

A Study on Health Consciousness as a Mediating Factor between Credibility and Satisfaction in Herbal Product Consumption.

V.Maheswari ¹, P. Devi ²

¹Research Scholar in Commerce, PG & Research Department of Commerce, Thanthai Hans Roever College (Autonomous), (Affiliated to Bharathidasan University) Perambalur 621 220 Assistant Professor of Bank Management, Shrimati Indira Gandhi College, Tiruchirappalli, Tamil Nadu .Email phdmaheswari@gmail.com.

²Assistant Professor & Research Advisor, PG & Research Department of Commerce, Thanthai Hans Roever College (Autonomous), (Affiliated to Bharathidasan University) Perambalur – 621 220 Tamil Nadu, E.Mail deviramesh1975@gmail.com

ABSTRACT

The study examines the role of health consciousness to build satisfaction through credibility of herbal products. Concerns regarding the elements affecting consumersatisfaction and credibility have been highlighted by the growing popularity of herbal products. The study investigates the relationship between credibility and product eminence, including sustainability, safety, purity, and storage stability. Consumer views are also greatly influenced by price sensitivity, which focus on value for money, perceived justice, and transparency. Constant access, which is defined by the availability of products in various pack sizes and through various retail channels, also enhances consumersatisfaction and trust. Consumer confidence in herbal products is increased by credibility, which is determined by factors including ingredient transparency, benefit consistency, and health organization endorsements. Furthermore, the relationship between credibility and satisfaction is mediated by health consciousness, which is fueled by knowledge of natural, chemical-free products and preventive health treatments. Research indicates that consumers who are more concerned about their health are more likely to be satisfied with herbal items that reflect their ideals.

Keywords: Herbal Products, Product Eminence, Price Sensitivity, Credibility, Health Consciousness, Satisfaction.

INTRODUCTION:

Herbal products are derived several natural sources like plants, roots, leaves, petals, and seeds. They are designed to provide an alternative to manufactured products by utilizing the therapeutic and medicinal qualities of different herbs. The existence of natural makeup and perceived safety, these products have been utilized in traditional medicine for centuries and are still widely used today. Herbal medications, as opposed to traditional pharmaceuticals, emphasis preventive health practices rather than only treating symptoms, with a focus on holistic well-being (Ismail et al., 2021). To accommodate a range of consumer preferences, they come in a variety of formats, such as powders, capsules, teas, extracts, and essential oils. Based on its content and intended use, herbal products can be divided into a number of categories:

Medicinal Herbal Products: These consist of herbal extracts, tinctures, and supplements that are used to treat ailments like respiratory disorders, immune system boosts, and digestive problems. Ginger extracts, ashwagandha pills, and turmeric capsules are also medicinal products.

Herbal Skincare and Beauty Products: Aloe vera, neem, sandalwood, and rose extracts are among the herbal elements included in many natural skincare products that are used to nourish skin, treat acne, and have anti-aging

properties. In comparison with cosmetics based on chemicals, these products reduce the possibility of skin irritation.

Herbal Haircare Products: They naturally strengthen hair and lessen hair loss, shampoos, conditioners, and hair oils containing herbal extracts like hibiscus, fenugreek, amla, and bhringraj are recommended.

Herbal Drinks and Teas: Green tea, chamomile tea, and tulsi tea are among the herbal teas that are consumed for their relaxing, detoxifying, and digestion-enhancing qualities. They offer antioxidants that support general well-being.

Herbal food supplements: These consist of items that are high in vital minerals, vitamins, and antioxidants, such as flaxseed, spirulina, and moringa powder. They boost vitality, immunity, and overall health.

Herbal Aromatherapy and Essential Oils: Essential oils made from plants like peppermint, eucalyptus, and lavender are frequently utilized for medicinal purposes as well as relaxation and stress reduction.

Consumption of Herbal Products:

Growing knowledge of natural and chemical-free alternatives has led to a notable increase in the use of herbal products. Herbal products are becoming more popular as consumers look for remedies with few negative effects. Health-conscious people, fitness enthusiasts, and

