

Consumer Perception and Purchasing Behaviour Towards Healthier Food Products: A Study on Marketing Strategies

Deepika Thangaraj, Anthony Jousha, Ashavi S*

Loyola Institute of Business Administration, Chennai, India

*Corresponding Author

ABSTRACT

This study examines consumer perception and purchasing behavior toward healthier food products, with particular emphasis on how marketing strategies influence consumer decision-making. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, this research explores the factors that drive health-conscious food purchases, including nutritional awareness, price sensitivity, product labeling, and brand trust. The findings reveal that while consumers express strong interest in healthier food options, a significant gap exists between intention and actual purchasing behavior. Marketing strategies that emphasize transparency, education, and authentic health benefits prove most effective in converting consumer interest into purchases. This research provides valuable insights for food manufacturers, retailers, and marketers seeking to understand and influence consumer behaviour in the growing health food market.

Keywords: Consumer Perception, Healthier Food Products, Purchasing Behaviour, Health Food Marketing, Nutritional Awareness

