



CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARDS RESPONSIBLE CONSUMPTION OF HEALTH AND WELLNESS PRODUCTS USING DIGITAL INDIA PLATFORM: GREEN MARKETING PERSPECTIVE

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Abstract

The purpose of the study is to explore various factors that influence the purchase of health wellness products. Nowadays, consumer's consumption of wellness products is changing drastically due to increase in the awareness of health and changing lifestyles. This is an initiative towards SDG and its role in enhancing the responsible consumption and green marketing practices in the market. This is the conceptual study based on the how attitude and purchase intention of consumers is affecting them to buy health wellness products by using digital initiatives. The study was further based on the empirical data collected randomly during pilot study. The data analysis was done with the help of RFRC (reliability, factor analysis, regression, and correlation analysis). It is observed that there is a significant shift in consumer behavior towards the consumption of wellness products have occurred in recent years because of growing concerns about the health and wellness products. Considering the growing customer demand for wellness products options, this study offers relevant practical information for the businesses involved in creating and marketing health and wellness products. Very few studies have been conducted on the on using digital initiatives that can influence consumer attitude towards buying health wellness products. This study tries to fill the gap in the literature review by studying the purchase intention and attitude of the consumers towards health and wellness products by using digital initiatives.

Keywords:

Consumer attitude, Purchase intention, Wellness, Digital marketing, Responsible Consumption, Green Marketing, SDG

I. Introduction

The consumers' purchase behavior is changing considerably across the world towards the consumption health wellness products. In this competitive world, people are not only affected physically but also mentally and it is important to keep the mental health stable and nowadays people have begun to realize the importance of health wellness in their daily life. This focuses on increasing the awareness of health wellness products that are available in the market. Consumers are now more aware for their health and wellness and the digital modes also helps them to find various products and information related to health wellness.

Consumers are more driven to take better care of their health by consuming wellness products now that they are more aware of the connection between health and wellness. It is observed that the effect of digital on electronic word of mouth and purchase intention in the social media context. It is observed that the businesses that use of social media has a positive impact their consumer's attitude. With further understanding of the result, it encourages many businesses to implement digital initiatives to enhance the positive attitude of the consumers and spread positive word of mouth about the business on online platform [2,6]. Recent years have seen a considerable shift in consumer behaviour towards the consumption of wellness products due to rising health awareness, lifestyle changes, and knowledge of the advantages of such products [1,3,9]. This significant shift in consumer behavior towards the consumption of wellness products have occurred in recent years because of growing concerns about the health and wellness products. Many studies have shown that there is an increase in awareness of

healthwellness among the people and technology advancement and digital initiatives has played a vital role in it. Today's customer has access to advanced internet technology to express their thoughts and opinions on something that further brings change in their life. As consumers are now more conscious and aware of their health and wellbeing, it has become important to understand that whether the consumers are willing to pay for the purchase of health wellness products [4,10]. The willingness to pay for health wellness products can become one of the factors to study the purchase intention and attitude of the consumer. Many companies are also become more aware and realized that they need to enhance their marketing strategies in order to attract a wider audience of consumers. So, the companies use different digital modes to promote and aware consumers for their products. Consumer are aware of their mental health but they do not know from where they get these wellness products, here digital media takes a further step ahead to help people and provide all the necessary information regarding the products. . It is observed the youngster mainly seeks online help for mental health services as they are frequently using internet. Online-help seeking can serve as a base to satisfy the need and reduce the barrier of lack of mental health literacy, worries about confidentiality and privacy, and doubts about the reliability of internet resources [12,15,17].

II. Literature Review

Increasing the brand awareness and purchase intention by using digital strategy, as low brand awareness and purchase intention can affect a brand and to recover from this it is recommended to use digital media such as social media, search engines and websites [7]. It is observed that the effect of digital on electronic word of mouth and purchase intention in the social media context. It is observed that the businesses that use of social media has a positive impact their consumer's attitude. With further understanding of the result, it encourages many businesses to implement digital initiatives to enhance the positive attitude of the consumers and spread positive word of mouth about the business on online platform [11]. Social media platforms are now one of the primary means of communication between businesses and their audience. Instagram has been considered a platform with significant potential for business. One of the most effective growth channels for online marketing, it receives more than one billion daily visitors [13].

