

The Influence Of Food Consumers' Health Awareness, Product Knowledge, And Perceived Value On Consumer Purchase Intention

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Abstract—In recent years, rising health awareness has significantly influenced consumer behavior, particularly regarding food choices. Consumers are increasingly attentive to the health attributes of food, favoring products that are organic, additive-free, low in calories, and high in fiber. The rapid expansion of the health food market reflects this growing preference, which is further driven by escalating global health concerns such as obesity, cardiovascular diseases, and diabetes. Consequently, the pursuit of a healthier lifestyle is becoming more prominent, especially in dietary practices. This study investigates the impact of health awareness, product knowledge, and perceived value on consumer purchase intention in the context of food consumption. A quantitative research design was employed, using survey questionnaires to collect data. Descriptive statistics—such as frequency, percentage, mean, and standard deviation—were utilized to summarize the data. Inferential statistical techniques, including independent samples t-tests, one-way ANOVA, and multiple linear regression analysis, were applied to test the proposed hypotheses. The findings revealed that demographic factors—namely, gender, marital status, educational background, and monthly income—significantly influenced consumer purchase intention. Moreover, multiple linear regression analysis indicated that all dimensions of health awareness (risk reduction, functional improvement, and physical capability), product knowledge (subjective, objective, and experiential knowledge), and perceived value (social and functional value) had a positive and statistically significant impact on consumer purchase intention.

Keywords— *Marketing Mix 7Ps, Perceived Quality, Consumer Attitudes, Customer Loyalty*

I. INTRODUCTION

In today's fast-paced food landscape, consumers face an abundance of choices influenced by globalization and the rapid spread of health information online. Among the key factors shaping food purchasing decisions, health awareness,

product knowledge, and perceived value stand out as critical determinants (Santos & Gonçalves, 2021; Seegebarth et al., 2015). Rising concerns about chronic diseases such as obesity and diabetes have heightened consumer focus on healthy eating. This is evident in the growing demand for organic, additive-free, low-calorie, and functional foods (Mozaffarian, 2016; Yuan et al., 2020). However, despite increased interest in nutrition, many consumers lack the knowledge to interpret labels or assess product claims accurately—often resulting in confusion or poor choices (Campos et al., 2011; Miller & Cassady, 2015). At the same time, perceived value—including not only price but also quality, health benefits, and trust—plays a decisive role in guiding purchase decisions. However, marketing strategies can distort this perception, leading consumers to over- or undervalue certain products (Slack et al., 2020; Haroon et al., 2016).

This study investigates how these three factors—health awareness, product knowledge, and perceived value—interact to influence consumer purchase intention in the health food sector. By deepening our understanding of these relationships, businesses can develop clearer, more informative strategies, and policymakers can design better health education efforts—ultimately guiding consumers toward smarter, healthier food choices.

II. LITERATURE REVIEW

A. Health Awareness

Health awareness refers to individuals' attentiveness and proactive behavior regarding their physical and mental well-being, including monitoring health, preventive care, nutrition education, and healthy lifestyle choices (Lv, 2016; Pressman et al., 2020). It involves both cognitive attentiveness and behavioral responsiveness to health information (Jin et al.,

2017; Srivastava et al., 2016; Latha et al., 2020). The Health Belief Model (HBM) explains health behavior by highlighting factors such as perceived susceptibility, severity, benefits, and barriers (Lyson, 2019; Abuhashesh & Abduljalil, 2022). Health awareness is seen as multidimensional, covering physiological, psychological, and social aspects (Pressman et al., 2020), and includes behaviors aimed at disease prevention and function enhancement (Zhao et al., 2022). Higher health awareness significantly influences consumer behavior, especially in health food choices, as consumers actively seek product information and prefer options that align with their wellness goals (Carpenter, 2010; Chen, 2011). Such consumers tend to show stronger purchase confidence and brand loyalty (Ali et al., 2018; Zewdie et al., 2022). Therefore, businesses that emphasize transparent, health-focused marketing can better attract and retain health-conscious consumers.

