



UNIVERSITY OF WELLS TRINITY SAINT DAVID LONDON

Course: BA Business Management

Dissertation on

**A STUDY TO ASSESS THE CONSUMER BUYING BEHAVIOUR
AND MARKETING STRATEGY IN THE UK TOWARDS
HEALTH AND WELLNESS INDUSTRY FROM 2020- 2021**

Student name: Ralitsa Nedeva

Student ID: 1814706

Abstract

An individual's attitude towards the pandemic is one of the key factors that influence the change in the “purchase behaviour” of the customers. The product usefulness was considered as the key factor behind the shift of the “purchasing pattern” of customers. Many companies from different sectors during that time tried to provide a “positive buying experience” to the customer to attract them. The purpose of the study is to determine the driving forces behind the buying of “health and wellness products” during the pandemic. A primary quantitative research method has been used throughout the research. Following this research method, survey of 50 consumers in the UK were done for collecting information about the purchasing behavior and marketing strategies effectively. Proper ethical conservation was maintained during the research. It is identified that the sale of health products has increased suddenly due to the outbreak of Covid-19. Hence, a great impact on the consumer buying behavior of the health products has been observed. The adopted marketing strategies in the UK marketplace have been examined.

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Chapter 1: Introduction

1.1 Introduction

This is the introductory chapter of the research report, which highlights topic overview, significance of the research and purpose of the study. Besides that, this chapter has clear mentioning of the “research aim”, objectives and questions. The reason behind selecting the topic is also mentioned in the initial chapter of the report.

1.2 Overview of the Topic

The research is based on the analysis of consumers’ “shopping behaviour” in the UK’s “health and wellness industry” in 2020-2021. The impact of Covid-19 on the “health and wellness industry” was addressed in the research. Besides changing the “buying patterns” of customers the study focused on the marketing strategies adopted by the companies operating in this industry. The study tends to address the motivating factors behind the “buying behaviour” of the consumers. Customer attitudes in this case also were also considered as one of the key components that is shaping the marketing strategies followed by the companies operating in this industry.

1.3 Significance of the topic

This segment of the chapter focuses on the significance of the research. As mentioned by Gupta, Nair and Radhakrishnan (2021), the change in “shopping patterns” of customers in 2020-2021 is one of the results of the “Covid-19 pandemic”. The author further mentioned that during the pandemic most cases of the impulsive decision of consumers’ results in a change of “buying patterns”. As the change in buying behaviours of customers was taking place, marketing strategies of the companies operating in different industries were also changing with respect to it. The study is beneficial for addressing the key changes in consumers’ “buying patterns”. As mentioned by Majercakova and Rostasova (2021), due to the pandemic, customers started buying products that are necessary and sustainable. This is the reason the study considered the “health and wellness industry” for addressing the change in “buying patterns”. The way most of the companies attract customers towards them is also effective for further development of “marketing strategies”.

1.4 Purpose of the research

The purpose of the study is to determine the driving forces behind the buying of “health and wellness products” during the pandemic. The research tried to address marketing strategies used by multiple companies of the UK’s “health and wellness industry”. The study not only focused on the existing changes in the buying patterns but also identified the reason behind the changes in the “health and wellness industry”. The impact of the pandemic on this industry and the way the companies dealt with the changes were also examined in this research. The purpose of the study was to investigate the “marketing strategies” adopted by the companies for gaining customers during the change in consumers’ “buying pattern”.

1.5 Proposed aim, objectives and research questions

The study aims to identify “buying behaviour” of consumers in “health and wellness industry” between 2020 and 2021.

Objective 1

To determine what motivates consumers in buying Health and Wellness products.

Objective 2

To analyse the factors that influence consumer’s attitudes in the Health and Wellness industry.

Objective 3

To investigate what marketing strategies are used by companies in the Health and Wellness industry to gain customers.

Research Questions

- What motivates the consumer to buy Health and Wellness Products?
- What factors influence consumer attitudes in the Health and Wellness Industry?
- What marketing strategies do companies in the health and wellness industry implement to gain customers?

1.6 Chapter Overview

The first chapter of the research report is the introductory chapter. The research tried to find out the change in customer buying behaviour between 2020 and 2021 in the United Kingdom. Besides that, the study also focuses on the marketing strategies of the companies in the UK to deal with the change in purchase patterns of the consumers. One of the objectives of the study is the determination of motivating factors behind the buying of health and wellness products. The study also tried to analyse the factors influencing customer attitudes in the health and wellness industry.

The second chapter of the research report is the literature review. The findings of previous research in this research context were analysed in this chapter. Theories to understand the change of customers shopping behaviours were addressed in this specific segment of the study report. The selected theory for the research is the Theory of Reasoned Action that will help to evaluate the change in customer attitudes in a specific situation.

The third chapter of the research report is the objective chapter that focuses on the analysis and discussion of the objectives of the research. Based on the evidence from the health and wellness industry the reason of selecting the objectives was mentioned in this chapter.

In the methodology section, it can be said that *the primary quantitative* research method has been used throughout the research. Following this research method, *survey of 50 consumers* in the UK were done for collecting information about the purchasing behavior and marketing strategies effectively. Proper ethical conservation was maintained during the research.

The findings chapter has the analysis of the research findings. Quantative data was collected from the primary sources. The analysis of the survey questionnaire was made based on the developed themes.

In this section of conclusion, objective has been linked with literature review and finding sections. Through this linking, the accuracy of the research has been eased. As per future prospects of the study, the issues related to the purchasing behavior of consumer and marketing strategies will be resolved based on this research.

Chapter 2: Literature Review

2.1 Introduction

This is the second chapter of the research report that reviews existing literature on the context similar to the study area. Critical analysis of the literature was done in this chapter to find the answers to the research questions. The consideration of the theoretical model was done in this chapter to examine the research context in a real-time aspect. Besides that, this chapter has focused on the gaps in the existing literature.

2.2 Changes in buying behaviour of customers in 2020-2021

The years 2020 and 2021 are the time of the “Covid-19 pandemic”. This part of the second chapter tried to highlight the key changes that took place in the “purchasing behaviour” of customers during these two years. As mentioned by Rahmanov, Mursalov and Rosokhata (2021), the year 2020 was the most unpredictable year of the last decade as the world did not witness this kind of “large-scale crisis” in the previous years. The impact of the “Covid-19 pandemic” can not only be seen in the “health industry” but also it had a huge influence on the finance sector. The change in financial and health sector conditions affected “human activities” which resulted in the change of public behavior as customers.

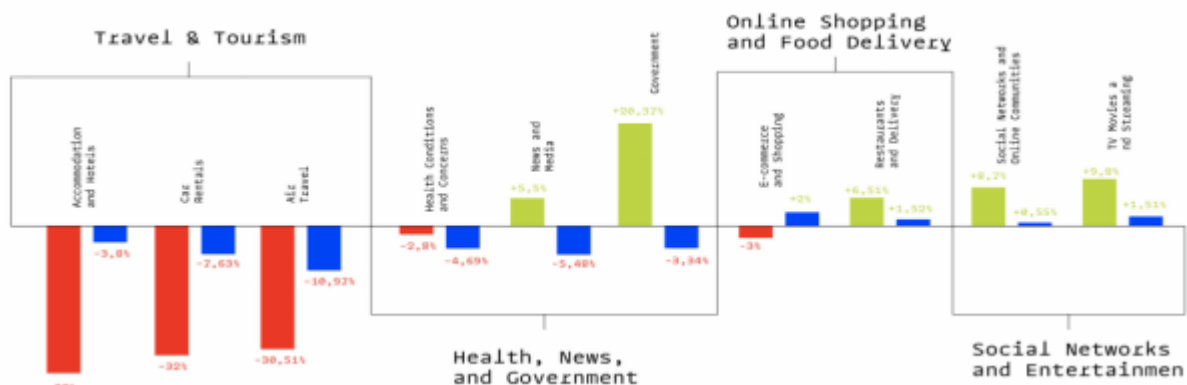


Figure 2.2.1: Change in “consumer demand” during pandemic

(Source: Rahmanov, Mursalov and Rosokhata, 2021)

The major impact of the pandemic was seen in terms of public dependency on the government. People shifted their shopping tendencies towards sustainable and healthy products. It was seen that in the year 2020 most of the consumers focused on necessary items more compared to previous years. As mentioned by Gupta, Nair and Radhakrishnan (2021), at the initial phase of the pandemic people were making “buying decisions” driven by their impulses. This is the reason behind the rapid change of “purchasing patterns” of consumers in 2020 and 2021 (Gupta, Nair and Radhakrishnan, 2021).

As mentioned by Majercakova and Rostasova (2021), an individual's attitude towards the pandemic is one of the key factors that influence the change in the “purchase behaviour” of the customers. Majercakova and Rostasova (2021) further mentioned that product usefulness was considered as the key factor behind the shift of the “purchasing pattern” of customers. Many companies from different sectors during that time tried to provide a “positive buying experience” to the customer to attract them. Cost-effectiveness was considered by many customers before purchasing any products in 2020 and 2021 (Majercakova and Rostasova, 2021).

