

## HEALTH CONSCIOUS ATTITUDE AMONG UNIVERSITY STUDENTS

<sup>1</sup>Hafiz Fawad Ali, <sup>2</sup>Ujala Ehsan, <sup>3</sup>Maida Imran <sup>4</sup>Muhammad Bilal Ahmad, <sup>5</sup>Maheen Zahid

<sup>1</sup>M.B.A/MPhil Scholar, IBA, University of the Punjab, Lahore Pakistan

<sup>2</sup>M.B.A/MPhil Scholar, IBA, University of the Punjab, Lahore Pakistan

<sup>3</sup>B.B.A (Hons.), IBA, University of the Punjab, Lahore Pakistan

<sup>4</sup>Ph.D Scholar, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

<sup>5</sup>MSc, Institute of Communication Studies, University of the Punjab, Lahore, Pakistan

### Abstract

This research study inspects the association among various variables that influence health conscious attitude. Health conscious attitude refers to maintaining an approach in which students are mindful of taking good care of their health. The study emphasizes on five independent variables like education, lifestyle, eating preferences, purchase intentions and supplements, derived from literature and their impact on the dependent variable i.e. health conscious attitude among the students of University of the Punjab, Lahore Pakistan. Statistical analysis through SPSS showed that health conscious attitude is not influenced by purchase intention whereas education, lifestyle, eating preferences and supplements do influence the health conscious attitude among university students.

**Keywords:** Education, lifestyle, eating preferences, purchase intention, supplements, health conscious attitude.

### Introduction

Health conscious attitude refers to defining an approach in which an individual has an awareness of the healthiness of one's life (health-conscious, 2015). It consists of doing the things in a way as to impart a positive effect on an individual's health. It is commonly believed that a sound body carries a sound mind so students of the modern era are expected to take care of their health so they can grow up to be successful men and women. Health is an essential feature when it comes to the life of an individual. Due to the ever increasing health issues, parents these days are more concerned about the health of their students and they expect the universities to lay special emphasis on their health (Prescott, 2007). The health issues of students are noticeably different and in fact are much significant than the people of similar age that are not enrolled in an educational institution (Jarovici, 2014). To cope up with this issue, different organizations play their role in giving useful information about how a person can monitor his health. Many latest reports show that the university students were becoming more vulnerable to the health diseases that they weren't associated some years back (Prescott, 2007). Owing to this, it became important for the government to ensure that the students are being realized of the delicacy of their health to our cause. The health messages were ensured to be such as to aspire and enchant the students in the most positive way (Backer & Rogers, 2008). However, it is always precarious to expect Pakistani people as they're most obsessed with the way they live their life. Thus, to see how students are mindful of their health, a good starting point is to see what things students consider when they feel that they maintain a health conscious attitude. In order to inspect the influence of health conscious attitude on the living style of university students in Pakistan, following variables were included; Education, Lifestyle, Eating preference, Purchase Intention and Supplement. This study is useful for the people concerned to the medical profession and the manufacturers of the health based products. Based on this study, they can target students in a better and quite possibly a more positive way. This study adds to the succeeding fields; higher consciousness regarding the variables that influence the health conscious attitude among university students. It will assist businesses in drawing attention about health conscious attitude the university students maintain and hence target the market accordingly. Objective of the study is to consider all the influences that effect the health conscious attitude among the university students. Whether education affects the health conscious attitude, whether lifestyle affects the health conscious

attitude, whether eating preference affects the health conscious attitude, whether purchase intention affects the health conscious attitude, whether supplement affects the health conscious attitude among university students or not? This study will find how education performs an important role in influencing health conscious attitude among university students. How lifestyle performs a crucial part in impacting health conscious attitude among university students? How eating preference performs a vital role in influencing health conscious attitude among university students? How purchase intention performs an essential role by impacting health conscious attitude among university students? How supplement performs a necessary part in influencing health conscious attitude among university students?