those who prefer holistic therapies are among the demographic groups that have seen an increase in demand for herbal supplements, skincare products, and health-related items. Growing knowledge of conventional therapeutic techniques, a desire for sustainable and eco-friendly products, and their expanded availability in physical stores and online are some of the factors propelling acceptance (Sharifuddin et al., 2018). The growing popularity of herbal products is also a result of influencers' and health professionals' endorsements. Herbal product use has increased worldwide, with both urban and rural areas showing a discernible rise in demand. The market for herbal products has expanded dramatically, with more companies providing a wider range of choices to satisfy consumer demands. There are several consumers choose herbal products because they offer a multitude of health benefits. They are renowned for their inherent ability to heal, developing both mental and physical health (Jibril et al., 2019). Herbal remedies with components like turmeric, ginger, and tulsi boost immunity and lessen vulnerability to illnesses. Herbal remedies containing peppermint, and fennel aid with digestion by reducing acidity and bloating. Essential oils and herbal teas, such as chamomile and lavender, promote stress reduction and relaxation. Herbal beauty products protect skin and hair from harsh chemicals while nourishing them. Drinking herbal beverages promotes general wellness by assisting the body in getting rid of pollutants. Herbal products are becoming more and more popular due to growing health consciousness, which is influencing consumer preferences for natural alternatives (Sulaiman et al., 2017).

Credibility of Herbal Products:

The quality, cost, and availability of herbal products all affect their credibility or trust of consumers. In order to preserve consumer trust as the demand for natural and chemical-free substitutes rises, brands must provide transparency, consistency, and dependability. Price sensitivity, product eminence, and constant access influence how credible herbal products are seen. Consumers value ecologically friendly products, the brand's reputation is enhanced by the sustainable source of its herbs and its eco-friendly packaging (Huda and Sultan, 2013). Additionally, proper packaging guarantees that potency and freshness are maintained. Frequent consumers seek out products free of artificial additives and dangerous substances that are safe to use over an extended period of time. Since people trust herbal products for their genuine constituents and little processing, purity and natural composition are important (Wang et al., 2023). Furthermore, a consistent shelf life and appropriate storage instructions support the preservation of product efficacy throughout time by avoiding spoiling and retaining advantages (Balekundri and Mannur, 2020). Consumers anticipate transparent pricing with no additional fees. In order to maintain affordability without sacrificing efficacy, the price should be commensurate with the quality and advantages. Buyers assess if herbal items offer better value by contrasting them with alternatives (Aziato and Antwi, 2016).

Consumers can sample things at a lower risk when discounts and promotional offers are offered, which

encourages purchasing. For rival brands to remain credible and satisfy consumer expectations, quality and competitive pricing must be balanced (Kansra and Khadar, 2022). Delivery through different pack sizes, consumers may select what best suits their needs and budget. Consumers prefer to view things before making a purchase, being present in neighborhood pharmacies, retail establishments, and health units increases confidence (Kumar and Bhatnagar, 2014). Reach is increased through online availability, which provides convenience and possibilities for home delivery. Niche herbal companies' existence in both physical and online marketplaces adds legitimacy and guarantees that consumers have a variety of options (Chikezie, 2015). Honest statements and openness in the sourcing of ingredients develop consumer trust in herbal products. Consumers expect outcomes as promised and seek consistency in product efficacy. Since actual user experiences have an impact on purchasing decisions, positive reviews and testimonials strengthen legitimacy (Nabila and Chaerudin, 2022). Authenticity and adherence to safety regulations are further confirmed by certifications like standardization marks and endorsements from reliable health organizations. In an increasingly health-conscious market, maintaining a high level of credibility for herbal products helps firms draw in new consumers while keeping hold of their existing consumers (Oppong et al., 2022).

Health Consciousness:

As consumers place a greater emphasis on prevention and well-being, health consciousness is important. Knowledge of natural, chemical-free products promotes wise decision-making and lessens dependency on artificial substitutes. A preference for environmentally friendly and sustainable products encourages moral consumption. Adoption of healthier lifestyles is also fueled by fitness trends and long-term health benefits. Consumers' satisfaction and the legitimacy of herbal products are correlated with health consciousness (Widyaningtyas et al., 2022). Consumers rely on reliable brands that guarantee product authenticity, safety, and transparency when they give preference to natural and chemical-free solutions. Once anticipated benefits are regularly provided, this awareness increases trust and raises satisfaction. Such association is further strengthened by interest in preventive health treatments. Consumers who care about their health look for products that promote long-term wellness as opposed to temporary alleviation. Health-conscious consumers are more likely to stick with their selections if a business exhibits trust through ingredient transparency, product efficacy, and adherence to safety regulations (Wijaya and Annisa, 2020). Consumer pleasure is further increased by eco-friendliness and sustainability. Reputable companies that support ethical sourcing and environmental awareness draw devoted consumers as ethical issues influence purchase decisions. Health-conscious people are influenced by fitness trends and peer recommendations, which validate the legitimacy of products and increase consumers' satisfaction. Consumers who are concerned about their health make sure that reliable herbal companies continue to earn the trust and satisfaction of

their consumer role, which supports long-term market success (Falya et al., 2023).