2.3 Motivating factors behind customer focus towards buying Health and Wellness products

During the “Covid-19 pandemic” a shift of purchase pattern of the consumers can be seen in different parts of the globe. As mentioned by Śmiglak-Krajewska and Wojciechowska-Solis (2021), in most countries consumers showed interest in “organic products” over regular products that they use to buy in everyday life. The authors stated that the reason behind the public shift towards “health and wellness products” is the new situation where every individual was likely to purchase in an isolated condition. The pattern of “food consumption” and the impact of food on public health got more attention due to the health crisis.

According to Hidayatet *al.* (2021), the key influence motivator to change the “buying patterns” of customers during the pandemic is “health value”. Public perception regarding health and attitude towards it changed during the pandemic. The author found a strong relationship between “health value” and “consumer’s attitude” for shaping their “purchasing intention”. The study found that during a health crisis “health-related behaviour” of customers tends to change (Hidayatet *al.* 2021). As the pandemic resulted in the disruption of the “healthcare system” in almost every part of the world, most people started valuing their “health condition” which resulted in “proactive health-minded” purchasing (Hidayatet *al.* 2021).

Clemens *et al.* (2020) stated that “medical risk” associated with the pandemic is the key inflicting factor behind the changes in the “purchasing pattern” of customers. People with existing health issues are found to be changing their “purchase pattern” towards more “health and wellness products”. Demography also played an important role in this case. The reason behind this is the difference between public perception of the “Covid-19 pandemic” in different demographics. As stated by Clemens *et al.* (2020), the public was purchasing “health and wellness products” in 2020 as an activity for preparing to deal with the pandemic. “Risk perception” and “perception” are two major motivators of buying “health and wellness products” in 2020-2021 (Clemens *et al.* 2020).

Literature Review of Maslow Model

Maslow's Model or Maslow's hierarchy of needs is the set of four basic requirements: self-actualization, self-esteem, family or friends, safety, and physiology (Humphries 2017). Abraham Harold Maslow first introduces Maslow's Model in his book *Motivation and Personality*, published in 1954. He created the Hierarchy of Human Needs and expressed his theories in his book.

During the 1950s, Maslow became one of the originators and main thrusts behind thinking known as humanistic brain research. His speculations—including the progressive system of requirements, self-realization, and pinnacle encounters—became key subjects in humanist development.

The cycle of self-realization assumed a fundamental part of Maslow's hypothesis. He characterized this propensity as "the full use and misuse of abilities, limits, possibilities, and so on" at the end of the day, individuals are continual during the time spent endeavoring to arrive at their maximum capacity. Self-realization is not an endpoint or an objective. It is a continuous interaction where individuals keep on extending themselves and accomplish new prosperity, inventiveness, and satisfaction.

Critical analysis of Maslow Theory

Maslow's chain of importance is basic, efficient, instinctive, generally known and viewed as of incredibly viable worth; these are maybe its most noteworthy qualities. The moderately precise movement from essential endurance needs to more significant level development needs is thought that numerous individuals discover to be relatable to their background. Since these requirements are viewed as intrinsic, widespread, and will, in general, effectively impact the practices of most

people, it turns into a model that is both helpful and pertinent to a gigantic scope of settings. Significant analysis of Maslow's philosophy identifies with the ethnocentric inclination—a practically elite accentuation on Americans (generally instructed, male) regarding a profoundly individualistic culture. A considerable lot of the greater level requirements in the progressive system center around oneself (accomplishment, confidence, self-awareness), which cannot be globalized and effectively moved to Eastern societies, such as placing more prominent accentuation on the local area magnanimity and commitment. It is additionally not satisfactory whether needs may vary as per sex or financial foundation.

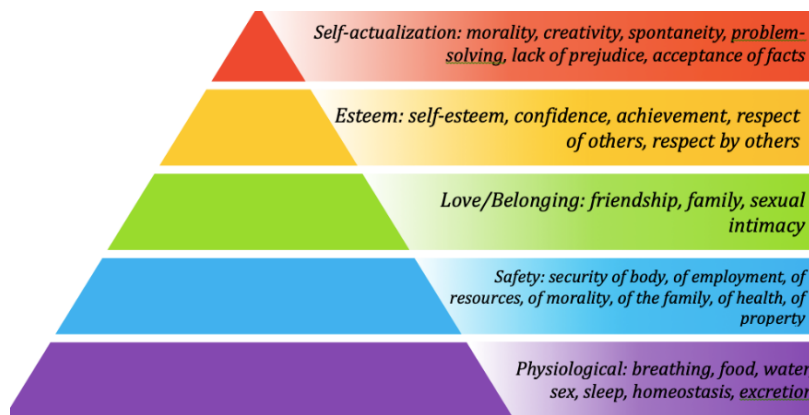


Figure 1: Maslow's Hierarchy of Needs

According to the theory, consumer needs could be categorised into five major groups in hierarchical order. The first psychological needs are water, sleep, and food. When these needs are satisfied, consumers are focused towards meeting the safety needs, such as shelter, security and protection and then belonging needs on third level, love, friendship, and acceptance. Satisfaction of these needs allow individuals to advance the ego needs, which include self-esteem, uniqueness, independence, and achievement. At top, there is self-actualisation needs, which is about striving to realise full potential through education, hobbies, and engagement with social causes.

2.4 Factors affecting customer behaviour in Health and Wellness industry

The change in “buying patterns” of customers in different sectors is highly common but during the pandemic that changes became more prominent and rapid. As mentioned by Ali and Ali (2020)

during the pandemic population in different parts of the world faced “healthcare issues” and “healthcare crises”. In most cases, companies operating in this sector and the governments of almost every country suggest people buy healthy products so that every individual can take care of their own health. “Social”, “economic” and “psychological factors” influenced people to change their “shopping patterns” during the pandemic (Ali and Ali, 2020). “Social awareness” to stay healthy during the pandemic resulted in the change in public perception to buy “health and wellness products”. “Fear of the pandemic” developed by the spread of healthcare disruption news acts as a psychological catalyst that makes people focus on their health. People during this time became more health-conscious which motivated them for buying “healthy items” (Ali and Ali, 2020).

What factors influence consumer attitudes in the Health and Wellness Industry?

One of the important factors that influence consumer attitude is the *psychological factors*. In health and wellness industry, human psychology is a major determinant of the consumer behaviour. For example, the motivation for better health and wellness and perception towards it plays a crucial role in purchasing health products (Chhabra, 2021).

Another important factor is *perception*. Consumer perception is an important factor that influences consumer behaviour. It is the process where consumer collects the information about the health and wellness product and then interprets the information to make a meaningful image about the particular product.

The third factor that influence consumer attitude is *social factors*. Humans are social being and try to imitate other humans. For example, use of health products by social media influencers creates a significant impact on consumer’s attitude to purchase a product (Chhabra, 2021).

Personal factors also impact consumer attitude in health and wellness industry. For example, the income of the consumers could influence buying behaviour of an individual. Higher income people tend to buy organic and healthy products. Furthermore, the lifestyle of an individual also influences buying behaviour.

The tri-component attitude model (ABC attitude model)

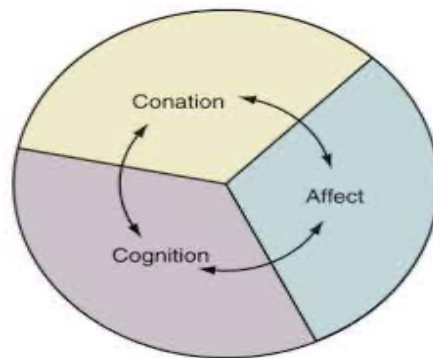


Figure 2: The Tricomponent Model

The Tricomponent Model of attitudes consists of three parts, a cognitive component, an effective component, and a conative component. The cognition component captures a consumer's knowledge and perceptions about products and services. It focuses on consumer's emotions or feelings with respect to a particular product or service. Evaluative in nature, the affective component determines the overall assessment of the individual attitude in terms of favourable ratings. The last component, conative is concerned about the likelihood of consumers act toward the product. In marketing and consumer behaviour, this component is treated as an expression of the consumer's intention to buy.

2.5 Marketing strategies used by Health and Wellness industry

This segment of this chapter focuses on the “marketing strategies” used by the “health and wellness industry” during the pandemic. As mentioned by Elrod and Fortenberry (2018), communication with customers is the key strategy that organisations use to promote their products. The connection with the customers is required to be built so that the changes in “customer's needs” can be addressed without any major issues. “Healthcare product” manufacturing companies use to promote a product by focusing on the potential impact of the product on an individual's health (Crick and Crick, 2020). During the pandemic, organisations focus on the way their products will help to deal with the crises. In most cases, the collaboration between two companies was seen for developing better healthcare products (Crick and Crick, 2020). “Collaborative marketing” was one

of the most seen marketing strategies during the pandemic. As public perception in 2020 shifted towards sustainability, many companies adopted “Green marketing” as their primary “marketing strategies” at that time (Crick and Crick, 2020).

2.6 Advantages and Disadvantages of changing customer behaviour in Health and Wellness industry

Businesses are dependent on the decisions made by customers. The change in the “purchasing pattern” of customers results in innovation and manufacturing of new products. As mentioned by Annarelli, Battistella and Nonino (2020), people make purchasing decisions based on the necessity and usefulness of a product. The change of “customer behaviour” is advantageous in terms of developing new products and the emergence of new markets. Public demands in 2020 get associated with the healthcare products that enhance the “healthcare industry” as well as the overall expenditure of people in that industry.

