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IMPACT OF HEALTH-BASED BRANDING ON CONSUMER PURCHASE INTENTION TOWARDS HEALTHY DOSA MIX BRANDS

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ABSTRACT

Background: As Indian consumers' health awareness grows, packaged food brands are increasingly implementing health-based branding strategies such as health claims, nutrition labels, ingredient disclosures, and health-oriented packaging. However, the methods by which these branding characteristics are converted into purchase intention are unexplored, particularly in the case of traditional Indian ready-to-cook products like dosa mixtures.

Objective: This study investigates at how customers' intentions to purchase healthy dosa mix brands are impacted by health-based branding. Specifically, it investigates consumers' perceptions of health-based branding elements, the direct impact of health-based branding on purchase intention, the mediating role of perceived health benefits in the branding-purchase intention relationship, and the moderating role of health consciousness in strengthening this relationship.

Methodology: A structured questionnaire was used in a quantitative, cross-sectional research design. Convenience sampling was used to gather information from 266 respondents in urban and semi-urban locations. Using a five-point Likert scale, the survey assessed perceptions of health-based branding, perceived health benefits, health consciousness, and purchase intention. Descriptive statistics, one-sample t-tests, Pearson correlation, linear regression, and mean comparison were used to examine the data.

Key Findings: All health-based branding elements were positively perceived by consumers, with the highest agreement ($M = 3.93$) going to wellness and functional benefits (e.g., millet-based, high-fibre). Repurchase intention emerged as the greatest predictor ($R^2 = 0.798$), and health-based branding showed a substantial positive association with purchase intention ($r = 0.807$ to 0.893). The association between branding and purchasing intention was largely mediated by

perceived health benefits ($r = 0.765$ with branding; $r = 0.866$ with purchase intention). Health consciousness increased the efficacy of health-based branding and had strong positive relationships with purchase intention ($r = 0.607$ to 0.676). Offerings and discounts had the least impact ($r = 0.505$), suggesting that for this market segment, health cues are more important than price promotions.

KEYWORDS: *Health-Based Branding, Purchase Intention, Perceived Health Benefits, Health Consciousness, Consumer Perception.*

1. INTRODUCTION

The study, "Impact of Health-Based Branding on Consumer Purchase Intention towards Healthy Dosa Mix Brands: A Study Conducted with Special Reference to Mideli Foods Private Limited, Bangalore," is being conducted to understand how health-oriented branding strategies influence consumer purchasing behavior in the growing healthy packaged food market.

From over US 900 million in 2006 to over US 37.9 billion in 2019, the Indian packaged food market has expanded at an annual growth rate of more than 33 percent (*Economic Survey 2024-25, 2025*)¹ Concurrently, approximately 56.4% of total diseases in India are caused by unhealthy diets (*ICMR-NIN, 2024*)². This paradox, increasing convenience food consumption combined with rising health awareness, has produced a fundamental conflict in consumer decision-making.

Food labels are the primary interface between consumers and product information (*Sruthi Sree et al., 2025*)³. Evidence from India, however, shows that there are still gaps between actual purchasing behavior and label awareness. Only one-fourth of 460 adults in Puducherry routinely read food labels, despite the fact that 57.17 percent of them were aware of them (*Chellamuthu et al., 2024*)⁴. Lack of time, brand loyalty, and difficulty in understanding label information were common obstacles. Price and expiration dates are more important to consumers than nutritional information, according to a scoping analysis of 32 Indian studies (*Pahlani et al., 2025*)⁵.

Consumer reactions to healthful meals are greatly influenced by packaging design. Although standard packaging may support views that healthy food is less palatable, (*Xu et al., 2025*)⁶ discovered that atypical visual packaging improved purchase intention through self-enhancement. Even when perceived healthiness decreased, (*Li et al., 2024*)⁷ confirmed that taste-focused cues increased purchase intentions more than health-focused cues. Consumers preferred taste-focused messages even more when subjected to heavy cognitive loads.

2. Research Overview

The growing body of research on health-based branding and consumer purchase intention reveals a complex relationship between visual nutritional cues, consumer perceptions, credibility, and contextual factors like price and expectations. While much of the existing literature does not directly address healthy dosa mixes or Mideli Foods, the findings collectively provide valuable insights into how health-oriented branding strategies may influence consumer intentions toward products such as healthy dosa mixes in the Indian market. A substantial amount of study has focused on front-of-package labels (FOPLs) as a means of providing health information. (*Singh et al.*)⁸ tested five distinct FOPL conditions, such as warning labels, Health Star Ratings, and traffic-light labels, in a randomised field experiment including 2,869 adults in six Indian states. According to their findings, consumers were able to identify unhealthy products with the help of

interpretive labels, but their purchase intentions were not significantly changed when compared to control groups. Although warning labels were the most useful for identification, purchasing decisions were still heavily influenced by preferences and regular usage. This implies that, without addressing deeply rooted consumer habits, merely putting health cues on packaging for healthy dosa mix brands may increase awareness but not necessarily translate into purchase intention.

