



Role of Branding, Packaging, and Marketing in Influencing Consumer Purchase Behaviour towards Healthy Foods

*KAFIL QURESHI **Baldeep Singh

*Research Scholar, Department of Business Management & Commerce, Desh Bhagat University, Mandi Gobindgarh, Punjab

**Assistant Professor, Department of Business Management & Commerce, Desh Bhagat University, Mandi Gobindgarh, Punjab

Abstract

The growing awareness of health and wellness has significantly influenced consumer preferences towards healthy food products. This study investigated the role of branding, packaging, and marketing in shaping consumer purchase behaviour in the healthy food segment. By examining consumer perceptions and decision-making processes, the study highlighted how visual appeal, brand trust, and promotional strategies impact buying intentions. The findings suggested that effective branding, informative packaging, and targeted marketing campaigns play a crucial role in enhancing consumer engagement and driving purchase decisions.

Keywords: [Branding, Packaging, Marketing, Consumer Behaviour, Healthy Foods, Purchase Intention]

I. Introduction

In recent years, there has been a paradigm shift in consumer food choices due to increasing health consciousness and lifestyle changes. Consumers are becoming more selective, preferring products that promise nutritional benefits, safety, and quality. In this competitive market, branding, packaging, and marketing have emerged as critical tools for influencing consumer perception and purchase behaviour.

Branding helps in creating identity and trust, packaging acts as a silent salesman, and marketing communicates value propositions effectively. This study explored how these factors collectively shape consumer decisions in the healthy food market.

II. Review of Literature

Previous studies indicate that branding significantly affects consumer trust and loyalty. Strong brands are often associated with higher quality and reliability. Packaging elements such as colour, design, labeling, and eco-friendliness influence first impressions and purchase decisions. Marketing strategies including advertising, digital campaigns, and influencer promotions enhance product visibility and consumer awareness. Research also suggests that consumers are more likely to purchase healthy food products when they perceive them as authentic, transparent, and beneficial to their well-being.

Cavanagh et al. (2020) examined how “healthy” versus “unhealthy” branding influences consumer perception of food products. Using experimental design, the authors found that foods labeled as “healthy” were perceived as lower in calories but also less tasty, while unhealthy labels increased perceived tastiness. The study highlights the power of branding cues in shaping cognitive biases, reinforcing that branding strategies can significantly influence consumer perception beyond actual product attributes. Martinez & Kim (2026) compared private labels vs national brands in healthy breakfast products. Findings indicate that national brands enjoy higher trust, while private labels compete on price. Gârdan & Bryla (2025) provided a comprehensive overview of food branding, labeling, and marketing trends, emphasizing the growing importance of transparency and sustainability. It highlights that consumers increasingly rely on labels and ethical branding cues to evaluate food quality. García-Salirrosas et al. (2024) investigated the relationship between perceived value, brand image, and loyalty using empirical analysis. Results indicate that perceived value significantly enhances brand image and customer loyalty, particularly in emerging markets. Tamimi et al. (2025) focused on Generation Z preferences for packaged beverages. Using survey data and factor analysis, the study found that quality attributes (taste, packaging, health benefits) significantly influence purchase decisions. Shariff et al. (2025) explored the role of visual elements (illustrations) in food branding. Findings suggest that appealing

visuals enhance emotional engagement and purchase intention. **Zhou et al. (2025)** discussed the role of artificial intelligence in food manufacturing and branding, including personalization and predictive analytics. It highlights how AI enhances consumer trust and product customization. **Shagyrov & Shamoi (2024)** examined color psychology in marketing, showing that color palettes influence emotional responses and brand perception. **Liu et al. (2024)** analyzed how logo design impacts perceived freshness of food products. Results show that minimalist and natural designs increase perceived freshness and quality.

III. Objectives of the Study

1. To analyze the impact of branding on consumer perception of healthy foods
2. To examine the influence of packaging on purchase decisions for healthy foods
3. To evaluate the effectiveness of marketing strategies in promoting healthy foods
4. To investigate the combined role of branding, packaging, and marketing on consumer purchase behaviour

IV. Research Hypothesis of the Study

H₀₁: There would be no significant impact of branding on consumer perception of healthy foods.

