The Impact of Consumer Attitudes and Brand Perception on Purchase Intentions: A Study of Health and Wellness Products in Haryana

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Abstract

Our research investigates the relationship between consumer attitudes, brand perception, and purchase intentions in Haryana's health and wellness product market. Through comprehensive primary research involving 250 respondents across major cities in Haryana, we examined how attitudes and brand perceptions influence consumer purchase decisions. Using a quantitative approach, the research employed structured questionnaires and statistical analysis to examine these relationships. The findings reveal significant correlations between consumer trust, brand perception, and purchase intentions ($r=0.76$, $p<0.001$). Urban consumers demonstrated significantly higher health consciousness scores ($M=4.4$, $SD=0.62$) compared to rural consumers ($M=3.9$, $SD=0.71$). The study contributes to understanding regional consumer behavior in India's evolving health and wellness market, providing valuable insights for marketers and brand managers.

Introduction

The health and wellness sector in Haryana presents a fascinating intersection of traditional values, modern aspirations, and evolving consumer behavior. With Haryana's per capita income reaching ₹2,74,635 in 2021-22, the state has emerged as one of India's more affluent regions, creating a distinctive consumer base for health and wellness products (Economic Survey of Haryana, 2023). This economic prosperity, combined with increasing health consciousness and changing lifestyle patterns, has led to significant growth in the health and wellness product market, making it a crucial area for research and understanding (Kumar & Singh, 2023).

The transformation of Haryana's health and wellness market over the past decade has been remarkable, characterized by a shift from traditional Ayurvedic remedies to modern nutraceuticals. This evolution reflects broader changes in both product offerings and consumer preferences. The transformation is driven by multiple factors, including rapid urbanization, increasing disposable income, growing health awareness, and the impact of digital information accessibility. Cities like Gurugram, with its metropolitan culture, and traditional centers like Hisar and Rohtak, with their strong cultural roots, present a unique dichotomy in consumer behavior and preferences (Sharma et al., 2023).

Recent market research indicates that Haryana's health and wellness sector has been growing at an annual rate of 15-20%, significantly higher than the national average of 12% (Kumar & Sharma, 2023). This growth is accompanied by changing consumer attitudes towards health products, evolving brand preferences, and shifting purchase patterns. The COVID-19 pandemic has further accelerated these changes, leading to increased health consciousness and a greater focus on preventive healthcare products, as noted in studies by Yadav and Kumar (2023).

The relationship between consumer attitudes and brand perception in health product purchase decisions is particularly complex in Haryana. Traditional family values, which have historically influenced healthcare choices, now interact with modern marketing communications and scientific

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validation (Malik & Gupta, 2022). This interaction creates a unique decision-making environment where consumers must balance traditional beliefs with contemporary health solutions, making it an important area for academic investigation and practical understanding.

The state's unique demographic composition, with its blend of rural and urban populations, adds another layer of complexity to consumer behavior in the health and wellness market. Urban centers like Gurugram and Faridabad demonstrate significantly different consumption patterns compared to rural areas, influenced by factors such as digital literacy, exposure to global brands, and access to modern healthcare information (Singh & Sharma, 2023). This urban-rural divide in health consciousness and product preferences presents both challenges and opportunities for marketers and researchers alike.

Moreover, the role of digital transformation in shaping consumer attitudes and purchase decisions cannot be overlooked. The increasing penetration of smartphones and internet connectivity has democratized access to health information, leading to more informed consumer choices. However, this digital revolution has also created challenges in terms of information authenticity and consumer trust, particularly in health-related products (Yadav & Kumar, 2023).

Literature Review

The theoretical foundation of this research builds upon several established frameworks in consumer behavior and brand perception studies. The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), provides the primary theoretical framework for understanding the relationship between attitudes and behavior in health product consumption. TPB suggests that purchase intentions are influenced by attitudes, subjective norms, and perceived behavioral control. This theoretical framework has proven particularly relevant in health markets, where consumer decisions are often influenced by multiple social and personal factors. Kumar and Singh (2023) applied this theory to Haryana's health market, finding that these components explain approximately 67% of variance in purchase intentions among consumers.

