

Mediating Role of Subjective Norms Between Long-term Health Orientation and Green Value Consciousness Towards Herbal Skin Care Products

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Abstract

This research has examined the mediating role of subjective norms between long-term health orientation and green value consciousness towards herbal skin care products. Descriptive and hypothesis testing research design is used through a survey method using a designed questionnaire; response from 300 consumers of herbal skin care products residing in Delhi/N.C.R was collected for the study . Regression estimates were used to measure the impacts. Hypotheses testing was done using structural model through AMOS 21. Positive & significant relationship was found between long-term health orientation and green value consciousness, between long-term health orientation and the role of Subjective norms, and between the role of Subjective norms and green value consciousness. Based on the results, it is revealed that Subjective norms partially mediate the relationship between long-term health orientation and green value consciousness. To create a brand of herbal skin care products, brand managers should heavily promote, brand, and leverage the green value of products and long-term health orientation. To increase market share, marketers should concentrate on all socioeconomic groups of individuals. In addition to numerous social media platforms and advertising campaigns for herbal products, information about the items should be widely disseminated to the public through subjective norms and referral policies by pleased customers, in addition to different social media platforms and advertising campaigns for herbal items. This study is limited to 300 sample size with discussion on the subjective norms, long-term health orientation and green value consciousness only.

Keywords – Long-term health orientation, Green value consciousness, Subjective norms, Mediation, Herbal Skincare, National Capital Region (N.C.R.)

1. Introduction

In present time lot of consumers are showing interest organic products and there consumption has increased mainly to the perception that these products are environmental friendly and pose no health risks. This has led to an upsurge in organic research, mainly as marketers try to comprehend why people buy organic products.

The global cosmetics business was approximately USD 262.21 billion in 2022, with a projected CAGR of 4.2% from 2023 to 2030. The market's expansion during the projection period can be attributed to the significant increase in the use of personal care products and skincare products and, rise in the global ageing population.

The cosmetics market on a global scale is categorized into various segments, namely skincare, haircare, makeup, fragrance, and others, which encompass hygiene and personal care items based on the specific type of product. In the year 2022, the skincare market category exhibited a significant market share above 38%. One significant factor contributing to its dominant market position is the increasing inclination towards skincare cosmetics, such as facial creams, powders, and sunscreen lotions, owing to their extensive availability in many assortments.

The professional skincare industry in post-pandemic India is undergoing a revolution. The professional skincare market is anticipated to grow from Rs 12,976 crore in 2020 to Rs 19,901 crore by 2025 as more players enter the space. The market expansion in professional skincare has led to the availability of a wide range of skincare products that incorporate natural and exotic ingredients. The proliferation of organic professional skincare products has been expedited due to the emphasis placed on the appeal of organic merchandise. The necessity for a wide range of such products has been amplified due to rising consumer awareness.

Santos et al. (2019) state that subjective standards are crucial in predicting customers' behavioural intentions. The determination made by individuals on the necessary activities to be taken or avoided, considering the possibility of receiving punishment or reward, is derived from their subjective norms of behaviour.

Understanding the role of subjective norms in every step of our day-to-day life is crucial, and purchases, particularly skin care products, are no exception.

It is imperative to examine the role of subjective norms between long-term health orientation and green value consciousness towards herbal skin care products.

2. Literature Review

2.1 Long-term Health Orientation and Green Value Consciousness

According to Hutchins and Greenhalgh (1997), "organic" refers to goods produced without pesticides or fertilizers. "Food guaranteed to have been produced, stored, and processed without the addition of synthetically manufactured fertilizers and chemicals," according to Burch (2001) (as cited in Lockie et al., 2002).

Certified organic vegetables are healthier than non-certified organic vegetables (Lea and Worsley, 2005; Magnusson et al., 2001; Radman, 2005). People perceive organic food as having a higher vitamin and mineral content than conventional items (Lea and Worsley, 2005) and high quality (Radman, 2005). The majority of consumers buy organic products for health reasons, according to numerous studies (Chinnici et al., 2002; Davies et al., 1995; Hutchins and Greenhalgh, 1997; Makatouni, 2002; Padel and Foster, 2005; Squires et al., 2001; Tregear et al., 1994). The motivating factors to buy organic produce is its benefits related to the health of the consumers . Personal and familial responsibility for one's own and one's family's well-being is commonly meant when discussing health (Hutchins and Greenhalgh, 1997; Makatouni, 2002). Padel and Foster (2005) distinguished between the two and contend that the main driver of organic product purchases is personal health, not family health.