In an extension of this research, **(Pettigrew et al., 2023)**⁹ evaluated five FOPNL formats using a multimethod approach that included 16 focus groups and a survey of 1,270 Indian adults. They discovered that while all formats enhanced perceptions, choice, and unbiased understanding, the two-color Multiple Traffic Light label consistently performed better than other formats across literacy levels. Easy-to-understand, colour-coded cues were shown to be very useful in assisting consumers in recalling healthier alternatives. This study is extremely significant to the branding of healthy dosa mixes: utilising straightforward, visually striking health indicators on packaging might improve consumer comprehension and perhaps affect purchasing behaviour, particularly among consumers with varying nutritional awareness. Similarly, **(Ghosh et al., 2023)**¹⁰ found that summary front-of-pack labels were more effective than detailed informational formats in directing consumers toward healthier choices, reinforcing the principle that simplicity and interpretability are critical when designing health-related branding cues for products such as dosa mixes.

Beyond labelling, researchers have created ways to assess the multifaceted nature of consumer acceptance of health-conscious meals. **(Sinha & Parmar, 2023)**¹¹ developed and validated a culturally customised Functional Food Scale (FFS) for Indian consumers, discovering 10 distinct variables such as health consciousness, functional food labelling, food confidence, habitual use, satisfaction, and loyalty. This scale offers a strong foundation for comprehending the potential relationship between consumer attitudes and purchase intentions and health-related branding cues. It also captures the multivariate interaction processes that underlie functional food acceptance. Understanding these dimensions can help a company like Mideli Foods develop branding tactics that address confidence, regular usage, and satisfaction in addition to health awareness.

Perceived health advantages and product knowledge play a consistent role across research. **(Kamboj et al., 2023)**¹² investigated purchase intentions for organic food among 294 Indian customers and discovered that health advantages, convenience, availability, functional value quality, societal norms, and consumer innovativeness all had a significant impact. Notably, purchase intentions were most strongly influenced by understanding of health advantages, underscoring the need of consumer education in addition to branding. **Vaz (2025)**¹³ discovered that greater awareness of nutrition information on packaging was associated with increased use of that information in food selection, implying that health-based branding for healthy dosa mixes should not only present claims but also actively improve consumer understanding of those claims. In their study of Keralan consumers' impressions of value-added millet products, **(Vattekkad et al., 2025)**¹⁴ discovered that price had a marginally negative impact on consumer perception, whereas nutritional benefit had the most positive affect. This clearly supports the approach of emphasizing nutritional benefits in the branding of healthy dosa mixes, such as millet content, fiber, or protein, in order to boost consumer perceptions and prospective purchase intentions.

However, the relationship between label awareness and actual purchasing behavior is not straightforward. In a scoping analysis of food labelling in India, **(Pahlani et al., 2025)**¹⁵ also discovered that while nutrition label awareness and comprehension vary significantly, there is still a disconnect between label awareness and purchase intentions. Indian consumers frequently place a higher value on features like price and expiration date than nutrition, and labels are complicatedly influenced by sociodemographic characteristics, brand familiarity, and affordability. This conclusion is crucial for health-based marketing strategies because dietary information is not enough on its own. In order to translate health awareness into intents to make healthy purchases, marketers must also address consumer attitudes, literacy, and contextual barriers.

Several studies found that the credibility and clarity of health claims were key determinants. **Chaudhary and Sharma (2025)**¹⁶ evaluated nutrition and health claims on packaged foods in India, discovering that health claims resulted in more skepticism than ingredient claims. Claim specificity, verifiability, and clarity, on the other hand, decreased skepticism and raised purchase intentions; low-vagueness ingredient claims were especially successful. Furthermore, when health-related claims were made about naturally healthy products, they were viewed positively. This implies that brands should prioritise specific, verifiable ingredient claims (such as "contains ragi," "high fibre from millets") over general health claims when it comes to healthy dosa mixes. They should also make sure that the product's inherent healthiness supports the claims being made. Similarly, **(Nazzaro et al., 2025)**¹⁷ discovered through an experimental auction that presenting accurate health benefit information increased consumer interest and readiness to pay for functional foods, particularly among extremely health-conscious customers.

Purchase intention may not be sufficiently influenced by brand image alone. In a study by **(García-Salirrosas et al., 2024)**¹⁸ brand image had a significant impact on perceived quality, satisfaction, trust, and loyalty, but did not directly impact purchase intention for healthy foods. This suggests that intermediary elements, such as quality signals and trust-enhancing attributes, are required to convert brand perceptions into real purchase plans. For Mideli Foods, this means that in order to successfully impact purchase intention, developing a strong brand image must be accompanied by strong quality signals, transparency, and trust-building strategies.

Additionally, intriguing indirect paths have been found. In their study of the "halo effect" in food consumption, **(Boncompagni et al., 2025)**¹⁹ discovered that intentions to select healthy products can be positively influenced by views of product sustainability. This implies that integrating health messaging with sustainability aspects, like traditional grain cultivation or eco-friendly farming, could promote health-based branding for healthy dosa mixes and indirectly increase perceived healthiness and purchase intention. While not directly studying consumer behaviour, **(Papadopoulou et al., 2023)**²⁰ demonstrated that improved nutritional status is associated with increased physical activity and a higher quality of life, implying that consumers who experience or aspire to these health outcomes may be more responsive to health-oriented messaging which can be an important consideration when targeting health-conscious segments.

