



IMPACT OF HEALTH CONSCIOUSNESS ON THE PURCHASE BEHAVIOUR OF GENERATION X AND Y PEOPLE

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Abstract

Health-Conscious Consumers are different and is a niche segment whose lifestyles are oriented towards health and wellness. With the unlimited availability of information and technology, it is easy for people to get access to any information regarding any product that they seek to purchase and consume. As a result, the products that are found to be harmful to the human health are not considered by this new set of consumers that focuses on their personal benefit. They are incorporating ancient health practices in their lifestyle to combine mental as well as physical well-being. The prime intention of this study is to evaluate how the health consciousness among the general public influence their purchase decision. The paper is also tried to determine the effects of health consciousness, perceived usefulness, brand image and willingness to pay premium for sustainability on Purchase Intention (PI). In addition to that, it aims to investigate the impact of health consciousness factors on their purchase decision.

Keywords: Health-Consciousness, purchase decision and unhealthy-products

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1. INTRODUCTION

Food is an integral part of human life. People consume it both privately and socially and play an important role in purchase decisions of consumers. People are changing their eating habits and are now focused on consuming food that is good for their health. Eating healthy will curb several diseases and will help one to lead a fulfilling life. Media plays an important role in highlighting the importance of healthy lifestyle. Healthy diet helps to curb several diseases such as type 2 diabetes, obesity, cardiovascular disease, and certain cancers. If we have to analyze the costs of diet-related diseases, then we will find that such costs contribute substantially to the total annual health expenditure. Therefore, consumers have realized that our consumption pattern of food is so important that it shapes how much money we have to invest on health care.

Public policy makers have therefore, focused on refining food choices of consumers. In other words, it is promoting healthier food choices such as fruits and vegetables reducing the intake of unhealthy food. The social marketing campaigns create necessary awareness about the benefits of healthy food consumption and sensitize people regarding the harms from unhealthy food consumption in the form of chips, junk food, sugary drinks etc. Food businesses that encourage consumption of unhealthy food are heavily criticized by the media for brainwashing people for the sake of their own benefit.

With the advancement in communication technology, it is easier to get information about anything. People are getting more self-aware and educated. Although, health consciousness of consumers is a relatively new phenomenon, it's a powerful one. This new set of conscious consumers have a lot of curiosity about matters such as source of raw materials, product composition, manufacturing process etc. People are now more concerned about environment and its sustainability.

Julian Mellentin (Founder and Director of New Nutrition Business) has quoted that the new segment of consumers is empowered and confident to create their own specific healthy eating habits. This goes with the notion that diet is a personal concern, and this is slowly leading to the slow death of one diet fitting all dietary requirements.

Health-conscious segment looks for greener options. This not only provides them food with benefits but also makes it planet-friendly. With *Eur. Chem. Bull.* **2023**, 12(Special Issue 5), 4728 – 4740

the advancement of technology, consumers can get comprehensive information about their nutritional needs. As a result, there has been a trend to look for healthier choices. As a fact, it is estimated that the global market for organic foods will be worth \$323 billion by 2024. Moreover, 64% of consumers believe that the purchase decision of food and beverage products is based on healthfulness. Now, consumers are relying on proper nutrition to achieve holistic health and wellness. As such, the food and beverage industries are greatly influenced by the conscious consumer phenomenon.

2. HEALTH-CONSCIOUS CONSUMER

Health consciousness is an act of valuing one's personal health in order to maintain and enhance it. It motivates and empowers consumers to monitor, maintain, and improve their physical well-being. This is achieved through involvement in activities that keep the body fit and healthy. A health-conscious consumer assesses his state of health and accordingly takes the required actions to improve it. It is used to describe an attitude where there is a tendency on the part of an individual to be aware of one's healthy diet and lifestyle.

The characteristics of a "health-conscious consumer" are as follows:

They are young, and it has been found that they are more dominant in the GEN Y and GEN Z age group categories.

1. The majority of the audience will be in the GEN Y and GEN Z categories (18–34 years old). As stated by most demographic believers, it is that category that consumes the healthiest food as compared to other age categories.
2. They are generally more self-aware. They have researched in depth the foods that they consume. They are mindful of the food that is going into their body and whether or not it will have implications for their health.
3. Mass media advertising does not work for this segment. This is because this segment is educated enough to disregard any product that does not match mental orientation. The mental orientation of this segment is set up to use only those products that are beneficial to the well-being.
4. The lifestyle of this segment coincides with their values. We will find them indulging in physical activities such as working out in the local gyms, playing sports, etc. They are more interested in actively participating in such activities than watching and relaxing.

