



EFFECT OF CONSUMER HEALTH CONSCIOUSNESS ON PURCHASING PATTERN FOR HERBAL PRODUCTS IN SOUTHEAST

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Abstract

The main objective of study was to examine the effect of consumer health consciousness on purchasing pattern for herbal products in Southeast. A descriptive survey research design was adopted. Data were analyzed using frequency distributions and simple percentages, while hypotheses were tested using simple linear regression with the Statistical Package for Social Sciences (SPSS) version 27. The study focused on three states in Southeast Nigeria—Abia State, Anambra State, and Enugu State. The target population comprised consumers who patronize herbal products in major commercial centers within these states. Cochran's formula was used to determine a sample size of 384 respondents. Out of the questionnaires distributed, 288 valid responses were retrieved and analyzed. Respondents were selected using convenience sampling based on accessibility. Primary data were collected through a structured questionnaire consisting of 26 items measured on a five-point Likert scale. Findings revealed that all the hypotheses tested were positively and statistically significant. The study concluded that consumers with higher levels of health consciousness are more likely to exhibit intentional purchasing behaviour, such as carefully reviewing product labels, seeking health information, maintaining healthy lifestyle practices, preferring certified herbal products, and consistently using herbal remedies. Based on these findings, the study recommended that producers should sustain product quality to meet consumer preference for natural ingredients, provide comprehensive health information, promote healthy lifestyle education, ensure clear and informative product labeling, and remain committed to high quality standards, as consumers are highly concerned about their personal health when purchasing herbal products in Southeast Nigeria.

Key Words: *Consumer, Health, Consciousness, Purchasing Pattern Herbal Products*

1. BACKGROUND TO THE STUDY

The renewed global interest in natural and plant-based therapies has significantly shaped consumer behaviour, particularly within the health and wellness industry. In recent years, there has been a noticeable shift toward products regarded as natural, safe, and supportive of preventive healthcare. Market analyses reveal continuous expansion in the herbal medicine industry, largely fueled by heightened health awareness, concerns about adverse effects associated with synthetic drugs, and the increased availability of standardized herbal preparations. As noted by Iqbal, Yu, Zubair, Rasheed, Khizar, and Imran (2023), the global herbal medicine market continues to record steady annual growth as consumers increasingly embrace complementary and alternative healthcare options.

Consumer health consciousness describes the extent to which individuals are aware of, concerned about, and actively involved in maintaining and enhancing their health. This awareness strongly influences consumption behaviour, particularly the preference for natural, organic, or health-promoting products. Health-conscious individuals typically seek detailed information about product composition, avoid ingredients perceived as harmful, adopt preventive health practices, and invest in



products that align with their wellness objectives. Empirical evidence suggests that growing awareness of lifestyle-related illnesses, environmental hazards, dietary risks, and the long-term consequences of synthetic substances has intensified demand for safer, natural alternatives (Agyeman & Ofori, 2023). In emerging economies such as Nigeria, increased health consciousness is closely associated with greater patronage of herbal remedies and functional products, influenced by health awareness, cultural familiarity, and skepticism toward heavily processed pharmaceuticals (Okoye & Uzochukwu, 2023). Thus, consumer health consciousness functions as a major psychological determinant shaping evaluation, selection, and use of health-related products.

Purchasing pattern refers to the consistent and observable manner in which consumers search for, assess, choose, and purchase products over time. These patterns reflect behavioural tendencies shaped by personal preferences, socio-economic conditions, cultural influences, and marketing stimuli. Key components include purchase frequency, preferred retail outlets, brand loyalty, price sensitivity, and responsiveness to promotional activities or peer influence. Contemporary studies indicate that purchasing behaviour has become more dynamic, as consumers increasingly depend on digital platforms, online reviews, and certification labels to guide their decisions (Lawal, 2023). In the case of health-related goods, particularly herbal and natural products, purchasing patterns are strongly influenced by perceived effectiveness, safety, accessibility, and cultural acceptance. Consumers often weigh health priorities against financial considerations when making buying decisions (Ugwu & Eze, 2022). Consequently, analyzing purchasing patterns provides valuable insight into shifting consumer behaviour and market trends.

Herbal products consist of preparations derived from medicinal plants and botanical sources used to promote health, prevent diseases, and manage various medical conditions, including digestive, respiratory, metabolic, and inflammatory disorders. These products may take the form of teas, capsules, extracts, tinctures, ointments, and traditional remedies widely used across Africa and other developing regions. Their growing popularity is largely attributed to perceptions of affordability, cultural familiarity, safety, and fewer side effects compared to conventional medicines. Research indicates that rising health awareness and the global movement toward natural wellness solutions have significantly increased demand for herbal products, particularly in countries like Nigeria where traditional medicine remains deeply embedded in healthcare practices (Ojo & Ibrahim, 2022). Additionally, advancements in processing technologies and increasing consumer preference for plant-based solutions have expanded the commercial market for standardized herbal formulations (Nivetha, Uma & Flowrine-Olive, 2020).

In Nigeria, the pattern reflects global developments, with herbal products occupying a substantial share of both formal and informal healthcare markets. Although herbal remedies have long been used across Nigerian communities, their popularity has grown in recent years due to affordability, accessibility, and perceived effectiveness. Studies by Ekor (2021), Ugwu and Eze (2022) emphasize that herbal medicine remains central to health-seeking behaviour, particularly where conventional healthcare services are costly or limited. Industry analyses further point to the rapid expansion of Nigeria's herbal medicine sector, supported by rising local production and consumer demand.

The Southeast region of Nigeria, largely inhabited by the Igbo ethnic group, is particularly recognized for its strong ethnobotanical heritage. Okeke, Nnamani, and Mbah (2021) document extensive dependence on indigenous herbs and plant-based treatments for managing common ailments. Cultural traditions in the region encourage trust in herbal remedies, often transmitted across generations. Moreover, the COVID-19 pandemic intensified interest in herbal products believed to enhance immunity and overall wellbeing.

At the core of rising demand for herbal products is consumer health consciousness, defined as an individual's awareness, concern, and proactive efforts to maintain good health. Health-conscious individuals are more inclined toward preventive practices, active information seeking, and preference for natural or functional products. Studies by Mai and Hoffmann (2021) cited in Agyeman and Ofori (2023) indicate that highly health-conscious consumers are more likely to incorporate herbal or organic alternatives into their lifestyle-based health management strategies. In Nigeria, this health consciousness interacts with cultural values, affordability concerns, and product accessibility in shaping purchasing behaviour.



Regulatory oversight also plays a critical role in influencing consumer confidence in herbal products. The National Agency for Food and Drug Administration and Control (NAFDAC) has established regulatory guidelines aimed at ensuring product safety, quality, and standardization within Nigeria. Nonetheless, Lawal (2023) identifies ongoing challenges such as weak enforcement, proliferation of unregistered products, inadequate labelling practices, and the dominance of informal markets. These regulatory limitations affect consumer evaluation of product credibility, especially among highly health-conscious individuals.