Lastly, the benefits of health-based cues are considerably moderated by contextual elements like price promotions and customer expectations. In an online experiment, **(Klotz et al., 2025)**²¹ discovered that when price promotions clashed with health cues, traffic-light style nutrition labels did not consistently encourage healthier choices; instead, price promotions frequently dominated decision-making. This discovery is especially important for brands of healthy dosa

mixes, which are usually more expensive than ordinary dosa batters. Marketers must evaluate how promotional techniques interact with health branding, as reductions in prices on less healthy alternatives can reduce the impact of health cues on purchasing intentions. (Yamim & Werle, 2025)²² used expectancy-disconfirmation theory to study how French consumers responded to Nutri-Score labels. They discovered that when a product was less healthy than anticipated, consumers felt more guilt and decreased purchase intention, whereas when a product was more healthy than anticipated, consumers felt less guilt and increased intention. This implies that health-based branding for healthy dosa mixes should carefully manage consumer expectations, either by directly conveying positive health benefits up front to encourage favourable disconfirmation or by setting reasonable expectations that can be exceeded.

In conclusion, the body of research shows that health-based branding can affect consumers' intentions to make purchases, but its efficacy is dependent on a number of interrelated factors, including the accuracy and clarity of health claims, consumer health consciousness and past knowledge, the existence of mediating variables like perceived quality and trust, and contextual factors like price promotions and expectation management.

These results indicate that a successful health-based branding strategy should include straightforward, understandable health cues, precise and verifiable ingredient claims, trust-enhancing transparency, alignment with sustainability values when feasible, and close attention to pricing and promotional contexts. The study focused on Mideli Foods Private Limited and healthy dosa mix brands in Bangalore. Further evidence that branding alone may need to be supplemented by consumer education and methods that address habitual preferences and affordability concerns comes from the difference between label awareness and actual purchase intention observed in Indian customers.

3. Data Collection: A structured questionnaire was used to obtain primary data from 266 respondents in urban and semi-urban areas who were selected using non-probability convenience sampling. Using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), the questionnaire assessed four important factors: health-based branding, perceived health benefits, health consciousness, and purchase intention. The literature review and interpretation of results were supported by secondary data from books, journals, and previous studies. Statistical studies (correlation, regression, and mediation) were made possible by this cross-sectional, quantitative method to evaluate how health-oriented branding affects consumers' intentions to buy healthy dosa mix brands.

4. Data Analysis

4.1 Demographic profile of the respondents

The study involved 266 respondents in total. Descriptive statistics were used to evaluate demographic features, such as age, gender, occupation, lifestyle, and geography. The sample profile is summarized in Table 1.

Table 1: Demographic Distribution of Respondents (n=266)

Variable	Category	Frequency (n)	Percentage (%)
Age	Below 18	24	9.0
	18 – 24	167	62.8
	25 – 34	20	7.5
	35 – 44	13	4.9
	45 – 54	35	13.2
	55 & above	7	2.6
Gender	Male	147	55.3
	Female	117	44.0
	Prefer not to say	2	0.7
Occupation	Student	188	70.7
	Employed	29	10.9
	Self-employed	32	12.0
	Homemaker	13	4.9
	Unemployed / Agriculture	4	1.5
	<i>Missing / Not reported</i>	1	0.4
Lifestyle	Active	101	38.0
	Sedentary	96	36.1
	Combination	46	17.3
	Traditional	22	8.3
	<i>Missing / Not reported</i>	1	0.4
Location	Urban	185	69.5
	Rural	45	17.0
	Semi-urban	36	13.5

Note: Percentages are rounded and may not sum to 100% in all categories.

The substantial number of students (70.7%) and young respondents (18–24 years old) is especially relevant to the objective of the study. In general, younger consumers are increasingly exposed to branded packaged products, digital marketing, and health-related content. Additionally, they are more likely to be experimental and receptive to branding cues associated with health. Given that urban consumers have more access to organised retail, health-labeled items, and nutrition information, the study's focus is further supported by the substantial urban representation (69.5%). A comprehensive assessment of the relationship between health consciousness and purchase intention for healthy dosa mix brands is practical by the inclusion of a variety of lifestyles (active, sedentary, and combination).

4.2. OBJECTIVE 1: To examine consumers' perceptions and understanding of health-based branding elements such as health claims, nutrition labels, ingredient disclosures, and health-related packaging cues used in healthy dosa mix brands.

Table 1: One-Sample t-Test Results for Perception of Health-Based Branding (n=266) .5

Statement	Mean	SD	t-value	df	p-value	Cohen's d
Q6: Health claims are easy to understand	3.62	0.988	10.2	265	< .001	0.63
Q7: Nutrition labels help identify healthy products	3.84	0.956	14.3	265	< .001	0.88
Q8: Clear ingredient information increases confidence	3.86	0.943	14.9	265	< .001	0.91
Q9: Wellness/functional benefits attract me	3.93	0.963	15.7	265	< .001	0.97
Q10: Health-focused packaging increases reliability	3.83	0.897	15.1	265	< .001	0.93

Note: Test value = 3. Cohen's d interpretation: 0.2 = small, 0.5 = medium, 0.8 = large effect.

A one-sample t-test with a test value of 3 (neutral on a 5-point Likert scale) was used to examine whether the responses of participants of health-related branding elements differed significantly from neutral. Table 2 shows that the five statement's mean scores varied from 3.62 to 3.93, all of which were statistically substantially higher than the neutral value of 3 ($p < .001$ for each). This suggests that respondents had a favourable opinion of the health-based branding components used by brands of healthy dosa mixes.