## **Literature Review**

### **Corporate Social Responsibility**

Good health conscious temperament indicates to describing a procedure in which an individual has an attention to an incredible strength (wellbeing cognizant, 2015). It includes of doing the things in a route as to bestow a positive outcome on a person's health. It's usually reliable that a sound body carries a sound personality so understudies of the forward-looking time are depend upon to deal with their health so they can grow up to be fruitful people (Larson, 2004). Attributable to the frequently emerging implication of evolving a health cognizant state of mind among alternates, specialists from different fields have designated enthusiasm for causative towards this issue. Health cognizance is a mindfulness that divisions a man to take activities with the end goal to remain compacted. (Becker, 1977).

Health cognizant individuals try to stay concerned and worried in regards to their wellness and consistently struggle to maintain a planned distance from terribleness, raising personal satisfaction and keeping their wellness by including themselves in sound workouts and acting naturally mindful concerning their wellness (Plank and Gould, 2005). Such heath cognizant individuals have a propensity for being updated regarding their health and remain worried about sustenance and physical exercises (Goodell, 1993). As it is confirmed by past inspections that the essential goals behind the consumption of natural diets are, wellness concerns. (Biel, 2001). Likewise, wellbeing mindfulness expects the practices and purchasing goals about natural nourishment, as it improves care with respect to the impacts of nutrition and hereafter they be satisfied about characteristic eating routinely and regularly prepared to change to the nourishment which is useful for their wellness. Despite the fact that not every one of the examinations about state of mind and wellbeing cognizance, bolster the association between them. This conspicuous thought of health is like that explained in the introduction of the world's health association `s constitutions where wellbeing is can be characterized as "a condition of finish physical, mental and social affluence of society, and not only the absence of contamination or healing condition "(Ziguras, 2004).Health cognizant behavior alludes to keeping up a push toward in which understudies are aware of taking great consideration of their wellbeing. The job and outcome of the scholars in the financial and social strengthening of the nation has been emphasized in various logical soundings. Be that as it may, there are few papers recognition the job of the scholarly people in scheduled health society by honor the correct states of mind towards the best possible supplies of individual and general medicinal services.

Health cognizant behavior suggests to characterizing a methodology in which an individual has a mindfulness of an amazing strength (wellbeing cognizant, 2015). It comprises of doing the things in a route as to grant a committed impact happening a person's health. It's regularly confidential that a sound body conveys a sound personality so understudies of the cutting edge period are relied upon to deal with their health so they can grow up to be fruitful resident in this advanced time. Eating practices, chiefly the utilization of cheap food have different elements like pressure and time administration and so forth because of which a large portion of grown-ups need to change their states of mind likewise (Botchway, 2015). At the point when understudies join colleges, it causes a huge change in understudies' way of life, which generally influences their health. Along these lines, it is vital to surely survey understudies' ways of life and their need with the end goal to adjust to medical problems and grow star health propensities. Various infections are getting to be normal universally which are because of, absence of exercise, alcohol use, inappropriate nutrition, smoking, over utilization of caffeine and wrong lethargic propensities. These unfortunate way of life's tendencies cause higher odds of osteoporosis, cardio vascular malady, corpulence and diabetes (Ziguras, 2004).There is widespread observational proof that there has been a noticeable growth in unhappiness and different types of psychopathology among Pakistani college understudies in the course of recent years (Podstawski, 2014). College life of stand-ins is a period amid which people invest a large

portion of their liveliness outside their homes and because of time requirements, there are limitations for the selection of a sound way of life. An overview led by Sajwani(2009) about saw margins to solid way of life are "absence of time" which holds back to do conventional activities and advances terrible eating habits. The job and outcome of the academic choice in the financial and social strengthening of the nation has been highlighted in various college examines. Nonetheless, there are few papers enlightening the job of the academics in progressing health society by deciding the correct natures towards the best possible necessities of individual and general medicinal services. Writing about general health additionally proves that there is a solid relationship among education and health so a causal impact has been seen from training to wellbeing i.e. better the instruction, better the wellbeing in a nation. A great deal of wellbeing related issues like, physical and psychological exploitation, hunger, physical expectancy, early sexual commencement, undesirable eating practices and brutality gravely effects students' grades consequently, they are said to be connected with poor enlightening realization.

