

Awareness of Health Consciousness Among Consumers with respect to Packaged Food Products in Amravati City

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Abstract

The growing consumption of packaged food products, driven by changes in lifestyles, urban living, and convenience, has raised concerns about health and nutrition awareness among consumers. This study looks at how health consciousness influences attitudes toward packaged foods. It aims to examine how health awareness, nutritional labeling, packaging, and consumer perceptions affect purchase choices. Primary data came from 100 respondents using a questionnaire designed to assess health consciousness, label awareness, and buying behavior. Statistical methods, including percentage analysis, correlation, and regression, were used for data analysis. The findings show that health consciousness significantly affects consumers' decisions to buy packaged food, especially through nutritional labels, ingredient information, and health claims on packaging. These results offer important insights for food manufacturers, marketers, and policymakers. They can help create clearer food labels and promote healthier packaged food options. This study contributes to academic research by enhancing the understanding of health-driven consumer behavior in the packaged food industry and provides practical suggestions for improving marketing strategies and consumer education.

Keywords: Health Consciousness, Consumer Awareness, Packaged Food Products, Food Safety, Eco-friendly Packaging

1. Introduction

The rise of packaged and ready-to-eat food has changed how consumers eat, especially in cities. While these products provide convenience and variety, they also raise health and nutrition concerns. Growing awareness about healthy living has made consumers more careful about their food choices. It is important to understand how health awareness affects consumer behavior regarding packaged foods.

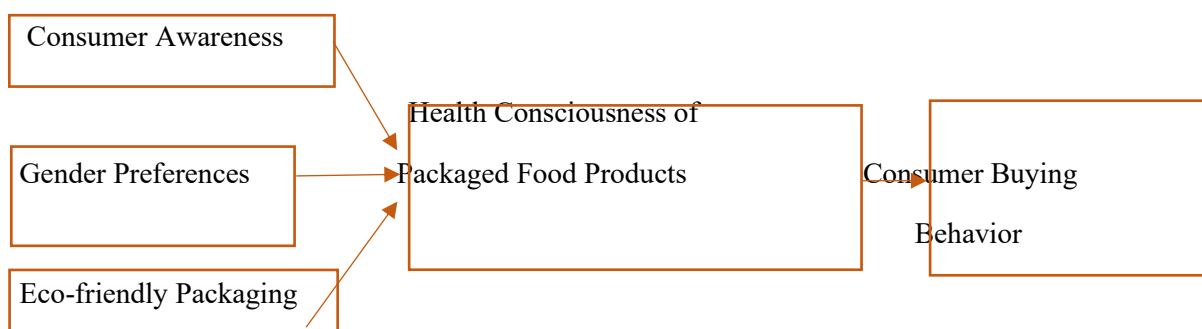
In today’s fast-paced urban lifestyle, packaged and ready-to-eat foods are a common part of everyday meals due to their convenience. However, these products often have high levels of sugar, salt, preservatives, and artificial ingredients, which can harm health if consumed often. Even though nutritional labels are available, many consumers do not read or comprehend them fully. This creates a gap between what consumers know about health risks and their preference for packaged foods, driven by convenience, taste, and lifestyle. This study aims to understand the health awareness of consumers in Amravati city and how it shapes their buying decisions.

The study focuses on three main objectives: to analyze health consciousness levels among consumers in Amravati city, to examine the link between health awareness and actual buying behavior, and to identify key factors influencing health-conscious choices such as nutritional value, ingredient quality, and packaging.

The increased reliance on packaged food due to busy lifestyles and urbanization has raised serious concerns about consumer health and nutrition. Despite nutritional labels being available, many consumers do not use this information effectively when shopping. This gap between what consumers know and how they behave deserves thorough investigation. Additionally, the rise in lifestyle-related diseases like obesity, diabetes, and heart issues underlines the need to promote healthy eating. This study highlights areas for improvement in awareness and education. It also offers useful insights for businesses to create healthier products and for policymakers and health organizations to plan effective awareness campaigns, especially in a local setting like Amravati. The study focuses on consumers in Amravati city and their health consciousness regarding packaged foods. It investigates how consumers assess nutritional information, product quality, and other factors when making purchases. The findings will benefit consumers, manufacturers, marketers, and policymakers by providing insights into consumer preferences and behaviors. Although the study is limited to one geographic area, its findings can apply to other urban areas with similar traits, making it relevant for a wider understanding of health-conscious consumer behavior in India.