Consumer Satisfaction:

Affordability, perceived health benefits, accessibility, efficacy, age-appropriateness, and consumer service quality all affect how satisfied consumers are with herbal products. Affordability, since consumers of all economic levels ought to be able to buy herbal products without experiencing financial hardship. Brands that provide a choice of price points and packaging sizes increase the accessibility of their products and guarantee a larger market. Long-term use is encouraged and consumer trust is further strengthened via reasonable pricing, promotions, and loyalty programs. Consumer satisfaction is strongly influenced by perceived health value. Consumers anticipate that herbal products will offer noticeable advantages like increased skin health, better digestion, or stronger immunity (Kalyani and Khatri, 2020). Herbal products continuously produce favourable outcomes, consumers grow to trust them and keep using them, which develops brand loyalty. Another important factor in satisfaction is accessibility. Local shops, pharmacies, supermarkets, and internet platforms should all carry herbal items. Strong distribution networks are important for market success since consumers' displeasure might lower satisfaction levels if they have trouble finding them. Consumer satisfaction is directly impacted by how well herbal products work (Banu Rekha and Gokila, 2015). Consumers assess products according to their capacity to provide the benefits that have been promised. Reliable performance in terms of efficacy, safety, and purity builds confidence and promotes recurring business. As items that appeal to children, adults, and seniors become more widely accepted, suitability for all age groups also plays a role in consumer satisfaction. Positive interactions with consumer service also increase satisfaction (Chandran et al., 2020). A constructive image is produced by prompt service, unambiguous usage instructions, and effective problem-solving, which strengthens trust and enduring loyalty to the brand.

2. STATEMENT OF PROBLEMS

The increasing popularity of herbal products among consumers emphasizes how credibility determines satisfaction of consumers. Consumers look for natural, safe, and efficient products, but their confidence is impacted by issues with accessibility, quality, and pricing transparency. In order to close this gap, health consciousness is essential because it influences trust and strengthens consumer pleasure with herbal product use. The growing demand for herbal substitutes and the need to comprehend the interplay between satisfaction, credibility, and health consciousness in consumer choices make the study important. To evaluate their relationships, the study takes into account factors including product eminence, price sensitivity, continual access, credibility, health consciousness, and contentment. Insights that assist herbal product brands in improving accessibility, openness, and credibility are anticipated to increase consumer satisfaction and loyalty. The results have the potential to strengthen the herbal market and promote

sustainable consumption as well as healthier lifestyle choices in the community.

3. LITERATURE REVIEW

Herbal products have attracted a lot of consumer interest due to its natural composition and perceived health benefits. Consumer trust and long-term acceptance of herbal products are determined by their quality (Sornchaitawatwong et al., 2020). Consumer trust in product safety is increased by sustainable ingredient sourcing practices and superior packaging. Consumers anticipate that herbal products would be free of dangerous ingredients, guaranteeing regular and safe use (Mirzaeian et al., 2021). Purchase decisions are influenced by these items' natural composition and purity since consumers look for formulations that support health-conscious lifestyles. Consumer choice is also influenced by shelf life and storage stability because items that last longer require less frequent repurchasing while still being effective (Asase, 2023). Consumer purchase behaviour is influenced by pricing transparency and the link between perceived advantages and cost (Anbarasi and Kumar, 2019). Fair pricing is assisted the consumers to evaluate if the cost is in line with the anticipated health outcomes. Promotional deals promote brand switching and first-time experiments (Hamid and Jameel, 2019). Consumers assess if the cost of herbal products outweighs the health benefits by contrasting them with more traditional options (Kalra et al., 2023).

Accessible in several pack sizes meets the needs of a wide range of consumers and enables them to choose quantities according to their consumption preferences. These products' availability in neighborhood pharmacies, retail establishments, and health units improves convenience and lessens reliance on particular shopping destinations (Hussain et al., 2022). Accessibility is strengthened by online availability since digital platforms allow for direct purchases with delivery choices. Additionally, the market's availability of niche herbal products expands consumer options by catering to particular wellness requirements (Li et al., 2020). Consumer credibility is ensured by transparency in product claims and ingredient sourcing. As consumers look for dependable results from herbal remedies, those that consistently deliver on their promises gain respect (Halizah et al., 2022). Trust is strengthened by positive consumer evaluations and testimonials since first-hand accounts guarantee efficacy, it is also enhanced by a solid reputation in the herbal industry, especially when products are supported by medical associations (Suriyage et al., 2023). Standardization marks, which indicate adherence to safety and quality standards, further enhance dependability (Bharathi and Mahale, 2023).

