

# Digital Marketing Influence on Wellness Product Adoption and Wellness Behaviour Among Young Consumers

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**Abstract**—The increasing influence of digital marketing has significantly affected consumer behaviour, particularly in the wellness sector among young consumers. This study examines the impact of digital marketing on wellness product adoption and wellness behaviour. The objectives of the study were to analyse the influence of digital marketing exposure on purchase intention, evaluate the role of consumer perception factors such as trust in influencers, health consciousness, and wellness awareness, and assess the moderating effect of price constraints on purchase behaviour. The study adopted a quantitative research approach using a structured questionnaire, and primary data were collected from 200 respondents. Statistical tools such as Cronbach's Alpha, Composite Reliability, Factor Analysis, Regression Analysis, and Path Analysis were used for data analysis. The reliability results indicated good internal consistency of the constructs. The findings revealed that digital marketing exposure significantly influences purchase intention toward wellness products. Consumer perception factors also positively affect wellness product adoption, while price constraints did not show a significant moderating effect on purchase behaviour. The study concludes that digital marketing plays an important role in shaping wellness-related consumer behaviour among young consumers.

**Index Terms**—Digital Marketing, Wellness Products, Purchase Intention, Consumer Behaviour, Health Consciousness, Trust in Influencers, Wellness Awareness, Young Consumers, Social Media Marketing, Wellness Product Adoption, Path Analysis

## I. INTRODUCTION

The rapid growth of digital technology and social media platforms has significantly transformed the way businesses communicate with consumers. Digital marketing has emerged as one of the most effective tools for promoting products and influencing

consumer behaviour, particularly among young consumers who are highly active on online platforms. Through social media advertisements, influencer marketing, online reviews, wellness blogs, and educational content, brands are increasingly shaping consumer attitudes and purchasing decisions in the wellness industry. In recent years, the wellness sector has experienced substantial growth due to rising awareness regarding physical health, mental well-being, healthy lifestyles, and self-care practices. Young consumers are becoming more health conscious and are showing greater interest in wellness-related products such as organic foods, fitness products, health supplements, skincare products, and mental wellness solutions. Digital marketing plays an important role in creating awareness, building trust, and encouraging consumers to adopt wellness-oriented behaviours. Influencer marketing and wellness-related online content have particularly gained popularity among young consumers. Recommendations from influencers, fitness experts, and online communities often affect purchase intention and product adoption. At the same time, factors such as trust, health consciousness, wellness awareness, and price sensitivity influence how consumers respond to wellness marketing campaigns. While digital marketing may increase interest in wellness products, economic limitations and price concerns may affect actual purchasing behaviour.

The present study focuses on analysing the influence of digital marketing on wellness product adoption among young consumers. The study examines how digital marketing exposure and consumer perception factors influence purchase intention toward wellness products. It also investigates whether price constraints moderate the relationship between digital marketing

exposure and actual purchase behaviour. The findings of the study may help marketers, wellness brands, and researchers better understand consumer responses to wellness marketing strategies in the digital era.

II. LITERATURE REVIEW

- i. The study titled ‘The Influence of Digital Marketing on Health-Conscious Consumerism and Wellness Product Adoption among Gen Z Gig Workers in Chennai City’ (2025) found that digital marketing exposure, especially influencer content, significantly affected the purchase intention of wellness products among young consumers. Trust in influencers played an important mediating role, while price constraints influenced actual purchasing behaviour. The study highlighted the growing impact of digital marketing on wellness consumption among Gen Z consumers.
- ii. The study ‘Digital Engagement and Consumer Attitudes Toward Responsible Consumption of Health and Wellness Products Through Online Platforms in Mumbai Region’ (2024) revealed that increased engagement with online platforms and social media positively influenced consumer attitudes toward wellness products. The study emphasized that digital marketing contributes to creating awareness and encouraging responsible wellness consumption among urban consumers.
- iii. Another study, ‘Influence of Product and Service Attributes of Health and Wellness Products Using

