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INFLUENCE OF PRODUCT AND SERVICE ATTRIBUTES OF HEALTH AND WELLNESS PRODUCTS USING NEUROMARKETING SUSTAINABLE STRATEGIES

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Abstract:

Purpose- The purpose of the study is to explore green and sustainable factors that influence the purchase behaviour of health wellness products.

Methodology- This is the empirical study is based on the how customers' perception and attitude and purchase behavior intention of consumers is influencing them to make purchase behaviour and decisions about health wellness products by using green and sustainable initiatives. Basically, to study whether the customer prefers any organic and naturopathy products.

Findings- It is observed that there is a significant shift in consumer purchase behaviour 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.

Originality- Very few studies have been conducted on the on using green and sustainable initiatives that can influence consumer customers' perception and attitude towards buying health wellness products. This study tries to fill the gap in the literature review by studying the purchase behavior intention and customers' perception and attitude of the consumers towards health and wellness products by using green and sustainable initiatives.

Keywords: Consumer customers' perception and attitude, Purchase behaviour intention, Wellness, Green and sustainable marketing

Introduction

The Consumers' purchase behaviour is changing fast across the world towards the consumption of health and wellness products and services.

A newly emerging field in marketing that blends psychology, economics, and cognitive neuroscience is called neuromarketing. To better understand consumer reactions, decisions, and motives, it involves tracking brain activity as well as neural and biological signals. This helps to

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improve the design of packaging, products experience, customer experience, and other marketing-related areas. Through improved understanding of audience responses, awareness of customer attention-grabbing elements, and disclosure of implicit decision-making processes, businesses enhance brand experiences and efficiently enhance metrics such as conversion rates. Neuromarketing is a field that measures, analyses, and shapes consumer choice and engagement by utilising neuroscience methods like brain scanning and eye tracking (EEG) in conjunction with additional technologies like AI and machine learning. A deeper comprehension of the human mind may frequently offer a more accurate explanation for why customers behave the way they do and ultimately boost your return on investment (ROI) because a significant portion of consumer behaviour is informed by unconscious processes. Customer responses are not often a true reflection of the brain's genuine response, whether because of shame or pressure to please. Being able to better understand how consumers make decisions while having less of an impact on those decisions owing to the strengths of the brand, style, product, marketplace, genre, etc. is one of the main benefits of neuromarketing. (Nazadi, 2022). To understand consumer expectations during the purchasing decision process and expand their businesses by applying marketing methods, several companies are emphasising on neuromarketing approaches. It is also employed as a marketing strategy to manage a company more socially responsibly with the aim to maintain market share over time and keep clients from switching to rival brands. Neuromarketing aims to gather empirical data through neuroscience methods for better understanding of consumer behaviour and develop more successful marketing campaigns and products. It also aims to increase the likelihood of purchase by the audience and effectively communicate marketing messages to others, thereby decreasing marketing and advertising budgets. To uncover the consumer's unconscious decision-making processes, a range of neuromarketing techniques are employed to collect and interpret brain data (Najafi, 2021).

Customer's desire to purchase a good or a service from a certain brand or customer's plans to acquire products or services. The intent of a buyer to purchase a particular good or service is known as purchase intention. The dependent variable of purchase intention is influenced by several internal and external variables. An indicator of a respondent's attitude towards making a purchase or using a service is their purchase intentions. One of the most crucial marketing metrics is purchase intentions. Marketing based on intentions, also known as intent marketing, is the practice of promoting goods and products based on consumers' intentions, or their intent to accept, purchase, or utilise a specific good or service, which can either be or not have been made explicit by the brand or company (Bhatt, 2022).

