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Health Consciousness and Sustainable Consumption Among Senior Consumers: A Systematic Literature Review

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Abstract: *The growing global population of the aged and the increasing concerns about environmental sustainability have raised the interest in understanding sustainable consumption behaviour among senior consumers. Health awareness has emerged as an important aspect of consumer decision making, especially in the case of products/services that are concerned with personal health and environmental responsibility. Existing research has investigated sustainable consumption and health-conscious behaviour extensively, but little research has been conducted to synthesize knowledge about their relationship in the senior consumer segment. Therefore, this study undertakes a systematic literature review to explore the existing literature on health consciousness and sustainable consumption in the elderly.*

The review is based on academic research published in marketing, consumer behaviour, sustainability and health related fields. The results indicate that health-conscious older consumers are more likely to engage in sustainable consumption behaviours, such as buying organic foods, eco-friendly products, and wellness-oriented products. Other factors such as environmental concern, trust in green products, perceived quality, and positive attitudes towards sustainability also influence these behaviours. The review also points out the lack of attention to senior consumers compared to younger demographic groups in sustainable consumption research. This study contributes to a better understanding of the role of health consciousness in promoting sustainable consumption by older adults by integrating existing evidence and providing valuable insights for marketers, policymakers and practitioners operating in the burgeoning silver economy.

Keywords: *Health consciousness, sustainable consumption, senior consumers, silver economy, sustainability marketing.*

I. INTRODUCTION

Population aging is one of the most significant demographic transformations of the twenty-first century. Improvements in healthcare, nutrition, and living standards have contributed to increased life expectancy, resulting in a growing population of older adults worldwide. Simultaneously, environmental concerns such as climate change, resource depletion, and waste generation have increased awareness regarding the importance of sustainable consumption. As a result, researchers and policymakers have become increasingly interested in understanding the factors that encourage environmentally responsible consumption among different consumer segments.

Health consciousness has emerged as a critical determinant of consumer behaviour. Health-conscious consumers actively seek products and services that enhance their well-being and minimize health risks. This tendency is particularly evident among senior consumers, who often place greater emphasis on health maintenance and quality of life. Many sustainable products, including organic foods, eco-friendly household items, and natural wellness products, are perceived as healthier alternatives, creating a potential link between health consciousness and sustainable consumption behaviour.

Despite the growing interest in sustainable consumption and healthy lifestyles, existing research has largely focused on younger consumers, leaving senior consumers relatively underrepresented. Furthermore, studies examining health consciousness and sustainable consumption are dispersed across multiple disciplines, including marketing, sustainability, consumer behaviour, and public health. This fragmentation limits the development of a comprehensive understanding of how health consciousness influences sustainable consumption among older adults.

This study addresses this gap by conducting a systematic literature review to synthesize existing knowledge on health consciousness and sustainable consumption among senior consumers. The review aims to identify key determinants, theoretical perspectives, and emerging themes within the literature while highlighting implications for marketing practice and sustainability policy.

II. OBJECTIVES OF THE STUDY

- 1) To review and synthesize existing literature on health consciousness and sustainable consumption among senior consumers.
- 2) To identify the major determinants influencing sustainable consumption behaviour in older adults.
- 3) To examine the theoretical frameworks commonly used in this research domain.
- 4) To analyze the relationship between health consciousness and sustainable consumption practices.
- 5) To provide implications for marketers, policymakers, and sustainability practitioners.

III. METHODOLOGY

This study adopts a Systematic Literature Review (SLR) approach to ensure a comprehensive and transparent analysis of existing research. Relevant articles were identified through major academic databases such as Scopus, Web of Science, Google Scholar, and ScienceDirect.

A. Search Keywords

The search process included combinations of the following keywords:

- Health consciousness
- Sustainable consumption
- Green consumption
- Environmentally responsible behaviour
- Senior consumers
- Older adults
- Aging consumers
- Silver economy

B. Inclusion Criteria

The following criteria were used to select articles:

- Peer-reviewed journal articles.
- Studies published in English.
- Research focusing on health consciousness, sustainability, and consumer behaviour.
- Studies involving senior consumers or including age-related analyses.
- Publications between 2015 and 2025.

