
**A STUDY ON THE PERCEPTION OF HEALTH AND WELLNESS LABELS ON FOOD PRODUCTS
AMONG GenZ CONSUMERS IN MUMBAI**

¹Ifra Arif Ghansar, ²Sanaya Bhaskaran, ³Mahika Kumar and ⁴Tarannum Akbar Shaikh^{1,2,3,4}Student, Department of B.com (SY), Jai Hind College, Autonomous¹ghansarifra7@gmail.com**ABSTRACT**

This research studies the perception of health and wellness labels among Gen Z consumers in Mumbai. The objective was to examine awareness, analyze influence, identify factors that enhance or diminish trust in health and wellness claims, and explore the relationship between demographic factors and perception of these labels. A survey of 100 Gen Z participants was conducted using a structured questionnaire.

Results show that most Gen Z respondents are aware of and interact with health and wellness labels. Product claims, packaging, and brand influence their trust in these labels. Key findings show that most respondents are moderately health-conscious and not extremely strict with health-related buying decisions. Consumers don't completely trust health labels but aren't ignorant about them either.

In conclusion, Gen Z consumers are moderately health-conscious and consider factors such as product claims, packaging information, brand, and certification marks when making decisions.

Keywords: Health and Wellness Labels, Gen Z Consumers, Consumer Behaviour, Brand Preference, Trust, Packaged Food Products.

INTRODUCTION

Health and wellness labels provide us with important information about the product like ingredients used, nutritional content, health claims certifications which help the consumer to purchase products according to their needs.

In today's food industry it is important that companies operate transparently as consumers demand transparency and they are legally obligated to provide specific health and wellness related information on labels.

The reason for selecting Gen Z is that they represent the youth of the country and understand how health and wellness labels affect them.

RESEARCH PROBLEM

The packaged food is rapidly growing among the GenZ consumers in Mumbai. The products have labels claiming "low sugar", "organic", "high protein", etc. We are unsure whether GenZ consumers are aware of the claims, do they trust the claims and if it affects their buying behaviour. The aim of this study is to understand the perception of health and wellness claims on food products among GenZ consumers in Mumbai.

OBJECTIVES

1. To examine the awareness of Gen Z consumers in Mumbai about health and wellness labels on food products.
2. To analyze the influence of health and wellness labels on Gen Z's purchase decisions and brand preference.
3. To identify the factors that enhance or diminish trust in health and wellness claims among Gen Z consumers.
4. To explore the relationship between demographic factors (age, gender, lifestyle) and the perception of health and wellness labels.

SCOPE OF THE STUDY

The scope of this study is limited to Gen Z consumers in Mumbai and their perception of health and wellness labels on packaged food products. The data for the study was collected between 24th December 2025 and 10th January 2026.

RESEARCH METHODOLOGY**Research design-**

This study follows a conclusive research design as it is conducted to gain information about Gen Z consumer's awareness, trust and perception of health and wellness labels on food products.

Under conclusive research design it is descriptive research. This is because the study describes and analyses what Gen Z consumers know and feel, also how they behave rather than finding cause and effect relationship.

Further it is cross-sectional in nature as the data has been collected from respondents within two weeks rather than extended period.

Data Source- Primary data has been collected through an online Google Form questionnaire.

Sampling Method- Convenience sampling method was used to collect responses.

Sample size- The sample size of the study is 100 respondents.

Data Collection Tool- A structured questionnaire (Google Form survey) was used as the data collection tool.

Validation Method- Some questions in the survey were framed in such a manner that they helped in detecting invalid responses, that is, respondents who randomly selected options while filling the survey. Such responses were not included in the study in order to maintain reasonable accuracy of the data.

HYPOTHESIS OF THE STUDY

Hypothesis 1-

H0: Gen Z consumers in Mumbai are not aware of health and wellness labels on food products.

H1: Gen Z consumers in Mumbai are aware of health and wellness labels on food products.