Among the five items, wellness and functional benefits (Q9) received the highest mean score ($M = 3.93$, $t = 15.7$, $p < .001$), suggesting that highlighting specific health attributes such as millet-based or high-fibre content is the most effective branding cue for attracting consumers. This was closely followed by nutrition labels (Q7) ($M = 3.84$, $t = 14.3$, $p < .001$) and clear ingredient information (Q8) ($M = 3.86$, $t = 14.9$, $p < .001$), both of which demonstrate customers' need for transparency and their dependence on accurate nutritional data to evaluate the healthiness of products. Packaging cues indicating health orientation improve perceived brand reliability, as evidenced by the high positive response to health-focused packaging (Q10) ($M = 3.83$, $t = 15.1$, $p < .001$). Health claims (Q6) had the lowest mean score ($M = 3.62$, $t = 10.2$, $p < .001$), indicating comparatively more neutral or cautious perceptions regarding clarity and ease of comprehension, even though they were still well above neutral.

Overall, these data demonstrate that consumers actively evaluate and value health-related information on packaged food labels. The findings are consistent with the rising health consciousness among younger and urban consumer segments, which formed the majority of the sample. The theoretical basis of health-based branding are further supported by the consistently positive responses to all five items: transparent, credible, and relevant health information increases consumer trust, perceived product value, and ultimately influences purchase intention for healthy dosa mix brands.

4.3 OBJECTIVE 2: To analyse the direct impact of health-based branding on consumers' purchase intention towards healthy dosa mix products, with specific reference to how health-oriented branding influences buying decisions in the Indian packaged food market.

4.3.1 Hypotheses

- **H₀₁:** There is no significant relationship between Health-Based Branding and Purchase Intention, measured through:

- Willingness to buy
- Preference over regular brands
- Repurchase intention
- **H_{a1}**: Health-Based Branding has a significant positive influence on Purchase Intention, reflected in:
 - Increased willingness to buy
 - Greater preference over regular brands
 - Higher repurchase intention
 - Stronger recommendation

4.3.2 Correlation Analysis: A Pearson correlation analysis was used to look at the correlations between nine health-related branding attributes and overall purchase intent. The correlation data are shown in Table 3.

Table 2: Pearson Correlation Between Health-Based Branding Variables and Purchase Intention (n=266) .5

Q.No.	Statement	r	p-value
Q15	I intend to repurchase healthy dosa mix brands on a regular basis.	0.893	< .001
Q13	Health-based branding plays an important role in my decision to buy dosa mixes.	0.864	< .001
Q12	I prefer health-branded dosa mixes over regular dosa mix brands.	0.854	< .001
Q14	I am likely to recommend healthy dosa mix brands to others.	0.850	< .001
Q11	I am willing to purchase healthy dosa mix brands in the future.	0.843	< .001
Q17	I am more likely to purchase a new dosa mix brand if recommended by family, friends, or influencers.	0.699	< .001
Q16	Seeing a dosa mix brand repeatedly online or offline increases my likelihood of purchasing it.	0.657	< .001
Q19	I am more likely to purchase healthy dosa mixes if easily available through quick-delivery apps.	0.650	< .001
Q18	Discounts or special offers influence my decision to purchase a healthy dosa mix brand.	0.505	< .001

Note: All correlations are significant at $p < .001$ (two-tailed). Test value = 0 (no correlation).

4.3.3 Regression Analysis: To determine each variable's unique predictive ability on purchase intention, simple linear regression was used. The regression findings are summarised in Table 4.

Table 3: Linear Regression Predicting Purchase Intention from Health-Based Branding Variables

Q.No.	Statement	R	R ²	Beta (Estimate)	SE	t	p
Q15	I intend to repurchase healthy dosa mix brands on a regular basis.	0.893	0.798	0.746	0.023	32.30	< .001
Q13	Health-based branding plays an important role in my decision to buy dosa mixes.	0.864	0.746	0.717	0.026	27.90	< .001

Q12	I prefer health-branded dosa mixes over regular dosa mix brands.	0.854	0.730	0.740	0.028	26.70	< .001
Q14	I am likely to recommend healthy dosa mix brands to others.	0.850	0.723	0.740	0.028	26.22	< .001
Q11	I am willing to purchase healthy dosa mix brands in the future.	0.843	0.710	0.767	0.030	25.45	< .001
Q17	Recommended by family, friends, or influencers.	0.699	0.489	0.630	0.040	15.88	< .001
Q16	Repeated online/offline exposure increases likelihood.	0.657	0.432	0.544	0.038	14.20	< .001
Q19	Availability through quick-delivery apps.	0.650	0.422	0.564	0.041	13.89	< .001
Q18	Discounts or special offers.	0.505	0.255	0.403	0.042	9.50	< .001

Note: Dependent variable = Overall Purchase Intention. All predictors are significant at $p < .001$.

The correlation and regression analyses show a consistent pattern: all nine health-based branding variables are positively and significantly associated with purchase intention ($p < .001$). All of these findings show that customers' decisions to purchase healthy dosa mix brands are significantly influenced by health-oriented branding cues.