5. Technology plays an important role in it, as it has come up with many health apps. Most people in this segment can get any information regarding the food, and this plays an important role in their choosing one food over another. This segment of people is willing to pay a premium price to get food that they regard as healthy and is driven by strong conviction.

3. SEGMENTATION OF HEALTH-CONSCIOUS CONSUMER

The four segments of Health-Conscious Consumer are Self-realization consumers, Ethical consumers, Scientific consumers and Traditional consumers.

(i) Self-realization consumers

This segment of consumers values concepts such as individualism and emotions. People in this segment view things as it feels right to them. Emotions carry forward their perception towards something and hence distinction between knowing and feeling is ambiguous. They are greatly influenced by ingredients, rituals and habits that they contemplate as ancient. They are always in search for latest and most different trend. They view the ancient rituals and habits they are inculcating as knowledge and wisdom. This segment wants to know whether a particular product fits their style and whether specific needs.

(ii) Ethical Consumer

This set of consumers is concerned about global issues such as climate change and injustice. Their definition of health is very different from other segments. For them it is animal care, sustainability and proper working conditions. They believe that they have an important part to play to protect the planet by choosing the right kind of food. The ethical consumer doesn't want to invest money on something that can be perceived as deceitful or questionable. Brands that are vocal about conservation, sustainability and responsibility are appreciated by their fans.

(iii) Scientific Consumer

This set of consumers rallies behind rationality and empirical data. They believe that proper healthy lifestyle can be obtained by inculcating a proper diet coupled with regular exercise and use of product that improves performance. They understand the fact that health and well-being are measurable things. They take the advantage of advancement in latest technology; to get access to the most advanced health related accessories, or the latest dietary supplement. They are very practical and focus on evaluating and measuring results of a product rather than the experience of products. They ask questions regarding whether a

particular product is best of its kind, whether the product is on a scientific basis and whether the product will improve the performance of consumers.

(iv) Traditional Consumers

Traditional consumers are in the look for the original and unspoiled. They have low regard for products that are large-scale, global and mass-produced. There is also a form of conflict here – the real and the false. Traditional consumers regard experience more than anything else. They believe that age old tradition and clear cultural heritage is something to preserve. Only then their sense of security attains peace. They want to know whether the product has a story, whether the product is part of tradition and whether it is easy to bond with the product (John Wernbom, 2020).

4. REVIEW OF LITERATURES

The knowledge attained by an individual and the way they perceive and interpret affects their purchase decision-making process. Consumer knowledge is always in the form of expertise, experience, and familiarity that is going to drive consumers' willingness and readiness to purchase products (Brown Ateke, Didia James, 2018).

Health consciousness is defined as one's mental outlook where the focus is primarily on self-reflection on one's health. When we present the association between health consciousness and actual health behaviors, then it can provide opportunities for supporting the conception. Health-Consciousness has four sub-dimensions comprising health alertness, health involvement, health self-Consciousness, and self-monitoring of one's health (Gould, 1998; 1990). Self-monitoring health consciousness leads one individual to have his/her own diet system and a different food habit.

Health consciousness is a vast concept. It involves embracing personal responsibility and health motivation. This is in addition to psychological attention and reflection. In simple terms, conscious consumers are aware of their health condition. They know perfectly what consumption pattern is good for them. They take responsibility for their health and they work towards enhancing or maintaining their health.

Health consciousness is therefore related to one's mental orientation towards their health and involves practices of self-awareness, self-responsibility, and self-motivating health behaviour (H.Hong, 2011). This is the reason why the decision on food habits of health-conscious people is impacted by health behaviour.

Diet and Physical Activity are combined at the biological level as it is believed that diet and physical activity working in concert can remodel physiological structures and processes toward healthful ends. Although diet and physical activity behaviors themselves vary in characteristics they are also similar in others (Tom Barownski, 2004).

Health Information Seeking is a behavior where an individual looks out for information concerning their health as well as risks and illness that they may encounter. (Lambert & Loiselle, 2007). Today's world is filled with technology and they can get information about anything that they want to know. People are getting more aware of their health and are in constant search to know what type of lifestyle suits them best.

There has been an increase in healthcare costs and declining confidence in domestic health services which has given rise to a segment of consumers who are more health-conscious and motivated to seek out products that promote healthy lifestyles and well-being (Lewis, 2008).