2. STATEMENT OF THE PROBLEM

Although there are a growing global and national transition toward natural and plant-based healthcare solutions, the pattern of herbal product consumption in Southeast Nigeria is expanding in ways that are neither thoroughly understood nor systematically recorded. Herbal products are commonly regarded as safe, effective, affordable, and culturally acceptable. However, issues relating to product quality, lack of standardization, inaccurate dosage specifications, and weak regulatory compliance continue to raise concerns (Iwelunmor, 2025). Evidence from regulatory authorities such as National Agency for Food and Drug Administration and Control (NAFDAC) and prior empirical studies indicates the widespread presence of unregistered herbal preparations, misleading promotional claims, and inconsistent safety standards within the herbal product market, thereby exposing consumers to potential health risks (Awodele et al., 2014; NAFDAC, 2025a).

Simultaneously, increasing health awareness among Nigerians appears to be shaping consumer purchasing decisions. Nevertheless, the precise manner in which health consciousness, individual beliefs, socio-economic conditions, and cultural values influence demand for herbal products in the Southeast remains insufficiently explored (Adigwe, 2022). Much of the existing research concentrates on nationwide consumption patterns, creating a significant gap in region-specific evidence, particularly in areas where traditional medicine holds strong cultural relevance.

This deficiency in localized knowledge constrains policymakers, public health educators, and credible herbal manufacturers from developing targeted strategies that promote consumer protection, informed choices, and effective regulatory oversight. Consequently, there is a pressing need for empirical research to examine the relationship between consumer health consciousness and herbal product purchasing behaviour in Southeast Nigeria, with the aim of generating practical insights that enhance public health outcomes and improve market accountability.

3. OBJECTIVES OF THE STUDY

The main aim of this study was to examine the effect of consumer health consciousness and purchasing pattern for herbal products in Southeast, Nigeria

The specific objectives were to;

1. examine the effect of consumers' health awareness on their purchasing pattern for herbal products in Southeast, Nigeria
2. ascertain the effect of preference for natural products on their purchasing pattern for herbal products in Southeast, Nigeria.
3. ascertain the effect of consumers' interest in health information on their purchasing pattern for herbal products in Southeast, Nigeria.
4. determine the effect of consumers' healthy lifestyle behaviours on their purchasing pattern for herbal products in Southeast, Nigeria.
5. examine the effect of consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria.
6. ascertain the effect of consumers' concerns for personal health on their purchasing pattern for herbal products in Southeast, Nigeria.

4. REVIEW OF RELATED LITERATURE

Consumer Health Consciousness

The degree to which individuals are aware of, concerned about, and actively engage in actions aimed at preserving or enhancing their health is referred to as "consumer health consciousness." It represents a psychological state that has an impact on consumer decision-making, particularly when it



comes to the purchase and use of health-related products like organic foods, dietary supplements, and herbal remedies (Mai & Hoffmann, 2021; Agyeman & Ofori, 2023). People who care about their health don't just buy things; rather, they actively look for information, look at other options, and choose wisely based on their health goals. The degree to which individuals are aware of, concerned about, and actively engaged in behaviors that promote their own health and well-being is referred to as consumer health consciousness. It demonstrates a psychological orientation in which health implications are deliberately taken into consideration when making decisions about what to buy, such as food, wellness products, and natural or herbal remedies. According to Mai & Hoffmann, 2021; Agyeman & Ofori, 2023, health-conscious consumers are not just passive recipients of marketing messages; rather, they are deliberate decision-makers who seek health-related information, evaluate product labels, weigh potential risks and benefits, and frequently prefer products that are perceived as "healthy," "natural," or "safe."

Consumer behavior is largely influenced by health consciousness, according to empirical research. For instance, Mai and Hoffmann (2021) discovered that attitudes and a desire for healthiness mediated individuals with higher health consciousness' significantly higher intentions to purchase organic or healthy foods. Similarly, Agyeman and Ofori (2023) demonstrated that environmental values and health consciousness have a significant impact on attitudes toward plant-based alternatives, highlighting the significance of health consciousness in product selection. In addition to their intentions for making a purchase, health-conscious consumers exhibit discerning behaviors, such as paying greater attention to nutritional labels, ingredient lists, and certifications for health or safety. According to Okoye & Uzochukwu (2023), consumers are more likely to rely on their own judgment and seek out information in situations where regulatory oversight may vary. This behavior of reading and verifying labels is especially important in these situations. Health consciousness is also linked to other aspects of one's life, like how one acts and what one values. According to Ugwu & Eze (2022): "Consumers concerned about long-term well-being tend to adopt healthier diets, avoid foods that are overly processed, and favor minimally processed, natural products." Health consciousness can increase receptivity and demand for herbal and plant-based products that are perceived as natural and preventative rather than solely curative in areas like Southeast Nigeria, where traditional medicine and herbal remedies are culturally accepted (Nnamani, et al, 2021). However, consumer health consciousness does not always guarantee uncritical trust; numerous health-conscious individuals continue to be cautious regarding the authenticity of product claims, product safety, and marketing claims. According to studies on herbal supplements and natural products, consumers often have skepticism in addition to health awareness, prompting them to look for credible information, certification, or objective proof before making a purchase (Lawal, 2023). The consumption of herbal products and health consciousness are strongly linked, according to empirical research. For instance, Agyeman & Ofori (2023) discovered that customers with a greater awareness of their health were more likely to read product labels, confirm the authenticity of the product, and select herbal products for health maintenance. In a similar vein, Okoye & Uzochukwu (2023) reported that consumers in Nigeria who keep a close eye on their health are more willing to invest in herbal remedies they believe to be safe and effective.

Aspects of a Consumer's Health Awareness

The following are important aspects of health consciousness that are essential to comprehending how it influences consumer behavior: Health consciousness Because people who are more aware of health-related issues are more likely to seek wellness-promoting products, consumer health awareness is a key driver of herbal product consumption. According to Okoh., Okafor, Ekere, Ajeh, Isimi., Olayemi., and Emeje, M. (2016), 97% of participants acknowledged having knowledge of medicinal herbs. Additionally, respondents had a very high awareness of herbal medicines. The study found that this level of awareness had a direct impact on consumption patterns, indicating that health awareness has a significant impact on purchasing decisions in Nigerian markets. In a similar vein, Banda, Odiboh, and Ekanem (2021) pointed out that consumer adoption and continued use of herbal products are strongly correlated with consumer understanding of the benefits of herbal products. They emphasized that consumer knowledge enables consumers to make informed choices regarding



their health. Understanding the potential health benefits and risks of various products and lifestyle choices is part of health awareness.