Consumer choices about herbal products are influenced by health consciousness, which closes the gap between satisfaction and trustworthiness. Herbal products are preferred over synthetic ones due to awareness of natural and chemical-free compositions. An emphasis on long-term wellbeing, people looking for preventive health solutions frequently include herbal therapies in their daily routines (Widyaningtyas et al., 2023). As consumers link

their shopping habits with environmental principles, the trend towards sustainable and eco-friendly options further enhances the allure of herbal products. Trends in fitness and wellness further influence consumer preferences and motivate people to investigate natural supplements for bettering their general health (Putra et al., 2023). The ability of these products to provide anticipated health benefits is how consumers assess their efficacy. Since consumers desire seamless access without inconvenience, locating and buying herbal remedies is made easier, which increases consumersatisfaction. Families can use herbal therapies across a range of demographics thanks to its suitability for diverse age groups, which increases market appeal (Nafi'ah et al., 2024). Consumer service encounters further increase consumer satisfaction by guaranteeing that consumers obtain clear instructions and, when necessary, issue resolution. Consumer satisfaction and continuing use are strongly correlated since happy consumers are more likely to make additional purchases and refer herbal items to others (Ismailamiya and Kumar, 2021).

4. METHODOLOGY

The study examines the relationship between consumersatisfaction and trust in the use of herbal products, with a special emphasis on mediating role of health consciousness. The study employedpurposive sampling technique to select relevant consumers who frequently buy herbal products. Retailers of herbal items

in the Tiruchirappalli district of Tamil Nadu make up the sample frame, which guarantees that respondents will be directly exposed to these products and be able to give insightful responses. A total of 532 respondents are chosen, it surpasses 384 minimum requirements as per Cochran's formula and improving the validity of the results. A standardized questionnaire is used to collect data in order to evaluate consumersatisfaction, credibility, and health consciousness regarding the use of herbal products. Reliability and relevance are guaranteed by the questionnaire's adaptation from validated scales.To successfully capture consumerresponses, it incorporates both closed-ended questions and Likert-scale responses. In order to investigate causal links amongst research variables, a cause-and-effect design is used. The study looks into health consciousness serves as a mediator andconsumer trust has any direct impact on satisfaction. The structural equation modelling is used to examine causal links; percentage analysis is used for analysis of demographic profile; one-way ANOVA is executed for effect of demography on research constructs. In order to get consent of respondent, confidentiality is protected through anonymizing data, and data is securely processed are all ethical considerations.

5. RESULTS

Demography Analysis: The demography of consumers is analyzed in Table 1.

Table 1: Demography Distribution of Consumers

Profile	Classification	Frequency	Percent
Gender	Male	293	55.1%
	Female	239	44.9%
Age	Below 25 years	217	40.8%
	25 – 50 years	242	45.5%
	Above 50 years	73	13.7%
Education	School	254	47.7%
	UG	126	23.7%
	PG	152	28.6%
Monthly Income	Less than Rs.25,000	365	68.6%
	Rs.25,000 – 50,000	74	13.9%
	More than Rs.50,000	93	17.5%
Profession	Businessmen	135	25.4%
	Private Employee	181	34.0%
	Government Employee	216	40.6%

