

## DETERMINANTS OF CONSUMER PERCEPTION AND SATISFACTION: A STUDY OF HEALTH AND WELLNESS FOOD PRODUCTS

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### Abstract

People are becoming increasingly health-conscious, and the market for health and wellness foods is growing as a direct result of their desire to take better care of their physical well-being. The study looks at the essential aspects that influence customer satisfaction and perception in the health and well-being food items sector. Understanding the elements that create perceptions and encourage satisfaction is critical for both manufacturers and marketers of the business as health awareness continues to penetrate consumer choices. Using a descriptive technique, the study evaluates several factors such as Perceived Price (PP), Perceived Quality (PQ), brand reputation, and Perceived Value (PV). The data show that Perceived Price (PP), Perceived Quality (PQ), Perceived Value (PV), brand image, and taste have a substantial influence on consumer perception and satisfaction in the context of wellness food products. The study adds to the expanding amount of literature on consumer behavior in relation to healthful food products and may have long-term implications for strategies aimed at boosting customer satisfaction and business success.

**Keywords:** Functional food, Perceived Price, Perceived Quality, Healthy foods, Perceived taste, Perception, Satisfaction.

### INTRODUCTION

The tastes and preferences of consumers throughout the globe are shifting rapidly as more and more people are attracted to the greater taste, convenience, and health-promoting properties of various foods (Lessa et al., 2017). Consumers are starting to see the connection between what they eat and how they feel, and as a result, they are more motivated to prioritize their health and make better food choices. Recent years have seen widespread shifts in consumer behavior favoring consuming healthful meals due to rising awareness of health concerns and lifestyle changes, as well as understanding of the benefits of such foods (Lagerkvist et al., 2016). In recent years, there has been an increase in the occurrence of food-borne illnesses, heart disease, diabetes, and obesity issues, and as a result, consumer views about food consumption are shifting toward a healthier diet (Hudson, 2012). Indian consumers' interest in health and wellness foods has shifted away from disease prevention toward other benefits, such as improved mood, confidence, and physical attractiveness (Jha & Sharma, 2015). The paper is expected to talk about how consumers see health and wellness food items, as well as what factors influence their happiness with these products. By

delving into the factors influencing consumer perception and satisfaction, the study provides invaluable insights to businesses and marketers trying to understand and respond to the changing demands of health-conscious clients.

Consumer attitudes regarding health items have primarily been studied in advanced economies. However, growing markets such as India have enormous promise. Globally, consumer tastes are evolving toward flavor, quality, and health advantages. Health food sectors are evolving to meet the needs of a growing customer base. Analyzing market dynamics and customer behavior is critical for improving India's food alternatives.

There are six main parts to the research paper. After introducing the study's goal and rationale, the next part delves into the literature review. A research methodology and conceptual framework are discussed in Parts 5 and 6. Part seven presents the findings from the analysis and discussion, while parts eight and nine explore the paper's conclusion, restrictions, and recommendations for further study.

## REVIEW OF LITERATURE

This section provides an overview of studies that examine how people view and feel about health and wellness food products which are as follows:

### **Consumer Behaviour and Satisfaction Regarding Wellness Food Products:**

As a component of human behavior in general, consumer behavior is researched by a variety of social sciences, including economics, psychology, and management (Wells, 2014). Several studies have been conducted to better understand customer behavior in terms of buying intentions and opinions regarding healthy food products. Chakrabarti and Baisya (2009) developed a model of how consumers' innovativeness, perceived risk, demographic information, and adoption timeframe affect their purchases of organic food. Customer preferences regarding health and wellness dietary product attributes revealed that buyers see quality and health benefits as extremely essential and highly significant (Wee et al., 2014), and Socio-demographic attributes, the quality of the product, market conditions, and psychological factors are more likely to influence consumers' purchasing of health and wellness foods (Ali et al., 2021). Organic food quality is considered by consumers in terms of environmental sustainability, security, and wellness. Consumers value organic food safety more than health and environmental sustainability; the provision of particular information on food labels leads to the perception of organic food as healthier, safer, and more ecologically sustainable (Lamonaca et al., 2022). Positive attitudes about organic foods are correlated with factors such as monthly income, location, family status, length of intake, organic food knowledge, and health. Consumers should be more cautious about the negative effects of eating traditional foods (Sreekala et al., 2021). Purchase intentions for food goods are influenced by a variety of factors, including customers' impressions of the store's appearance, quality, trustworthiness, and value. Consumers' purchase intentions for food goods are also influenced by store appearance, PQ, trust, and PV. The store's image has a favorable impact on PQ and trust (Konuk, 2018); PQ and