- Neuromarketing Sustainable Strategies’ (2024), identified that consumers are increasingly attracted to wellness products promoted with sustainable, organic, and green positioning. The findings showed that sustainable marketing strategies positively influence consumer attitudes and purchase intentions toward wellness products.
- iv. The study ‘Health Education via Empowerment Digital Marketing of Consumer Products and Services’ (2023) explained that digital marketing campaigns integrating health education and wellness awareness can positively influence self-care behaviour and mental well-being. The authors highlighted the role of ethical and informative marketing in promoting wellness-oriented lifestyles.
- v. Further, the study ‘A Social Marketing Perspective of Young Adults’ Concepts of Eating for Health’ (2020) found that young consumers respond differently to health-related marketing messages depending on their level of motivation and health consciousness. The study emphasized the importance of targeted and segmented wellness marketing strategies.

These studies collectively indicate that digital marketing, influencer trust, wellness awareness, and health consciousness significantly shape wellness product adoption and consumer behaviour, thereby forming the conceptual foundation for the present study.

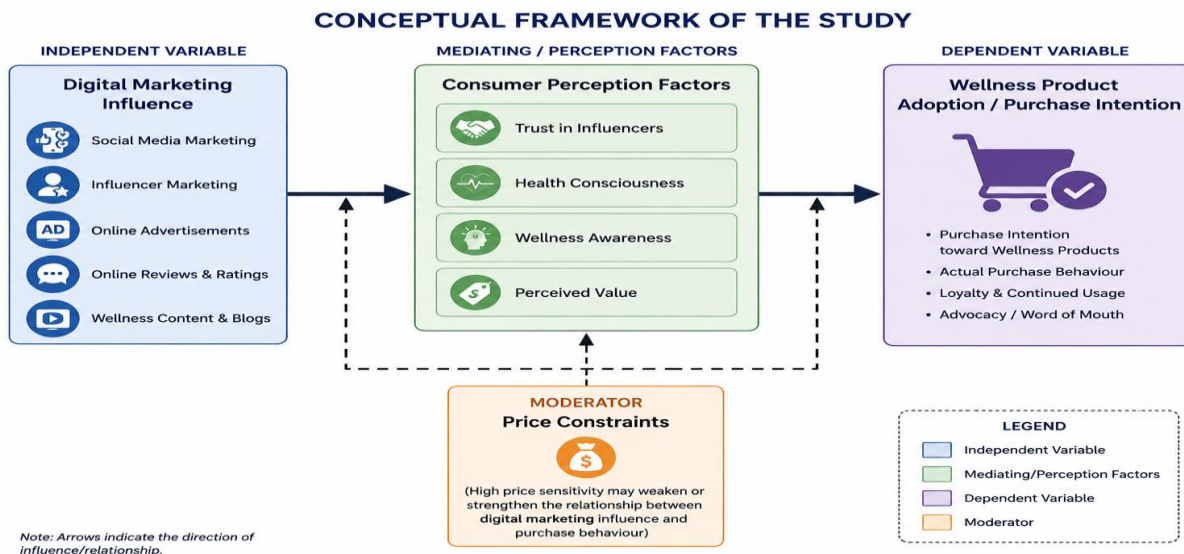


Figure 1: Conceptual framework based on the literature

### III. RESEARCH METHODOLOGY

The present study adopts a quantitative research approach to examine the influence of digital marketing on wellness product adoption among young consumers. The study focuses on understanding how digital marketing exposure, consumer perception factors, and price constraints affect purchase intention toward wellness products.

**Research Design:** The study follows a descriptive and analytical research design. It aims to analyse consumer perceptions and identify relationships between digital marketing variables and wellness product adoption.

**Sources of Data:** The study is based on both primary and secondary data. Primary data were collected directly from respondents using a structured questionnaire. Secondary data were collected from research articles, journals, websites, and published studies related to digital marketing, consumer behaviour, and wellness marketing.

**Population of the Study:** The population of the study consists of young consumers who actively use digital platforms and are exposed to wellness-related digital marketing content.

**Sample Size:** A sample size of 200 respondents was considered for the study to ensure better reliability and statistical validity.

