HERBAL MEDICINES: OVERALL SATISFACTION AND MALAYSIA

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Abstract---This study investigated the relation between attitude, branding as independent variable and overall customer satisfaction as dependent variables which contains of a number of factors towards herbal medicine among women Malaysian context. The study will enumerate the link amid dependent and independent factors. Such explorative nature investigation and came to conclusion about the significant association amid attitude, branding dependent factors and overall customer satisfaction independent factor. Investigator received a response rate of 82%. All the hypotheses of the studies are accepted. This investigation will provide the new insights to herbal manufacturing industry.

Keywords---herbal medicines, attitude, branding, overall customer satisfaction, Malaysia

I. Introduction

Herbal plant has been widely used for medicinal purposes for a long time. Ancient Chinese, Ayurveda Indian and Egyptian Papyrus are examples of ancient herbal practitioners that wrote detailed specific organic plants use in specific prescription in their daily life. Many practices in indigenous cultures, such as Native American and African, depend on herbs in practicing healing ritual, while other cultures also reported to have a systematic written document on the use of herbal therapies. Researches of many scientists indicate that many people around the world tend to use the similar herbal plant for similar purposes (Ang-Lee, Moss, & Yuan, 2001; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

When industrial revolution in early 19th century emerged, the methods of chemical analysis were further continued and improved. Scientists became available to chemically extracting and modifying the plants active ingredients which open up opportunity for them to invent the other version of chemical based compound. Individuals who utilized home grown drugs seem to have comparative attributes. Variables found to impact utilization of natural prescriptions incorporate sexual orientation, ethnicity, age and saw well being status (Ernst, 2002).

Herbal products are a mixture between crude drugs and photochemical such as protein, lipids, nucleic acids, lignin's, tannins, glycosides, alkaloids and terpenoids. Herbs may include several doses from many herbal plants with multiple species or it might be a single ingredient and it is uncommon to have more than five herbal ingredients in one herbal product. Many of herbal products are marketed as dietary supplements, nutritional food or herbal medicine (Izzo & Ernst, 2001).

Different investigations have demonstrated reliably that ladies were bound to be clients of home grown drugs than men and our outcomes are predictable with these. Contrasts in perspectives of the two sexual orientations towards generally speaking well being may clarify this sex distinction. Results from our prospective examination are in concurrence with

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those of different investigations in distinguishing relationship between sex, age, ethnicity, instructive levels, well being status and earnings levels with utilization of home grown drugs (Liang, Xie, & Chan, 2004).

Traditional medicine consists of herbal ingredients which comprises of medicinal plants, mineral and organic metal. Be that as it may, our multivariate featured a few contrasts. For instance, in the investigation utilization of natural medications was seen as related with age. Be that as it may, when the impact old enough was balanced for the other potential indicators, no huge impact was watched. The multivariate investigation demonstrated pay level to be the most grounded indicator of utilization of home grown meds (Willcox & Bodeker, 2004).

The chances of being a home grown meds client is around multiple times higher among those procuring more than RM5000 than among those acquiring under RM500, when every other factor were fixed. World Health Organization (2009) reported that world population of about 70% to 80% mainly relies on herbal health as their primary medicines. Different examinations have indicated comparative contrasts. Since the greater part of our respondents were from urban territories, and thusly more probable on higher salary, they were additionally bound to utilize, the more costly, marked home grown items sold in drug stores and medications stores than home grown home cures. Herbal medicine is a popular method in treating sicknesses and were used in many countries to treat illnesses and to promote health wellbeing. Most of creators of studies directed in the West demonstrating higher use of home grown meds among wealthier and taught respondents have ascribed this to individual inclination for increasingly normal medicines with fewer symptoms, among this gathering. Since we didn't investigate the purposes behind utilizing home grown medications, we can just estimate that the high-pay workers in urban Malaysia likewise utilize home grown meds as an individual inclination as opposed to constrained decision (Ali et al., 2005).

Woman may experience periodical changes such as regular bloating, cramping, moody, menstrual cycle (amenorrhea), premenstrual tension, flooding and heavy cycles, which indicate a sign that extra attention towards reproducing body system is needed. Since our example did exclude numerous respondents from rustic zones we can't affirm the regular idea proposed by WHO examiners that across the board utilization of home grown medications in creating nations is owing to poor access to medicinal services administrations. Little information is accessible to test this theory by examination of utilization of home grown meds in rustic and urban regions in Malaysia (Wang, 1999).