trust contribute to PV (Watanabe et al., 2020); and both PV, trust, and PV were discovered to have a positive influence on consumers' purchase intentions (Curvelo et al., 2019).

### OBJECTIVES OF THE STUDY

Based on the above literature reviews following are the objectives of the study:

**Obj-1.** To find out the factors affecting the Consumer perception regarding wellness food products.

**Obj-2.** To determine the factors affecting Consumer satisfaction regarding wellness food products.

### Rationale of the study

The study focuses on consumer perceptions about health and wellness goods, with a focus on emerging markets such as India. It reflects a worldwide trend in consumer tastes toward food that combines flavor, quality, and health advantages. To meet this requirement, the health and wellness food industry is always inventing and producing new products. Understanding market dynamics and customer behavior in this sector is critical for improving food alternatives in the Indian market.

### RESEARCH METHODOLOGY

#### Research design

The descriptive technique is used in the study. The study entails determining customer behavior (i.e., attitudes toward purchasing health and wellness foods) and consumer satisfaction. This discusses how consumers' perceptions and pleasure with health and wellness food items are influenced by PP, PV, PQ, flavor, and brand image.

#### Data Collection

The primary data for the study was gathered through online questionnaires designed to assess the elements that impact consumer perception and satisfaction with wellness food items in Haryana. A survey containing closed-ended questions on a scale of 1 to 5 was employed as the major data-gathering strategy in the study. The non-probability sampling approach (stratified random sample method) was used for the study.

#### Statistical Techniques

The study uses regression to investigate the influence of several factors on consumer perception and satisfaction. The statistical approach of regression is used to establish a relationship between two variables and the impact they have on one another. The formula builds a link between two variables.

### DATA ANALYSIS AND INTERPRETATION

#### Demographic Profile of Respondents

Table 2: Demographic Profile of the Respondents

S No.	Demographic Characteristics	Category	F	%
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**DETERMINANTS OF CONSUMER PERCEPTION AND SATISFACTION: A STUDY OF HEALTH AND WELLNESS FOOD PRODUCTS**

<b>1.</b>	<b>Gender</b>	<b>Female</b>	128	33.3%
		<b>Male</b>	256	66.7%
<b>2.</b>	<b>Age Group</b>	<b>18-24 year</b>	89	23.2%
		<b>25-34 year</b>	91	23.7%
		<b>35-44 year</b>	93	24.2%
		<b>45-54 year</b>	61	15.9%
		<b>55 Years and Above</b>	50	13.0%
<b>3.</b>	<b>Locality</b>	<b>Faridabad</b>	93	24.2%
		<b>Gurugram</b>	121	31.5%
		<b>Hisar</b>	66	17.2%
		<b>Karnal</b>	63	16.4%
		<b>Rohtak</b>	41	10.7%
<b>4.</b>	<b>Occupation</b>	<b>Student</b>	61	15.9%
		<b>Employed</b>	141	36.7%
		<b>Self-employed</b>	107	27.9%
		<b>Retired</b>	18	4.7%
		<b>Homemaker</b>	21	5.5%
		<b>Unemployed</b>	19	4.9%
		<b>Other</b>	17	4.4%
<b>5.</b>	<b>Educational Qualification</b>	<b>Bachelor's degree</b>	95	24.7%
		<b>Doctorate or higher</b>	88	22.9%
		<b>High school diploma</b>	71	18.5%
		<b>Less than high school</b>	39	10.2%
		<b>Master's degree</b>	59	15.4%
		<b>Other</b>	32	8.3%
<b>6.</b>	<b>Monthly Income</b>	<b>10,001-30,000</b>	104	27.1%
		<b>30,001-50,000</b>	92	24.0%
		<b>50,001-1,00,000</b>	61	15.9%
		<b>Above 1,00,000</b>	28	7.3%
		<b>Below 10,000</b>	99	25.8%
<b>7.</b>	<b>Marital Status</b>	<b>Single</b>	141	36.7%
		<b>Married</b>	132	34.4%
		<b>Divorced</b>	72	18.8%
		<b>Others</b>	39	10.2%

