

# Customers' Perception on Packaging, Convenience, Social Media Marketing and Brand Equity of Herbal Products

Christine C. Francia

Associate Professor I, College of Business Management and Accountancy, STI West Negros University.

## Abstract

The rise in popularity of herbal products, driven by their perceived natural safety and efficacy, has led to increased consumer demand and scrutiny. This study investigates customer perceptions of packaging, convenience, social media marketing, and brand equity for herbal products distributed in Negros Island, Philippines. The objectives were to assess perceptions of packaging elements, evaluate convenience aspects, analyze social media marketing effectiveness, and measure brand equity. It also examined the relationships between packaging, social media marketing, and brand equity.

Employing a quantitative approach with descriptive comparative and correlational designs, the study utilized a sample of 385 respondents, selected through purposive quota sampling. Data were collected via a customized questionnaire, and statistical analysis was performed using mean, standard deviation, and Spearman's rho. Results indicated high customer satisfaction with packaging, especially regarding printed information. Transaction convenience was rated highest among convenience aspects, while access convenience was noted as an area for improvement. Social media marketing was positively perceived, with interaction valued most highly. The study found significant positive correlations between packaging and brand equity ( $r = 0.692$ ,  $p < 0.001$ ) and between social media marketing and brand equity ( $r = 0.447$ ,  $p < 0.001$ ).

The findings underscore the importance of effective packaging and strategic social media engagement in enhancing brand equity. Improved packaging and robust social media marketing strategies are crucial for building customer trust, satisfaction, and brand loyalty. The study provides actionable insights for herbal product distributors to optimize their marketing approaches and strengthen their brand positioning.

**Keywords:** Herbal Products, Packaging, Convenience, Social Media Marketing, Brand Equity

## Introduction

The widespread use of herbal products as remedies or supplements stems from the belief that their natural origins suggest reduced risk, fostering a perception of safety (Ichim, 2019). These products often serve as alternatives to pharmacological treatments (Kenda et al., 2021) and are integral to healthcare systems in many countries, with broad availability in health food stores and online (Başaran et al., 2022). Demand for herbal products has surged in recent years (Ramli & Arumugam, 2021).

In the Philippines, the demand for herbal medicinal products has risen (Alfeche et al., 2019). To address the widespread use of these remedies, the Philippine Institute of Traditional and Alternative Health Care was established to regulate and integrate herbal medicine into the national healthcare system. This ensures

the standardization of quality and potency, guaranteeing safe and effective treatments for consumers (Olivar et al., 2016; Zarsuelo et al., 2018).

Packaging is critical in product quality, safety, and shelf life (Coelho et al., 2020; Vasile & Baican, 2021). However, environmental concerns have led to greater scrutiny of packaging methods, requiring a balance between functionality and sustainability (Nguyen et al., 2020). Packaging also prevents contamination, extends shelf life, and influences consumer decisions (Alamri et al., 2021; Muzayyanah et al., 2021). Consumers value packaging and are willing to pay extra for products with superior safety and convenience (Kapoor & Kumar, 2019).

Convenience plays a significant role in marketing by simplifying processes and reducing effort for users (Chang & Polonsky, 2012; Pham et al., 2018; Lai & Liew, 2021). Businesses are increasingly adopting social media marketing as a replacement for traditional methods due to its convenience and immediacy (Chen & Dermawan, 2020). Social media has reshaped corporate strategies, enabling efficient communication and brand identity building (Felix et al., 2017; Al-Zyoud, 2018; Dwivedi et al., 2021). It has also transformed the flow of information, significantly influencing consumer perceptions, decision-making, and brand equity (Zahoor & Qureshi, 2017).

Brand equity, a valuable intangible asset, is key to conveying value and gaining a competitive advantage (Keller, 1993; Tran et al., 2020; Kusmayanti et al., 2020). Companies aim to enhance their brand equity through social media marketing, which plays a vital role in building and strengthening brand identity (Adetunji et al., 2018; El Zein et al., 2020). While much research explores the individual aspects of packaging, convenience, social media marketing, and brand equity, there is a noticeable gap in the literature regarding studies that examine these factors together. This study aims to address that gap by investigating the combination of these variables in the marketing of herbal products.