The theoretical and conceptual framework of this study outlines the relationship between health consciousness and consumer buying habits regarding packaged food products. It shows that rising awareness of health risks, nutritional knowledge, and demographic factors such as age, gender, and income affect purchasing decisions. Health-conscious consumers evaluate product attributes like nutritional value, ingredient quality, sugar and fat content, brand reputation, and packaging before buying. Factors such as eco-friendly packaging and clear nutritional labels help support informed choices. The study also finds a strong positive link between health awareness and buying behavior, showing that consumers who prioritize health are more likely to select healthier products and are willing to pay more for them. Overall, the framework illustrates that consumer awareness and product-related factors influence health consciousness, leading to more responsible and health-focused purchasing choices.

Conceptual Model



2. Review of Literature

A. Legesse (2016) found that consumers knew about the health risks of food additives, but they still bought packaged foods because of convenience and availability. The study shows a gap between awareness and actual behavior. It stresses the need for better consumer education on food safety.

Sachithananthan V. (2017) discovered that consumers had little awareness of food additives and rarely used food labels. Many preferred fresh food due to health concerns. The study points out that demographic factors influence this trend and calls for better consumer education on food safety and labeling.

Ansari, M. U. A. (2019) found that packaging features like design, color, and product information greatly impact consumer buying behavior. The study shows that attractive and informative packaging serves as an important marketing tool, shaping perceptions and influencing purchase decisions.

Zafar, M. Z. (2021) found that the COVID-19 pandemic greatly raised consumer awareness and preference for healthy packaged foods. The study shows that attitudes, social influence, and trust in food labels became stronger motivators for healthier purchasing choices.

P. Amirtha (2022) found that convenience, lifestyle changes, and brand trust significantly affect consumers' buying behavior regarding packaged foods. The study highlights the role of demographic factors but gives little attention to health, nutrition, and environmental concerns.

N. Sripathi (2024) found that health consciousness, nutrition labeling, and consumer attitudes significantly affect the purchase of healthy packaged foods in India. The study also points out the role of demographic factors and emphasizes that trust and reliability of nutrition information shape buying behavior.

Youyou Li (2025) found that health consciousness and environmental awareness significantly impact consumers' intentions to buy green-packaged organic foods. The study shows that attitudes, social influence, and perceived control play important roles in encouraging eco-friendly and healthy buying behavior.

3. Research Methodology

The study uses a descriptive research design to analyze health consciousness among consumers regarding packaged food products. This design helps understand consumer awareness, attitudes, and buying behavior. The sampling universe includes all consumers of packaged food products in Amravati city, focusing on health-conscious consumers. The sampling unit is an individual consumer, and the sample size consists of 100 respondents chosen using a simple random sampling technique to ensure equal representation. Data was collected through online surveys and local interactions.

Both primary and secondary data sources were utilized in the study. Primary data was gathered using a structured questionnaire, while secondary data came from books, journals, articles, and dependable online sources. Basic statistical tools like percentage analysis were used for data analysis, along with tables, charts, and graphs to present the findings clearly. The study is limited to Amravati city, conducted within one year, and focuses only on selected respondents.

