

Consumer Perceptions and Behavioral Intentions Toward Health and Wellness Products: A Psychological and Economic Perspective

¹Shivam Agarwal, ²Dr. Baijnath Das, ³Prachi Singh, ⁴Sakshi Bisht

¹Assistant Professor, College of Allied and Healthcare Sciences, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India-244001.

²Lecturer, College of Allied and Healthcare Sciences, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India-244001.

³Assistant Professor, College of Allied and Healthcare Sciences, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India-244001.

⁴Assistant Professor, College of Allied and Healthcare Sciences, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh, India-244001.

Corresponding Author: Shivam Agarwal,

Abstract:

The global health and wellness market has expanded rapidly in response to increasing consumer awareness of disease prevention, healthy lifestyles, and personalized healthcare, yet the mechanisms underlying consumer decision-making remain multifaceted and insufficiently integrated across disciplines. This narrative review synthesizes evidence from health psychology, consumer behavior, and behavioral economics to examine the psychological and economic determinants influencing consumer perceptions and behavioral intentions toward health and wellness products. The review identifies health consciousness, perceived efficacy, perceived risk, trust, self-efficacy, and social influence as the principal psychological drivers shaping consumer attitudes and purchase intentions, while economic factors including price sensitivity, perceived value, income, affordability, accessibility, and demand elasticity determine purchasing feasibility and market responsiveness. The synthesis further highlights the growing influence of digital health platforms, personalized wellness solutions, premiumization, sustainability, and ethical consumption in reshaping contemporary consumer behavior. By integrating psychological motivations with economic constraints into a unified conceptual framework, this review provides a comprehensive explanation of how cognitive, emotional, social, and financial factors collectively influence wellness-related purchasing decisions. The findings indicate that consumer responses are highly context-dependent and moderated by product credibility, regulatory transparency, information quality, and affordability. This review advances the theoretical understanding of wellness consumption by bridging psychological and economic perspectives, identifies key research gaps for future investigation, and offers evidence-based implications for researchers, healthcare professionals, policymakers, and industry stakeholders seeking to promote effective, accessible, and consumer-centered health and wellness products.

Keywords: Consumer perception; Health consciousness; Behavioral intentions; Wellness products; Economic models.

1. Introduction

Over the past decade, health and wellness products have transitioned from niche offerings to integral components of everyday consumer markets, mirroring a broader societal shift toward preventive healthcare and proactive well-being management (Albornoz et al., 2024a). This transformation is largely driven by heightened awareness of lifestyle-related disorders, greater accessibility to health-related information, and an evolving cultural perspective that increasingly positions wellness as a fundamental aspect of modern life (Bahraseman et al., 2025). As individuals take greater responsibility for maintaining their physical and psychological health, consumption patterns have correspondingly expanded beyond conventional medical products to include a wide spectrum of wellness-oriented goods (Resnik, 2007). Contemporary consumers are exposed to an extensive array of health and

wellness products, including functional foods, nutraceuticals, herbal and dietary supplements, organic personal-care items, wearable fitness technologies, and digital health-monitoring tools (Bhardwaj, 2025).

These products are commonly promoted with claims of enhanced vitality, improved immunity, disease prevention, and long-term health optimization (Vignesh et al., 2024). The rapid growth of e-commerce platforms and digital marketing has further amplified their visibility and accessibility, intensifying competition within the wellness marketplace (Rane et al., 2022). In this context, understanding how consumers perceive these products and what drives their behavioral intentions has emerged as a critical area of scholarly inquiry (“Consumer Perceptions of Sustainable Products and Their Impact on Purchase Intention,” 2025). From a psychological perspective, consumer perceptions of health and wellness products are shaped by factors such as health consciousness, perceived effectiveness, trust in brand and product claims, and individual attitudes toward preventive care (Idowu-Mogaji & Eze, 2024). These perceptions do not develop in isolation but are reinforced by social influences, including peer recommendations, expert endorsements, and the pervasive dissemination of wellness narratives across social media and digital platforms (Laursen & Veenstra, 2021). Such psychological determinants often play a decisive role in shaping beliefs about product necessity and anticipated health outcomes (Arendt, 2023). Simultaneously, economic considerations exert a substantial influence on consumer decision-making in the wellness sector. Price sensitivity, income disparities, perceived value for money, and assessments of long-term cost–benefit trade-offs significantly affect purchase intentions (Shaw, 2024). Even when consumers recognize the potential health benefits of a product, affordability and financial priorities can constrain actual purchasing behavior (Ali & Ali, 2020a). Conversely, strong psychological drivers—such as perceived health risk, trust, or social validation—may motivate consumers to prioritize wellness products despite economic limitations (Arias, 2019). The interaction between psychological motivations and economic constraints renders consumer behavior in the health and wellness market particularly complex (Faria, 2024a). Purchase decisions are rarely determined by a single factor; rather, they emerge from a dynamic evaluation of perceived benefits, financial feasibility, and personal health priorities (“Buyer Decision Process,” 2025). As the global wellness industry continues to expand, propelled by technological innovation, product diversification, and increasing health aspirations, a comprehensive understanding of these interrelated determinants becomes essential (“Global Wellness Summit Releases 10 Wellness Trends for 2025,” n.d.). By integrating psychological and economic perspectives, the present study seeks to provide a nuanced understanding of consumer perceptions and behavioral intentions toward health and wellness products (Faria, 2024b). Such an approach offers valuable insights for researchers, marketers, policymakers, and public health professionals aiming to better comprehend, predict, or influence consumer decision-making in an increasingly health-conscious marketplace (Choudhury Sen & Verma, 2024).

2. Methodology

This narrative review was conducted in accordance with the PRISMA 2020 guidelines to ensure transparency and reproducibility in the literature selection process. A comprehensive search was performed across five major databases—PubMed, Scopus, Web of Science, ScienceDirect, and Google Scholar—covering all relevant articles published up to October 2025. The search strategy combined Boolean operators with keywords such as “health and wellness products,” “consumer perception,” “behavioral intention,” “purchase intention,” “health psychology,” “economic determinants of consumer behavior,” “attitude formation,” and “consumer decision-making.” The initial search identified 1,248 records, of which 312 duplicates were removed, leaving 936 unique studies for title and abstract screening. Based on their relevance to consumer psychology, economic behavior, and health-related product adoption, 412 articles were selected for full-text review. Studies were included if they were peer-reviewed, empirical or conceptually relevant, methodologically clear, and focused on consumer perceptions or behavioral intentions toward health and wellness products. Exclusion criteria encompassed non-English publications, conference abstracts without full text, editorials, commentaries, and studies unrelated to consumer behavior in this context. After full-text assessment, 124 studies met the eligibility criteria and were synthesized narratively. Although this review is not a systematic review or meta-analysis, employing the PRISMA framework enhanced the rigor and structure of the review process, ensuring a comprehensive and transparent evaluation of the evidence (Figure 1).