The shift of the “purchasing pattern” of the customers has some disadvantages along with advantages. Due to the rapid and sudden change in the “purchase pattern” of customers, sometimes many companies failed to deal with the change which resulted in organisational shutdown (Annarelli, Battistella and Nonino, 2020). It was also seen that the change in “buying patterns” of customers resulted in the waste of already manufactured products. Many companies used to face huge monetary and resource losses due to this (Annarelli, Battistella and Nonino, 2020).

2.7 “Health and Wellness” Industry overview of the UK

During and after the “Covid-19” pandemic a boom in the healthcare sector was seen in the UK. The public shift towards buying “healthcare products” as a precaution to deal with the pandemic is the key reason behind this. Due to the shift of consumers to “healthcare products,” expenditure also increased in this area. The “health and wellness industry” of the UK in 2020 was worth “€23 billion”. The growth rate of this industry between “2015 and 2017” was 6.4% and it remained the same until 2019 (telegraph.co.uk, 2021). Due to the public shift towards the products of this sector multiple challenges also started to arise. Small companies providing “at home treatment” increased in the UK exponentially resulting in a huge challenge for the existing large companies (telegraph.co.uk, 2021).

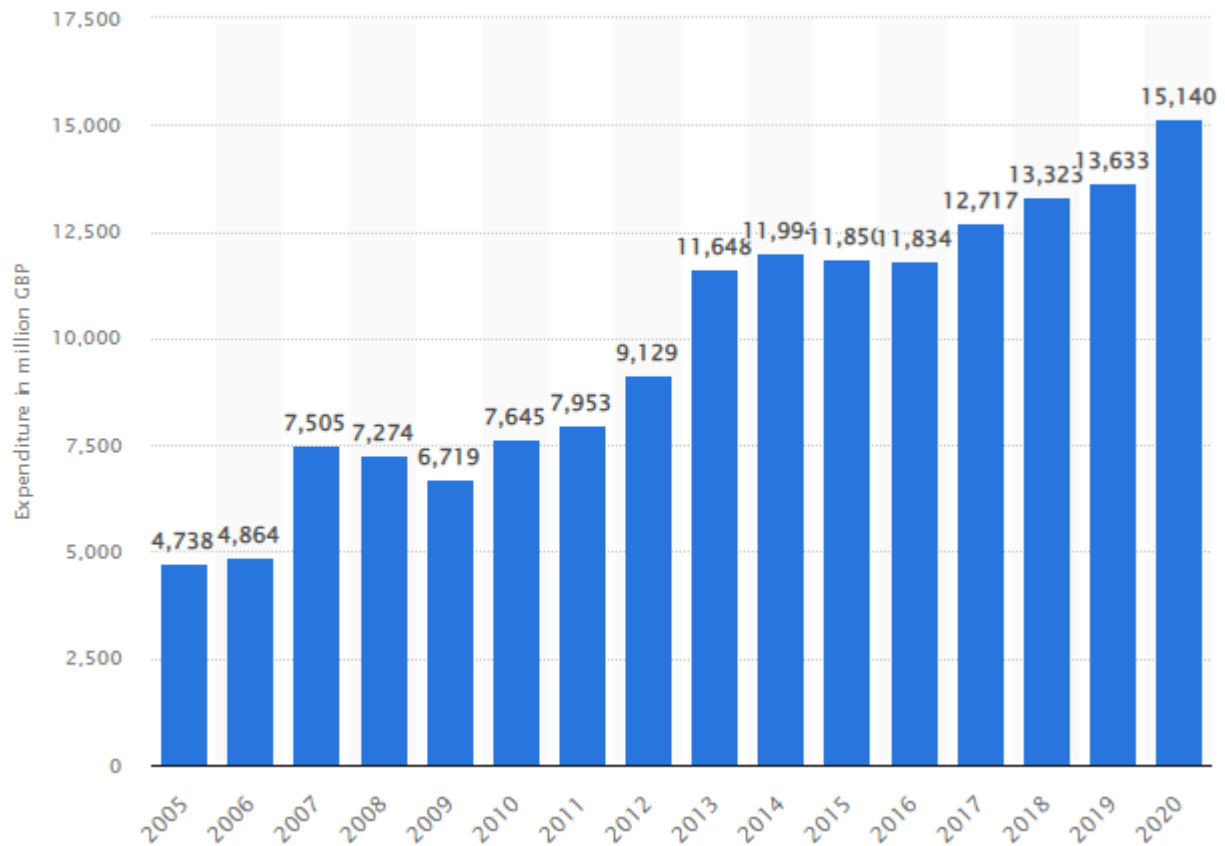


Figure 2.7.1: Annual expenditure of UK population of “healthcare and wellness products”

(Source: Breza *et al.* 2021)

“Annual expenditure” of the UK population in “healthcare products” reached 15,140 million GBP, which is an increase of 9.9% from the previous year (Varghese, Ramesh and Veeraiyan, 2019). The huge growth of the product consumption results is showing a significant change in this sector. Some of the scholars are referring to the rapid change as a creation of an industrial bubble in this sector. The total expenditure of the UK population in 2020 was £269 billion, which is 20% higher than the spending of 2019 (Hidayat *et al.* 2021). The total spending is included with the “healthcare product” purchased by the people of the UK.

2.7 Theoretical Perspective

The study aims to address the change in the “purchasing pattern” of customers during the pandemic toward buying “health and wellness products”. The assessment of “customer behaviour” can be done by highlighting the driving forces behind the shift of “purchasing pattern”. The theory adopted in this case to address the behaviour of consumers is the “*Theory of Reasoned Action*”. The theory refers to the change in behaviour of an individual as a result of the individual’s intention (Minton *et al.* 2018). The prediction of an individual's intention for performing behaviour can be done by addressing two factors. The first factor is an individual's attitude regarding a specific behaviour and the second factor is “subjective norms” associated with the behaviour (Minton *et al.* 2018).

“Subjective norm” refers to the environmental and “social surroundings” of an individual that develops an individual’s “perceived control” over his or her behaviour (Minton *et al.* 2018). It was seen that a person with a “positive subjective norm” and positive attitude is more likely to have a “greater perceived control” that results in a strong intention for changing the behaviour. The attitude of an individual is driven by “behavioural beliefs” and “behavioural outcomes” but “subjective norm” is driven by “normative belief” and “motivation for complying” (Minton *et al.* 2018). The intention of performing a specific behaviour is the key to portraying the behaviour in a real-time context.