Consumer Health Awareness

Because people who are more aware of health-related issues are more likely to seek wellness-promoting products, consumer health awareness is a key driver of herbal product consumption. According to Okoh, et al (2016), 97% of participants acknowledged having knowledge of medicinal herbs. Additionally, respondents had a very high awareness of herbal medicines. The study found that this level of awareness had a direct impact on consumption patterns, indicating that health awareness has a significant impact on purchasing decisions in Nigerian markets. In a similar vein, Banda, Odiboh, and Ekanem (2021) pointed out that consumer adoption and continued use of herbal products are strongly correlated with consumer understanding of the benefits of herbal products. They emphasized that consumer knowledge enables consumers to make informed choices regarding their health. Understanding the potential health benefits and risks of various products and lifestyle choices is part of health awareness.

Preference for Natural or Organic Products

Products that are thought to be helpful or preventative are adopted by customers because they are concerned about their own health. According to Adeleke (2015)'s findings, attitudes and intentions toward purchasing herbal products were strongly influenced by health considerations. This suggests that Nigerian consumers actively select herbal remedies to manage or prevent health issues. Customers who are concerned about their health typically have a strong preference for natural products. This is a reflection of the belief that products made from plants and minimally processed are safer, less harmful, and more in line with health and environmental principles. According to Okeke, et al (2022), these preferences have a direct impact on the decision to purchase herbal remedies over synthetic pharmaceuticals.

Consumers' Interest in Health Information

When making purchases, consumers increasingly rely on health information. According to Ugwu & Eze (2022), an active search for information regarding product efficacy, benefits, risks, and ingredients is reflected in an interest in health information. People who actively seek out health and wellness information tend to have clearer perceptions of product benefits and make more confident purchasing decisions, according to food and healthy product context research. For instance, Odiboh., Ekanem, and Aiyelabola (2018) discovered that consumers' intentions to purchase healthy food products are significantly influenced by their health information-seeking behavior, indicating a strong connection between consumer decision-making and information engagement. Consumers who are concerned about their health actively seek information about health practices and products.

Healthy lifestyle behaviour

Consumer preference for herbal products is influenced by healthy lifestyle choices like exercising, eating well, and taking preventative measures. According to Okoh et al. (2016), a lot of Nigerians use herbal products to keep or improve their health. This suggests that using herbal products is often a part of a more general way of life. This shows a group of customers who choose products that help them achieve their own wellness goals, which is in line with living a healthy lifestyle. Balanced diets, physical activity, stress management, and abstaining from harmful substances are some of the behaviors that health-conscious customers engage in to promote long-term wellness. These behaviors extend to product choices, with a preference for natural, organic, or holistically beneficial products (Mai & Hoffmann, 2021). When it comes to herbal products, consumers incorporate them into broader lifestyle strategies aimed at preventing disease and improving overall health.

Attention to Product labels

At the point of sale, product labels are an essential source of information. Consumers are able to evaluate the quality of a product and make purchases that are in line with their health objectives when the ingredients, health claims, and nutritional or safety information on the label are clearly displayed.



Consumer attitudes and purchasing decisions are significantly influenced by label information, including nutritional labels and health claims, according to sector-wide research on food labeling. According to Okoh et al. (2016), consumers' attitudes toward and intentions to purchase nutritious foods were significantly influenced by interpretive food labels. Highly health-conscious consumers carefully examine the ingredients, dosage instructions, certification marks, expiration dates, and safety warnings on product packaging. In Nigeria, where product regulation is inconsistent and the risk of unregistered or substandard products is high, this behavior is especially relevant for herbal products (Lawal, 2023).