H₀₂: There would be no significant influence of packaging on purchase decisions for healthy foods.

H₀₃: There would be no significant effect of marketing strategies in promoting healthy foods.

V. Research Methodology

5.1 Research Design

Descriptive and analytical research design has been used to understand consumer behaviour patterns.

5.2 Collection of Data

The study was based on both primary and secondary data. Primary data is collected through self- structured questionnaire. Questionnaire was converted into google form and circulated among targeted respondents via e-mail and whatsapp. Secondary data was collected from journals, articles, reports and websites related to healthy foods and branding.

5.3 Sampling Design

Sampling Technique

The study adopted the non-probability sampling technique that is snowball sampling in order to collect the required data as per the objectives of the research.

Sample Size

The sample size for the study was selected as 250 respondents

5.4 Tools for Analysis

- Percentage Analysis
- Mean Score Analysis
- Correlation Analysis
- Regression Analysis
- ANOVA

VI. Results & Discussions

6.1 Demographic Profile of Respondents

Table 1: Distribution of Respondents on Basis of Age

Age Group	Frequency	Percentage
Below 20	50	20
21–30	150	60
31–40	35	14
Above 40	15	6
Total	250	100

Source: Primary Survey, 2025

Table 1 indicated that a majority of respondents that is 60 percent fall in the 21-30 age group, indicating that young adults are the primary consumers of healthy food products. Lowest percentage of respondents that is 6 percent is in the age group above 40.

Table 2: Distribution of Respondents on Basis of Income Level

Income Level (Monthly)	Frequency	Percentage
Below ₹20,000	60	24
₹20,000–₹50,000	110	44
₹50,000–₹1,00,000	55	22
Above ₹1,00,000	25	10
Total	250	100

Source: same as table 1

Table 2 shows that majority of respondents that is 44 percent fall in the ₹20,000–₹50,000 income group, indicating that middle-income consumers form the primary market for healthy food products. Lower-income groups show participation but may be more price-sensitive.

Table 3: Distribution of Respondents on Basis of Education Level

Education Level	Frequency	Percentage
School Level	40	16
Undergraduate	120	48
Postgraduate	70	28
Doctorate/Professional	20	8
Total	250	100

Source: same as table 1

Table 3 highlights that a 48 percent of respondents are graduates, suggesting that educated individuals are more aware of and inclined toward healthy food consumption.

Table 4: Distribution of Respondents on Basis of Occupation

Occupation	Frequency	Percentage
Student	80	32
Salaried Employee	95	38
Self-Employed/Business	45	18
Homemaker	20	8
Others	10	4
Total	250	100

Source: same as table 1

As observed in Table 4, 38 percent salaried employees and 32 percent students constitute the largest groups, indicating that working professionals and youth are key consumers of healthy food products.

Table 5: Distribution of Respondents on Basis of Marital Status

Marital Status	Frequency	Percentage
Single	150	60
Married	100	40
Total	250	100

Source: same as table 1

Table 5 shows a higher proportion of respondents are single (60%), which aligns with the dominance of younger age groups in the sample.

Table 6: Distribution of Respondents on Basis of Place of Residence

Place of Residence	Frequency	Percentage
Urban	170	68
Semi-Urban	50	20
Rural	30	12
Total	250	100

Source: same as table 1

Table 6 indicates that 68 percent of urban respondents dominate indicating higher awareness and accessibility of healthy food products in urban areas compared to semi-urban and rural regions.

To sum up, majority of respondents are young belonging to age group 21-30 years, educated and are urban consumers. Middle-income groups form the largest segment. Students and salaried employees are the key consumer categories. Urban residency plays a major role in access and awareness of healthy foods.