C. Exclusion Criteria

- Conference abstracts without full papers.
- Non-English publications.
- Studies unrelated to consumer behaviour or sustainability.
- Duplicate records.

Following the screening process, relevant studies were reviewed and analyzed using thematic analysis. The findings were categorized into key themes including health consciousness, sustainable consumption behaviour, environmental concern, green trust, and senior consumer decision-making.

IV. LITERATURE REVIEW

A. Health Consciousness

Health consciousness refers to the degree to which individuals are aware of and concerned about their health and are motivated to engage in behaviours that promote well-being (Gould, 1988). Health-conscious consumers actively seek information regarding nutrition, lifestyle choices, and products that contribute to better health outcomes (Newsom et al., 2005). In consumer behaviour research, health consciousness has been identified as a significant predictor of purchasing decisions, particularly in food, wellness, and healthcare-related markets (Michaelidou & Hassan, 2008; Chen, 2009).

Among senior consumers, health consciousness tends to be more pronounced due to age-related concerns regarding physical well-being and quality of life (WHO, 2022). Older adults often prioritize preventive healthcare, healthy eating habits, and products perceived as safe and beneficial (Moschis, 2012). Research suggests that health-conscious individuals are more likely to evaluate product attributes such as ingredients, production methods, safety standards, and long-term health implications before making purchase decisions (Michaelidou & Hassan, 2008). Consequently, health consciousness has become an important factor influencing demand for organic foods, natural products, and environmentally friendly alternatives (Rana & Paul, 2017).

B. Sustainable Consumption

Sustainable consumption refers to the use of products and services that meet consumers' needs while minimizing negative environmental and social impacts (UNEP, 1994). It encompasses behaviours such as purchasing eco-friendly products, reducing waste, recycling, conserving resources, and supporting ethical production practices (Jackson, 2005). Sustainable consumption has gained significant attention due to increasing concerns regarding climate change, environmental degradation, and resource scarcity (United Nations, 2015).

Consumer participation is essential for achieving sustainability goals (UNEP, 2011). Previous studies indicate that consumers are increasingly considering environmental factors during purchase decisions (Vermeir & Verbeke, 2008). Sustainable consumption behaviour is often influenced by environmental concern, perceived consumer effectiveness, social norms, and personal values (Stern, 2000; Ajzen, 1991). However, adoption levels vary across demographic groups, making it important to understand the motivations and barriers associated with specific consumer segments such as senior consumers (Testa et al., 2021).

C. Senior Consumers and the Silver Economy

The term "silver economy" refers to economic activities associated with the needs and consumption patterns of older adults (European Commission, 2018). As life expectancy continues to increase globally, senior consumers represent an expanding and economically significant market segment (WHO, 2022). This demographic possesses distinct characteristics, preferences, and consumption behaviours that differentiate it from younger consumer groups (Moschis, 2012).

Senior consumers often demonstrate greater concern for product quality, reliability, safety, and value (Sudbury & Simcock, 2009). Their purchasing decisions are frequently influenced by health considerations, accumulated life experiences, and long-term perspectives (Moschis, 2012). Furthermore, older adults may exhibit stronger preferences for products that contribute to personal well-being and societal welfare (United Nations, 2023).

Despite the growing importance of the silver economy, research examining sustainable consumption among senior consumers remains relatively limited (Testa et al., 2021). Most sustainability studies focus on younger generations, particularly Millennials and Generation Z, creating a need for greater scholarly attention to older consumer segments (Bulut et al., 2017).

