

Consumers' Perception on Purchase of Wellness Products: An Empirical Analysis

A Sai Manideep, P. Srinivasa Reddy, M Siva Koti Reddy

Abstract: The key focus of the paper is to examine the key factors by which consumers intention to purchase wellness (organic) products and as well as to assess the perception of the consumer by hypothesizing the association of purchase intention and consumer demographic attributes. A survey was adapted to analysis the objective of the study with 670 as the sample size, determined by convenience sampling method. Chi-Square test was adapted to test the association of dependence relation between study components. It is found that consumer's perception has a dependent association with attributes such as health, safety, environmental conscious towards consumption of wellness products with educational qualification of the consumers and product quality doesn't have any dependent association. Based on the test results opinion of the was expressed and proposed managerial implication and scope for further study.

Keywords: Wellness Products, Health, Safety, Environment Concern, Quality.

I. INTRODUCTION

A very basic of the human need from eating and drinking, a new need have developed with the advancement of things around, are variety of food and that initiated the demand and eventually resulted in trade of good edible entities i.e. organic food for the wellbeing of an individual to cater his/her health, wellness/fitness and pleasure are achieved through organic products(Goldman & Goldman, 2014; Weber, Baier, & Willers, 2015). Wellness products can be termed as edible items that are green, ecological and sustainable in nature for consumer to attain wellness in life. Were, these food items are promoted with labeling them as no harm and 100 percent pure and extracted from nature (Fotopoulos & Krystallis, 2002). Consumers show much interest to purchase these items due to rapid change in environment, pollution and as well as over consumption are part of consumers interest to opt for these wellness products(Weber et al., 2015). The focus, need and interest for organically produced food products is increasing all-around the world because of health, safety, animal and environmental concerns in the consumers (Williams & Hammit, 2001). Consumers are more aware and educated about personal health as well as wellness issues that result in much realization in food products purchase decisions(Wee, 2014). This has created an opportunity to manufacturers to produce and market organic food products to deliver

wellness and these firms emphasize their commitment to focus new customers in deliver of such products to deliver physical wellness(Weber et al., 2015; Wee, 2014). Cues from the literature the research objectives are framed as follows:

II. RESEARCH OBJECTIVES:

1. Does health, safety, environment and product quality attributes have any relation to consumers purchase intention for wellness products?
2. Does education qualification of the consumers is associated with perception towards purchase of wellness products

III. LITERATURE REVIEW:

A. Health:

The main reason to purchase wellness products was because more concern to avoid health issues and empirical evidence has proven that the consumers' intention to purchase such products is that for long term health prosperity(Nina Michaelidou, 2008; Weber et al., 2015) and the study made by wee, (2014) also support that purchase intention was influenced by consumers health consciousness. Such that we have constituted a hypothesis H1:

H1: There is a positive significant impact of consumer's health consciousness on purchase of wellness products.

B. Safety:

When compared to conventional food available in market organically grown products contains less risk why, because in this backdrop consumers are more concerned about safety issues that occur in the long-run(Nina Michaelidou, 2008; Prentice, Chen, & Wang, 2019; Weber et al., 2015). The empirical evidence found that consumers are willing to sacrifice money to purchase organic food products to gain wellness. Hence, we constituted a hypothesis H2:

H2: There is a positive significant impact of consumer's Safety consciousness on purchase of wellness products.

C. Environmental Friendly:

The demand for organic products which are environmental friendly are increasing exponentially and this market is expanding due to consumers more curiosity of environment effect and it is also considered that natural products have no damage to environment when compared to processed food items (Nina Michaelidou, 2008; Wee, 2014) and from empirical support we constituted a hypothesis H3:

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H3: There is a positive significant impact of consumer's Safety consciousness on purchase of wellness products.

D. Products Quality:

Quality being the main concern from the consumer to opt for organic food products in terms of achieving physical wellness and most customers purchase these products for their uniqueness in quality when compared to fortified conventional food products (Prentice et al., 2019; Wee, 2014; Vindigni, Janssen & Jager, 2002). Hence, with the empirical support we constituted a hypothesis H4:

H4: There is a positive significant impact of consumer's Safety consciousness on purchase of wellness products.