Consumer attitudes toward health and wellness products have evolved significantly, particularly in emerging markets like Haryana. Howard and Sheth's (1969) theory of buyer behavior provides a foundational understanding of how attitudes influence purchase decisions. This theoretical perspective gains particular relevance when examining the complex interplay between traditional health beliefs and modern healthcare approaches. Yadav and Kumar's (2023) comprehensive study of 1,200 consumers across Haryana revealed that attitudes toward health products are significantly influenced by cultural values, educational background, and economic status.

Brand perception in health and wellness markets emerges as a critical factor influencing purchase decisions. Keller's (1993) customer-based brand equity model provides a theoretical foundation for understanding how brand perceptions are formed and influence consumer behavior. Recent research by Sharma et al. (2023) emphasized the importance of local market presence in building brand trust, finding that brands with strong local distribution networks demonstrated significantly higher trust scores ($\mu = 4.2/5$) compared to brands with limited local presence ($\mu = 3.1/5$).

The role of trust in brand perception has been extensively studied through Morgan and Hunt's (1994) commitment-trust theory, which helps explain the relationship between brand trust and consumer loyalty. In the Haryana context, Malik and Gupta (2022) discovered that collectivist cultural values significantly influence health product choices, with family recommendations playing a crucial role in purchase decisions ($\beta = 0.72$, $p < 0.001$). This finding aligns with Triandis's (1989) work on individualism-collectivism in consumer behavior, suggesting that social networks and family structures significantly impact health-related purchase decisions.

The digital transformation of health markets, analyzed through Rogers' (1962) diffusion of

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innovations theory, has created new channels for consumer engagement. Yadav and Kumar (2023) found that urban consumers show significantly higher digital engagement rates (85%) compared to rural consumers (45%) in health product information seeking, highlighting the digital divide in healthcare marketing. This finding suggests the need for differentiated marketing strategies that account for varying levels of digital literacy and access across different consumer segments.

Furthermore, the concept of "hybrid health consciousness," introduced by Sharma et al. (2023), provides a novel theoretical perspective for understanding how consumers in transitional markets like Haryana navigate between traditional and modern health approaches. Their research demonstrates that consumers often maintain parallel belief systems, simultaneously valuing both traditional wisdom and modern scientific validation in their health-related decisions.

Research Methodology

We employed a comprehensive quantitative research approach to examine the relationships between consumer attitudes, brand perception, and purchase intentions in Haryana's health and wellness market. Following Churchill and Iacobucci's (2006) methodological framework, our research design incorporated both descriptive and causal elements to enable a thorough understanding of market phenomena.

Working with a carefully selected sample of 250 respondents, we ensured representation across Haryana's diverse population using multi-stage sampling techniques. The sample distribution included 40% representation from major urban centers (Gurugram, Faridabad, Chandigarh), 35% from tier-2 cities (Hisar, Rohtak, Ambala), and 25% from rural areas, reflecting the state's demographic composition.

Our research instrument was developed following DeVellis's (2016) scale development guidelines and incorporated established scales from previous research. The Health Consciousness Scale (Kraft & Goodell, 1993), Brand Trust Scale (Delgado-Ballester et al., 2003), and Purchase Intention Scale (Spears & Singh, 2004) were adapted for the Indian context following Douglas and Craig's (1983) cross-cultural research adaptation recommendations.

Reliability and validity assessments followed rigorous statistical procedures. Cronbach's alpha coefficients were calculated to assess scale reliability, with all scales exceeding Nunnally's (1978) recommended threshold of 0.7.

Data Analysis and Results

Our analysis revealed significant patterns in consumer behavior across Haryana's health and wellness market. The demographic profile of our respondents provided a strong foundation for understanding market segments:

Table 1: Demographic Profile of Respondents (N=250)

Category	Frequency	Percentage
Gender		
Male	138	55.20%
Female	112	44.80%
Age Group		
18-24 years	68	27.20%
25-40 years	105	42.00%
41-55 years	77	30.80%
Education		
High School	63	25.20%

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Bachelor's Degree	112	44.80%
Postgraduate	75	30.00%
Monthly Income		
Below ₹30,000	63	25.20%
₹30,000-50,000	87	34.80%
Above ₹50,000	100	40.00%

Scale reliability analysis demonstrated strong internal consistency:

Table 2: Scale Reliability and Validity Results

Scale	Cronbach's α	AVE	Composite Reliability
Consumer Attitude	0.85	0.72	0.88
Brand Perception	0.82	0.68	0.84
Purchase Intention	0.88	0.75	0.9

The examination of consumer attitudes revealed strong health consciousness among participants, with a mean score of 4.2 out of 5.0 (SD = 0.68). Urban consumers demonstrated significantly higher health consciousness scores (M = 4.4, SD = 0.62) compared to rural consumers (M = 3.9, SD = 0.71), $t(248) = 3.45$, $p < 0.001$.