The odd of Malay being a client was around multiple times higher than that of an Indian and 1.5 occasions higher than that of a Chinese. The prominence of natural meds has risen around the world. This expansion in use renders security issues significant. Numerous unfavourable occasions of home grown medications can be ascribed to the low quality of the crude materials or the completed items. Various kinds of home grown drugs are related with various issues. Quality issues of home grown drugs can be grouped into two classifications: outer and interior (Ang-Lee et al., 2001).

Herbal medicine is highly used by women in Malaysia. The high prevalence of herbal medicine utilization is due to strong belief that the herbs they consumed are safe(Chua, Hassali, Shafie, & Awaisu, 2010). Furthermore, this was confirmed by previous study that many women strongly believed of herbal medicine safety and is perceived as absent from any side effect.

Similarly, other studies indicated that although the herbal medicine is unproven scientifically as safe, there are 62% of women continue consume herbal medicine without adequate knowledge about the safety and benefit. However, herbs are found to contain active pharmacological ingredients that are toxic, even if they are natural (Bian & Forsythe, 2012).

Moreover, herbs are widely used during pre-pregnancy and post-partum period for minimization of discomfort which associated with pregnancy and preserve the energy and body condition after deliver(Shafie & Hassali, 2008). Prevalence of herbal medicine during pregnancy between 9.1% and 55% and during post-partum period as high as 87.7%. 51.4% and 34.3% of prevalence of herbs ingestion during pregnancy in Kelantan was dominated by Malay (Chun, Shin, Choi, & Kim, 2013).

Women require a unique, specific and multifaceted health attention compared to men during critical stage of development such as transition of adulthood, wellness education and health habits. Multifaceted health coverage that women need may include the obesity prevention, psychological issues, risky behaviour (CDC, 2012), psychosocial and reproductive health (Z.-U.-D. Babar & Awaisu, 2008).

Furthermore women are considered more vulnerable population because they are complex in terms of growth and development needs. They are influential health seekers but are medically underserved. Due to that reason, counselling, screenings and effective communication with healthcare providers are important for women (Wang, 1999).

Malaysian herbal products market has experienced gradual growth for a decade due to increased interest among communities in the use of herbal based products as medication. Right now, issues including pollution (for example lethal metals, pesticides build-ups and organisms), contaminated and misidentification are point by point. Multifaceted nature and non-consistency of the fixings in home grown drugs are the inside issues influencing the nature of home grown meds. Answers for the raised issues are talked about. The thorough usage of Good Farming and Assortment Practices (GACP) and Great Assembling Practices (GMP) would without a doubt decrease the danger of outside issues (Saeidi, Sofian, Saeidi, Saeidi, & Saaeidi, 2015).

Herbal products manufacturer in Malaysia have used more than 90% of raw materials which are imported from China, Indonesia and India. According to Statistic Department of Malaysia (1996), it is reported that RM93.4 billion worth of medicinal plants were imported in 1986 and gradually increased to 264.8 billion in 1996, which increased about 283.1% in just 10 years. Due to the highly increases of imported herbal from other countries, the Malaysian government has attempted to motivate local sector to acquire Malaysian famous medicinal plants such as on a commercial scale (Yap et al., 2018).

Malaysia is rich with traditional modalities and multicultural practices which among these modalities are popular during pregnancy. In Malaysia, herbal medicine becomes popular and well demanded from public as well as surrounding communities. Furthermore, these practices are based on practical experience, rituals and observations that derive from sociological beliefs that it passes from one part to another and also the great grandfather to grandson. Subsequently, this practice has been observed with Malaysian communities and yet become an important factor and reason in maintaining wellbeing and health status quo (Z. U. D. Babar, Ibrahim, Singh, Bukahri, & Creese, 2007).

Herbal medication products are prepared with common preparation by aqueous extracts using the herbs plant by soaking into hot or cold water and drink it or even prepared it in the form of powder or paste and use it externally to the skin. Some were even mixed using own formulations followed by some prayers, ceremony chants or religious practices (Liang et al., 2004).

