

Exploring the Link Between Health Conscious Consumers and Their Purchasing Patterns: An Awareness and Preferences Study for Herbal Teas

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Abstract

This study explored the link between health-conscious consumers and their purchasing patterns toward herbal teas, focusing on awareness, preferences, consumption habits, and barriers to the adoption of locally sourced herbal teas in San Isidro, Nueva Ecija. Using a quantitative research design, the study gathered data from 50 purposively selected respondents who were health-conscious consumers with experience or interest in herbal tea consumption. A structured electronic survey questionnaire was used to collect data on consumer profile, awareness of locally sourced herbal teas, knowledge of farm-to-table products, cultural, social, personal, and psychological factors, consumption habits, and barriers to adoption. The data were analyzed using frequency counts, weighted mean, and verbal interpretation. Findings showed that respondents were generally aware of locally sourced herbal teas and farm-to-table products, although familiarity remained moderate. Purchasing decisions were mainly influenced by perceived health benefits, personal health needs, psychological association with a healthy lifestyle, cultural influence, freshness, and support for local products. However, herbal tea was not yet a daily habit for most respondents and was consumed more as an intentional wellness product. Barriers included limited availability, accessibility, pricing concerns, and trust issues related to safety, hygiene, packaging, and authenticity. The study concludes that herbal teas have strong potential among health-conscious consumers when supported by clear product information, improved accessibility, transparent sourcing, and trustworthy branding. The study aligns with SDG 3 on Good Health and Well-Being, SDG 8 on Decent Work and Economic Growth, SDG 11 on Sustainable Cities and Communities, SDG 12 on Responsible Consumption and Production, and SDG 17 on Partnerships for the Goals. Its sustainability impact lies in promoting health-oriented consumption, supporting locally sourced products, strengthening farm-to-table awareness, and encouraging community-based market development.

Keywords: Consumer Awareness, Farm-To-Table Products, Health-Conscious Consumers, Herbal Teas, Locally Sourced Products, Purchasing Patterns, San Isidro Nueva Ecija, Sustainability, Wellness Beverages

1. Introduction

Herbal teas have gained increasing relevance among health-conscious consumers because they are perceived as natural, wellness-oriented, culturally rooted, and potentially beneficial alternatives to conventional beverages. This study explores the relationship between health-conscious consumers and their purchasing patterns for herbal teas, particularly in terms of awareness, preferences, consumption habits, cultural and psychological influences, accessibility, pricing, and trust in product quality. Focused on San Isidro, Nueva Ecija, the study responds to the need for localized understanding of how consumers perceive and adopt herbal teas as part of healthier lifestyles, especially when awareness is high but regular consumption remains limited by practical barriers such as product availability, affordability, and authenticity concerns.

The global herbal tea market has expanded as consumers increasingly prioritize health, well-being, natural products, and sustainable consumption. Tea has long held cultural, social, and therapeutic significance, with origins traced to ancient Chinese civilization around 2700 B.C., where it was valued for medicinal, ceremonial, and social purposes (Hisham-Sultan-Alkatib Huda et al., 2024). Over time, tea developed from a traditional medicinal drink into a global beverage associated with wellness, social connection, and cultural identity. Today, herbal tea consumption continues to grow as more consumers seek plant-based, organic, and natural beverage alternatives. Herbal teas are considered valuable health drinks because of their nutrients and medicinal properties, and consumer preference has shifted as lifestyle choices increasingly influence decision-making and perceptions toward herbal teas (Technological University Dublin, 2017). Health-conscious consumers play a significant role in this growth because herbal teas are perceived to offer benefits that support healthy living, while other beverages may be associated with negative health effects. Constant promotion of herbal teas also contributes to consumer interest, economic activity, and individual well-being (Katikiro et al., 2024). Existing studies suggest that regular herbal tea consumption may contribute to healthier living because of its perceived risks and benefits (Poswal et al., 2019),

while demand for organic herbal teas continues to increase among health-conscious consumers because of their potential health benefits (Mallik, 2024).

