

Abstract

This research examines the relationship between brand perception and consumer behavior in the health and wellness industry, exploring how consumers form opinions about brands and how these perceptions influence their purchasing decisions. As the health and wellness market continues to grow, understanding the factors that shape brand perception is critical for companies seeking to attract and retain health-conscious consumers. This study employs a mixed-methods approach to provide a nuanced understanding of how brand perception impacts consumer behavior in this industry.

The qualitative phase of the study includes in-depth interviews and focus groups with consumers to explore how they perceive different health and wellness brands. Participants discuss their trust in product claims, the influence of brand values (such as sustainability and transparency), and the emotional connections they form with brands. These insights help identify the key drivers of brand loyalty and the factors that contribute to positive or negative brand perceptions in the health and wellness sector.

In the quantitative phase, a survey is conducted to measure the correlation between brand perception and consumer behavior, focusing on purchase intent, brand loyalty, and willingness to pay premium prices for certain brands. Statistical analysis is used to identify patterns and trends in consumer behavior. The findings offer actionable insights for companies in the health and wellness industry, highlighting the importance of brand perception in shaping consumer choices and fostering long-term brand loyalty.