Literature Review

Mind wellness or mental health services are any intervention, diagnosis, therapy, counselling, or maintenance of mental health that is provided in inpatient, outpatient, private, or public settings for the individual or group therapy of mental or behavioural illnesses. These are the services that have been intentionally designed to meet the collective mental health needs of the user. Because they are more convenient and seem to be less expensive than traditional in-person therapy, online mental health services are becoming increasingly common. This is especially true for those who

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are unable to visit an office for a variety of reasons. The biggest example of mind wellness services is Holosync meditation is an audio software which enhance focus and reduce stress with the help of sounds. The practice of meditation has gained popularity to improve meditation sessions and encourage relaxation.

1. Literature Review
Variable 5: Service Attributes

S.no.	Name of the Research Paper	Author/Journal	Objective of the paper	Gaps in Research Paper	Variables
38	The Conceptualization of Mental Health Service Quality Assessment: Consumer Perspective	Badu et al. (2019)	To understand theoretical frameworks and methodological issues in the evaluation of mental health services quality from the perspective of the consumer.	In future research, one should take into consideration the theoretical frameworks and issues involved in the evaluation of mental health quality.	1. Mental health service 2. Mental health quality assessment
39	Consumer behaviour and customer relationship management in mental health services	Bucatariu et al. (2020)	1. To acquire an in-depth understanding of the elements that impact the awareness, trial, and repeat usage of mental health services 2. To understand the process of making buying decisions based on cognitive and emotional influences	There is a scope to study various strategies of mental health services for future research	1. Consumer Behaviour 2. Mental health services
40	Seeing the complete picture: A systematic review of mental health consumer and health professional experiences of diagnostic overshadowing	Molloy et al. (2021)	To identify, explore and synthesise qualitative data related to mental health consumer	Further research is needed to Identify and prevent diagnostic overshadowing, a practice that denies people with mental illnesses fair access to high-quality medical care.	1. Consumer mental health
41	Mental health nursing capability development: Perspectives of consumers	Hurley et al. (2022)	Aim to identify the areas and methods of capability development of consumer mental health	There is a scope to focus on developing relational capabilities in the mental health	1. Capability development
42	Experiences of recovery among adults with a mental illness using visual art SEM-ANN Approach methods: A systematic review	Patterson et al. (2022)	Aims to explore experiences of recovery among adults in relation to mental illness using visual art methods. mHealth on mind well-being of the consumers	The database studied and inclusion criteria were limited to studies in English. 2. Longitudinal study can be done in future researches	1. Therapeutic learning 2. Mental illness

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43	In-Depth Co- Design of Mental Health Monitoring Technologies by People with Lived Experience	Patrickson et al. (2023)	To identify co-design of mental health technologies	Future studies would benefit from engaging a wider variety of mental health consumer and carer co-designers over time	1. Digital mental health
44	Recovery-oriented daily care practice for community-based mental health service consumers in Japan: A grounded theory approach	Matoba et al. (2023)	To identify recovery-oriented daily care practice for mental health services	Scope for studying more practices for mental health service for consumers	1. Mental health services
45	Mobile health apps and mental wellness the experiences of consumer engagement regarding mental wellness apps	Knufing (2022)	To acquire information on how consumers are using mental health apps that are specifically focused on mental wellness.	A future study might add a sample with demographic and geographic features	1. Mental Wellness 2. Mental illness
46	Comparing Professional and Consumer Ratings of Mental Health Apps: Mixed Methods Study	Hudson et al. (2022)	To understand how expert ratings of mental health applications differ from the perspectives of those experiencing mental health issues	There is a need to study the views of those with mental health issues which is significantly increasing	1. Technology 2. Public Involvement
47	Perspectives of healthcare providers, service users, and family members about mental illness stigma in primary care settings: A multi-site qualitative study of seven countries in Africa, Asia, and Europe	Koschorke et al. (2021)	To explore the perspectives of health care provider about mental illness	There should be more focus on mental health services rather than focusing on the reduction of stereotypes and the improvement of attitudes.	1. Health Care 2. Mental illness
48	An ecosystems approach to mental health services research	Furst et al. (2020)	To examine an ecosystem approach to mental health service	The limitations is the use of traditional research methods while dealing with situations of complexity	1. Mental health service 2. Mental health ecosystems