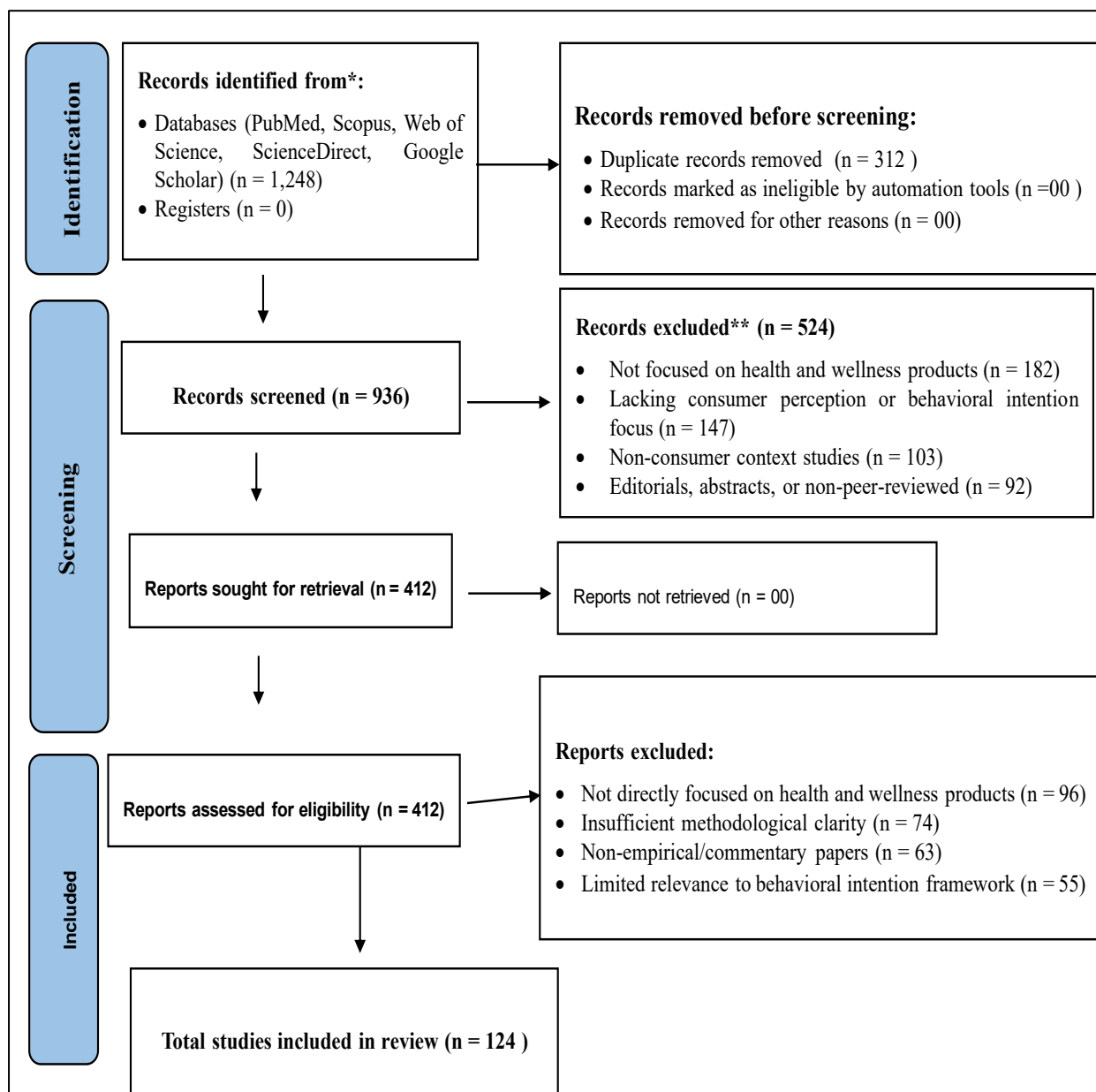


Figure 1. PRISMA 2020 Flow Diagram Flowchart illustrating the study selection process for the narrative review on consumer perceptions and behavioral intentions toward health and wellness products. The diagram details the number of records identified, screened, excluded, and included, along with reasons for exclusions at each stage.

3. Conceptual Foundations

3.1 What Constitutes a Health and Wellness Product?

Health and wellness products can be understood as interventions that individuals adopt voluntarily to enhance or maintain well-being beyond basic medical treatment (“Introduction,” 2022). These include functional foods, supplements, herbal preparations, organic care items, and digital health tools (WHO, n.d.). Their growing prominence reflects a shift from treatment-focused health behavior toward proactive, lifestyle-driven well-being (Lippman et al., 2024). Because product categories differ across cultures, regulatory bodies, and market practices, defining them requires acknowledging both scientific classifications and socio-cultural interpretations of “wellness” (Gabriela Naumnik, 2024).

3.2 How Consumers Psychologically Perceive Health and Wellness Products?

Consumer perception of health and wellness products is primarily rooted in psychological processes rather than in objective technical evaluation (Escobar-Farfán et al., 2025a). Individuals interpret such products through cognitive assessments, affective responses, and personal health orientations, which together shape their overall perception (Müller-Pérez et al., 2025a). This psychological evaluation occurs at an early stage of decision-making and determines whether a product is viewed as credible, relevant, or worthy of further consideration (Ali & Ali, 2020b). As depicted in **Figure 2**, consumers assess wellness products based on several distinct but interrelated psychological dimensions (Suhartini, 2024a). Perceived health benefit refers to the individual's belief that a product can contribute positively to physical or mental well-being (Stoewen, 2017). Trust and credibility influence perception through factors such as brand familiarity, quality certifications, expert endorsements, and consistency of health claims (Samanta, 2025). Emotional responses, including reassurance, optimism, or concern about future health risks, further shape how products are interpreted (Akyirem et al., 2022). Additionally, health consciousness—defined as the degree to which individuals prioritize health in daily life—plays a key role in determining attentiveness to wellness-related offerings (Espinosa & Mulenga, 2024). Social influence also contributes to psychological perception by reinforcing beliefs through peer behavior, social norms, and exposure to wellness-related content in traditional and digital media (“Social Influence,” 2026). These influences do not directly drive purchasing behavior but instead shape internal beliefs and attitudes toward health and wellness products (McDonald & Crandall, 2015). Collectively, these psychological factors form a stable perceptual framework through which consumers evaluate wellness products (Idowu-Mogaji & Eze, 2024). This framework functions as a cognitive filter, guiding initial judgments about product necessity and credibility before economic considerations or behavioral intentions are formed (Korteling et al., 2018).

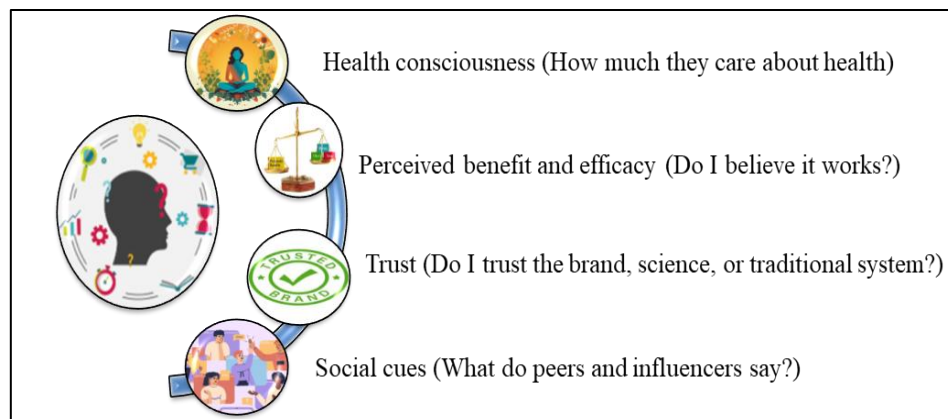


Figure 2. Core psychological factors shaping consumer perception of health and wellness products. The figure presents key psychological dimensions—perceived health benefit, trust and credibility, emotional response, health consciousness, and social influence—that collectively shape how consumers interpret and evaluate health and wellness products.