B. *Experiential Learning Theory*

Product knowledge refers to the information consumers possess about a product, encompassing subjective knowledge (self-assessed familiarity), objective knowledge (factual understanding), and experiential knowledge (gained through use or interaction) (Lemon & Verhoef, 2016; Sharma et al., 2019; Lee & Chen, 2021). Among these, subjective knowledge—how much consumers believe they know—plays a particularly influential role in shaping decisions, often more than actual knowledge (Park & Lessig, 1981; Talwar et al., 2021). According to Consumer Information Processing Theory, higher product knowledge reduces cognitive load and helps consumers filter information more effectively in complex markets (Santos & Gonçalves, 2021; Glanz et al., 2008). This enhanced processing capacity allows for more informed evaluations and stronger purchase intentions (Hamilton, 2016). Moreover, product knowledge directly affects consumer confidence, brand trust, and purchase behavior—especially in health-related and functional food contexts—where informed consumers show greater brand loyalty and satisfaction (Rezai et al., 2017; Kaynak & Eksi, 2014; Bhakar et al., 2015). This study emphasizes subjective knowledge, drawing on established frameworks to examine how perceived familiarity influences consumers' purchase intentions (Bigliardi et al., 2020).

C. *Perceived Value*

Perceived value refers to the consumer's overall evaluation of a product based on the trade-off between perceived benefits and perceived sacrifices (Teas & Agarwal, 2000; Zhu et al., 2011). It is inherently subjective, shaped by individual expectations and experiences, and plays a central role in influencing purchase decisions and brand preference (El-Adly, 2018; Haroon et al., 2016). In the context of food consumption, perceived value is multidimensional, encompassing functional value (e.g., quality and health

benefits), social value (e.g., group acceptance or image), convenience value (e.g., ease of preparation), and emotional/sensory value (e.g., taste and satisfaction) (Sweeney & Soutar, 2001; Zhang et al., 2021; Yuan et al., 2020; Shah et al., 2020). These dimensions collectively shape how consumers judge product worth and influence both initial purchase intention and long-term brand loyalty (Slack et al., 2021). This study adopts the framework of Sweeney and Soutar (2001) and Zhang et al. (2021) to examine how perceived value, including functional and social value, affects consumer behavior in the health food market.

D. *Consumer Purchase Intention*

Consumer purchase intention refers to an individual's subjective likelihood of buying a particular product or service, shaped by their attitudes, evaluations, and perceived value (Masrukan & Khairunnisa, 2020; Pandjaitan, 2019). The Theory of Planned Behavior (Fishbein & Ajzen, 1975) posits that behavioral intention—driven by attitudes, subjective norms, and perceived behavioral control—is a central predictor of actual behavior. In consumer contexts, this intention often emerges from both emotional (affective) and rational (cognitive) evaluations (Khwaja et al., 2020; Najmudin et al., 2021). For instance, trust in a brand or online platform, as well as social influence from peers, can significantly increase purchase confidence and intention (Wang et al., 2022; Chufama et al., 2021). Likewise, factors such as product value, quality, brand reputation, and price play a critical role in shaping purchase decisions (Phuong et al., 2020; Haroon et al., 2016; Chen, 2011). In the context of health foods, this study conceptualizes purchase intention as the consumer's willingness to purchase health products, driven by internal motivations and situational cues. It adopts an 8-item scale based on Arora et al. (2019) to measure this construct.