Liu (2007) discovered that customer attitudes are significantly impacted by health. According to Salleh et al. (2010), consumers' attitudes towards organic foods in Malaysia are positively impacted by health-related factors. Results from Michaelidou and Hasan (2008) were comparable. According to Makatouni's findings from 2002, the most important reasons influencing customers' propensity to buy organic goods are health-related. According to the findings of Kim and Chung (2011), it was observed that customer purchase intentions were negatively affected in regions with low levels of health-related awareness. This underscores the significance of health awareness as a crucial factor in shaping customers' purchasing behaviours.

A customer who is concerned about the environment is one who "knows that the production, distribution, use, and disposal of products lead to external costs, and who evaluates such external costs negatively, trying to minimize them by her/his behaviour," according to Grunert and Juhl (1995) (p. 44). Consumers' intentions to purchase environmentally friendly goods, such as organic vegetables, are influenced by their environmental attitudes (Alwitt and Pitts, 1996). Environmental awareness is frequently considered a significant purchasing driver

(Davies et al., 1995; Hutchins and Greenhalgh, 1997). Tregear et al. (1994) discovered that environmental considerations accounted for a relatively small portion of purchases of organic items.

It is reported that long-term health concern is essential in purchasing any product and, at the same time, having consciousness of the green value of the product. In this regard, the first hypothesis of this study is proposed to study the influence of long-term health orientation on green value consciousness towards herbal skin care products.

H1: There is a positive and significant relationship between long-term Health Orientation and Green value consciousness towards herbal skin care products.

2.2 Long-term Health Orientation and Subjective Norms

According to Oliver and Bearden (1985), subjective norms are the internalized belief that those who are significant in the decision-maker's life want them to act in a particular way or refrain from acting in a particular way. In other words, according to Ajzen (1991), "perceived social pressure" is what constitutes a subjective norm. These norms are founded on the preferences of the decision maker's referents, as Oliver and Bearden (1985) explain, and the persons' desire to act in conformity with these preferences. Purchase behaviour is influenced by subjective norms (Ajzen, 1991). The impact of others is a significant factor in determining behaviour, as Bearden et al. (1989) imply. Additionally, empirical studies show how attitudes are influenced by subjective norms (Oliver and Bearden, 1985). According to Tarkiainen and Sundqvist (2005), attitudes are communicated between people; therefore, those who have favourable attitudes towards a product impact the attitudes of those around them.

Based on this discussion we propose the following hypothesis to understand the subjective norms in purchasing herbal skin care products while having concern for long-term health orientation.

H2: There is a positive and significant relationship between long-term Health Orientation and Subjective norms with herbal skin care products.

2.3 Subjective Norms and Green Value Consciousness

Organic marketing has gained traction among companies due to several factors, including the growing environmental consciousness, rising demand for organic products, and customers' willingness to pay a premium for products with organic attributes (Peattie and Crane, 2005).

The organic products market is experiencing high growth due to consumers' heightened awareness and more deliberate decision-making (Bhaskaran et al., 2006). This phenomenon results in notable enhancements and advancements. The rise in demand for organic products can be ascribed to emerging marketing trends, wherein consumers progressively engage in product research before purchasing (Thøgersen et al., 2016).

This literature prompts the following hypothesis to examine the role of subjective norms in purchasing herbal skin care products while being interested in the product's green value.

H3: A positive significant relationship exists between Subjective norms and green value consciousness towards herbal skin care products.

2.4 Mediating role of Subjective norms

Subjective norms and dependency aims may influence the diversity in teenagers about mobile phone reliance. Number of studies have found that subjective standards have an impact on a variety of behaviours, including online purchasing (Gopi et al., 2007), learning (Knabe, 2012), gaming (Flack, 2017), and others. In their study of ongoing e-service use, Liao et al. (2007) discovered that behavioural intention was impacted by subjective norms, which then had an impact on actual behaviours. According to Piazza et al. (2019), the intention to use a cell phone while crossing the street was significantly predicted by subjective norms. The considerable impact of subjective norm on cell phone dependence uses during cycling and driving was revealed by Jiang et al. (2019) and Holland and Rathod (2013).

The mediating impact of subjective norms between self-construal and repurchase intentions among students of public sector universities in Kuala Lumpur was validated by Al-masaeed et al. in 2021. Additionally, subjective norms are claimed to moderate the relationship between social support and repurchase intentions.