3.3 Economic Logic Behind Consumer Decisions

While psychological perception determines whether a health and wellness product is viewed as desirable or credible, the decision to purchase is ultimately shaped by economic reasoning (Pan et al., 2025). Consumers engage in an evaluative process in which price, affordability, and perceived value are weighed against the expected health benefits of the product (B. Williams, 2024). This assessment reflects a rational consideration of whether the anticipated outcomes justify the financial cost involved (Katiyar, Sachan, et al., 2025). Economic evaluation is particularly influential in contexts characterized by wide income disparities, such as emerging and developing markets (Katiyar, Agarwal, et al., 2025). In such settings, consumers are often required to prioritize essential expenditures, making discretionary spending on health and wellness products subject to careful scrutiny (Akhan, 2024). Even products perceived as beneficial may be deferred or avoided if they are considered financially burdensome or misaligned with household budgets (Daccache et al., 2022). As illustrated in **Figure 3**, economic

judgment follows psychological perception and functions as a sequential filter in the decision-making process (Spreer, 2024). Consumers compare product prices with available alternatives, assess affordability relative to income levels, and evaluate the long-term value of health investments (Roberto et al., 2021) and this process does not negate perceived benefits but determines whether those benefits are economically attainable (Rosário & Raimundo, 2021). Consequently, economic logic serves as a critical mechanism that translates perception into action. A health and wellness product may be viewed positively at a psychological level, yet purchasing behavior occurs only when economic feasibility aligns with perceived value (Escobar-Farfán et al., 2025a; Suhartini, 2024b).

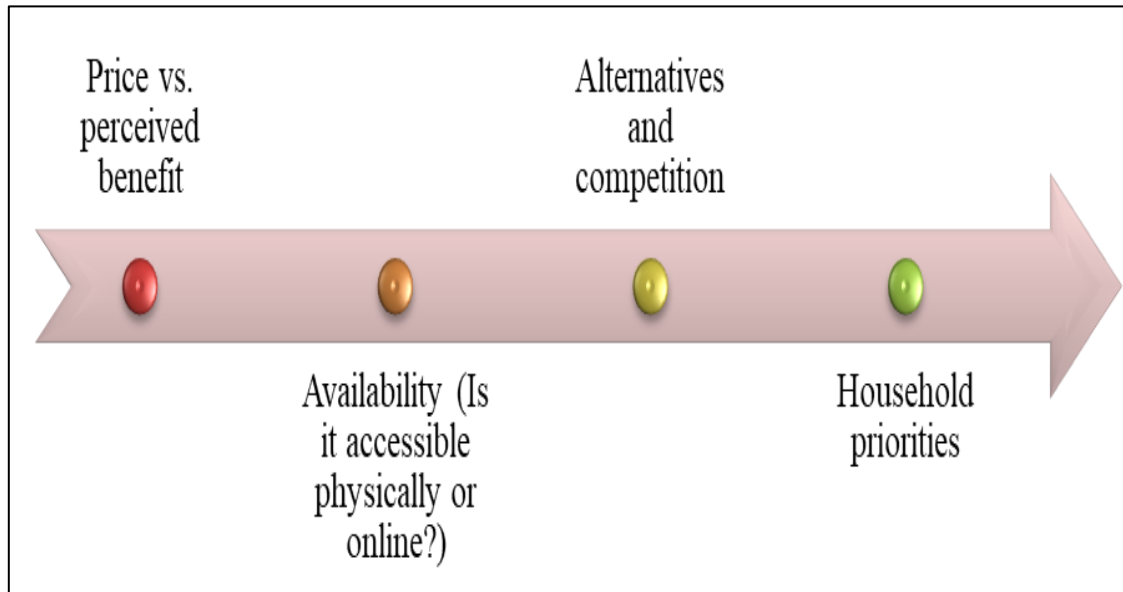


Figure 3. Sequential role of economic evaluation in consumer decision-making for health and wellness products. The figure illustrates how economic factors—such as price assessment, affordability, and perceived value—operate as a second-stage filter following psychological perception, influencing whether favorable product evaluations result in actual purchase decisions.

4. Psychological Determinants of Consumer Perceptions

Psychological factors fundamentally shape how consumers evaluate, interpret, and adopt health and wellness products (Mushi et al., 2025). These determinants influence the cognitive and affective responses that precede product judgment and guide purchase intention (Faraz & Anjum, 2025). Across global and Indian contexts, consumers rely on internal motivations, perceived health risks, trust cues, and social expectations to interpret product value (Bhukya & Paul, 2023). Understanding these psychological mechanisms is essential for predicting market behavior, designing persuasive communication, and addressing barriers to consumer acceptance (team, 2024).

4.1 Health Consciousness and Preventive Orientation

Health consciousness reflects an individual's ongoing awareness of personal well-being and readiness to adopt behaviors that support long-term health (Li et al., 2024). Consumers with higher preventive orientation actively seek information about wellness products and demonstrate stronger motivation to engage in early health management. In emerging markets like India, this orientation is heightened by increasing lifestyle-related diseases and growing interest in immunity, nutrition, and self-care. As a result, preventive-focused consumers evaluate products more critically and exhibit greater openness toward supplements, nutraceuticals, functional foods, and digital health devices (Shamsi et al., 2014). The primary determinants of health consciousness and preventive orientation are summarized in **Figure 4**.

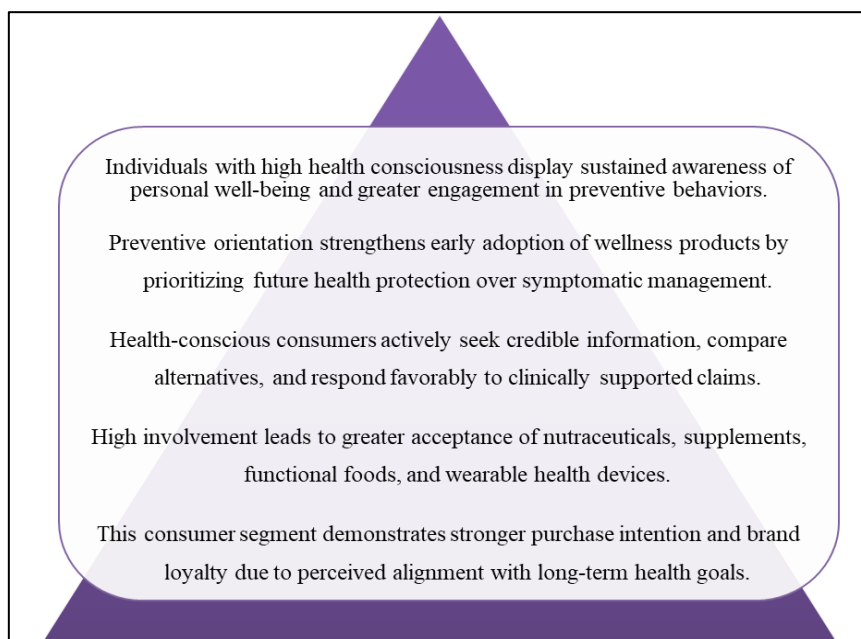


Figure 4 Determinants of Health Consciousness and Preventive Orientation. A conceptual summary of the behavioral, cognitive, and motivational variables that shape consumers' preventive health orientation and influence engagement with wellness products.