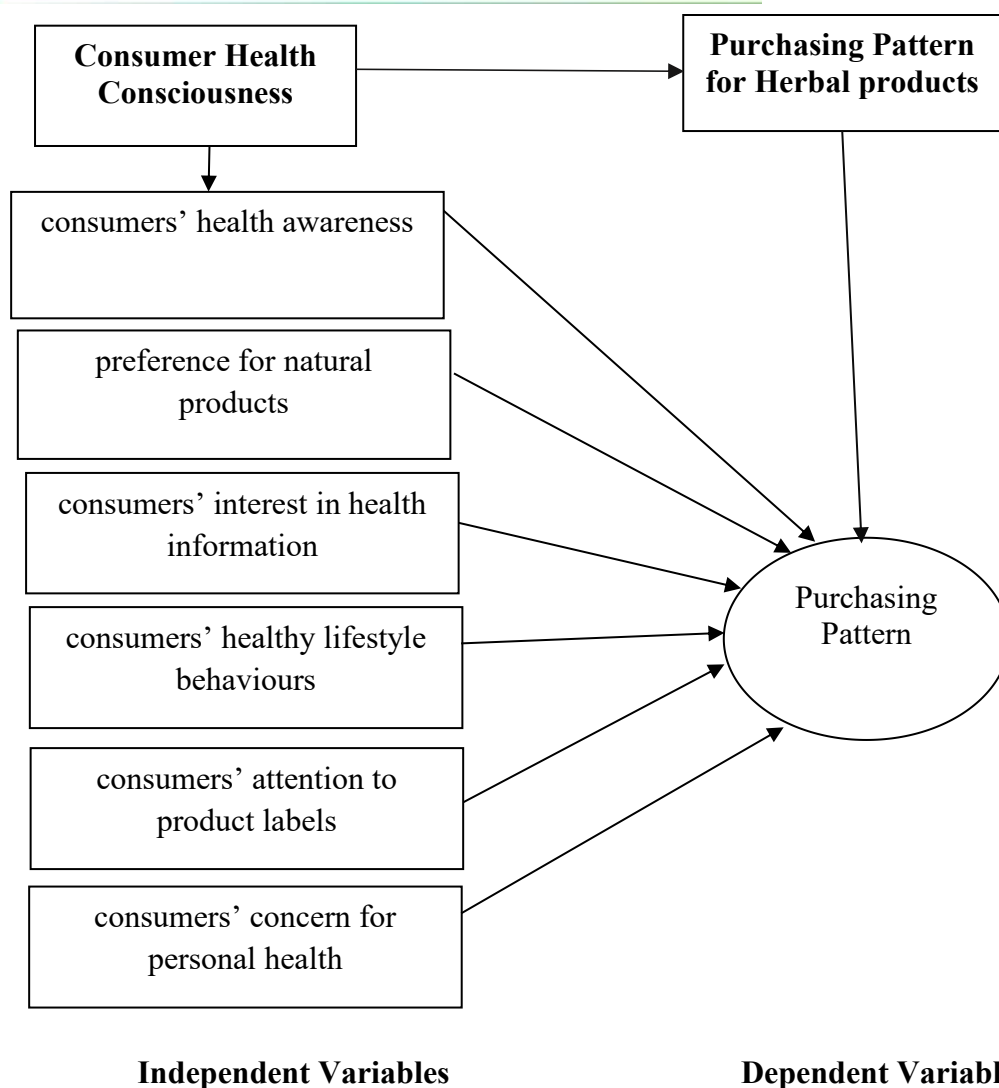
Concern for personal Health

A person's concern for their own health is one reason why they choose carefully what they buy, especially when it comes to health-enhancing or preventative products. A desire to maintain one's health or a sense of perceived vulnerability are common causes of this concern. Adeleke (2015) found that personal health concerns and the desire to prevent or treat conditions consistently drive higher intentions to purchase wellness products, such as herbs and supplements. Studies in health communication found that consumers' engagement with health promoting products increased when they prioritized their long-term health. According to Iqbal, et al (2002), this dimension reveals the degree to which an individual places a high value on their own health in their day-to-day life. Customers who are concerned about their health incorporate health into a variety of aspects of their lifestyle, such as the selection of their food, the amount they exercise, and the use of supplements or herbal products. As a result, herbal products are more commonly purchased by customers who are concerned about their own health on a personal level (Ugwu & Eze, 2022).

Purchasing Pattern of Herbal Products

The observable and consistent ways in which consumers search for, evaluate, select, and purchase plant-based remedies and related natural health products is referred to as the purchasing pattern of herbal products. Product selection criteria (price, perceived efficacy, brand reputation, certification), purchase volume or spend, preferred points of sale (such as open market stalls, pharmacies, specialist herbal shops, and online platforms), and post-purchase behaviors (repeat purchase, brand loyalty, switching) are all components of this multidimensional construct. B., according to Afolabi, Holdbrooke, & Odubela (2023) says that because demand-side drivers (consumer preferences, health beliefs, information access) and supply-side conditions (availability, price, regulation, quality control) both influence what consumers do in real markets, it is necessary to pay attention to these patterns.

Purchasing patterns reflect the interaction of cultural tradition, economic constraints, and regulatory context in low- and middle-income settings like Southeast Nigeria. Many consumers prefer locally prepared formulations or products recommended by traditional healers (Okeke et al.). Due to ethnobotanical familiarity and family recommendations remaining powerful drivers of purchase (Okeke et al.). 2021). However, research conducted in Nigeria has shown that consumers' purchasing decisions are influenced by quality and safety concerns. For instance, market surveys and laboratory inspections have revealed that herbal preparations sold in urban markets are unfit or of poor quality, leading some customers to steer clear of street vendors in favor of products sold in pharmacies or bearing regulatory marks (Fortune Journals report on Enugu markets, 2018; Mohammed, 2023). In a similar vein, a community study conducted in Nsukka uncovered evidence of widespread use in addition to adverse reactions, which affected some users' subsequent purchasing decisions. Public awareness campaigns, radio advertising, and word-of-mouth remain the most influential information sources in influencing purchase decisions, according to local research in Anambra and the surrounding states (Nwodu, Nsude, Emechebe).



Source: Researcher's Schematics (2026)

Fig. 1 Research Framework

5. HEALTH BELIEF MODEL (HBM) FORMED THE FOUNDATION OF THIS STUDY.

One of the most widely used frameworks for understanding and predicting human behavior, particularly in the context of decision-making and consumer choices, is Health Beliefs Model (HBM)

In 1966, Rosenstock created the Health Belief Model (HBM), which Becker and Rosenstock expanded in 1988. By focusing on individual attitudes and beliefs, the HBM was developed to explain and anticipate health-related behaviors. It asserts that people are more likely to engage in health-promoting behaviors when they believe they are susceptible to a health issue, believe the issue has serious repercussions, comprehend the advantages of taking preventative measures, and are able to overcome obstacles. Because it emphasizes the cognitive factors that motivate individuals to adopt preventive or wellness-oriented behaviors, such as purchasing herbal products, HBM is particularly relevant for the study of consumer health consciousness. Perceived susceptibility, or an individual's belief about the likelihood of developing a health issue, is a fundamental concept of HBM. Customers who are concerned about their health may believe that they are at risk for diseases brought on by a poor lifestyle, factors in the environment, or the side effects of synthetic medications. They look for safer alternatives, like herbal remedies, because they believe they are more susceptible. Researchers are able to identify which consumer segments are most likely to consider herbal products as health prevention measures by comprehending perceived susceptibility. The degree to which a person believes a health issue would be if it occurred is referred to as perceived severity. Customers are more likely to take preventative measures if they believe that illness could result in significant physical, emotional, or financial consequences. A person who is worried about diabetes or high blood pressure, for instance, might choose herbal products that are advertised as natural treatments or preventative measures. A



sense of urgency is created by the combination of perceived susceptibility and severity, which encourages consumers to take actions that are beneficial to their health.

6 Empirical Review

Tsoho, Badamasi, Dantsoho, and Salisu (2024) conducted a study titled “The Mediating Effect of Brand Hate between Offensive Advertising and Consumers’ Purchase Behaviour of Traditional Herbal Medicine in Nigeria. The goal of the study was to find out how the mediating role of brand hatred in offensive advertising influences purchase behavior. The method of the research was a quantitative survey. In Kano State, herbal medicine consumers were the focus of a purposive sampling strategy. A structured questionnaire with a Likert scale was used to collect the data. To test the effects of mediation, structural equation modeling (SEM) was used in data analysis. According to the findings, offensive advertising significantly increased brand skepticism, which in turn decreased purchase intent. The study came to the conclusion that ethical and culturally sensitive advertising is necessary for customers to respond positively.

Okoye and Uzochukwu (2023) did a work on the Influence of Health Consciousness on Herbal Product Purchasing Patterns Among Adults in Enugu State, Nigeria. The goal of the study was to find a connection between the purchasing habits of herbal consumers and particular dimensions of health consciousness like paying attention to product labels, being interested in health information, and preferring natural products. The population was made up of 1,200 adults who frequently bought herbal products using a descriptive-correlational research design. Findings depicted that consumers who were more aware of the risks and benefits to their health were more likely to read product labels, choose certified products, and continue to use herbal products consistently, according to the findings. The study recommended ongoing public health campaigns and enhanced consumer education to promote safe and informed use of herbal products, and it came to the conclusion that consumer health consciousness is a key predictor of purchasing patterns.

Nwodu, Eze, and Onuoha (2023) conducted a study on “Health Awareness and Consumer Behaviour Toward Herbal Products in Urban Communities of Southeast Nigeria. The purpose of the study was to ascertain how much health consciousness influences consumers' herbal product purchases. A descriptive survey research design was used, with a focus on adult herbal product consumers in the 1,500-person states of Enugu, Abia, and Imo. Using stratified random sampling, 350 respondents were selected. A structured questionnaire was used to gather information about health awareness, natural remedy preference, label attention, and purchasing frequency. Descriptive statistics and multiple regression analysis were used to examine the data. Consumers with a greater awareness of their health were found to be more likely to make deliberate purchases, such as checking product labels, choosing certified products, and consistently using herbal remedies. The study came to the conclusion that consumer purchasing behavior is strongly influenced by health awareness, and it recommended that public health campaigns focus on increasing awareness of the safety and efficacy of herbal products.

