

## IMPACT OF COVID-19 ON BUYING BEHAVIOR TOWARDS WELLNESS PRODUCTS: A LITERATURE REVIEW

A. Saini<sup>1</sup> and C. Chaudhari<sup>2</sup>

<sup>1,2</sup>Global Business School & Research Centre, Dr. D. Y. Patil Vidyapeeth, Pune, India

<sup>1</sup>sainiaman0213@gmail.com, <sup>2</sup>chetan.chaudhari@dpu.edu.in

### ABSTRACT

*Better fitness has been challenging over the past year that was hit by the Corona pandemic. Numerous consumers struggle to uphold pre-COVID-19 fitness levels when they can't go to their gyms as often or participate in sports in the similar manner as before. For example, it is found that a majority of customers worked out less after the pandemic lockdowns started, and numerous did not return to their earlier exercise levels even as those lockdowns were relieved or lifted. The wellness industry saw a major change in the year 2020 in the wake of the COVID-19 pandemic. Though, fitness goals continue creative offerings that fulfil the requirements of consumers in their homes have seen extraordinary progress in the last year. This article carries a review of ten research items on wellness product and COVID-19.*

**Keywords:** Wellness products, Covid-19, Literature Review, Buying Behavior

### Introduction

The wellness industry saw a major change in the year 2020 in the wake of the COVID-19 pandemic. There is a perceptible change in the attitude of people towards health consciousness as they saw the entire world being severely hit by the corona virus. The need for a healthy and fit living was felt with heightened intensity in the light of the pandemic. People across categories got inclined towards protecting themselves from illness to stay fit and fine. To take good care of themselves and their families they turned to wellness products of different types. In order to reflect this change the researcher took a call to select reviews largely from the years 2020 and 2021. This article carries a review of ten such research items on wellness product and COVID-19.

### Literature Review

1) Hidayat et al. (2021) clarified that the trend towards health product marketing to expand public attention to health values expanded during the COVID-19 pandemic. Healthy sanitization is presently a more integrated solution to hand washing in Indonesian culture & a device for monitoring pandemic risk. This study aims to examine health value & subjective norms impact on consumers' purchase intention toward hand sanitizer by utilizing attitude as an intervening variable. The total respondents were 160 gathered with purposive sampling method, who has bought hand sanitizer in the past 8 months, more than 17 years old, & lives in Indonesia

during the pandemic. The data was then analyzed utilizing structural equation modeling techniques. The outcomes show that subjective norm impact the intention to purchase directly, while health value doesn't directly impact the intention to purchase. The processed data then uncover that the attitude has a substantial effect on purchase intention. Thusly, attitude can mediate in the influence of health value & subjective norm on purchase intention. These discoveries propose that the medical industry should pay attention to the quality of products it gives to meet consumer expectations & assess it consistently to establish a positive approach to marketing activities & to accentuate group references.

2) Kengpol et al. (2021) studied that the COVID-19 pandemic has challenged all business owners to uphold their businesses & find ways to manage with the uncertainty. The functional beverage market has moved its focus to consumers' health value & wellness while its operators still lack knowledge to foster their products to serve customer needs, especially to penetrate new customer groups, which are tourists. Along these lines, the objective of this research is to examine major influential factors of consumer behavior & make a Decision Support System (DSS) of Consumer Behavior (CB) on functional beverage. Samples are three hundred seventy eight Chinese tourists who visited Thailand in 2019 preceding the COVID-19 outbreak. The Structural Equation Modeling (SEM) was utilized to analyze the data while the sensitivity analysis was to test