II. Literature Review

The knowledge usually is passed from one generation to another generation allowing them to practice as healers. They will choose the younger in the family that deemed most suitable to hand over the knowledge and practices. The "bomoh" or "dukun" know how to select based on the repository of the knowledge. Malay medicine can be found in the literatures that provide the remedies for the ailments (Lamb & Liesch, 2002). Home grown prescriptions are getting progressively famous and are viewed as critical to people in general just as to mainstream researchers. The convictions of most of ethnic gatherings in the Malaysian populace are that home grown items don't contain hurtful synthetic compounds and are liberated from reactions when contrasted with industrially accessible pharmaceutical medications. In Malaysia, the employments of home grown meds depend on commonsense encounters, perceptions, and customs got from socio strict convictions went down starting with one age then onto the next.

Chinese communities has used traditional Chinese medicine as a part of healing method by combining animal and mineral use in their practicing but still botanical as a prime source of remedies (Othman, Vitry, Roughead, Ismail, & Omar, 2010). Using present day diagnostic strategies and pharmaceutical methods, beforehand unsolved inward issues have gotten reasonable. Standard natural items can be fabricated from the standard home grown concentrates. The quality of this investigation lies in its attention on the utilization of natural meds instead of on CAM use as a rule. More than half of China populations are using this type of medication especially in rural area. Be that as it may, the discoveries from this investigation ought to be deciphered with regards to three impediments. To start with, the example was basically of urban grown-ups. The appraisals may not be material to the overall public, which incorporate respondents from country territories (Ellsberg, Jansen, Heise, Watts, & Garcia-Moreno, 2008).

Every herb has its medicinal effect in term of symptom and proper preparation method and toxicities are noted. There are numerous Chinese herbal medicinal practitioners in Malaysia maintaining its outlets in few city and town that testify their popularity not only to Chinese community but also to other races (Kumar et al., 2015). Also, different examinations demonstrated that albeit home grown prescriptions were dubious experimentally, 4% to 62% of pregnant ladies kept on devouring home grown medications over their pregnancy period without the absence of information about its security and advantage. Malaysia is a multicultural nation that has rich customary practice modalities. Among these modalities there is the utilization of home grown medication for the treatment of different illnesses during pregnancy.

Accordingly, other populace based investigations will be expected to recognize any distinctions. Second, the idea of home grown meds is hard to characterize. There are noteworthy contrasts between nations in the definition and categorization of home grown drugs. Contingent upon the guideline of natural meds in a specific nation, a specific home grown item might be delegated a dietary enhancement in one nation and as a home grown prescription in another (Liang et al., 2004).

As this distinction in categorization may confound respondents, we have conceptualized natural meds as items which contain either crude or handled fixings from at least one plants utilized for restorative or other medical advantages. Our meaning of natural medications does exclude items that are proposed to enhance the eating regimen that contain at least one of the dietary fixings, for example, nutrients and minerals in mix with home grown fixings (Izzo & Ernst, 2009).

Under this medication, they use special approach diagnosis by using five senses; hearing, seeing, touching, smelling and taste. Hygiene is a value added in an Indian culture and is the central of Ayurvedic practice (Ang, Lee, & Cheang, 2004). The World Wellbeing Association announced that 70% to 80% of the total populace depends primarily on home grown hotspots for their essential medications. Home grown prescriptions were utilized in numerous nations to treat pregnancy related sickness and to empower sound pregnancies and in general prosperity. Past investigations demonstrated that in spite of the fact that the act of natural utilization in pregnancy was famous, they detailed an absence of proof for the security and adequacy of home grown prescriptions used during pregnancy. Ayurvedic theory refers to the human body which poses unique combination of dose that defines the individual temperament and characteristics. Today, Ayurveda is most popular in South East Asia as an alternative to the people. Ayurveda in Malaysia is a popular alternative medicine as an option to modern medicine (Ang-Lee et al., 2001).

Despite the fact that we have utilized a particular meaning of home grown drugs right now, respondents may at present experience issues understanding this definition. Homeopathy practitioner uses liquid mixtures and uses pills which is containing little of mineral or plant active ingredients for treatment (Willcox & Bodeker, 2004).

Many researchers revealed that there is little evidence to support homeopathy as an effective treatment for any specific diseases. Theoretically, homeopathy is much safer way of medication which use natural resources that eliminate drug effect and is proven as cured agent. Homeopathy has been regulated in the United State of America since 1938 and is considered to be safe (Hassali et al., 2012).

Attitude as an evaluation on people act to act consistently whether reliable or unreliable that enable them to have manner in respect to a specific given object or alternative, however, attitude is the action taken towards the tendencies of some object or idea by which people perform an attitude is fully guided by their internal values (Jacobs, Gloyd, Gale, Jiménez, & Crothers, 1994).