Veganism refers to the way of living that attempts to exclude all forms of animal exploitation and cruelty, be it from food, clothing, or any other purpose. It is a way of life that eliminates all animal products and seek to limit the exploitation of animals.

If we have to compare with vegetarian diets, we could say that vegan diets tend to contain less saturated fat and cholesterol and more dietary fiber and as a result vegans tend to be thinner, have lower serum cholesterol, and lower blood pressure, reducing their risk of heart disease (Winston J Craig, 2009). This type of people show peculiarity while taking decisions about their food items and keep themselves away from all types of animal extracts.

It is found there has been a trend of people shifting to a vegan diet in recent years. There are different reasons for making choices, and the primary reasons could be a concern for animals (ethics) and health that are going to impact both specific food choices and other healthier behavior linked to health choices (Cynthia Radnitz, Bonnie Beezhold, Julie DiMatteo, 2015).

Health information seekers have the most positive health indicators and therefore subsequent lowest levels of health risks and they follow a particular diet in alignment with their information gathering.

It was found that there existed a reverse pattern for individuals with negative indicators of health and hence higher risks. (James B. Weaver, Darren Mays, Stephanie Sargent Weaver, Gary L. Hopkins, DoğanEroğlu, and Jay M. Bernhardt, 2010).

Many new health devices have come up that are beneficial for people. We can make use of smartphones, tablet PCs, and communication devices to track and utilize these health-based apps. These apps track sports and fitness activity, diet and nutrition, provide weight loss coaching, etc. Consumers are getting more aware of their health and these health-related apps are further strengthening their goal to have a healthier life.

Patients too are accessing health information, actively participating in their own care (participatory healthcare), and maintaining contact with their healthcare providers through smartphones and especially chronic conditions such as diabetes mellitus and cardiovascular disease have in particular always been perceived as a special 'niche market' for smartphone apps as it is information intensive and smartphones can offer a convenient solution.

Smartphones can be taken advantage of as it helps to keep clinicians up to date with the latest medical techniques. Also, it is easy and cost-effective to communicate updates, advice, and guidelines to a distributed community of practice in this way (Maged N Kamel Boulos, Steve Wheeler, N Jones, 2011).

Consumers may be motivated to purchase healthy brands, not only because of brand familiarity but also because they have a positive emotional reaction to the brand. Repeat purchase behavior can lead to brand commitment where consumers may develop attachments to the brand, both utilitarian and emotional in nature (Elyria Kemp, My Bui, 2011).

Brands do play a vital role in customer purchase decisions. As trust and loyalty of customer builds up over time, they are more inclined to go for brands that are providing healthier food options than going for other companies that are selling healthier food products but are very new to the market. Health Information Seekers can be divided into three categories of active seekers of information, passive recipients of information, and information blunders (AnasikLalazaryan, FiroozehZareFarashbandi, 2014).

Purchase Intention is the probability that a consumer will buy a product or service. Marketers use predictive modeling to help identify the possibility of future outcomes based on historical data which becomes the basis for evaluating Purchase Intention.

When Purchase Intention is used as a measure for Marketing, it is found that it increases the return on investment in terms of marketing activities. If we know the measures that are going to affect the buying intentions of a customer, then we can design the marketing activities in ways that can reach the target audience.

Nowadays, Individuals are highly conscious of their health and place a high value on their health and attend to their health concerns. They are rational in their purchase decision making specifically in the case of health-related products. (Nwulu&Ateke, 2014).

Our culture and our older generations have handed down to us yoga, meditation, and healthy eating habits. All of these are required to have a happy and healthy life. The pre-requisite of perfect health is the attainment of spirituality. We live in a generation where from school-going children to fully adults are in a race to achieve our goals and this often builds up a lot of stress about something or the other.

Thus, it has become important to practice some of the ancient health practices such as yoga, meditation, etc to lead a healthier both physically and mentally and a happier life (Latha Iyer, 2015).

Perceived usefulness of a product is the degree to which an individual believes that using a particular product would be beneficial for him/her. It is the customers' perceptions regarding the outcome of the experience. This factor varies from person to person and it is the most important factor that decides the purchasing intention of the customer.

The marketer in this aspect needs to work out ways to influence the perceived benefits of the product and in other ways, they have to make the consumer feel that this specific product is the need of the hour for them although in real terms the product might not be as effective as it sounds. It is found that perceived knowledge, belief, and attitude are affected positively by consumers' health consciousness (Mohammed Ziaul Hoque,

Brief Summary of Literatures:

S.No	Researchers	Topic	Factors	Findings
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Md. Nurul Alam and KulsumaAkterNahidNahi, 2018).