2.8 Conceptual framework

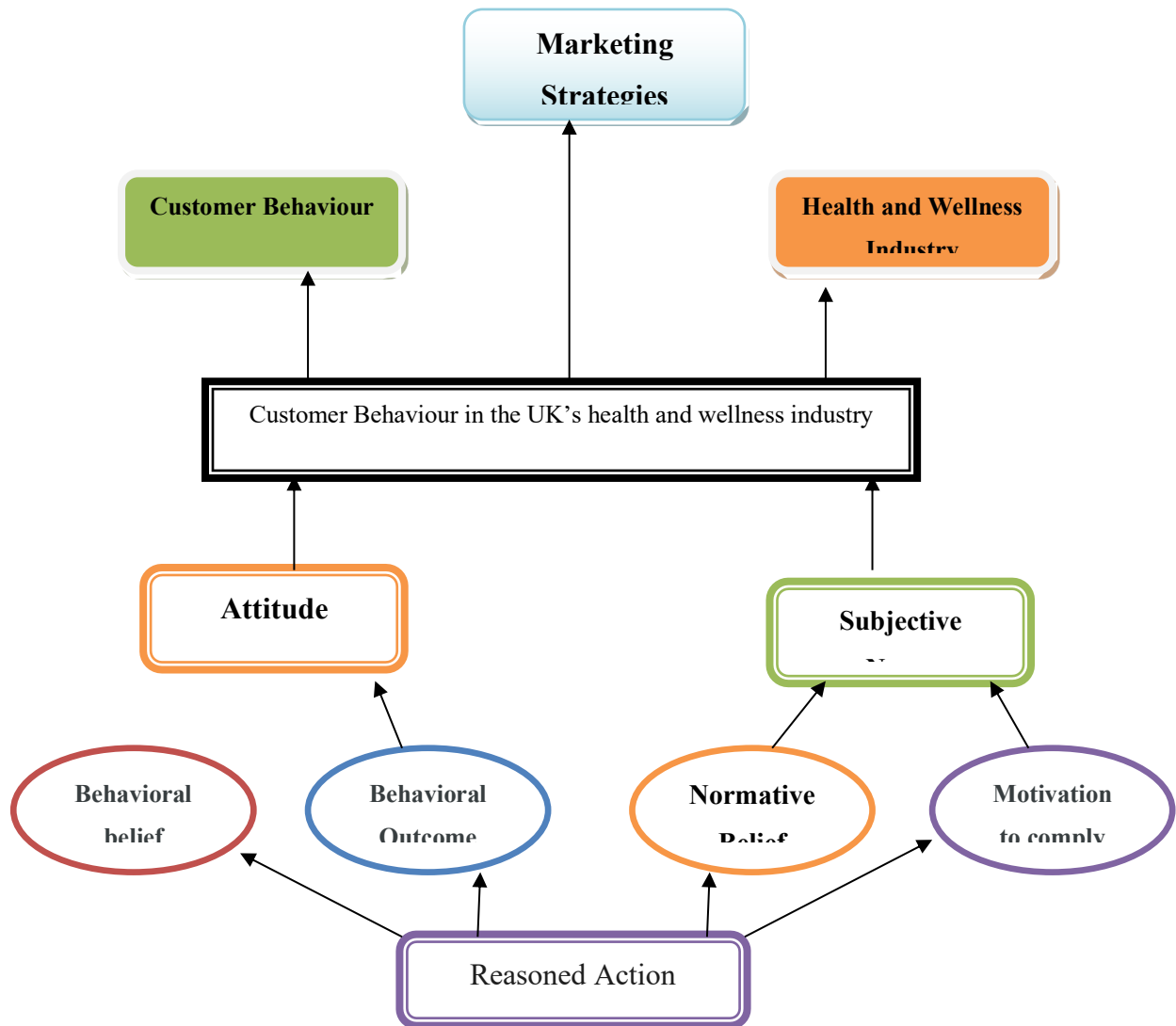


Figure 2.8.1: Conceptual Framework

2.9 Overview of objectives 1

The first objective of the research is the determination of the motivators that are making consumers buy “health and wellness products”. Before analysing the reasons behind the development of these objectives it is required to understand the “health and wellness products”. As mentioned by Liberato *et al.* (2021), “health and wellness” products refer to edge products that are good for health and ensure the healthy living of an individual. Liberato *et al.* (2021) further mentioned that the present lifestyle of human beings is making the health not good enough for better living. The impact of the pandemic is considered as one of the key reasons behind the shift of different populations towards buying “health and wellness products”.

The objective of this research helped the researcher to understand the key factors that are motivating the large-scale population to buy “health and wellness” products. The growth of the “health and wellness” market around the world was increased by 6.4% from 2017 (policyadvice.net, 2021). In 2017 the value of the market was \$3.7 trillion which became \$4.2 trillion in 2021 (policyadvice.net, 2021). The growth of this sector is twice the growth of the “global economy”. As mentioned by Agarwal and Agarwal (2017), an industry grows when the demand for the products associated with the industry starts increasing. It can be said that public demand for “health and wellness products” increased exponentially in the last four years which resulted in the growth of this sector (Soroka and Wojciechowska-Solis, 2019). The development of this objective is associated with the undertaking of the factors that are making people buy products from this industry.

Manber (2021) stated that multiple factors are responsible for the high inclination of people towards the “health and wellness” industry. According to Manber (2021), the effect of the “Covid-19 pandemic” can be seen among the common reactions of people from different parts of the world. A “collective pause” was seen among all the populations of the countries that changed their lifestyle for a moment. As mentioned by Yuen *et al.* (2020), a “psychological issue” can be seen among the population across the globe that resulted in “panic buying”. The “Covid-19 pandemic” in 2020 changed the public perception regarding their health as well as the healthcare system of the respective countries. During this time people in different parts of the globe became more health conscious and started buying products that are essential in daily lives.

Yuen *et al.* (2020) further mentioned that the buying of “health and wellness products” from the initial phase of 2020 is a “social behaviour”. The awareness spread by local government and WHO

is responsible for the emergence of this “social behaviour”. According to Yuen *et al.* (2020), public awareness from international organisations and “national governments” is the key motivator for buying “health and wellness products”. The motivators did change the “buying pattern” of consumers between 2020 and 2021.

As mentioned by Soroka and Wojciechowska-Solis (2019), the increase of organic products’ market can be seen in the last two to three years. The growth of this product market is referring to the “health conscious behaviours” of populations. The urge to change lifestyle for becoming healthier and the psychological change for having a “healthy lifestyle” is motivating people to buy and consume “organic products” that have no harm to the “human body”. As mentioned by Manber (2021), people from different countries are showing an urge to return to “normal life” free from the “Covid-19 pandemic”. During the pandemic, most of the people changed their behaviour to make themselves safe from the virus. According to Manber (2021), the behaviours during the pandemic became habits for the majority of the population. The objective of this study assisted to identify the key motivators that are making consumers buy “health and wellness products”.

2.10 Overview of objectives 2

The second objective of the study is associated with the identification of the factors behind the change in the consumers’ attitude in the “health and wellness industry”. This objective was developed to understand the way consumers’ attitude in the selected industry has changed between “2020 and 2021”. As mentioned by Mothersbaugh *et al.* (2020), the change in the attitude of customers in a specific market is associated with the emerging requirements for a specific product. Mothersbaugh *et al.* (2020) mentioned that every industry and its operation in the market depend on the public perception of the products and their use in daily lives. As the demand for a product change, customer attitudes also change with that.

This objective allowed the researcher to understand the factors behind changing attitudes of consumers in the last two years. This also assisted to compare the difference between the consumers’ attitudes before and after the pandemic. As mentioned by Asioliet *et al.* (2017) a trend among the consumers can be seen in the last few years to buy products that have a “clean label”. The authors refer to “clean label products” as the products that are good for health and have less impact on the environment compared to other variable products. The trend of healthy products

started before the emergence of the “Covid-19 pandemic”. Asioliet *al.* (2017) further mentioned that the media is one of the key factors that influence “consumers’ attitudes”.

According to Ali, Alam and Ali, (2021), consumer orientation with the “health and wellness products” started emerging with a high growth rate during the pandemic. According to Ali, Alam and Ali, (2021), the impact of the pandemic on the health sector and “public awareness” influenced “consumers' attitudes” during 2020-2021. The authors addressed three factors behind the influence of changing “customers’ attitudes”. The factors are “psychological factors”, “market attributes” and “product attributes”. The study by Ali, Alam and Ali, (2021) found that the “purchase decision” of the consumers and the attitudes during the purchase of a product is influenced by “product attributes”. Here “product attributes” refers to the use of the product as well as its benefits to health.

According to Talwar *et al.* (2021), between “2020 and 2021” food consumption of populations in different countries have changed. The authors identified public perception towards ecological and “environmental welfare” as the key factor for changing customers' attitudes. The “health and wellness industry” manufactures products that are good for human health and required to maintain a healthy lifestyle. Talwar *et al.* (2021) mentioned that “health conscious” and “food safety” are the two key influencing factors or stimuli of changing “customers’ attitudes”. These stimuli are affecting the “purchase decisions” of the consumers in the “health and wellness industry”. The consequences of changing attitudes can be seen in terms of increasing demand for specific “health and wellness products” (Talwar *et al.* 2021). The “buying frequencies” are also changing with the shifting attitudes of consumers. The “Socio-demographic profile” of the population is also considered as one of the key factors behind the change in “consumer’s attitudes”.

Ali (2021) mentioned that “organic foods” demand is increasing in different markets. Consumers of the present market are aware of the impact of food products on their health. Consumers usually change their purchase decisions based on their preferences and use of specific products in “everyday lives”. “Personal health” is the key factor that has a major impact on the consumers’ changing attitudes in the “health and wellness industry”. “Personal care” products are leading the industry by the hold of “\$1,083 billion” in the present market. The major reason behind the change in attitudes of consumers in this industry is the perception of “health and wellbeing”. Customers in the present day are more likely to live a healthy life. This objective helped to identify and

evaluate the factors behind the changing attitudes of consumers in the present “health and wellness industry”.

2.11 Overview of objectives 3

The third objective of the research is to examine the “marketing strategies” adopted by the companies operating in the “health and wellness industry” for gaining customers. This objective was developed for evaluating the suitable “marketing strategy” in this competitive market for retaining consumers. During the pandemic, public gatherings, and outings of the population without any reason got restricted by the government. It became difficult for the companies to rely on traditional “marketing strategies” to gain customers. As the research is focusing on the motivators and “influencing factors” that are changing the behaviours of consumers in the “health and wellness industry” it is important to look at the “marketing strategies”.

As mentioned by Ali and Anwar (2021), in the last few years the change in customers’ “purchasing behaviour” has changed exponentially. Consumers became more critical to making decisions while purchasing a specific product. The competition in the market has increased in recent years. According to Halkiopoulou *et al.* (2021), the more consumers are inclined towards a product the more companies start emerging in the market. Competition due to the inclination of people towards “health and wellness products” is increasing in a specific business scenario. Ali and Anwar (2021) stated that the major “marketing strategy” that the majority of the companies in the “health and wellness industry” adopted during the pandemic is associated with “product pricing”. One of the major impacts of the pandemic can be seen in the “economic activities” of almost every industry. Five key “pricing strategies” were identified in this case that is “penetration pricing”, “price skimming”, “premium pricing”, “competitive pricing” and “psychological pricing”. Ali and Anwar (2021) stated that all the strategies of pricing have had a significant impact on the “consumer’s behaviour” in the last two years.

As stated by Mason, Narcum and Mason (2021), during the pandemic as people were bound to stay at home; the only way of communication was the internet. The growth of “Facebook users” during the pandemic is 19%. All the “social media applications” witnessed exponential growth during the pandemic which refers to the increasing internet usage by the general population. Mason, Narcum and Mason (2021) mentioned that most of the companies adopted “social media marketing” in 2020 to reach more people without following “traditional marketing strategies”.