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49	Factors influencing mHealth adoption and its impact on mental well-being during COVID-19 pandemic: A	Mohammad et al. (2021)	1. To investigate the factors influencing the adoption of mHealth in terms of both actual usage behaviour and intentions 2. To examine the effect of usage behaviour of	1. The study based on examining the model during the pandemic, which can be further be studies in the future	1. Mental well-being 2. Artificial neural network
50	Blessing or Curse: The Paradoxical Impact of Mobile Health Applications on the Consumer	Blazevic et al. (2019)	To determine the paradoxical conflicts that mHealth apps induce and how they affect consumers.	Further research can be done to acquire a more balanced perspective on how smart devices affect consumers' well- being.	1. Digital consumer experience 2. Coping strategies

H1: Attributes of mind wellness services has a positive influence on the purchase decision.

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 (Mannan, 2019). 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 (Basha, 2019). 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 (Coyle, 2018). In context with the recent COVID-19 outbreak, which required self- quarantine and physical distance, the digitization of the healthcare industry has become essential to offering healthcare services to individuals. The use of digital technology in the healthcare industry has grown quickly, and it now offers additional features and benefits (Mohammad, 2021). Customer responses are not often a true reflection of the brain's genuine response, whether because of shame or pressure to please. Being able to better understand how consumers make decisions while having less of an impact on those decisions owing to the strengths of the brand, style, product, marketplace, genre, etc. is one of the main benefits of neuromarketing. (Nazadi, 2022). It became important to study that how people are aware of their mental health after COVID-19 and what they are doing for their mental wellness. A lifestyle is a set of relationships between basic beliefs, personal values, knowledge, habits, and situation-specific product perception. In recent research it is found that main antecedents impacting sustainable consumption behaviour at the individual, community, or societal level is the consumer lifestyles. Various authors select different constructs to study lifestyle of consumer (Gadeikienė, 2021). It can be challenging to define the consumer healthy lifestyle because of recent changes in the market and environment, which have an impact on how consumers' thoughts, perceptions, and habits are changing because of changing consumption patterns. The impact of mind wellness, which include sense of calmness, helps in daily processing which leaves the individual feeling satisfied and cheerful (Knufing, 2022). The main advantage of having strong app experiences is the impact on mental health. It is suggested that new features be included in the app and that existing ones be modified using the knowledge acquired from academic research. Neuromarketing aims to gather empirical data through neuroscience methods for better understanding of consumer behaviour and develop more successful marketing campaigns and products. It also aims to increase the likelihood of purchase by the audience and effectively communicate marketing messages to others, thereby decreasing marketing and advertising budgets. To uncover the consumer's unconscious decision-making processes, a range of neuromarketing techniques are employed to collect and interpret brain data (Najafi, 2021).

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There is a need to study in the Indian context. There are studies that focused on organic products or healthy products. There is a need to study different kind of products related to mind wellness. Many studies have analysed different factors that affect consumer's willingness to pay for mental health services. But there is a scope to examine a variety of more factors that affect consumer's willingness. The demographic variables are important in context of purchasing mind wellness product or service but not much studies have been seen on demographics. There are studies that focuses purchase behaviour of the consumers towards wellness products in developed market but there is a scope for conducting research on mind wellness products in the setting of developing markets and emerging economies, statistically advanced methods can also be used such as structural equation modelling.