The essential parts of a person's overall health and well-being are found to be good nutrition, physical activity, and healthy body weight. Together, they can help subsequently reduce a person's risk of suffering from serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer.

It is found that healthy nutrition and physical activity are key lifestyle factors that regulate and maintain lifelong health. It is through their ability to improve and better body composition, musculoskeletal health, and as well as physical and cognitive performance. It also prevents metabolic diseases including obesity, diabetes mellitus, and cardiovascular disease across the lifespan (Karsten Koehler and Clemens Drenowatz, 2019).

The trend of Health consciousness and its relative advantage has affected the buyers psychologically influencing their willingness to pay. Consumers look for ease in shopping and are less affected by market attractiveness.

It has been found that 44 percent of consumers are willing to pay an average of 9 percent additional price for buying their desired health and wellness food products. Health-enhancing connotation of the products influences participants' WTP positively (Viola Bruschi and Irina Dolgopolova, 2019).

Although significant studies have been conducted on health consciousness, its factors, and how they influence purchase decisions, there are still many areas that can be tapped into this topic itself. Through this study, we aim to further dig deep into the factors affecting health consciousness and the role they play independently in influencing the purchase decision.

1	James B. Weaver, Darren Mays, Stephanie Sargent Weaver, Gary L. Hopkins, Doğan Eroğlu, and Jay M. Bernhardt.	Health Information– Seeking Behaviors, Health Indicators, and Health Risks	Health Information Seeking	It was found that wellness-information seekers reported the most positive health indicators and the lowest levels of health risks. The opposite pattern was evident for illness-information seekers, who tended to report the most negative health indicators and more health risks.
2	Anasik Lalazaryan, Firoozeh Zare-Farashbandi-	A Review of models and theories of health information seeking behaviour	Health Information Seeking	The paper focuses on categorizing the seekers of health information into three categories of active seekers of information, passive recipients of information and information blunders.
3	Karsten Koehler and Clemens Drenowatz:	Integrated Role of Nutrition and Physical Activity for Lifelong Health	Nutrition and Physical Fitness	Through this paper, it was well established that healthy nutrition and physical activity (PA) are key lifestyle factors that modulate lifelong health through their ability to improve body composition, musculoskeletal health, and physical and cognitive performance, as well as to prevent metabolic diseases including obesity, diabetes mellitus, and cardiovascular disease across the lifespan
4	Johye Hwang, Kiwon Lee and Ting-Ning Lin	Ingredient labelling and health claims influencing consumer perceptions, purchase intentions, and willingness to pay.	Purchase Intention and willingness to pay.	Results reveal that different types of labels significantly influenced consumers' perceptions towards the product. Consumers with high overall perceptions had higher purchase intentions. Fiber labelling with a health claim made consumers willing to pay more
5	Bo Pu, Lu Zhang, Zhiwei Tang and Yanjun Qiu	The relationship between health consciousness and home-based exercise in China during COVID-19 Pandemic.	Physical Fitness and health consciousness	The findings of the paper show the importance of establishing health life goal daily, which points for the direction to us to adopt health behaviours.
6	Mohammed Ziaul Hoque, Md. Nurul Alam and Kulsuma Akter Nahid.	Health Consciousness and Its Effect on Perceived Knowledge, and Belief in the Purchase Intent of Liquid Milk: Consumer Insights from an Emerging Market	Perceived usefulness of the product	The results of the analyses corroborate that consumers' health consciousness has a positive impact on perceived knowledge, belief, and attitude, but not on purchase intent.
7	Robin B DiPietro, Daniel Remar and HG Parsa	Health Consciousness, menu information and consumers purchase intention: An empirical investigation	Health Consciousness and Purchase Intention	Results showed that health consciousness was a significant predictor of behavioural intentions and purchase decisions, and perception of menu information had a positive effect on behavioural intentions and perception of food quality
8	Shu-Yen Hsu, Chiao-Chen Chang and Tyrone T Lin	An analysis of purchase intentions towards organic	Purchase intention	The results show that food safety concern and subjective knowledge have a significantly positive impact