As identified by Brezaet *al.* (2021), during the “Covid-19 pandemic”, health professionals and the governments of all the countries mostly focused on “social media” to spread awareness. Companies operating the “health and wellness industry” also adopted the same strategy to reach more consumers. The use of “social media” and the internet to promote products do not breach the government guidelines to stop the spread of the virus. The increasing “internet penetration” in the majority of the countries allowed the companies to rely on “internet promotion” over any other “marketing strategies”. Brezaet *al.* (2021) further mentioned that awareness and news spread faster in “social media” than any other “media platform”. It allowed the organisations to take advantage of the fast-spreading platform to promote products and gain new consumers.

2.12 Summary

The second chapter of the research report is the literature review. Considering the key aspects and the objectives of the research were considered to develop the themes to review the literature. All the pieces of literature selected in this case are focusing on a similar context as of the research. It was found that people in different parts of the world are shifting their preferences towards buying “healthcare and wellness” products. The advantages as well as disadvantages of changing “purchase patterns” of consumers are analysed in this chapter. The study tried to find out the answers to fill the identified gaps in previous research.

This chapter of the report addresses the rationale for developing the objectives of the study. This chapter has clear descriptions of the “research objectives” as well as the background information of all three objectives. It was seen that “customer behaviour” in the “health and wellness industry” has changed in the last two years since the emergency of the “Covid-19 pandemic”. The objectives of the study helped the research to not only understand the factors behind changing “customer attitude” but also assisted to identify the “marketing strategies” adopted by the companies of this industry. The findings of the research are based on the objectives. It helped the research to meet the “research aim”.

2.13 Literature Gap

This chapter of the research report addresses the changes that took place in the “purchase patterns” of customers during 2020-2021. The factors that motivated the change during this time was also analysed in this chapter. The overview of the “health and wellness industry” was provided in the literature review. Marketing strategies adopted by the companies of the “healthcare sector” to engage the customer were evaluated in the global perspectives. After reviewing the literature, it was found that the change of customer attitudes and the reason behind the change in attitude was not analysed in any of the previous studies. This research tried to evaluate the reason behind the change in “customer attitude” in specific circumstances.

Chapter 3: Methodology

4.1 Introduction

Methodology is one kind of essential factor for conducting research on consumer buying behavior and marketing strategy of the UK. It can be ensured that proper utilization of methods helps in providing greater research outcomes. Hence, in this section, the appropriate methods will be highlighted, which are required for the progress of the research smoothly. Through following exact methods and collecting appropriate data, it can be ensured about the consumer's purchasing behavior of the Health and Wellness industry along with effective marketing strategy. Hence, proper research strategy, data collection and interpretation process along with sampling method will be properly discussed.

The **research onion** was developed by Saunders et al in 2007 to describe the stages through which a **researcher** must pass when developing an effective methodology.

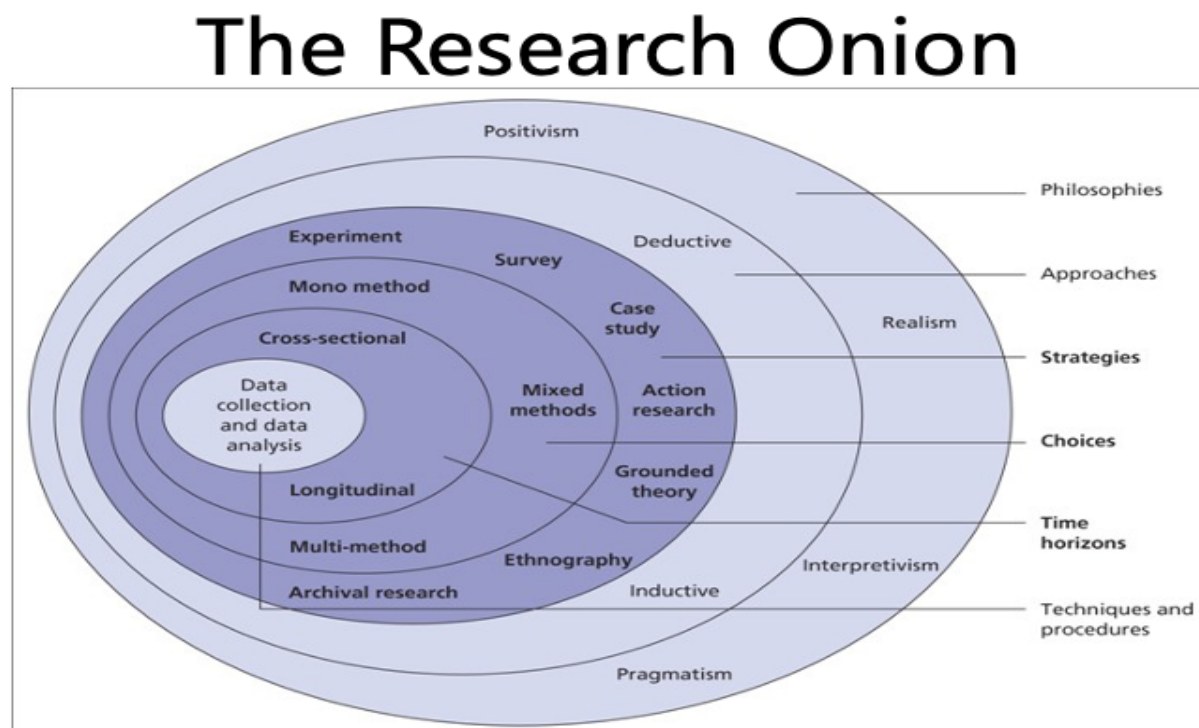


Figure 3: Research Onion

4.2 Research philosophy

Research philosophy is an effective factor, which helps in conducting and progress the research work in a significant way. This is the initial factor of research, which includes three types of philosophies. Those philosophies are such as: Realism, positivism and interpretivism.

Realism research philosophy helps in providing a key direction to the researchers, by which they can get the freedom for new thinking. Based on these factors, researchers can discuss any factor easily. Interpretivism research physiology is not appropriate for this research. Hence, ***positivism research philosophy*** can be considered as the relevant and suitable philosophy for this research (Kumar, 2018). The main reason behind choosing this philosophy for this research is to meet the research objectives. It is one kind of effective approach for better interpretation of the research and providing great outcomes. Hence, research needs to focus on both factors just like collected data and previous literature. Through following this process, researchers can easily interpret the collected data based on existing evidence or based on some assumptions. Researchers have the freedom in comparing various data and choosing the suitable one for the research.

4.3 Research paradigm

Research paradigm is one kind of critical factor, which is essential for meeting research aim objectives. According to the analysis, it can be said that there are four kinds of research paradigms. Those are such as: “Positivism”, “post-positivism”, “critical theory” and “constructivism”. This research paradigm is the set of “beliefs and assumptions' ' in the research, which indicates methodological, ontological, and epistemological concerns in a significant way. It is one kind of research approach, which is important for conducting research based on some factors. According to these factors, “***methodology***” has been followed for critical analysis of the collected data (Bairagi and Munot, 2019). Based on this methodology, research approach, research design and research strategy have been selected.

4.4 Research approach

This is also one type of essential factor, which helps researchers in extracting data through following proper research methods and meeting the research aim properly. Based on the available information, it can be said that there are two types of research approaches, which are inductive and deductive research approaches.

According to the industrial research porch, it can be said that research is capable of developing new ideas along with various hypotheses for exploring information about the research topic. Some practical point of views along with innovative research is required for using this approach in the research. On other hand, deductive approach indicates that to create “conclusive evidence”, by which researchers can easily meet the research aim and objectives. However, “**deductive research approach**”, has been considered as the best option, by which buying behavior of the consumers in the UK from 2020-21, can be known (Ledford and Gast, 2018). Through this option, researchers are able to identify evidence of the previous research based on new theories. In simple words, it makes the research process go smoothly.

Survey strategy of the research onion is often linked with the deductive approach. It is one of the finest and economical research strategy. It allows you to gather huge data to answers the who, what, where, when and how of your research. You can collect rich and reliable data through this method.

4.5 Choices

Based on the available information and research aim, it can be said that this research has followed the “**quantative methods**’ in a significant way. Through following the quantative methods, proper information about the consumer buying or purchasing behavior can be collected. It has been observed that there are various kinds of diversity among the UK customers; hence the Health and Wellness industry follows various kinds of marketing strategy for attracting and retaining customers. Thus, through these quantative methods, data related to UK customers and marketing strategy have been collected for research progress.

In terms of analyzing the research methods, it can be said that research design is one kind of effective factor for progressing the research in a systematic way. Through following all types of protocols, appropriate research design has been selected. The researcher needs to focus on the proper research design for meeting research aims. According to the research design, it can be said that there are three types of research designs, which are: Expiratory, explanatory, and descriptive. As opined by Humphries, (2017), **descriptive research design** is the best option for this research for adhering information about the UK customers. In this aspect, a large amount of information from the market can be extracted and analyzed properly.