III. RESEARCH METHODS

This study investigates the influence of Demographic Factors, Health Awareness, Product Knowledge, and Perceived Value on Consumer Purchase Intention. The target population comprises consumers purchasing food at three major supermarkets—Yonghui Superstores, Walmart, and RT-Mart—selected for their market relevance, customer diversity, and product variety. Using Yamane's (1967) formula for infinite populations, a minimum sample size of 400 was determined and proportionally allocated: 133 respondents each for Walmart and RT-Mart, and 134 for Yonghui Superstores. A three-stage sampling method was applied: purposive sampling to select the supermarkets, proportional allocation to distribute samples evenly, and convenience sampling within each location by inviting available and willing consumers to participate in the survey. Data analysis includes descriptive statistics (frequencies,

percentages, means, standard deviations) and inferential statistics using Independent Samples t-tests, One-way ANOVA, and Multiple Linear Regression (MLR) to examine variable relationships and differences.

IV. RESULT AN DISCUSSION

Descriptive Statistics

TABLE I. THE FREQUENCY AND PERCENT FREQUENCY CLASSIFIED BY DEMOGRAPHIC FACTOR

Gender	Frequency	Percent
Male	204	51.00
Female	196	49.00
Marital Status	Frequency	Percent
□Single	136	34.00
□Married	164	41.00
□Divorce	100	25.00
Age	Frequency	Percent
Not more than 20 years old	35	8.75
21-30 years old	62	15.5
31- 40 years old	69	17.25
41 - 50 years old	99	24.75
Above 50 years old	135	33.75
Educational Background	Frequency	Percent
High school or below	60	15.00
Associated degree	164	41.00
Bachelor's degree	120	30.00
Master's degree or above	56	14.00
Monthly Income	Frequency	Percent
Not more than CNY 5,000	18	4.50
CNY 5,001 - CNY 7,000	42	10.50
CNY 7,001 - CNY 10,000	91	22.75
CNY 10,001 - CNY 15,000	98	24.50
Above CNY 15,000	151	37.75
Total	400	100.00

The demographic profile of the respondents in Table 1 shows a well-balanced and diverse sample. Gender distribution is nearly equal between male and female participants. Most respondents are married, followed by single and divorced individuals. The largest age group is over 50 years old, followed by those aged 41–50, indicating a skew toward an older population. In terms of education, most hold an associate or bachelor's degree, while fewer have a high school education or a master's degree or above. Most participants have a monthly income above CNY 10,000, with only a small portion in lower-income categories. Overall, the sample mainly consists of well-educated, higher-income, middle-aged to older individuals, providing a solid basis for analyzing consumer purchase intention.

TABLE II. THE DESCRIPTIVE STATISTICS OF HEALTH AWARENESS

Items	N	Me an	Standard Deviation	Mean ing	RA NK
Reduce disease awareness	400	3.83	0.876	Agree	2
Exercise physical consciousness	400	3.86	0.875	Agree	1
Health Awareness	400	3.84	0.827	Agree	

Table 2 presents the descriptive statistics for Health Awareness among the respondents. The results show a strong agreement with health-related awareness indicators. The item "exercise physical consciousness" received the highest mean score of 3.86 (SD = 0.875), indicating that respondents place great importance on physical exercise for maintaining health, ranking first in agreement. The item "reduce disease awareness" follows closely with a mean of 3.83 (SD = 0.876), reflecting a similarly strong recognition of the importance of disease prevention; this aspect ranks second. Overall, the composite Health Awareness score has a mean of 3.84 (SD = 0.83), demonstrating that respondents generally agree on the significance of maintaining health awareness.

TABLE III. THE DESCRIPTIVE STATISTICS OF PRODUCT KNOWLEDGE

Items	N	Mea n	Standard Deviation	Meani ng	RAN K
Subjective Knowledge	400	3.835	1.028	Agree	1
Objective Knowledge	400	3.832	0.747	Agree	3
Experiential Knowledge	400	3.834	0.860	Agree	2
Product Knowledge	400	3.821	0.676	Agree	-

Table 3 shows that among 400 respondents, subjective knowledge ranks highest (M = 3.84, SD = 1.03), followed by experiential (M = 3.83, SD = 0.86) and objective knowledge (M = 3.83, SD = 0.75). The overall product knowledge mean is 3.82 (SD = 0.68), indicating generally strong and consistent product knowledge across all types.