### **Objective of the Study**

This study aimed to evaluate customer perceptions regarding packaging, convenience, social media marketing, and brand equity of an herbal product distributor in Negros Island. Specifically, it sought to achieve the following objectives:

1. Assess customer perceptions of packaging, focusing on elements such as color, design, material, printed information, and font style.
2. Evaluate customer perceptions of convenience, including search, possession/post-purchase, evaluation, access, and transaction convenience.
3. Analyze customer perceptions of social media marketing, considering entertainment, interaction, trendiness, advertisement, and customization.
4. Measure customer perceptions of brand equity, covering brand awareness, brand associations, perceived quality, and brand loyalty.
5. Examine the correlation between (a) packaging and brand equity and (b) social media marketing and brand equity.

### **Literature Review**

This study integrates four key theoretical frameworks. Kano's theory of attractive quality informs the packaging strategy, linking objective and subjective aspects of product quality. The theory of planned behavior (TPB) guides the analysis of consumer behavior regarding convenience, emphasizing the link between beliefs and actions. Social marketing theory shapes the approach to social media marketing,

aiming to promote socially beneficial behaviors. Finally, Aaker's (1991) brand equity model frames the evaluation of brand strength, focusing on loyalty, awareness, perceived quality, and associations.

### **Packaging**

Effective packaging plays a crucial role in marketing, serving as both a communicator of product information and a facilitator of interactions between manufacturers, retailers, and consumers (van Esch et al., 2019). Packaging consists of brand identity, design, and labeling (Purnamasari & Nurdian, 2020), and its influence extends to consumer perceptions and purchase decisions (Yunus & Dida, 2017). High-quality packaging positively impacts satisfaction by enhancing product perception (Dash, 2021). Color and design also shape consumer attitudes and evaluations, affecting brand perception and purchase behavior (Spence & Velasco, 2018; Bezaz & Kacha, 2021; Martinez et al., 2021).

The material and design of packaging not only provide protection but also play a role in product visibility, consumer experience, and competitiveness (Rodríguez-Rojas et al., 2019; Ciotea & Popa, 2019). Packaging elements such as fonts further influence consumer decisions by enhancing information comprehension (Miyazono et al., 2021; Haque et al., 2018). Ultimately, packaging serves as a multifaceted tool in product marketing, combining functionality, aesthetics, and communication (Simmonds et al., 2019; Natadjaja et al., 2020).

### **Convenience**

**The theory of planned behavior (TPB)** emphasizes how beliefs directly shape behavior (Ajzen, 1985; 2020). Convenience has become a central concern for consumers, influencing product redesign and purchasing habits (Vikaliana et al., 2021). Aspects such as accessibility, service frequency, and comfort are crucial to the convenience experience (Ulak et al., 2020). Search convenience, involving the ease of finding products, and post-purchase convenience, including returns and customer service, are significant factors that impact consumer satisfaction and loyalty (Adhimursandi et al., 2021; Bhatt & Khokhar, 2020). Technological advancements have enhanced access and transaction convenience, reducing the time and effort required for purchasing decisions (Berry et al., 2002; Benoit et al., 2017).

### **Social Media Marketing**

Social marketing theory focuses on promoting beneficial behaviors through strategic communication. Social media is essential in modern marketing, helping brands build awareness, engage consumers, and shape trends (Mukherjee, 2020; Lamberton & Stephen, 2016). Social media platforms enable real-time interaction, information sharing, and consumer feedback, making them valuable tools for promoting healthy lifestyles and herbal products (Ebrahim, 2020; Huang et al., 2017). Additionally, the entertainment value of social media content fosters engagement and favorable brand attitudes (Lee & Ma, 2012). Customization within social media marketing further enhances consumer experiences by delivering targeted, personalized content (Pallant et al., 2020).

### **Brand Equity**

Aaker's (1991) brand equity model provides a framework for evaluating brand strength based on loyalty, awareness, perceived quality, and associations (Aaker, 1991). Brand equity theory underscores the importance of a positive brand image, satisfaction, and purchase intention in maintaining a competitive edge (Kalampokis et al., 2016; Mokhtar et al., 2018). Strong brand equity enhances consumer trust, loyalty,

and preference, ultimately influencing purchasing decisions and market success (Bakhshinezhad et al., 2019).

By integrating these theoretical perspectives, the study offers a holistic understanding of how packaging, convenience, social media marketing, and brand equity interact to influence consumer behavior.