model robustness. The outcomes showed that reference group, motivation, & knowledge have indirectly influenced CB (buying behavior, health consciousness, brand consciousness, & quality consciousness) through Marketing Mix (MM) while MM has a direct impact on CB. Furthermore, sensitivity analysis expressed that either increasing or decreasing place & decreasing knowledge can impact CB factors. These outcomes confirmed that consumers in the new normal market were interested in quality, brands, & health; thus, brand creation/ brand consciousness was a crucial challenge for small & medium-sized enterprises (SMEs) in the industry as they expected to improve product quality & be informative in terms of products' health benefits. Therefore, SMEs had to develop the product serving customer needs, acquiring competitive advantages, & boosting up the economic cycle of the entire tourism supply chain from Thailand's sandbox project. The value of Decision Support System (DSS) can assist entrepreneurs decide to produce beverage to meet Chinese tourists' satisfaction & to save cost for product development. It is a pertinent tool for entrepreneurs, primarily SMEs, to penetrate a new tourism market & select a new suitable product that serves consumer needs in terms of brand awareness, tastes, & health benefits in the post-pandemic era.

3) Indriani et al. (2021) examined that COVID-19 pandemic delivers unprecedented impacts on human life. This investigation aims to examine the impact of mortality threat on attitude & intention to purchase healthcare brands during the pandemic. Grounded on Terror Management Theory, the current examination assumes that ones' attitude & intention to purchase a premium healthcare brand will rise when reminded of their death. This investigation deploys an experimental approach in Indonesia involving 2 groups of participants: high & low mortality saliences. The former group gets scenarios about the accident & natural disaster news followed by death tolls, while the latter gets similar news without human casualties. Consequently, the participants are asked to see a premium healthcare brand advertisement & answer questions on attitude & intention to buy the brand. The investigation finds a significant

distinction between the high-mortality-salience group & the low-level one in their responses to premium healthcare brands. Besides, the low-level group shows their expanding attitude & intention to purchase economical brands. These show health anxiety influences healthcare-brand engagement in general, yet the response is diverse between the high & low mortality-salience groups.

4) Limsuwan (2021) studied that one mega customer trend in modern marketing has been the interest in entire well-being & holistic health conscious especially driven by COVID-19 raising production opportunities. Relating to this coronavirus pandemic situation, the greatest innovation opportunity is healthy indulgence. Specifically, the impact of COVID-19 on superfoods market has been addressing incremental growth since the last few years. Because of the rise in healthcare & medical expenses for evolving epidemic lifestyle customers, medical discoveries & food innovation are expected to strengthen the preference for superfoods amongst contemporary consumers. All the while, urban customers leveraged their demand for nutrient-rich, natural food that contains essential vitamins & minerals in view of the rising health concerns & disease lifestyles. Superfoods, hence, have become common dietary products among the expanding geriatric population that requires immunity boosting products, thereby facilitating significant market extension. Together with all the extensive key development tools in superfoods market, packaging communication interfaces are now broadly acknowledged as a potential means for conveyances better product value on the customers' perspectives. In rapid urbanization, food packaging solutions are commonly versatile & environmentally friendly. Correspondence through the prominence of food packaging generates not only visually appealing but also giving product knowledge & rising brand awareness amongst customers. As a consequence, the growing impact of the packaging communication tools & their technological developments as those tools give extensive information are encouraging consumers to choose superfoods. The possible success of superfoods is undoubtedly dependent on how packaging communication

interfaces can impact customer purchase intention. This study, subsequently, aims to explore the role of packaging communication interfaces in terms of packaging photography, packaging visualization, packaging colour, packaging labelling, packaging materials, packaging printed information & packaging innovation enhancing customer intention to buy superfoods. The data collection utilized a survey method with structured questionnaires which were distributed to four hundred respondents who purchased superfoods products through several channels of offline & online markets. The outcomes of the study supported that seller & buyer interactions through packaging communication tools had potential to reinforce customer demand for consuming superfoods products. Out of the 7 packaging communication interfaces, while 5 factors including packaging visual communication, packaging printed information, packaging photography, packaging innovation & packaging labelling were determined to impact customers to purchasing superfoods, packaging color & packaging materials didn't show a positive relationship with intention to buy superfoods products.