The literature emphasizes that herbal tea consumption is influenced by health consciousness, perceived wellness benefits, demographic characteristics, cultural familiarity, sustainability concerns, marketing strategies, and product accessibility. The increasing demand for herbal tea is linked to consumers' active search for beverages with natural and health-enhancing properties (Vorotnikov, 2023). As consumers become more knowledgeable about functional herbs and spices, herbal tea continues to gain market relevance (Vorotnikov, 2023). Purchasing patterns are also shaped by the desire for natural and plant-based options and the increasing demand for nutritional drinks (Allied Market Research, n.d.). Younger consumers, particularly Generation Z, are seeking healthier alternatives to traditional sodas, which contributes to the demand for functional beverages containing herbs, vitamins, and probiotics (Vorotnikov, 2023). The global herbal tea market is projected to grow because of increasing health awareness and demand for natural wellness solutions (WiseGuy Research Consultants Pvt Ltd, 2025). Consumers are drawn to herbal teas because of perceived benefits such as improved digestion, better sleep quality, and immune support, while product diversification through loose leaf tea, tea bags, and instant herbal teas addresses different consumer needs (WiseGuy Research Consultants Pvt Ltd, 2025). The functional and wellness tea market also reflects rising interest in preventive health care and natural products (Vorotnikov, 2023). The Covid-19 pandemic further influenced consumer behavior by increasing awareness of physical and mental well-being, creating opportunities for tea manufacturers to incorporate functional ingredients into their products (Vorotnikov, 2023). The functional and wellness tea industry was valued at USD \$7.2 billion in 2022 and is projected to reach USD \$12 billion by 2032 due to growing demand for natural and organic products and preventive health practices (Market Research Future, 2023). Health-conscious consumers increasingly prioritize natural, organic, and functional foods due to concerns about diet-related illnesses, environmental sustainability, and personal wellness. Herbal teas have become attractive to consumers seeking natural remedies for stress, digestion, and immunity (Yardi, 2025). Unlike traditional caffeinated teas, herbal teas are perceived as caffeine-free alternatives containing antioxidants and plant compounds. Awareness also affects consumer behavior, as people who know more about the benefits of herbal products are more likely to purchase them (Mallik, 2024; Setiawan et al., 2023). However, hesitation remains because of concerns about safety, effectiveness, and misleading marketing claims. Demand for wellness teas increased during the pandemic and has remained strong (Kiel, 2022). Consumers also consider sourcing, eco-friendly packaging, fair trade practices, and organic certification in their buying decisions (International Journal of Creative Research, 2023). Storytelling, influencer endorsements, and digital campaigns further shape consumer perceptions, while effective marketing strategies help build trust and awareness (IJCRT, 2023). Herbal teas are also viewed as beneficial not only for health-conscious consumers but also for environmental considerations (Research on Economics and Administration and Social Sciences, n.d.). Previous research has discussed herbal teas in relation to female health, diabetes, heart disease, weight loss, clinical health, preventive health, and healthy living (Makonochie et al., 2019).

Globally, the demand for herbal teas reflects broader consumer movement toward natural wellness, preventive health care, sustainable consumption, and functional beverages. The functional and wellness tea market is expected to continue growing as consumers adopt healthier lifestyles, focus on maintaining physical and mental health, and become more knowledgeable about functional herbs and spices (Vorotnikov, 2023). Whole Foods 2022 Trends also predicts that functional drink sales will double over the next decade, especially as younger consumers seek healthier alternatives to traditional sodas and show interest in sober living. At the national and local levels, consumer behavior toward herbal teas is shaped by health consciousness, demographic characteristics, access, price, product familiarity, and cultural values. Studies indicate that consumers are more likely to purchase natural or organic products when they perceive health advantages, with income and education influencing such behavior (Pahari et al., 2024). Age, education, and income also influence attitudes toward herbal tea, with younger consumers tending to purchase herbal products from supermarkets and older consumers preferring specialized retailers (Hussain et al., 2023). Marketing that emphasizes nutritional value and wellness benefits can strengthen consumer engagement, sales, and brand loyalty (Galler, 2023). Tea brands also need to respond to consumer preferences for high-quality, sustainable, innovative, health-oriented, and uniquely flavored products, supported by effective strategies such as storytelling, social media engagement, personalization, and influencer marketing (International Journal of Creative Research Thought, 2023). In San Isidro, Nueva Ecija, the study focuses on health-conscious consumers whose herbal tea awareness and purchasing behavior may be influenced by cultural traditions, lifestyle choices, perceived health benefits, availability, pricing, and trust in local products. While herbal teas are increasingly popular, there remains limited research on how health-conscious consumers in rural settings understand, access, and adopt herbal teas as part of their wellness practices.