### **Methodology**

This research embraced a quantitative methodology, utilizing a combination of descriptive comparative and descriptive correlational designs. The study's respondents were customers of herbal products in Negros Island, and a purposive quota sampling methodology was employed. Given that the population of customers from different branches was unknown, a sample size of 385 was determined using a Z-score computation for an unidentified population. A tailored questionnaire was used for data collection. The instrument was meticulously crafted based on existing research, and responses were measured using a four-point Likert-type scale, providing essential data for addressing the study's problem statement.

Content validity was assessed using the Content Validity Index (CVI), with a panel of 15 experts calculating CVIs for each construct (packaging, convenience, social media marketing, and brand equity) based on the Lawshe Validity Model. Each CVI exceeded the recommended threshold of 0.600, confirming the instrument's validity. To ensure reliability, the instrument was pretested on 30 participants, and Cronbach's alpha was used to assess internal consistency, yielding values of 0.844 for packaging, 0.840 for convenience, 0.803 for social media marketing, and 0.736 for brand equity, all surpassing the acceptable threshold of 0.70.

Prior to data collection, permission was obtained from the herbal product distributor. The researcher distributed printed questionnaires to all branches, with the assistance of staff members, ensuring data integrity through guided question interpretation. Completed questionnaires were collected and analyzed to assess respondent perceptions.

Ethical considerations were central to this study, ensuring respect for participants' values, beliefs, and customs. Informed consent was obtained after fully briefing participants on the study's objectives, risks, and benefits, with extra care given to vulnerable groups. The researcher minimized risks to participants' well-being and ensured privacy and confidentiality by safeguarding sensitive information and anonymizing data. The study adhered to principles of justice, ensuring fair selection and equitable benefits for all participants. As a trained researcher, the researcher-maintained transparency and compliance with data protection regulations, ensuring the integrity and security of all collected data.

To gauge the perception of customers on packaging, convenience, social media marketing, and brand equity of herbal products, statistical tools such as mean and standard deviation were used, while Spearman's rho assessed the strength of associations among the variables. Non-parametric methods were chosen due to data non-normality and lack of homoscedasticity.

### **Results and Discussion**

The extent of customers' perception of herbal product packaging, when considered collectively, reveals a very high rating, with an overall mean score of 3.70 and a standard deviation of 0.219. Among the packaging components, printed information received the highest rating (mean of 3.82, standard deviation of 0.235), while packaging design and font style received the lowest ratings (mean of 3.60, with standard deviations of 0.337 and 0.330, respectively). These results suggest that customers place significant importance on printed information, using it to understand product details and build trust and reliability

toward the brand. This emphasis aligns with research indicating that printed information is crucial for consumer decision-making and product acceptance (Ifeoma, 2020; Feng et al., 2022).

Regarding the convenience of herbal products, the highest rating was given to transaction convenience (mean of 3.87, standard deviation of 0.210), while access convenience received the lowest rating (mean of 3.66, standard deviation of 0.317). The overall convenience rating was 3.72 with a standard deviation of 0.216, reflecting a very high extent of convenience. These findings highlight that customers value ease of transactions and prompt service, though they experience minor challenges in accessing the products. This supports the importance of transactional convenience in shaping consumer attitudes and satisfaction (Martínez-López et al., 2020; Dwijayanti, 2021; Komang et al., 2021; Lina et al., 2022).

In terms of social media marketing, customers rated interaction the highest (mean of 3.95) and customization the lowest (mean of 3.80). The overall social media marketing dimension received a mean rating of 3.91 with a standard deviation of 0.110, indicating a significant extent of positive perception. This suggests that customers value engaging relationships with herbal product distributors through social media, which enhances communication and shapes perceptions positively. The findings align with research on social media's role in influencing purchasing intentions and brand attachment (Yohanna, 2020; Efendioğlu, 2022; Abrar et al., 2017; Zhang et al., 2021).

For brand equity, the highest rating was for brand loyalty (mean of 3.83, standard deviation of 0.184), while brand associations received the lowest rating (mean of 3.75, standard deviation of 0.153). The overall brand equity dimension had a mean rating of 3.78 with a standard deviation of 0.118, indicating strong positive perceptions. This high level of brand loyalty reflects customers' high regard for the herbal products, suggesting that they view the brand as synonymous with quality. Loyalty affects behavior, which has a ripple effect on marketability (Soliman, 2023). This loyalty fosters repeat purchases and advocacy, supported by research showing the link between brand equity and customer loyalty (Hariharan et al., 2018).

