# The Impact Of Inclination And Contentment On Purchase Intention: Mediating Role Of Perceived Value In Herbal Products

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### Abstract
*The study explored the impact of consumer inclination and contentment on purchase intention of herbal products, with a mediating effect of perceived value. It seeks to answer the demand for efficient marketing plans and product development by offering insights into consumer behaviour in the expanding herbal product sector. The study is carried out with 517 consumers using herbal products in Thiruchirappalli district, Tamil Nadu. One-Way ANOVA and post-hoc testing are used to evaluate the socioeconomic effects, whereas structural equation modelling is used to investigate the relationships between variables. Consumer demographics are contextualized through the use of percentage analysis. Results indicate that while unique product and lifestyle affinity have little effect, on the other hand, social influence and brand fidelity greatly increase on consumer inclination and contentment. Purchase intention is positively influenced by inclination and contentment. Additionally, it affects perceived value, which mediates the connection between these elements and intention to buy. Consumers are more likely to show increased brand loyalty, trust, and purchase intentions when they believe that a product is worth more. Socioeconomic factors, such as age, occupation, monthly income, and level of education, have a big impact on how consumers buy herbal products.*

***Key Words:*** *Herbal Products, Inclination, Contentment, Purchase Intention, Perceived Value, Social Influence.*

## I. Introduction And Rationale

Since ancient times, consumers have utilized herbal products for their nutritional, cosmetic, and therapeutic needs, which are made from natural plant extracts. Growing consumer knowledge of health and wellbeing, a preference for natural ingredients, and worries about the negative consequences of synthetic substitutes are all contributing factors to the rise in popularity of these products. Herbal products are widely utilized in many different forms, such as traditional medicines, cosmetics products, and dietary supplements. Herbal products are divided into many categories according to their uses and advantages. Herbal mix formulations, herbal teas, and plant-based therapies are examples of medicinal herbal products that aid in the management of health issues like stress, immunity, and digestion. Herbal supplements and fortified foods are examples of nutritional herbal products that are used to improve general health. Herbal shampoos, face creams, and essential oils are examples of personal care and cosmetic products that provide chemical-free options for hair and skin care. Herbal drinks like green tea are also consumed for their detoxifying and antioxidant qualities. The consumers from various segment believe that these products are safer and better for preserving long-term health. Through the help of recommendations from medical professionals and practitioners of traditional medicine, the market for herbal supplements, skincare products, and wellness products has grown significantly. As a result of their eco-friendly production practices and sustainable sourcing, herbal products have also become more popular among people who care about the environment. Herbal products have grown more widely available through both online and physical marketplaces, and many consumers now include them into their daily routines. The future of the herbal product market is anticipated to be developed by the growing trend towards natural and plant-based substitutes.

**Inclination and Contentment:** Inclination and contentment on herbal products are widely relied on the preference, expectation and experience of consumers with these products. The inclination describes a consumer's

propensity to select herbal products because of their alleged advantages, whereas contentment describes the contentment experienced following use (Wagle, 2022). Consumers that are drawn to herbal products frequently place a high value on sustainability, health advantages, and natural ingredients. On account of worries about synthetic chemicals, side effects, and the impact on the environment, many people opt for herbal alternatives. Personal convictions, life experiences, and the need for safer, more efficient solutions for dietary requirements, skincare, and wellbeing are what motivate them (Saxena, 2019). Additionally, because herbal medicines are frequently linked to holistic health, the allure of historic and culturally relevant formulations increases consumer interest. Contentment is depended on when herbal products match or exceed consumer expectations. Consumers are more inclined to keep buying herbal products if they realize noticeable health gains, hear good things from their peers, or feel better overall (Ahmad et al., 2022).

Herbal products with unique benefits, such uncommon herbal constituents, formulations supported by science, or traditional healing qualities, appeal to consumers. Consumers' inclination grows stronger and they are more satisfied when they realize that herbal product is genuine and efficient (Omar and Sabran, 2022). Social media and digital platforms increase consumer awareness even more since they develop trust through influencer endorsements, reviews, and testimonials. Consumers tend to follow trends that are backed by credible sources, thus positive word-of-mouth and professional recommendations increase inclination. Consumers are happier and are more satisfied with herbal products when they obtain support and affirmation from their social networks (Thanisorn, 2013). Herbal products are frequently included into the routines of consumers who favor eco-friendly, plant-based, or organic lifestyles. They are more likely to select health products, dietary supplements, and herbal cosmetics since they are consistent with their ideals (Ahmad et al., 2015). Consumers are more likely to stick with companies who regularly produce superior herbal products (Ismail and Mokhtar, 2016). Long-term involvement and trust are facilitated by elements including ethical behaviour, scientific confirmation of components, and transparency in sourcing. Consumers are more likely to stick with a business that has a solid reputation because they will associate it with dependability and efficiency (Wirasti et al., 2020). Future market trends are anticipated to be formed by consumer preference and contentment with herbal products as knowledge of natural and sustainable products rises (Mensah et al., 2022).