The conceptual direction of the study follows an input-process-output logic. The inputs include the demographic profile of health-conscious consumers, survey responses on awareness, preferences, purchasing patterns, barriers, and insights from related literature and secondary data. The process involves a quantitative research design, data collection through a structured electronic questionnaire, analysis using weighted mean, frequency, and interpretation, and examination of factors influencing consumer behavior. The expected outputs include insights into consumer awareness, understanding of

farm-to-table products, identified factors affecting purchasing decisions, consumption habits, barriers to adoption, marketing strategies, and an action plan. This conceptual basis is supported by the literature showing that consumer purchasing decisions are shaped by awareness, health motivation, cultural and social influence, product quality, availability, price, sustainability, and marketing communication. The increasing demand for herbal tea and herbal supplements demonstrates a connection between health-conscious consumers and purchasing patterns, as people seek natural alternatives to support well-being while being influenced by awareness, social influences, marketing, and regulatory guidance (Belleza et al., 2024).

Although herbal teas are gaining popularity among health-conscious consumers, there remains limited understanding of what specifically influences their buying decisions, especially in rural and localized contexts. Many consumers are aware of the health benefits of herbal teas, but awareness does not always translate into regular consumption, consistent purchasing, or brand loyalty. Price, availability, trust in product quality, cultural influence, lifestyle, and personal preferences may all affect consumer behavior, yet these factors have not been fully examined together in the context of San Isidro, Nueva Ecija. The study therefore addresses the gap by examining the awareness, preferences, and purchasing patterns of health-conscious consumers toward herbal teas. It seeks to clarify how cultural importance, pricing concerns, demographic characteristics, health motivations, farm-to-table awareness, product accessibility, and trust in authenticity influence consumer choices. By focusing on San Isidro, Nueva Ecija, the study provides localized insights that may be useful for producers, marketers, and policymakers in improving herbal tea accessibility, product positioning, consumer education, and market development.

This study aligns with SDG 3 – Good Health and Well-Being because it examines consumer interest in herbal teas as part of wellness-oriented lifestyles, preventive health practices, and perceived support for physical and mental well-being. It also relates to SDG 8 – Decent Work and Economic Growth because locally sourced herbal teas may support local producers, product development, and market opportunities for health-related beverages. The study connects with SDG 12 – Responsible Consumption and Production through its focus on locally sourced herbal teas, farm-to-table awareness, product transparency, organic preferences, eco-friendly packaging, fair trade practices, and consumer interest in how products are sourced and produced (International Journal of Creative Research, 2023). It also supports SDG 11 – Sustainable Cities and Communities by emphasizing local consumption practices and community-based product trust, and SDG 17 – Partnerships for the Goals through the potential role of producers, marketers, farmers, consumers, and policymakers in strengthening the herbal tea market.

The study contributes to multidisciplinary sustainability by linking consumer health behavior, local enterprise development, cultural practices, product innovation, and responsible consumption. From a public health sustainability perspective, it examines how herbal teas are perceived as part of healthy living, wellness support, and preventive lifestyle choices. From a socio-economic sustainability perspective, it highlights the potential of locally sourced herbal teas to support local producers, farm-to-table systems, and consumer willingness to pay for quality, transparency, and value. From a cultural sustainability perspective, it recognizes that herbal tea consumption is influenced by tradition, family, community, and cultural values. From an environmental and consumption sustainability perspective, it considers consumer interest in natural, organic, eco-friendly, and responsibly sourced products. Finally, from an innovation and market sustainability perspective, it provides insights that may guide branding, packaging, digital marketing, accessibility, and action planning for herbal tea producers and related stakeholders.