Endowed social orders likewise decide the great health of its habitants and it is noted by Lleras-Muney(2006) and various investigative studies throughout the world, that this high pay nations tend to demonstrate a more punished connection among these components. It is accounted for by, Lundborg (2008) that higher the level of instruction in a nation, higher will be the level of health mindfulness and thus a lessening in weakness conditions. Reasonable happiness mindfulness, intellectual abilities, accessibility of learning and data help subjects at that point enhance their wellbeing (Grossman and Lleras-Muney, 2006). As per Kraft, "Health is an arrangement of individual exercises, interests, and sentiments identified with one's wellbeing". Four measurements of health are likewise controlled by Kraft (1993) i.e. "(1) worry for risky condition, (2) physical wellness, (3) moral obligation, and (4) nutrition and stress management". He additionally supposed that health conscious individuals are similarly smaller to their physical wellness, mindful about their health, worried about health hazards and administration of stress and nourishment. An examination existing four organizations based on sustenance utilization and personalities, weight-cognizant gathering, health cognizant gathering, conventional and uncommitted gathering (Tabacchi, 1987).

In these classifications, health cognizant are not the same as weight-cognizant individuals. They have a little family, practice as often as possible, incline toward health cognizant eating routine and get healthful mindfulness. As it is guaranteed by Stampfer (2000) that nourishing instruction helps in raising wholesome mindfulness and eventually a more beneficial way of life of an all-purpose public. Knowledge about happiness enhances people's eating conduct and rouse solid dietary propensities (Gates G.E., 1998). Then again, we found remarkable differences in the eating regimen and way of life scores of male and female subjects. Female alternates were far superior as far as way of life practices when contrasted with male substitutes Attitudes towards people and conditions all in all allude to the temperately stable inspection of articles, people and cases that happen in the earth. Temperaments towards nutritional patterns particularly the utilization of quick diets is because of a considerable measure of components, for example, absence of time and stress which most young-looking grown-ups do through a great deal at this stage of their lives (Zaho L, 2001)). A portion of these variables might be conscious or mistakenly put away in the spirit of the people. In viewpoint of this, people may create states of mind towards eating that they don't know about. Nutritional patterns are the different examples of behavior demonstrated by people towards sustenance's, eating and way of life when all is said in done. An attitude towards conditions relies upon the person's knowledge. In spite of the fact that our psychological procedures impact our dietary patterns, our condition and childhood – disposition, sort of work/work do impact our nutritional patterns and different practices as a whole. Studies have investigated various sites and ads for good starving, taking a glimpse at homes, childcare, schools, after-school and summer programs, work places, retail nutrition stores: general stores and little supermarkets, and eating out at eateries and economical food channels.

This line of research takes a gander at what is available in these different areas and additionally what has been done to advance good dieting in these areas. All the more particularly to college understudies, thinks about have demonstrated a sexual orientation distinction in nourishment decisions. One examination of college replacements uncovered that guys are more averse to focus on nourishment marks and are less captivated by their sustenance choices contrasted with females (Levi, 2006). Since male alternates are less inclined to react to nourishment information training, some different systems offered by the originator were to expel accessibility of objectionable sustenance, decrease cost of more beneficial nourishment, and offer examples of solid nourishment (Levi, 2006). Temperament in additional research is characterized as "the customer add up to valuation of the item" (Ghosh, (1990)). Fishbein and Ajzen referred to by (Jean-Louis.,

2011) indicated that nature has an influence on purchase aim and buyer behavior meanwhile it has important psychological capability. The universal writing on buyer disposition is broad and is committed to various parts of sustenance. Research found that buyers have widespread trouble in describing the desirable quality. The necessary inquiry is: what is implied by quality or in what manner would quality be able to be considered. A down to earth method on account of meat, for instance, is the best quality meat is the one a purchaser will pay for. While a merchant gets as high cost as could be expected under the conditions. Be that as it may, right now the idea of sustenance quality is exceptionally mind boggling and assorted. The meaning of sustenance quality from the customers' perspective has been built up based on individual observations. In the writing it is standard to group quality in three measurements hunt, involvement and certainty. The pursuit quantity is the place the purchaser can guarantee the item quality when buying. This is characteristically founded on perceptible properties of items, entrance, shading and smell. Clients frequently assess the nature of hard meat along these lines. Knowledge as a dimension of a quality is when quality can be assessed simply after the buy of an item and assessment of its taste.