		food on health consciousness and food safety with/under structural equation modelling.		on attitudes towards organic and purchase intentions, and natural content has a significantly positive effect on attitudes towards organic food. This study has found that subjective knowledge of organic food, health consciousness and food safety concern are important factors impacting organic food purchase intentions.
9	Hye Hyun Hong	Scale Development for Measuring Health Consciousness: Re-conceptualization	Health Consciousness	This paper illustrated the fact that health consciousness is one's mental orientation towards their health and involves practices of self-awareness, self-responsibility and self-motivating health behaviour.
10	Tom Barownski	"Why combine diet and physical activity in the same international research society?"	Diet and Physical Activity	This paper stated Diet and Physical Activity is combined at the biological level as it is believed that diet and physical activity working in concert can remodel physiological structures and processes toward healthful ends. Although diet and physical activity behaviours themselves vary in characteristics but they are also similar in others.
11	Winston J Craig	Health Effects of Vegan Diets	Veganism and Health	This paper stated that comparing with vegetariandiets, vegan diets tend to contain less saturated fat and cholesterol and more dietary fiber and as a result vegans tend to be thinner, have lower serum cholesterol, and lower blood pressure, reducing their risk of heart disease.
12	Mei-Fang Chen	The joint moderating effect of health consciousness and healthy lifestyle on consumers' willingness to use functional foods in Taiwan.	Health Consciousness	This paper stated that attitude to functional foods affects willingness to use functional foods. Joint moderator of health consciousness and healthy lifestyle affects use willingness. Healthy life attentive and inattentive groups hold varying attitudes to functional foods.

5. RESEARCH OBJECTIVES

The objectives of this study are aligned with the prime intention to relate health consciousness with purchase behaviour amongst the respondents. Certain factors have been arbitrarily chosen such as i) health consciousness, ii) health information seeking, iii) nutrition, healthy eating and fitness, iv) ancient health practices, v) veganism, vi) perceived usefulness of the product, vii) brand image and viii) willingness to pay premium price. The main objective of this study is to find out if there is any impact of such factors on the purchase intention of the respondent. The secondary objective of this study is to find out if the marketers of food products can benefit out of the understanding of the changing perceptions and expectations of health-conscious consumers.

6. RESEARCH METHODOLOGY:

The research is descriptive in nature. It is descriptive in the sense that it tries to reveal the present state of the perception of the respondents towards the research undertaken. The study is prepared by conducting a survey made by the researcher to understand the relationship between health consciousness of consumer and their buying process. The study was conducted taking responses from youth population that is all groups of people between the age of 15 years and 35 years. In this research study, the researcher has drawn a sample of 250 out of which 222 responses were considered correct for the study. In this research study, the researcher has adopted one-time cross-sectional data collection using

judgmental sampling technique sampling technique. The primary data has been collected with the help of a well framed questionnaire. The questionnaire was prepared using both close-ended questions and multiple-choice questions. Sincere efforts were also made to keep the

questionnaire short, simple and precise. Appropriate care was taken about its structure and format. Interview was conducted for around 10 people to have more insight about the topic.