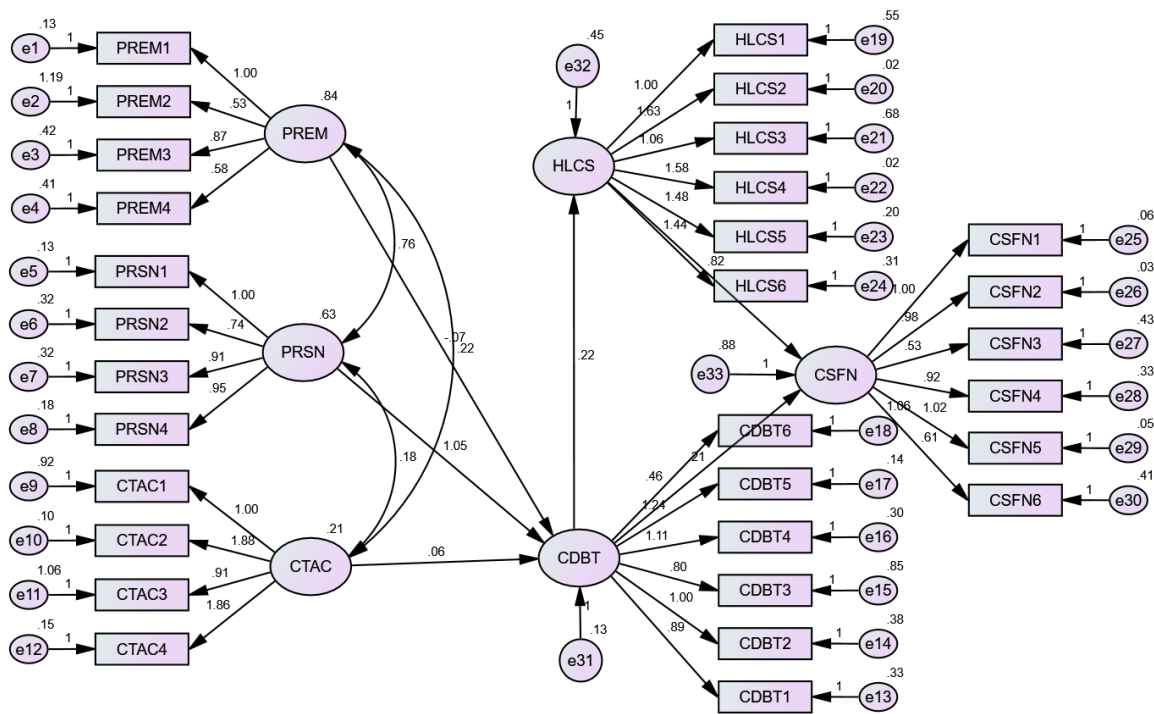
Table 1 shows that 55.1% of consumers are male and 44.9% are female, it proves a balanced gender distribution. Age reveals that 45.5% of consumers are between the ages of 25 - 50, followed by 40.8% of consumers are under 25

years, and only 13.7% are over 50 years. In terms of education, 47.7% of consumers having finished school, 23.7% of consumers having an undergraduate degree, and 28.6% of consumers having a postgraduate degree.

Monthly income shows that 68.6% of consumers earning less than Rs.25,000, 13.9% of consumers earning between Rs.25,000 and Rs.50,000, and 17.5% of consumers earning more than Rs.50,000. Profession indicates that government employees make up 40.6%, followed by private sector workers to 34.0% and entrepreneurs to the extent of 25.4%. The demography discloses a variety of consumer characteristics interested to purchase and consume herbal products.

Causal Links among Research Constructs: The links among Product Eminence (PREM), Price Sensitivity (PRSN), Constant Access (CTAC), Credibility (CDBT), Health Consciousness (HLCS) and Consumer Satisfaction (CSFN). The structural equation model is executed, which is given in Figure 1.

Figure 1: Structural Equation Model



Based on the hypothesized relationship amongst the research constructs in structural equation model, the succeeding hypotheses are proposed to test.

H₁ – Antecedents have significant effect on product eminence, price sensitivity, constant access, credibility, health consciousness and consumer satisfaction.

H₂ – Product eminence, price sensitivity and constant access have significant effect on credibility.

H₃ – Credibility has significant effect on satisfaction in herbal product consumption.

H₄ – Health consciousness mediates between credibility and satisfaction.

Table 2: Path Analysis

Path		Unstd. Estimate	Std. Estimate	t	p
PREM1 – Sustainability and packing excellence	<---	1.000	.930		
PREM2 – Safety for regular use	<---	.533	.409	10.342	***
PREM3 – Purity and natural composition	<---	.867	.774	25.788	***
PREM4 – Shelf life and storage stability	<---	.584	.641	18.580	***
PRSN1 – Transparency in price	<---	1.000	.907		
PRSN2 – Perceived fairness of cost and benefits	<---	.745	.719	21.336	***
PRSN3 – Discounts and promotional offers	<---	.911	.785	24.989	***
PRSN4 – Value for money compared to competitors	<---	.945	.872	31.366	***