4.2 Perceived Efficacy and Trust in Claims

Perceived efficacy is a pivotal psychological construct that determines whether consumers believe a health or wellness product can deliver its promised outcomes. Evaluations of efficacy are shaped by scientific validation, ingredient credibility, regulatory oversight, and personal experience with similar formulations (Schwarzer & Warner, 2013). Trust operates alongside these beliefs as a cognitive mechanism through which consumers judge the authenticity and reliability of product claims (Khamitov et al., 2023). Transparent labelling, stable brand communication, and credible expert endorsements significantly enhance trust, whereas exaggerated or inconsistent claims undermine product credibility and weaken purchase intention (As & A., 2023). The major factors contributing to perceived efficacy and trust are summarized in **Figure 5**.

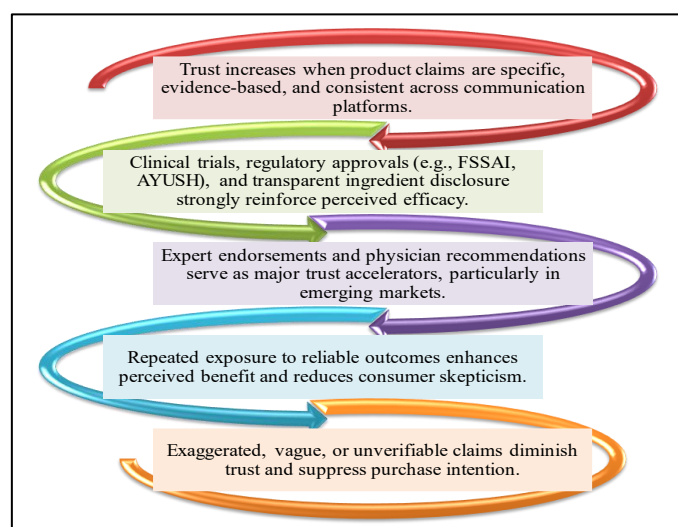


Figure 5 Determinants of Perceived Efficacy and Trust in Product Claims. A schematic representation of the scientific, regulatory, experiential, and communication-based factors that enhance consumer trust and strengthen perceived product efficacy.

4.3 Risk Perception and Safety Concerns

Consumers perceive risk when they suspect a product may produce harmful, ineffective, or unpredictable outcomes and in the health and wellness domain, risk perception is strongly tied to concerns about product adulteration, contamination, chemical additives, or adverse interactions (Buchmüller et al., 2020). Such fears are intensified by past incidents, media reports, or inconsistent regulation—particularly in herbal, ayurvedic, and nutraceutical segments (Qian et al., 2025). Higher perceived risk leads consumers to seek additional reassurance or postpone product adoption (Zhang & Yu, 2020). The primary psychological drivers of risk perception are listed in **Figure 6**.

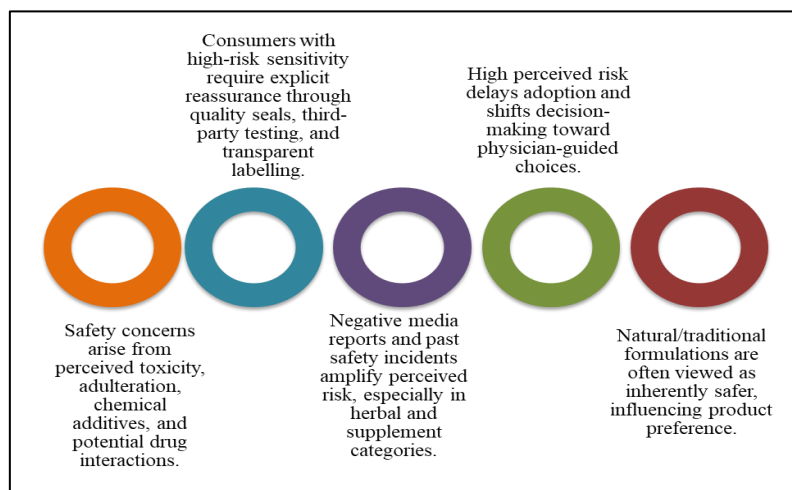


Figure 6. Cognitive Drivers of Risk Perception in Health and Wellness Products. An illustrated framework outlining the psychological mechanisms and safety-related concerns that elevate perceived risk and influence consumer decision-making.

4.4 Attitudes, Beliefs, and Motivation

Attitudes and beliefs function as internalized cognitive frameworks through which consumers interpret and evaluate health products and these are shaped by cultural norms, personal philosophies of health, lifestyle alignment, and past experience with wellness practices (Bagozzi & Yaprak, 2025). Motivation emerges when consumers perceive strong functional relevance—such as improved immunity, enhanced metabolic health, stress reduction, or increased energy (Xiao et al., 2022). In the Indian context, cultural health belief systems rooted in Ayurveda and herbal traditions substantially strengthen preference for natural or plant-based formulations (Máthé & Khan, 2026). The core attitudinal and motivational determinants are summarized in **figure 7**.

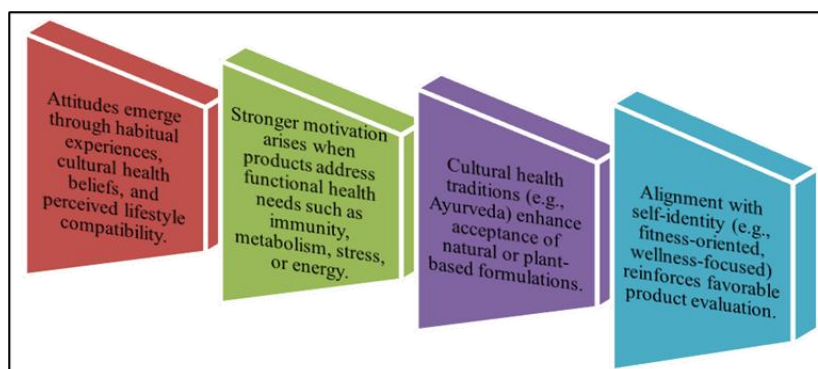


Figure 7. Attitudinal and Motivational Constructs Influencing Product Evaluation. A conceptual model describing the attitudinal dispositions, cultural belief systems, and motivational determinants that shape consumer acceptance and sustained use of health products.

4.5 Social Influence and Subjective Norms

Social influence plays a defining role in shaping consumer perceptions, especially in collectivist societies where family expectations and peer behaviors strongly influence purchasing decisions (Asanprakit & Limna, 2023). With the rise of digital media, social proof now extends to online health communities, influencer endorsements, and user-generated content, amplifying normative pressure (Jack, 2025) and subjective norms reflect the extent to which consumers believe that important others approve of or routinely use certain products, thereby influencing both trial and long-term adherence (Ling et al., 2024). The principal components of social influence and subjective norms are outlined in **figure 8**.