2. Material and methods

2.1 Research Design

The study employed a quantitative research design to assess the awareness, preferences, and purchasing patterns of health-conscious consumers toward herbal teas. A structured electronic survey questionnaire was used to collect measurable responses from participants through closed-ended questions, Likert-scale items, and multiple-choice questions. This design allowed the researchers to quantify consumers' attitudes, motivations, experiences, and behaviors related to herbal tea consumption.

2.2 Locale of the Study

The study was conducted in San Isidro, Nueva Ecija, where data were gathered from consumers with experience in using or purchasing herbal teas. The locale was selected because the study focused on understanding the behavior of health-conscious consumers in a local community setting, particularly in relation to locally sourced herbal teas and farm-to-table product awareness.

2.3 Respondents of the Study

The respondents of the study were health-conscious consumers residing in San Isidro, Nueva Ecija who consumed, purchased, or had experience with herbal teas. They were selected based on their lifestyle, tea consumption habits,

familiarity with locally sourced herbal teas, and knowledge or experience regarding herbal tea products. A total of 50 respondents participated in the study.

2.4 Sample and Sampling Procedure

The study used purposive sampling to select 50 respondents who were relevant to the research objectives. The researchers specifically chose individuals who practiced health-conscious lifestyles, consumed herbal teas on a monthly basis, or had awareness and experience with locally sourced herbal teas. This sampling technique ensured that the participants could provide meaningful responses regarding herbal tea awareness, preferences, purchasing behavior, consumption habits, and barriers to adoption.

2.5 Research Instrument

The primary instrument used in the study was a researcher-made structured survey questionnaire developed from relevant literature and academic references. The questionnaire was designed to gather data aligned with the objectives of the study and included sections on consumer profile, awareness of locally sourced herbal teas, factors influencing purchasing decisions, consumption habits, and barriers to adoption. It contained closed-ended questions, multiple-choice items, and Likert-scale statements to ensure systematic and quantifiable data collection. The instrument gathered information on demographic profile, familiarity with locally sourced herbal teas, knowledge of farm-to-table products, cultural, social, personal, and psychological factors, frequency of consumption, purchasing locations, reasons for choosing or avoiding locally sourced herbal teas, availability, pricing, and trust in product quality and authenticity.

2.6 Data Gathering Procedure

Data were collected through an electronic survey questionnaire distributed to purposively selected respondents using email and social media platforms. This method provided accessible and practical data collection while allowing the researchers to reach respondents who were relevant to the study. The structured format of the questionnaire made it possible to gather consistent and measurable data on consumer awareness, preferences, purchasing patterns, and barriers related to herbal teas.

2.7 Data Analysis Techniques

The collected data were analyzed using frequency counts, weighted mean computation, and verbal interpretation. Frequency was used to describe the respondents' demographic profile, lifestyle habits, purchasing frequency, purchasing locations, and preferred brands. Weighted mean was used to interpret responses related to consumer awareness, purchasing decision factors, consumption habits, and barriers to adoption. A four-point scale was applied, with responses interpreted as Strongly Agree, Agree, Disagree, or Strongly Disagree.

2.8 Ethical Considerations

The study observed ethical principles and complied with Republic Act No. 10173, also known as the Data Privacy Act of 2012. Participants were informed about the purpose, nature, and procedures of the study, and their consent was obtained before participation. The researchers ensured voluntary participation, confidentiality, anonymity, secure handling of collected data, fairness, transparency, and unbiased reporting of results. The study also maintained sensitivity toward cultural factors related to herbal tea consumption and avoided assumptions or biased statements that could misrepresent or alienate participants.