4.6 Research strategy

This research strategy indicates the process for conducting research smoothly. It can be said that “*quantative strategy*” is suitable for this research for emerging research aims and objectives effectively. This is the **mono method** in relation to “Choices”. This research strategy implies that proper guidance and techniques are required for meeting the research targets effectively. Based on the research strategy, research can find out the easiest way for meeting the research goal. Through following this research strategy, exact data collection methods along with data analysis methods can be selected. In order to follow the research strategy, the research quality can be ensured. Not only research quality, however the researcher can also be able in finding out the research gap also (Worthington and Bodie, 2017). Through identifying the gaps, those gaps can be easily refilled based on the research strategy. According to the research topic, *survey questionnaires* are required for conducting and completing the research (Ragab and Arisha, 2018). Based on the available information, it can be said that there are generally two sources of data, which are used in research. Among those two sources of data, *primary sources* are relevant for conducting this research. Similarly, data types are also two divided into two categories. In which, *quantitative data* is perfect for collecting information about the buying behavior of the UK consumer along with marketing strategies of the UK market. In terms of analyzing the research strategy, *primary quantitative data* is appropriate for evaluating the purchasing decision of the consumers of “*Health and Wellness industry of the UK*” (Kumar, 2018)

4.7 Population and sampling methods

Selecting population is the great factor in the research, by which researchers can collect proper information related to the research topic. Based on the collected information, researchers are able to figure out the research needs properly. Sample can be considered as the “small group of people”, which can be extracted from a large population. In this case, it can be ensured that the population needs to be suitable with the research topic, by which proper information can be collected. That information has great advantages in resolving various research problems in a significant way. In this case of conducting a survey, a large number of the population needs to be selected for collecting information about the research topic. Based on the research, a large sample size is required for conducting surveys in a significant way.

Based on the primary *quantitative research method*, a *probability sampling* process has been followed in this research (Hoon and Singh, 2019). This sampling strategy is effective for satisfying research aims through maintaining research quality properly. In this case, *UK consumers in the Health and Wellness industry* are the main sample for survey. Hence, the *sample size of this research is 50. I have distributed an Google form in Social media platform – Facebook.*

4.8 Data collection process

This is the critical part of the research as well as most effective. It can be said that collecting proper data through following appropriate research methods, helps in bringing research success. Dodds and Hess, (2020), this data collection process has a great link with the sampling strategy of the research. As one type of data has been utilized in this research, hence, cross-sectional study is required. Through following the primary quantitative research methods, a survey has been done on 50 consumers of the UK. Hence, a survey questionnaire has been developed based on 9 questions (Nayak and Singh, 2021). The consumers of the UK have asked some closed-ended questions for gathering information about their buying behavior and marketing strategy. The response has been collected in the Likert scale. The questions were selected based on the research topic, which may help in meeting research objectives. It can be said that question selection is the effective process for collecting information properly and completing the research successfully. This survey was administered online. I have distributed 50 Google Forms to people on Facebook. Respondents was given 10-15 minutes to answer the questions.

4.9 Data interpretation plan

Data interpretation is highly important after collecting data through following primary quantitative research methods. It can be observed that the collected data can be analyzed properly through following a proper data analysis plan. This process of data analysis helps in meeting the research goal in a significant way. The data analysis plan can be developed based on the data types. In this case, a survey on the UK consumer has been done for collecting data. Hence, after collecting responses, those responses have been analyzed through following graphs and charts. MS Excel is great software, which helps in making graphs and charts in a significant way (Pandey and Pandey, 2021). Consistency of that information has been maintained properly for obtaining great outcomes of the research (Varghes, Ramesh and Veeraiyan, 2019). Hence, proper data interpretation

techniques such as: Primary quantitative data analysis method has been used for interpreting the data in a significant way.

4.11 Ethical consideration

Researchers need to follow proper ethics along with suitable rules for conducting and completing the research successfully. In case of primary research ethical consideration must be followed. Based on the primary quantitative research a large number of the population has been selected by the researchers due to survey. In this case, the consent of every participant needs to be collected by the researchers before participation. All participants have been informed about the significant information of the research at the time of taking consent. Not only the major information, however, has the objective of the research been informed to the participants. No personal information of the UK consumers was revealed or manipulated after research work. ***Confidentiality*** of every participant was maintained in a systematic manner. All data collected from the consumers was deleted after completing the research work, yet none can manipulate that data for any personal purposes.

4.12 Summary

Going through this chapter, it can be said that proper research methods have been discussed here. It has been known that research methodology is the significant factor for completing research work successfully. According to this research method, “positivism research philosophy” has been selected as a research philosophy and research paradigm. Based on the research methodology, deductive approach has been followed for completing the research work smoothly. It can be said “quantitative strategy” has been followed throughout the research, based on the primary sources of the data. Primary sources are important for collecting information about the buying behavior of the UK consumers.

Hence, it can be ensured that primary quantitative research method has been followed for collecting and interpreting data. According to the sampling method, it can be said that a non-probability sampling strategy has been used as a survey has done. The sample size of the research was 50 (consumer of the Health and Wellness industry). Based on the survey, it has been observed that 9 questions have been developed based on the research topic. Through interpreting those questions the buying decision of the UK consumers and marketing target for selling and

purchasing healthcare products can be evaluated. It has been ensured that high confidence was maintained throughout the research and consents of every participant were taken before survey.

Chapter 5: Findings

5.1 Introduction

In this chapter, findings of the collected data will be described. Hence, an appropriate analysis will be done based on the findings of the data. It can be said that quantitative data was collected based on the primary sources. Thus, a survey method has been followed for collecting and analyzing research data in a significant way.

5.2 Findings of Primary Quantitative Data

Q1. Frequency of purchasing health related products of the UK consumers

How often on average you buy health related products?

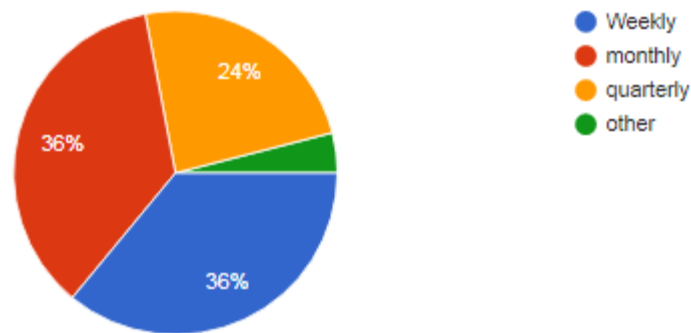


Figure 5.2.1: Frequency of purchasing health related products of the UK consumers

According to this figure, it can be known about the demand of healthcare products in the UK market. Hence, the UK consumer prefers to purchase “health and wellness” products on a weekly basis (Dźwigoł, 2018).

Q2. The motivating factor of buying “health and wellness products”

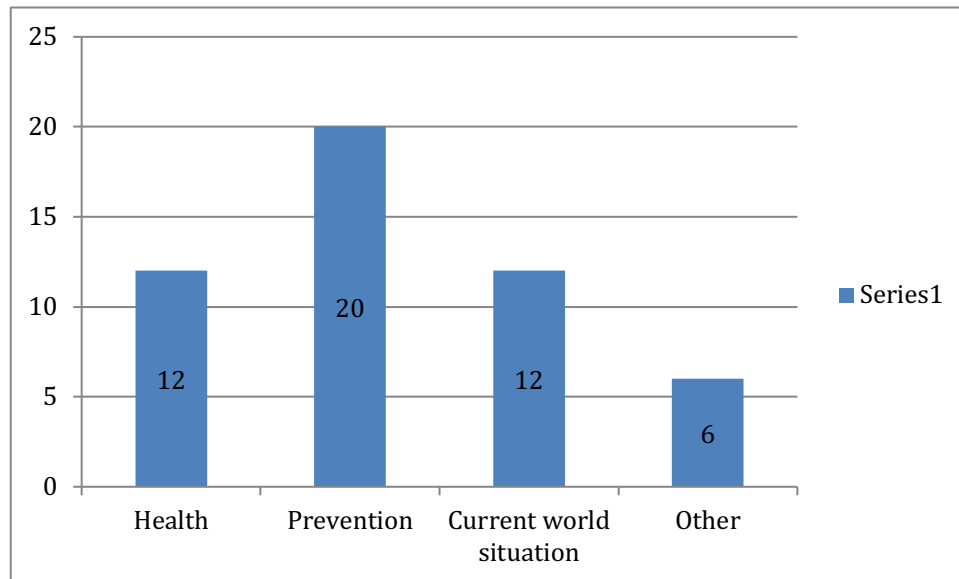


Figure 5.2.2: The motivating factor of buying “health and wellness products”

According to this figure, it can be ensured that the most motivating factor for buying “health and wellness” products is prevention in the UK. It means the UK consumers are more conscious about prevention of diseases.