Hypothesis 2-

H0: Factors such as product claims, packaging, and brand do not affect Gen Z’s trust in health and wellness labels.

H1: Factors such as product claims, packaging, and brand affect Gen Z’s trust in health and wellness labels.

DATA INTERPRETATION AND ANALYSIS

Table 1: Demographic Profile of Respondents

	Category	No. Of respondents	Percentage
Age	13 - 18 years	25	25%
	19 - 22 years	57	57%
	23 - 25 years	10	10%
	26 - 18 years	8	8%
Gender	Male	23	23%
	Female	77	77%
	Prefer not to say	0	0%

The above table represents the demographic profile of respondents based on age and gender. Majority of the respondents belong to the age group of **19-22 years** indicating that there is a huge participation of young adults accounting for **57%** of responses. This is followed by the **13-18 years** age group constituting responses of **25%**. The age group of **23-25 years** and **26-28 years** represents a smaller proportion constituting **10%** and **8%** respectively.

This indicates lower participation.

With respect to gender distribution the survey is dominated by **female** respondents showing **77%** responses from them whereas the **male** respondents are less in numbers constituting **23%** responses. This indicates the survey is overall female centric which may influence the analysis of the data

Table 2: How often do you notice or read Health and Wellness Labels before purchasing food products?

Response	Often	Sometimes	Rarely	Never
No. of respondents	29(29%)	51(51%)	13(13%)	7(7%)

The above table represents the frequency with which consumers read Health and Wellness Labels before purchasing food products. It is observed that **51%** i.e Majority of the respondents sometimes read health and wellness labels before purchasing food products indicating a moderate level of awareness but is not consistent with it whereas **29%** of the respondents often read such labels indicating a class of consumers who are actually aware and conscious about their health before making such decisions.

However, **13%** of the respondents rarely read the labels while **7%** never read them. This shows a class of consumers that either lacks awareness or are not prioritizing their health before purchasing food products.

The data overall shows that a large sector of consumers are aware but there's still scope for improvement.

Table 3: How would you describe your lifestyle in relation to health?

Lifestyle category	Very health conscious	Moderately health conscious	Neutral	Not very health conscious
No. of respondents	12(12%)	47(47%)	30(30%)	11(11%)

The table reflects how responses perceive their lifestyle in relation to health. It is observed that the majority of the respondents i.e **47%** consider themselves moderately health conscious indicating that they are making an effort to maintain a healthy lifestyle but may not follow a strict health-oriented process.

Further **30%** of the respondents consider themselves neutral suggesting a balance between not being very health conscious but also not ignoring health completely.

Only **12%** of the respondents consider themselves very health conscious, showing a small segment that thoroughly focuses on leading a very healthy lifestyle.

On the other hand, **11%** of the respondents consider themselves not very health conscious indicating concern towards their health habits.

Table 4: Overall How satisfied are you with food products that carry health and wellness labels?

Satisfaction level	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
No. of respondents	1(1%)	3(3%)	52(52%)	40(40%)	3(3%)

The table shows the overall level of satisfaction of respondents with food products that carry health and wellness labels. It is observed that a majority of respondents, **52%**, are neutral about such products, indicating that while they acknowledge the presence of health and wellness labels, these labels may not strongly influence their satisfaction or purchasing decisions.

Further, **40%** of respondents are satisfied, suggesting that a significant portion of consumers have a positive experience with food products carrying health and wellness labels. However, only **3%** of respondents are very satisfied, indicating limited strong approval in such products.

A very small proportion of respondents are dissatisfied (**3%**) or very dissatisfied (**1%**), showing minimal dissatisfaction overall. In conclusion, the findings suggest that although dissatisfaction is low, most consumers remain neutral or moderately satisfied.

Table 5: To what extent do health and wellness labels influence your purchase decision?