3. Results and Discussion

3.1 Respondent Profile and Purchasing Preferences

3.1.1 Demographic Profile of Respondents

The study involved 50 respondents from San Isidro, Nueva Ecija. Most respondents belonged to Generation Z, particularly those aged 18–25, while smaller groups came from the age ranges below 18, 26–35, 36–45, 46–55, and 56 and above. In terms of gender, females formed the majority with 33 respondents, while males accounted for 17 respondents. Most respondents were students, followed by full-time employed individuals, self-employed respondents, unemployed respondents, and retirees. In terms of educational attainment, most were college undergraduates, followed by college graduates, high school graduates, and postgraduates. These findings suggest that the study mainly captured the perspectives of younger, female, and student respondents. This profile is relevant because younger consumers are often associated with changing beverage preferences, health-conscious choices, and openness to functional and wellness-oriented products. The dominance of college-level respondents may also indicate greater exposure to health-related information, online product choices, and changing consumer behavior toward herbal teas.

3.1.2 Lifestyle and Purchasing Preferences

The respondents generally showed health-conscious habits, with many indicating that they actively seek healthy food and beverage options. Some respondents also reported exercising regularly, consuming herbal or organic products, or preferring

natural remedies over synthetic medicine. In terms of purchasing frequency, the largest group bought herbal teas less than once a month, while others purchased herbal teas one to two times a month, three to five times a month, or more than five times a month. Respondents purchased herbal teas from supermarkets, online stores, specialty health stores, and other sources, while many bought different brands depending on availability. These results indicate that while respondents demonstrate interest in healthy living and herbal tea products, herbal tea consumption has not yet become a frequent or routine habit for many of them. Their brand choices also appear flexible and dependent on availability, suggesting that accessibility and market presence may influence purchasing behavior. This supports the view that health-conscious consumers may value herbal teas but still rely on convenience, product availability, and accessible purchasing channels when making buying decisions.

3.2 Consumer Awareness of Locally Sourced Herbal Teas

3.2.1 Familiarity with Locally Sourced Herbal Teas

The respondents generally agreed that they were familiar with locally sourced herbal teas, with an overall weighted mean of 2.68. The highest-rated statement showed that respondents had tried at least one locally sourced herbal tea, while the lowest-rated statement concerned the belief that locally sourced herbal teas are beneficial for health. These results suggest that respondents have basic awareness and some direct experience with locally sourced herbal teas, but their familiarity and confidence in the health benefits of these products remain moderate. This finding implies that awareness exists but still requires strengthening through education, promotion, and clearer communication of product benefits. Consumers may recognize local herbal teas but may not yet possess deeper knowledge about their specific health value, quality, or authenticity. Better marketing, transparent product information, and consumer education may help convert basic awareness into stronger confidence and adoption.

3.2.2 Knowledge of Farm-to-Table Products

The respondents generally agreed that they understood and valued farm-to-table herbal tea products, with an overall weighted mean of 3.01. They showed preference for farm-to-table products over mass-produced alternatives and expressed trust that farm-to-table herbal teas are fresher than commercial brands. Respondents also agreed that they understand what farm-to-table herbal teas mean and actively seek information about how herbal teas are sourced and produced. These results suggest that respondents value freshness, product origin, and transparency in herbal tea consumption. Their awareness of farm-to-table products indicates openness to local and sustainable consumption practices when products are properly explained and marketed. This finding also highlights the potential of locally sourced herbal teas to appeal to consumers who prioritize authenticity, traceability, and responsible purchasing.

3.3 Factors Influencing Consumer Purchasing Decisions

3.3.1 Cultural Factors

The respondents strongly agreed that cultural factors influence their purchasing decisions, with an overall weighted mean of 3.26. They strongly agreed that herbal teas are a traditional part of their lifestyle and that they learned about herbal teas from family or community. They also agreed that drinking herbal teas aligns with their cultural values. These results show that herbal tea consumption is not only a health-related choice but also a culturally influenced behavior. Family, community, and tradition shape consumer familiarity and acceptance of herbal teas. This suggests that promotional strategies for herbal teas may be more effective when they connect the product with local practices, cultural identity, and familiar wellness traditions.