Consumers had a positive willingness to purchase for health and wellness products. Based on the literature analysis, research hypotheses have been developed and tested to identify the elements that influence consumers' willingness to pay for products that promote health and wellness [18]. It is suggested the use of social media marketing to particularly impact purchase intentions through online interaction or word of mouth Through social media, users can communicate with both known and unknown parties to receive interactive guidance. According to the discussions above, social media significantly affects consumers' purchases intentions [21]. Being healthful promotes positive interaction with others in society that transcends personal impulses and amplifies self-transcendence's pro-social traits [24]. It was suggested that because younger people expect to live longer than older people do, they might benefit more from good health and are hence more ready to spend for healthy products. Additionally, they believed that older people with lower household incomes were less inclined to alter their eating habits and were less willing to spend money on healthy products [27]. It is suggested the use of content marketing that can influence the purchase decisions that is implied by the business to promote their products [23]. The sale and acquisition of information, goods, and services using a computer network or the internet is known as digital marketing. It helps marketer to reach their products users online through several channels [31]. The impact of email marketing on consumers, one should understand the preferences of the consumers to get positive results [34]. Based on the above literature review, the following gaps have been identified. After reviewing some research paper, it is found that very few studies have been conducted on the on using digital initiatives that can influence consumer attitude towards buying health wellness products. This study attempts to fill the research gaps in the literature review by studying the purchase intention and attitude of the consumers towards health and wellness products by using digital initiatives.

2.1 Purchase intention

Purchase intentions refer to a customer's desire to purchase a good or a service from a certain brand. They are the customer's plans to acquire a good or a service. Purchase intentions are influenced by the degree of satisfaction consumers anticipate and experience. Purchase intention is defined as the attitude towards specific goods or services and is an element of consumer behaviour. The purchase decisions of the customer will be the most desired brand with other two factors i.e., purchase intentions and purchase decisions. There are several indicators from which purchase intentions can be identified such as Transactional (a tendency to buy a product offered), Refractive (a tendency to recommend products to others), Preferential (a tendency to choose between the products) and Explorative (a tendency to seek information related to the products). Consumers are getting aware of their mental health and are ready to explore more about mental awareness. It is observed that mental health awareness or literacy has a positive effect on consumer's willingness to buy mental health services online. Price can also be one of the factors to study the willingness of consumer to purchase mind wellness product and services [16].

2.2 Consumer attitude

A person's feelings, positive or negative evaluations, or behaviour preferences towards an item or piece of information are all considered to be attitude. A person's attitude can help observers understand their behavioral tendencies, and their preferences for and opposition to a certain item or subject.

An individual's attitude may influence their decision-making, how they process information, and how they behave as a result. The links between customer attitudes and their purchasing intentions have been established by previous research. People who have a positive attitude are more likely to buy a product since they either like it or do not like it. The purpose of this study is to investigate potential influencing factors on customer's purchase intentions to buy mind wellness products and services. The research results from the study will support understanding business and buying decisions that are based on an in-depth examination and evaluation of consumer purchasing behaviour which will further develop awareness among the consumers towards mind wellness and conscious lifestyle [19].

2.3 Digital Initiatives

An initiative to connect the consumers with the products using online mode. One can use digital marketing tools to promote and make the consumers aware of the products offered. Digital marketing involves managing the online presence of a business in addition to achieving marketing objectives using digital technology and media. It is a method, term, or branding technique employed by digital platforms to accomplish marketing goals is known as digital marketing. There are various methods that can influence consumer attitude like social media marketing, content marketing, display advertising, email marketing, SEO, influencer marketing etc. They all can affect the consumer purchase decision as it can reach to a wider audience, this method can help consumer to have information related to products that are available worldwide and they can easily purchase it too. The use of banners and rich media ads on the internet can promote brands and influence consumers to buy a product. Social media marketing can help the buyers and sellers to interact with each other using social media platforms. Email marketing can also be used to influence the post purchase decisions of the consumer. The use of digital technology in the healthcare industry has grown quickly, and it now offers additional features and benefit [24].