Precautionary measures were taken to limit this issue by giving further clarification and explanation during the up close and personal meeting by our four, last year drug store understudy, questioners, who had the option to control their respondents with representations. Third, the characterization of responders into clients and non-clients of natural meds likewise represented an issue (Lopez, Melendez, Sauer, Berger, & Wyssmann, 1998).

Despite the fact that members were asked whether they had utilized natural prescriptions in the previous a year, data about recurrence and span of utilization was not evaluated. Consequently, study respondents delegated clients most likely incorporated some rare and sporadic clients (Chong, Hassali, Bahari, & Shafie, 2010). Conventional medication or reciprocal and elective prescription (TM/CAM) is a fundamental piece of the act of antiquated progress to improve the wellbeing and prosperity of individuals in nations, for example, India, China, Malaysia, and all through the world (Esters, Cooker, & Ittenbach, 1998).

Human behaviour is a function of salient information and belief is linking and relation to the behaviour. The main determinant in explaining the general attitude toward object is known as salient beliefs. Salient beliefs are "the subjective probability of a relation between the object of the belief and some object, value, concept or attribute" (Fatokun, Ibrahim, & Hassali, 2013). Thus salient belief is different with underlying determinant in subjective norms, behavioural belief is factor that influence of attitude towards of behavioural and control belief is only the foundation in providing perception over the behaviour control. However, attitudes seems to be the fundamental concept for understanding the human behaviour and to be the most important factor in explaining herbal health and medicine consumption behaviour (Aikman, Crites Jr, & Fabrigar, 2006).

H1: There are significant relationships between attitude and overall satisfaction.

The different modalities right now rehearsed depend on hypothesis, convictions, and encounters that are indigenous to the various societies and created and passed on from age to age. Natural prescription utilization isn't just well known among people, yet in addition among essential human services suppliers in creating nations. Home grown meds are additionally drilled in nations where traditional medications are transcendent. Technically, many companies are developing the logo, symbol, new name and packaging but in reality they are creating a brand. However, today's brand is not just branding itself but more than that.

Furthermore, branding is also considered as a major issue in product strategy. Besides the brand name, there are other things to be considered as important to be measured as the goal for brand is building a brand image concept, a technical element to overcome competitors that drives a short term goal. Thus, brand is a part of the product and communication strategy to expose the brand for image creating. Brand is a sign to express external function for disclosure of the hidden product qualities which are inaccessible by contact (Ailawadi, Neslin, & Gedenk, 2001).

Customer awareness on brand affect perception and they presume on positive attitude when they are familiar with particular brand. Specifically, anything loyal to the brand will create brand value to be understood as incremental value of products. Brand awareness create brand recognition which leads to customer's ability to confirm exposure to brand as a cue and recall from brain bank memory when given product category in making purchasing. Furthermore the association is not about the powerful of marketing program alone but is assisted with experiences, word of mouth, brand information, distribution channel, brand identification, person, place and event and the assumptions of brand or country (Kim & Ko, 2010).

H2: There are significant relationships between branding and overall satisfaction.

III. Research Methods

The study employed survey approach to find our consumers' perspective for the purchasing of products related to herbal and health were research methodology is emphasized. This method was based on previous researches literature as well as scholar's opinions and views, and they were also included in the emphasis of the research methodology, by which considered appropriate for the purpose of this research. The discussions include the scientific approach, research design, sampling and sampling procedures, target population and sample size, conceptual framework, hypotheses development, research instruments, statistical method, pilot test, reliability test and descriptive analysis. All these factors are taken into consideration to elaborate comprehensively and explain the important details of methodology and the core of such study.

Measures

The main variable namely Overall Satisfaction has05 items for measurement, while predictors such as attitude has 05 items for measurement and finally branding has 05 items for measurement.