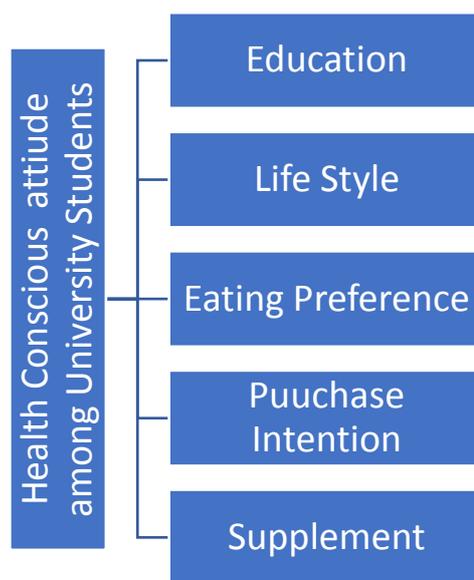
In regard of meat, it is just when the meat is readied that the customer can be guaranteed of its taste. Trust as a module of value implies that the normal purchaser can never decide the nature of the item, however should confide in others to survey whether an item is right as far as wellbeing or in the event that it was created naturally. Liquor is the main medication issue among youth. The simple convenience, boundless competence and broad advancement of mixed drinks inside our general public make liquor the most broadly utilized and pushed sedate. Liquor utilize is across the board. The overpowering, quick paced drinking that youngsters regularly contribute in quickly changes judgment, vision, management and discourse and frequently goads unsafe danger taking conduct. Since youngsters have bring down body weight than grown-ups, youthful retain liquor into their blood framework quicker than grown-ups and display more remarkable weakness for longer timeframes. Liquor utilize not just builds the danger of genuine damage in a mishap on account of its unsafe consequences for various parts of the body. Whiskey related interstate misfortunes are the important reason for death among youngsters ages 15 through 24. Liquor utilize is the essential driver of auto collisions including high school drivers. Moreover, about portion of every energetic passing in disgusting, flames, suicide and assassination are liquor related.

Any mixed nourishment can be abused. In spite of prevalent thinking, drinking brew or wine can have analogous impacts to drinking hard alcohol. A jug of brew, a glass of wine, or a jug of wine cooler have about vague measure of ethyl liquor from a beverage made with alcohol. The individuals who drive impaired are well on the way to have been drinking more. Medications are artificial substances. Diverse tablets, due to their concoction assemblies. Essentially, a scarce suppositories dismiss even alteration a man's figure and cerebrum in behaviors that retain successful extended after the specific has resigned compelling prescriptions, probably for entirely period. Contingent upon the medicine, it can arrive the mortal physique in several behaviors, together with fermentation, internal inhalation, and preoccupation. That increasing helplessness to sicknesses and even reason cardiac conditions going from unusual pulse to heart assaults. Infused medications can likewise prompt crumbled veins and contaminations of the veins and heart valves. It can cause sickness, vomiting and stomach torment, cause the liver to need to work harder, hypothetically causing huge harm or liver dissatisfaction and in this manner create global body changes, for example, bosom improvement in men, sensational vacillations in hunger and increments in body temperature, which may affect an assortment of wellbeing conditions. You may feel heaviness meanwhile your buddies or schoolmates, or you might be concerned approximately what consuming a prescription would resemble. While motion pictures, music, and T.V. shows can make medicate utilize appear to be cool, fun, or even alluring, there are likewise many negative reactions to sedate utilize.

Medications can adversely affect your connections, your psychological and physical wellbeing, and your life all in all. Medication utilize is a conclusion however it is critical to understand the impressions of suppository utilize - together quick and extended drag - to your mind, body and life. While you're high, it may seem as though there aren't any outcomes to your medication utilize. Nonetheless, there can be undesirable influences of applying that can upset your lifespan. You may even end up reliant on the medications you are taking to work every day. A few pills can improve the likelihood of fierce conduct. Operation of a few medicines can damage your inner tissues, comparable to your liver, cerebrum, lungs, in any situation, extended drag medicate ingest can bigly disturb the way in which your attention of everything, and quick prolonged rigidity and stress. Existence pretentious by prescriptions could increase your balances of being in dangerous conditions. The influences of a limited prescriptions can make you do affects you may

not normally do. You may not quickly see the outcome that your prescription pleasing is having on your school effort, however predictable treatment advance can save you from captivated on your responsibilities, alike to exercise or meeting in lesson. Your valuations will tolerate accordingly.