TABLE IV. THE DESCRIPTIVE STATISTICS OF PERCEIVED VALUE

Items	N	Mea n	Standard Deviation	Meanin g	RAN K
Social Value	400	3.546	0.905	Agree	2
Functional Value	400	3.840	0.986	Agree	1
Perceived Value	400	3.693	0.899	Agree	-

Table 4 presents the descriptive statistics for perceived value among the respondents. Functional value received the highest

mean score of 3.84 (SD = 0.99), indicating a strong agreement and ranking first in importance. Social value follows with a mean of 3.55 (SD = 0.91), also reflecting agreement and ranking second. The overall perceived value has a mean score of 3.69 (SD = 0.90), demonstrating that respondents generally agree on the value they perceive from the products.

TABLE V. CONSUMER PURCHASE INTENTION THE DESCRIPTIVE STATISTICS OF PURCHASE INTENTION

Item	N	Mean	S.D.	Meaning
Consumer purchase intention	400	3.835	0.877	Agree

Table 5 shows the descriptive statistics for consumer purchase intention. The results reveal a general agreement among respondents regarding their intention to purchase, with an overall mean score of 3.84 (SD = 0.88). This indicates a positive inclination toward buying the product..

TABLE VI. DIFFERENCES IN DEMOGRAPHIC FACTORS GENERATE DIFFERENCES IN PURCHASE INTENTION DIFFERENCES IN GENDER GENERATE DIFFERENCES IN PURCHASE INTENTION

$H_0: \mu_1 = \mu_2$ (No significant difference in purchase intention between males and females)

$H_a: \mu_1 \neq \mu_2$ (Significant difference in purchase intention between males and females)

Table 6: The Independent Samples t-test of the Gender Factor

Items	Gender	N	Mean	S.D.	t-value	p-value
purchase intention	Male	204	3.593	0.553	9.258	0.002*
	Female	196	4.094	0.459		

Table 6 shows a significant difference in purchase intention between genders ($t = 9.258$, $p = 0.002$), with females reporting higher purchase intention than males. This indicates that gender generates differences in consumer purchase intention.

TABLE VII. DIFFERENCES IN MARITAL STATUS, AGE, MONTHLY INCOME, AND EDUCATIONAL BACKGROUND GENERATE DIFFERENCES IN CONSUMER PURCHASE INTENTION

The hypotheses tested are as follows:

$H_0: \mu_i = \mu_j$ (no difference in consumer purchase intention across groups)

$H_a: \mu_i \neq \mu_j$ for at least one pair where $i \neq j$ (there is a difference in consumer purchase intention between at least one pair of groups)

Table 3 shows that among 400 respondents, subjective knowledge ranks highest ($M = 3.84$, $SD = 1.03$), followed by experiential ($M = 3.83$, $SD = 0.86$) and objective knowledge ($M = 3.83$, $SD = 0.75$). The overall product knowledge mean is 3.82 ($SD = 0.68$), indicating generally strong and consistent product knowledge across all types.

TABLE VIII. THE DESCRIPTIVE STATISTICS OF PRODUCT KNOWLEDGE

Factor	Items	SS	Df	MS	F-value	Sig
Marital Status	Between Groups	24.539	2	12.269	46.988	.000*
	Within Groups	103.662	397	0.261		
	Total	128.201	399			
Age	Between Groups	1.045	4	0.261	.811	.519
	Within Groups	127.157	395	0.322		
	Total	128.201	399			
Monthly Income	Between Groups	60.066	4	15.016	87.054	.000*
	Within Groups	68.136	395	0.172		
	Total	128.201	399			
Educational Background	Between Groups	13.847	3	4.616	15.984	.000*
	Within Groups	114.354	396	0.289		
	Total	128.201	399			

The mean difference is significant at the 0.05 level.