Theoretical Framework

Attitude
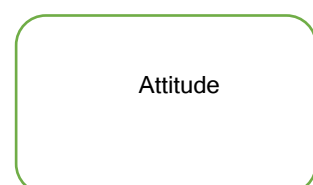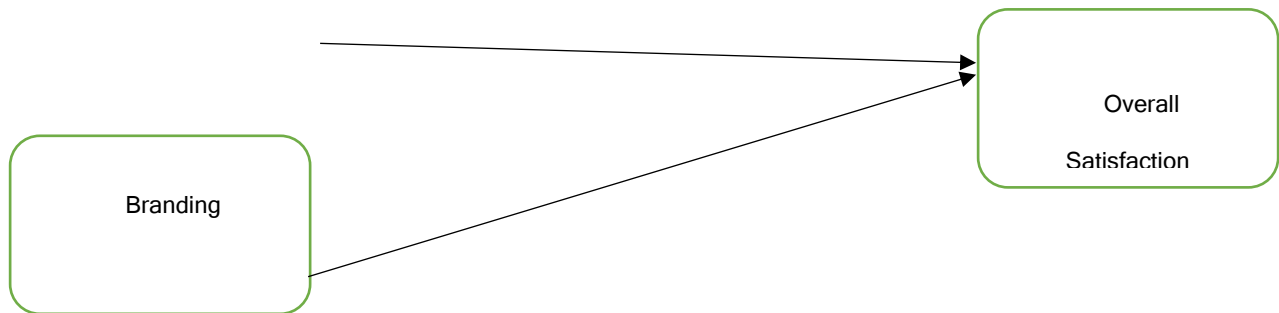
Connection is a factual proportion of how two protections move corresponding to one another. Connections are registered into what is known as the relationship coefficient which runs between - 1 and +1. For Pearson relationship r among X and Y, sy and sx are the example of standard deviation, can be delineated by utilizing equation beneath:-

$$r_{xy} = \frac{\sum_{i=1}^{n}(x_i - \bar{x})(y_i - \bar{y})}{(n-1)s_x s_y} = \frac{\sum_{i=1}^{n}(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^{n}(x_i - \bar{x})^2 \sum_{i=1}^{n}(y_i - \bar{y})^2}},$$

Pearson Item Minute Connection is utilized to decide the degree of relationship between's autonomous variable and ward variable. Table 4.9 shows the scale that portrays the quality of connection between free factor and ward variable. Right now, theories are tried to recognize the huge connection between two factors.

Table 4.9: Pearson's Correlation Scale

Pearson r			Indication
Between	(-)(+) 0.80	to (-)(+) 1.00	High Correlation
Between	(-)(+) 0.60	to (-)(+) 0.79	Moderate High Correlation
Between	(-)(+) 0.40	to (-)(+) 0.59	Moderately Correlation
Between	(-)(+) 0.20	to (-)(+) 0.39	Low Correlation
Between	(-)(+) 0.01	to (-)(+) 0.19	Negligible Correlation

The level of significance is .05 or low.

Table: Correlation Analysis

		Age of Respondents	Income per Month	ATTITUDE	BRANDING	SERVICE QUALITY	PERCEIVED SAFETY	OVERALL SATISFACTION
INTENTION	Pearson Correlation	.030	.138*	.747**	.590**	.715**	.647**	.819**
	Sig. (2-tailed)	.672	.048	.000	.000	.000	.000	.000
	N	206	206	206	206	206	206	206

H1: There are significant relationships between attitude and overall satisfaction.

Table shows the results of Pearson Correlation test that has been conducted on attitude and overall satisfaction. The results revealed that there is positive correlation between these two dimensions as the results of the p value is smaller than significant value, (p = 0.000 which is < 0.05) and H1 is accepted. The results revealed that there none of the respondents did not agree with attitude and overall satisfaction. As such, attitude does have significant relationship on overall satisfaction. There is moderate high correlation between these two dimension as correlation coefficient is at (f=0.747).

H2: There are significant relationships between branding and overall satisfaction.

Table shows the results of Pearson Correlation test that has been conducted on branding and overall satisfaction. The results reveal that there is positive correlation between these two dimensions as the results of the p value is smaller than significant value, (p = 0.000 which is < 0.05) and H2 is accepted. The results revealed that there none of the respondents did not agree with branding and overall satisfaction. Branding has a significant relationship on overall satisfaction. There is moderate correlation between these two dimension as correlation coefficient is at (f=0.590).