**Theoretical Framework:** This study explores the relationship between health conscious attitude among university students, health conscious attitude is dependent variable in this study while others are independent variables like education, life style, eating preference, purchase intention and supplement.



**Figure 1.0: Theoretical Framework**

### **Hypothesis Building**

- H<sub>1</sub>:** Health conscious attitude among university students has positive relationship between educations.
- H<sub>2</sub>:** Health conscious attitude has positive and significant relationship between lifestyle.
- H<sub>3</sub>:** Health conscious attitude has positive relationship between eating preferences.
- H<sub>4</sub>:** Health conscious attitude towards university students has positive relationship between students purchase intention.
- H<sub>5</sub>:** Health conscious attitude has positive relationship between supplements

### **Methodology**

Methodology refers to right direction of research from obtainable methods for groundwork to implementing the research. There are following methods of research like conceptual models, case studies, assembling data etc., select the right method for collecting the data and selecting the appropriate way of methodology plays an important role in every research. Quantitative research method has been used in this current study. Cross sectional method has used in this study. The sample was 300 students from university of the Punjab Lahore Pakistan. Target audience was students because researcher wants to check their attitude towards health. Through self-administered questionnaire data were collected in the investigation. Five point Likert scale used in the questionnaire and 30 total items included. SPSS 22 has been used in this current research.

**Results**

**Demographics:** Our study received more responses from females. 195 out of the total 300 responses belonged to females, which constitute the 65.0 % of the sample. 105 of the remaining respondents were male and they formed the 35.0 % of the total sample.

**Frequency Distribution of Gender**

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	105	35.0	35.0	35.0
Female	195	65.0	65.0	100.0
Total	300	100.0	100.0	

Among the age statistics, people aged 18-21 had the lion’s share in filling out the responses. 169 out of the 300 respondents (56.3%) belonged from that age bracket. A significant amount of respondents, 87 (29.0%) to precise, and 44 respondents (14.7 %) were older than 30 years.

**Frequency Distribution of Age**

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-21	169	56.3	56.3	56.3
22-25	87	29.0	29.0	85.3
30+	44	14.7	14.7	100.0
Total	300	100.0	100.0	

In terms of education, 203 individuals (67.7%) were undergraduates, who were in per suit of their graduation. 51 people (17.0%) had completed their graduation and 46 people (15.3%) had completed their masters.

**Frequency distribution of educational status**

**Education level**

	Frequency	Percent	Valid Percent	Cumulati ve Percent
Valid Undergraduate	203	67.7	67.7	67.7
Graduate	51	17.0	17.0	84.7
Masters	46	15.3	15.3	100.0
Total	300	100.0	100.0	

**Analysis**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.847	6

847 reliability checked through Cronbach’s Alpha and if the reliability is .70 then it is considered as good reliability of Cronbach’s Alpha, thus the current analysis is higher than .70 which is deliberated to be a good reliability among variables.

**Pearson’s Correlations**

	Education	Life Style	Supplements	Purchase Intention	Eating Preference
Education	1				
Life Style	.890**	1			
Supplements	.336**	.357**	1		
Purchase Intention	.476**	.464**	.452**	1	
Eating Preference	.380**	.420**	.388**	.599**	1
Health Conscious Attitude	.362**	.365**	.855**	.493**	.415**

\*. Relationship is significant at the 0.05 level (2-followed).

