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## **Does the Self Image Concept Trigger the Consumers to Buy the Herbal Health Products?**

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### **Abstract**

Applying the value construct in health related behavior has identified certain values in developing healthy lifestyle. This article represents data from 400 respondents from the instrument to develop the theory and validate to fill the gap. The article is concerned about the self image concept and has identified four values namely self identity, self enhancement, self transcendence and self efficacy which have an impact on health related behavior. Also these values have certain congruency among them. This congruency suggests human motivations to perform behavior. The article examines the differences in values priority across age groups. In doing so, it considers how the values could influence the health related action.

**Key words:** Value theory, Lifestyle attitudes, generations, behavior

### **Introduction**

The modern India has huge demand for herbal products, Organic food. We are becoming more Health conscious. Herbal products are safe and nontoxic. People from all ages prefer herbal products. According to the herbal cosmetic industry, the Indian market is witnessing fast growth in the usage of herbal cosmetics owing to disposal income and changing Lifestyle. India is pioneer in introduction of herbal cosmetics to the world. Lifestyle is a motivation, wants and needs of a person which could be influenced by the culture, peer groups, social class, and family. Lifestyle is psychographic by nature, which is helpful in understanding how the consumers make purchase decisions.

### **Value theory**

People tend to behave in accordance with their salient self identity to conform and support their self concept. Hence people try to overcome the inconsistency between values and wishes on one hand and behavior on the other hand. The variables of self concept like self transcendence, self enhancement is more required for purchase Intention of products which have health benefits. Any threats to the self concept can change the person's consumption behavior.

### **Self concept Values**

The green consumer's purchase green products because that they are environment concerned. The variables of self concept like self transcendence, self enhancement is more required for purchase Intention of products which have health benefits. . Daphna(2009) has also said that in his research on identity based motivation model that the behavior happens when situations triggers the cognitive identity and consumer acts in a self constructive way, according to the requirement of the identity that has to be achieved. In one of the research by Steven (2003) has said that self transcendence has positive effect than self enhancement which showed negative effect.

**Self transdence:** is a positive personality trait that involves the expansion of personal boundaries, including, potentially, experiencing spiritual ideas such as considering oneself an integral part of the universe. Selftransdence gives us joy in boundless measure. When we transcend ourselves, we do not compete with others and the rest of the world, but at every moment we compete with ourselves.

**Self enhancement:** is a type of motivation that works to make people feel good about themselves and to maintain self esteem. This motive becomes especially prominent in situation of threat, failure or blows to one's self esteem. Self enhancement involves a preference for positive over negative self views.

**Self identity:** The consumers use possessions and brands to create their self – identities and communicate these selves to others and to themselves to others and to themselves.

### **Research question:**

Is there any psychographic issue of self image that is compelling the consumers to buy herbal products (like care for oneself, look more beautiful etc?) and has its impact on herbal health product companies?

The researcher had sought answer to the above question through exploratory research, mainly by interviewing the consumers of Herbalife clubs, health and glow, Himalaya retail outlet. Also, few homemakers were interviewed through Questionnaire. With the sample size of 400 consumers, who were the consumers of herbal products. When the younger consumers purchase the products for themselves it could be for self-identity and self enhancement. This depicts that the context plays a crucial role in understanding value effects.

Context provides a framework of culture which influences of how the behavior is being motivated. Andrew Niles (2015) depicted that values, motivations translate into behavior differently in different settings. The variables of self concept like self transcendence, self enhancement is more required for purchase Intention of products which have health benefits.

There is always the situational demand which activates the concept of self identity which will make a person change his or her thinking, feeling and behavior. Any threats to the self concept can change the person's consumption behavior. Therefore consumers choose the products which would enhance their self identity and discard the products which are a threat to their self identity.

The Cognitive theories discuss on the egoistic and altruistic values. The studies have found that self enhancement is the pro-social behavior of self concept. The values were of egoistic motivation, where one's focus would be to increase his or her's own welfare. But few authors have also discussed that though self enhancement in a self concept theory has positive and negative aspect, when the self enhancement motives are at high end then there is always positive aspect than negative aspect. One of the researcher has said that self transcendence has positive effect than self enhancement which showed negative effect. The reason would be that though consumer is motivated by benevolence, he may also be motivated for personal reasons. In one of the research by Deborah et al (2014) has discussed about the Maslow's hierarchy of needs where the motivational needs which sits on the top of the triangle leads to self transcendence, where the individual achieves beyond the personal needs. The health benefits could be achieved by attending gatherings where likeminded people share their experiences, support and guide each other. Sometimes consumers writing down about the important values will reduce defensiveness and transcend themselves from self image to caring about others and develop positive feelings.

Egocentric values are strong motivators of herbal products purchase than altruistic values. Involvement in the purchase of organic products is influenced by the values. Katherine et al (2009) has analyzed that there is always the situational demand which activates the concept of self-identity which will make a person change his or her thinking, feeling and behavior. Any threats to the self-concept can change the person's consumption behavior. Therefore, consumers choose the products which would enhance their self-identity and discard the products which are a threat to their self-identity.

### **Analysis, Discussion and Conclusions**

With the sample size of 400 consumers, who were the consumers of herbal products. While majority of them were female consumers who would buy for themselves and for their family members. Their age group belonged to middle aged consumers. The female consumers purchased the herbal products for the enhancement of their family members' health and self health. This is evident from the table 1 below.

**TABLE1:**

	Frequency	Percent	Cumulative Percent
Male	142	35.5	35.5
Female	258	64.5	100.0
Total	400	100.0	

The self identity didn't have any impact on the consumers' intention and behavior for herbal products. But the other value constraints, self enhancement and self transcendence showed direct and indirect effect. The findings of this study showed that the concept of self image namely self transcendence is a critical determinant which will have an impact on the purchase behavior of health related attitudes. The variables of self concept like self transcendence, self enhancement is more required for purchase Intention of products which have health benefits. While the study revealed that when consumers wants to change their lifestyle would make certain changes in their habits and would transcend to have health benefits. While self identity showed less relevance because the consumers were consuming for health benefits and they would not want to identify themselves with some celebrities as their health conditions might be different. Also if the consumers were determined to improve their health conditions, they would definitely prefer good trusted products which would benefit them. The age didn't have any impact on purchase goals of the consumers. The responses of all the age groups were found to be similar and not much difference were found. The table below showed selfenhancement has the highest relevance when compared to self transcendence. While the self identity though significant showed less relevance when compared to self enhancement and self transcendence. This can be seen in the table 2 below

**TABLE: 2**

Hypothesis	Path coefficient	T- statistics of the correlation	P Values (<0.005)2tailed	Support (Yes/No)
Self transcendence has a positive influence on Attitude	0.414	8.280	0.000	Yes
Selfenhancement has a positive influence on Attitude	0.646	20.563	0.000	Yes
Self identity has a positive influence on Attitude	0.157	3.942	0.000	Yes

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