Table 7 presents the results of one-way ANOVA tests conducted to assess whether consumer purchase intention significantly varies across different demographic factors. The p-value for Age (.519) exceeds the conventional significance threshold of 0.05. As such, the null hypotheses for this variable cannot be rejected, indicating no statistically significant differences in consumer purchase intention based on age group. In contrast, the p-values for Marital Status (.000), Monthly Income (.000), and Educational Background (.000) fall below the 0.05 threshold, leading to the rejection of their respective null hypotheses. These findings suggest that consumer purchase intention significantly differs among groups defined by marital status, monthly income, and educational background.

TABLE IX. THE MULTIPLE LINEAR REGRESSION ANALYSIS OF HEALTH AWARENESS INFLUENCE ON CONSUMER PURCHASE INTENTION

Health Awareness Influences on Consumer Purchase Intention

Null Hypothesis (H_0): $\beta_i = 0$, indicating that the corresponding health awareness variable has no significant effect on consumer purchase intention.

Alternative hypothesis (H_a): $\beta_i \neq 0$ (for $i = 1, 2$), indicating that the health awareness variable significantly influences consumer purchase intention

The MLR model is expressed in its standard form as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where Y = purchase intention

X1 = Reduce disease awareness

X2 = Exercise physical consciousness

ϵ = Error term

The results of the analysis, presented in Table 8, are expressed in terms of the predicted customer loyalty ($\hat{Y}$) in Equation (1).

$$= 1.757 + 0.114X_1 + 0.427X_2 \dots \dots \dots (1)$$

(0.000) (0.000) (0.000)

Adjusted R² = 0.644

Model		Coefficienta			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error			
1	Constant	1.757	0.080		21.839	0.000*
	Reduce disease awareness	0.114	0.031	0.176	3.671	0.000*
	Exercise physical consciousness	0.427	0.031	0.659	13.724	0.000*
a: Dependent Variable: Consumer Purchase Intention						

All coefficients are statistically significant ($p < 0.001$), indicating that both dimensions of health awareness have a meaningful positive impact on purchase intention. The model shows a high R value of 0.804 and an Adjusted R² of 0.644, meaning that approximately 64.4% of the variance in consumer purchase intention is explained by the two predictors. Among them, exercising physical consciousness has the strongest standardized effect ($\beta = 0.659$), followed by reducing disease awareness ($\beta = 0.176$). This suggests that consumers' awareness of the importance of physical exercise plays a more dominant role in shaping their purchase intentions than merely reducing disease risk. Overall, the model is statistically robust and highlights the significant predictive power of health awareness factors on consumer behavior.

TABLE X. THE MULTIPLE LINEAR REGRESSION ANALYSIS OF PRODUCT KNOWLEDGE INFLUENCE ON PURCHASE INTENTION

Product Knowledge Influences on Consumer Purchase Intention

To examine the influence of product knowledge on consumer purchase intention, this study employs Multiple Linear Regression (MLR) analysis with the following hypotheses:

Null Hypothesis (H₀): $\beta_i = 0$, indicating that the corresponding product knowledge variable has no significant effect on consumer purchase intention.

Alternative hypothesis (H_a): $\beta_i \neq 0$ (for $i = 1, 2, 3$), indicating that the product knowledge variable significantly influences consumer purchase intention

The MLR model is expressed in its standard form as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where Y = purchase intention

X1 = Subjective Knowledge

X2 = Objective Knowledge

X3 = Experiential Knowledge

ϵ = Error

The results of the analysis are presented in Table 9 and are expressed in terms of the predicted customer loyalty ($\hat{Y}$) in Equation (2).

$$= 1.679 + 0.223X_1 + 0.226X_2 + 0.115X_3 \dots \dots \dots (2)$$

(0.000) (0.000) (0.000) (0.000)