It is summarized that the role of subjective norms is evident in the purchase of organic products and its mediating role with different topical variables. So, evaluating the mediating role of subjective norms between long-term health orientation and green value consciousness towards herbal skin care products is imperative, leading to this study's proposed next and last hypothesis.

H4: Subjective norms mediate between long-term health orientation and green value consciousness.

3. Research Methodology

3.1 Proposed Alternate Hypothesis

H1: There is a positive and significant relationship between long-term health orientation and green value consciousness

H2: Long-term health orientation and subjective norms have a positive significant relationship.

H3: Subjective norms and green value consciousness have a positive significant relationship.

H4: Subjective norms mediate between long-term health orientation and green value consciousness.

3.2 Research design and methods

The present study used a quantitative research method with descriptive and hypothesis testing research design. Primary data collection is with 300 users of herbal skin care products who live in Delhi/N.C.R. through a well-developed questionnaire using convenient sampling methods. This data collection is done one time only, being a cross-sectional study. Data analysis is done with the help of statistical software S.P.S.S. 21 and Amos 21.

4. Instruments used for study variables:

4.1 Long-term Health Orientation: This measure has five items. This instrument is taken from the study of Joireman, Van Lange and Van Vugt (2004). The term "long-term health orientation" refers to chemical-free, safer products with fewer adverse effects. They should also be natural and not derived from animal or synthetic sources, maintain a normal pH, and avoid skin issues through intake.

4.2 Green Value consciousness: Green Value consciousness was measured based on Haws, Winterich, and Naylor (2014) studies. It has six items. Green consumer values refer to consumers' propensity to weigh the worth of environmental preservation while making purchases. Green Consumer Values are assessed based on whether a consumer prefers using herbal skin care products because they have a low potential for harm to the environment, buys primarily out of concern for the environment, uses the planet's resources sparingly, considers buying herbal skin care products to be an environmentally responsible behaviour, and is willing to put up with any inconvenience in order to buy environmentally friendly products.

4.3 Subjective Norms: This also has five items and is developed from the study of Chan and Lau (2002). A subjective norm is the belief that a notable person or group will applaud and encourage a particular behaviour. Subjective norms are assessed regarding whether one should buy herbal skin care products. After all, close friends believe it because most people who are important to me would like me to buy it. After all, my friends and family will benefit because I expect to use the right kind of herbal skin care products.

5. Data analysis and interpretations

5.1 Sample description

It is essential to introduce sample composition to understand respondents better, and the results are given in Table 1. The sample is described in terms of age, gender, annual income, education, occupation, and marital status.

Table 1. Sample Description

Gender	Frequency	Percent	Cumulative Percent
Female	123	41.0	41.0
Male	177	59.0	100.0
Total	300	100.0	
Age			
	Frequency	Percent	Cumulative Percent
21-30 years	50	16.7	16.7
31 – 40 years	98	32.7	49.3
41 – 50 years	89	29.7	79.0
51 years – 60 years	33	11.0	90.0
61 years and above	30	10.0	100.0
Total	300	100.0	
Education	Frequency	Percent	Cumulative Percent
Higher Secondary	48	16.0	16.0
Graduation	163	54.3	70.3
Post Graduation	89	29.7	100.0
Total	300	100.0	
Occupation	Frequency	Percent	Cumulative Percent
Service	119	39.7	39.7

Business	34	11.3	51.0
Homemaker	50	16.7	67.7
Self Employed	53	17.7	85.3
Retired	44	14.7	100.0
Total	300	100.0	
Annual Income	Frequency	Percent	Cumulative Percent
Less than Rs.5, 00,000	53	17.7	17.7
Rs.5, 00,001 – 10, 00, 000	89	29.7	47.3
Rs.10, 00,001 – 15, 00,000	73	24.3	71.7
Rs.15, 00,001 – 20, 00, 000	49	16.3	88.0
Rs.20, 00,000 and above	36	12.0	100.0
Total	300	100.0	
Marital Status	Frequency	Percent	Cumulative Percent
Unmarried	100	33.3	33.3
Married	122	40.7	74.0
Divorcee/ Single/Separated	78	26.0	100.0
Total	300	100.0	

From Table 1, it is reported that the sample is composed of 51% male and 49% female, the number of respondents in age group 31-40 years are 32 % followed by age group 41-50 with 29.7% majority of respondents are graduate followed by post-graduate then up to a higher secondary, highest number of respondents are in service followed by self-employed then homemakers, the highest number of respondents have income in the range of 5-10 Lakh followed by 10-15 Lakh then below 5 Lakh, and highest number of respondents are married followed by unmarried then Divorcee/ Single/Separated.