Research Gap Identified	Study
Many studies have been done using theory of planned behaviour model in the research but in this research, we will use extended theory of planned behaviour to analyze its impact on purchase intention and attitude of the consumers.	Cheng et al. (2018), Herzbog et al. (2022), Elyria et al. (2022), Hartini et al. (2018), Kemp et al. (2022)
Studies have not analyzed consumer purchase intention towards mind wellness product and services in perspective of Indian Consumer. There is a need to study in the Indian context.	Akram et al. (2019), Andrew et al. (2023), Samkele et al. (2022), Mohammad et al. (2021), Lee et al. (2021)
There are studies that focused on organic products or healthy products. There is a need to study different kind of services related to mind wellness.	Mannan et al. (2019), Ali et al. (2019), Bilal et al. (2019), Alsubhi et al. (2022), Ali et al. (2020)

Research Methodology

This is an empirical study which is based on an empirical model which describe green and sustainable green and sustainable initiatives that influence consumer's customers' perception and attitude and purchase behaviour intention in buying health and wellness products. All the factors that can influence the purchase behaviour intention and customers' perception 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 green and sustainable initiatives and its impact on consumer's customers' perception and attitude and purchase behaviour intention towards health and wellness products.

Research Design

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The present study is qualitative in nature. Both primary data and secondary data were used for the study.

The primary data will be 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.

Sample

Sample Size: Sample size will be taken from different demographics of different regions.

Sampling Techniques: Snowball sampling method (used in pilot study)
This technique will be employed to ensure representation of different demographics who use mind wellness services.

Data Collection

Qualitative and Quantitative data is used to collect from various primary and secondary sources such as questionnaire, newspapers, research paper etc
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Data Analysis Software

SPSS and AMOS are the statistical software that will be used to analyse the data.

Data analysis

Regression Analysis:

➡ Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kng_awr_prdt_prchse, Aft_mind_servc_cncius, Kng_awr_srvc_prchse, Aft_mind_prdt_cncius[b]	.	Enter

a. Dependent Variable: Awr_men_hth
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617[a]	.380	.324	.873

a. Predictors: (Constant), Kng_awr_prdt_prchse, Aft_mind_servc_cncius, Kng_awr_srvc_prchse, Aft_mind_prdt_cncius

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.575	4	5.144	6.747	<.001[b]
	Residual	33.547	44	.762		
	Total	54.122	48			

a. Dependent Variable: Awr_men_hth
b. Predictors: (Constant), Kng_awr_prdt_prchse, Aft_mind_servc_cncius, Kng_awr_srvc_prchse, Aft_mind_prdt_cncius

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.504	.549		2.739	.009
	Aft_mind_prdt_cncius	.095	.176	.098	.538	.593
	Aft_mind_servc_cncius	-.205	.177	-.194	-1.155	.254
	Kng_awr_srvc_prchse	.224	.165	.230	1.353	.183
	Kng_awr_prdt_prchse	.423	.180	.431	2.349	.023

a. Dependent Variable: Awr_men_hth

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Interpretation: The regression analysis result shows that the value of R= .617 which indicates the data is statistically significant as it is more than 0.5. The Anova table shows that the significance level is 0.001 which must be 0.000, this indicates that the regression model is statistically significant (i.e. it is good fit for the given data).

Correlation Analysis:

➡ **Correlations**

Correlations

		Awr_men_issues	Onlin_awr_men_hlth	Cncius_menhlth_prchse	Cncius_incrse_mind	Awr_men_hth
Awr_men_issues	Pearson Correlation	1	.684**	.675**	.800**	.754**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	50	50	50	50	50
Onlin_awr_men_hlth	Pearson Correlation	.684**	1	.403**	.525**	.721**
	Sig. (2-tailed)	<.001		.004	<.001	<.001
	N	50	50	50	50	50
Cncius_menhlth_prchse	Pearson Correlation	.675**	.403**	1	.799**	.606**
	Sig. (2-tailed)	<.001	.004		<.001	<.001
	N	50	50	50	50	50
Cncius_incrse_mind	Pearson Correlation	.800**	.525**	.799**	1	.654**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	50	50	50	50	50
Awr_men_hth	Pearson Correlation	.754**	.721**	.606**	.654**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	50	50	50	50	50

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

Interpretation: The correlation analysis result shows that the correlation of mental health issues and online mental health awareness (r= .684) which indicates the data is significant as the p value >0.5.