**Perceived Value:** Consumer assessments of herbal products' perceived value are based on factors like cost, quality, advantages, and general contentment. Consumers evaluate herbal medicines according to their efficacy, safety, cost, and compatibility with their individual health objectives. Stronger brand loyalty and trust are the results of a higher perceived value (Suryadi et al., 2018). Products with scientific confirmation and natural, chemical-free ingredients are thought to be more trustworthy. The credibility of these products is further increased by the existence of certificates and endorsements. Consumers prefer products that provide long-term benefits without being overpriced after weighing the costs and benefits. Convenience is increased and consumer perception is improved when products are available in both physical and online retailers (Soesilowati et al., 2024). Product positioning, packaging, and promotional activities are some of the ways that marketing and branding techniques affect perceived value. Consumer trust is reinforced by favourable evaluations, suggestions, and professional endorsements. Herbal products continuously produce the desired effects, raise perceived value, and boost consumer contentment and purchase intent. In order to maintain herbal products' competitive edge and market presence, perceived value plays main role in influencing consumer preference and loyalty (Rajasekaran and Banu, 2020).

**Purchase Intention:** Consumers' intentions to purchase herbal products are impacted by perceived advantages, price, trust, and lifestyle suitability. In view of their natural makeup, health advantages, and lack of negative side effects when compared to synthetic alternatives, consumers prefer herbal products. Long-term preference and recurring business are encouraged by a strong belief in the efficacy of herbal treatments. In order to make decisions, consumers look to product certifications, brand repute, and ingredient transparency (Gupta et al., 2023). Purchase intention is further reinforced by online reviews, professional recommendations, and positive word-of-mouth. The convenience of shopping is increased by affordable prices, sales, and broad availability in physical and virtual establishments. Consumers assess if a product is worth the money, which affects their propensity to purchase (Mitariani et al., 2022). Consumer preferences for sustainable, natural, and chemical-free solutions are met by herbal products. Purchase intention is increased when more consumers include herbal products into their daily routines as awareness of holistic wellbeing grows (Leevisitpattana and Srisopa, 2020). Consumers are more likely to make a purchase when they trust the brand and connect herbal products with good experiences. Perceived efficacy, confidence in quality, cost, and compatibility with health-conscious lifestyles all influence consumers' intentions to purchase herbal products. Successful brands may maintain consumer engagement and market expansion by addressing these elements (Rahmawan, 2020).

## II.    Review Of Literature

Growing consumer preferences for natural and chemical-free alternatives have brought considerable attention to the use of herbal products. The relationship between inclination and contentment and actual purchasing behaviour is mediated by the perceived value of herbal products (Wantara et al., 2023). Personal preferences, prior experiences, and knowledge of the health advantages all influence consumers' inclination for herbal products. People who are drawn to natural medicines frequently look for substitutes that fit with their way of life (Vijayadharani et al., 2022). Contentment with the overall experience, efficacy, and quality of the product is shown in contentment. Good experiences increase loyalty and trust, which encourages repeat business and increases the possibility that consumers would refer the products to others (Onodugo et al., 2023). Consumers are drawn to a product that is distinctive in its benefits and composition, which strengthens inclination and contentment (Wang et al., 2023). Consumers are more inclined to purchase products they believe to be better in terms of their efficacy, natural makeup, and long-term health benefits (Handayani, 2022). Purchase decisions are influenced by recommendations from friends, family, and social networks because people are more likely to believe stories from people in their immediate social circle (Ismail and Mokhtar, 2015).