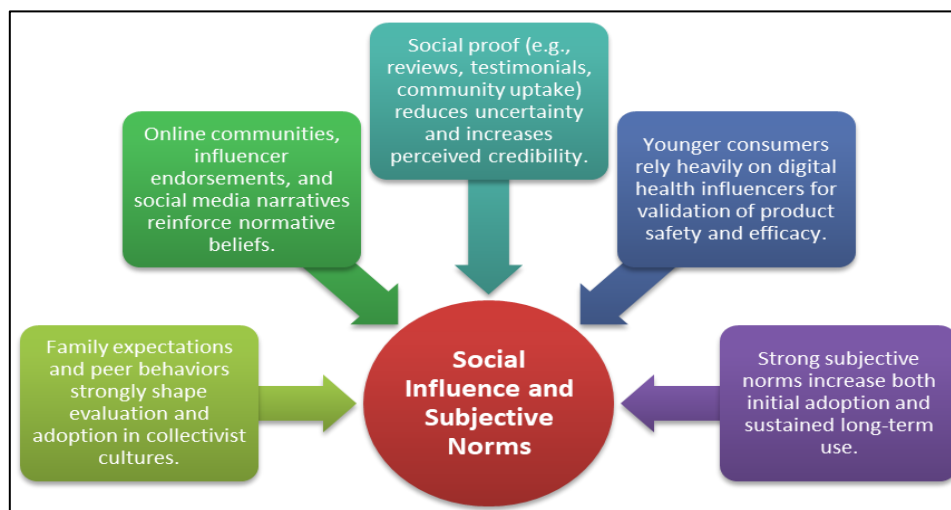


Figure 8. Social Influence Pathways and Subjective Norms Affecting Consumer Behavior. A diagrammatic depiction of interpersonal, cultural, and digital-social factors that drive subjective norms and influence product adoption in collectivist contexts.

5. Economic Determinants of Behavioral Intentions

Economic determinants play a decisive role in shaping consumer behavioral intentions by influencing how individuals allocate financial resources, interpret product utility, and assess long-term health returns and unlike general consumer goods, health and wellness products involve a multidimensional evaluation where perceived utility, risk, affordability, and opportunity cost converge (Dillon, 2025; Kumar, 2023; Liu, 2024). These determinants operate through both classical economic mechanisms—such as price sensitivity, income elasticity, and market structure—and behavioral economic constructs such as bounded rationality, reference pricing, heuristics, and perceived fairness. Emerging markets like India exhibit unique economic dynamics owing to heterogeneous income distribution, high price sensitivity, expansion of e-commerce, and growing demand for preventive healthcare (Donovan & Schoellman, 2023).

5.1 Price Sensitivity and Willingness to Pay

Price sensitivity governs the extent to which consumers modify their purchase behavior when product prices fluctuate. In wellness consumption, price sensitivity varies across product type (essential vs. discretionary), frequency of use, and perceived clinical benefit (Alsubhi et al., 2023). According to utility theory, willingness to pay (WTP) increases when products generate a clear health improvement or fill a perceived gap in current lifestyle practices (Müller-Pérez et al., 2025b) as given in **Figure 9**. In India, higher price elasticity is observed for premium nutraceuticals, probiotics, collagen supplements, and digital wearables, whereas basic vitamins and immunity boosters show comparatively stable demand (Nori et al., 2023). Behavioral economics adds nuance: consumers frequently rely on price–quality inference, perceiving higher-priced products as superior, particularly when scientific literacy is low (Nori et al., 2023). Conversely, “reference price anchoring”—based on the price consumers expect from past experience—strongly shapes acceptance of new brands or price updates.

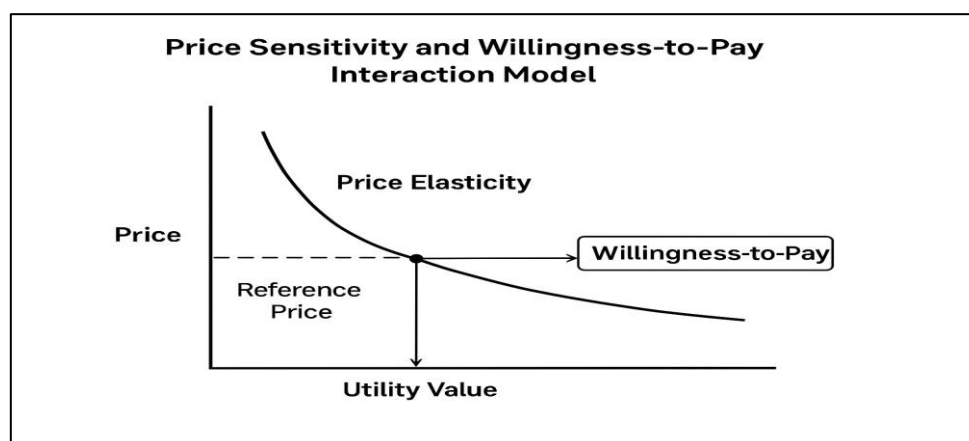


Figure 9 illustrates the conceptual interaction between price sensitivity, reference price anchoring, and willingness-to-pay among consumers of health and wellness products. The model depicts how perceived utility declines as price increases, demonstrating the elasticity curve typical of wellness purchasing behavior. Reference price anchors—formed by prior experience, market averages, and brand expectations—shift the consumer's WTP threshold upward or downward. The diagram highlights three core decision zones: the acceptable price range, the psychological resistance zone, and the value-loss threshold. Collectively, these elements explain how consumers balance monetary cost with perceived health benefits when forming purchase intentions.

5.2 Perceived Value and Cost–Benefit Evaluation

Perceived value in health products is a composite of functional utility, clinical evidence, convenience, brand assurance, and psychological comfort (Albornoz et al., 2024b; Cengiz & Kirkbir, 2007) as given in **Figure 10**. Unlike typical products, wellness items involve future-oriented value perception, where consumers evaluate long-term benefits such as disease prevention or improved metabolic stability and this creates a unique cost–benefit dynamic: consumers accept higher costs when benefits appear durable, scientifically validated, or lifestyle-enhancing (Sawant & Roy, 2024; Suhartini, 2024b). Cost–benefit evaluation also includes transaction costs (information search, time spent comparing alternatives), which are particularly relevant in markets with unclear regulation or excessive product proliferation (Sawant & Roy, 2024). High transaction cost lowers intention by increasing decision fatigue. Conversely, strong branding or certification (FSSAI, AYUSH, ISO, third-party tests) reduces cognitive effort and increases perceived net value (Athuraliya, 2024).

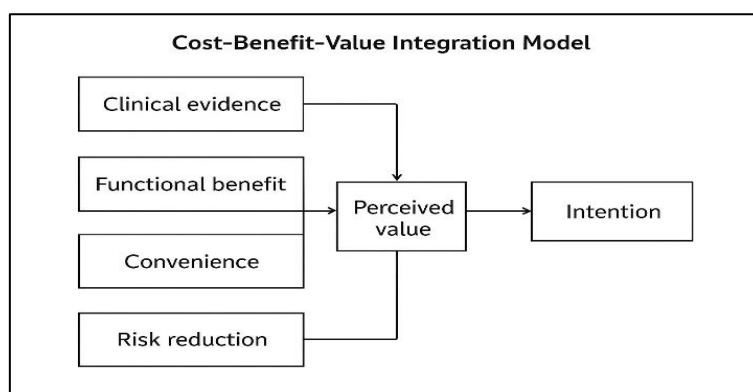


Figure 10. Cost–Benefit–Value Integration Model. A conceptual framework illustrating how functional benefits, clinical evidence, convenience, and perceived risk reduction collectively shape perceived value, which subsequently drives behavioral intention toward health and wellness products. The model captures the multidimensional evaluation process through which consumers balance tangible and intangible costs against expected long-term health gains.