4. Data Analysis and Interpretation

Demographic Profile (N = 100)

4.1 Analysis of Demographic Profile of Respondents

Sr. No.	Particulars	Category	respondents	Percentage
1.	Gender	Male	39	39%
		Female	61	61%
2.	Age Group	Below 18	2	2%
		18-25	63	63%
		26-45	32	32%
		46 Above	3	3%
3.	Educational Qualification	SSC	2	2%
		HSC	5	5%
		Graduate	38	38%
		P.G. and above	47	47%
		Other	8	8%

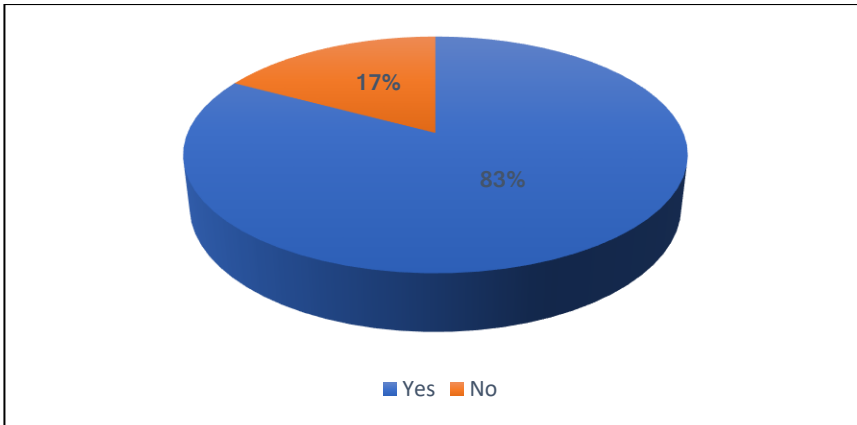
4.2 Analysis of Reading Nutritional Labels Before Purchasing Packaged Food by Respondents

Table 4.2: Table Showing Analysis of Reading Nutritional Labels Before Purchasing wise Distribution of Respondents

Response	No. of Respondents	Percentage (%)
Yes	83	83%
No	17	17%
Total	100	100%

(Source: Primary Data)

Graph 4.2: Graph Showing Analysis of Reading Nutritional Labels Before Purchasing wise Distribution of Respondents



(Source: Primary Data)

Interpretation:

From the data analysis, the study shows that many consumers read nutritional labels before buying packaged food products. The majority of respondents (83%) reported reading these labels, while 17% said they do not. This indicates that most consumers care about nutritional information and consider it when making purchases, reflecting a good level of health awareness.

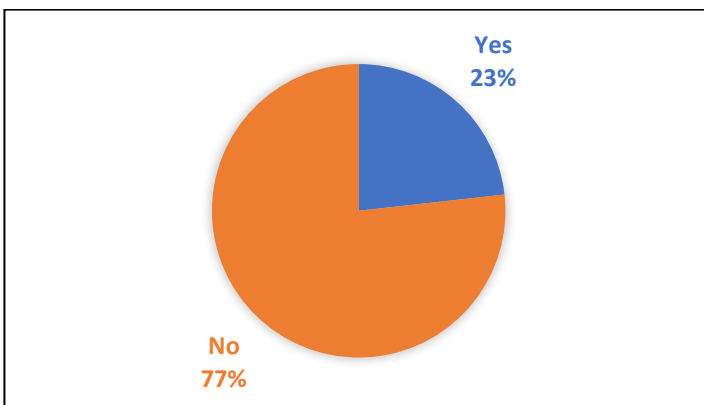
4.3 Analysis of Avoidance of Packaged Food After Checking Ingredient List by Respondents

Table 4.3: Table Showing Avoidance of Packaged Food After Checking Ingredient List by Respondents

Response	No. of Respondents	Percentage (%)
Yes	23	23%
No	77	77%
Total	100	100%

(Source: Primary Data)

Graph 4.3: Graph Showing Avoidance of Packaged Food After Checking Ingredient List by Respondents



(Source: Primary Data)

Interpretation:

From the above data analysis, the study also reveals that a large majority of respondents (77%) answered “No,” while only 23% answered “Yes.” This suggests that most consumers do not favor or engage with the specific aspect being studied. The low percentage of “Yes” responses shows limited awareness or acceptance among respondents, highlighting a gap in consumer behavior.