Chukwu, Okeke, and Ugwu (2023) examined “Consumer Health Consciousness and Herbal Product Choice in Southeast Nigeria: Evidence from Urban Markets. The purpose of the study was to investigate the connection between various aspects of health consciousness, such as an interest in health information, a preference for natural products, concern for personal wellness, and patterns of purchasing herbal products. 1,000 adult consumers from the states of Enugu and Abia were the focus of the descriptive-correlational research design. Through multi-stage sampling, 250 respondents were selected for the sample. Using a Pearson correlation and multiple regression analysis-validated structured questionnaire, data were gathered and analyzed. The findings demonstrated a significant positive correlation between health consciousness and well-informed purchasing behavior, such as a preference for certified products, consistent usage, and brand selection. The study recommended ongoing consumer education, regulatory enforcement, and public awareness campaigns to enhance the safe and effective use of herbal remedies. It came to the conclusion that health-conscious consumers are more likely to engage in deliberate, informed purchasing of herbal products.

Eze, Nwosu, and Okafor (2023) investigated “Health Awareness and the Adoption of Herbal Products Among Urban Consumers in Southeast Nigeria. The purpose of the study was to find out how much consumers' choices and frequency of purchasing herbal products are influenced by health awareness. In Enugu, Anambra, and Imo states, adults between the ages of 18 and 60 who frequently



purchase herbal products were the focus of a descriptive survey research design. There were 1,500 customers in the population, and 350 of them were chosen from a stratified random sample. A structured questionnaire that measured health awareness, product label attention, and preference for natural remedies was used to collect the data. Multiple regression and descriptive statistics were used in the analysis. Higher levels of health consciousness were found to be associated with paying more attention to product quality, using products consistently, and preferring certified herbal products. The study recommended educational campaigns to increase safe and informed use of herbal products and came to the conclusion that consumer health awareness strongly predicts purchasing behavior.

Ugwu, Chukwu, and Eze (2023) conducted a study on “Consumer Health Awareness and Herbal Product Choice in Southeast Nigeria. The purpose of the study was to investigate the ways in which health awareness, personal wellness concerns, and an interest in natural products influence purchasing patterns. A descriptive survey was conducted with 1,000 adult consumers in urban markets in the states of Enugu and Ebonyi. Multi-stage sampling was used to select a 300-person sample. A structured questionnaire was used to collect the data, which were then analyzed using descriptive statistics, Pearson correlation, and multiple regression. According to the findings, health-conscious consumers exhibited selective purchasing habits, such as preferring certified herbal products, paying close attention to labels, and repeatedly purchasing reputable brands. The study recommended the integration of health education, product certification, and awareness campaigns to improve consumer confidence and ensure the safe use of herbal products. It came to the conclusion that consumer health consciousness is a significant predictor of purchasing behavior.

Okeke and Nnamani (2022) did a work on Influence of Health Consciousness on Consumer Behaviour Toward Herbal Products in Anambra State. The purpose of the study was to ascertain the connection between health consciousness, socio-cultural beliefs, and herbal remedy purchasing patterns. With 1,200 adult herbal product consumers, a cross-sectional descriptive-correlational design was used. Purposive sampling was used to select 300 respondents for the sample. A validated structured questionnaire with questions about health awareness, interest in health information, and product purchase frequency was used to collect the data. Pearson correlation and multiple regression analysis were used to look at the data. Consumers were more likely to check labels, choose certified products, and continue to use herbal remedies on a regular basis, according to the study, which found a significant positive relationship between health consciousness and informed purchasing behavior. The study recommended ongoing public health education and product quality monitoring and came to the conclusion that health consciousness drives informed purchasing.

Okoh, et al (2016) conducted a study titled “Popularity and Customer Preferences for Herbal Medicines in Nigeria The purpose of the study was to investigate consumer awareness, usage patterns, sources of procurement, and indicators of preference for herbal medicines across various age groups. A structured questionnaire survey was used by the researchers. Respondents between the ages of 10 and 59 were chosen using convenience sampling from various public locations. Using a structured questionnaire, variables regarding awareness, consumption frequency, preferred herbal brands, information sources, and reasons for use were gathered. Descriptive statistics like percentages, frequency distributions, and cross-tabulations were used to analyze the collected data, and the results were presented in tables and charts. According to the findings, herbal medicines were widely used and had a high level of awareness (97 percent). The respondents relied heavily on recommendations from family and friends and preferred herbs made locally. The study came to the conclusion that herbal medicine consumption and purchasing patterns in Nigeria are significantly influenced by perceived affordability, accessibility, and cultural trust.

Osemene, Elujoba & Ilori (2011) investigated "Comparative Assessment of Herbal and orthodox medicines in Nigeria. “The purpose of the study is to compare consumer ratings and preferences for conventional and herbal medicines. utilizing a descriptive survey design for the research. 300 customers from six geopolitical zones were chosen at random. A structured questionnaire was used to collect the information. According to the findings, consumers thought herbal medicines were safer, but they gave orthodox medicines higher ratings for effectiveness and packaging. Only 41% of those polled said that herbal remedies were their first choice. The study came to the conclusion that herbal medicine use is supported by perceptions of safety, but purchasing decisions are significantly influenced by product packaging and perceived efficacy.

7. METHODOLOGY

The study employed a descriptive survey research design. This design is appropriate for analyzing behavioural tendencies, attitudes, and motivations within a large population. The survey approach enabled the researcher to gather standardized information from a cross-section of consumers who purchase herbal products. Simple linear regression model was employed to analysis the importance of effect of consumer health consciousness on purchasing pattern for herbal products in Southeast This study was limited in southeast (Abia, Anambra and Enugu) Nigeria. Southeast Nigeria is a geopolitical zone of Nigeria, comprising the five states of Abia, Anambra, Ebonyi, Enugu and Imo. South East was studied because they are known for consumption of herbal products. The population for study was made up of consumers of herbal products in southeast (Abia, Anambra and Enugu States) Nigeria and are unknown because there is no record. Sample size was approximately 384. A total of 384 questionnaires were distributed using a convenience sampling technique, out of which 288 valid responses were retrieved and used for analysis. Primary data were collected from consumers of herbal products through a structured questionnaire. The instrument was designed using a five-point Likert scale to capture respondents on consumer health consciousness and purchasing pattern for herbal products. Data were obtained from consumers of herbal products in Abia, Anambra and Enugu States. Simple linear regression model was used to analyse the formulated hypotheses through the use of Statistical Package for Social Science (SPSS) version 27. Contents validity was used, the questionnaire was given to experts in the field of marketing and business to ascertain whether or not the items on the questionnaire are related to the objectives and to find out if the contents of questionnaire cover all the intended dimensions of the research. The validity exercise also helped in eliminating questions that are not necessary. In response to this, modifications and adjustments were made. The study employed test-re-test technique to determine how reliable the instrument is. The Cronbach Alpha (ρ) was computed to ensure that test show reliability before the questionnaire was eventually administered to the various components of the sample size.