CTAC1 – Accessibility in varying pack sizes	<---		1.000	.429		
CTAC2 – Presence in local retail stores or health outlets	<---	CTAC	1.880	.939	10.188	***
CTAC3 – Option to purchase it on online	<---		.915	.374	6.821	***
CTAC4 – Availability of niche herbal brands	<---		1.863	.910	10.205	***
CDBT1 – Transparency in ingredient sourcing and claims	<---		1.000	.816		
CDBT2 – Consistency in delivering promised benefits	<---		.887	.800	21.695	***
CDBT3 – Positive consumer reviews and testimonials	<---	CDBT	.799	.601	14.901	***
CDBT4 – Reputation of brand in herbal market	<---		1.110	.867	24.488	***
CDBT5 – Endorsements from trusted health organizations	<---		1.243	.943	27.986	***
CDBT6 – Standardization mark for product	<---		.464	.364	8.457	***
HLCS1 – Awareness of natural and chemical-free products	<---		1.000	.684		
HLCS2 – Interest in preventive health solutions	<---		1.630	.992	21.376	***
HLCS3 – Preference for eco-friendly sustainable options	<---	HLCS	1.063	.668	14.879	***
HLCS4 – Awareness of long-term health benefits	<---		1.584	.990	21.346	***
HLCS5 – Peer recommendation to consume herbal products	<---		1.478	.916	19.915	***
HLCS6 – Influence of fitness and wellness trends	<---		1.437	.875	19.112	***
CSFN1 – Affordability to buy for different income groups	<---		1.000	.977		
CSFN2 – Perceived value for health	<---		.977	.988	83.969	***
CSFN3 – Ease of finding and purchasing the product	<---		.529	.674	20.518	***
CSFN4 – Product effectiveness for usage	<---	CSFN	.917	.876	38.634	***
CSFN5 – Suitability of product for all age	<---		1.023	.982	78.211	***
CSFN6 – Positive experience with consumer support services	<---		.605	.731	23.902	***
CDBT	<---	PREM	-.065	-.069	-9.630	***
CDBT	<---	PRSN	1.055	.962	8.714	***
CDBT	<---	CTAC	.063	.033	8.039	***
HLCS	<---	CDBT	.222	.275	6.033	***
CSFN	<---	CDBT	.206	.157	4.046	***
CSFN	<---	HLCS	.822	.504	11.302	***

*** Significant at 1%

Fit index values are calculated following structural model execution. It suggests that the model has perfect fit with the data. A strong match is ensured by the calculated

CMIN/df value of 4.867, which is in the accepted threshold limit of 3 to 5. Additionally, the benchmark limit of 0.06 is safely exceeded by the RMSEA value of 0.056. The benchmark level of 0.9 is surpassed by the goodness of fit measures (0.903 for GFI and 0.902 for AGFI) and baseline comparisons (0.925 for NFI, 0.909 for RFI, 0.911 for IFI, 0.902 for TLI, and 0.911 for CFI).

Table 2 shows that product eminence is impacted by sustainability and packaging excellence. Additionally, consumers emphasize the need for herbal products free of artificial additives and place a high value on purity and natural composition. It implies that consumers value product efficacy and composition over long-term storage stability, even though safety for regular use and shelf life and storage stability have significant roles but less important. Price sensitivity reveals that transparency in price forms the basis for purchase. Perceived fairness in cost and benefits shows that buyers balance the anticipated benefits of herbal products against their cost. Discounts and promotional offers shows how price reductions affect consumers' decisions to buy. The value for money compared to competitors indicates that before making a purchase, consumers check the costs of herbal products with those of comparable products on the market.

Constant access reveals accessibility in varying pack sizes is a vital component. Presence of herbal products in local retail stores is important because consumers prefer readily available products in stores. The option to buy it online shows that although digital platforms are important, they cannot take the place of physical shopfronts. Furthermore, the availability of niche herbal brands shows that consumers are drawn to specialized, premium herbal products. Credibility affects consumer views through transparency in ingredient sourcing and claims. Reliability builds consumer trust with consistently delivered promised benefits. Credibility is relied much by positive consumer reviews and testimonials, and brand reputation in the herbal market. The endorsements from trusted health organizations significantly strengthen credibility. Standardization mark for products cannot be established alone by regulatory certification without the assistance of additional elements that develop credibility.

Health consciousness directly affect decisions to purchase, it is heavily depended on awareness of natural and chemical-free products. Interest in preventive health solutions shows that consumers value long-term wellness advantages over temporary alleviation. Fitness trends and peer recommendations validates how social circles and health movements affect consumer decisions. Consumers desire sustainability in addition to the influence of fitness and wellness trends, as evidenced by their preference for eco-friendly options and awareness of long-term health benefits. Affordability to buy for different income groups is a key determinant of satisfaction. Perceived value for health advocates that consumers rely their level of pleasure on the health benefits that herbal products provide. Product effectiveness for usage reaffirms that consumers give results top priority when making selections about what to buy. Satisfaction is also

influenced by ease of finding and purchasing the product, suitability for all age groups, and positive experiences with consumer support services. The antecedents have significant effect on credibility of herbal product purchase. The p-values are significant at 1% level, it validates the hypothesis (H₁), antecedents have significant effect on product eminence, price sensitivity, constant access, credibility, health consciousness and consumer satisfaction.