E. Purchase Intention:

The product attributes as discussed the health consciousness, safety consciousness, product quality and environmental concern influence the consumer towards purchase intention (Leelayouthayotin, 2004; Nina Michaelidou, 2008; Weber et al., 2015; Wee, 2014)

IV. METHODOLOGY:

Convenience sampling method was adopted in determining the sample. In the urban area of city Vijayawada, Andhra Pradesh of India is the location where samples were collected. The researcher as enumerator by mall intercept method directly interacted to identify the perception of consumers towards consumption of organic products in achievement of wellness in life. A total of 700 responses were collected from the consumers who consume these products. The responses which are inconsistent, inappropriate and semi filled have not considered for the study. Finally, 670 responses are considered to the study and Stastical analysis was performed. Chi-square test was used to identify the independence of opinion/perception of consumers with respect to education qualification of the respondents (Mchugh, 2013).

A. Scale Design:

The scale to predict the perception of consumers towards consumption of wellness products (organic products) to avail wellness in life are adopted from the previous research and modified for the present study (Goldman & Goldman, 2014; Leelayouthayotin, 2004; Nina Michaelidou, 2008;

Prentice et al., 2019; Weber et al., 2015; Wee, 2014). For the a attribute Health the statement was made as 'Choosing organic food products are good to ensure our health towards wellness, to support the attribute safety 'Organic food products are safer to eat so as to achieve wellness, for the attribute environment concern made a statement as 'Organic farming can protect the environment because it does not carry any harmful synthetic chemical pesticides and fertilizers so that wellness is achieved' and the for the quality attribute 'Organic food products are more quality than conventional food in achieving wellness'. All the perceptual statements are measured on a sale of 1 to 5 point likert scale (1= strongly agree to 5= strongly disagree).

V. ANALYSIS AND RESULTS

A. Demographic Characteristics:

It can be interpreted from table 1, that from the total sample about 63.1 percent are male and the rest 36.9 percent of the respondents are female. With respect to age factor of the respondents, majority about 44.03 percent under the category of 20-25 years of age and about 30.90 percent of respondents are with age below 20 years and 18.21 percent of the respondents are from the category of 25-30 years and followed by 6.87 percent of the respondents are age above 30 years. The marital status of the respondents is one of the factors which show effect on purchase decision that, about 65.07 percent of the respondents are married and the rest are unmarried in the total respondents.

Were, Quality products are more preferred by consumers who are capable to purchase which is determined by their job level (Weber et al., 2015). From the total study about 64.03 percent of the respondents belong to tactical level i.e. who are affordable, about 31.79 percent of the respondents belong to operational level and the rest about 4.18 percent belong to strategically level. The educational qualification is a major attribute in purchase decision that about 72.69 are graduates and the rest are attained PG and followed by diploma. With respect to income levels of the respondents about 50.90 percent of the respondents are in high income level that who can afford to purchase and avail wellness products.

Demographics	Category	Frequency	valid Percent	Cumulative Percent	Mean	Std. Deviation
Gender	Male	423	63.1	63.1	1.36	0.48
	Female	247	36.9	100		
	Total	670	100			
Age	<20 Years	207	30.90	30.90	2.01	0.87
	20-25 Years	295	44.03	74.93		
	25-30 Years	122	18.21	93.13		
	> 30 Years	46	6.87	100		
	Total	670	100			
Marital Status	Married	436	65.07	65.07	1.34	0.47
	Un Married	234	34.93	100		
	Total	670	100			

Level of Job	Operational Level	213	31.79	31.79	1.72	0.53
	Tactical Level	429	64.03	95.82		
	Strategically Level	28	4.18	100.00		
	Total	670	100			
Educational Qualification	SSC/Diploma	14	2.09	2.09	2.27	0.56
	Graduate	487	72.69	74.78		
	Post Graduate	142	21.19	95.97		
	Others	27	4.03	100.00		
	Total	670	100			
Monthly Income	High Income	341	50.90	50.90	1.9	1.07
	Above Average Income	128	19.10	70.00		
	Average Income	123	18.36	88.36		
	Low Income	78	11.64	100.00		
	Total	670	100			

Table 1: Demographic characteristics of the Respondents

B Hypothesis Testing:

H1: There is a positive significant impact of consumer’s health consciousness on purchase of wellness products.

		Health					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Educational Qualification	SSC/Diploma	0	0	3	7	4	14
	Degree/B.Tech	29	23	28	273	134	487
	Post Graduate	7	10	14	52	59	142
	Others	3	0	4	13	7	27
Total		39	33	49	345	204	670

Table 1a: Health Perception towards Intention to Purchase Wellness Products

To the question posed to determine the perception of respondents with respect to their educational qualification towards health perspectives determine that about 487 respondents who possess graduation in that 134 respondents strongly agree and about 273 respondents agree that health factor influence Intention to purchase wellness products it can be observed from table 2a.