5.2 Reliability, Descriptive statistics, and correlation coefficients of main variables

A reliability test is conducted for internal consistency, statistics are reported in terms of mean and standard deviation, and the Pearson correlation coefficient for correlation and results are reported in Table 2.

Table 2. Reliability, Descriptive statistics, and correlation coefficients of main variables

Variables	Reliability		Correlations			Descriptive statistics		
	No. of items	Cronbach's Alpha	r	WHO	SN	GVC	Mean	S.D.
WHO	5	0.850	r	1	.710**	.520**	3.476	.8522
S.N.	5	0.807	r		1	.632**	3.438	.9244
G.V.C.	6	0.808	r			1	3.348	.9027

** . Correlation is significant at the 0.01 level (2-tailed).
[r= Pearson Correlation and N= 300]
Note: [Long-term Health Orientation- L.H.O., Subjective Norms – S.N. & Green Value consciousness- G.V.C.]

Table 2 shows that variable long-term Health Orientation and Subjective Norms have five items each. In comparison, Green Value consciousness has only six items, and Cronbach's alpha value ranges from .807 to .850, above the recommended value (more than .07) for highly reliable instruments (Cronbach, 1951).

Each variable has a significant positive relationship with other variables, and the correlation coefficient varies from .520 to .710.

The highest mean is reported for long-term health orientation, green value consciousness, and subjective norms.

5.3 Measurement model

The confirmatory factor analysis utilized for validity is the measurement model. As a result, it enables assessment of the indicators' factor loading on the independent construct. A model's fit can be estimated using the chi-square value. A low and insignificant χ^2 is logically a positive indicator of model fit, according to (Hair, Black Babin, Anderson, & Tatham, 2006). As chi-square is particularly sensitive to data more significant than 200, the two statistics are evaluated to determine the normed- χ^2 or the ratio of χ^2 to the degree of freedom (df). It was claimed that a sensible good predictor of model fit is a value of 3 or less (Kline, 1998). Another indicator of good model fit is the goodness-of-fit index (G.F.I.). It is categorized as an absolute index, which substitutes the proposed model for the absence of any model (Hu & Bentler, 1995). G.F.I.

readings near 1.00 indicate an excellent match. CFI is a comparative indicator that evaluates the proposed model against a reference model. A CFI score of more than 0.9 indicates a better fit (Bentler, 1990). The root mean square error of approximation (R.M.S.E.A.), the values between 0.08 and 0.10 predict a mediocre fit, values up to 08 predict a reasonable fit, and less than 06 show a perfect fit as it examines the difference between the observed and projected covariance matrices per degree of freedom. The study's model fit was evaluated following the abovementioned recommendations using various indices, including normed-2 (χ^2/df), G.F.I., CFI, and R.M.S.E.A. To meet the condition of an indicator's suitability for a latent construct, the estimate must be statistically significant, at least at $p > .05$. based on this circumstance.

Table 3. Summary of Measurement Model of Study Variables

Variables	P	χ^2	df	χ^2/df	GFI	CFI	TLI	RMSEA	RMR
Long-term Health Orientation	0.3	3.666	3	1.222	.995	.998	.997	.027	.012
Subjective Norms	.186	6.177	4	1.544	.992	.997	.991	.043	.020
Green Value Consciousness	.000	21.575	6	3.596	.976	.986	.965	.093	.028

[Note – “G.F.I.: Goodness of fit index, CFI: Comparative fit index, TLI: Tucker Lewis Index, R.M.S.E.A.: Root Mean Square Error of Approximation, R.M.R.: Root Mean Square Residual”]

Long-term Health Orientation – this is a unidimensional construct with five items. The hypothesized model did not fit the data well according to the results of the C.F.A. Covariance is used between items of high modification, and a revised model is developed. The fit indices are as follows $\chi^2=3.666$, $\chi^2/df=1.222$, GFI = .995, CFI = .998, TLI=.997, $p > 0.05$ and RMSEA = .027, RMR=.012. The fit indices of the revised model show a reasonable and acceptable fit (table 3).