Product visibility is further increased by community debates, influencer endorsements, and online reviews. Consumer trust is strengthened by contentment brought forth by social validation, which raises the possibility of repeat business and brand loyalty (Kautsar et al., 2015). Consumers who are looking for sustainable living, organic solutions, and wellbeing are drawn to herbal products (Khayru and Issalillah, 2021). A consumer's propensity to buy increases when a product fits with their lifestyle choices. As consumers look for consistency in their health habits, the smooth incorporation of herbal medicines into everyday routines strengthens their intention to buy (Chandrasiri and Wijesekara, 2019). Consumer loyalty and trust in a particular brand are shown in brand faithfulness. Consumers discover a brand that continuously provides quality, safety, and efficacy, loyalty grows (Seethapathy et al., 2019). Consumer retention is higher for reputable businesses in the herbal product industry that uphold ingredient authenticity and product transparency. Consumers that have a high level of brand loyalty are less likely to switch to competitors and are more likely to keep buying from the same company (Anthoons et al., 2021). The loyalty is strengthened by contentment because a satisfying encounter increases trust in the brand. Consumers that have a high level of brand fidelity show a strong desire to buy and frequently choose tried-and-true options over novel ones (Trivedi, 2018).

Consumers are more inclined to buy and suggest a product when they believe it to be worthwhile (Tam et al., 2019). A number of factors, including product quality, price equity, long-term advantages, and ethical issues, are all part of perceived value. Consumers are more satisfied and are more likely to stick with the product if they think they are getting better value (Suriyage and Leon, 2023). Perceived value is also influenced by accessibility and affordability. Consumers evaluate if the price of herbal products is reasonable given their advantages and general contentment (Mubarak and Mufeeth, 2020). Repeated purchases are encouraged by a price-to-value ratio that is in balance. Brands that prioritize product safety, authenticity, and benefits supported by science raise consumers' perceptions of value and increase their propensity to buy (Astrini et al., 2021). Consumers are more likely to make additional purchases when they have faith in a product and are pleased with its performance. Long-term consumer loyalty is bolstered by positive experiences, which promote brand advocacy (Prakash et al., 2024). Consumers who support natural and holistic health approaches are drawn to brands that successfully convey the advantages of herbal products. Promotional offers and tailored suggestions also raise the possibility of a purchase (Wiwoho and Riptiono, 2022).

## III.    Determination And Approaches

The study intended to measure how inclination and contentment transform purchase intention of consumers to herbal products, with mediating effect of perceived value, which provides path to find decision making in the herbal products in Thiruchirapalli district of Tamil Nadu. The study used cause-and-effect research design to investigate the influence of inclination and contentment on purchase intention. Purposive sampling is used to select sample consumers of herbal products; accordingly, 517 samples are collected. An organized questionnaire is used to gather data. Fifty consumers participated in a pre-test to improve the questionnaire's precision and refinement. To make sure the survey data is accurate, the validity and reliability are evaluated. The study analyzed the gathered data using relevant statistical methods. The socioeconomic features of the respondents are examined using a simple percentage analysis. The causal links between inclination and contentment, perceived value, and purchase intention are examined using structural equation modelling. To ascertain the impact of socioeconomic factors on research variables, post-hoc tests and one-way ANOVA are used. Strict adherence to ethical principles ensures participant anonymity and objective reporting of results during data collection and analysis. The methodology assures a methodical approach to comprehending consumer behaviour in the buying of herbal products.

# IV.    Results

***Analysis of Socio-Economic Characteristics:*** The distribution of socio-economic characteristics of consumers like gender, age, education, monthly earnings, and occupation are analyzed in Table 1.

**Table 1: Socio-Economic Characteristics**

| Profile | Distribution | Number | Percent |
|---|---|---|---|
| Gender | Male | 301 | 58.2% |
| | Female | 216 | 41.8% |
| Age | Below 30 years | 226 | 43.7% |
| | 30 – 50 years | 224 | 43.3% |
| | Above 50 years | 67 | 13.0% |
| Education | School | 248 | 48.0% |
| | UG | 126 | 24.4% |
| | PG | 143 | 27.7% |
| Monthly Earnings | Less than Rs.30,000 | 290 | 56.1% |
| | Rs.30,000 – Rs. 50,000 | 148 | 28.6% |
| | More than Rs.50,000 | 79 | 15.3% |
| Occupation | Business | 152 | 29.4% |
| | Employed | 175 | 33.8% |
| | Retired/Others | 190 | 36.8% |

Table 1 shows the consumer profile based on their gender, age, education, monthly income, and occupation. There is a significantly higher proportion of male consumers among the respondents, with 58.2% of them being men and 41.8% being women. According to the age distribution 43.7% of consumers are under 30 years, 43.3% of consumers are between the ages of 30 and 50 years, and 13.1% of consumers are over 50 years, younger and middle-aged people make up the majority in age. In terms of education, 48.0% of consumers have finished their school education, with undergraduate degrees accounting for 24.4% and postgraduate degrees for 27.7%. Monthly earnings shows that 56.1% of consumers earn less than Rs.30,000 a month, while 28.6% earn between Rs.30,000 and Rs.50,000, only 15.3% of consumers earn more than Rs.50,000 per month. Consumers work in a variety of occupations; 33.8% are employed in private or government organizations, 29.4% of consumers are engaged in business, and 36.8% are retired or engaged in agriculture activities.

