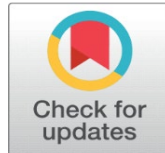
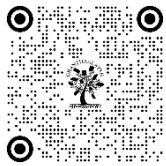


DIGITAL ENGAGEMENT AND CONSUMER ATTITUDES TOWARD RESPONSIBLE CONSUMPTION OF HEALTH AND WELLNESS PRODUCTS THROUGH ONLINE PLATFORMS IN MUMBAI REGION

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DOI

[10.29121/shodhkosh.v5.i6.2024.5961](https://doi.org/10.29121/shodhkosh.v5.i6.2024.5961)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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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. Digital marketing is a branch of marketing that leverages online and internet-based digital technologies to promote products and services. Its evolution began in the 1990s and gained momentum throughout the 2000s. As a modern approach to advertising, digital marketing primarily utilizes the internet to connect brands with consumers more efficiently and interactively.

1. INTRODUCTION

Bhumika (2022), Internet and social-media channels are the dominant vehicles for promoting wellness products and services in Mumbai. Purchase decisions for online fitness bands and mobile health apps are shaped primarily by personal motivation as well as recommendations from friends and peer groups. The most frequently cited reasons for buying fitness bands are the pursuit of a healthier lifestyle and the desire to address emerging medical concerns. Mumbai consumers use fitness apps to monitor key health metrics—heart rate, sleep quality, hydration, daily steps, and other activities—and to manage specific medical issues. With lifestyle-related diseases on the rise, continuous health tracking has become a priority, ensuring sustained demand for smarter devices and increasingly sophisticated apps. Consequently, the wellness sector is expected to witness ongoing innovation across both hardware and software. Because wellness products and services are integral to living a balanced, holistic life, there is ample scope for further research in every segment of Mumbai's online wellness market. Both government agencies and private enterprises should capitalize on the opportunities this industry presents.

Marketing efforts must foster habitual purchasing behaviour through targeted digital campaigns. Platforms such as Instagram, Snapchat, and YouTube—augmented by influencer-generated videos and content—are particularly effective for reaching fitness-conscious audiences. Marketing teams should pair creative digital offers with data-driven targeting strategies that leverage artificial intelligence and big-data analytics. Empirical findings reveal no significant differences in median buying perceptions across various online wellness products and services; consumers evaluate fitness bands and fitness apps similarly. Likewise, demographic factors—specifically gender and marital status—do not significantly influence satisfaction levels with either product category. Friends, relatives, and advertising remain the primary sources of information about wellness offerings in Mumbai. These insights underscore the importance of trust-based peer influence, transparent digital communication, and tailored content in cultivating a loyal customer base for online wellness products and services

2. OBJECTIVES OF THE PROPOSED STUDY

- To study consumers attitude towards of shopping Health and Wellness Products from online platform.
- To analyze the preferences of consumers attitude towards of shopping Health and Wellness Products from online platform.
- To study the factors affecting consumers to Health and Wellness Products from online platform.
- To examine how the consumer's lifestyle affects consumer's attitude towards buying Health and Wellness Products from online platform.
- To understand the buying pattern of consumers purchasing Health and Wellness Products from online platform.

3. LITERATURE REVIEW

Akcura et al., (2015) "With the emergence of internet-based technologies, service providers are increasingly shifting away from conventional methods of service delivery. These digital advancements have enabled innovative business models, contributing significantly to improved operational efficiency, profitability, and sustainable growth." "As digital technologies continue to evolve, service providers are rapidly moving beyond traditional delivery methods. Leveraging internet-based platforms, they are discovering new business opportunities that drive profitability and long-term growth."

"Service providers are no longer limited to traditional methods. Thanks to digital technology, especially internet-based tools, they now operate more efficiently, boost profits, and scale their growth."