**Sampling Technique:** The study used convenience sampling technique for collecting responses from participants who were easily accessible and willing to participate.

**Data Collection Instrument:** A structured questionnaire with Likert-scale statements and multiple-choice questions was used for data collection. The questionnaire included sections related to: demographic profile, digital marketing exposure, trust in influencers, health consciousness, wellness awareness, purchase intention, and price constraints.

**Tools for Data Analysis:** The study utilised both descriptive and inferential statistical tools for analysing the collected data. Reliability and validity of the constructs were examined using Cronbach's Alpha, Composite Reliability, and Factor Analysis.

Regression and Path Analysis were used to identify the relationships and influence among the study variables.

### IV. HYPOTHESIS

Based on the conceptual framework, the following hypotheses can be formulated for the study:

- H<sub>1</sub>: Digital marketing exposure has a significant positive influence on consumers' purchase intention toward wellness products.
- H<sub>2</sub>: Consumer perception factors such as health consciousness, trust in influencers, and awareness significantly influence the adoption of wellness products.
- H<sub>3</sub>: Price constraints significantly moderate the relationship between digital marketing influence and actual purchase behaviour of wellness products.

### V. DATA ANALYSIS AND INTERPRETATION

The demographic analysis of the 200 respondents indicates that the study primarily represents young consumers belonging to different age groups, genders, and occupational categories. The respondents were fairly distributed across all age categories. The majority of respondents belonged to the age groups 24–26 years and 27–29 years, with 54 respondents each, indicating stronger participation from young adults. The age groups 18–20 years and 21–23 years each consisted of 46 respondents, showing balanced representation of younger consumers as well. Among the respondents, female respondents constituted the majority with 105 participants, followed by 88 male respondents, while a small proportion belonged to other gender categories. This indicates comparatively higher participation and interest among female consumers toward wellness-related products and digital wellness content. Based on occupation, the highest number of respondents were students (57), followed by self-employed individuals (54) and employed respondents (48). The distribution shows that the study mainly captures the opinions of digitally active young consumers from varied occupational backgrounds. Overall, the demographic profile indicates a diverse representation of young consumers who are actively exposed to digital platforms and wellness-related marketing content.

5.1. Factor Loadings

Exploratory Factor Analysis was conducted to identify the underlying dimensions of the study variables. The factor loadings for all items were above the acceptable threshold of 0.40, indicating satisfactory construct validity. The extracted factors mainly represented trust and influencer impact, digital marketing exposure, purchase behaviour, authenticity concerns, and price sensitivity.

Table 1: Factor Loadings

Factor	Construct Represented	Number of Items	Range of Factor Loadings	Interpretation
Factor 1	Trust and Influencer Impact	6	0.701 – 0.774	Indicates the influence of influencer credibility and trust in wellness brands
Factor 2	Digital Marketing Exposure and Wellness Awareness	10	0.558 – 0.845	Reflects awareness and behavioural influence created through digital wellness marketing
Factor 3	Purchase Behaviour and Online Evaluation	5	0.648 – 0.711	Represents online purchase decisions and dependence on reviews/comparisons
Factor 4	Authenticity and Verification Concerns	2	0.611 – 0.655	Indicates concern regarding authenticity and verification of wellness products
Factor 5	Price Sensitivity and Marketing Overload	3	0.589 – 0.617	Reflects the impact of financial constraints and excessive

Factor	Construct Represented	Number of Items	Range of Factor Loadings	Interpretation
				marketing exposure

Source: Calculated by author

5.2 Cronbach Alpha and Composite Reliability

Reliability analysis was conducted using Cronbach’s Alpha to assess the internal consistency of the questionnaire items. The obtained Cronbach’s Alpha value was 0.863, indicating good reliability and strong internal consistency among the scale items used in the study. Composite Reliability analysis was conducted to assess the internal consistency of the constructs used in the study. The obtained Composite Reliability value was 0.856, indicating very good reliability and consistency among the measurement items.