There is a clear hierarchy of influence among the nine variables. The variables that directly represent brand category commitment have the strongest relationships. Repurchase intention (Q15, $r = 0.893$) exhibits the strongest correlation, followed by preference for health-based brands (Q12, $r = 0.854$), likelihood to recommend (Q14, $r = 0.850$), willingness to buy in the future (Q11, $r = 0.843$), and the perceived significance of health-based branding in decision-making (Q13, $r = 0.864$). Customers who recognize health-based branding are not only eager to buy but also want to repurchase, prefer these brands over traditional alternatives, and actively suggest them to others, according to the very strong positive connections between these five variables. Essentially, health-based branding seems to encourage more profound brand engagement that goes beyond a single purchase.

Moderately strong relationships are seen in a second tier of variables. Although to a lesser extent than internal brand perceptions, social influence (Q17, $r = 0.699$), repeated brand exposure (Q16, $r = 0.657$), and availability through quick-delivery apps (Q19, $r = 0.650$) all show positive relationships, indicating that external factors—such as recommendations from family or influencers, familiarity through repeated advertising, and ease of access—also contribute to purchase intention. Of all the variables, discounts and special offers had the poorest correlation (Q18, $r = 0.505$). This is a significant discovery because it implies that branding and health cues are far more important to consumers of packaged foods who are health-conscious than price promotions. Discounts do have a beneficial effect, but it is far less than that of health-related branding elements.

This hierarchy is supported by regression analysis. The R^2 values show how much of the variance in purchase intention is explained by each predictor. Customers who intend to routinely purchase healthy dosa mixes are almost certain to have high overall purchase intention, as repurchase intention (Q15) alone accounts for over 80% of the variance ($R^2 = 0.798$). Preference over standard brands (Q12) and recommendation likelihood (Q14) account for almost 73% and 72% of the variance, respectively, while the significance of health-based branding in decision-making (Q13) accounts for 74.6%. Discounts (Q18), the lowest predictor, nevertheless accounts

for 25.5% of the variation, indicating that while price plays a role, it is much less significant than branding cues that promote health.

Further support is provided by the positive beta coefficients for all regression models, which range from 0.403 for Q18 to 0.767 for Q11. These coefficients show that purchase intention grows in proportion to customer agreement with each statement. The theoretical idea that health-based branding directly influences purchase intention is strongly supported by this constant directional link across nine different variables.

In conclusion, the null hypothesis (H_0), which claimed that there was no significant relationship between purchase intention and health-based branding, was rejected. Purchase intention is significantly positively impacted by health-based branding ($p < .001$ for all nine variables), as shown by the acceptance of the alternative hypothesis (H_a). Repurchase intention ($R^2 = 0.798$) and decision-making influence ($R^2 = 0.746$) are the most significant indicators of this influence, which is demonstrated by higher desire to buy, preference over standard brands, and stronger recommendation behavior.

4.4 OBJECTIVE 3: To assess the mediating role of perceived health benefits in the relationship between health-based branding and purchase intention, by evaluating whether consumers' beliefs about the product's health value translate branding cues into purchase intention.

4.4.1 Hypotheses

- **H₀₂:** There is no significant relationship between Health-Based Branding and Perceived Health Benefits, measured through:
 - Nutritional value perception
 - Balanced diet contribution
 - Long-term health belief
 - Perceived product healthiness
- **H_{a2}:** Health-Based Branding has a significant positive influence on Perceived Health Benefits, reflected in:
 - Stronger nutritional value perception
 - Stronger balanced diet contribution
 - Stronger long-term health belief
 - Stronger perceived product healthiness
- **H₀₃:** Perceived Health Benefits have no significant impact on Purchase Intention.
- **H_{a3}:** Higher Perceived Health Benefits significantly increase Purchase Intention through:
 - Greater willingness to buy
 - Higher brand preference
 - Increased repurchase intention
 - Stronger recommendation

4.4.2 Correlation analysis: The associations between perceived health benefits, purchase intention, and health-based branding were examined using Pearson correlation analysis. The correlation matrix is shown in Table 5.

Table 4: Correlation Matrix – Branding, Perceived Health Benefits, and Purchase Intention (n=266)

Variable	Branding	Perceived Health Benefits	Purchase Intention
Branding	1.000		
Perceived Health Benefits	0.765	1.000	
Purchase Intention	0.807	0.866	1.000

Note: All correlations are significant at $p < .001$ (two-tailed).

All three variables demonstrate substantial, positive, and statistically significant relationships ($p < .001$ for each), as Table 5 illustrates. The strong direct association previously demonstrated in Objective 2 is confirmed by the correlation between branding and purchase intention ($r = 0.807$). More significantly for this objective, there is a positive correlation between branding and perceived health benefits ($r = 0.765$) and a very strong correlation between perceived health benefits and purchase intention ($r = 0.866$). These two relationships form the necessary pathways for mediation.

4.4.3 Regression analysis: Regression analysis were used to examine the impact of each perceived health benefits statement on branding perception and purchase intention in order to assess the two pathways necessary for mediation.

Table 5: Effect of Perceived Health Benefits Statements on Branding and Purchase Intention

Q.No.	Statement	Effect on Branding	Effect on Purchase Intention		
		R ²	Beta	R ²	Beta
Q20	I believe healthy dosa mixes provide better nutritional value than regular dosa mixes.	0.453	0.542***	0.577	0.621***
Q21	Consuming healthy dosa mixes contributes positively to maintaining a balanced diet.	0.448	0.557***	0.557	0.630***
Q22	I associate healthy dosa mixes with long-term health benefits.	0.451	0.531***	0.598	0.620***
Q23	Health-related branding makes me believe that the dosa mix is genuinely good for health.	0.465	0.515***	0.588	0.588***
Q24	Choosing a healthy dosa mix makes me feel that I am making a healthier food choice.	0.491	0.545***	0.636	0.629***

Note: ** $p < .001$. All beta coefficients are unstandardized estimates. Dependent variables: Branding perception and Purchase Intention.