**Table 1 Correlational Analysis**

<b>Dimension</b>	<b>R</b>	<b>p- value</b>	<b>Sig. @0.05</b>
Packaging and Brand Equity	0.692	0.000	Significant
Social Media Marketing and Brand Equity	0.447	0.000	Significant

The correlation analysis reveals a significant association between packaging and brand equity, with an r-value of 0.692 and a p-value of 0.000. This robust correlation leads to the rejection of the null hypothesis, indicating a substantial positive relationship between these variables. The data highlights that the packaging dimension plays a crucial role in influencing brand equity. Changes in brand equity can reciprocally impact packaging, underscoring the dynamic interaction between these aspects. Customer perceptions are closely tied to how companies incorporate sustainable practices and recyclable materials in their packaging. This integration not only affects brand equity but also enhances brand image, fostering customer loyalty and repeat purchases from herbal distributors.

Packaging is a key factor in shaping brand equity, impacting customer perceptions through both functional and aesthetic characteristics. This finding aligns with previous research, including Daud et al. (2017) and Oppong & Phiri (2018), which affirm the significant role of packaging in supporting brand equity. Differentiation in packaging strategies is evident: economic brands enhance their equity through robust packaging, while organic brands achieve greater brand equity with simpler packaging (Jara et al., 2017).

The study's results reinforce the positive impact of packaging on brand equity, consistent with conclusions drawn by Muhammad & Muath (2018).

Similarly, the research establishes a significant and positive relationship between social media marketing and brand equity, evidenced by an r-value of 0.447 and a p-value of 0.000. This result leads to the rejection of the null hypothesis, indicating a meaningful connection between social media marketing efforts and brand equity. The study suggests that social media marketing has a notable influence on brand equity, with changes in brand equity impacting the effectiveness of marketing strategies. Positive shifts in brand equity contribute to increased brand preference, leading customers to spend more on products or services associated with brands exhibiting positive equity.

These findings are consistent with existing literature, such as Ebrahim (2020), Haudi et al. (2022), and Koay et al. (2021), which highlight the impact of social media marketing on consumer-based brand equity. The study also emphasizes social media marketing's role in enhancing perceived quality, brand awareness, and brand loyalty, as supported by Karamian et al. (2015) and Sağtaş (2022). Engaging in social media marketing is seen as a strategic approach to fostering meaningful relationships between brands and customers, promoting positive perceptions, and strengthening brand associations, as noted by Riaz et al. (2019).

## Conclusion

In conclusion, this comprehensive study provides valuable insights into the factors influencing customer perceptions of herbal products. The results reveal a very high overall satisfaction with herbal product packaging, emphasizing the critical role of printed information in building customer trust and reliability. This aligns with existing research which underscores the importance of clear and detailed product information in consumer decision-making.

Transaction convenience emerged as the most highly valued aspect of product convenience, highlighting the importance customers place on ease of transactions and prompt service. However, minor challenges in access convenience suggest areas for improvement. This finding reinforces the significant role of transactional convenience in shaping consumer satisfaction and reinforces the need for continued focus on optimizing the purchasing process.

The study also highlights the impact of social media marketing, with interaction being highly valued by customers. This suggests that engaging and effective communication through social media significantly enhances brand perception and loyalty. The positive relationship between social media marketing and brand equity underscores its importance in shaping consumer attitudes and driving brand preference.

Finally, the research establishes association between packaging and brand equity, as well as between social media marketing and brand equity. These findings affirm that effective packaging and strategic social media engagement are crucial for enhancing brand equity. The dynamic interplay between these factors illustrates the interconnected nature of branding elements and their collective impact on consumer loyalty and brand strength. Overall, the study's results offer actionable insights for herbal product distributors to refine their strategies, focusing on improving packaging, leveraging social media, and ensuring convenience to foster stronger brand equity and customer loyalty.