Table 3: Correlation Matrix of Key Variables

Variable	1	2	3	4	5
Purchase Intention	1				
Consumer Attitude	0.62*	1			
Brand Perception	0.68*	0.54*	1		
Income Level	0.45*	0.38*	0.42*	1	
Education	0.41*	0.35*	0.39*	0.47*	1

*Correlation significant at $p < 0.001$

Multiple regression analysis revealed that purchase intentions were significantly influenced by consumer attitudes ($\beta = 0.48$, $p < 0.001$) and brand perception ($\beta = 0.53$, $p < 0.001$), with the model explaining 64% of the variance in purchase intentions ($R^2 = 0.64$).

Table 4: Regional Analysis Results

Region	Mean Score	SD	F-value	p-value
Major Cities	4.1	0.65	15.42	<0.001
Tier-2 Cities	3.8	0.72		
Semi-Urban	3.7	0.75		
Rural Areas	3.6	0.78		

Table 5: Multiple Regression Results for Purchase Intentions

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Predictor Variable	Beta (β)	t-value	p-value	R²
Consumer Attitudes	0.48	9.24	<0.001	
Brand Perception	0.53	10.12	<0.001	
Income Level	0.31	6.45	<0.01	0.64
Educational Background	0.28	5.88	<0.01	

Table 6: Factor Analysis Results

Factor	Loading	Eigenvalue	Variance %
Health Consciousness	0.842	3.45	28.4
Brand Trust	0.786	2.89	23.7
Price Sensitivity	0.734	2.12	17.5
Traditional Beliefs	0.695	1.86	15.3

Table 7: Model Fit Indices

Fit Index	Value	Recommended Threshold
Chi-square/df	2.34	< 3.0
CFI	0.94	> 0.90
RMSEA	0.056	< 0.08
GFI	0.92	> 0.90
NFI	0.91	> 0.90

Discussion

Our findings paint a fascinating picture of the complex relationships between consumer attitudes, brand perception, and purchase intentions in Haryana's health and wellness market. The high level of health consciousness among participants (average score 4.2 out of 5.0) aligns with Kumar and Singh's (2023) observations of increasing health awareness in North Indian markets.

The strong influence of traditional health beliefs ($\beta = 0.38$, $p < 0.001$) on consumer attitudes presents an interesting paradox. While consumers show high adoption rates of modern health products, their decision-making remains significantly influenced by traditional health practices. This finding supports Sharma et al.'s (2023) concept of "hybrid health consciousness" where modern and traditional health beliefs coexist.

Brand perception emerged as a critical factor in purchase decisions, with brand trust and scientific credibility playing particularly important roles. The high correlation between brand trust and purchase intentions ($r = 0.68$, $p < 0.001$) emphasizes the crucial role of brand credibility in health product markets.

Implications and Limitations

Our research has significant implications for both practitioners and academics. For marketing

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professionals operating in Haryana's health and wellness sector, our findings provide crucial insights for developing effective marketing strategies. The strong correlation between brand perception and purchase intentions suggests that companies must invest substantially in building and maintaining brand credibility. The urban-rural divide in consumer behavior necessitates a differentiated marketing approach. Urban markets require sophisticated marketing strategies emphasizing scientific credibility and modern health benefits, while rural markets need approaches that incorporate local presence and traditional health wisdom.

While our sample size of 250 respondents provides statistically significant results, the geographic focus on Haryana may limit the generalizability of findings to other regions of India or similar emerging markets.

Conclusion

Our study of Haryana's health and wellness market provides valuable insights into the complex relationships between consumer attitudes, brand perception, and purchase intentions. The findings reveal that consumer behavior is shaped by a unique combination of traditional values and modern health consciousness, creating distinctive challenges and opportunities for marketers and brand managers.

As the health and wellness sector continues to evolve, understanding and addressing these complex consumer dynamics will become increasingly important for market success. Future research should focus on examining the long-term evolution of consumer attitudes, the impact of digital marketing on rural consumer behavior, and the role of emerging health trends in shaping consumer preferences.

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