Table 5 presents three significant findings. First, there is a strong positive correlation ($r = 0.765$, $p < .001$) between branding and perceived health benefits. This suggests that consumers who view health-based branding favourably also have a tendency to believe that the product offers real health benefits, such as improved nutritional value, a balanced diet contribution, and long-

term health benefits. Second, the extremely high correlation ($r = 0.866$, $p < .001$) between perceived health advantages and purchase intention indicates that consumers' perceptions of a product's health value are a significant direct influence on their intention to buy. Third, although already established, the correlation between branding and buy intention ($r = 0.807$, $p < .001$) is marginally lower than the correlation between health benefits and purchase intention, suggesting that the relationship between branding and purchasing behaviour may be partially explained by perceived health advantages.

The regression analysis (Table 6) provides further evidence supporting both mediation paths. With R^2 values ranging from 0.448 to 0.491, all five perceived health benefits statements significantly predict branding perception when looking at the first pathway (branding \rightarrow perceived health benefits). This indicates that between 45 and 49 percent of the variation in branding impression may be explained by each statement. Higher agreement with these health benefit claims is linked to stronger positive impressions of health-based branding, as confirmed by the positive beta coefficients (varying from 0.515 to 0.557, all $p < .001$). In other words, people who believe that healthy dosa mixes provide nutritional, dietary, and long-term health benefits prefer the brand.

The predictive power is considerably higher when including the second channel (perceived health benefits \rightarrow purchase intention). Each statement accounts for roughly 56–64% of the variance in purchase intention, according to the R^2 values for purchase intention, which range from 0.557 to 0.636. Customers who perceive health benefits are much more likely to express purchase intention, according to the consistently positive and significant beta coefficients (range from 0.588 to 0.630, all $p < .001$).

Q24 (feeling of purchasing a healthier product) exhibits the highest overall effect among the five statements, accounting for 63.6% of variance in purchase intention ($R^2 = 0.636$) and 49.1% of variance in branding perception ($R^2 = 0.491$). This implies that brand impressions and purchasing decisions are significantly influenced by the emotional or psychological sense of making a "healthy choice". Additionally, Q22 (long-term health benefits) shows significant effects, especially on purchase intention ($R^2 = 0.598$). The mediation framework's strength is reinforced by the consistency of positive results across all five statements.

4.4.4 Hypotheses Result: According to the H_{02} , perceived health benefits and health-based branding do not significantly correlate. According to the hypothesis (H_{a2}), perceived health benefits are significantly positively impacted by health-based branding. H_{02} is rejected while H_{a2} is accepted, as shown by the correlation ($r = 0.765$, $p < .001$) and regression results (all beta coefficients positive and significant at $p < .001$). This demonstrates that customers' perceptions of health benefits such as nutritional value perception, balanced diet contribution, long-term health beliefs, and perceived product healthiness, are much improved by health-based branding.

Similarly, according to the (H_{03}), purchase intention is not significantly impacted by perceived health benefits. According to the hypothesis (H_{a3}), purchasing intention is greatly increased by higher perceived health benefits. The regression results (all beta coefficients positive and significant, R^2 values ranging from 0.557 to 0.636) and correlation ($r = 0.866$, $p < .001$) clearly show that H_{03} should be rejected and H_{a3} should be accepted. This demonstrates that brand preference, repurchase intention, desire to purchase, and recommendation behavior are all positively impacted by perceived health benefits.

4.5 OBJECTIVE 4: To evaluate the influence of consumer health consciousness on purchase intention, and to determine whether health consciousness strengthens or weakens the effectiveness of health-based branding in motivating the purchase of healthy dosa mix brands.

4.5.1 Hypotheses

- **H₀₄:** Health Consciousness has no significant impact on Purchase Intention.
- **H_{a4}:** Higher Health Consciousness significantly increases Purchase Intention, indicated by:
 - Stronger health-driven buying decisions
 - Greater preference for healthy brands
- **H₀₅:** Health Consciousness does not moderate the relationship between Health-Based Branding and Purchase Intention.
- **H_{a5}:** Health Consciousness significantly strengthens the relationship between Health-Based Branding and Purchase Intention, such that:
 - Highly health-consciousness consumers respond more positively to branding cues
 - The effect of branding on intention is stronger among health-focused consumers

4.5.2 Correlation Analysis: The associations between five health consciousness measures (Q25–Q29) and purchasing intention were examined using a Pearson correlation analysis. The correlation matrix is shown in Table 7.

Table 6: Pearson Correlation Matrix – Health Consciousness Variables and Purchase Intention (n=266)

Z	Statement	r with Purchase Intention	p-value
Q25	I actively seek health-related information before purchasing food products.	0.667	< .001
Q26	I pay close attention to nutrition labels when buying packaged foods.	0.676	< .001
Q27	Maintaining a healthy diet is an important priority in my daily life.	0.620	< .001
Q28	My concern for health strongly influences my food purchasing decisions.	0.634	< .001
Q29	I usually read the ingredient list before purchasing a packaged dosa mix product.	0.607	< .001

Note: All correlations are significant at $p < .001$ (two-tailed).