Q3. The important factor for buying “health and wellness” products

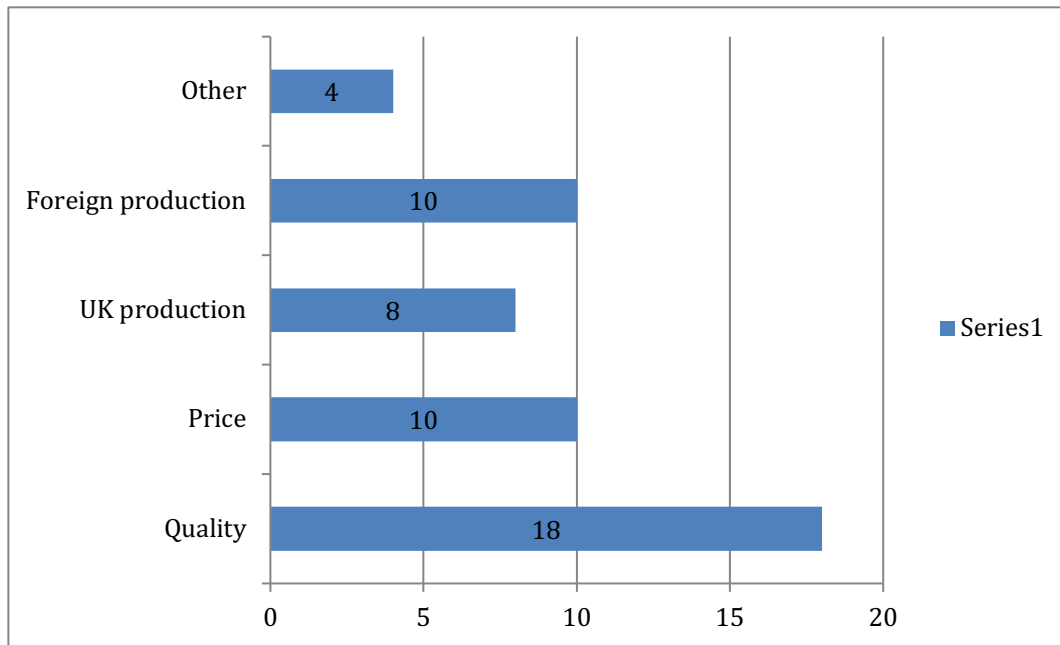


Figure 5.2.3: The important factor for buying “health and wellness” products

This figure highlights that “quality” is the crucial factor to the consumers for buying “health and wellness” products. This means the quality product has a great impact on the buying decision of the consumers (Mohajan, 2018).

Q4. The factor of look in the time of shopping “health and wellness” products

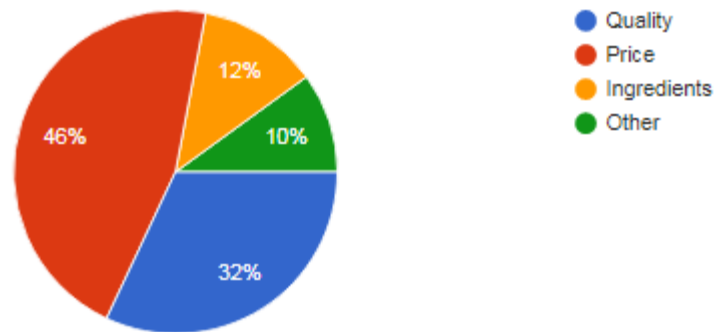


Figure 5.24: The factor of look in the time of shopping “health and wellness” products

Price is the gfactros, which needs to be looked at first at the time of shopping “health and wellness” products. According to this survey, it can be confirmed that most of the UK consumers look at the price before buying “health and wellness” products.

Q5. The first evaluating factor of buying healthcare products

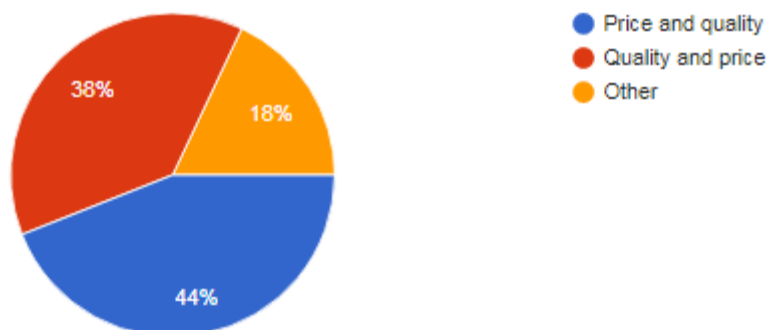


Figure 5.2.5: The first evaluating factor of buying healthcare products

“Price and quality” both are the evaluating factor during burying “health and wellness” products. Consumer remains high concern on these factors at the time shopping.

Q6. The reason of buying “health and wellness” products

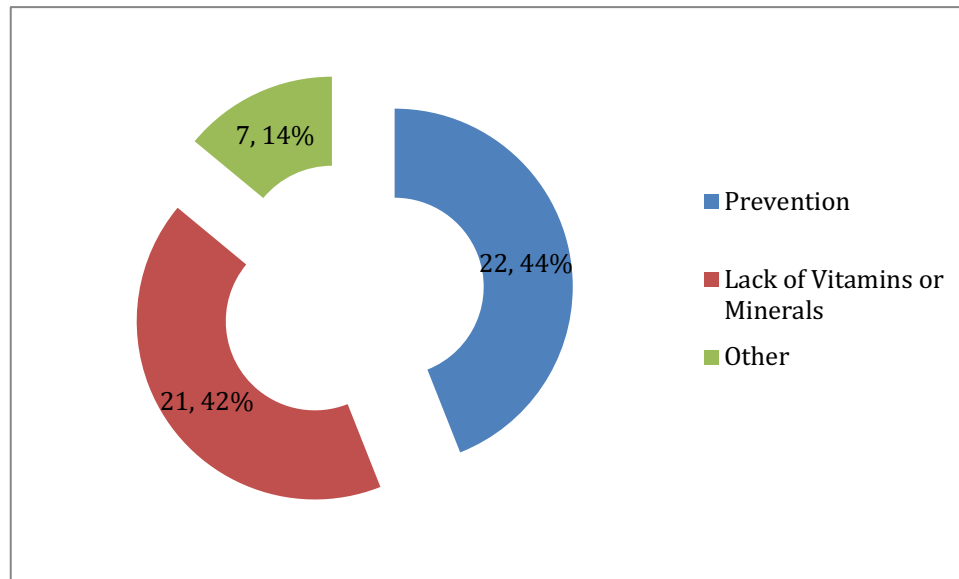


Figure 5.2.6: The reason of buying “health and wellness” products

As stated by Mishra and Alok, (2017), prevention is the main reason for buying “health and wellness” products.

Q7. The most attracted marketing strategy for buying “health and wellness” products

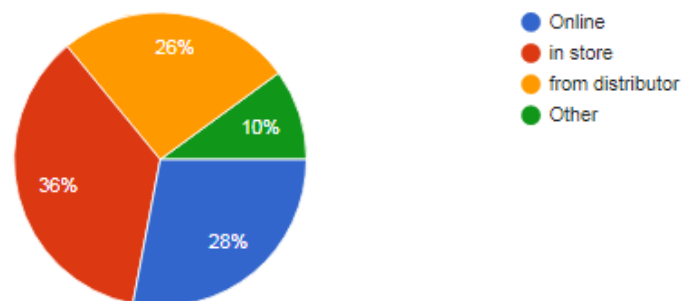


Figure 5.2.7: The most attracted marketing strategy for buying “health and wellness” products

“In-store marketing strategy” is the most attracted marketing strategy for buying “health and wellness” products

Q8. The thought of buying “health and wellness” products affecting health

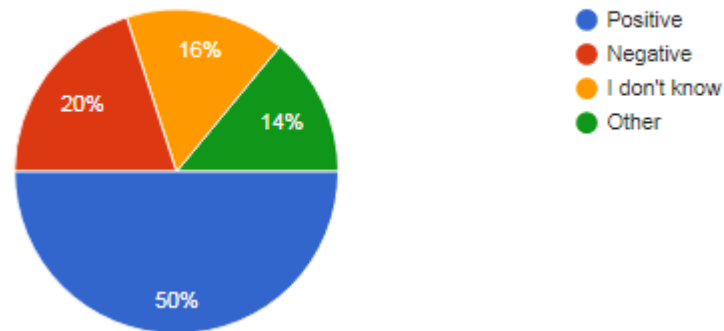


Figure 5.2.8: The thought of buying “health and wellness” products affecting health

Buying “health and wellness” products positively affect the health of consumers.

Q9. The purchasing pattern of previous year

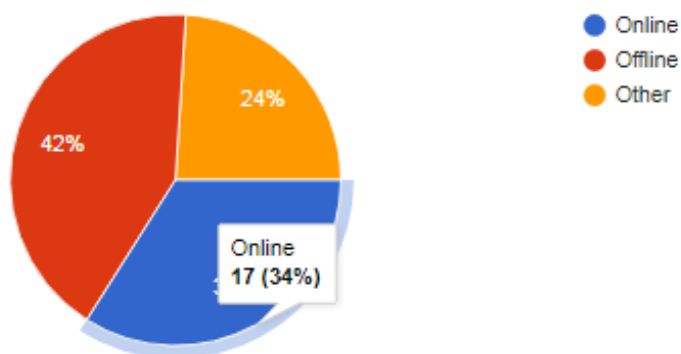


Figure 5.2.9: The purchasing pattern of previous year

This figure shows that the most preferable pattern in buying “health and wellness” products was the office pattern in the previous year.

5.3 Analysis of Primary Quantative Data

The analysis of data after collecting is necessary for obtaining a healthy outcome of the research significantly.

According to **figure 5.2.1**, the frequency of buying health related products by UK consumers can be known. As UK consumers are highly concerned about their health, hence they buy health related products on a weekly basis. Sometimes they prefer to buy on a monthly basis also. 36% consumers prefer to buy products on a monthly and weekly basis (Whicher, Philbin and Aronson, 2018).

Based on the **figure 5.2.2**, it can be known that prevention is the major motivating factor for buying “health and wellness” products. The UK consumers are too health conscious; hence they always try to prevent acute diseases. Thus, 40% UK consumers utilize the health-related product for preventing serve diseases.