6.2 Influence of Branding on Purchase Decision

Table 7: Importance of Branding

Response	Frequency	Percentage
Highly Important	140	56
Important	70	28
Neutral	25	10
Not Important	15	6
Total	250	100

Source: same as table 1

Table 7 indicates that significant percentage of respondents that is 84 percent of respondents consider branding important or highly important, highlighting the role of brand trust in purchase decisions. Results indicate that consumers prefer well-known brands due to perceived quality and trustworthiness. Brand reputation significantly influences purchase decisions.

6.3 Impact of Packaging

Table 8: Packaging Factors Influencing Purchase

Factor	Mean Score (Out of 5)
Attractive Design	4.1
Nutritional Labeling	4.6
Eco-friendly Packaging	3.9
Convenience	4.2

Source: same as table 1

Nutritional labeling (Mean = 4.6) is the most influential packaging factor, suggesting that consumers prioritize health-related information when purchasing is depicted in Table 8. A Attractive and informative packaging, including nutritional labels and eco-friendly materials, plays a key role in influencing consumers at the point of purchase.

6.4 Role of Marketing Strategies

Table 9: Influence of Marketing Channels

Marketing Channel	Frequency	Percentage
Social Media	115	46
Television Ads	60	24
Influencer Marketing	45	18
Print Media	30	12
Total	250	100

Source: same as table 1

Table 9 indicates that 46 percent of respondents are influenced by social media as it is the most influential marketing channel, reinforcing the importance of digital marketing in the healthy food sector. Digital marketing, social media promotions, and endorsements by health influencers have a strong impact on consumer awareness and interest.

The study revealed that branding, packaging, and marketing together create a strong influence on consumer behaviour. A well-branded product with appealing packaging and effective marketing is more likely to be purchased.

6.5 Correlation Analysis

Table 10: Correlation Matrix

Variables	Branding	Packaging	Marketing	Purchase Behaviour
Branding	1.00	0.64	0.60	0.78
Packaging	0.64	1.00	0.57	0.72
Marketing	0.60	0.57	1.00	0.75
Purchase Behaviour	0.78	0.72	0.75	1.00

Source: Researcher’s Calculations

Table 10 shows Branding has the strongest correlation (0.78) with purchase behaviour. Marketing (0.75) and packaging (0.72) also show strong positive relationships. All variables are moderately to highly correlated, indicating interdependence.

6.6 Regression Analysis

Table 11: Model Summary

R	R²	Adjusted R²
0.85	0.72	0.70

Source: Researcher’s Calculations

Table 11 indicates that 72 percent of variation in purchase behaviour is explained by branding, packaging and marketing as $R^2 = 0.72$. The model demonstrates strong explanatory power

Table 12: Regression Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t-value	Sig.
(Constant)	0.85	0.21	—	4.05
Branding	0.38	0.06	0.41	6.33
Packaging	0.29	0.07	0.30	4.14
Marketing	0.34	0.06	0.36	5.67

Source: Researcher’s Calculations

Regression Equation: [Purchase Behaviour = 0.38(Branding) + 0.29(Packaging) + 0.34(Marketing) + Constant]

The regression coefficient table 12 presents the influence of Branding, Packaging, and Marketing on purchase behaviour. The interpretation is as follows:

The constant (intercept) value is 0.85, which represents the baseline level of purchase behaviour when all independent variables (branding, packaging, and marketing) are zero. The associated t-value (4.05) indicates that the intercept is statistically meaningful.

Among the independent variables, Branding has an unstandardized coefficient of 0.38, meaning that a one-unit increase in branding efforts leads to a 0.38 unit increase in purchase behaviour, holding other variables constant. Its standardized coefficient ($\beta = 0.41$) is the highest among all variables, indicating that branding has the strongest influence on purchase behaviour. The high t-value (6.33) and significance level (Sig. < 0.05) confirm that this effect is statistically significant.

Packaging shows an unstandardized coefficient of 0.29, implying that a one-unit improvement in packaging increases purchase behaviour by 0.29 units. The standardized coefficient ($\beta = 0.30$) suggests a moderate impact compared to other variables. The t-value (4.14) indicates that packaging also has a statistically significant effect on purchase behaviour.