Table 7 illustrates the moderate to high positive relationships between purchase intention and all five health consciousness variables (r ranging from 0.607 to 0.676, all $p < .001$). Q26 (attention to nutrition labels) had the largest association (r = 0.676), closely followed by Q25 (seeking health-related information) (r = 0.667) and Q28 (health concerns influencing decisions) (r = 0.634). Q29 (reading ingredient lists) has the weakest correlation (r = 0.607), but it is still statistically significant and meaningful.

These results show that consumers who prioritise a healthy diet, actively seek out health information, read ingredient lists, pay attention to nutrition labels, and let health concerns

influence their purchasing decisions tend to have significantly higher purchase intentions toward healthy dosa mix brands.

4.5.3 Mean Comparison: The mean scores for each statement were calculated in order to determine the respondents' overall level of health consciousness. The descriptive data are shown in Table 8.

Table 7: Mean Comparison of Health Consciousness Variables (n=266)

Q.No.	Statement	Mean	Standard Deviation
Q25	I actively seek health-related information before purchasing food products.	3.89	0.907
Q26	I pay close attention to nutrition labels when buying packaged foods.	3.94	0.952
Q27	Maintaining a healthy diet is an important priority in my daily life.	4.02	0.901
Q28	My concern for health strongly influences my food purchasing decisions.	3.95	0.934
Q29	I usually read the ingredient list before purchasing a packaged dosa mix product.	3.86	1.040

Note: Responses measured on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

The mean scores for each of the five statements are higher than 3.5, as Table 8 illustrates, suggesting that respondents largely agree with every statement regarding health consciousness. Maintaining a healthy diet is a major concern for the majority of respondents, as seen by the highest mean of 4.02 for Q27 (healthy diet as a daily priority). Q28 (health concern influences decisions) at 3.95, Q26 (attention to nutrition labels) at 3.94, Q25 (seeking for health information) at 3.89, and Q29 (reading ingredient lists) at 3.86 follow next.

The standard deviations show a moderate degree of response variability, ranging from 0.901 to 1.040. This implies that there is still a reasonable range of opinions among the sample, even if the majority of respondents are health conscious.

Collectively, the correlation results (Table 7) show that purchase intention for healthy dosa mix brands is positively and strongly correlated with health consciousness. Consumers who actively engage in health-related behaviors—such as seeking information, reading labels, and prioritising a healthy diet—are more likely to show a desire to buy health-branded products.

Purchase intention was shown to be most strongly correlated with attention to nutrition labels (Q26, $r = 0.676$) among the five characteristics of health consciousness. This conclusion supports Objective 2's prior observation that nutrition labels help consumers in identifying healthier products. Given that people actively seek out and react to such information, it implies that consumers who regularly read nutrition labels are the ideal target market for health-based branding.

The mean comparison (Table 8) demonstrates that the sample has a high level of health consciousness. The average score of 4.02 for Q27 (healthy diet as a priority) shows that respondents considered health consciousness as a primary value rather than just a peripheral attitude. This is particularly significant since consumers who already place a high priority on their health are likely to respond favourably to health-based branding.

Although the majority of respondents read ingredient lists, there is more variance in this behaviour than in other health-conscious behaviours, according to the comparatively lower mean for Q29 (reading ingredient lists, $M = 3.86$) and its slightly greater standard deviation ($SD = 1.040$). This could indicate that whereas looking for health information or paying attention to nutrition labels are more general behaviours, reading ingredient lists is more product-specific.

4.5.4 Hypotheses Results: According to the (H_{04}), purchase intent is not significantly impacted by health consciousness. According to the hypothesis (H_{a4}), purchase intention is greatly increased by higher health consciousness. The correlation results show that all five health consciousness factors are positively and significantly correlated with purchase intention (r ranging from 0.607 to 0.676, all $p < .001$). As a result, H_{a4} is accepted while H_{04} is rejected. This demonstrates that stronger health-driven purchasing decisions and a greater preference for healthy brands are the results of increased health consciousness, which also significantly improves purchase intention towards healthy dosa mix brands.

According to the hypothesis (H_{05}), the association between health-based branding and purchase intention is not moderated by health consciousness. The hypothesis (H_{a5}) suggested that the association between purchase intention and health-based branding is considerably strengthened by health consciousness. Two complementary findings provide evidence in favour of moderation. First, there are considerable correlations ($r = 0.607$ to 0.676) between health consciousness characteristics and purchase intention, suggesting that consumers who are health-conscious are also more likely to make a purchase. Second, we already know from Objective 2 that purchase intention is positively impacted by health-based branding ($r = 0.807$, $p < .001$). Together, these two findings—that branding influences purchase intention and that consumers who are health-conscious have higher purchase intentions—indicate that the impact of branding on purchase intention is greater among consumers who are health-conscious.

As a result, H_{a5} is accepted and H_{05} is rejected. This demonstrates that consumers who are very health-conscious react more favorably to branding cues, hence strengthening the association between health-based branding and purchase intention.

5. Discussions

The current study looked at how customers' intentions to purchase healthy dosa mix brands were influenced by health-based branding. The results show that consumers see health-based branding components such ingredient transparency, nutrition labelling, health claims, and packaging with a health focus favourably. These branding cues are crucial informative signals that assist consumers in assessing the quality and healthfulness of food goods. The findings show that customers are increasingly relying on transparent and credible health information when making food purchasing decisions, highlighting the growing trend of health-conscious consumption.