Regression analysis on coefficient of determination (R2)

Multiple regression results are as under: The model summary table shows that R correlation of two independent variables which is x_1 attitude (AT), x_2 is branding (BG); with dependent variable intentional behaviour (IB) is equal to 0.871. After inter-correlation R square (0.759) is generated actually the square of R $\sqrt{0.751}$. In other word, 87.1 percent of variance in intention behaviour was explained by the independent variable. Based on rule of thumbs, the remaining of 22.9 percent cannot explain by the regression analysis.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871[a]	.759	.751	.38136

a. Predictors: (Constant), branding, perceived safety, attitude, overall satisfaction

ANOVA[b]

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871[a]	.759	.751	.38136

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.701	7	12.957	89.093	.000[a]
	Residual	28.796	198	.145		
	Total	119.497	205			

a. Predictors: (Constant), BRANDING, ATTITUDE, ,

B. Dependent variable: OVERALL SATISFACTION

The independent variables define 87.1 percent of the variance in intention behaviour. The results from the table shows that Beta of age is -0.015, income is -0.09, attitude is 0.150, branding is 0.096and overall satisfaction is 0.491.

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.192	.168		-1.141	.255
	ATTITUDE	.150	.060	.156	2.516	.013
	BRANDING	.096	.052	.088	1.858	.065
	OVERALL_SATISFACTION	.491	.065	.488	7.537	.000

a. Dependent Variable: OVERALL_SATISFACTION

$Y = (-0.192) + (-0.015) X 1 + (-0.009) X 2 + 0.150 X 3 + 0.096 X 4 + 0.274 X 5 + 0.030 X 6 + 0.491 X 7$

Hypothesis one was significantly positive correlation relationship between both variables with p=0.00 and r=0.747. This indicates that the strong relationship between both variables. Many of studies have been confirmed that attitude is a strongest predictor of intention in social as well as food context. These consistent with previous studies in the domain of social science and especially in food consumption behaviour, this was support by current studies that attitude was highly significant to behaviour. This is most popular clarification which distinguish between cognitive, affect and behavioural but very useful to separate between nonverbal response between the categories. In attitude is proposed that belief behavioural is a prime determinant.

IV. Discussions

The analysis of the customer's intention behaviour showed that there is a general acceptance as recognized by the literature. The customer's attitude towards specific health product concern and medicine component believed to reduce the disease condition. Significantly, overall attitude of the association between specific herbal health and medicine based

products to reduce the risk of health concerns grew stronger. Furthermore, more locals are able to identify a specific herb health component associated with aging, weight management, post natal, pre natal, high blood pressure and many more. This study also demonstrates that customers were knowledgeable about herbal health based products than other aspects such as drug interaction, adverse event and precautions that contribute to the positive behaviour towards herbal health products. This knowledge attributes to increasing in customer's knowledge in regards of information herbal medicine compared to ten decade ago. The usual assumptions towards attitude and intention would be the more favourable a person's attitude toward some object the more he will intend to perform positive behaviour and less he will intend to perform negative behaviour with respect to that object. This implies with the respond was made by respondent in survey that agreed in the positive behaviour towards their belief and intend to purchase of herbal health and medicine products.

V. Conclusion

The main contributions of the current research include providing a reliable and valid questionnaire that is suitable for herbal health and medicine products manufacturer as measurement in organization performance. As there are only a few papers found concerning of intention behaviour of herbal health and medicine products, the current research provides updated, important insights and implications to manufacturer, marketer, intermediaries, government, university and customer. Like many other studies, this study has its own limitations. Firstly, the sample size is rather limited since the covering area is only Klang Valley and this limits the findings. Secondly, the visitors did not answer the questions inside the herbal health and medicine store but outside and the place of questionnaire was surveyed may have some impacts to the respondents. Thirdly, the sample of this study is random sampling as some of the target respondents refuse to do the survey. In conclusion, the result of this research not only contributes to the existing knowledge on intention behaviour and overall satisfaction but also provides useful suggestions and insights for improving of herbal health and medicine provider performance.

This research provide a valuable insight for manufacturers of herbal health and medicine products, intermediaries, marketers and government agencies that customer intention is perceived to be the most important dominant that creates the purchase intention behaviour among the seven predictors. The findings of the study suggest that creating a positive intention behaviour significantly helping the manufacturers of herbal health and medicine products to increase consumer's purchase intention. These would help the manufacturers of herbal health and medicine products a positive insight to develop effective marketing strategies to satisfy the value of potential customers.

VI. Limitations and Future Directions

There are several limitations of the design of this study. One limitation is related to the selection bias. This was due to the fact that the participation in the study was based on voluntary basis, usually those who volunteered are satisfied and do not have any complains towards the herbal health and medicine products. In this research, only seven elements of independents variable were investigated for that matter, the researcher feels that there are still other elements that can be added in to the variables to improve future researcher.

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