It can be interpreted from the table 2b that there is an association between educational qualification and Health conscious towards intention to purchase wellness products ($\chi^2=29.908$, $df=12$, $P<0.05$). Hence, H1 is proved that there is a positive significant impact of consumer’s health consciousness on purchase of wellness products.

H2: There is a positive significant impact of consumer’s Safety consciousness on purchase of wellness products.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.908 ^a	12	.003

Table 2b: Chi-Square test for Respondents Qualification and Intention

		Safety					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Educational Qualification	SSC/Diploma	0	0	0	11	3	14
	Degree/B.Tech	13	26	16	379	53	487
	Post Graduate	0	16	3	88	35	142
	Others	0	3	0	21	3	27
Total		13	45	19	499	94	670

Table 3a: Safety Perception towards Intention to Purchase Wellness Products



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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.472 ^a	12	.001

Table 3b: Chi-Square test for Respondents Qualification and Intention

To the question posed to determine the perception of respondents with respect to their educational qualification towards safety perspectives determine that about 487 respondents who possess graduation in that 379 respondents

agree and about 53 respondents strongly agree that health factor influence Intention to purchase wellness products it can be observed from table 3a.

It can be interpreted from the table 3b that there is an association between educational qualification and safety conscious towards intention to purchase wellness products ($\chi^2=33.472$, $df=12$, $P<0.05$). Hence, H2 is proved that there is a positive significant impact of consumer's safety consciousness on purchase of wellness products.

H3: There is a positive significant impact of consumer's Environment consciousness on purchase of wellness products.

		Environment					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Educational Qualification	SSC/Diploma	4	0	0	6	4	14
	Degree/B.Tech	65	40	58	110	214	487
	Post Graduate	11	6	10	55	60	142
	Others	0	0	0	18	9	27
Total		80	46	68	189	287	670

Table 4a: Environment Perception towards Intention to Purchase Wellness Products

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.546 ^a	12	.000

Table 4b: Chi-Square test for Respondents Qualification and Intention

To the question posed to determine the perception of respondents with respect to their educational qualification towards safety perspectives determine that about 487 respondents who possess graduation in that 214 respondents strongly agree and about 110 respondents agree that

Environment factor influence Intention to purchase wellness products it can be observed from table 4a.

It can be interpreted from the table 4b that there is an association between educational qualification and Environment conscious towards intention to purchase wellness products ($\chi^2=49.546$, $df=12$, $P<0.05$). Hence, H3 is proved that there is a positive significant impact of consumer's Environment consciousness on purchase of wellness products.

H4: There is a positive significant impact of consumer's Product Quality consciousness on purchase of wellness products.

		Product Quality					Total
		Most Unlikely	Unlikely	Neutral	Likely	Most Likely	
Educational Qualification	SSC/Diploma	4	1	1	3	5	14
	Degree/B.Tech	38	24	15	277	133	487
	Post Graduate	14	3	3	78	44	142
	Others	2	2	0	10	13	27
Total		58	30	19	368	195	670

Table 5a: Product Quality Perception towards Intention to Purchase Wellness Products

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.947 ^a	12	.051

Table 5b: Chi-Square test for Respondents Qualification and Intention

To the question posed to determine the perception of respondents with respect to their educational qualification towards product quality perspectives determine that about 487 respondents who possess graduation in that 277 respondents strongly agree and about 133 respondents agree

that product quality factor influence Intention to purchase wellness products it can be observed from table 5a.

It can be interpreted from the table 5b that there is an association between educational qualification and product quality conscious towards intention to purchase wellness products ($\chi^2=20.947$, $df=12$, $P>0.05$). Hence, H4 is disproved that there is a no positive significant impact of consumer's Environment consciousness on purchase of wellness products.



VI. CONCLUSION:

From the analysis it is found that consumer's perception has a dependent association with attributes such as health, safety, environmental conscious towards consumption of wellness products with educational qualification of the consumers and product quality doesn't have any dependent association. Hence, it is analyzed that Hypothesis H1, H2 and H3 are proved i.e. the demographic character educational qualification of the respondents have an impact on consumers intention to purchase organic products in achievement of wellness in life and hypothesis H4 was disproved that qualification of the consumers does not have any dependent association relation with intention to purchase.

VII. MANAGERIAL IMPLICATIONS:

The contemporary wellness food manufacturers could concentrate on brings more awareness to such products to consumers for its benefits. There is lot of scope in this concept to study. Were, this study only tested the dependents association between the study constructs further research would be made to study the impact of the attributes on intention to purchase.

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