The study also discovered that purchase intention is significantly positively impacted by health-based branding. When companies successfully convey the nutritional value and wellness benefits of their products, consumers are more likely to buy healthy dosa mixes. This finding supports the notion that branding not only creates awareness but also acts as a persuasive mechanism that shapes consumer attitudes and buying behaviour. Therefore, health-focused branding is a crucial differentiator in the competitive ready-to-cook food business.

The study also found that perceived health benefits play a moderating function. The findings imply that customers must perceive real health benefits from the product in order for branding to

directly influence purchase intention. Customers' perceptions of a product's ability to support a better lifestyle are strengthened by health claims and nutritional information, which in turn increases their willingness to buy. This emphasises how crucial it is to create branding strategies that are backed by genuine and reliable health-related product attributes.

Additionally, the study affirms that consumer behaviour is significantly influenced by health consciousness. Stronger purchase intentions and more favourable responses to health-based branding cues were shown by respondents who had higher degrees of health consciousness. Customers that are concerned about their health actively look for nutritional information, assess product ingredients, and are more inclined to choose healthier food options. Therefore, the results imply that health consciousness not only directly affects purchasing decisions but also enhances the efficacy of health-based branding.

Furthermore, the demographic data shows that consumers who are younger and live in cities are more receptive to health-oriented branding. This could be explained by increasing access to branded healthy food products, more awareness of health and wellness trends, and increased exposure to digital media. The results show how the consumer landscape is evolving, with health factors playing a bigger role in food purchases.

Overall, the study shows that consumers' purchase intentions toward healthy dosa mix brands are enhanced by perceived health benefits, health consciousness, and health-based branding. These results support the growing significance of health-focused marketing tactics in the packaged food industry.

6. Implications for Future Research

Based on the study's findings, numerous recommendations can be made to companies that produce and promote healthy dosa mix products. Firstly, businesses should make sure that any health-related information on product packaging is understandable, accurate, and clear. When assessing healthy food products, consumers mostly rely on nutrition labels, ingredient disclosures, and health claims. As a result, clear communication of nutritional advantages can boost brand credibility and consumer confidence.

Companies should also concentrate on using advertising and promotional activities to properly convey the true health benefits of their products. It is important to draw attention to information about millet-based substances, high fibre content, protein richness, natural ingredients, and formulation devoid of preservatives. Such marketing can strengthen the brand's health-conscious image and enhance consumers' perceptions of product quality.

Another essential suggestion is the creation of attractive and informative packaging. Packaging should be created in a way that both clearly communicates health benefits and makes a good visual impression because it is the initial point of contact between customers and products. Health-conscious packaging components can improve consumers' purchasing decisions by assisting them in distinguishing healthy dosa mix brands from traditional alternatives.

The results also imply that businesses should use digital marketing channels more frequently in order to connect with potential customers. Younger customers that actively seek out health information online can be effectively engaged through social media platforms, influencer partnerships, online ads, and content marketing campaigns. Additionally, digital ads can promote product trials and raise awareness of the nutritional advantages of healthy dosa mix products.

Businesses may offer trial packs, sample distributions, discounts, and promotional bundles to draw in new customers. These programs can promote the adoption of products by lowering consumers' perceptions of the risk involved in trying new food products. Customers are more likely to make repeat purchases after using the product and realising its health benefits.

Ensuring that healthy dosa mix brands are readily available through supermarkets, retail establishments, e-commerce platforms, and quick-commerce delivery services is another way to improve product availability. Food buying behaviour is heavily influenced by convenience, and increased accessibility can have a favourable impact on purchase intention.

Lastly, as health-conscious customers, students, working professionals, and urban families showed higher receptivity to health-based branding, marketers should apply a focused marketing strategy. Branding strategies can be more successful and market performance can be improved by customising marketing messaging to these consumer groups' demands and preferences.

7. Limitations of the Study:

- The study's small sample size of 266 participants might not accurately reflect all users of healthful food products. As a result, the findings should be interpreted cautiously when applied to a larger consumer market.
- A significant percentage of the study's participants were students, and the majority of respondents were from younger age groups, specifically those between the ages of 18 and 24. Because of this, the results might more accurately represent the attitudes and spending patterns of younger customers than those of other demographic groups.
- The study only looked at brands of healthy dosa mixes. As a result, the findings might not directly apply to other categories of healthy packaged goods, such as protein-based items, breakfast cereals, snacks, or organic foods, which might use different consumer evaluation standards.
- Another drawback is the geographical distribution of the sample. The survey included respondents from urban, semi-urban, and rural areas, however most of them were from urban areas. Given that urban consumers are typically more exposed to branded goods, health information, and digital marketing campaigns, this could have had an impact on the outcomes.
- The study also relied on self-reported data gathered through a structured questionnaire. Respondent bias, social desirability bias, or variations in how each person interprets the questions may have an impact on these answers. As a result, respondents stated intentions may not match actual purchase behavior
- Lastly, the study only looked at a few variables, including purchase intention, perceived health benefits, health consciousness, and health-based branding. Price sensitivity, taste preferences, product availability, brand loyalty, cultural influences, and peer recommendations are examples of additional factors that may have an impact on consumer purchasing decisions but were not included in the analysis.

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