Influence Level	Not at all	Slightly	Moderately	Strongly	Very Strongly
No. of Respondents	8(8%)	30(30%)	38(38%)	22(22%)	2(2%)

The table represents that health and wellness labels have an influence while making a purchase. Majority of the respondents i.e **38%** are moderately influenced indicating that the labels are a supporting factor while purchasing but may not be the sole factor. This is followed by **30%** of the respondents who are slightly influenced, indicating that there is a general health awareness but they might also consider other factors such as price and taste.

22% segment of consumers are strongly influenced indicating a preference for healthier food products choices. Only **2%** consumers are very strongly influenced indicating that they try to live a strict healthy lifestyle.

Meanwhile **8%** of respondents indicated that health and wellness labels do not influence their purchasing decisions at all.

Table 6: How much do you trust health and wellness labels on packaged food products?

Trust	Neutral	Slightly Trust	Mostly Trust	Do not trust at all	Completely Trust
No. of Respondents	52(52%)	23(23%)	18(18%)	4(4%)	3(3%)

The above data represents how much consumers trust health and wellness labels on packaged food products.

Majority of the respondents (**52%**) are neutral about the labels indicating that they neither completely trust it but are also not ignorant about it. Nearly, **23%** the respondents have slightly trust and **18%** of the respondents have mostly trust which means this segment of consumers have high confidence but still not complete trust.

Whereas **3%** of consumers have complete trust indicating that complete trust is rare. Only **4%** of the respondents do not trust health and wellness labels showing skepticism towards these claims.

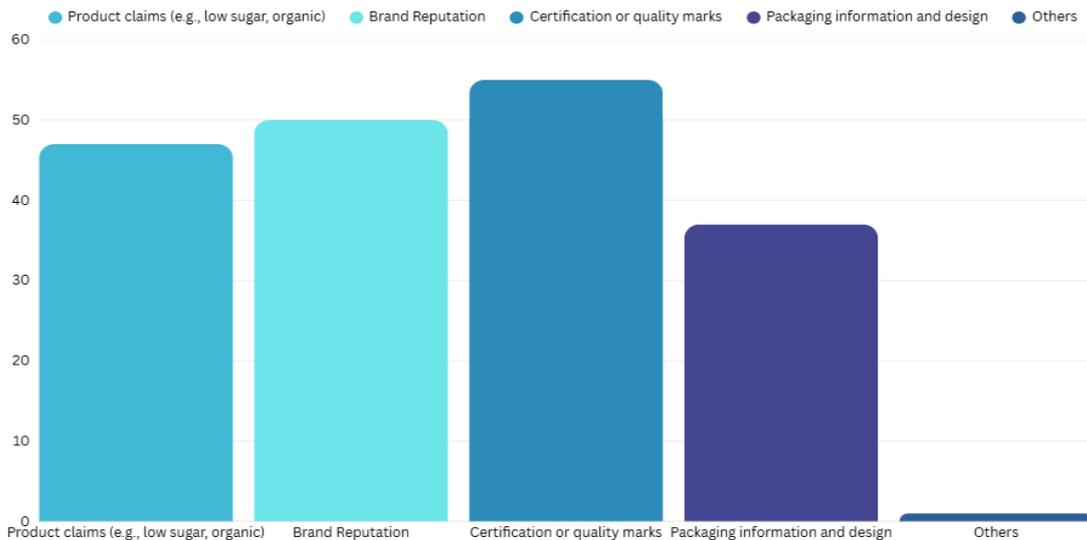


Chart 1: Which factors increase your trust in health and wellness labels? (Multiple responses allowed)

Most respondents (**55%**) trust health and wellness labels mainly when products have certification or quality marks, showing that verified approval is very important. About **50%** of respondents rely on brand reputation, indicating that well-known brands increase confidence. Product claims like low sugar or organic influence **47%** of respondents, suggesting these claims play a significant role in building trust. Packaging information and design affect **37%** of respondents, meaning presentation and clarity matter but less than certifications and brand image. Only **1%** of respondents depend on other factors, showing that alternative reasons have very little impact on trust.

