



Consumer Preference in Health and Wellness Product

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ABSTRACT:

When it comes to health products people have specific likes and prefer wellness items, some prefer specific brand or ingredients used in the product and people might consider about pricing factor too. Consumers really care about health stuffs and want things like natural and good for their body and also super easy to use such as supplements or gadgets which updates their healthy lifestyle and people expect products which are value for money. Overall consumer choose products that makes them feel better from trusted brands.

KEYWORDS: Health, Consumers, Brand, Gadgets, Supplements, Price.

INTRODUCTION

Taking care of ourselves has become more important like we can observe there is sudden change in the way people have started to focus on their health by consuming foods which are organic and natural, supplement item like vitamins, protein and much more it is to keep us healthy and make us to feel good about our body.

People are more conscious about what they eat or what they apply on skin that makes them feel good, people prefer organic food because its free from chemical where it is not good for body.

People have started researching about the ingredients which is used in the organic its like they are educating themselves more about the organic product which are sold in the market and helps us which product is more preferable according to consumer choice.

Talking about wellbeing people have different choices where some might prefer for yoga and meditation and other people might opt for lifting weights or running it is like what works for one it might not work for another.

Consumer preference in health products are growing eventually and people are prioritizing products which has value for money, has necessary features, natural ingredients. By understanding this preference, companies can develop the required products that meet consumer desires for better and healthy lifestyle, by paying attention to what people prefer companies can help develop products and help people stay fit and healthy.

LITERATURE OF REVIEW

(Tabssum Ali, 2018) Survyed 218 people and understood what affects their choices in India, healthy food sales have grown lot and people cared about quality and health benefits in their food, by this companies know what people want and make better healthy foods for them.

(Olaga, 2019) promoting healthy living and new standards for wellness products and services here in Russia it has been growing rapidly. They surveyed 560 people who like wellness stuffs and they found how people feel about wellness stuff affect on how much they buy.

(klopcic, 2020) They did a big study with group discussion and surveys and found out that in Slovenia people are not aware about health claims on food and people trust in society affects how much they trust these claims.

(ali, 2015) people in global are changing how they buy food and care about how it affects their health. Its clear what people want is healthier food and companies are competing to provide the healthiest and organic products.

(kaushal, 2023) people are focusing more on their health, the market for organic products and foods are rising and has set the trend. As this study explores what makes customers happy like price, quality, value, brand and taste.

(ryan, 2020) people are changing on what they consume and choose different types. They are interested in cereals because of certain ingredients which makes their body healthy. This paper explains about cereals and why people make this food choice.

(goetzke, 2014) This paper studies about why people choose organic foods and how teens look for healthy way lifestyle. This shows what habits are they choosing to stay well and how different groups approach being healthy through their food choice.

(marjanen, 2016) This study looks on how different age groups thinks about wellness when they look for product. They surveyed 18 to 75 years old and found that people think six different ways like they focused on baby and fount out different age groups have unique wellness.

(velasco, 2022) Being natural is big reason why people prefer organic and natural products and talked to people about their experience to understand about it and they found out that it's like something excitement why people consume these products.

(surabhi acharya, 2021) Consumers want safer, eco-friendly cosmetics product and this study aims to understand how consumer choices affect. It will survey 250 people to learn about concerns and draw conclusion in data.

OBJECTIVES

1. Understand what consumers like in health and wellness items.
2. Determine the choices consumers make for health-related products.
3. Recognize the favoured features of health and wellness goods among buyers.
4. Study the preferences people have for health focused items.

RESEARCH METHODOLOGY

We have taken information of name, age and other section were dependent and independent variables and the questionnaire was framed in continuous scale of strongly agree and disagree that is 1 to 5.

Technique: Questionnaire and Likert scale were used to analyse the responses.

Sample Size: Samples of 100 were used for analysing.

To check the impact of independent and dependent variables we have run the multiple regression.

DATA INTERPRETATION AND ANALYSIS

Descriptive Statistics			
	Mean	Std. Deviation	N
Do you prefer using health and wellness products ?	3.56	1.175	100
quality	3.66	1.191	100
price	3.42	1.103	100
brand	3.70	1.176	100
transparency	3.64	1.210	100
reviews	3.69	1.261	100
health benefits	3.83	1.111	100
packaging	3.35	1.149	100
availability	3.59	1.083	100
trust	3.69	1.253	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	trust, price, availability, packaging, health_benefits, brand, reviews, transparency, quality ^b	.	Enter

a. Dependent Variable: Do you prefer using health and wellness products ?

b. All requested variables entered.