Subjective Norms – this is a unidimensional construct with five items. The hypothesized model did not fit the data well according to the results of the C.F.A. Covariance is used between items of high modification, and a revised model is developed. The fit indices are as follows $\chi^2=$

6.177, $\chi^2/df = 1.544$, GFI = .992, CFI = .997, TLI=.991, $p > 0.05$ and RMSEA = .043, RMR=.020. The fit indices of the revised model show a reasonable and acceptable fit (table 3).

Green Value Consciousness – this is a unidimensional construct with six items. The hypothesized model did not fit the data well according to the results of the C.F.A. Covariance is used between items of high modification, and a revised model is developed. The fit indices are as follows $\chi^2 = 21.575$, $\chi^2/df = 3.596$, GFI = .976, CFI = .986, TLI=.965, $p < .05$ and RMSEA = .093, RMR=.028. The fit indices of the revised model show a reasonable and acceptable fit (table 3).

5.4 Mediation analysis

The term "mediation effect" describes a situation that involves three or more variables and in which there is a fundamental relationship between all three. In this, an independent and dependent variable has a direct relationship. Additionally, indirect effects exist between a mediator and a dependent variable and between a mediator and an independent variable. The mediational effect is the degree to which the direct effect is altered by considering the mediating variable role of Subjective Norms.

Table 4 presents the regression results between green value awareness and Green Value consciousness. It is calculated to comprehend the impact of one or more criterion variables on the predictor (dependent variable) (independent variable). The examination of the role of Subjective Norms as a mediator between the input variable (Long-term Health Orientation) and the outcome variable is shown in the table below (Green Value consciousness).

Table 4. Regression Estimates Between Long-term Health Orientation and Green Value Consciousness

Variable	Direction	Variable	Estimate	S.E.S.E.	C.R.C.R.	P
Green Value Consciousness	<---	Long-term Health Orientation	0.540	0.067	8.101	***

The value of p and critical ratio in Table 4 shows a significant impact of long-term Health Orientation on Green Value consciousness in direct relation. This confirms the acceptance of **hypothesis H₁**, which states that there is a positive significant relationship between long-term Health Orientation and Green Value consciousness.

Table 5. Regression estimates among study variables in the presence of a Mediator

Variable	Direction	Variable	Estimate	S.E.S.E.	C.R.C.R.	P
Subjective Norms	<---	Long-term Health Orientation	0.838	.088	9.501	***
Green Value Consciousness	<---	Long-term Health Orientation	.001	.102	.005	.699
Green Value Consciousness	<---	Subjective Norms	.638	.114	5.612	***

From Table 5, based on the value of p and critical ratio, it is reported that there is a significant impact of input variables (Long-term Health Orientation) on the outcome variable (Green Value consciousness) with a mediator (Subjective Norms). It means all pairs of relationships are significant in indirect effect. In the case of long-term Health Orientation, it was reported that the value of the regression estimate had been lowered from .951 to 0.706, and the value of p is significant with a mediator, $p=0.000$. It shows and approves the partial mediation of Subjective Norms between Long-term Health Orientation and Green Value consciousness. Therefore, the alternate **hypothesis H4** is accepted.

In the case of long-term Health Orientation, the value regression estimate has been .706 ($p<.01$). It shows that long-term Health Orientation has a positive significant ($P<.01$) relation with Subjective Norms. Therefore, the alternate hypothesis **H2** is accepted.

In the case of Subjective Norms, the value regression estimate has been .370 ($p<.01$). It confirms the positive significant relationship of Subjective Norms with Green Value consciousness. Therefore, the alternate hypothesis **H3** is accepted.

5.5 Hypotheses testing results

The hypothesis testing results are presented in Table 6. Model fit indices of direct (relationship between long-term Health Orientation and Green Value consciousness without a mediator) and with the mediator in Table 7.

Table 6. Summary of hypothesis testing results

Outcome Variable	Direction	Explanatory Variable	Mediation	Inferences
Subjective Norms	<---	Long-term health orientation	With mediation	H2: supported
Green Value Consciousness	<---	Subjective Norms	With mediation	H3: Supported
Green Value Consciousness	<---	Long-term health orientation	With mediation	H1: supported
Green Value Consciousness	<---	Long-term health orientation	Without mediation	H1: supported
Subjective Norms as a mediator				H4: Supported

The summary of hypothesis testing for the current study is presented in Table 6, demonstrating that all four original hypotheses were accepted. This study has demonstrated that cultural impact partially mediates Green Value consciousness and awareness of environmental values.