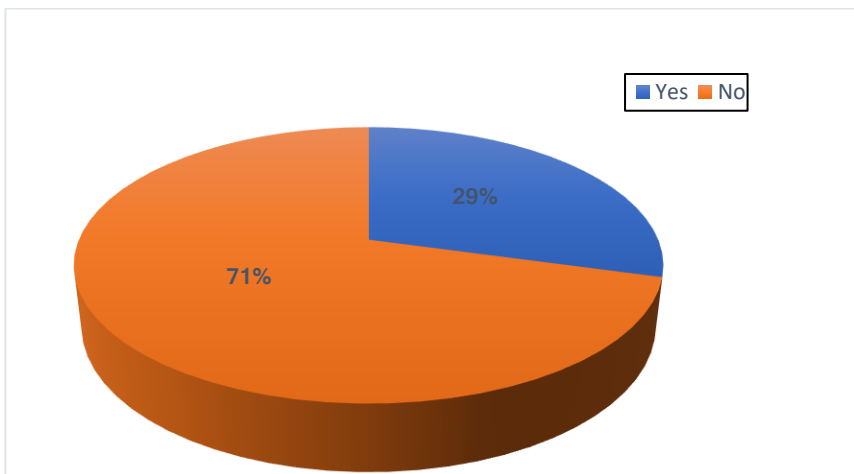
4.4 Analysis of Willingness to Pay Extra for Healthier Packaged Food by Respondents

Table 4.4: Table Showing Willingness to Pay Extra for Healthier Packaged Food by Respondents

Response	No. of Respondents	Percentage (%)
Yes	29	29%
No	71	71%
Total	100	100%

(Source: Primary Data)

Graph 4.4: Graph Showing Willingness to Pay Extra for Healthier Packaged Food by Respondents



(Source: Primary Data)

Interpretation:

From the above data analysis, the study shows that most respondents (71%) answered “No,” while only 29% said “Yes.” This reveals that many consumers do not follow or prefer the aspect under investigation. The low rate of “Yes” answers suggests limited awareness, interest, or acceptance among consumers, indicating a gap in their behavior or attitudes.

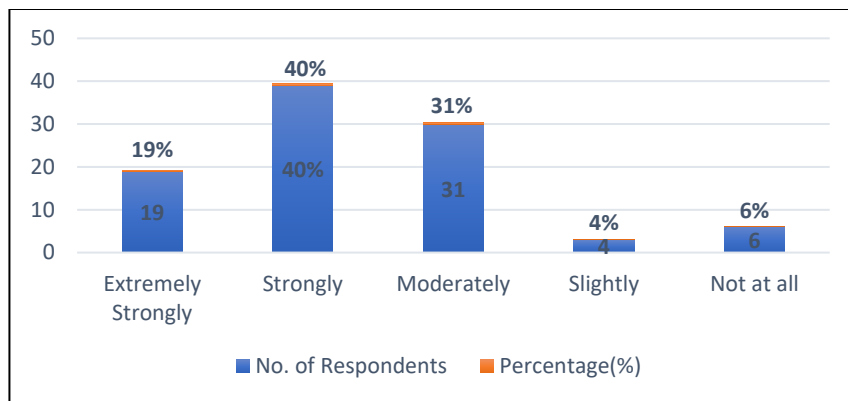
4.5 Analysis of Level of Concern About Health Impact of Packaged Food Consumption of Respondents

Table 4.5: Table Showing Level of Concern About Health Impact of Packaged Food Consumption of Respondents

Level of Concern	No. of Respondents	Percentage (%)
Extremely Strongly	19	19%
Strongly	40	40%
Moderately	31	31%
Slightly	4	4%
Not at all	6	6%
Total	100	100%

(Source: Primary Data)

Graph 4.5: Graph Showing Level of Concern About Health Impact of Packaged Food Consumption of Respondents



(Source: Primary Data)

Interpretation:

From the data analysis, the study assesses the level of concern among respondents about the health effects of consuming packaged foods. Forty percent expressed strong concern, while 19% were extremely concerned. Moreover, 31% reported moderate concern, indicating that many consumers are aware of potential health risks. A small fraction showed slight (4%) or no concern (6%), which suggests that most consumers recognize the health implications of packaged food consumption.