5.3 Income Levels, Socioeconomic Gradients, and Purchasing Power

Income and socioeconomic status exert a decisive influence on how consumers evaluate, prioritize, and adopt health and wellness products (Alade, 2023). Purchasing power shapes not only the ability to buy wellness goods but also the psychological meaning attached to these products, including whether they are viewed as essential, aspirational, or discretionary. In wellness consumption, higher-income groups typically perceive preventive health products as long-term investments in well-being, disease avoidance, and lifestyle optimization and this results in greater willingness to experiment with premium nutraceuticals, fortified foods, high-quality herbal formulations, advanced wearables, and personalized nutrition systems that promise measurable, scientifically validated outcomes (“2023 Health, Happiness, and the Wellness Economy,” n.d.). In contrast, lower-income consumers engage in far more cost-conscious decision-making where affordability, essentiality, and immediate functional benefit dominate evaluations. For this segment, wellness products are often chosen based on price, familiarity, cultural trust (e.g., Ayurveda, local herbal remedies), and perceived safety rather than advanced scientific claims. Socioeconomic gradients therefore produce differentiated value perceptions, where identical health benefits may be interpreted very differently depending on the financial and psychological resources available to the consumer (Rise-of-Value-Conscious-Consumerism.Pdf, n.d.). Within India, these gradients create a clear three-tier wellness market structure as given in **Figure 11**.

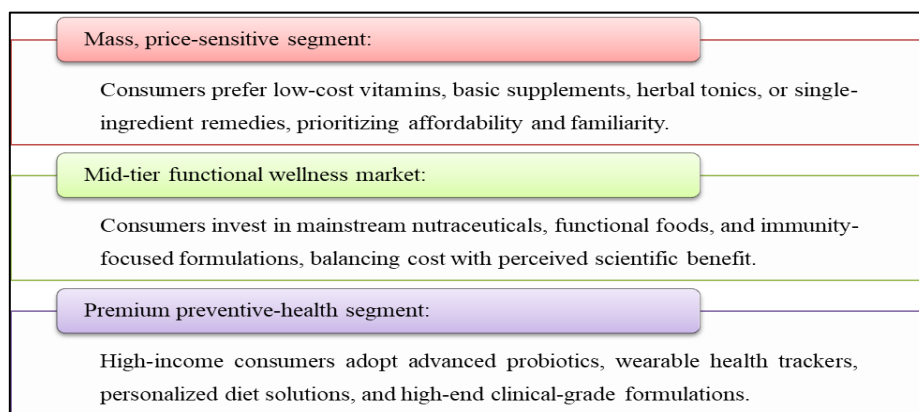


Figure 11. Three-tier wellness market structure in India based on income and socioeconomic gradients, illustrating how purchasing power shapes consumer preferences across (i) mass price-sensitive segment prioritizing affordability and familiarity, (ii) mid-tier functional wellness market balancing cost with perceived scientific benefit, and (iii) premium preventive-health segment emphasizing advanced, personalized, and clinically validated health solutions

Income also interacts with health literacy, influencing how effectively consumers evaluate credibility markers such as clinical evidence, regulatory approval (FSSAI, AYUSH), ingredient transparency, and safety certifications and in higher-income consumers tend to decode scientific information more accurately, reducing perceived risk and reinforcing intention to purchase sophisticated wellness solutions. Lower-income consumers rely more heavily on heuristic cues—brand reputation, social influence, community use, or traditional norms—when assessing product reliability (Gero et al., 2025).

5.5 Accessibility, Availability, and Market Structure

Accessibility, availability, and market structure are fundamental economic determinants that significantly influence consumers’ behavioral intentions toward health and wellness products as illustrate in **Figure 12**. Even when consumers possess positive attitudes and strong health motivations, actual purchase decisions are often constrained or facilitated by structural market conditions. Economic accessibility, primarily determined by affordability, is equally critical. Health and wellness products often carry a price premium of 15–40% over conventional alternatives due to branding, certification, or perceived added benefits (van Heerden et al., 2022). Price-sensitive consumers, especially in middle- and lower-income groups, exhibit higher demand elasticity under such conditions. Research suggests that when price differentials exceed 25%, purchase intention declines

significantly unless supported by promotional incentives, discounts, or perceived superior value. Subscription-based models and bundled offers have been observed to improve repeat purchase intention by reducing perceived financial burden (Wakefield & Inman, 2003). Availability refers to consistent product presence across retail channels and supply chain reliability. Frequent stock-outs, limited shelf space, or irregular distribution negatively affect consumer trust and brand loyalty ((PDF) Analysing the Retail Supply Chain Attributes for Improving Product Availability to Satisfy Customer Needs & Reducing Expenses, n.d.). Studies in retail behavior indicate that repeated product unavailability can reduce repurchase intention by approximately 15–20%, even when consumer satisfaction with the product remains high. Continuous availability reinforces habit formation and strengthens long-term behavioral commitment (Chatzoglou et al., 2022).

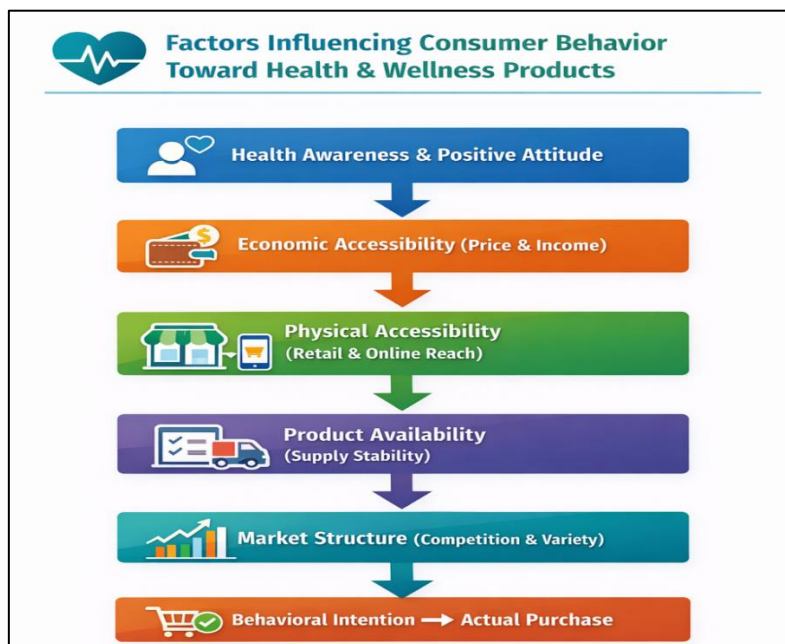


Figure 12. Conceptual framework illustrating how structural determinants—health awareness and positive attitudes, economic accessibility (price and income), physical accessibility (retail and online reach), product availability (supply stability), and market structure (competition and variety)—collectively shape behavioral intention and translate it into actual purchase decisions for health and wellness products.

Market structure also plays a pivotal role in shaping consumer intentions. In competitive markets characterized by multiple brands and product differentiation, consumers benefit from price competition, product variety, and informational transparency. This competitive environment enhances perceived value and reduces uncertainty, thereby positively influencing purchase intention and conversely, in markets dominated by a few firms (oligopolistic structures), higher pricing and limited alternatives may restrict consumer choice and suppress demand despite favorable health perceptions (Vuong & Bui, 2025). Furthermore, digital marketplaces have transformed traditional market structures by increasing transparency and information symmetry and online reviews, product comparisons, and user-generated ratings reduce perceived risk and enhance consumer confidence, thereby strengthening behavioral intentions (Reinartz et al., 2019). Evidence from consumer behavior studies indicates that positive online ratings can increase purchase likelihood by 10–18%, particularly among first-time buyers (Siddiqui & Bisaria, 2025).