***Cause and Effect Relationship among Research Variables:*** Structural equation modelling tests the relationship among Unique Product (UPRO), Social Influence (SLIN), Lifestyle Affinity (LSAF), Brand Fidelity (BFLT), Inclination and Contentment (INCT), Perceived Value (PRVL) and Purchase Intention (PITN), the model is depicted in Figure 1.
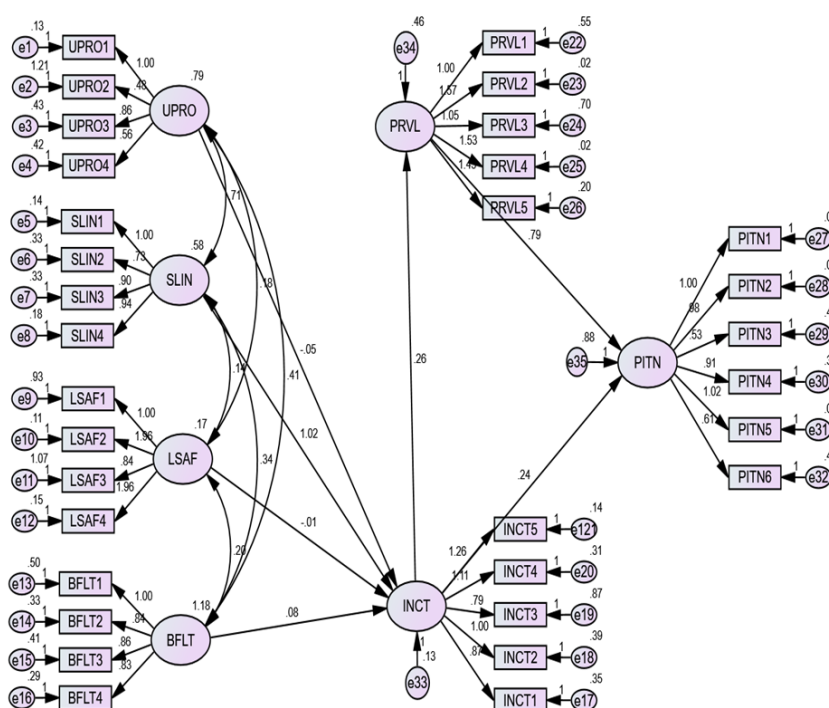


**Figure 1: Structural Equation Model**

The hypothesized relationship among such research variables deliberated in structural equation model, the subsequent hypotheses are recommended to test.

H$_1$ – Antecedent variables have significant effect on unique product, social influence, lifestyle affinity, brand fidelity, inclination and contentment, perceived value and purchase intention.

H$_2$ - Unique product, social influence, lifestyle affinity and brand fidelity have significant effect on inclination and contentment.

H$_3$ – Inclination and contentment has significant effect on purchase intention.

H$_4$ – Perceived value mediates between inclination and contentment and purchase intention.