3.3.2 Social Factors

The respondents agreed that social factors influence their purchasing decisions, with an overall weighted mean of 3.17. They agreed that family and friends influence their decision to buy herbal teas, that they are more likely to buy herbal teas when they see others consuming them, and that they trust peer recommendations when choosing herbal tea brands. These findings indicate that social influence plays a role in herbal tea purchasing behavior, although it is not the strongest factor compared with personal and psychological influences. Recommendations from peers, family, and community members may affect trust and product trial. This suggests that word-of-mouth, social proof, and community-based promotion can support consumer acceptance of herbal tea products.

3.3.3 Personal Factors

The respondents strongly agreed that personal factors influence their purchasing decisions, with an overall weighted mean of 3.27. They strongly agreed that they buy herbal teas because of health benefits and that they prefer herbal teas over regular tea or coffee. They also agreed that their choice of herbal tea depends on their specific health needs. These findings show that personal health goals are among the strongest motivators for herbal tea consumption. Consumers view herbal teas as products that may support wellness, health maintenance, and specific personal needs. This supports the idea that herbal teas are valued as functional beverages rather than ordinary refreshments.

3.3.4 Psychological Factors

The respondents strongly agreed that psychological factors influence their purchasing decisions, with an overall weighted mean of 3.29. They associated herbal tea consumption with a healthy lifestyle, perceived locally sourced herbal teas as being of higher quality, and felt good about supporting locally made herbal teas. These results indicate that emotional perception, lifestyle identity, and perceived product quality shape consumer decisions. Herbal teas appear to provide psychological value because consumers associate them with self-care, local support, and health-conscious living. This suggests that herbal tea marketing may benefit from emphasizing wellness identity, product quality, and support for local producers.

3.4 Consumer Consumption Habits

3.4.1 Frequency of Consumption

The respondents generally agreed with statements related to herbal tea consumption frequency, with an overall weighted mean of 2.46. However, they disagreed that they drink herbal tea regularly and daily, while they agreed that they consume herbal tea more than once a week. This shows that herbal tea is consumed occasionally but not as a daily beverage by most respondents. These findings suggest that herbal tea functions more as an intentional wellness drink than as a routine beverage. Consumers may drink herbal teas when they seek relaxation, digestion support, or immune benefits rather than as part of a daily habit. This pattern supports the view that herbal teas are used purposefully as part of broader health practices.

3.4.2 Preferred Purchasing Locations

The respondents agreed that they purchase herbal teas from local markets, directly from farmers, and online platforms, with an overall weighted mean of 2.86. They showed the highest agreement in trusting purchases directly from farmers, followed by buying from local markets and preferring the convenience of online purchasing. These results show that consumers use a flexible purchasing approach that combines traditional and modern channels. Trust in direct-from-farmer sources may be linked to perceptions of freshness, authenticity, and traceability, while online platforms offer convenience and accessibility. This indicates that herbal tea producers may benefit from strengthening both local market presence and digital selling platforms.

3.4.3 Reasons for Choosing or Avoiding Locally Sourced Herbal Teas

The respondents agreed that they choose locally sourced herbal teas because of freshness and perceived health benefits, with an overall weighted mean of 2.97. They agreed most strongly that they buy herbal teas mainly for their perceived health benefits. They disagreed that they avoid locally sourced herbal teas due to pricing concerns. These findings indicate that freshness and health benefits are stronger motivators than price concerns. Respondents appear willing to consider or pay for locally sourced herbal teas when they perceive the products as beneficial, fresh, and valuable. This suggests that quality, transparency, and health-oriented positioning may be more influential than affordability alone among health-conscious consumers.

3.5 Barriers to Consumer Adoption of Locally Sourced Herbal Teas

3.5.1 Availability and Accessibility

The respondents agreed that availability and accessibility serve as barriers to adopting locally sourced herbal teas, with an overall weighted mean of 2.88. They agreed that local herbal teas are not always available where they shop, that specific local herbal tea brands are difficult to locate, and that they prefer herbal teas that are easy to find in stores or online. These findings show that limited access remains a major challenge in increasing consumption. Even when consumers are aware of herbal teas and interested in their benefits, difficulty in finding specific local brands may reduce purchase frequency. Improving distribution, visibility, and online availability may help address this barrier.