5.6 Demand Elasticity in Wellness Consumption

Demand elasticity in the wellness sector reflects how sensitive consumers are to price changes across different product categories (Ellis et al., 2017a). Unlike conventional consumer goods, wellness products are evaluated through a hybrid framework combining economic utility, perceived health necessity, risk appraisal, and psychological value attribution (Suhartini, 2024b). Consequently, elasticity patterns vary substantially across essential and discretionary categories. As illustrated in **Figure 13**, elasticity in wellness consumption varies

systematically between essential and discretionary categories, with consumer experience and market structure acting as moderating variables. Essential wellness products—such as basic vitamin supplements, iron, electrolytes, and immunity-support formulations—generally exhibit low price elasticity (Reddy & Singh, 2025). These products are perceived as foundational to daily health maintenance and are often embedded in preventive health routines (Hassan et al., 2020). Moderate price fluctuations therefore have limited influence on demand, particularly among highly health-conscious individuals or those managing chronic conditions. In contrast, premium or lifestyle-oriented products—including collagen supplements, plant-based proteins, advanced probiotics, nootropics, and wearable health-monitoring devices—tend to demonstrate higher price elasticity and these products are positioned as value-enhancing rather than strictly necessary (Khubchandani & Batra, 2024). Their demand is more responsive to price variations due to substitutability, discretionary income dependence, and perceived uncertainty regarding effectiveness (Alptekinoğlu et al., 2024). Elasticity is further moderated by benefit continuity and consumer experience. Individuals who perceive sustained improvements (e.g., enhanced fitness performance, metabolic balance, or skin health) often show reduced price sensitivity, reflecting behavioral reinforcement and switching costs (Dillon, 2025; Ellis et al., 2017b; Korteling et al., 2018). Conversely, first-time, or occasional users display higher elasticity because purchasing decisions rely more heavily on external cues such as reviews, branding, and promotional pricing (Barnawi et al., 2020). Market competition and digital retail dynamics also shape elasticity patterns (Berisha Qehaja, 2026). Competitive environments with subscription discounts and algorithm-driven promotions may reduce price sensitivity by lowering entry barriers. In contrast, markets characterized by limited regulation or weak quality assurance may increase elasticity due to perceived risk (Spann et al., 2025).



Figure 13. Conceptual Framework of Demand Elasticity in Wellness Consumption. The figure illustrates differential price sensitivity between essential and premium wellness products and highlights the moderating role of perceived benefit continuity, consumer health profile, and market competition.

6. Integrating Psychological and Economic Perspectives

A comprehensive understanding of consumer behavior toward health and wellness products requires the integration of psychological and economic perspectives. While psychological models emphasize motivation, perceived vulnerability, trust, and identity alignment, economic frameworks focus on affordability, price sensitivity, income constraints, and market structure (Bandhu et al., 2024). In isolation, each perspective provides partial explanatory power; however, wellness consumption is inherently multidimensional and emerges from the interaction of these determinants. From a psychological standpoint, consumers are influenced by health consciousness, preventive orientation, perceived susceptibility to illness, and emotional reassurance and these factors generate behavioral intention by shaping perceived value and risk-benefit evaluations (Escobar-Farfán et al., 2025b). For example, individuals with strong preventive health beliefs may demonstrate a higher intention to purchase immunity-support supplements or functional foods, even in the absence of immediate illness. However, behavioral intention does not automatically translate into actual purchase. Economic feasibility acts as a regulatory mechanism. Price premiums, income limitations, accessibility barriers, and competitive market dynamics may either facilitate or constrain consumption (Kim & Kim, 2020). Even highly motivated consumers may postpone or substitute purchases when affordability thresholds are exceeded (Sun et al., 2023). Thus, wellness consumption operates within a behavioral-economic continuum. Psychological motivation initiates intention, whereas economic conditions determine execution. Over time, experienced benefits—such as improved well-being, enhanced performance, or symptom reduction—may reinforce purchasing behavior and reduce future price sensitivity, creating a feedback loop between perception and economic evaluation (Adams, 2019). The integrated mechanism underlying this interaction is conceptually illustrated in **Figure 14**.

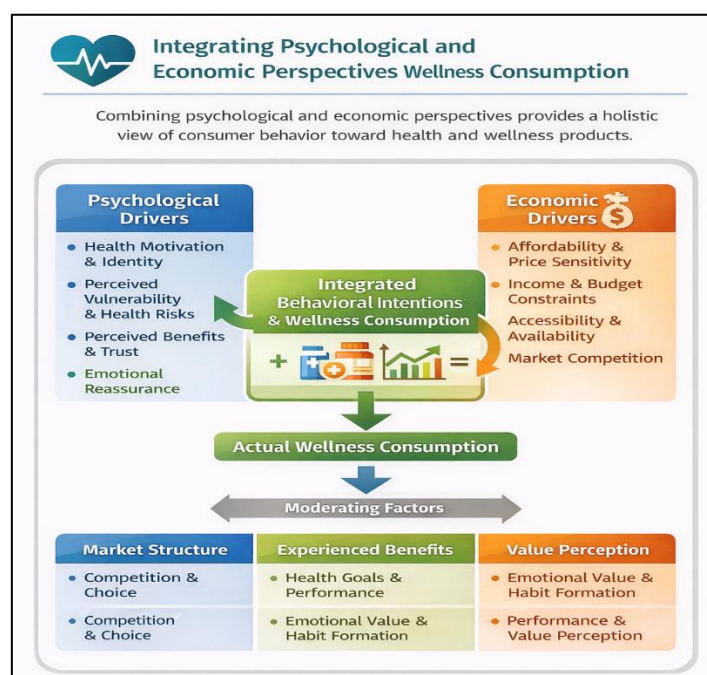


Figure 14. As depicted in Figure 14, psychological drivers (health motivation, perceived risk, trust, emotional value) and economic drivers (price sensitivity, affordability, accessibility, market competition) converge to shape integrated behavioral intentions (Kirkbride et al., 2024). These intentions subsequently influence actual wellness consumption. The framework also demonstrates the moderating role of experienced benefits and market structure, which can either strengthen or weaken the intention–behavior relationship. Importantly, the model highlights that neither psychological motivation nor economic rationality alone sufficiently explains wellness purchasing behavior. Instead, consumer decision-making reflects a dynamic synthesis of cognitive evaluation, emotional reinforcement, and structural market conditions (Cardillo & Basso, 2025). This integrated perspective provides a more robust theoretical foundation for analyzing demand patterns in the expanding wellness economy.

7. Consumer Behavior Trends in the Health and Wellness Market

The health and wellness market has undergone a structural transformation characterized by shifts in consumer motivation, technological engagement, and value orientation (Byline, 2025). Contemporary wellness consumption is no longer limited to episodic, illness-driven purchases; rather, it reflects preventive intent, data-driven personalization, ethical consciousness, and sustained lifestyle integration (S-cape.cz, 2024). These trends are shaped by identifiable structural antecedents and mediated through psychological mechanisms such as perceived risk, self-efficacy, trust formation, and value congruence (Dang & Li, 2026). Economic and market-level factors—including affordability, competition intensity, and regulatory credibility—further moderate the translation of intention into actual purchasing behavior (The Five Forces - Institute For Strategy And Competitiveness - Harvard Business School, n.d.). To provide a systematic representation of these interrelationships, the multidimensional structure of emerging consumer behavior trends is summarized in **Table 1**.