Based on the above literature review, the following hypotheses have been proposed:

H1: Purchase intention influences the mental wellness products green marketing and responsible consumption significantly.

H2: Consumer attitude influences the mental wellness products green marketing and responsible consumption significantly.

H3: Digital India initiative influences the mental wellness products green marketing and responsible consumption significantly.

III. Research Methodology

This is a conceptual study which is based on a conceptual model which describe various digital initiatives that influence consumer's attitude and purchase intention in buying health and wellness products. All the factors that can influence the purchase intention and attitude of the consumer in buying health and wellness products are studied in the paper. Below is the suggested framework stated in fig.1 is applied in research that provide the better understanding of the digital initiatives and its impact on consumer's attitude and purchase intention towards health and wellness products.

The impact of mind wellness, which include sense of calmness, helps in daily processing which leaves the individual feeling satisfied and cheerful [11,26].

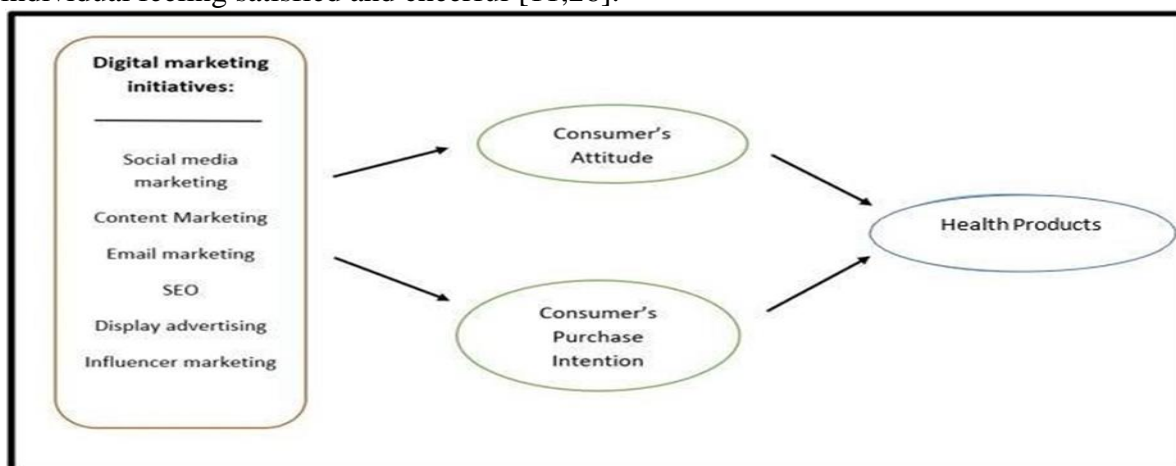


Figure1: Conceptual framework of Consumer attitude and purchase intention towards health wellness products using Digital initiatives

Figure1 explains the conceptual framework of digital marketing tools that can influence the consumer's attitude and purchase intention towards health and wellness products. It is shown various factors that can impact the purchase intention of the consumers like social media, email marketing, content marketing etc. businesses can use these methods to promote and aware consumers online to purchase the health wellness products. This will impact the purchase decision of the consumer.

3.1 Research Design

The present study is descriptive and analytical in nature. Both primary data and secondary data were used for the study. The primary data was collected from the consumers purchasing mind wellness products by using Questionnaire and secondary data will be collected from various publications, Journals, Magazines, Thesis, Academic books, and websites. The analytical tool used in the study is Structural Equation Modeling (SEM), in which we will apply Confirmatory Factor Analysis by using Smart PLS.

IV. Data Analysis

This paper attempted to study the attitude of the consumers in purchasing health wellness products by using digital initiatives, identify the various factors that influence the purchase of health wellness products and examine how digital marketing can influence the purchase intention of the consumers.

Reliability analysis is shown below in Table 1. Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.963	26

Table 1 shows that the data collected randomly from the respondents is reliable as Cronbach alpha is 0.963.