3.5.2 Pricing Concerns

The respondents agreed that pricing concerns affect their purchasing decisions, with an overall weighted mean of 2.74. They agreed that locally sourced herbal teas are more expensive than commercial brands, that they would buy more if prices were lower, and that commercial herbal teas may be chosen because they are more affordable. These results suggest that although price is not always the main reason for avoiding local herbal teas, it still affects consumer adoption. Consumers may value local herbal teas, but affordability remains important in encouraging more frequent purchases. This indicates that pricing strategies should balance product quality, transparency, and affordability.

3.5.3 Trust in Product Quality and Authenticity

The respondents agreed that trust in product quality and authenticity affects their adoption of locally sourced herbal teas, with an overall weighted mean of 2.96. They expressed concern about the safety, hygiene, and authenticity of locally sourced herbal teas and showed preference for well-packaged products over unbranded ones. These findings show that trust is a critical factor in consumer adoption. Consumers may associate packaging, branding, and clear product presentation

with safety and reliability. Therefore, locally sourced herbal teas may gain stronger acceptance if producers improve packaging, labeling, quality assurance, and transparency in product sourcing.

3.6 Limitation Observed in the Results

The study noted a limitation in the response pattern, as many survey items clustered around the “Agree” option. This suggests possible response bias, where respondents may have avoided extreme answers. It may also reflect limitations in the scale design, which may not have been sensitive enough to capture wider differences in perception. This limitation indicates that some nuanced views of the respondents may not have been fully reflected in the results. Since many responses remained within the same verbal interpretation, future research may benefit from more refined scale options or additional qualitative methods to capture deeper consumer perspectives.

4 Conclusion & Recommendations

Herbal tea consumption among health-conscious consumers in San Isidro, Nueva Ecija occupies a specialized role as an intentional wellness practice rather than a daily habit. The findings show that consumers are generally aware of locally sourced herbal teas and farm-to-table products, and their purchasing behavior is strongly influenced by perceived health benefits, freshness, cultural familiarity, personal health goals, psychological association with a healthy lifestyle, and support for locally made products. While respondents value herbal teas for their functional benefits, consumption remains occasional due to barriers related to availability, accessibility, pricing, product quality, safety, hygiene, and authenticity. Overall, the study concludes that herbal teas are viewed as purposeful wellness products connected to health, culture, and local consumption, but stronger market visibility, trust-building, and accessibility are needed to encourage wider adoption (Mallik, 2024; Hussain et al., 2023).

Producers and marketers should make herbal teas more accessible, affordable, and trustworthy for health-conscious consumers by improving product availability, maintaining consistent quality, and communicating health and cultural benefits in simple and relatable ways. Clear labeling, honest marketing, strong branding, better packaging, and transparent sourcing should be emphasized to build consumer trust. Since consumers show interest in locally made and natural products, farm-to-table practices and information about ingredient sources should be strengthened. Product development may also consider the preferences and wellness goals of younger consumers such as Millennials and Generation Z. Future researchers are encouraged to examine herbal tea consumption across different age groups, cultures, and regions, and to explore how price, packaging, and online shopping habits influence purchasing decisions.

The study was limited by the tendency of many responses to cluster around the “Agree” option, which may indicate possible response bias or hesitation to select extreme answers. This pattern may also reflect limitations in the response scale, which may not have fully captured the varying perceptions of the respondents. As a result, some deeper insights regarding consumer awareness, preferences, purchasing behavior, and barriers to adoption may not have been completely reflected in the data.

Compliance with ethical standards

The researchers adhered to institutional ethical standards in conducting the study. Participation was voluntary, informed consent was obtained, and the confidentiality and privacy of respondents were protected in accordance with ethical research practices and the Data Privacy Act of 2012. The authors declare that there was no conflict of interest, all contributions were properly acknowledged, and copyright ownership and authorship responsibility were observed throughout the study.

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