The **figure 5.2.3** indicates that quality is the crucial factor for buying “health and wellness” products. The UK consumers mostly prefer the best and high-quality products for preventing severe disease. According to this survey, 36% of UK consumers prefer the best quality products for utilization. As assigned by Snyder, (2019), it can be said that this is the great factor for understanding the buying behavior of the UK consumers.

The **figure 5.2.4** indicates that price is the crucial factor, which signifies the purchasing behavior of the UK consumers. Most of the UK consumers just like 46% UK consumers check prices before buying healthcare products.

According to the **figure 5.2.5**, it has been known that there are two important factors, which help in finding out the buying decision of the UK consumers. Those factors are just like: “Price and quality”. Hence, according to this survey, 44% UK consumers check both factors just like: “Price and quality” before buying “health and wellness” products. This indicates that UK consumers are more concerned about multiple factors before buying “health and wellness” products.

Based on the **figure 5.2.6**, it can be known that UK consumers mostly want to shift to buying “health and wellness” products, as they are concerned about prevention. Approximately 44% of UK consumers want to prevent diseases through using “health and wellness” products (Aithal, 2017).

The **figure 5.2.7** indicates that in-store strategy is the most preferable in buying “health and wellness” products. According to this survey, it can be known that approximately 36% UK consumers prefer the in-store strategy for buying health related products.

According to the *figure 5.2.8*, it can be said that buying health related products positively affects the health of the UK consumers. As it helps in meeting consumer needs along with lifestyles, it has a great impact on the buying decision of the consumers also.

According to *figure 5.2.9*, the UK consumers mostly preferred the offline pattern for buying “health and wellness” products in previous year. This figure highlights that approximately 42% consumers preferred offline patterns for busying health related products.

5.3 Summary

In this chapter, the focus of the research has been described. Hence, it has been observed that a survey on 50 consumers of the UK had been done for collecting information about their buying behavior of health products as well as marketing strategies. Based on the primary quantitative information, the survey has been done. According to this survey, it can be known that healthcare products have high demand in the UK market; hence UK consumers buy these kinds of products on a weekly basis. They also prefer online patterns for buying healthcare products, through following the product qualities. The main reason for the high demand of healthcare products in the UK is prevention of covid epidemic.

Conclusion

6.1 Conclusion

Going through the entire research, it can be known that this research has three major objectives. A great analysis of those objectives has been done in a systematic way. According to the first objectives, it has been known that the research has the aim of motivating consumers to buy “health and wellness products”. A better explanation of the “health and wellness products” along with the importance of their utilization have been provided. Based on the second objectives, it has been assessed the buying behavior of the UK consumers along with their changing attitudes in buying “health and wellness products”. Based on this objective, the changing way of customer attitude between 2020 and 2021 has been discussed for a specific marketplace. Through this analysis, the requirements of the “health and wellness product” in the UK market can be known. It can be found that the sale of health products has increased suddenly due to the outbreak of Covid-19. Hence, a great impact on the consumer buying behavior of the health products has been observed. According to the third objective, the adopted marketing strategies in the UK marketplace have been examined. Through analyzing this objective, the suitable marketing strategy of the “health and wellness industry” in the competitive marketplace can be known. According to the methodology, it has been known that primary quantitative research has been followed throughout the research. 50 consumers of the UK “health and wellness industry” were selected for conducting survey. Proper interpretation of those data was done after collection. Non-probability sampling was chosen for selecting samples. Close-ended questions were done to the participants. According to these analyses, the marketing strategies and consumer behavior of 2020-21 in the UK can be known properly.

6.2 Linking with objectives

The secondary research has been considered in relation to the literature review however the primary research results in relation to the objectives should also be considered.

The main aim of this research was to meet the research objectives, based on the research methods.

“Objective 1: To determine what motivates consumers in buying Health and Wellness products”

This objective has been met in ***2.3 sections of the literature review*** and in ***5.2 sections of the findings***. According to these objectives, a great determination about the motivation of the

consumers can be known. In this section, a great description of the “health and wellness products” along with its benefits has been provided. Due to impact of pandemic, the utilization of health products has been increased. Hence, 6.4% growth had been observed in 2017 in this industry (Cuervo-Cazurra *et al.* 2017). The market size of the industry will increase in FY 2021. According to this analysis of the objective, it has been known that a change has been in the lifestyles of every individual after the pandemic. The enhancement of this industry, production of quality products and requirements of the people motivate the UK consumers to buy “health and wellness products” effectively.

“Objective 2: To analyze the factors that influence consumer’s attitudes in the Health and Wellness industry”

This objective has been met in *2.4 sections of the literature review and 5.2 sections of the findings*. According to this objective, it has been ensured that there are various factors which indicate consumers buying behavior effectively. Based on the consumer attitude and behavior, it has been known that consumers want “clean label products' ', which are good for health and have less environmental impact (Ragab and Arisha, 2018). This objective also helps in informing about the buying frequencies of the consumers effectively.

“Objective 3: To investigate what marketing strategies are used by companies in the Health and Wellness industry to gain customers”

This objective has been met in *2.5 sections of the literature review and 5.2 sections of the findings*. This objective indicates that marketing strategies are essential for attracting and retaining customers in the marketplace. Through following effective and suitable marketing strategies, the industry can achieve competitive advantages in a significant way (Bairagi and Munot, 2019). According to the marketing strategies, this industry needs to follow “internet penetration” and “internet promotion” strategy for gaining customers effectively.

6.3 Limitations of the Research

Limitation of primary research

According to this research, it has been said that primary qualitative research has been followed for completing the research. Hence, a survey was conducted on 50 people through following the primary research method. Hence, some problems were observed due to conducting surveys.

Something happened wrong just like: Research could not get 11 replies out of 50 respondents, because less people replied.

Limitation of identifying “consumer buying behaviour”

Based on the available information, it can be said that the “consumer buying behaviour model” helps in identifying consumers' purchasing decisions effectively. Hence, in addition to this, it can be said that due to the impact of covid-19, the purchasing pattern of the consumer has been changed. Thus, it has been difficult to identify the purchasing behaviour of the consumers significantly. Due to this limitation, a great impact on the organization has been observed. Some organizations have become closed due to loss of customer attraction. Hence, proper marketing strategy and research method needs to be followed for attracting and retaining customers in an effective way.

6.4 Recommendation

- In this research the marketing behaviors of customers have been identified through using the survey. It is recommended to the future research to conduct the secondary qualitative research also to enhance the trustworthiness of data collected throughout the study. Secondary research will help in determining the validity of primary research in terms of customer behavior in the previous business environment.
- It is identified that there are different factors impacting consumer's attitude towards health products. However, for enhancing the positive impression, marketing managers can introduce new and healthy foods to the customers. Celebrity endorsements or partnerships with social media influencers can play a significant role in it.
- In the context of marketing strategies, healthcare product managers need to build a response healthcare website. This will deliver consistent healthcare branding and also needs to evaluate the online experience of the consumers.
- Test influencer marketing can also be used enhance consumer attitude towards health products. Currently, influencer marketing is a trend in business to consumer brands who are looking for increase validation of the products or services.

6.5 Future prospect of the study

Consumer buying behavior in 2020-21 and marketing strategies in the UK marketplace have been discussed in this research. The main aspect of analyzing this information is to find out the information of consumer changing behavior on purchasing after a pandemic effectively. According to the future prospect of the study, it can be said that the issues related to the purchasing behavior of the consumer in the UK along with marketing strategies will be solved as well as some preventive measures can be taken against this based on this research.

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8.0 Appendix 1: Survey questionnaires

QUESTIONNAIRE

The purpose of the research is to determine the driving forces behind the buying of “health and wellness products” during the pandemic as well as marketing strategies used by multiple companies of the UK’s “health and wellness industry”. The researcher is an BA student at University of Wales Trinity Saint David, London Campus. The collected information is going to be used for an BA (Hons) Business Management Dissertation. Your answers will be treated anonymously and considered only for research analysis. This questionnaire has 9 question including option where you can add in an answer that isn’t on the list. Please answer all the questions. Your honest response is important to the success of this research.

Q1. How often on average do you buy health related products?

- a) Weekly
- b) Monthly
- c) Quarterly
- d) other

Q2. What factors have motivated you to buy health and wellness products?

- a) Health
- b) Prevention
- c) current world situation
- d) other_____

Q3. What is most important for you while buying a health and wellness product?

- a) Quality
- b) Price
- c)UK production,
- d)Foreign production
- e) Other _____

Q4. What **are** your requirements of buying “health and wellness products”

- a) Quality
- b) Price
- c) Ingredients
- d)Other_____

Q5. When you are buying health care products, are you more concerned with price or with the quality? What do you evaluate first?

- 1. Price and quality
- 2. Quality and price
- 3. Other _____

Q6. Why we are likely to shift buying health and wellness product?

- a) Prevention
- b) Lack of vitamins or minerals
- c) Other _____

Q7. Which marketing strategy attracted you most for buying health and wellness product?

- a) Online
- b) In store
- c) From distributor
- d) Other _____

Q8. How do you think buying health and wellness product affected your health?

- a) Positive
- b) Negative
- c) I don't know
- d) Other _____

Q9. How do you buy Health and Wellness products compared time to before Covid -19 pandemic?

- a) Online
- b) Offline
- c) Other

Thank you for your co-operation