In the section variables entered they contain all independent variables and we use it for multiple regression.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.791 ^a	.625	.588	.754	1.729

a. Predictors: (Constant), trust, price, availability, packaging, health_benefits, brand, reviews, transparency, quality

b. Dependent Variable: Do you prefer using health and wellness products ?

R- positive correlation that is 0.791

RSquare – 62.5% of variability in dependent is explained by independent variable.

Adjusted RSquare – 58.8% we can see that model is moderately successful and can be made improvements and 58.8 of variation in dependent can be explained by independent variable.

Durbin Watson – it is positive sign and there is no significant autocorrelation and the value is 1.729.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.465	9	9.496	16.701	.000 ^b
	Residual	51.175	90	.569		
	Total	136.640	99			

a. Dependent Variable: Do you prefer using health and wellness products ?

b. Predictors: (Constant), trust, price, availability, packaging, health_benefits, brand, reviews, transparency, quality

Sum of squares – it explains the total variance in dependent variable that is 90.763.

Degree of freedom – 9

Mean square – there are unexplained variability and 10.085 explains that there is variability.

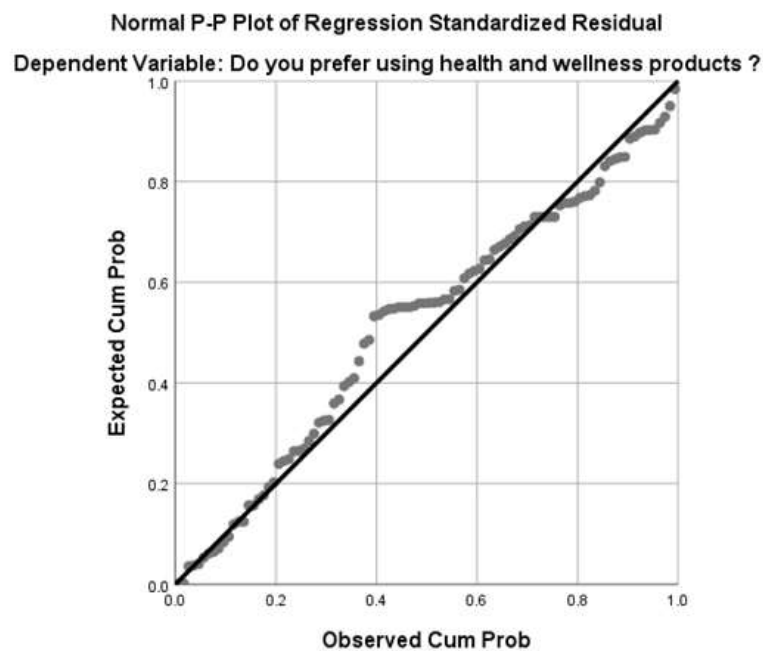
F statistic – it suggests regression model is significant i.e 16.701

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.052	.354		-.147	.884
	quality	.301	.107	.305	2.806	.006
	price	.049	.079	.046	.618	.538
	brand	.122	.097	.122	1.256	.212
	transparency	-.164	.103	-.169	-1.586	.116
	reviews	.200	.094	.214	2.135	.035
	health benefits	.256	.095	.242	2.683	.009
	packaging	.146	.086	.143	1.690	.095
	availability	-.027	.090	-.025	-.298	.766
	trust	.102	.117	.108	.869	.387

a. Dependent Variable: Do you prefer using health and wellness products ?

In the above table there are 3 independent variables which are less

than 0.05 and significant and those variables are quality, reviews and health benefits. These indicates dependent variables have more impact.



Observation are normally distributed as most of the variables are within the range.

FINDINGS

1. People really like products which are labelled as natural or organic.
2. Consumers care lot about quality of health and wellness product.
3. Consumers are most likely to buy products from brand they trust.
4. People consume it because each of them have different goals like some have focus on losing weight, building muscle and stay healthy.

CONCLUSION

From the analysis it is found that consumers today prioritize health and wellness in their choices and prefer organic and natural in their consumption. Each person has unique focus on their health like losing weight, building muscles and to stay fit and healthy in a minimal manner. As we can observe consumers are becoming well informed about what they consume and what is good for them and what benefits them. Overall people go by their preferences like most popular brands, high quality built and natural ingredients so that it can make them feel better.

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