology**

Using a quantitative cross-sectional survey design the current study investigated how consumers interacted with wellness and health products. Convenient sampling was used to select 250 participants for the sample guaranteeing diversity in age gender and income level. Six Likert scale-based questions with ratings ranging from 1 (strongly disagree) to 5 (strongly agree) made up the structured questionnaire. Three of the questions assessed opinions regarding the efficacy of current marketing tactics while the remaining three asked about consumer preferences for creative and sustainable market solutions. The questions were split equally between the two main research goals. Google Forms was used to collect data online guaranteeing anonymous and voluntary participation. The researchers were able to see patterns and distributions in responses across the five response categories by employing frequency distribution analysis to analyse the data. This statistical approach effectively addressed the research objectives by summarizing the degree of agreement or disagreement with each question.

### Data Analysis

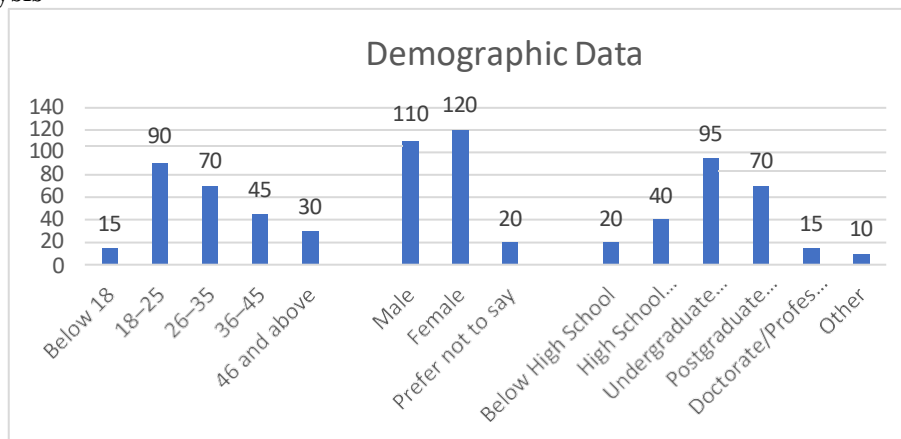


Figure 1. Graphical Representation of Demographic Data

### Age Group

Table 1. Frequency Table of Age (N = 250)

Age Group	Frequency	Percentage
Below 18	15	6%
18-25	90	36%
26-35	70	28%
36-45	45	18%
46 and above	30	12%
Total	250	100%

The age distribution reveals that a majority of respondents (64%) fall within the 18-35 age range, suggesting that younger adults are more actively engaged with health and wellness products. This age group is often more exposed to digital media and emerging wellness trends, making them a valuable target for marketers.

### Gender

Table 2. Frequency Table Distribution of Gender (N = 250)

Gender	Frequency	Percentage
Male	110	44%
Female	120	48%
Prefer not to say	20	8%
Total	250	100%

In terms of gender, the sample shows a balanced distribution with 48% female and 44% male respondents, while 8% identified as non-binary or preferred not to disclose their gender. This inclusive representation allows for a broader understanding of consumer preferences across gender identities.

### Education Level

Table 3. Frequency Table Distribution of educational Qualification (N = 250)

Education Level	Frequency	Percentage
Below High School	20	8%
High School Graduate	40	16%
Undergraduate Degree	95	38%
Postgraduate Degree	70	28%

<b>Doctorate/Professional Deg.</b>	15	6%
<b>Other</b>	10	4%
<b>Total</b>	250	100%

Regarding educational background, most respondents hold at least an undergraduate degree (72%), indicating that the sample is relatively well-educated. Higher education levels may influence greater awareness and critical evaluation of health and wellness products, especially concerning eco-friendly practices and brand values.