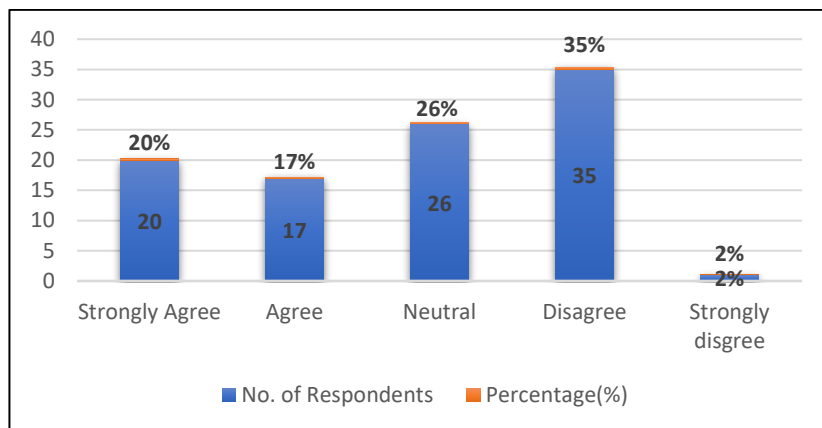
4.6 Analysis of Opinion on Gender Differences in Preference for Healthy Packaged Food of Respondents

Table 4.6: Table Showing Opinion on Gender Differences in Preference for Healthy Packaged Food of Respondents

Response	No. of Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	17	17%
Neutral	26	26%
Disagree	35	35%
Strongly disagree	2	2%
Total	100	100%

(Source: Primary Data)

Graph 4.6: Graph Showing Opinion on Gender Differences in Preference for Healthy Packaged Food of Respondents



(Source: Primary Data)

Interpretation:

From the data analysis, the study found that the largest share of respondents (35%) disagreed with the idea that males and females differ in their preferences for healthy packaged food, while 26% remained neutral. About 20% strongly agreed and 17% agreed, with only 2% strongly disagreeing. This indicates that most respondents do not believe that gender significantly influences preferences for healthy packaged food.

5. Findings

Following are the key findings of the study:

- 1) Most respondents are female (61%), belong to the 18–25 age group (63%), and are well-educated, with 47% obtaining postgraduate degrees and 38% having graduated.
- 2) A majority of respondents (83%) read nutritional labels, while 17% do not, showing a high level of health awareness among consumers.
- 3) Most respondents (77%) answered “No,” while just 23% answered “Yes.” This indicates low preference or awareness regarding the studied factor among consumers.
- 4) The study shows that a majority of respondents (71%) answered “No,” while only 29% answered “Yes,” reflecting low preference and a knowledge gap among consumers.
- 5) Most respondents are highly concerned, with 40% strongly concerned and 19% extremely concerned, while 31% feel moderately concerned, indicating a strong awareness of health risks linked to packaged food consumption.
- 6) The majority of respondents (35%) disagreed and 26% remained neutral, suggesting that most do not believe gender significantly affects preferences for healthy packaged food.

6. Conclusion

The study concludes that consumers in Amravati city demonstrate a good level of health awareness. Most are informed about nutritional information, health risks, and the importance of healthy food choices. The findings also show a positive connection between health awareness and buying behavior. Consumers tend to consider factors like nutritional value, ingredient quality, and labeling when they make purchases, though there is still a gap between awareness and actual behavior. The study identifies several key factors influencing health-conscious behavior, including nutritional value, low sugar and fat content, ingredient quality, brand reputation, and eco-friendly packaging.

7. Suggestions

- 1) Regular awareness campaigns, workshops, and educational programs should be conducted to help consumers better understand nutrition labels and the health impact of packaged foods.
- 2) Clear and simple labeling on packaged foods should be encouraged so that consumers can easily apply their knowledge during purchase decisions, reducing the gap between awareness and action.
- 3) Companies should focus on improving product quality, lowering sugar and fat content, using eco-friendly packaging, and maintaining transparency to meet the growing demand for healthier food options.

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