Dr. Dilipkumar L. Boinwad, (2024), claims that the Health and wellness food products have emerged as a prominent segment within the food and beverage industry, fueled by an increasing consumer focus on nutritious diets and sustainable lifestyles. This growing inclination toward health-conscious consumption reflects a broader global trend toward preventive healthcare, wherein individuals prioritize the nutritional value and long-term health benefits of their food choices. As a result, the retail food sector is experiencing a significant transformation, adapting to meet the rising demand for wellness-oriented products. This study explores the perspectives of retail stakeholders on the positioning and promotion of wellness food products, with a particular focus on how demographic factors—such as age, gender, education, geographic location, and professional roles within the retail industry—influence decision-making processes. Utilizing a survey-based methodology, the research gathers insights from a diverse group of retail professionals to examine trends in sales performance, marketing approaches, and consumer demand related to wellness foods. Additionally, the study investigates how income levels shape the views and behaviors of retail representatives in terms of product stocking, pricing strategies, and consumer engagement. The findings offer a comprehensive analysis of the current wellness food market, identifying both challenges faced by retailers and emerging opportunities within this rapidly evolving sector. By providing a nuanced understanding of retailer perspectives, this research contributes meaningfully to academic discourse and offers practical implications for industry practitioners. It serves as a strategic resource for retailers aiming to align their offerings with shifting consumer preferences and capitalize on the growing momentum of health-oriented consumerism.

Tabassum Ali, Jabir Ali, (2020), emphasised that the Consumer buying behavior in the food sector is increasingly shifting toward healthier options, largely influenced by evolving socio-demographic profiles. Health and wellness foods

have emerged as a high-potential business segment, attracting significant investment from both national and multinational corporations. In India, this market has witnessed substantial growth, with a compound annual growth rate (CAGR) of 14.4% between 2002 and 2018—a trend expected to continue amid rising health consciousness among consumers.

The findings of this study reveal that approximately 44% of consumers are willing to pay a price premium—averaging around 9%—for health and wellness food products. Regression analysis highlights that among four socio-demographic variables, education and income significantly influence consumers' willingness to pay (WTP). In addition to these, health consciousness emerges as a critical psychological determinant driving WTP for such products. Further analysis shows that product attributes—including quality, taste, packaging, and pricing—exert a strong influence on consumer willingness to pay. Interestingly, while retail market formats are evolving, consumers of health and wellness foods place higher importance on product convenience and quality rather than in-store marketing efforts or sales assistance, suggesting a preference for efficiency and product-centric value. This study offers practical insights into the factors shaping consumer WTP and provides a framework that producers and marketers can use to refine their segmentation, targeting, and positioning (STP) strategies. Recognizing that education and income levels significantly affect purchasing decisions, marketers should tailor their communication and value propositions accordingly. Moreover, given that consumers are more influenced by product quality and health benefits than by retail marketing tactics, brands should prioritize transparency, ingredient integrity, and clear health claims in their messaging. Policymakers and regulators may also find the study valuable in understanding consumer perspectives on pricing and in safeguarding public interest. Insights into WTP can help in designing consumer protection policies, particularly around pricing transparency and value justification for premium health products. However, the study does acknowledge certain limitations. These include a restricted geographical scope, modest sample size, and the use of basic analytical techniques. Future research could benefit from employing advanced statistical models such as Structural Equation Modeling (SEM) and theoretical frameworks like the Theory of Planned Behavior (TPB) to provide deeper, more generalizable insights.

4. PURCHASE INTENTION

Nathalie Peña-García, (2020) Purchase intention refers to a consumer's planned or anticipated decision to buy a product or service from a particular brand. It reflects the consumer's inclination toward making a purchase, shaped by both their expectations and prior satisfaction with similar products or services. As a key component of consumer behavior, purchase intention represents the consumer's attitude toward specific goods or services and often influences their final purchase decision, especially when combined with brand preference.

Purchase intention can be assessed through various indicators, including:

- Transactional – the likelihood of buying a product,
- Refractive – the willingness to recommend the product to others,
- Preferential – the tendency to favor one product over another, and
- Explorative – the drive to seek further information about the product.