Adjusted R² = 0.427

Model		Coefficienta			t-value	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error			
1	Constant	1.679	0.137		12.212	0.000*
	Subjective Knowledge	0.223	0.025	0.404	8.793	0.000*
	Objective Knowledge	0.226	0.030	0.297	7.638	0.000*
	Experiential Knowledge	0.115	0.030	0.175	3.824	0.000*
a: Dependent Variable: Consumer Purchase Intention						

The results presented in Table 9 show the outcomes of a multiple linear regression analysis assessing the impact of product knowledge on purchase intention. The model yields an R value of 0.657 and an Adjusted R² of 0.427, indicating that approximately 42.7% of the variance in purchase intention can be explained by the three dimensions of product knowledge: subjective knowledge, objective knowledge, and experiential knowledge. All predictors are statistically significant ($p < 0.001$). Among them, subjective knowledge ($\beta = 0.404$) exerts the strongest influence on purchase intention, followed by objective knowledge ($\beta = 0.297$), and experiential knowledge ($\beta = 0.175$). This indicates that consumers' self-perceived understanding of a product has the greatest impact on their purchase intention, more so than factual or experience-based knowledge. Overall, the model is statistically significant and highlights that various types of product knowledge play a critical role in shaping consumer purchase behavior, with subjective perceptions being the most influential.

TABLE XI. THE MULTIPLE LINEAR REGRESSION ANALYSIS OF PERCEIVED VALUE INFLUENCE ON PURCHASE INTENTION

Perceived Value Influences on Consumer Purchase Intention
To examine the influence of the perceived value on consumer purchase intention, this study employs Multiple Linear Regression (MLR) analysis with the following hypotheses:

Null Hypothesis (H₀): $\beta_i = 0$, indicating that the corresponding perceived value variable has no significant effect on consumer purchase intention.

Alternative hypothesis (H_a): $\beta_i \neq 0$ (for $i = 1, 2$), indicating that the perceived value variable significantly influences consumer purchase intention.

The MLR model is expressed in its standard form as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \epsilon$$

Where Y = purchase intention

X₁ = Social Value

X₂ = Functional Value

ϵ = Error

The results of the analysis, presented in Table 10, are expressed in terms of the predicted customer loyalty ($\hat{Y}$) in Equation (3).

$$= 2.078 + 0.172X_1 + 0.300X_2 \dots \dots \dots (3)$$

(0.000) (0.000) (0.000)

Adjusted R² = 0.575

Model		Coefficienta			t- value	P- valu e
		Unstandardized Coefficients		Standardiz ed Coefficien ts Beta		
1	Constant	2.07 8	0.078		26.54 6	0.00 0
	Social Value	0.17 2	0.034	0.275	5.009	0.00 0
	Functional Value	0.30 0	0.032	0.521	9.497	0.00 0
Dependent Variable: Consumer Purchase Intention						

The results from Table 10 present a multiple linear regression analysis examining the influence of perceived value on purchase intention. The model shows a strong correlation with an R value of 0.760 and an Adjusted R² of 0.575, indicating that 57.5% of the variance in purchase intention is explained by the two predictors: social value and functional value. Both predictors are statistically significant ($p < 0.001$), confirming their positive influence on purchase intention. Among them, functional value ($\beta = 0.521$) has a stronger standardized effect than social value ($\beta = 0.275$), suggesting that consumers place more emphasis on the practical and utilitarian benefits of a product than on its social benefits when forming purchase intentions. In summary, the model demonstrates that perceived value significantly impacts consumer purchase behavior, with functional value being the most influential factor.

TABLE XII. THE MULTIPLE LINEAR REGRESSION ANALYSIS OF HEALTH AWARENESS, PRODUCT KNOWLEDGE, AND PERCEIVED VALUE INFLUENCE ON PURCHASE INTENTION

Health Awareness, Product Knowledge, and Perceived Value Influence on Consumer Purchase Intention

To examine the influence of health awareness, product knowledge, and perceived value on consumer purchase intention, this study employs Multiple Linear Regression (MLR) analysis with the following hypotheses:

Null Hypothesis (H₀): $\beta_i = 0$, indicating that the corresponding health awareness, product knowledge, and perceived value variable has no significant effect on consumer purchase intention.