Credibility is negatively impacted by product eminence, it confirms that although having high standards for products is important, and it is not enough to succeed over consumers. Instead of viewing product quality as a component that adds credibility, consumers may view it as a basic expectation. As a result, other factors like brand reputation and claim transparency, which are increasingly important in building herbal products' trustworthiness. Consumers respect the perceived justice of pricing in relation to the benefits supplied, and when they think that herbal product offers value for money, their trust in the brand grows. Price sensitivity greatly improves credibility. Competitive pricing and discounts can develop trust, giving consumers greater assurance when making purchases. Credibility is affected slightly by continuous access. Convenience is improved by simple availability, but credibility is not always increased by it. Consumers could perceive accessibility as a business tactic rather than an indication of the quality or openness of the offering. One-unit increase in product eminence, price sensitivity and constant access will boost -0.065-unit, 1.055-unit and 0.063-unit in credibility. The p-values are significant at 1% level; it strongly supports the hypothesis (H₂). Therefore, product eminence, price sensitivity and constant access have significant effect on credibility.

Consumers are encouraged to choose herbal products over synthetic products when credibility is high because it raises awareness of sustainable choices and preventative health advantages. Consumer satisfaction is directly impacted by credibility, which suggests that although trust is important, contentment is not ensured by it alone. The results show that in the herbal product market, a combination of product eminence, price sensitivity, and continuous accessibility all work together to influence consumer pleasure through believability. One-unit increase in credibility will boost 0.206-unit in consumer satisfaction towards herbal product consumption. The p-value is significant at 1% level; the results approves hypothesis (H₃). Therefore, credibility has significant effect on satisfaction in herbal product consumption. It is understood that product eminence, price sensitivity and constant access directly boosts credibility of herbal products, ultimately, credibility enhances consumer satisfaction on consumption of herbal products.

Mediation of Health Consciousness:

The mediating role of health consciousness between credibility and satisfaction is tested. The hypothesis (H₄) indicates that health consciousness mediates between credibility and satisfaction towards herbal products consumption.

Table 3: Mediation of HLCS between CDBT and CSFN

Impact	Path			Estimate	p
Mediation Path A	HLCS	<---	CDBT	.222	***
Direct Path	CSFN	<---	CDBT	.206	***
Mediation Path B	CSFN	<---	HLCS	.822	***

*** Significant at 1%

Table 3 shows the direct effect of credibility on consumer satisfaction is estimated to 0.206. To ascertain mediation effect, the estimated value for effect of credibility on health consciousness is 0.222 and effect of health consciousness on consumer satisfaction is 0.822. The estimated mediation path value is 0.182484 (0.222 x 0.822), the total effect is estimated at 0.388484. The variance for mediation effect to total effect is 0.4697, which exceeds the threshold limit of 0.2, it validates that health consciousness has partial effect between credibility and consumer satisfaction. Therefore, the hypothesis (H₄),

health consciousness partially mediates between credibility and satisfaction towards herbal products consumption.

Effect of Demography on Research Constructs: One-way ANOVA is used to test the demography effect on research constructs such as, product eminence, price sensitivity, constant access, credibility, health consciousness and consumer satisfaction. The hypothesis (H₅) states that demography has significant effect on research constructs.

Table 4: One-Way ANOVA

Constructs		Gender (t-test)	Age	Education	Monthly Income	Profession
Product Eminence	F	-0.391	6.754	12.952	17.248	16.977
	Sig.	0.696	0.001***	0.000***	0.000***	0.000***
Price Sensitivity	F	-0.174	6.352	16.290	26.860	16.970
	Sig.	0.862	0.001***	0.000***	0.000***	0.000***
Constant Access	F	0.503	1.175	11.085	1.073	2.321
	Sig.	0.615	0.309	0.000***	0.343	0.099
Credibility	F	-0.269	10.136	15.976	11.774	11.142
	Sig.	0.788	0.000***	0.000***	0.000***	0.000***
Health Consciousness	F	2.866	10.465	13.316	9.941	11.804
	Sig.	0.004***	0.000***	0.000***	0.000***	0.000***
Satisfaction	F	1.254	8.061	6.063	5.345	15.897
	Sig.	0.211	0.000***	0.002***	0.005***	0.000***