D. Relationship Between Health Consciousness and Sustainable Consumption

The relationship between health consciousness and sustainable consumption has received increasing attention in recent years (Rana & Paul, 2017). Many sustainable products, such as organic foods, natural cosmetics, and environmentally friendly household goods, are often perceived as healthier alternatives to conventional products (Chen, 2009). Consequently, consumers motivated by health concerns may simultaneously engage in environmentally responsible consumption behaviours (Yadav & Pathak, 2017).

Several studies have found a positive association between health consciousness and the purchase of organic and eco-friendly products (Michaelidou & Hassan, 2008; Rana & Paul, 2017). Health-conscious consumers tend to seek products free from harmful chemicals, synthetic additives, and environmentally damaging production processes (Chen, 2009). Such consumers often view sustainability as complementary to personal health objectives, resulting in greater willingness to support environmentally responsible brands and products (Yadav & Pathak, 2017).

Among senior consumers, this relationship may be particularly significant. Older adults frequently prioritize health maintenance and disease prevention, making them more receptive to products marketed as both healthy and sustainable (WHO, 2022; Moschis, 2012).

E. Factors Influencing Sustainable Consumption Among Senior Consumers

- 1) **Environmental Concern:** Environmental concern refers to an individual's awareness of environmental problems and willingness to contribute to environmental protection (Dunlap et al., 2000). Research consistently identifies environmental concern as a major predictor of sustainable consumption behaviour (Stern, 2000; Yadav & Pathak, 2017).

- 2) Green Trust: Green trust refers to consumers' confidence in the environmental claims made by organizations and products (Chen, 2010). Studies indicate that higher levels of trust increase consumers' willingness to purchase eco-friendly products and support sustainable brands (Chen & Chang, 2013).
- 3) Perceived Product Quality: Perceived quality significantly influences purchasing decisions among older adults (Zeithaml, 1988). Sustainable products perceived as high quality are more likely to gain acceptance among health-conscious senior consumers (Vermeir & Verbeke, 2008).
- 4) Attitude Toward Sustainability: Positive attitudes toward sustainability influence consumers' intentions to engage in environmentally responsible behaviour (Ajzen, 1991). Research suggests that favourable attitudes are associated with increased willingness to purchase sustainable products (Yadav & Pathak, 2017).
- 5) Social Influence: Family members, peers, healthcare professionals, and community networks influence consumption decisions among older adults (Ajzen, 1991). Positive recommendations encourage sustainable purchasing behaviour (Bandura, 1986).

F. Theoretical Perspectives

The Theory of Planned Behavior (TPB) explains that attitudes, subjective norms, and perceived behavioural control influence behavioural intentions and actual behaviour (Ajzen, 1991).

The Value-Belief-Norm (VBN) Theory emphasizes that environmental values, beliefs, and personal norms encourage environmentally responsible behaviour (Stern, 2000).

The Health Belief Model (HBM) explains health-related decision-making through perceived benefits, perceived barriers, and health motivation (Rosenstock, 1974; Becker, 1974). Integrating these theories provides a comprehensive explanation of sustainable consumption among senior consumers.

V. FINDINGS AND DISCUSSION

The systematic review reveals a growing interest in understanding the relationship between health consciousness and sustainable consumption. However, studies specifically focusing on senior consumers remain relatively limited compared to research involving younger demographic groups. The reviewed literature indicates that health consciousness serves as a significant motivational factor influencing sustainable consumption behaviour among older adults. Consumers who actively seek to maintain their health are more likely to purchase products perceived as safe, natural, organic, and environmentally friendly. This finding suggests that personal health benefits often act as an entry point for sustainable consumption decisions among senior consumers.

A recurring theme across the literature is the strong association between health consciousness and the purchase of organic and eco-friendly products. Studies consistently report that health-conscious consumers prefer products free from harmful chemicals, artificial additives, and environmentally damaging production processes. For senior consumers, concerns regarding physical well-being, disease prevention, and quality of life further strengthen this preference. As a result, sustainable products are often evaluated not only for their environmental benefits but also for their perceived contribution to personal health. This dual benefit creates an important opportunity for marketers seeking to promote sustainable products to older consumers.