**Table 2: Path Analysis**

| Path | | | Unstd. Estimate | Std. Estimate | t | p |
|---|---|---|---|---|---|---|
| UPRO1 – Introduction of new herbal formulations | <--- | | 1.000 | .925 | | |
| UPRO2 – Development of multi-functional products | <--- | UPRO | .478 | .360 | 8.835 | *** |
| UPRO3 – Use of cutting-edge technology in production | <--- | | .856 | .756 | 24.128 | *** |
| UPRO4 – Specific product options for individual benefits | <--- | | .557 | .607 | 16.864 | *** |
| SLIN1 – Peer recommendations and word-of-mouth | <--- | | 1.000 | .898 | | |
| SLIN2 – Endorsements from influencers or celebrities | <--- | SLIN | .725 | .691 | 19.516 | *** |
| SLIN3 – Testimonials from known individuals or experts | <--- | | .903 | .765 | 23.160 | *** |
| SLIN4 – Participation in online and offline consumer forums | <--- | | .942 | .858 | 29.129 | *** |
| LSAF1 – Alignment with health and wellness goals | <--- | | 1.000 | .398 | | |
| LSAF2 – Fit with eco-friendly and sustainable living | <--- | LSAF | 1.959 | .929 | 9.154 | *** |
| LSAF3 – Suitability for holistic and alternative health practices | <--- | | .843 | .323 | 5.841 | *** |
| LSAF4 – Demand for convenience and ready-to-use products | <--- | | 1.959 | .905 | 9.169 | *** |
| BFLT1 – Consistent purchase of the same brand | <--- | | 1.000 | .839 | | |
| BFLT2 – Positive perception of brand reputation | <--- | BFLT | .839 | .847 | 23.081 | *** |
| BFLT3 – Resistance to switching to competitors | <--- | | .862 | .826 | 22.255 | *** |
| BFLT4 – Willingness to recommend the brand to others | <--- | | .831 | .860 | 23.602 | *** |
| INCT1 – Inclination toward natural over synthetic products | <--- | | .869 | .778 | 20.043 | *** |
| INCT2 – Prioritization of quality over price | <--- | | 1.000 | .802 | | |
| INCT3 – Selection based on product effectiveness | <--- | INCT | .787 | .579 | 13.856 | *** |
| INCT4 – Preference for brands with ethical practices | <--- | | 1.113 | .858 | 22.999 | *** |
| INCT5 – Preference for products with positive reviews and ratings | <--- | | 1.255 | .941 | 26.331 | *** |
| PRVL1 – Alignment of benefits with the price paid | <--- | | 1.000 | .693 | | |
| PRVL2 – Perception of product durability and effectiveness | <--- | | 1.573 | .990 | 21.560 | *** |
| PRVL3 – Availability of additional features or benefits | <--- | PRVL | 1.047 | .667 | 14.820 | *** |
| PRVL4 – Contentment with product functionality | <--- | | 1.534 | .992 | 21.595 | *** |
| PRVL5 – Comparison of value against competitors | <--- | | 1.453 | .919 | 20.118 | *** |
| PITN1 – Likelihood of buying based on product appeal | <--- | | 1.000 | .977 | | |
| PITN2 – Influence of promotional offers on purchasing decisions | <--- | | .978 | .988 | 83.163 | *** |
| PITN3 – Priority of specific brands during purchase | <--- | | .532 | .676 | 20.293 | *** |
| PITN4 – Willingness to explore new product categories | <--- | PITN | .914 | .875 | 37.868 | *** |
| PITN5 – Interest in repurchasing based on past experiences | <--- | | 1.023 | .983 | 78.169 | *** |
| PITN6 – Decision-making influenced by product availability | <--- | | .609 | .734 | 23.736 | *** |
| INCT | <--- | UPRO | -.055 | -.058 | -4.542 | *** |
| INCT | <--- | SLIN | 1.021 | .923 | 8.541 | *** |
| INCT | <--- | LSAF | -.010 | -.005 | -5.150 | *** |
| INCT | <--- | BFLT | .077 | .099 | 3.580 | *** |
| PRVL | <--- | INCT | .261 | .307 | 6.593 | *** |
| PITN | <--- | INCT | .238 | .175 | 4.380 | *** |
| PITN | <--- | PRVL | .794 | .494 | 10.992 | *** |

*** *Significant at 1%*

Fit index values are computed after the execution of structural model. It implies that the data and the model fit each other perfectly. The computed CMIN/df value of 4.379, which falls inside the recognized threshold range of 3 to 5, guarantees a solid match. Furthermore, the RMSEA value of 0.056 securely above the benchmark level of 0.06. The baseline comparisons (0.922 for NFI, 0.908 for RFI, 0.910 for IFI, 0.901 for TLI, and 0.910 for CFI) and goodness of fit measurements (0.917 for GFI and 0.904 for AGFI) exceed the benchmark threshold of 0.9.