Table 1. Multidimensional Framework of Consumer Behavior Trends in the Health and Wellness

Trend Domain	Structural Antecedents	Mediating Psychological Mechanisms	Moderating Economic/Market Factors	Behavioral Outcomes
Preventive Health Orientation	Rising lifestyle disorders; increased health literacy; post-pandemic risk awareness	Perceived susceptibility; future-oriented motivation; health consciousness	Income level; product affordability; healthcare accessibility	Routine supplement adoption; long-term preventive purchasing
Personalization & Self-Optimization	Wearable technologies; biomarker testing; digital health ecosystems	Perceived behavioral control; self-efficacy; data-driven confidence	Technology access; digital literacy; subscription pricing models	Demand for customized nutrition and targeted supplementation
Digital Mediation & Transparency	Social media expansion; online review systems; e-commerce penetration	Social validation; reduction in information asymmetry; trust formation	Platform competition; algorithm-driven pricing; promotional incentives	Increased product comparison; brand switching; informed purchase decisions
Premiumization & Quality Signaling	Certification standards; scientific branding; regulatory labeling	Perceived value enhancement; risk reduction; brand credibility	Price premiums; regulatory enforcement; market competition	Willingness to pay higher prices; preference for clinically validated products
Habit Formation & Lifestyle Integration	Subscription services; ecosystem bundling; routine reinforcement	Behavioral conditioning; reduced cognitive effort; switching costs	Long-term pricing contracts; loyalty programs	Sustained purchasing behavior; reduced long-term price elasticity
Ethical & Sustainability Orientation	Environmental awareness; corporate transparency;	Value congruence; moral satisfaction; identity alignment	Cost of sustainable production; certification credibility	Brand loyalty; preference for eco-conscious and

	clean-label movements			ethically sourced products
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Table 1 illustrates that emerging consumer behavior trends operate through layered interactions between structural drivers, psychological mediators, and economic moderators. This integrated perspective highlights that observable market outcomes are not solely price-driven but are embedded within motivational, technological, and value-based transformations shaping the contemporary wellness economy.

8. Implications for Theory, Practice, and Policy

The integration of psychological and economic determinants in wellness consumption provides meaningful implications across theoretical, managerial, and regulatory domains. The findings of this review indicate that consumer behavior in the health and wellness market cannot be adequately explained through single-framework approaches. Instead, a multidimensional perspective is required.

8.1 Theoretical Implications

The present synthesis advances consumer behavior theory by demonstrating that wellness consumption operates within a behavioral-economic continuum (Pradhan et al., 2025). Traditional rational choice models assume price-driven utility maximization; however, the findings suggest that psychological constructs—such as perceived risk, trust, health consciousness, and value congruence—moderate economic responsiveness (Levin & Milgrom, n.d.). This integrated perspective contributes to the refinement of behavioral economics by incorporating health motivation and identity-based consumption into demand analysis (National Academies of Sciences et al., 2023). It further suggests that price elasticity in wellness markets is context-dependent and mediated by psychological reinforcement mechanisms. Consequently, future theoretical models should incorporate both cognitive and structural determinants to improve explanatory validity (Ellis et al., 2017b).

8.2 Managerial Implications

For practitioners, the findings emphasize that pricing strategies alone are insufficient to drive sustained consumer engagement (Xia et al., 2021). Firms should prioritize:

- Transparent and evidence-based product claims (Vendruscolo et al., 2025)
- Certification credibility and regulatory compliance (Katsieris, 2024)
- Personalization strategies supported by digital tools (Na et al., 2025)
- Subscription-based models that reinforce habit formation (Zhu et al., 2024)

Building consumer trust and demonstrating functional efficacy are likely to reduce price sensitivity and enhance long-term loyalty and furthermore, aligning product positioning with preventive health narratives and ethical sustainability values can strengthen brand differentiation in competitive markets (Monfort et al., 2025).

8.3 Policy and Regulatory Implications

From a policy perspective, the expansion of the wellness market necessitates strengthened regulatory oversight. Clear labeling standards, verification of health claims, and monitoring of digital marketing practices are essential to reduce misinformation and protect consumers (Domínguez Díaz et al., 2020) and additionally, policies that enhance affordability and equitable access to essential wellness products may mitigate socioeconomic disparities in preventive health consumption (Afroza et al., 2024). Regulatory transparency can also enhance consumer trust, thereby stabilizing market dynamics and collectively, these implications underscore the necessity of interdisciplinary approaches in understanding and regulating wellness consumption. While substantial theoretical and practical progress has been made, important research gaps remain, which are discussed in the following section (Grimmelikhuijsen et al., 2024).

9. Research Gaps and Future Directions

Despite significant expansion in scholarship on health and wellness consumption, existing literature remains conceptually fragmented and methodologically limited, necessitating deeper interdisciplinary investigation (Pawar & Kaushik, n.d.; Reddy & Singh, 2025). Much of the current evidence relies on cross-sectional and self-reported data, offering limited insight into longitudinal behavioral consistency, habit formation, and the intention–behavior gap (Figueiredo et al., n.d.). Furthermore, empirical studies rarely integrate psychological determinants—such as health consciousness, perceived efficacy, and risk appraisal—with economic constructs including price sensitivity, income heterogeneity, and market competition within unified analytical models (Remes et al., 2021). Cross-cultural and socioeconomic variations in preventive orientation and elasticity patterns remain insufficiently explored, particularly across emerging markets and digitally mediated ecosystems (Rice & Liamputtong, 2023; D. R. Williams et al., 2016). Additionally, the influence of algorithm-driven marketing, digital health platforms, and regulatory transparency on trust formation and purchasing autonomy warrants systematic experimental and longitudinal assessment (Mohd Amin et al., 2025; Rana et al., 2024). Future research should therefore prioritize mixed-method and longitudinal designs, structural modeling approaches, and comparative cross-context analyses to generate theoretically integrated and empirically robust frameworks capable of explaining dynamic consumer decision-making within the evolving wellness economy (Dawadi et al., 2021; Wasti et al., 2022).

Conclusion

This narrative review synthesizes psychological and economic perspectives to provide an integrated understanding of consumer perceptions and behavioral intentions toward health and wellness products. The analysis demonstrates that wellness consumption extends beyond conventional rational choice assumptions and is shaped by a dynamic interaction between health consciousness, perceived efficacy, trust, risk evaluation, price sensitivity, income gradients, and market accessibility. Psychological motivations influence how consumers interpret product claims and assess value, while economic constraints determine the feasibility and sustainability of purchasing decisions. The findings further indicate that consumer behavior in the wellness market is increasingly embedded within digital ecosystems, regulatory environments, and evolving lifestyle identities. Preventive orientation, personalization, premiumization, and ethical consumption patterns reflect a broader transformation in health-related decision-making, where emotional, cognitive, and financial considerations converge. Importantly, demand elasticity in wellness markets appears context-dependent and moderated by perceived credibility and long-term benefit expectations. By integrating health psychology and behavioral economics, this review advances a multidimensional framework capable of explaining both attitudinal formation and observable purchasing behavior. Such integration enhances theoretical coherence and provides actionable insights for managers and policymakers. As the global wellness economy continues to expand, a balanced emphasis on scientific validation, transparent communication, affordability, and equitable access will be critical to ensuring sustainable market growth and informed consumer choice.

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