Further, we applied the factor analysis which is shown in table 2. Table 2: Factor analysis

	Initial	Extraction
aware_helth	1.000	.673

aware_health	1.000	.833
online_aware_hlth	1.000	.663
hlth_prod_aware	1.000	.916
hlth_serv_aware	1.000	.878
conscious_mhp	1.000	.792
conscious_inc_helth	1.000	.870
conc_covid_purch	1.000	.874
after_helth_prod_conc	1.000	.921
helth_serv_conc	1.000	.817
availb_helth_purch	1.000	.886
willingness	1.000	.899
helth_willingness	1.000	.848
qty_willingness	1.000	.723
inc_willingness	1.000	.704
prod_serv_purchase	1.000	.863
pract_prod_purchase	1.000	.723
Qual_prod_purch	1.000	.863
availab_prod_purch	1.000	.764
benefit_prod_puch	1.000	.861
knwoeld_prod_purch	1.000	.741
prod_serv_purch	1.000	.766
qty_prod_serv_puch	1.000	.808
availability	1.000	.881
benefit_serv_puch	1.000	.734
knowledge_aware	1.000	.836

Communalities analyzed from the Extraction Method: Principal Component Analysis methodology shows that the none of the items has got deleted as the communalities are more than 0.5. Thus, all the items were included in the study for final analysis.

Total variance explained is shown in Table 3.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.150	54.424	54.424	14.150	54.424	54.424
2	3.371	12.964	67.388	3.371	12.964	67.388
3	1.371	5.272	72.659	1.371	5.272	72.659
4	1.173	4.512	77.172	1.173	4.512	77.172
5	1.074	4.130	81.301	1.074	4.130	81.301
6	.960	3.691	84.993			
7	.695	2.673	87.665			
8	.533	2.050	89.716			
9	.476	1.832	91.548			
10	.368	1.414	92.962			
11	.333	1.280	94.242			
12	.298	1.146	95.388			

13	.213	.817	96.205		
14	.177	.681	96.887		
15	.164	.630	97.517		
16	.150	.578	98.095		
17	.129	.496	98.591		
18	.107	.410	99.001		
19	.067	.258	99.260		
20	.060	.230	99.489		
21	.051	.195	99.684		
22	.030	.116	99.800		
23	.022	.084	99.884		
24	.016	.060	99.943		
25	.011	.042	99.985		
26	.004	.015	100.000		

Extraction Method: Principal Component Analysis.

Table 3 shows that the total variance due to the given model includes the data analysis and variance in purchase intentions and consumer attitude towards responsible consumption includesto the tune of 81 per cent

The component matrix shows that there are five major components that measures the green marketing practices adopted by the marketers that influences the purchase intention and customerburying behavior as given below.

Table 4: Component Matrix^a

	Component				
	1	2	3	4	5
aware_helth	.642	-.471	.044	-.111	.154
aware_health	.634	-.552	.167	.083	.303
online_aware_helth	.499	-.593	.225	.105	.043
hlth_prod_aware	.637	-.619	.079	.337	.084
hlth_serv_aware	.669	-.315	.284	.495	-.076
concious_mhp	.810	-.030	.305	.000	.207
concious_inc_hlth	.843	-.306	-.200	-.030	.155
conc_covid_purch	.682	.389	.343	-.109	.357
after_hlth_prod_conc	.488	.398	-.545	.283	.386
hlth_serv_conc	.338	.632	-.131	.529	.073
availb_hlth_purch	.589	.586	.429	.066	.090
willingness	.854	-.234	-.314	.027	-.121
hlth_willingness	.833	-.214	-.100	-.302	.086
qty_willingness	.778	-.151	-.115	-.256	-.125
inc_willingness	.664	.375	.251	-.168	-.175
prod_serv_purchase	.814	.421	.127	-.056	-.063
pract_prod_purchase	.777	.310	.117	-.011	.095
Qual_prod_purch	.881	.090	-.026	-.279	-.019
availab_prod_purch	.864	.080	-.104	.004	-.020
benefit_prod_puch	.885	.211	-.147	-.066	-.078

knwoeld_prod_purch	.839	-.154	-.104	-.030	.044
prod_serv_purch	.836	.085	.036	-.225	-.086
qty_prod_serv_puch	.778	.354	-.265	-.057	.066
availability	.821	.156	-.105	.243	-.335
benefit_serv_puch	.726	-.291	-.274	.020	-.215
knowledge_aware	.670	.017	.195	.152	-.572

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

These five factors as they have emerged from the study and data analysis includes the degree of consciousness and awareness, degree of willingness, quality, quantity, availability of products and services that influences the purchase intention and attitude towards mental health and wellness products and services.