Alternative hypothesis (H_a): $\beta_i \neq 0$ (for $i = 1, 2, 3$), indicating that the health awareness, product knowledge, and perceived value variables significantly influence consumer purchase intention

The MLR model is expressed in its standard form as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Where Y = Purchase Intention

X₁ = Health Awareness

X₂ = Product Knowledge

X₃ = Perceived Value

ϵ = Error

The results of the analysis are presented in Table 11 and expressed in terms of the predicted customer loyalty ($\hat{Y}$) in Equation (4).

$$= 1.587 + 0.309X_1 + 0.101X_2 + 0.184X_3 \dots \dots \dots (4)$$

(0.000) (0.000) (0.000) (0.000)

Adjusted R² = 0.649

Model		Coefficienta			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
1	Constant	1.587	0.100		15.924	0.000
	Health Awareness	0.309	0.045	0.450	6.918	0.000
	Product Knowledge	0.101	0.039	0.117	2.617	0.009
	Perceived Value	0.184	0.037	0.291	4.998	0.000
a: Dependent Variable: Consumer Purchase Intention						

The results from Table 10 present a multiple linear regression analysis The results from Table 11 present a multiple linear regression analysis examining the combined influence of health awareness, product knowledge, and perceived value on consumer purchase intention. The model demonstrates a strong fit, with an R value of 0.807 and an Adjusted R² of 0.649, indicating that these three predictors explain 64.9% of

the variance in purchase intention. All predictors are statistically significant ($p < 0.01$), showing meaningful contributions to purchase intention. Among them, health awareness has the strongest standardized effect ($\beta = 0.450$), followed by perceived value ($\beta = 0.291$) and product knowledge ($\beta = 0.117$). This suggests that consumers' health consciousness is the most influential factor in shaping purchase decisions, while perceived value also plays a substantial role. Although product knowledge is significant, its impact is relatively smaller. Overall, the analysis confirms that the integration of health awareness, product knowledge, and perceived value provides a powerful explanation of consumer purchase intention, with health awareness emerging as the dominant predictor.

DISCUSSION

1. Demographic Factors Influencing Consumer Purchase Intention

The study confirms that gender, marital status, educational level, and income generate significant differences in consumer purchase intention, while age does not. Women show higher purchase intention, aligning with Janssen et al. (2018), who noted gender-based food choice motivations. Married individuals also report stronger purchase intention, supporting Soós and Biacs (2018). Higher education and income correlate with greater purchase intention, as highlighted by Abuhlega and Abduljali (2022) and Wekeza and Sibanda (2019). Age showed no significant difference, contrasting earlier findings by Kolakowski et al. (2021) and Adnan et al. (2017), possibly due to sample characteristics or broader health awareness trends.

2. Health Awareness Influences on Consumer Purchase Intention

The study confirms that health awareness significantly and positively influences consumer purchase intention, consistent with prior research. Consumers with stronger health awareness are more likely to purchase health-related products (Lee, 2008; Ali et al., 2018; Liao et al., 2021). This relationship reflects a shift toward preventive health behaviors (Zhu, 2020) and has been reinforced by the COVID-19 pandemic (Wang et al., 2020). The Health Belief Model supports this, showing perceived susceptibility and benefits influence purchase intention (Almajali et al., 2021). Additional studies emphasize related factors such as food safety concerns (Talwar et al., 2021), ethical identity (Asif et al., 2017), risk perception (Devi et al., 2023; Widyaningtyas et al., 2023), and environmental awareness (Su et al., 2022; Liang et al., 2024; Syafrizal et al., 2024). Overall, health

awareness stands as a key predictor of consumer purchase intention in both food and health-related product contexts.