In recent years, consumers have become increasingly aware of their mental well-being, leading to greater interest in mental health literacy. This growing awareness has been shown to positively influence their willingness to explore and purchase mental health services online. Additionally, pricing plays a significant role in shaping consumer willingness to invest in mind wellness products and services.

5. CONSUMER ATTITUDE

Attitudes encompass an individual's emotional responses, evaluations, and behavioural tendencies toward a specific object or idea. These attitudes play a crucial role in shaping consumer behavior, particularly in terms of purchase intentions. Existing research has established that a positive attitude often leads to increased willingness to purchase. This study explores the factors influencing consumer attitudes and purchase intentions toward mind wellness products and services. By examining these dynamics, the research seeks to enhance understanding of consumer decision-making and encourage greater awareness of mental well-being and mindful living.

Bhardwaj, (2024) "Consumer Attitude and purchase intention towards responsible consumption of health and wellness products using digital India platform: green marketing perspective", says that the increasing reliance on digital platforms has significantly transformed the way businesses connect with consumers. In the context of health and wellness products, digital marketing tools play a crucial role in shaping consumer perceptions and driving purchase intentions. The proposed conceptual framework identifies a range of digital marketing strategies—such as social media marketing, email marketing, and content marketing—as key influencers of consumer attitudes. Social media marketing allows businesses to engage with consumers through interactive and personalized content, fostering trust and brand loyalty. Email marketing serves as a direct channel for delivering tailored health-related information and promotional offers, encouraging product consideration. Content marketing, including blogs, articles, and videos, helps in educating consumers about wellness benefits, which builds credibility and supports informed decision-making.

These digital tools not only raise awareness but also guide consumers along the path from attitude formation to purchase intention. The framework suggests that the more effectively businesses communicate health-related value propositions online, the more likely consumers are to develop a positive attitude, which in turn influences their purchase behaviour

(Norman and Skinner, 2006) "eHealth literacy encompasses six fundamental components: (1) traditional literacy – the ability to read, write, speak, and comprehend a specific language; (2) health literacy – the capacity to engage with healthcare systems and make informed decisions regarding health maintenance; (3) information literacy – the ability to locate, evaluate, organize, and effectively use information as needed; (4) scientific literacy – the understanding of science-based concepts and data; (5) media literacy – the skill to critically analyze and interpret media content; and (6) computer literacy – the proficiency to efficiently operate computers and digital technologies."

Jianliang Pan (2025), "Role of Health-Consciousness on Purchase Intention of Health and Wellness Food": This study provides several important managerial insights. First, consumers who exhibit high levels of health consciousness and maintain a positive attitude toward health and wellness food (HWF) represent a valuable and potentially loyal market segment. To effectively reach this group, businesses should employ strategic market segmentation and develop tailored promotional efforts that align with the values and preferences of health-conscious consumers. Second, while the demand for HWF is on the rise, many consumers still lack awareness of its actual health benefits and the advantages of sustainable farming practices. To bridge this gap, comprehensive educational and promotional initiatives should be implemented. These campaigns should not only highlight the nutritional and health-related benefits of HWF but also clearly differentiate the production methods used for HWF compared to conventional foods. Additionally, marketing communications should emphasize the credibility and significance of health and sustainability certifications, thereby fostering consumer trust in the authenticity and quality of these products.

Añaña, E., & Barbosa, B. (2023), Claims that the influence of Instagram-based digital influencers on consumer purchase intentions concerning healthy food products. Integrating the Source Credibility Theory (TSC) and the Elaboration Likelihood Model (ELM), the study provides a comprehensive framework for understanding how influencer credibility affects consumer attitudes and purchase behaviour in the context of social media marketing.