*** Significant at 1%

Table 4 reveals that gender has significant effect on health consciousness, which is significant at 1% level. The t-values of gender are not significant for product eminence, price sensitivity, constant access, credibility and satisfaction. Age has significant effect on product eminence, price sensitivity, credibility, health consciousness and satisfaction. Gabriel post-hoc test formed three equivalent subsets like below 25 years in subset *a*; 25 – 50 years in subset *a,b*; and above 50 years in subset *b* for product eminence and price sensitivity. It also formed two equivalent subsets like below 25 years and 25 – 50 years in subset *a*; and above 50 years in subset

b for credibility, health consciousness and satisfaction. Education has significant effect on product eminence, price sensitivity, constant access, credibility, health consciousness and satisfaction. Tukey HSD post-hoc test formed two equivalent subsets like school and UG in subset *a*; and PG in subset *b* for product eminence, price sensitivity, constant access, credibility, health consciousness and satisfaction. Monthly income has significant effect on product eminence, price sensitivity, credibility, health consciousness and satisfaction. Scheffe post-hoc test formed two equivalent subsets like more than Rs.50,000 in subset *a*; and Rs.25,000 – 50,000 and less than Rs.25,000 in subset *b* for product eminence,

price sensitivity, constant access and credibility. It formed two equivalent subsets like less than Rs.25,000 and more than Rs.50,000 in subset *a*, and Rs.25,000 – 50,000 in subset *b* for health consciousness. It also formed three equivalent subsets like more than Rs.50,000 in subset *a*; less than Rs.25,000 in subset *a,b*; and Rs.25,000 – 50,000 in subset *b* for satisfaction. Profession has significant effect on product eminence, price sensitivity, credibility, health consciousness and satisfaction. Duncan post-hoc test formed two equivalent subsets like businessmen in subset *a*; and government employee and private employee in subset *b* for product eminence, price sensitivity, credibility, health consciousness and satisfaction.

6. DISCUSSION AND CONCLUSION

The results show that a wide range of factors affect consumers' decisions to buy herbal products, with product eminence, price sensitivity, and constant access partaking a major impact on credibility. Consumers emphasize their preference for products devoid of artificial ingredients and place a high value on the natural composition and purity of herbal products. Although product quality is valued, it is seen more as a fundamental requirement than as a component that builds credibility. Credibility is more strongly influenced by endorsements from reliable organizations, positive consumer reviews, and ingredient supply openness. In order to ensure that consumers understand the brand's dedication to authenticity and dependability, businesses should concentrate on making product promises that are both obvious and verifiable. Purchase decisions are also significantly influenced by perceived fairness in cost-benefit trade-offs and price transparency. Consumers closely evaluate the value for money in comparison to rival products, stressing the need for herbal product marketers to implement competitive pricing strategies. Since they provide consumers more confidence in their purchasing decisions, discounts and promotional offers are important factors that influence consumer behaviour.

The results imply that consumers' trust in a brand increases when they believe it offers reasonable costs in relation to the advantages obtained. Consumer convenience is also increased by accessibility; differences in pack sizes and the availability of herbal items in nearby retail establishments are vital. Although online platforms are useful, many consumers still prefer direct product access, therefore they do not take the place of physical shop availability. Consumers looking for high-end solutions catered to their specific health requirements are also drawn to the existence of niche herbal brands. In turn, credibility has a big impact on how satisfied consumers are. However, trust by itself cannot guarantee contentment; other elements like the efficacy of the product, convenience of purchasing, and consumer service all play a part in creating a satisfying experience. The findings demonstrate that a rise in credibility dramatically raises consumer satisfaction, lead the necessity for companies to establish and preserve trust through reliable product quality and open marketing strategies.

Additionally, the study finds that health consciousness acts as a mediator between satisfaction and credibility.

Consumers who are more concerned about their health are likely to trust herbal products more, which will raise their level of pleasure. The mediation validates this impact, proves that health knowledge improves the link between credibility and satisfaction. Demographics also have a big impact because consumer impressions are influenced by factors including age, education, income, and occupation. Herbal product marketers can effectively adjust their pricing and marketing tactics by being aware of these demographic variances. To sum up, it shows the interrelated effects of price sensitivity, accessibility, and product eminence on credibility, which in turn influences consumer satisfaction on herbal product consumption. The growing significance of wellness awareness in influencing consumer preferences is further highlighted by the role of health consciousness as a mediator. Companies that want to build a solid reputation in the market for herbal products should prioritize accessibility, fair pricing, and transparency while taking into account consumers' changing health-conscious attitudes.

7. RESEARCH IMPLICATIONS

The study has important implications for producers, distributors, and legislators of herbal products. Marketer can adjust their product offers to satisfy consumer expectations regarding product quality, price, accessibility by comprehending the mediating function that health consciousness plays in developing trust and contentment. The results confirm how important it is to be transparent about the sourcing of ingredients and product claims in order to build trust and satisfaction. Policymakers can encourage consumers to make educated decisions by raising awareness of the health advantages of herbal products..

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