7. THEORETICAL MODEL

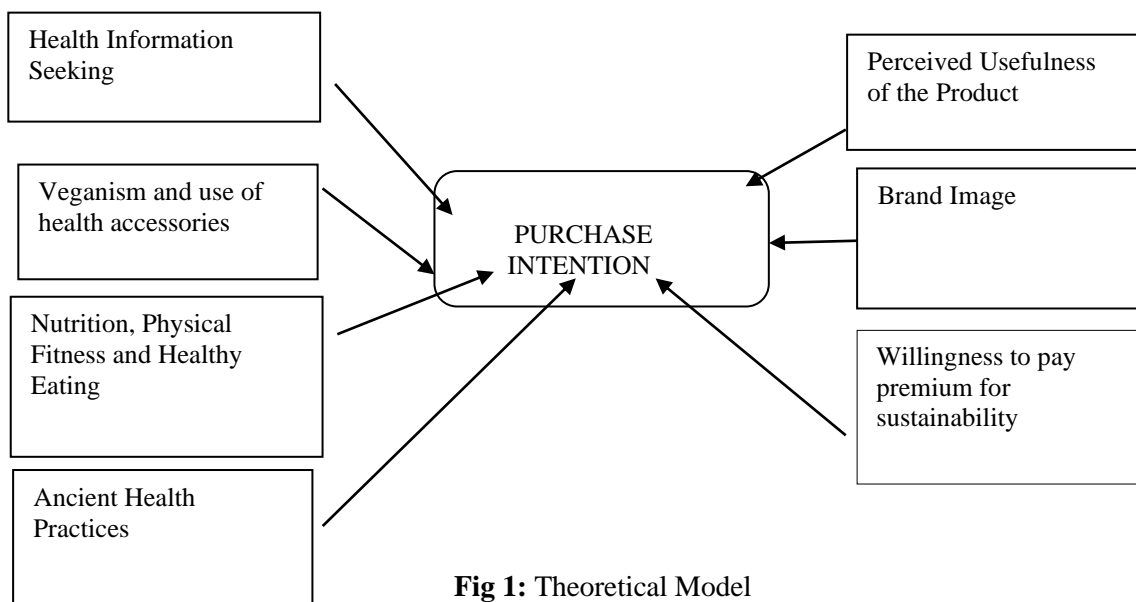


Fig 1: Theoretical Model

8. HYPOTHESES

The hypotheses that are drawn from the theoretical model are as follows:-

H₁-- There is a significant relationship between “**Health Consciousness**”and“**Purchase Intention**”

H_{1a}- There is a significant relationship between “**Health Information Seeking**”and“**Purchase Intention.**”

H_{1b}-There is a significant relationship between “**Nutrition, Healthy Eating and Physical Fitness**”and“**Purchase Intention.**”

H_{1c} -There is a significant relationship between “**Ancient Health Practices**”and“**Purchase Intention**”.

H_{1d}- There is a significant relationship between “**Veganism and use of health-related accessories**”and“**Purchase Intention.**”

H₂- There is a significant relationship between “**Perceived usefulness of the product**” and“**Purchase Intention.**”

H₃-There is a significant relationship between “**Brand Image**”and“**Purchase Intention**”

H₄- There is a significant relationship between “**Willingness to pay a premium price for sustainability**”and“**Purchase Intention.**”

9. CHARACTERISTICS OF THE RESPONDENTS

Male comprises of 61% respondents and female comprises of 39%. 68% of the respondents are

between the age group of 20-25 years, 25% of the respondents are between the age group of 25-30 years. 5% of the respondents are between the age group of 30-35 years and 2% of the respondents are between the age group of 15-20 years. We can interpret that respondents between the ages of 20 and 30 would dominate the findings. 75% of the respondents are from urban and 25% of the respondents are from semi-urban. 76% of respondents are dependent, 15% were Businessman, 9% service.

About monthly family income, around 30% respondents have a monthly income of less than Rs. 25,000 where 17% has income less than Rs. 8,000. Again, 26% of the respondents have a monthly family income of **Rs 25000-50000**. Around 43% of the respondents have high monthly income of more than Rs.50,000 and 29% of the respondents have a monthly family income of above Rs 75000,

(a) Orientation towards morning or evening walk

Only 27% of the respondents have a positive orientation towards morning or evening walk. The rest 73% are not having a positive outlook towards morning or evening walk.

(b) Orientation towards physical activity

Only 53% of the respondents have a positive orientation towards indulging in Physical Activity. The rest 47% are not having a positive outlook towards indulging in Physical Activity.

(c) Orientation towards skipping breakfast

Only 23% of the respondents are inclined towards skipping Breakfast more than once a week. The rest 77% do not prefer missing breakfast more than once a week.

21% of the respondents have a preference of snacks over meals. The rest 79% do not prefer snacks over meals.

(f) Orientation towards veganism

73% of the respondents consume 3 different varieties of vegetable and fruits every week. The rest 27% do not consume in that pattern.

(g) Orientation towards unhealthy foods

73% of the respondents prefer of baked, grilled or steam options over fried foods. The rest 27% do not prefer.

Health Consciousness Scale: (1-Least Health Conscious,10-Highly Health Conscious)

Health Consciousness Rating	Percentage
1-4	12
4-7	53
7-10	35
Total	100

Table 4.1.15 Health Consciousness Scale

There are more than 50% of the respondents were health-conscious individuals.

10. RELIABILITY STATISTICS

ITEM STATISTICS	
Factors	Cronbach's Alpha
Health Consciousness	.898
Perceived usefulness of the product	.609
Brand Image	.827
Willingness to pay premium for sustainability	.827
Purchase Intention	.930

11. DESCRIPTIVE STATISTICS

The respondents were given statements and they were asked to put forward their views in a

likertscale of 1 to 5 where 1 represented Strongly Disagree and 5 represented Strongly Agree.

Variable	Mean
Health Consciousness	3.455
Perceived usefulness of product	3.63
Brand Image	3.89
Willingness to pay premium for sustainability	3.72

Table 4.3.1 representing mean score of factors

It is found that all the factors are having a positive impact in influencing the respondent however they vary in degree to which they are having a positive effect. Brand Image has the highest mean score This indicates that if the brand image score for healthy products is positive then the customer's behavior towards that brand will be positive. Most often consumers end up relating and emotionally attaching to a brand. It is this attachment that drives brand loyalty, retention, and conversions. Thus, in the healthy food section, brand plays a vital role in influencing purchase decisions.