Table 2: Construct Reliability Analysis

Construct / Variable	Number of Items	Cronbach’s Alpha	Composite Reliability	Interpretation
Digital Marketing Exposure	5	0.842	0.851	Good Reliability
Trust in Influencers	5	0.856	0.862	Good Reliability
Health Consciousness	4	0.817	0.824	Good Reliability
Wellness Awareness	4	0.833	0.841	Good Reliability
Purchase Intention	5	0.871	0.879	High Reliability
Price Constraints	4	0.792	0.801	Acceptable Reliability
Overall Scale	27	0.863	0.856	High Internal Consistency

Source: Calculated by author

### 5.3 Moderation Analysis

Moderation analysis was conducted to examine whether price constraints moderate the relationship between digital marketing exposure and purchase behaviour.

Table 3: Moderation Analysis

Variables	Beta (β)	t-value	p-value	Result
Digital Marketing Exposure → Purchase Behaviour	0.297	4.216	<0.05	Significant
Price Constraints → Purchase Behaviour	-0.184	-1.932	>0.05	Not Significant
Interaction Effect (Digital Marketing × Price Constraints)	0.019	0.117	>0.05	Not Significant

Source: Calculated by author

The interaction effect between digital marketing exposure and price constraints was not statistically significant, indicating that price constraints do not significantly moderate the relationship between digital marketing exposure and purchase behaviour.

### 5.4 Path Analysis

Path analysis was conducted to examine the direct relationships among the major constructs in the study: Digital Marketing Exposure, Trust in Influencers, Purchase Intention, and Wellness Behaviour among Young Consumers.

Table 4: Path Analysis

Path	Relationship	Standardized Beta (β)	Significance	Interpretation
P1	Digital Marketing Exposure → Trust in Influencers	0.400	Significant	Positive relationship
P2	Digital Marketing Exposure	0.297	Significant	Moderate positive influence

Path	Relationship	Standardized Beta (β)	Significance	Interpretation
	→ Purchase Intention			
P3	Trust in Influencers → Purchase Intention	0.019	Not Significant	Weak relationship
P4	Purchase Intention → Wellness Behaviour	0.521	Significant	Strong positive influence
P5	Digital Marketing Exposure → Wellness Behaviour	0.290	Significant	Direct positive effect

Source: Calculated by author

Path analysis revealed that digital marketing exposure has a significant positive effect on purchase intention and wellness behaviour among young consumers. Purchase intention emerged as the strongest predictor of wellness behaviour, while trust in influencers showed only a weak and statistically insignificant effect.

### 5.5 Hypothesis Testing Summary

Table 6: Hypothesis Summary

Hypothesis	Relationship Examined	Statistical Test	Test Value	p-value	Result
H <sub>1</sub>	Digital Marketing Exposure → Purchase Intention	Regression Analysis	β = 0.297	< 0.05	Supported
H <sub>2</sub>	Health Consciousness, Trust in Influencers,	Regression Analysis	β = 0.400	< 0.05	Supported

Hypothesis	Relationship Examined	Statistical Test	Test Value	p-value	Result
	and Wellness Awareness → Wellness Product Adoption				
H <sub>3</sub>	Price Constraints moderating the relationship between Digital Marketing Exposure and Purchase Behaviour	Moderation Analysis	$\beta = 0.019$	$> 0.05$	Not Supported

Source: Calculated by author

## VI. CONCLUSION

The study examined the influence of digital marketing on wellness product adoption and wellness behaviour among young consumers. The findings revealed that digital marketing exposure significantly influences consumers' purchase intention toward wellness products. Consumer perception factors such as health consciousness, wellness awareness, and trust in influencers were also found to positively affect wellness product adoption. The reliability and validity analyses confirmed that the study constructs were statistically reliable and valid. Path analysis further indicated that purchase intention plays an important role in influencing wellness behaviour among young consumers. However, price constraints did not show a significant moderating effect on the relationship between digital marketing exposure and purchase behaviour. Overall, the study concludes that digital marketing plays a significant role in shaping wellness-related consumer behaviour and promoting wellness product adoption among young consumers.

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