5) Chaturvedi et al. (2021) stated that COVID-19 certainly brings an economic slowdown estimation contraction of -3 per cent in the world however there is huge opportunity in the organic industry is clocking in robust growth from 25 to 100 per cent in 2020. Due to the inaccessibility of vaccine against corona virus, individuals recognize immunity as ammunition against corona virus. In India, the online retailers are the witness of 100 per cent growth in their sale. All over in India like in NCR Indiaorganic.com, pure & eco India, Gujarat Saurian organic, North Indian retail chain modern bazaar, Rajasthan Natural & organic, Belarus-based e-retail Healthy Buddha are encountering the development in their demand around 25 to 30 per cent in 2019. Previously in 2018, people moving towards the organic food because people of India particularly in Delhi-NCR having good income & people are educated so they are more interested in eco-friendly & healthy nutritious products. Individuals want the food, which is free from chemical &

fertilizer, the food that can expand their immune system, which is natural, & having best quality. ASSOCHAM has stated jointly that Indian local market consumption is only 1 per cent despite a great exporter of the organic food. The Indian organic market is a new paradigm in year 2019 after COVID-19. Individuals now understand the value of nutritive food, which can build their immune system, can prevent from COVID-19 so there is huge opportunity in the Indian market to motivate the consumer to purchase more & more organic food; it is time to move from conventional food to organic food. The information has been observed by ASSOCHAM—Indian organic food market will be raised by 40,000 million to 10,000–1,20,000 million in 2020 after COVID-19. The paper will contain the social & economic behavior of consumers in food sector during COVID-19, how consumer will act after pandemic attack of corona in organic food sector & what is the future of organic food market in India after COVID-19.

6) Palau-Saumell et al. (2021) analyzed the impact of the COVID-19 pandemic on the consumption of locally produced food. Specifically, it examines an extended model of the theory of planned behavior, with the expansion of the perceived risk of becoming infected with the disease, locavorism & internal locus of control. The investigation employs data collected from an online panel of consumers from the 5 largest cities in Spain ( $n = 1,000$ ). It utilizes partial least squares structural equation modeling (PLS-SEM) to test & authenticate the proposed theoretical model. The outcomes show that the perceived risk of COVID-19 drives consumers to embrace locavorism more &, though locavorism is a strong predictor of attitude, internal locus of control likewise has a strong impact on attitude & switching intentions. Subjective norm & attitude are solid predictors of switching intentions & purchase intentions, & switching intentions likewise have a powerful impact on purchase intentions. This investigation broadens previous research on locally produced food consumption in that it has proposed & tried a new conceptual model with the inclusion of the perceived risk of COVID-19, locavorism, internal locus of

control & switching intentions, which were found to have an impact on purchasing behavior.

7) Latip et al. (2021) investigated the impact of food safety knowledge, food safety trust & the factors affecting organic food purchase intention in the 'new normal' of the COVID-19 pandemic. The investigation employed non-contrived & cross-sectional methods. The data was collected in Malaysia utilizing convenience sampling. An aggregate of 330 valid questionnaires were analyzed utilizing Structural Equation Modelling (SEM) & PROCESS for hypothesis testing. The investigation revealed a significant relationship including food safety knowledge on personal attitude, perceived autonomy, & perceived social pressure. Moreover, organic food purchase intention was found to be affected by personal attitude, perceived autonomy, & perceived social pressure. Interestingly, trust in organic food safety moderated the connection between perceived autonomy & organic food purchase intention. The investigation proved valuable for stakeholders & organic food producers to comprehend the 'new normal' COVID-19 market scenario for a sound comprehension of the market & the sustainability of organic food industry. A new research framework is suggested & validated, related to individual purchase decision in global health issues which is restricted in current literature. Hence, the study contributed to a better cognizance of green consumerism mainly in the Asian market.