The review also highlights the important role of environmental concern in shaping sustainable consumption behaviour. While health consciousness motivates consumers to seek personal benefits, environmental concern broadens the decision-making process to include societal and ecological considerations. Several studies suggest that consumers who are both health-conscious and environmentally concerned demonstrate stronger intentions to engage in sustainable consumption. This finding indicates that health and environmental motivations are complementary rather than competing drivers of consumer behaviour.

Another significant finding relates to the role of trust. Sustainable consumption often requires consumers to rely on environmental claims made by organizations. The literature suggests that trust in green labels, certifications, and sustainability claims significantly influences purchasing decisions. Senior consumers may exhibit cautious purchasing behaviour and require credible information before adopting sustainable products. Therefore, transparency and authenticity are critical factors in building consumer confidence and encouraging sustainable purchasing behaviour.

Perceived product quality emerged as another important determinant of sustainable consumption among senior consumers. Older adults tend to prioritize reliability, safety, durability, and effectiveness when evaluating products. Studies indicate that sustainable products are more likely to be adopted when consumers perceive them as offering superior quality and health benefits. Conversely, concerns regarding product performance, availability, or price may act as barriers to adoption. This finding suggests that marketers should emphasize both quality and sustainability attributes when targeting older consumer segments.

The review further reveals that attitudes toward sustainability positively influence consumption behaviour. Consumers with favorable attitudes toward environmental protection and ethical consumption are more likely to engage in sustainable purchasing practices. Positive attitudes are often shaped by awareness, education, previous experiences, and exposure to sustainability-related information. Among senior consumers, life experiences and accumulated knowledge may contribute to stronger appreciation for resource conservation and responsible consumption.

Social influence also plays a role in shaping sustainable consumption behaviour. Family members, peers, community groups, and healthcare professionals can affect purchasing decisions by providing information, recommendations, and social support. In many cases, sustainable consumption behaviours are reinforced through social interactions and shared values. For older adults, trusted social networks may serve as important sources of information regarding healthy and sustainable products.

Overall, the findings suggest that sustainable consumption among senior consumers is influenced by a combination of personal, social, and environmental factors. Health consciousness appears to function as a central driver, encouraging consumers to adopt products and practices that support both individual well-being and environmental sustainability. The evidence further indicates that sustainable consumption should not be viewed solely as an environmental issue but also as a health-related consumer behaviour. This perspective is particularly relevant in the context of the growing silver economy, where health considerations often play a dominant role in purchasing decisions.

The review contributes to the literature by demonstrating that health consciousness can serve as an important bridge connecting personal well-being and sustainable consumption. The findings suggest that integrating health-related benefits into sustainability marketing strategies may enhance consumer acceptance of environmentally responsible products among senior consumers. As the global population continues to age, understanding these motivations will become increasingly important for businesses, policymakers, and sustainability advocates seeking to encourage responsible consumption practices.

VI. MANAGERIAL IMPLICATIONS

The findings of this review provide several important implications for marketers, policymakers, and organizations operating within the sustainability and wellness sectors. As health consciousness emerges as a significant driver of sustainable consumption among senior consumers, businesses should develop strategies that integrate both health and environmental benefits in their product offerings and marketing communications.

A. Implications for Marketers

Marketers should recognize that senior consumers often prioritize personal well-being when making purchase decisions. Therefore, sustainable products should not be promoted solely based on their environmental benefits. Instead, marketing messages should emphasize how such products contribute to both individual health and environmental sustainability. For example, organic foods, natural personal care products, and eco-friendly household goods can be positioned as healthier, safer, and environmentally responsible alternatives to conventional products.

Transparency and credibility are also critical in influencing purchasing decisions among older consumers. Companies should provide clear and accurate information regarding product ingredients, production processes, environmental certifications, and sustainability practices. The use of trusted eco-labels and certifications can enhance consumer confidence and reduce scepticism toward green marketing claims.