8. RESULTS AND DISCUSSION

The following null hypotheses were formulated to guide the study

Hypotheses Tests Results

Table 1: Number of questionnaire administered to three selected states

States	Number of questionnaire Administered	Percentage of questionnaire Administered	Number validly returned	Percentage of number validly returned	Number not returned	Percentage of number not returned
Abia	130	33.8	105	36.5	25	25.8
Anambra	128	33.2	93	32.3	35	36.1
Enugu	127	33.0	90	31.2	37	38.1
Total	385	100	288	100	97	100

Source: Field Survey, 2026

Table 1: Distribution of questionnaire according to three selected states. Out of 385 copies of questionnaire, a total of 130 (33.8%) were distributed to Abia State and 105 (36.5%) copies of questionnaire were validly returned and 25 (25.8) did not return. 128 (33.2%) copies of questionnaire were distributed Anambra State, 93 (32.3) were validly returned and 35 (36.1%) did not return while 127 copies of questionnaire were distributed Enugu State, 90 (31.2%) were validly returned and 37 (38.1%) did not return. Therefore, out of this 385 copies of questionnaire administered, 288 (74.8%) were validly returned and were used for the analysis while 97 (25.2%) did not return.

The Following Null Hypotheses Are Formulated to Guide the Study:

Test of hypothesis i Test i is based on hypothesis 1 projected in null form thus:

H₀₁: There is no significant effect of consumers' health awareness on their purchasing pattern for herbal products in Southeast, Nigeria.

Table 2: Simple linear regression analysis on effect of consumers' health awareness on their purchasing pattern for herbal products in Southeast, Nigeria

Variable	Parameters	Coefficient	Std error	Tcal-value
Constant	β^0	1.790	0.061	29.135
Poor consumers' health awareness	β^1	0.652	0.018	36.488
R-Square R^2	0.823			
Adjusted R Square (R^2)	0.822			
F- Statistics	1331.395			
F- probability	0.000			

Source: Field Survey, 2026

Decision Rule: If $F_{cal} > F_{tab}$ accept the alternate hypothesis and reject null hypothesis. Otherwise accept null hypothesis (denotes significance of coefficient level respectively. T-value, dependent variable: purchasing pattern for herbal products. (Y) Predictors: (Constant), consumers' health awareness (X). As shown in table 4.2, consumers' health awareness (X1) was statistically significant and positively related to pattern for herbal products.

H_{02} : There is no significant effect of preference for natural products on their purchasing pattern for herbal products in Southeast, Nigeria.

The coefficient of consumers' health awareness (X1) is 0.652, which indicates that a one-unit increase in consumers' health awareness, with all other variables held constant, results in an increase of 0.652 units in the purchasing pattern for herbal products. Based on the result, the t-calculated value of 36.488 is greater than the tabulated value of 1.966 at the 0.05 significance level. This suggests that if consumers' health awareness is not adequately managed, it can lead to an increase in the purchasing pattern for herbal products by 0.652 units. This finding aligns with the study by Ugwu, Eze, and Nwosu (2022), which explored "Consumer Awareness, Cultural Beliefs, and the Adoption of Herbal Products in Southeast Nigeria." Their research indicated that consumers who strongly prefer natural remedies tend to purchase herbal products more frequently.

The coefficient of determination (R^2) was found to be high at 0.823, meaning that 82.3% of the changes in the dependent variable can be explained by the independent variable, while 18% remains unexplained by the model.

This implies that consumers' health awareness accounts for 82.3% of the variation in purchasing patterns for herbal products, with the remaining 17.1% attributed to other factors not included in the model. The F-statistic value of 1331.395 is greater than 1.966, and the F-probability value of 0.001 is less than 0.05, confirming that the estimated regression model is statistically significant at the 5% significance level. As a result, the researcher accepts the alternative hypothesis, which states that there is a significant effect of consumers' health awareness on their purchasing patterns for herbal products in Southeast, Nigeria. The finding aligns with Okeke, et al (2021) conducted a study on Ethnobotanical Practices and Consumer Behaviour Toward Herbal Products in Southeast Nigeria. Also the finding is in consistent with Okoye and Uzochukwu (2023) explored "The Influence of Health Consciousness on Herbal Product Purchasing Patterns Among Adults in Enugu State, Nigeria. The study concluded that health-conscious consumers actively seek out herbal products they perceive as safe and effective and recommended that producers provide certified and well-labeled products to build consumer trust.

Test of hypothesis ii Test ii is based on hypothesis 2 projected in null form thus

H_{02} : There is no significant effect of preference for natural products on their purchasing pattern for herbal products in Southeast, Nigeria.

Table 3: Simple linear regression analysis on preference for natural products on their purchasing pattern for herbal products in Southeast, Nigeria.

Variable	Parameters	Coefficient	Std error	Tcal-value
Constant	β^0	3.427	.159	21.578
Preference for natural products	β^1	.134	.046	2.914
R-Square R^2	.029			
Adjusted R Square (R^2)	.025			
F- Statistics	8.489			
F- probability	0.004			

Source: Field Survey, 2026

Decision Rule: If $F_{cal} > F_{tab}$ accept the alternate hypothesis and reject null hypothesis. Otherwise accept null hypothesis (denotes significance of coefficient level respectively. T-value, dependent variable: purchasing pattern for herbal products (Y) Predictors: (Constant), preference for natural products (X). The level of consumers' interest in health information (X1) was found to be statistically significant and positively linked to the purchasing pattern for herbal products. The coefficient for consumers' interest in health information (X1) was 0.143, which means that a one-unit increase in consumers' interest in health information, while keeping other factors constant, leads to a 0.143-unit increase in the purchasing pattern for herbal products. The calculated t-value for this variable was 2.914, which is higher than the tabulated value of 1.966 at a 0.05 level of significance. Therefore, it is evident that improving consumers' interest in health information can lead to an increase in the purchasing pattern for herbal products by 0.143 units.

The coefficient of determination (R^2) was high at 0.029, indicating that 2.9% of the variation in the purchasing pattern for herbal products can be explained by changes in consumers' interest in health information, while the remaining 97.1 is attributed to other unexplained factors in the model. The F-statistic value of 8.489 is greater than 1.966, and the F-probability value is 0.004, which is less than 0.05. This confirms that the regression model used in this study is statistically significant at the 5% level of significance. As a result, the researcher accepts the alternative hypothesis, indicating that there is a significant effect of consumers' interest in health information on their purchasing pattern for herbal products in Southeast, Nigeria

Test of hypothesis iii Test iii is based on hypothesis 3 projected in null form thus:

H_{03} : There is no significant effect of consumers' interest in health information on their purchasing pattern for herbal products in Southeast, Nigeria.