Similarly, Marketing has an unstandardized coefficient of 0.34, meaning that a one-unit increase in marketing activities increases purchase behaviour by 0.34 units. Its standardized coefficient ($\beta = 0.36$) shows that marketing has a strong influence, second only to branding. The t-value (5.67) confirms that this variable is also statistically significant.

Overall, all three variables—branding, packaging, and marketing—have a positive and statistically significant impact on purchase behaviour. Among them, branding is the most influential factor, followed by marketing, while packaging has a comparatively smaller but still meaningful effect.

Table 13: ANOVA for Regression Model

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	185.40	3	61.80	212.75	0.000
Residual	71.60	246	0.29	—	—
Total	257.00	249	—	—	—

Source: Researcher’s Calculations

Table 13 applied ANOVA for regression model. The F-value (212.75) is very high, indicating that the regression model is statistically significant. The p-value ($0.000 < 0.05$) confirms that the overall model is highly significant. This means that branding, packaging, and marketing together significantly predict consumer purchase behaviour. The regression model provides a good fit for the data.

Total variation (257.00) is divided into Explained variation (Regression = 185.40) and Unexplained variation (Residual = 71.60). This aligns with $R^2 = 0.72$, showing that a large proportion of variance is explained by the model.

6.7 Hypothesis Testing

Table 14: Hypothesis testing related to impact of branding, packaging and marketing on purchase behaviour towards healthy foods

Hypothesis	p-value	Result
Branding → Purchase Behaviour	0.000	Significant
Packaging → Purchase Behaviour	0.002	Significant
Marketing → Purchase Behaviour	0.001	Significant

Source: Researcher's Calculations

Table 14 highlights the results of hypothesis testing. All p-values are less than 0.05. Null hypotheses are rejected. Branding, packaging, and marketing significantly influence purchase behaviour.

VII. Findings of the Study

1.Branding and Consumer Trust

Branding plays a crucial role in establishing trust among consumers by creating a strong and reliable image of the product. A well-recognized brand enhances credibility and assures quality, which reduces perceived risk in purchase decisions. Consumers tend to rely more on familiar brands, especially in the context of health-related products.

2. Packaging and Impulse Buying

Packaging serves as an important visual and functional element that attracts consumers at the point of sale. Eye-catching designs, convenient formats, and informative labels can significantly influence impulse buying behavior. Attractive packaging often creates a first impression that drives immediate purchase decisions without extensive evaluation.

3. Marketing and Consumer Awareness

Marketing activities help in increasing product visibility and educating consumers about its features and benefits. Effective promotional strategies shape consumer perceptions and influence their attitudes toward the product. Through advertisements and campaigns, marketing plays a key role in building a positive brand image.

4. Communication of Health Benefits

Consumers show a higher preference for products that clearly communicate their health benefits. Transparent labeling, nutritional information, and health claims make it easier for consumers to make informed choices. Such clarity not only enhances product appeal but also strengthens consumer confidence in the product.

VIII. Conclusions

The study concluded that branding, packaging, and marketing are powerful determinants of consumer purchase behaviour in the healthy food sector. As consumers become more health-conscious, companies must adopt innovative and consumer-centric strategies to remain competitive. Integrating these elements effectively can lead to increased consumer trust, satisfaction, and loyalty.

IX. Suggestions

1. Transparent and Authentic Branding

Companies should build trust by ensuring honesty and consistency in their branding practices. Authentic communication about product quality, sourcing, and benefits helps strengthen credibility and long-term customer relationships.

2. Eco-Friendly and Informative Packaging

Organizations should adopt sustainable packaging materials that are environmentally responsible while also providing clear and useful product information. This not only appeals to eco-conscious consumers but also enhances informed decision-making.

3. Digital and Influencer Marketing Strategies

Firms should invest in digital platforms and collaborate with influencers to expand their reach and engage with target audiences effectively. Such strategies help in creating awareness, building brand image, and influencing purchase behavior.

4. Clear Highlighting of Nutritional Benefits

Products should prominently display nutritional information and health benefits on packaging in a simple and understandable manner. This enables consumers to quickly assess the product's value and make confident purchasing decisions.