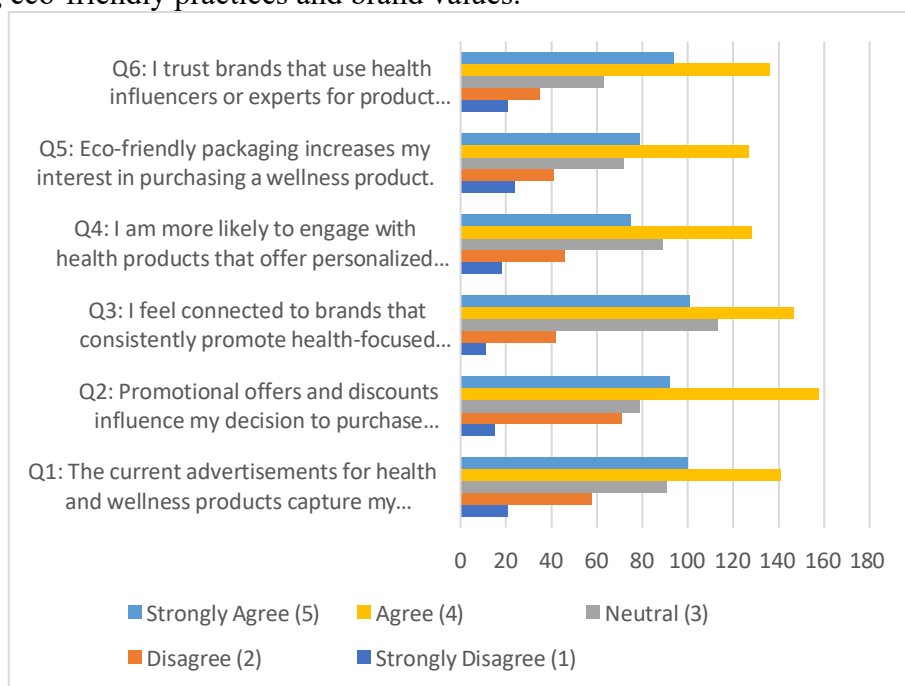


Figure 2. Representation through Graph

Table 4. Frequency Table Distribution (N = 250)

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Q1: The current advertisements for health and wellness products capture my attention.	21	58	91	141	100
Q2: Promotional offers and discounts influence my decision to purchase wellness products.	15	71	79	158	92
Q3: I feel connected to brands that consistently promote health-focused values.	11	42	113	147	101
Q4: I am more likely to engage with health products that offer personalized recommendations.	18	46	89	128	75
Q5: Eco-friendly packaging increases my interest in purchasing a wellness product.	24	41	72	127	79

Q6: I trust brands that use health influencers or experts for product endorsements.	21	35	63	136	94
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**Table 5.** ANOVA Analysis: To identify innovative and sustainable market solutions

Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	2.153	5	0.431	0.335	0.892
Within Groups	763.440	594	1.285		
Total	765.593	599			

Since  $p = 0.892 > 0.05$ , there is no significant difference between consumer preferences across the six strategies. This means consumers equally value all the sustainable strategies (eco-friendly, personalization, influencer trust).

Based on the analysis, the results indicate that there is no significant difference between consumer preferences across the six marketing strategies. The F-statistic value of 0.335 with a p-value of 0.892 suggests that the variations in consumer engagement with health and wellness products are not statistically significant. This means that, from a consumer perspective, the six strategies—ranging from eco-friendly packaging to influencer trust—are equally valued. As a result, consumers do not demonstrate a clear preference for one strategy over another in driving their engagement with health and wellness products. This finding highlights the importance of a balanced and inclusive approach when implementing marketing strategies in this sector.

To analyze the effectiveness of current marketing strategies in increasing consumer engagement with health and wellness products, brands must leverage a combination of digital transformation, personalized experiences, and influencer marketing. AI and machine learning tools have enhanced the ability to deliver tailored recommendations, boosting relevance and consumer trust. Eco-friendly initiatives, like sustainable packaging, are also pivotal, as consumers show increasing preference for brands that prioritize environmental responsibility, though transparency in these efforts is crucial. Furthermore, interactive content such as educational videos and personalized wellness tips, along with loyalty programs offering rewards, help foster continuous engagement. To build long-term consumer loyalty, brands should integrate sustainability as a core value, using third-party certifications to validate their eco-friendly claims and leveraging data-driven marketing for personalized experiences. Expanding beyond just products, brands can implement circular economy initiatives and social impact programs, which further strengthen consumer relationships. Additionally, offering a holistic wellness approach—through content that supports physical, mental, and emotional health—can create deeper brand attachment. An effective omnichannel strategy, seamless across digital and physical platforms, enhances customer experience and promotes loyalty.

### Conclusion

The study’s conclusions demonstrate the complexity of customer interaction in the health and wellness sector. The demographic overview indicates that the majority of participants are young adults, reflecting a generation that is more health-conscious and responsive to wellness trends. The sample includes a balanced mix of genders, along with representation from non-binary individuals, promoting inclusivity in understanding consumer behavior. Most respondents are well-educated, which suggests they are likely to be more aware of health and wellness

information, making informed choices based on values like sustainability, brand credibility, and product authenticity. This diverse and engaged sample provides meaningful insights into the modern consumer mindset in the wellness market. Crucial marketing tactics including eye-catching ads special deals value-based branding customization environmentally friendly packaging and celebrity endorsements have been shown to have a significant impact on how consumers behave. The most effective way to establish trust among these was through the endorsements of health professionals and influencers and buying decisions were greatly impacted by promotional offers. Even though customers reacted favourably to current tactics in the majority of cases a sizeable percentage expressed neutrality suggesting unrealized potential for deeper engagement through more creative genuine and tailored approaches. In summary this study highlights how crucial it is to combine conventional marketing techniques with cutting-edge value-based and trust-building approaches in order to improve long-term customer loyalty and engagement in the health and wellness sector.

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