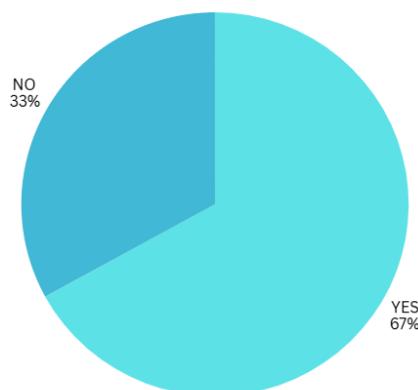


Chart 2: I usually read food labels before purchasing packaged food.

The above data shows that **67%** of the respondents read food labels before purchasing packaged food, indicating that the majority of the people are aware and cautious about the information being provided on the food packages.

On the other hand, **23%** of the consumers do not read the labels showcasing that either they focus on other factors or are not that concerned.

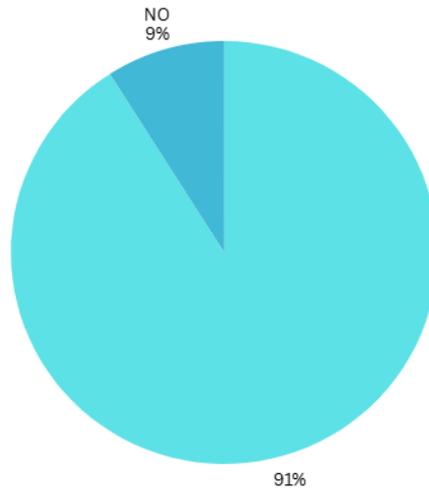


Chart 3: Are you aware of health and wellness labels on food products (e.g. low sugar, organic, high protein, no preservatives)

The above data indicates the awareness among consumers regarding health and wellness labels on food products where Majority i.e **91%** of the respondents are aware about the labels indicating that the consumers are focusing on their health and wellbeing by being self conscious while purchasing the products whereas a minority of segment i.e **9%** are not aware about the labels indicating that there is still scope of improvement for increasing the awareness among the consumers.

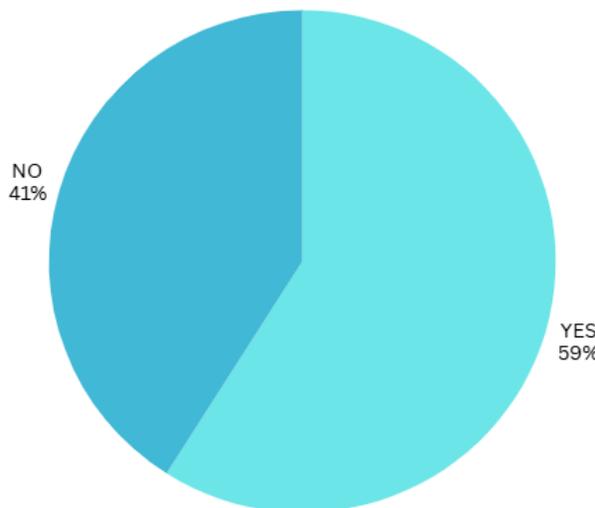


Chart 4: Have you ever purchased a food product mainly because of a health or wellness label on it?

The table shows that a majority of respondents are influenced by health or wellness labels while purchasing food products. Out of the total respondents, **59%** stated that they have purchased a food product mainly because of a health or wellness label, indicating a strong preference toward health-conscious choices. On the other hand, **41%** of respondents reported that they have not made purchases based on such labels, suggesting that a significant portion of consumers are either indifferent to or less influenced by health and wellness claims.

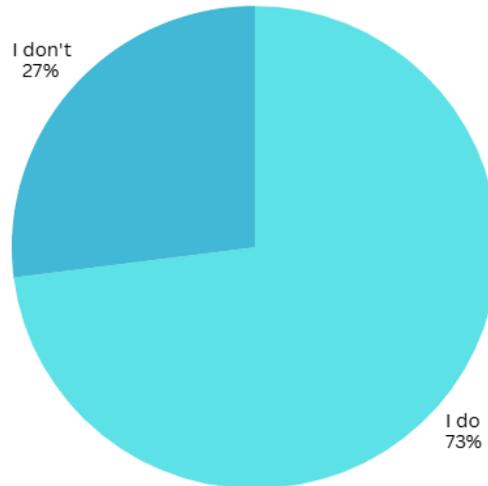


Chart 5: Do you read food labels while purchasing products?