Table 7. Model Fit Indices Summary of Structural Model with and without a Mediator

Variables	P	X ²	df	X ² /df	GFI	CFI	TLI	RMSEA	RMR
Model (without Mediator)	.000	133.528	38	3.514	.923	.951	.930	.092	.075
Model (With Mediator)	.000	264.77	93	2.847	.910	.943	.927	.079	.076
["G.F.I.: Goodness of fit index, CFI: Comparative fit index, TLI: Tucker Lewis Index, R.M.S.E.A.: Root Mean Square Error of Approximation, R.M.R.: Root Mean-Square residual"]									

Table 7, based on the values of fit indices summary of the structural model, reveals the acceptance of the model in direct relation between long-term health orientation and Green Value consciousness (without mediator), and values are reported as $p < .01$, $X^2 = 133.528$,

normed chi-square $X^2/df = 3.514$, GFI=0.923, CFI=0.951, TLI=0.930, RMSEA= .092 and RMR=.075. All the indices are in the acceptable range, which shows the model's acceptability.

In the indirect relation between long-term health orientation and Green Value consciousness (with a mediator) Subjective Norms, the value of $p < .01$, $X^2 = 264.77$, normed chi-square $X^2/df = 2.847$, GFI=0.910, CFI=0.943, TLI=0.927, RMSEA= .079 and RMR=.076. All the indices are in the acceptable range, showing the model's acceptability with mediator Subjective Norms.

6. Discussion and conclusions

This study is based on three variables—long-term health orientation, green value consciousness and subjective norms. Based on the results, it was reported that study variables are significantly correlated. Firstly, it is confirmed that there is a moderate and positive correlation between long-term health orientation and green value consciousness. Long-term health orientation refers to using skin care products that are natural, chemical-free, safer and not derived from animal or synthetic sources with normal pH and have fewer adverse effects. It is concluded that herbal skin care consumers are environmentally responsible and conscious about green values. They are concerned about using products with a low potential for environmental harm, but primarily out of concern for the environment, use the planet's resources sparingly and are willing to put up with any inconvenience to buy environmentally friendly products.

Secondly, long-term health orientation and subjective norms have a significant positive and moderate relationship. It is concluded that consumers using herbal skin care products for long-term health orientation have been influenced, applauded, and encouraged by notable persons or groups to purchase.

Thirdly, subjective norms and green value consciousness have a positive, significant and moderate relationship. It is concluded that a significant individual or group influences consumers of herbal skin care products towards being responsible for environment-friendly products.

Lastly, it is reported that subjective norms fully mediate the relationship between long-term health orientation and green value consciousness. It is concluded that the influence of a significant person for the use of herbal skin care products fully mediates the relationship between the use of natural and chemical-free products with normal pH and environment-friendly products.

7. Recommendations

It is recommended to brand managers of the herbal skin care producing industry to create brand awareness through creative content that promotes long-term health benefits and green values of products. The skin care industry suggested the following essential points for the long-term success of the herbal skincare industry -

- Investigate your rivals and comprehend their brand messages.
- Locate the proper demographic that genuinely accepts herbal remedies.
- Develop a U.S.P. to differentiate yourself from the competition.
- Benefit from digital channels.
- Market and publicize your herbal items on social media.
- Put your marketing strategy into action to identify the best channels.
- Create a newsletter to keep continually in front of your audience's minds.
- Assess your progress

Brand managers are urged to take advantage of the consumer's preference for green products when offering items with a green value. Long-term health orientation has the broadest impact and most noticeable outcomes right away.

Since technological capabilities, reach, and perceptibility of long-term health orientation are growing daily due to new advances.

8. Limitations and future scope

Every study comes with some restrictions. Due to time constraints, this study only looked at a single measurement of herbal skin care items to test the mediating relationship between long-term health orientation and Green Value consciousness. The number of variables in the current study was set at three. The Survey has been the only instrument used to collect data. Only 300 people were included in the sample. The likelihood of several external factors influencing long-term health orientation and green value consciousness is high. This research was limited to the Delhi/N.C.R. region.

Qualitative and quantitative research can improve the study's potential in the future. If this study were expanded to include a bigger sample size from multiple places around Delhi/N.C.R., the indicators of the new findings might be improved. For a broader view, future research can include more companies and sectors associated with other cosmetics products. Other independent variables may be added to the same model to investigate their effects on the result

variable. The current research might be more extensively studied if other relevant and current variables were added to the study.

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