Consumers are now more aware and educated. They have a curiosity to find out to what degree any product will have an impact on them. This is one of the prime reasons for perceived usefulness to have a good positive score. Another reason is

that since consumers are concerned with healthy food products, it becomes very much important for them to have knowledge about the product. This knowledge gained and the perception attained have an impact on purchase intention. Health consciousness has come a long way. We have found that the respondents have put forward a positive response towards health consciousness statements indicating that their mind is oriented towards leading a healthy lifestyle. Although a relatively new emerging phenomenon, it already influences consumers as indicated by a relatively good mean score. Consumers are more educated and are willing to adopt healthier choices even if unhealthy choices are available at low prices. This is why we have a good mean score for willingness to pay a premium for sustainability.

Health-Conscious Variable Segregation	Mean
Health Information Seeking	3.65
Nutrition, Healthy Eating and Physical Fitness	3.51
Ancient Health Practices	3.65
Veganism and use of healthcare accessories	3.01

Table 4.3.2 representing distribution of mean score of factors

It has indicated that all the factors that comprise of Health Information Seeking, Nutrition, Healthy Eating and Physical Fitness, Ancient Health Practices, Veganism and use of healthcare accessories, Perceived usefulness of a product, Brand Image and Willingness to pay a premium for sustainability play an important role in consumers decision making and shapes their attitude, perceptions, and beliefs when looking out for healthier food choices.

It is found that people are getting more aware as information is widely available and they do invest time in looking out for health information as indicated by a high mean score. People are putting in efforts to have a proper body structure and hence awareness on nutrition, healthy eating, and physical fitness has taken a steep rise. This calls for products that fulfill the needs of this segment of people. Healthcare apps have come out that have eased the transition behavior of consumers.

People value ancient health practices such as meditation, and yoga along with the use of

healthy ingredients that were being used in ancient times. People prefer to go for healthy brands that have an ancient story that they can connect with. Even if the brand is not popular but it has ancient roots, people opt for such health products. This is because people have a notion that it is the current trend of food-eating habits that are resulting in unhealthy lifestyles and it is only by going back to the rituals of old times that they can offset this problem. This is why this factor has a positive mean score.

The concept of veganism is slowly and gradually rising and although it is represented by a comparably low mean score it has a high probability of scaling up the ladder in the coming years. India is also not lagging on vegan consumers as it comprises 20% of our population. To add to that, a vegan diet helps in weight and health management and is the primary reason for people turning to be veganism.

12.RESULTS OF STRUCTURAL EQUATION:

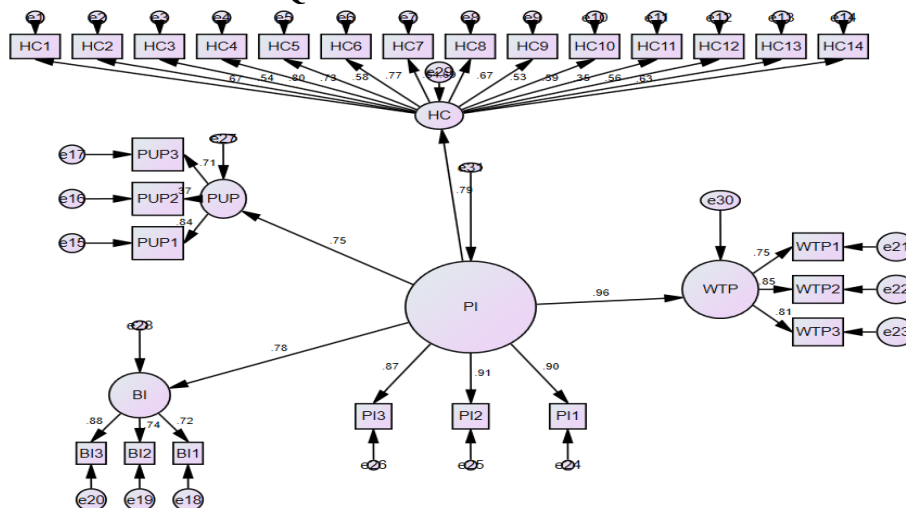


Figure 4.4.1 Structural Equation

Model type	Recursive
Sample size	222
Chi-square	1079.751
Degrees of freedom	295
Probability level	0.000
GFI	0.741
AGFI	0.692
RMSEA	0.110