Table 2 depicts that features like the introduction of new herbal formulations, the creation of multipurpose products, cutting-edge technology, and specific product options together determine unique herbal products. Strong congruence with consumer expectations is demonstrated by the specific product options for individual benefits and use of cutting-edge technology in production. Social influence is effected by elements like expert testimonials, influencer endorsements, peer recommendations, and participation in consumer forums. It is largely formed by participation in both online and offline forums, influencer endorsements, and testimonies. Convenience-driven decisions, eco-friendly behaviour, holistic health appropriateness, and health and wellness alignment are all included in lifestyle affinity. Responses are stronger for the demand for convenience and ready-to-use products and the preference for eco-friendly and sustainable living, signifying that consumer expectations are shifting in favor of healthier and sustainable options. Consistent buying habits, brand reputation, reluctance to switch, and word-of-mouth recommendations are all used to gauge brand loyalty. Positive perception of brand reputation and willingness to recommend the brand to others show strong relationships with long-term commitment and consumer trust.

Consumers show preferences for natural products, value quality above price, choose products based on efficacy, like ethical brands, and rely on reviews. Preference for brands with ethical practices and prioritization of quality over price hold substantial importance, preference for products with positive reviews and ratings have a big impact on inclination. Benefit-price alignment, longevity, extra features, functioning contentment, and competition comparison all influence how value of herbal product is perceived. There are larger correlations between perception of product durability and effectiveness and contentment with product functionality. Product appeal, special offers, brand preference, openness to trying new things, prior experience, and availability all affect consumers' intentions to buy. Strong correlations between influence of promotional offers, interest in repurchasing based on past experiences and likelihood of buying based on product appeal support their significance in influencing purchase decisions. The antecedents have significant effect on its respective research variables. The estimated p-values are significant at 1% level, it supports the hypothesis ($H_1$), antecedent variables have significant effect on unique product, social influence, lifestyle affinity, brand fidelity, inclination and contentment, perceived value and purchase intention.

Consumer inclination and unique product qualities had a negative correlation (-0.055, p<0.000), it validates that herbal product uniqueness by itself does not always translate into higher inclination and contentment. Innovative features could make a product stand out from the competition, but they don't always result in more satisfied or preferred consumers. There is a significant positive correlation between social influence and inclination and contentment (1.021, p<0.000). The result demonstrates how word-of-mouth, endorsements, and peer recommendations influence the formation of consumer preferences. Consumers' propensity towards a product will increase when they obtain good feedback from reliable sources, exhibits the importance of social proof in consumer decision-making. The impact of lifestyle affinity on inclination and contentment is negligible (-0.010, p<0.000). The result implies that although a product's fit with a consumer's lifestyle may seem significant, it does not always result in a strong desire to buy. Convenience, individual tastes, and other options could lessen the direct influence of lifestyle alignment on purchasing decisions. Brand fidelity has a positive impact on inclination and contentment (0.077, p<0.000). Consumers often choose a particular herbal brand grow to trust and be loyal to it, which increases their likelihood of sticking with it. Consumer tendency is strengthened by quality assurance, prior favourable experiences, and familiarity with a brand's offers; it further supports the idea that brand commitment forms preferences. The result affirms that social influence and brand fidelity have positive effect but unique product and lifestyle affinity have negative effect on inclination and contentment towards herbal products. Single-unit rise in unique product, social influence, lifestyle affinity, and brand fidelity will surge -0.055-unit, 1.021-unit, -0.010-unit and 0.077-unit in inclination and contentment on herbal products. The p-values are significant at 1% level, it supports the hypothesis ($H_2$), unique product, social influence, lifestyle affinity and brand fidelity have significant effect on inclination and contentment.

Inclination and contentment had a positive effect on purchase intention (0.238, p<0.000). The relationship demonstrates how consumer inclination and contentment influences purchase intention of consumers to herbal products. Single-unit rise in inclination and contentment will surge 0.238-unit in purchase intention. The p-value is significant at 1% level, it supports the hypothesis ($H_3$), inclination and contentment has significant effect on purchase intention. Furthermore, the direct effect shows that inclination and contentment had a positive effect on perceived value (0.261, p<0.000). Consumers perceive more value when they are happy with their selections and feel that a product's features correspond with their own, which in turn affects their intention to

buy. Purchase intention is highly influenced by perceived value (0.794, p<0.000), shows that a consumer's evaluation of a product's advantages, value, and price justification directly affects their propensity to buy. Stronger purchase intentions are fueled by higher perceived value, which boosts confidence in purchasing decisions.

***Mediating Role of Perceived Value:*** The indirect or mediation effect of perceived value between inclination and contentment and purchase intention on herbal products is examined with hypothesis (H4).