8) Uttama (2021) stated that health trends & digital technologies are of great significance for health & wellness food market & its expansion in the future. This investigation studies whether digital technology, health trends, & market concentration influence health & wellness food consumption in the Asian market. Researcher analysis utilizes a panel dataset covering fourteen Asian economies from the period 2006–2020 & a panel quantile regression technique with non-additive fixed effects. The outcomes reveal that health trends & digital technology have positive & significant impacts on health & wellness food consumption, while the concentration of distribution channels has a negative & significant impact. These outcomes

additionally offer insights into each type of health & wellness food consumption, thus contributing to the health & wellness food market development. Lastly, this study recommends the health & wellness food business development through a consumer-driven open innovation strategy.

9) Tiwari et al. (2020) stated that in the face of COVID-19 pandemic, demand for vitamins by consumer rises, as customers look to support their immune health, overall wellness, & lessen anxiety. Consumers have progressively turned towards vitamin products & expressing larger interest in engagement with the vitamins. The investigation helps to comprehend how COVID-19 impacts vitamin consumption in the Indian pharmaceutical market. In 2020-2021 demands for vitamins would continue to rise in Indian pharmaceutical market. It is wise for manufacturers, suppliers, & retailers of vitamins to start preparing now for the future markets where demand for vitamins by consumers continues to develop beyond its historical aspects. The research study focuses on a case study of Vitamin D3. And furthermore this investigation helps in understanding the prescribing behavior or pattern of the customer's (doctor's) brand preference for these Vitamin D3 categories in this pandemic; how this pandemic has prompted an expansion in the prescription generation for vitamins. The study was done in the area of Prayagraj district (Uttar Pradesh) amongst the specialist doctors/ physicians & retail chemists around the hospitals/ nursing homes & other localities over telephonic survey, with the assistance of structured questionnaire for knowing their prescribing behavior, its demand pattern & successful promotion strategy of Vitamin D3 among them. The outcomes show the rise in its consumption in this pandemic situation. Henceforth, contribute to capturing the market demand for vitamins in the present & future.

10) RawelKerketta (2020) stated that companies are consistently on a lookout for making a business opportunity, any chance they get. Let it be any kind of circumstance, the opportunity needs to be recognized & action should be taken to seize it, to keep up or stand out or stay in front of the competition. The most important factor to entering any market is

to comprehend the consumer behavior towards that specific market. The objective of this research is to investigate the impact of COVID-19 on the consumer behavior towards Ozone Generator products & conduct a market analysis Pan-India. In this investigation, consumer behavior refers to the perception of individuals towards ozone generators & also the buying behavior of the individuals of India. Thus, for the accomplishment of the objective of research, sample data of 172 respondents was collected utilizing conventional sampling method, or via questionnaire. This research examines the presence of ozone generator products in the Indian market together with its perception in the masses & what are the factors that will influence the buying behavior (Price, Health, Safety, & Sanitization) & what considerations will be taken for their selection & use, when a product is accessible in Indian market. This paper will give information about a basic market analysis about ozone generators in the Indian market. The significant result of the study was finalizing the hierarchy of the factors influencing the buying behavior & finding the use of ozone generator products in areas prioritized by the masses & henceforth, the product placement can be done

appropriately if any company is willing to enter it.

### Conclusion

Research factoring impact of COVID-19 on the wellness products industry is at a preliminary stage. While there is a unanimous agreement on the fact that the wellness product industry will see a major upsurge in demand due to the pandemic, a holistic study going into the details of the consumer buying behavior is not seen on records. Such a study taking into account aspects like consumer awareness, role of social media, factors influencing buying behavior, impact of COVID-19, and perception of benefits from wellness products is not available. This comprehensive investigation is expected to provide significant relevant and useful information about the consumer buying behavior towards wellness products. Wellness products industry is quite big in terms of number of products and services that it encompasses. However, which of the following categories - personal care, nutritional care, dietary supplements, and weight loss products, is the most preferred product has not been researched.

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