3. Product Knowledge Influences on Consumer Purchase Intention

The study confirms that product knowledge—subjective, objective, and experiential—has a significant positive influence on consumer purchase intention, supporting findings from Jayasingh et al. (2021), Aiello (2020), and Singh et al. (2022). Subjective knowledge enhances consumer confidence (Sohn et al., 2020), objective knowledge improves product evaluation accuracy (Ghahtarani et al., 2019; Wang et al., 2020), and experiential knowledge shapes expectations through past use (Frank et al., 2019). Studies such as Zha et al. (2020) and Mocanu et al. (2020) highlight discrepancies between knowledge types, while Sharma et al. (2019) and Kaynak and Eksi (2014) show that product familiarity moderates behavior. Bhakar et al. (2015) noted that product knowledge mediates the effect of perceived value on purchase intention. In e-commerce and green marketing contexts, product knowledge influences electronic word-of-mouth (Khoirunnisa & Albari, 2023), brand trust (Ling et al., 2023), and environmentally conscious behavior (Hassan et al., 2024).

4. Perceived Value Influences on Consumer Purchase Intention

The study confirms that perceived value—exceptionally functional and social value—significantly and positively influences consumer purchase intention, with functional value showing the strongest effect. This aligns with Teas and Agarwal (2000) and El-Adly (2018), who define perceived value as a consumer's overall evaluation of benefits versus costs. Novita and Husna (2020) emphasize that perceived value mediates the impact of perceived quality on purchase intention. In health and functional foods, health benefits and sensory appeal are key value drivers (Zaid et al., 2020; Shah et al., 2020). Slack et al. (2020, 2021) found that functional value has the strongest influence on satisfaction and behavior, while social value's role may vary by context (Gandi et al., 2023). Environmental concerns also shape value perception and purchase intention (Duarte et al., 2024). Studies by Gan and Wang (2017), Karjaluoto et al. (2018), Khoirunnisa and Albari (2023), and Kaur (2023) further support that perceived value integrates utilitarian, hedonic, social, and environmental dimensions, influencing both intention and long-term engagement.

CONCLUSION

The descriptive statistics reveal a balanced sample with near-equal gender distribution, a majority of married and middle-aged or older respondents, high education levels, and over 60% earning more than CNY 10,000 monthly. Respondents show high health awareness (overall $M = 3.84$),

strong product knowledge (overall $M = 3.82$), and positive perceived value (overall $M = 3.69$), with functional value rated highest. Consumer purchase intention is also strong ($M = 3.84$). Inferential statistics indicate that there are significant differences in purchase intention based on gender, marital status, education level, and income, while no significant difference is observed concerning age. Health awareness, product knowledge, and perceived value all show significant positive effects on purchase intention, confirming their role as key influencing factors

The study's findings suggest clear policy priorities:

Promote Health Awareness: Governments should invest in public health education focusing on preventive care, exercise, and nutrition, using partnerships with retailers for clearer health product labeling (Zaid et al., 2020).

Ensure Transparent Product Information: Policies should mandate clearer labeling and third-party certifications to improve consumer knowledge, reducing information gaps, especially for lower-income or lower-education groups (Ghahtarani et al., 2019; Wang et al., 2020).

Incentivize Functional and Social Value Products: Authorities can support businesses producing health-focused, high-quality, or sustainable products through subsidies, tax incentives, and SME support (Duarte et al., 2024).

Address Socioeconomic Gaps: Programs like subsidies for low-income consumers and community education initiatives can reduce disparities in access to health products and knowledge (Wekeza & Sibanda, 2019).

Align with SDGs: Integrating consumer insights with SDGs 3, 4, and 12 supports systemic goals through sustainable product innovation, public-private partnerships, and consumer rights education.

These multi-sectoral policies aim to foster informed, health-conscious, and equitable consumer behavior while supporting sustainable economic development.

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