The table shows that a clear majority of respondents are influenced by health and wellness labels when choosing one brand over another. Out of the total respondents, **73%** said “I do”, indicating that such labels play an important role in shaping their brand preference. In contrast, **27%** said “I don’t”, suggesting that a smaller portion of consumers are not affected by health and wellness labels while making purchase decisions.

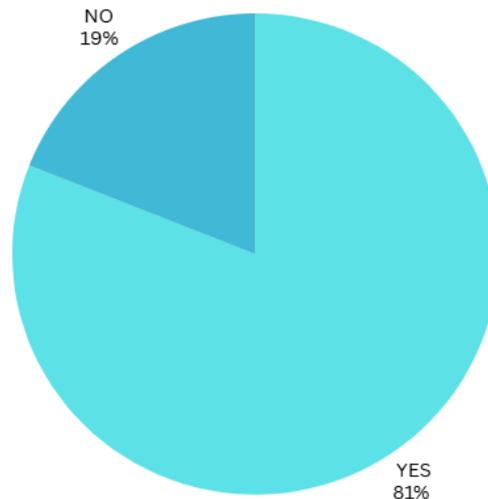


Chart 6: Do health and wellness labels affect your preference for one brand over another?

The table indicates that health and wellness labels have a strong influence on brand preference among consumers. A large majority of respondents, **81%**, reported that such labels affect their preference for one brand over another, showing that health-related information plays a significant role in brand selection. In contrast, only **19%** of respondents stated that health and wellness labels do not influence their brand preference.

TESTING OF HYPOTHESIS

By this research study it has come to our notice that,

For Hypothesis 1 Ho is rejected because the majority of Gen Z respondents showed awareness and interaction with health and wellness labels.

For Hypothesis 2 H0 is rejected because respondents indicated that product claims, packaging and brand influence their trust in health and wellness labels.

FINDINGS

- At least 90% of responses show that people are aware of such claims. Most read the labels but not always, showing inconsistency
- The majority of respondents are affected by health and wellness labels while choosing a brand. When it comes to buying decisions it moderately affects their choice

- While customers do not completely trust what the brand says Certifications and Quality Marks are what convince consumers to buy the product the most
- Most responders are moderately health conscious, they aren't extremely strict with health related buying decisions. Consumers don't completely trust health labels but they aren't ignorant about it either.

LIMITATIONS OF THE STUDY

- Only 100 responses were valid from the total responses collected. And these responses do not include all of the Gen Z's in Mumbai
- Most of the responses were females (over 70%) hence we do not get an equal perspective
- Convenience Sampling was used so there was limited reach on audience
- Primary data was the only form of data used to convey this research, no secondary data has been used i.e. existing research
- Not all factors influencing consumer purchase behaviour could be covered in the survey
- Self reported responses some answers might have been influenced to be thought as the right answer even though it might not be true for them

CONCLUSION

This study shows that Gen Z's in Mumbai are aware of the health and wellness labels on products, their attention is mainly drawn by quality marks and certifications. These labels influence the consumers while choosing between competing brands. Though there is high awareness only a few are influenced by them while purchasing showing that they solely don't affect the purchase. They don't fully trust these claims, most are neutral on this.

Overall the study confirms that Gen Z's are health conscious and notice the labels but they trust only verified labels, hence brands should focus on getting authentic verification and clear information on their packaging to promote themselves.

REFERENCE

- Food Safety and Standards Authority of India (FSSAI). (2020). *Food Safety and Standards (Labelling and Display) Regulations, 2020*. Government of India.
- Grunert, K. G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health*, 15(5), 385–399.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.