Specifically, the research examines how the credibility of Instagram influencers interacts with consumers' attitudes toward advertising, their involvement with healthy foods and Instagram, and tendencies toward advertising avoidance. The findings reveal that digital influencers positively impact purchase intentions for healthy food primarily through their perceived credibility. Additionally, higher consumer involvement with healthy food and more favourable attitudes toward advertisements further reinforce this effect. Involvement with Instagram enhances perceived influencer credibility while reducing advertising avoidance. Both engagement with healthy food and reduced ad avoidance significantly shape consumer attitudes toward Instagram-based advertising, ultimately influencing their purchase intentions. To the best of the authors' knowledge, this is the first study to holistically assess these interrelated dynamics in the context of healthy food and Instagram influencer marketing. It contributes meaningfully to the literature on persuasion, influencer marketing, and product involvement, helping to fill a notable gap in understanding how influencer marketing strategies function within the growing health and wellness sector. Given the increasing importance of health-conscious consumer behaviour for both individual well-being and broader sustainable development goals, this research is particularly timely and relevant.

The conceptual model developed through this study serves as a key contribution and offers adaptability to other contexts—including different types of influencers, various social media platforms, and other product categories. Notably,

the integration of TSC and ELM is relatively uncommon in digital marketing literature. However, the study demonstrates that their combined application provides a richer understanding of persuasion dynamics. The interplay between consumer involvement (drawn from ELM) and source credibility (from TSC) offers a valuable perspective for future research on persuasive communication and consumer behaviour. The study also offers important insights for practitioners, particularly social media managers, brand strategists, and digital marketers. In today's dynamic media environment, decision-makers often face challenges related to budget allocation, media selection, and targeting strategies. Understanding the role of Instagram involvement in shaping consumer attitudes—and its influence on purchase intentions—can guide more effective influencer marketing strategies.

Managers should consider that building favourable consumer attitudes toward the product itself may sometimes be more effective than relying solely on influencer partnerships, regardless of the influencers' perceived credibility. Additionally, fostering engagement with relevant content and promoting transparency in influencer collaborations can further enhance trust and drive sustainable consumer behavior in the health and wellness market.

Suhartini, Titin. (2024), describes that the Trust emerges as a foundational element in consumer decision-making, strongly influenced by brand reputation and the perceived quality and safety of products. This trust is reinforced by the clarity and openness with which manufacturers communicate product-related information, emphasizing the importance of transparency in building lasting consumer relationships.

Preference for natural ingredients is another key driver of consumer perception. Consumers tend to favour products that are free from synthetic chemicals, associating them with better health outcomes and environmental sustainability. This inclination is not only rooted in the desire to avoid adverse effects but also reflects a broader global shift toward natural, eco-friendly lifestyles.

Social and media influences also play a critical role in shaping consumer attitudes, particularly in the digital age. With consumers increasingly engaged on social media and online platforms, recommendations from peers, family, and digital influencers have a notable impact—especially among younger demographics. These insights suggest that manufacturers should leverage digital marketing and influencer collaborations to enhance brand visibility and credibility.

Transparency in communication is another vital factor highlighted in the study. Consumers favor products that provide detailed and accessible information regarding ingredients, usage instructions, and health benefits. Such transparency not only facilitates more informed purchasing decisions but also enhances consumer trust and reduces perceived health risks. As such, honest and educational marketing strategies are essential for fostering long-term consumer relationships.

In summary, this study underscores the evolving expectations of health-conscious consumers who prioritize safety, effectiveness, natural formulations, and transparent communication. For manufacturers, aligning product development and marketing strategies with these consumer preferences is essential for gaining competitive advantage and building brand loyalty in the growing health and wellness market.

6. MAJOR CHALLENGES

- 1) Limited Research in the Indian Context- Existing literature in the Indian context remains sparse when compared to the volume of studies conducted in non-Indian settings, particularly in the area of digital marketing and consumer behavior.
- 2) Insufficient Exploration of Conceptual Dimensions- There is a noticeable gap in research exploring multiple conceptual aspects such as consumer perception, attitude, and buying behavior, especially in relation to health and wellness products.
- 3) Lack of Focus on Health and Wellness Products- Despite growing consumer interest in health and wellness, academic research specifically targeting this product category remains underdeveloped.
- 4) Gap in Regional Research on Digital Marketing Impact- While considerable research exists on the overall impact of digital marketing, studies focusing on its influence on consumer perception and purchase behaviour toward health and wellness products—particularly in the Mumbai region—are largely absent.