Mind wellness products or services helps me to get more aware of my mental health.
65 responses
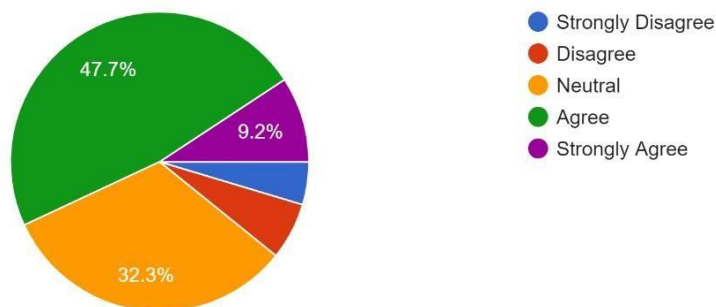
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
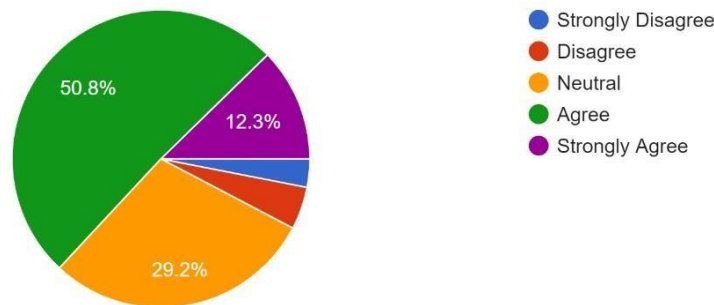
47.7%
9.2%
32.3%

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Interpretation: In the given response, it has been observed that majority of the respondents i.e. about 47.7% were agree to the statement that mind wellness products or services helps them to get more aware of their mental health.

I make my purchase decision to buy mind wellness products or services based on my subconscious feeling.
65 responses

- ● Strongly Disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly Agree

50.8%
12.3%
29.2%

Interpretation: In the given response, it has been observed that majority of the respondents i.e. about 50.8% were agree to the statement that they make their purchase decision to buy mind wellness products or services based on their subconscious feeling.

The level of consciousness about my mental wellness influences my purchase decision.
60 responses
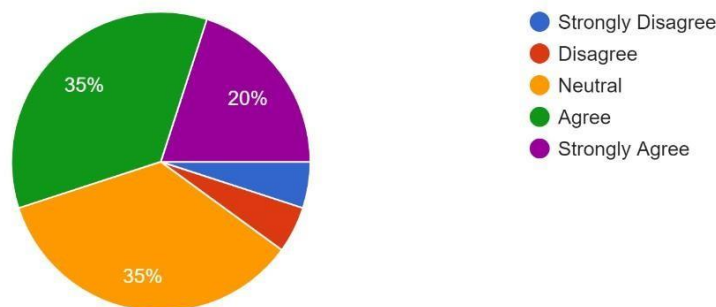
- ● Strongly Disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly Agree

35%
20%
35%

Interpretation: In the given response, it has been observed that majority of the respondents i.e. about 35% were agree to the statement that the level of consciousness about mental wellness influences their purchase decision.

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Conclusion:

The result of analysis for survey data indicates that most of the respondents are aware of their mental health and its issues (like anxiety, depression etc.). It also indicated that their consciousness level to purchase or use mental health service or products increases with the increase in their mental health awareness. The data also shown that income and education qualification have a major impact on consumer willingness to pay for mind wellness products or service. The result of reliability analysis indicates high reliability of the measuring variables and high level of internal consistency. The result of regression analysis indicates consciousness level, awareness, price, quality, availability and benefits of mind wellness products and services, have a significant influence on willingness to pay for mind wellness products and services. Customers are very product-focused; they pay more attention to the health benefits and quality of the product than to the marketplace and its products. It is also been observed that the use of mental health services applications helps users in improving their mental health. Over time, it is believed that one of the primary factors influencing consumer behaviour that will impact global markets is mental wellbeing.

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