Table 4.4.2 Goodness of fit Indices**13.RESULTS OF THE HYPOTHESES**

Hypothesis	Hypothesis paths	Estimates	Standard error	P	Proposed effect	Results
H ₁	HC<----- PI	.636	.065	***	Positive	Supported
H ₂	PUP<----- PI	.752	.069	***	Positive	Supported
H ₃	BI<----- PI	.621	.063	***	Positive	Supported
H ₄	WTP<----- PI	.829	.061	***	Positive	Supported
H _{1a'}	HC1<----- HC	1.000		***	Positive	Supported
H _{1a''}	HC2<----- HC	.730	.099	***	Positive	Supported
H _{1a'''}	HC3<----- HC	1.280	.120	***	Positive	Supported
H _{1b'}	HC4<----- HC	.958	.098	***	Positive	Supported
H _{1b''}	HC5<----- HC	.841	.106	***	Positive	Supported
H _{1b'''}	HC6<----- HC	1.193	.116	***	Positive	Supported
H _{1b''''}	HC7<----- HC	1.162	.133	***	Positive	Supported
H _{1b'''''}	HC8<----- HC	1.000	.107	***	Positive	Supported
H _{1c'}	HC9<----- HC	1.069	.118	***	Positive	Supported
H _{1c''}	HC10<----- HC	.729	.100	***	Positive	Supported
H _{1c'''}	HC11<----- HC	.964	.118	***	Positive	Supported
H _{1d'}	HC12<----- HC	.562	.115	***	Positive	Supported
H _{1d''}	HC13<----- HC	.842	.110	***	Positive	Supported
H _{1d'''}	HC14<----- HC	1.003	.116	***	Positive	Supported
H _{2a}	PUP1<----- PUP	1		***	Positive	Supported
H _{2b}	PUP2<----- PUP	.466	.093	***	Positive	Supported
H _{2c}	PUP3<----- PUP	.684	.073	***	Positive	Supported
H _{3a}	BI1<----- BI	1		***	Positive	Supported
H _{3b}	BI2<----- BI	1.038	.102	***	Positive	Supported
H _{3c}	BI3<----- BI	1.172	.102	***	Positive	Supported
H _{4a}	WTP1<----- WTP	1		***	Positive	Supported
H _{4b}	WTP2<----- WTP	1.087	.082	***	Positive	Supported
H _{4c}	WTP3<----- WTP	1.089	.088	***	Positive	Supported

Table 4.5.1 Results of Hypothesis**14.CONCLUSION**

The present study has led us to conclude that the GEN Y and GEN Z generations perceive healthy food habits and lifestyle as determining factors that lead on to influence purchase intention. The tendency of increase in health consciousness is supported by the interpretation of data. People are orienting themselves towards a healthy lifestyle.

Consumers are by nature dynamic in behaviour. There is a gradual shift towards a health-conscious lifestyle which has led to a decline in unhealthy food consumption by choice. People are actively associating themselves with ancient and legacy health cum lifestyle practices. Ethics and sustainability have increasingly become a concern for this generation which in turn influence their purchase intentions. People are more likely to consume food products that have been procured ethically in an environment-friendly manner with no harm caused to anybody. They are even likely to pay a premium price for a food product that has been associated with perceived usefulness. At the same time, brand image also plays a significant role in their decision-making.

Therefore, it is important for marketers to note down that the notion of promoting one product across all categories of people may not be suitable

to meet the aspirations and changing perceptions of the GEN Y and GEN Z generations towards their perceived need to consume vegan, healthy, ethical, and sustainable food products. The overall brand image has to communicate and associate itself with the presence of derived health benefits in their products highlighting the compliance of ethical values while being environment friendly and sustainable at the same time. Such a communication strategy shall help the marketers to tap the growing market comprising mainly of youths from the GEN Y and GEN Z generations who perceive themselves as self-aware and health-conscious to such an extent that they are even willing to pay a premium price to consume food products that meet their expectations of perceived health benefit, ethical compliance, legacy, and sustainability values. The tendency to pursue ancient health and lifestyle practices nevertheless means that such people are more likely to purchase food products that have an ethical legacy with perceived health benefits.

Conscious consumerism is a new phenomenon that is increasing rapidly. Therefore, there is a huge opportunity for marketers to take advantage of this untapped market and establish themselves as a prominent player in this industry.

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