Furthermore, marketers should focus on communicating product quality, safety, and reliability, as these attributes are highly valued by senior consumers. Sustainable products that demonstrate superior performance and tangible health benefits are more likely to gain acceptance within this market segment.

B. Implications for Sustainability Practitioners

Organizations promoting sustainable lifestyles should consider health consciousness as a valuable tool for encouraging environmentally responsible behaviour. Sustainability campaigns can be designed to highlight the connection between personal health and environmental well-being. Educational initiatives emphasizing the benefits of healthy and sustainable consumption may increase consumer engagement and support long-term behavioural change.

Community-based programs, workshops, and awareness campaigns targeting older adults can further strengthen understanding of sustainable consumption practices. Such initiatives may encourage the adoption of behaviours such as purchasing eco-friendly products, reducing waste, recycling, and supporting ethical businesses.

C. Implications for Policymakers

Policymakers should recognize the growing influence of the silver economy in achieving sustainability goals. Public policies and awareness programs can be developed to encourage sustainable consumption among older adults by emphasizing both health and environmental outcomes. Government agencies may also support certification systems, consumer education programs, and sustainable product standards that enhance trust and transparency within the marketplace.

In addition, policymakers should encourage collaboration among healthcare providers, consumer organizations, and sustainability advocates to promote healthy and sustainable lifestyles. Integrating sustainability messages into public health campaigns may increase their effectiveness among senior consumers.

D. Implications for Future Product Development

The findings suggest opportunities for businesses to develop innovative products that address the dual concerns of health and sustainability. Product designers and manufacturers should focus on creating offerings that are environmentally friendly, easy to use, safe, and aligned with the needs of older consumers. Examples include organic food products, sustainable wellness solutions, recyclable packaging, and environmentally responsible healthcare products.

By understanding the relationship between health consciousness and sustainable consumption, organizations can better meet the expectations of senior consumers while contributing to broader sustainability objectives. Such strategies are likely to become increasingly important as the aging population continues to expand globally.

VII. CONCLUSION

The growing importance of sustainability and the rapid expansion of the aging population have increased the need to understand the factors influencing sustainable consumption among senior consumers. This systematic literature review examined the relationship between health consciousness and sustainable consumption, with particular attention to the behaviours and motivations of older adults. The review synthesized findings from studies across marketing, consumer behaviour, sustainability, and health-related disciplines to provide a comprehensive understanding of this emerging research area.

The findings indicate that health consciousness plays a significant role in shaping sustainable consumption behaviour among senior consumers. Older adults who are highly concerned about their health are more likely to purchase organic foods, environmentally friendly products, and wellness-oriented goods that are perceived to offer both personal and environmental benefits. In addition to health consciousness, factors such as environmental concern, green trust, perceived product quality, positive attitudes toward sustainability, and social influence were found to contribute to sustainable consumption decisions.

The review also highlights that sustainable consumption among senior consumers is driven by a combination of self-oriented and society-oriented motivations. While personal health benefits often initiate sustainable purchasing behaviour, environmental awareness and ethical considerations further reinforce such actions. This demonstrates that health consciousness and sustainability are closely interconnected and should be viewed as complementary drivers of responsible consumer behaviour.