7. CONCEPTUAL FRAMEWORK

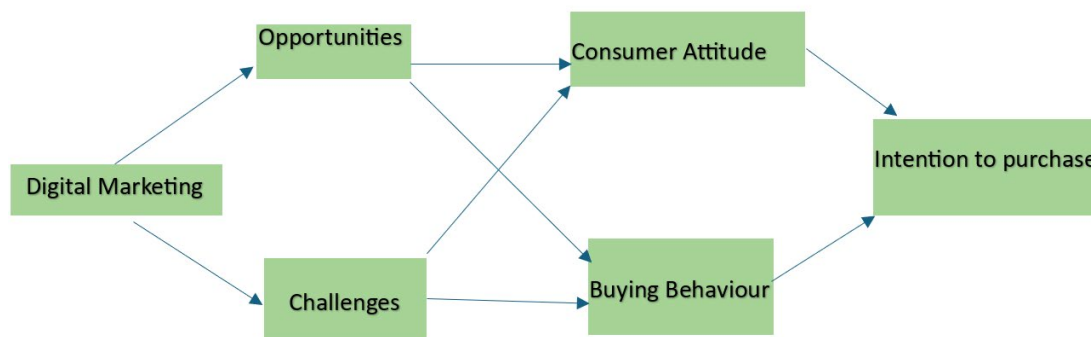


Figure1 Conceptual framework of Consumer attitude, Buying Behaviour and purchase intention towards health wellness products using Digital initiatives

Figure1 explains the growing dependence on digital platforms has revolutionized how businesses interact with consumers, especially in the health and wellness sector. Digital marketing tools have emerged as pivotal in shaping consumer perceptions, building engagement, and ultimately driving purchase intentions. The proposed conceptual framework outlines various digital marketing strategies—such as social media marketing, email marketing, and content marketing—as critical determinants of consumer attitudes. Social media marketing facilitates real-time, personalized interaction between brands and consumers. Through engaging and interactive content, businesses can cultivate trust, enhance brand recognition, and foster loyalty. Email marketing functions as a direct and personalized communication tool, enabling companies to share health-focused information, product updates, and exclusive offers, thereby increasing product visibility and interest. Content marketing—encompassing blogs, educational articles, videos, and infographics—plays a vital role in informing consumers about wellness benefits, establishing brand credibility, and supporting informed decision-making.

Collectively, these digital tools not only enhance consumer awareness but also influence their attitudinal response to health and wellness products. The framework posits that effective digital engagement leads to positive consumer attitudes, which in turn strengthen purchase intentions and influence actual buying behavior. This relationship underscores the strategic importance of leveraging digital platforms to promote a conscious and health-oriented lifestyle among consumers.

8. CONCLUSION

This study aims to assess consumer attitudes toward health and wellness products in the context of digital platforms. With increasing consumer preference for convenience and instant access, digital media offers a significant advantage by making products readily discoverable at the click of a button. The study seeks to identify and analyze key factors influencing consumer decision-making when purchasing health and wellness products. Among the various influencing factors, digital platforms—such as social media marketing, content marketing, search engine optimization (SEO), and email marketing—play a crucial role in shaping consumer perceptions and guiding purchase intentions. With growing awareness around personal health and well-being, consumers are increasingly turning to digital platforms—such as social media, websites, and online advertisements—to discover, evaluate, and purchase wellness-related products. This shift presents an opportunity for marketers and business managers to leverage targeted digital marketing strategies that align with consumer expectations. By understanding which digital touchpoints most effectively influence consumer attitudes, managers can optimize their promotional campaigns, improve customer engagement, and drive sales within the health and wellness sector. This study offers practical insights into consumers' willingness to pay for health and wellness products—an important indicator of purchase intention. It examines how consumer attitudes, preferences, and satisfaction levels influence their decision to purchase such products.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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