**Table 3: Mediation of PRVL between INCT and PITN**

| Effect | Path Relationship | | | Estimate | p |
|---|---|---|---|---|---|
| Mediation Path A | PRVL | <--- | INCT | .261 | *** |
| Direct | PITN | <--- | INCT | .238 | *** |
| Mediation Path B | PITN | <--- | PRVL | .794 | *** |

*** *Significant at 1%*

Table 3 shows that there is a direct correlation between inclination and contentment and purchase intention of 0.238. The calculated values for the effects of inclination and contentment on perceived value and perceived value on purchase intention are 0.261 and 0.794, respectively, to determine the mediation effect. The total effect is assessed to be 0.445234, with the estimated mediation path value being 0.207234 (0.261 x 0.794). inclination and contentment and purchase intention are partially impacted by perceived value, as evidenced by the variance for the mediation effect to total effect of 0.4654, which is greater than the 0.2 threshold. Consequently, the hypothesis (H4) states that perceived value partially mediates between inclination and contentment and purchase intention of herbal products.

***Effect of Socio-Economic Characteristics on Research Variables:*** Socio-economic characteristics of consumers has any effect on research variables such as, unique product, social influence, lifestyle affinity, brand fidelity, inclination and contentment, perceived value and purchase intention are inspected. The hypothesis (H5) asserts that socio-economic characteristics have significant effect on research variables.

**Table 4: One-Way ANOVA**

| Research Variables | | Socio-Economic Characteristics | | | | |
|---|---|---|---|---|---|---|
| | | Gender (t-test) | Age | Education | Monthly Earnings | Occupation |
| Unique Product | F | -0.989 | 10.670 | 10.724 | 17.569 | 22.143 |
| | Sig. | 0.323 | 0.000*** | 0.000*** | 0.000*** | 0.000*** |
| Social Influence | F | -0.727 | 9.992 | 14.421 | 24.425 | 23.262 |
| | Sig. | 0.468 | 0.000*** | 0.000*** | 0.000*** | 0.000*** |
| Lifestyle Affinity | F | 0.188 | 4.707 | 7.523 | 4.038 | 11.987 |
| | Sig. | 0.851 | 0.009*** | 0.001*** | 0.018** | 0.000*** |
| Brand Fidelity | F | 1.337 | 4.159 | 6.272 | 4.022 | 3.872 |
| | Sig. | 0.182 | 0.016** | 0.002*** | 0.018** | 0.021** |
| Inclination and Contentment | F | 0.023 | 14.291 | 12.650 | 12.672 | 14.525 |
| | Sig. | 0.982 | 0.000*** | 0.000*** | 0.000*** | 0.000*** |
| Perceived Value | F | 0.511 | 11.191 | 15.117 | 4.234 | 16.129 |
| | Sig. | 0.609 | 0.000*** | 0.000*** | 0.015** | 0.000*** |
| Purchase Intention | F | -0.727 | 8.672 | 6.144 | 6.519 | 16.563 |
| | Sig. | 0.468 | 0.000*** | 0.002*** | 0.002*** | 0.000*** |

*** *Significant at 1%,* ** *Significant at 5%*

Table 4 shows that gender doesn't have any significant effect on research variables. Age, education, monthly earnings and occupation have significant effect on unique product, social influence, lifestyle affinity, brand fidelity, inclination and contentment, perceived value and purchase intention. For age, Duncun post-hoc created two identical subsets like below 30 years in subset *a*; and 30 – 50 years and above 50 years in subset *b* for unique product, social influence, and brand fidelity. Further, it formed below 30 years and 30 – 50 years in subset *a;* and above 50 years in subset *b* for perceived value and purchase intention. It also formed three identical subsets like below 30 years in subset *a;* 30 – 50 years in subset *a,b;* and above 50 years in subset *b* for lifestyle affinity. Then, it formed below 30 years in subset *a;* and 30 – 50 years in subset *b;* and above 50 years in subset *c* for inclination and contentment. For education, Scheffe post-hoc test created two identical subsets like school and UG in subset a; PG in subset b for unique product, lifestyle affinity, brand fidelity, inclination and contentment, perceived value and purchase intention. It also formed three identical subsets like school in subset *a;* and UG in subset *b;* and PG in subset *c* for social influence. For monthly earnings, Gabriel post-hoc test created two identical subsets like more than Rs.50,000 in subset *a;* and less than Rs.30,000 and Rs.30,000 – Rs.50,000 in

subset b for unique product, social influence, inclination and contentment, and purchase intention. It also formed three identical subsets like less than Rs.30,000 in subset *a;* more than Rs.50,000 in subset *a,b;* and Rs.30,000 – Rs.50,000 in subset *b* for lifestyle affinity, brand fidelity, and perceived value. For occupation, Tukey HSD post-hoc test created two identical subsets like business in subset a; and retired/others and employed in subset *b* for unique product, social influence, lifestyle affinity, inclination and contentment, perceived value and purchase intention. It also formed three identical subsets like business in subset *a;* retired/others in subset *a,b;* and employed in subset *b* for brand fidelity.