References

- [1] Aaker, D. A. (1996). *Building strong brands*, Free Press.
- [2] Armstrong, G., & Kotler, P. (2017). *Marketing: An introduction* (13th ed.), Pearson Education.

- [3] Bahraseman, S. E., Dashtabi, M. D., Firoozzare, A., Boccia, F., Pakook, S., & Covino, D. (2025). Understanding consumer behavior in the choice of healthy food retail outlets: An examination of information types and the interplay between institutional trust and social recommendations, *Economic Analysis and Policy*, 86, 2070–2094. <https://doi.org/10.1016/j.eap.2025.05.035>
- [4] Cavanagh, K. V., Forestell, C. A., & Spence, C. (2020). “Healthy” versus “unhealthy” food brands influence health, calorie, and price ratings of food, *Journal of Nutrition Education and Behavior*, 52(9), 874–881.
- [5] Chu, R. (2024). The evolving role of food packaging design in promoting healthy eating behaviour, *Sustainability*, 16(15), 6365. <https://doi.org/10.3390/su16156365>
- [6] Gărdan, D. A., & Bryła, P. (2025). Editorial: Industry and individuals: Branding, labelling, and marketing of food products, *Frontiers in Nutrition*, 12, Article 1555875.
- [7] Gupta, S., & Ogdan, D. T. (2020). To buy or not to buy? A social dilemma perspective, *Journal of Consumer Marketing*, 37(3), 256–267.
- [8] Grunert, K. G., Wills, J. M., & Fernández-Celemin, L. (2010). Nutrition knowledge, and use and understanding of nutrition information on food labels, *Appetite*, 55(2), 177–189.
- [9] García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: A study of healthy food brands in emerging markets, *Frontiers in Nutrition*, 11, 1482009.
- [10] Gaur, G., Gupta, A., Chaubey, A., & Mehta, K. (2024). Consumer perceptions of health food brands, *Educational Administration: Theory and Practice*, 30(5), 4371–4379. <https://doi.org/10.53555/kuey.v30i5.3637>
- [11] Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.), Pearson.
- [12] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.), Pearson Education.
- [13] Liu, Y., Li, H., & Hu, F. (2024). The influence of logo design on perceived food freshness, *Food Quality and Preference*, 123, 105346.
- [14] Martinez, L., & Kim, J. (2026). Healthy breakfast perceptions: Comparing private labels and national brands, *International Journal of Retail & Distribution Management*, 54(13), 53–67.
- [15] Priya, K. M. (2024). Discovering consumer behavior towards back-of-pack nutrition labels: A systematic literature review, *Food and Nutrition Journal*, 12(2).
- [16] Rundh, B. (2005). The multi-faceted dimension of packaging: Marketing logistic or marketing tool? *British Food Journal*, 107(9), 670–684.
- [17] Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior* (11th ed.), Pearson Education.
- [18] Shariff, Q., Saleh, N. F., & Rosli, N. N. (2025). Visual taste: The role of illustration in driving consumerism among food and beverage brands, *International Journal of Research and Innovation in Social Science*, 6118–6121.
- [19] Shagyrov, M., & Shamoï, P. (2024). Color and sentiment: Emotion-based color palettes in marketing, *Journal of Marketing Analytics*, 12(3), 210–225.
- [20] Silayoi, P., & Speece, M. (2007). The importance of packaging attributes: A conjoint analysis approach, *European Journal of Marketing*, 41(11), 1495–1517.
- [21] Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.), Pearson.
- [22] Tamimi, M. H., Pratama, Y., & Arpah, M. (2025). Evaluation of food quality attributes influencing Generation Z’s consumer preferences for packaged beverages, *Economia Agro-Alimentare / Food Economy*, 27(2), 71–100.
- [23] Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer “attitude–behavioral intention” gap, *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194.
- [24] Zhou, X., Prado, I., & Tagkopoulos, I. (2025). The future of food: How artificial intelligence is transforming food manufacturing, *AI for Food Systems Journal*, 1(1), 1–15.