Regression model summary is given in Table 5 below.

Table 5: Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.819 ^a	.671	.623	.66695

a. Predictors: (Constant), concious_inc_mind, online_aware_mhp, mind_serv_aware, concious_mhp, mind_prod_aware

Table 5 shows that the degree of consciousness about various mental healthcare products influences the purchase intention significantly (0.819).

Table 6: Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.675 ^a	.456	.376	.71529

a. Predictors: (Constant), qty_willingness, mind_serv_aware, concious_mhp, concious_inc_mind, mind_prod_aware

The availability depends on the quality and quantity of orders that are in the stock with the online stores and that availability also influences the purchase intention (Supply chain management SCM). Thus green marketing practices can influence the degree of willingness to purchase the products significantly.

Correlation data analysis is given in table 6 below. Table 6: Correlation data analysis

		aware_hwp	concious_mhp	conc_covid_purch	ilb_mind_purch	mental_willingness
	Pearson Correlation	1	.578**	.407**	.084	.617**
aware_hlth	Sig. (2-tailed)		.000	.009	.606	.000
	N	40	40	40	40	40
	Pearson Correlation	.578**	1	.713**	.525**	.655**
concious_mhp	Sig. (2-tailed)	.000		.000	.001	.000
	N	40	40	40	40	40
	Pearson Correlation	.407**	.713**	1	.746**	.468**
conc_covid_purch	Sig. (2-tailed)	.009	.000		.000	.002
	N	40	40	40	40	40
	Pearson Correlation	.084	.525**	.746**	1	.342*

availb_hlth	Sig. (2-tailed)	.606	.001	.000		.031
_purch	N	40	40	40	40	40
	Pearson					
	Correlation	.617**	.655**	.468**	.342*	1
hlth_willingness	Sig. (2-tailed)	.000	.000	.002	.031	
	N	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The above table shows that degree of awareness is dependent on the degree of consciousness about the mental health condition and acceptance and acknowledgement by the customer that they need help in mental health. However, in various country context, the mental health and awareness is accepted as taboo and customers are not willing to acknowledge that they need help. Thus, there is a lot the government can do to create awareness towards these kinds of requirements for betterment of the workforce and making them more productive. These are some of the very critical policy implications wrt SDG goals (UN SDG goals) that can enhance the wellness of the nations and world.

V. Conclusion

This study aims at assessing the consumer's attitude for health wellness products with the use of digital platform and it is likely to have positive impact as most of the consumers expect readily available product and through digital media the consumer can find the products available to them within a click. This study helps in identifying and understanding factors that affect a consumer's decision-making process while considering purchase health wellness products. We have discussed few factors that can influence purchase decision of the consumer, digital platform is one of the factors such as social media marketing, content marketing, SEO, email marketing etc.

5.1 Managerial implications

The impact of these different attributes is likely to impact the purchase intention of the consumers. The consumers are now more aware for their health and wellness and the digital modes also help them to find various products and information related to health wellness through online channels like social media, websites, ads etc.

5.2 Research implications

This study also provides practical insight into the willingness of consumers to pay for health wellness products. It is one of the factors that can measure the purchase intention of the consumers for a product. The attitude towards the preference of purchasing health wellness products and the satisfaction related to purchase of these products is analyzed and this analysis provides awareness to the consumer about health wellness products that are available in the market. The limitation of this research is that it can be done by using analytical tools and by applying structural equation modelling which can further enhance the research.

VI. Limitations and Future Research

There are several limitations that have been observed in this study. Firstly, the research is based on Indian consumers by which result may differ if this study is conducted on other countries. AMOS SPSS software was used to analyze the data. Secondly, the research is conceptual in nature. PLS-SEM framework can be used to create conceptual model for future research. Thirdly, various other factors like, mental wellness and ecologically friendly practices concepts can be studied for further research which will impact the consumer's purchase intention.

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