## V.    Discussion And Conclusion

Consumers with a variety of socioeconomic backgrounds have participated in the herbal product market. The outcome demonstrates the model has high degree of fit, guarantees accuracy when examining the connections between unique product attributes, social influence, lifestyle affinity, brand loyalty, inclination and contentment, perceived value, and intention to purchase. The findings show that consumer tendency is adversely correlated with distinctive product qualities, shows that although product innovation distinguishes products, it does not always increase consumer pleasure or preference. Despite drawing attention, sophisticated formulae and state-of-the-art technologies do not ensure greater inclination or contentment, call attention to the necessity for herbal product brands to supplement innovation with other consumer-driven methods. Consumer preferences are greatly influenced by word-of-mouth, influencer endorsements, expert testimonies, and peer recommendations, it proves the importance of social influence in purchasing decisions. Once reliable sources recommend a product, consumers are more likely to lean towards it. Similar to this, brand fidelity improves consumer contentment and propensity since loyal consumers are more likely to keep buying from a brand they trust. The loyalty is strengthened by regular purchasing patterns, a solid reputation for the brand, and encouraging word-of-mouth, which results in enduring preference and purchase decisions.

On the other hand, inclination and contentment are hardly impacted by lifestyle affinity, it states that although consumers may appreciate products that fit their lifestyle, this alignment by itself does not always result in a significant purchase intention. More factors than lifestyle fit affect decision-making, including price, convenience, and competing options. The result also demonstrates that purchase intention is strongly influenced by inclination and contentment. Consumers are more likely to buy herbal products if they are happy with their selections. It is acknowledged that social influence and brand fidelity have positive effect but unique product and lifestyle affinity have negative effect on inclination and contentment. Social influence and brand fidelity actively transforms consumer preferences and driving purchase decisions. Despite the fact product uniqueness and lifestyle affinity have limited direct impact, businesses must focus on trust-building strategies, influencer collaborations, and transparent value communication. Augmentation of perceived value through ethical branding, quality assurance, and promotional strategies will strengthen consumer confidence, increasing purchase intentions and long-term engagement with herbal products. The association is partially mediated by perceived value, it stresses that buyers are more likely to purchase a product if they find value in its features, longevity, ethical standards, and cost. Furthermore, purchase intention is directly impacted by perceived value, it confirms that consumers weigh both material and immaterial advantages when making selections. Further, inclination and contentment has significant and positive impact on purchase intention on herbal products.

Socio-economic characteristics such as, age, education, monthly earnings, and occupation of consumers significantly influence unique product, social influence, lifestyle affinity, brand fidelity, inclination and contentment, perceived value and purchase intention. On the other hand, gender has no notable effect. In relation to age-based segmentation, middle-aged and older consumers have different preferences than younger consumers. As consumers age, their priorities change, as seen by the increasingly complicated variances in lifestyle affinity, inclination, and contentment. Consumer perceptions are influenced by education, with postgraduates being a distinct category and school and undergraduate groups holding similar opinions. Three levels of social influence demonstrate how education improves product appraisal and buying intention. Purchase behaviour is influenced by monthly earnings; higher-income consumers make up a separate category, while lower-income individuals have similar opinions. It demonstrates how perceived value and brand loyalty are influenced by financial capability. Occupation also matters because business professionals are different from those who are employed or retired, especially when it comes to brand loyalty. It suggested that the herbal product marketers have to adopt targeted strategies that align with socio-economic phenomenon of consumers.

## VI.    Research Implications

The study divulges that perceived value serves as a partial mediator between consumer inclination and contentment and buy intention for herbal products. The herbal product marketers should concentrate to improve product quality, promise ingredient transparency, and highlight health benefits. Marketing plans need to inform consumers about the genuineness and effectiveness of herbal products. Initiatives to develop trust, ethical

branding, and online interaction can all influence consurmer decisions. These results assist herbal product marketers to boost long-term sales, consumer contentment, and loyalty, which ultimately rises purchase intention.

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