The level of consequence & p-value is .000 thus the respondents of variables (health conscious attitude & eating preferences) is 300. The correlation between (health conscious attitude and eating preferences) is statistically significant because the “sig” is less than .05. Therefore, this study dismiss the insignificant assumption and state that there is an association between (health conscious attitude and eating preferences). As the correlation is positive this means that higher the social influence higher will remain the green purchase intention and contrarily. The Pearson Correlation coefficient is .476\*\*; the level of implication & p-value is .011 and the total contributors of both variables (health conscious attitude and purchase intention) is 300. The correlation between (health conscious attitude and purchase intention) is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no association and state that there is an association between (health conscious attitude and purchase intention). As the correlation is positive this means that higher the purchase intention higher will be the green purchase intention and vice versa. In the case of supplements, the Pearson correlation coefficient is .336\*\*; the significance level (sig) or p is .000 and the number of participants of both variables (health conscious attitude and supplements) is 300. The correlation between (health conscious attitude and supplements) is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no association and state that there is an association between (health conscious attitude and supplements).

**Model Summary**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.865 <sup>a</sup>	.748	.744		.47274	1.357

a. Predictors: (Constant), Eating Preference, Education, Supplements, Purchase Intention, Life Style

b. Dependent Variable: Health Conscious Attitude

## **Discussion & Conclusion**

The research undertaken is led to appeal that whatever preferences plus variables have ability to influence the health cognizant disposition in the understudies learning at college level and neck. Existence an individual study it was hard to change the factors of training, way of life, eating inclinations, buy goal and Complements. With the assistance of deliberately structured self-administrated poll the scientist might procure the required data and concentrate the outcomes with the assistance of most recent measurable device (IBM SPSS) and methods. There aftereffects of research unfurled new substances previously the scientists that variable like buy goal did not end up being a basic fixing in the keeping up of health cognizant mentality. The advertisers can utilize informal exchange and they can teach this market of youthful buyers to improve their discernment about obtaining items that are more qualified to their wellbeing. Others like Government should become an fundamental factor and advance buyer worry about their condition and create them to incline toward what is useful for their condition and subsequently the alternates.

**Limitations:** It is proposed that future research should consider a more extensive perspective of customers as opposite to simply concentrating on youthful buyers. In view of deficient wealth and limitation of period, the examination remained completed on a restricted edge of purchasers. The factors occupied in this investigation are by all account not the only factors that influence the wellbeing cognizant state of mind among college understudies. Numerous more factors are there that impact their worry to purchase condition well-disposed items, carry on with a way of life, focus on training and so on. So there is a chance to think approximately different factors too. Observance in interpretation the measure of the people the example scope can be an examination aimed at somewhat investigates. The examination is directed in the center point of instructive exercises i.e. Lahore. While different urban areas particularly remote zones are excluded in the exploration. Advance scientists can incorporate the members of cleaned urban groups to achieve more precise encounters and proposals. The examination is directed in an imaginary customary through no obstacle by the defendant with near finished poll. Meeting strategies can likewise be utilized to additionally upgrade the acceptability and unwavering quality of the examination. The same number of covered feelings and remarks can just be removed by examining into the issue through immediate and aberrant inquiries of meetings. Future scientists with the end goal to build the more summed up results can gather information from more colleges and schools arranged in various urban areas and towns the nation over and contrast the outcomes with get more significant suggestions. The outcomes so skillful will have more substantial discoveries. Another constraint of our examination is the survey procedure i.e. filling of the poll. This strategy in some cases unfit to give the unaffected reaction the same number of respondents just top off the poll without knowing the significance of the exploration and understanding the significance of the inquiry. Along these lines talk with method has ability to tackle this issue if not totally might be to some degree.

**Future Directions:** Organizations and government can instruct understudies about how they might enhance their health. This is a broad method and will set aside lengthened opportunity to support this worry. It was additionally discovered that companions and partners impacted the way of life and thus the wellbeing cognizant state of mind of understudies. Along these lines promoters can utilize buzz promoting to urge youngsters to purchase the items best for their wellbeing and refuse items that are bad for them. They believe in the feeling of their companions. Informal organizations can be exceptionally viable in doing that. Government ought to likewise have its impact in authorizing being developed and generation of condition that is neighborly to health. It can likewise authorize imports of such items by diminishing obligations and expenses so youthful shoppers and additionally overall population like to purchase health inviting items and subsequently keep up a wellbeing cognizant state of mind.

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