
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.

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