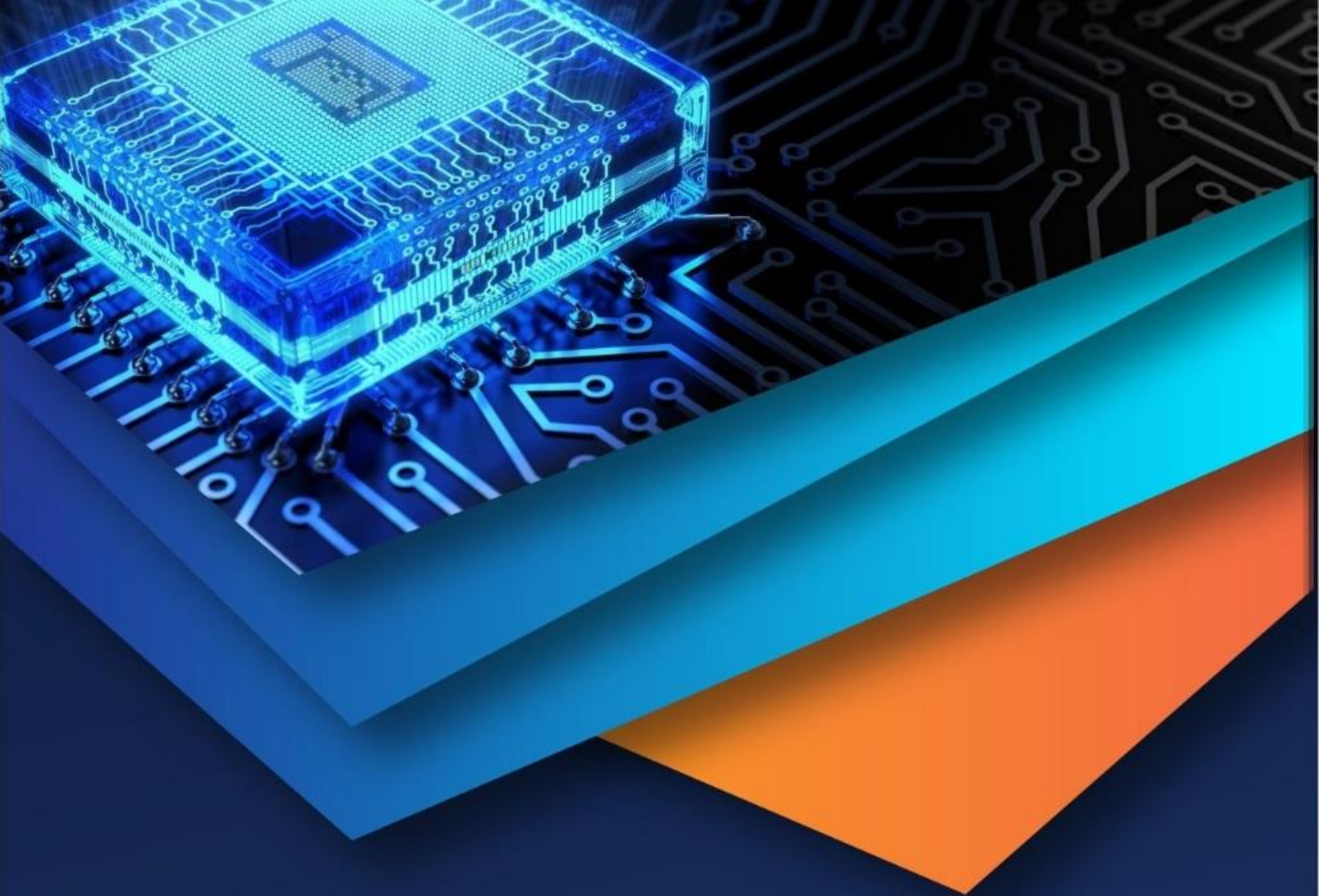
Despite the increasing attention given to sustainable consumption, research focusing specifically on senior consumers remains relatively limited. Much of the existing literature continues to concentrate on younger consumer groups, leaving important questions regarding the preferences, motivations, and decision-making processes of older adults insufficiently explored. Given the growing economic and social significance of the silver economy, greater scholarly attention to this demographic segment is warranted.

In conclusion, this review contributes to the literature by consolidating existing knowledge on health consciousness and sustainable consumption among senior consumers. The findings provide valuable insights for marketers, policymakers, and sustainability practitioners seeking to encourage environmentally responsible consumption within an aging society. As the global population continues to age, understanding the interplay between health-related motivations and sustainable consumer behaviour will become increasingly important for achieving both public health and sustainability objectives.

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