Table 4: Simple linear regression analysis on consumers' interest in health information on their purchasing pattern for herbal products in Southeast, Nigeria

Variable	Parameters	Coefficient	Std erro	Tcal-value
Constant	β^0	1.742	0.073	23.840
consumers' interest in health information	β^1	0.643	0.020	32.899
R-Square R^2	0.824			
Adjusted R Square (R^2)	0.822			
F- Statistics	667.495			
F- probability	0.000			

Source: Field Survey, 2026

Decision Rule: If $F_{tcal} > F_{tab}$ accept the alternate hypothesis and reject null hypothesis. Otherwise accept null hypothesis (denotes significance of coefficient level respectively. T-value, dependent variable: purchasing pattern for herbal products. (Y) Predictors: (Constant), consumers' interest in health information (X).

As shown in table 4.2, consumers' interest in health information (X1) was statistically significant and positively related to pattern for herbal products. The coefficient consumers' interest in health information (X1) of 0.643, revealed that a unit in consumers' interest in health information, holding other variables constant, will lead increase purchasing pattern for herbal products by 0.643 unit. From the result, since consumers' interest in health information has a t-cal value of 32.899 which is greater than 1.966 tabulated value at 0.05 significant level. Thus, purchasing pattern for herbal products will increase by 0.643 unit if consumers' interest in health information is well handled.

The coefficient of determination (R^2) was quite high with a 0.824 which indicates that 82.4 percent changes in dependent variable can be explained by changes in the independent variable while 18 percent can be explained by the stochastic term in model. This implies that the independent variable (consumers' interest in health information) can only explain 82.4 percent of purchasing pattern for herbal products, leaving 17.6 percent unexplained. The F-stat value of 667.495 is greater than 1.966 and F-prob. value of 0.000 was observed from the analysis which is less than 0.05, indicating that estimated regression model adopted in this study is statistically significant at 5% significant level. With this, the researcher affirmed the alternative hypothesis, there is significant effect of consumers' interest in health information on their purchasing pattern for herbal products in Southeast, Nigeria.

Test of hypothesis iv Test iv is based on hypothesis 4 projected in null form thus:

H_{04} : There is no significant effect of consumers' healthy lifestyle behaviours on their purchasing pattern for herbal products in Southeast, Nigeria

Table 4.9 Simple linear regression analysis on consumers' healthy lifestyle behaviours on their purchasing pattern for herbal products in Southeast, Nigeria

Variable	Parameters	Coefficient	Std error	Tcal-value
Constant	β^0	2.674	.133	20.131
Consumers' healthy lifestyle behaviours	β^1	.384	.040	9.605
R-Square R^2	.243			
Adjusted R Square (R^2)	-.221			
F- Statistics	92.265			
F- probability	0.000			

The coefficient consumers' healthy lifestyle behaviours information (X1) of 0.384, revealed that a unit in consumers' healthy lifestyle behaviours, holding other variables constant, will lead increase purchasing pattern for herbal products by 0.384unit. From the result, since consumers' healthy lifestyle behaviours has a t-cal value of 9.605 which is greater than 1.966 tabulated value at 0.05 significant level. Thus, purchasing pattern for herbal products will increase by 0.684 unit if consumers' healthy lifestyle behaviours is well handled.

The coefficient of determination (R^2) was quite low with a .243 which indicates that 24.3 percent changes in dependent variable can be explained by changes in the independent variable while 75.7 percent can be explained by the stochastic term in model. This implies that the independent variable (consumers' healthy lifestyle behaviours) can only explain 24.3 percent of purchasing pattern for herbal products, leaving 75.7 percent unexplained. The F-stat value of 92.265 is greater than 1.966 and F-prob. value of 0.000 was observed from the analysis which is less than 0.05, indicating that estimated regression model adopted in this study is statistically significant at 5% significant level. With

this, the researcher affirmed the alternative hypothesis, there is significant effect of consumers' healthy lifestyle behaviours on their purchasing pattern for herbal products in Southeast, Nigeria.

Test of hypothesis v Test v is based on hypothesis 5 projected in null form thus:

H₀₅: There is no significant effect of consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria.

Table 4.10 Simple linear regression analysis result on consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria.

Variable	Parameters	Coefficient	Std error	Tcal-value
Constant	β^0	3.459	.166	20.782
Consumers' attention to product labels	β^1	.123	.048	2.567
R-Square R^2	.022			
Adjusted R Square (R^2)	.019			
F- Statistics	6.588			
F- probability	0.011			

Source: Field Survey, 2026

Decision Rule: If $F_{cal} > F_{tab}$ accept the alternate hypothesis and reject null hypothesis. Otherwise accept null hypothesis (denotes significance of coefficient level respectively. T-value, dependent variable: purchasing pattern for herbal products. (Y) Predictors: (Constant), consumers' attention to product labels (X).

As shown in table 4.2, consumers' attention to product labels (X1) was statistically significant and positively related to pattern for herbal products. The coefficient consumers' attention to product labels (X1) of .123, revealed that a unit in consumers' attention to product labels, holding other variables constant, will lead increase purchasing pattern for herbal products by .123 units. From the result, since consumers' attention to product labels has a t-cal value of 2.567 which is greater than 1.966 tabulated value at 0.05 significant level. Thus, purchasing pattern for herbal products will increase by .123 units if consumers' attention to product labels is well handled.

The coefficient of determination (R^2) was quite low with a 0.022 which indicates that 2.2 percent changes in dependent variable can be explained by changes in the independent variable while 97.8 percent can be explained by the stochastic term in model. This implies that the independent variable (consumers' attention to product labels) can only explain 2.2 percent of purchasing pattern for herbal products, leaving 97.8 percent unexplained. The F-stat value of 1336.588 is greater than 1.966 and F-prob. value of 0.011 was observed from the analysis which is less than 0.05, indicating that estimated regression model adopted in this study is statistically significant at 5% significant level. With this, the researcher affirmed the alternative hypothesis, there is significant effect of consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria. This finding agrees with Chukwu, Okeke, and Ugwu (2023) examined consumer health consciousness and herbal product choice in Southeast Nigeria: Evidence from Urban Markets. The study concluded that health-conscious consumers are more likely to make informed, deliberate purchases of herbal products and recommended ongoing consumer education, regulatory enforcement, and public awareness campaigns to enhance the safe and effective use of herbal remedies.

H₀₅: There is no significant effect of consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria.

Table 6: Simple linear regression analysis result on consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria.