Table 2 shows the Respondents' Demographic Characteristics in terms of Gender, Age Group, Education, Marital Status, Locality, and Occupation. Table 2 shows that 66.70% of the 384 participants are male and 33.30% are female. The bulk of respondents (91), accounting for 23.70% of the total, are between the ages of 25 and 34. According to the table below, the majority of

respondents (71), or 24.70%, have a bachelor's degree and are working (36.70%), whereas the majority of participants (132) are married (34.40%).

**Hypothesis Testing**

**H1: Perceived Price, Perceived Quality, Perceived Value, and Brand image created a significant impact on Consumer perception regarding wellness food products.**

**Table 3: Regression Analysis**

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypotheses Result
<b>H1</b>	Perceived Price -> Consumer perception	.103	0.168	19.120	2.176	.030	<b>Supported</b>
	Perceived Quality -> Consumer perception	.133			2.057	.040	
	Perceived Value -> Consumer perception	.214			3.282	.001	
	Brand image-> Consumer perception	.160			3.287	.001	

The hypothesis investigates whether PP, PQ, PV, and Brand image created a significant impact on Consumer perception regarding wellness food products. To test hypothesis H1, the predictive variables PP, PQ, PV, and Brand image were used to regress consumer perception. F = 19.120, p <0.05, indicating that PP, PQ, PV, and Brand image created a significant impact on Consumer perception regarding wellness food products (b = .103, .133, .214 & .160, and p<0.05). Furthermore, the R2 =.168 indicates that the model accounts for 16.8% of the variation in Consumer perception, hence alternative hypothesis is accepted.

**H2: Taste, perceived quantity, and Perceived Price created a significant impact on Consumer satisfaction regarding wellness food products.**

**Table 3: Regression Analysis**

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypotheses Result
<b>H2</b>	Perceived Price -> Consumer satisfaction	.147	0.128	18.657	3.070	.002	<b>Supported</b>
	Perceived Quality -> Consumer satisfaction	.161			2.629	.009	
	Taste -> Consumer satisfaction	.209			3.397	.001	

The hypothesis investigates whether PP, PQ, and Taste created a significant impact on Consumer satisfaction regarding wellness food products. To test hypothesis H2, the predictive variables PP, PQ, and Taste were used to regress consumer satisfaction.  $F = 18.657$ ,  $p < 0.05$ , indicating that PP, PQ, and Taste created a significant impact on Consumer satisfaction regarding wellness food products ( $b = .147, .161, \& .209$ , and  $p < 0.05$ ). Furthermore, the  $R^2 = .128$  indicates that the model accounts for 12.8% of the variation in Consumer satisfaction, hence alternative hypothesis is accepted.

### CONCLUSION AND FINDINGS

The study looked at the factors that influence consumer perception and satisfaction with health and wellness food items. The study also revealed that PP, PQ, PV, and taste showed up as key variables driving consumer satisfaction with wellness food products. Previous studies conducted by Ali et al., 2021; Watanabe et al., 2020; Konuk, 2018; and Curvelo et al., 2019 show a positive and substantial impact of income, perceived price, perceived quality, perceived value, and brand image on the purchase of health and wellness foods. This means that perceived affordability and cost-effectiveness, perceived degree of quality or superiority, PV and reputation, and perception of a certain brand all contribute to positively impacting customer preferences for health and wellness food products. However, there are major drawbacks to the study that need to be noted. Firstly, the study was conducted in a specific population and location, which may limit the results' applicability to other groups. Secondly, the study largely utilized self-reported data, which might have been biased or influenced by social desirability effects. The study benefits health and wellness food practitioners and marketers despite its limitations. Companies can improve consumer perceptions and satisfaction, build brand loyalty, and succeed in this growing market by focusing on PV, competitive pricing, high product quality, and brand image.

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