Variable	Parameters	Coefficient	Std error	Tcal-value
Constant	β^0	3.459	.166	20.782
Consumers' attention to product labels	β^1	.123	.048	2.567
R-Square R^2	.022			
Adjusted R Square (R^2)	.019			
F- Statistics	6.588			
F- probability	0.011			

Source: Field Survey, 2026

Decision Rule: If $F_{cal} > F_{tab}$ accept the alternate hypothesis and reject null hypothesis. Otherwise accept null hypothesis (denotes significance of coefficient level respectively. T-value, dependent variable: purchasing pattern for herbal products. (Y) Predictors: (Constant), consumers' attention to product labels (X). The coefficient of consumers' attention to product labels (X1) was found to be statistically significant and positively related to the purchasing pattern for herbal products.

The coefficient for consumers' attention to product labels (X1) was 0.123, which means that a one-unit increase in consumers' attention to product labels, while keeping other factors constant, leads to a 0.123-unit increase in the purchasing pattern for herbal products. The calculated t-value for this variable was 2.567, which is higher than the tabulated value of 1.966 at a 0.05 level of significance. Therefore, it is evident that managing consumers' attention to product labels can lead to a 0.723-unit increase in the purchasing pattern for herbal products.

The coefficient of determination (R^2) was high at 0.022, indicating that 2.2% of the variation in the purchasing pattern for herbal products can be explained by changes in consumers' attention to product labels, while the remaining 27.8% is attributed to other unexplained factors in the model.

The F-statistic value of 6.588 is greater than 1.966, and the F-probability value is 0.001, which is less than 0.05. This confirms that the regression model used in this study is statistically significant at the 5% level of significance. As a result, the researcher accepts the alternative hypothesis, indicating that there is a significant effect of consumers' attention to product labels on their purchasing pattern for herbal products in Southeast, Nigeria. This finding aligns with Okeke and Nnamani (2022) focused on influence of Health Consciousness on Consumer Behavior Toward Herbal Products in Anambra State. Also this finding is in consistent with Ugwu, Chukwu, and Eze (2023) investigated "Consumer Health Awareness and Herbal Product Choice in Southeast Nigeria." The study concluded that consumer health consciousness is a significant predictor of purchasing behavior and recommended the integration of health education, product certification, and awareness campaigns to improve consumer confidence and safe usage of herbal products.

Test of hypothesis v Test v is based on hypothesis 5 projected in null form thus:

H_{06} : There is no significant effect of consumers' concerns for personal health on their purchasing pattern for herbal products in Southeast, Nigeria.

Table 7: Simple linear regression analysis result on consumers' concerns for personal health on their purchasing pattern for herbal products in Southeast, Nigeria

Variable	Parameters	Coefficient	Std error	Tcal-value
Constant	β^0	3.531	.169	20.843
Consumers' concerns for personal health	β^1	.101	.049	2.064



R-Square R^2 .015
Adjusted R – Square (R^2) .011
F- Statistics 4.258
F- probability 0.040

Source: Field Survey, 2026

Decision Rule: If $F_{cal} > F_{tab}$ accept the alternate hypothesis and reject null hypothesis. Otherwise accept null hypothesis (denotes significance of coefficient level respectively. T-value, dependent variable: purchasing pattern for herbal products. (Y) Predictors: (Constant), consumers' concerns for personal health (X). The statistical analysis revealed a significant and positive effect for consumers' concerns for personal and the purchasing pattern for herbal products. A coefficient of .101 for consumers' concerns for personal health indicated that an increase in consumers' concerns for personal would lead to a corresponding increase in purchasing pattern for herbal products. The t-cal value of 2.064 for consumers' concerns for personal health was found to exceed the tabulated value of 1.966 at the 0.05 significant level, reinforcing the idea that addressing consumers' concerns for personal health will boost the purchasing pattern for herbal products

The coefficient of determination (R^2) was high at 0.015, suggesting that only 1.5 percent of the changes in the purchasing pattern for herbal products could be accounted for by changes in consumers' concerns for personal. The remaining 85 percent of the variations were attributed to random factors. The F-statistic value of 4.258 was significantly higher than 1.966, and the F-probability value of 0.040 was less than 0.05, indicating that the regression model used in the study was statistically significant at the 5% level. Thus, the researcher supported the alternative hypothesis that consumers' concerns for personal health have a significant impact on their purchasing behavior for herbal products in Southeast Nigeria.

9. CONCLUSION AND RECOMMENDATIONS

Consumer health consciousness plays a significant role in the increasing demand for herbal products, with a preference for natural and safe alternatives to conventional medicine. The study suggests that consumers with higher health consciousness are more likely to engage in intentional purchasing behaviors, including checking product labels, seeking health information, embracing healthy lifestyle behaviors, preferring certified products, and consistently using herbal remedies.

Based on the findings and conclusions of the study, the following recommendations were made:

1. Producers of herbal products should enhance consumers' health awareness to boost the purchasing pattern for herbal products.
2. Producers of herbal products should maintain the quality of their products, as consumers prefer products made from high-quality ingredients, which can increase their purchasing pattern.
3. Producers of herbal products should provide adequate information about their products, as consumers are interested in health-related information before making a purchase.
4. Producers of herbal products should educate consumers about healthy lifestyle behaviors and how it impacts their purchasing pattern for herbal products in Southeast Nigeria.
5. Producers of herbal products should pay attention to product labels, as they play a significant role in consumers' purchasing behavior for herbal products in Southeast Nigeria.
6. Producers of herbal products should prioritize the quality of their products, as consumers are concerned about their personal health when purchasing herbal products in Southeast Nigeria.

10. Contributions to Knowledge

The increased interest in natural and plant-based remedies globally has significantly influenced consumer behavior, especially in the health and wellness industry. Consumers are now seeking products perceived to be safe, natural, and beneficial for preventive health. The herbal medicine sector has experienced steady growth due to rising health awareness, concerns over synthetic pharmaceuticals' side effects, and the availability of standardized herbal formulations.



The findings and recommendations of this study can guide producers of herbal products in formulating marketing strategies to provide quality products to customers, leading to maximum satisfaction. Additionally, this study contributes to the limited research on consumer health consciousness and purchasing patterns for herbal products in this region. It can serve as a valuable reference for research students and individuals studying consumer health consciousness and purchasing patterns for herbal products in developing economies, particularly in Southeast Nigeria.

11. IMPLICATION OF THE STUDY

The implication of this study is that it's expected to provide tangible benefits for business actors in the field of herbal products so that they can increase consumer purchasing pattern for the products they sell. This research is expected can help business actors in the field of products to find out the factors that impact consumers in purchasing herbal products such as consumers' health awareness, preference for natural products, consumers' interest in health information, consumers' healthy lifestyle behaviours, consumers' attention to product labels and consumers' concerns for personal health.

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