## References

1. Aaker, D. a. (1991). Managing Brand Equity. *Journal of Marketing*, 56(2).
2. Abrar, K., Arif, M., Sindhu, M. I., & Hussain, A. (2017). Impact of Social Media Interaction and

- Social Media Usability on Brand Love and Brand Attachment with the moderating role of Gender. *Journal of Business and Tourism, February*.
3. Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Social media marketing communication and consumer-based brand equity: An account of automotive brands in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication, 34*(1). <https://doi.org/10.17576/JKMJC-2018-3401-01>
  4. Adhimursandi, D., Suharno, S., & Kuleh, Y. (2021). Understanding the Convenience of Mobile Banking Adoption for Banking Customers in the Millennials Generation. *International Journal of Multicultural and Multireligious Understanding, 8*(12). <https://doi.org/10.18415/ijmmu.v8i12.3259>
  5. Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. In *Action Control*. [https://doi.org/10.1007/978-3-642-69746-3\\_2](https://doi.org/10.1007/978-3-642-69746-3_2)
  6. Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies, 2*(4). <https://doi.org/10.1002/hbe2.195>
  7. Al-Zyoud, M. F. (2018). Social media marketing, functional branding strategy and intentional branding. *Problems and Perspectives in Management, 16*(3). [https://doi.org/10.21511/ppm.16\(3\).2018.09](https://doi.org/10.21511/ppm.16(3).2018.09)
  8. Alamri, M. S., Qasem, A. A. A., Mohamed, A. A., Hussain, S., Ibraheem, M. A., Shamlan, G., Alqah, H. A., & Qasha, A. S. (2021). Food packaging's materials: A food safety perspective. In *Saudi Journal of Biological Sciences* (Vol. 28, Issue 8). <https://doi.org/10.1016/j.sjbs.2021.04.047>
  9. Alfeche, N. K. G., Binag, S. D. A., Medecilo, M. M. P., & Alejandro, G. J. D. (2019). Standard reference material (SRM) DNA barcode library approach for authenticating *Antidesma bunius* (L.) Spreng. (bignay) derived herbal medicinal products. *Food Additives and Contaminants - Part A Chemistry, Analysis, Control, Exposure and Risk Assessment, 36*(12). <https://doi.org/10.1080/19440049.2019.1670868>
  10. Bakhshinezhad shamami, R., & Kheiry, B. (2019). The effect of marketing mix and after sales service toward brand equity. *Journal of Economics, Business & Accountancy Ventura, 22*(1). <https://doi.org/10.14414/jebav.v22i1.1671>
  11. Başaran, N., Paşlı, D., & Başaran, A. A. (2022). Unpredictable adverse effects of herbal products. *Food and Chemical Toxicology, 159*. <https://doi.org/10.1016/j.fct.2021.112762>
  12. Benoit, S., Klose, S., & Ettinger, A. (2017). Linking service convenience to satisfaction: dimensions and key moderators. *Journal of Services Marketing, 31*(6). <https://doi.org/10.1108/JSM-10-2016-0353>
  13. Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing, 66*(3). <https://doi.org/10.1509/jmkg.66.3.1.18505>
  14. Bezaz, N., & Kacha, M. (2021). An experimental study of the effect of packaging colour on children's evaluation of packaging and attitude towards the brand. *International Journal of Retail and Distribution Management, 49*(6). <https://doi.org/10.1108/IJRDM-01-2020-0024>
  15. Bhatt, K., & Khokhar, F. (2020). Measuring service convenience and its impact on satisfaction towards online shopping in India. *International Journal of Business and Emerging Markets, 12*(4). <https://doi.org/10.1504/IJBEM.2020.111727>
  16. Chang, Y. W., & Polonsky, M. J. (2012). The influence of multiple types of service convenience on behavioral intentions: The mediating role of consumer satisfaction in a Taiwanese leisure setting. *International Journal of Hospitality Management, 31*(1). <https://doi.org/10.1016/j.ijhm.2011.05.003>
  17. Chen, J.-L., & Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian

- Consumers' Purchase Intention of Local Cosmetic Products. *International Journal of Business and Management*, 15(5). <https://doi.org/10.5539/ijbm.v15n5p100>
18. Ciotea, D., & Popa, M. E. (2019). Trends on Pharmaceutical Packaging Materials. *Scientific Bulletin*, 23(1).
19. Coelho, P. M., Corona, B., ten Klooster, R., & Worrell, E. (2020). Sustainability of reusable packaging—Current situation and trends. In *Resources, Conservation and Recycling: X* (Vol. 6). <https://doi.org/10.1016/j.rcrx.2020.100037>
20. Dash, S. K. (2021). Identifying and classifying attributes of packaging for customer satisfaction - A kano model approach. *International Journal of Production Management and Engineering*, 9(1). <https://doi.org/10.4995/IJPMME.2021.13683>
21. Daud, S. H. M., Abdullah, S. H., & Ghani, N. H. H. A. (2017). The influence of packaging on brand equity in Malaysia small and medium enterprise : a conceptual paper. *Journal of Technical and Vocational Education*, 1(2).
22. Dwijayanti, L. (2021). Pengaruh Fenomena HARBOLNAS (Hari Belanja Online Nasional) Pada E-Commerce Shopee Melalui Diskon Dan Kemudahan Bertransaksi Terhadap Keputusan Pembelian. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(3).
23. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluo, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
25. Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4). <https://doi.org/10.1080/15332667.2019.1705742>
26. Efendioğlu, I. H. (2022). The Rise of the Non-Fungible Token (NFT) Market in Turkey: The Effect of Social Media Interaction and the Need for Uniqueness on NFT Purchase Intention. *Review of Marketing Science*. <https://doi.org/10.1515/roms-2022-0065>
27. El Zein, S. A., Consolacion-Segura, C., & Huertas-Garcia, R. (2020). The role of sustainability in brand equity value in the financial sector. *Sustainability (Switzerland)*, 12(1). <https://doi.org/10.3390/su12010254>
28. Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70. <https://doi.org/10.1016/j.jbusres.2016.05.001>
29. Feng, X., Khemacheevakul, K., Siller, S. D. L., Wolodko, J., & Wismer, W. (2022). Effect of Labelling and Information on Consumer Perception of Foods Presented as 3D Printed. *Foods*, 11(6). <https://doi.org/10.3390/foods11060809>
30. Haque, Haque, Razali, Ishak, Ariffin, Ajis, Than, & Islam. (2018). Effect of Font Style on Memory among the Preclinical Students of UniKL RCMP, Malaysia. Available Online [www.ijpras.com](http://www.ijpras.com) *International Journal of Pharmaceutical Research & Allied Sciences*, 7(4).
31. Hariharan, V. G., Desai, K. K., Talukdar, D., & Inman, J. J. (2018). Shopper marketing moderators of the brand equity – behavioral loyalty relationship. *Journal of Business Research*, 85. <https://doi.org/10.1016/j.jbusres.2017.12.002>
32. Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H.,



- Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3). <https://doi.org/10.5267/j.ijdns.2022.1.015>
33. Huang, Z., Chang, S., & Wu, J. (2017). A Study on the Influence of Team Members' Social Media Interaction Perception on Employee Creativity. *American Journal of Industrial and Business Management*, 07(11). <https://doi.org/10.4236/ajibm.2017.711086>
34. Ichim, M. C. (2019). The DNA-based authentication of commercial herbal products reveals their globally widespread adulteration. In *Frontiers in Pharmacology* (Vol. 10). <https://doi.org/10.3389/fphar.2019.01227>
35. Ifeoma, S. (2020). Product Packaging And Consumer Buying Behavior Of Selected Beverage Products In Anambra State. *International Journal of Business & Law Research*, 8(1).
36. Jara, M., Cliquet, G., & Robert, I. (2017). A comparison between economic and organic store brands: Packaging as a key factor of store brand equity. *International Journal of Retail and Distribution Management*, 45(12). <https://doi.org/10.1108/IJRDM-07-2016-0107>
37. Kalampokis, E., Karamanou, A., Tambouris, E., & Tarabanis, K. (2016). Applying brand equity theory to understand consumer opinion in social media. *Journal of Universal Computer Science*, 22(5).
38. Kapoor, S., & Kumar, N. (2019). Does packaging influence purchase decisions of food products? A study of young consumers of India. *Academy of Marketing Studies Journal*, 23(3).
39. Karamian, H., Nadoushan, M. A., & Nadoushan, A. A. (2015). Do Social Media Marketing Activities Increase Brand Equity ? Brand equity. *International Journal of Economy, Management and Social Sciences*, 4(3).
40. Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1). <https://doi.org/10.1177/002224299305700101>
41. Kenda, M., Glavač, N. K., Nagy, M., & Dolenc, M. S. (2021). Herbal products used in menopause and for gynecological disorders. In *Molecules* (Vol. 26, Issue 24). <https://doi.org/10.3390/molecules26247421>
42. Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2021). Perceived social media marketing activities and consumer-based brand equity : Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1). <https://doi.org/10.1108/APJML-07-2019-0453>
43. Komang, I., Yogi, L., Agus, K., & Pramudana, S. (2021). The Effect of Ease of Transactions, Price and Perceived Usefulness on Customer satisfaction for Gopay's Feature in Gojek Application. *American Journal of Humanities and Social Sciences Research*, 5.
44. Kusmayanti, A. S., Oktaviana, V., & Susandy, G. (2020). The Influence of Social Media Marketing and Brand Equity Activities on Customer Response (Study at the Pudu Sentral Hotel, Kuala Lumpur, Malaysia). *Diskursus Ilmu Manajemen STIESA*, 17.
45. Lai, P. C., & Liew, E. J. Y. (2021). Towards a Cashless Society: The Effects of Perceived Convenience and Security on Gamified Mobile Payment Platform Adoption. *Australasian Journal of Information Systems*, 25. <https://doi.org/10.3127/AJIS.V25I0.2809>
46. Lambertson, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6). <https://doi.org/10.1509/jm.15.0415>
47. Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior

- experience. *Computers in Human Behavior*, 28(2). <https://doi.org/10.1016/j.chb.2011.10.002>
48. Lina, Y., Hou, D., & Ali, S. (2022). Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.951249>
49. Martínez-López, F. J., Li, Y., Feng, C., & Esteban-Millat, I. (2020). Purchasing through Social Platforms with Buy Buttons: A Basic Hierarchical Sequence. *Journal of Organizational Computing and Electronic Commerce*, 30(1). <https://doi.org/10.1080/10919392.2020.1713698>
50. Miyazono, T., Iwana, B. K., Haraguchi, D., & Uchida, S. (2021). Font Style that Fits an Image – Font Generation Based on Image Context. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 12823 LNCS. [https://doi.org/10.1007/978-3-030-86334-0\\_37](https://doi.org/10.1007/978-3-030-86334-0_37)
51. Mokhtar, R., Othman, Z., & Ariffin, H. F. (2018). Brand equity and revisit intention towards food truck business. *International Journal of Engineering and Technology(UAE)*, 7(2). <https://doi.org/10.14419/ijet.v7i2.29.13324>
52. Muhammad, S. A., & Muath, L. S. (2018). Impact of brand elements on brand equity: An applied study on Jordanian Corporations. *African Journal of Marketing Management*, 10(3). <https://doi.org/10.5897/ajmm2016.0493>
53. Mukherjee, K. (2020). Social media marketing and customers' passion for brands. *Marketing Intelligence and Planning*, 38(4). <https://doi.org/10.1108/MIP-10-2018-0440>
54. Muzayyanah, M. A. U., Putra, A. R. S., Syahlani, S. P., & Dewi, N. H. U. (2021). Consumer perception on selecting marketplace for livestock products food. *IOP Conference Series: Earth and Environmental Science*, 637(1). <https://doi.org/10.1088/1755-1315/637/1/012054>
55. Natadjaja, L., Kusuma Wardani, L., Thamrin, D., & Hasudungan Sitinjak, R. (2020). Packaging Design for a Sustainable Community Business. *SHS Web of Conferences*, 76. <https://doi.org/10.1051/shsconf/20207601022>
56. Nguyen, A. T., Parker, L., Brennan, L., & Lockrey, S. (2020). A consumer definition of eco-friendly packaging. *Journal of Cleaner Production*, 252. <https://doi.org/10.1016/j.jclepro.2019.119792>
57. Olivar, J. E. C., Alaba, J. P. E. P., Atienza, J. F. M., Tan, J. J. S., Umali, M. T., & Alejandro, G. J. D. (2016). Establishment of a standard reference material (SRM) herbal DNA barcode library of *Vitex negundo* L. (lagundi) for quality control measures. *Food Additives and Contaminants - Part A Chemistry, Analysis, Control, Exposure and Risk Assessment*, 33(5). <https://doi.org/10.1080/19440049.2016.1166525>
58. Oppong, P. K., & Phiri, M. A. (2018). The Influence of Packaging and Brand Equity on Over-The-Counter Herbal Medicines in Kumasi, Ghana. *Journal of Economics and Behavioral Studies*, 10(5(J)). [https://doi.org/10.22610/jeps.v10i5\(j\).2498](https://doi.org/10.22610/jeps.v10i5(j).2498)
59. Pallant, J., Sands, S., & Karpen, I. (2020a). Product customization: A profile of consumer demand. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2019.102030>
60. Pallant, Sands, & Karpen. (2020b). The 4Cs of mass customization in service industries: a customer lens. *Journal of Services Marketing*, 34(4). <https://doi.org/10.1108/JSM-04-2019-0176>
61. Pham, Q. T., Tran, X. P., Misra, S., Maskeliunas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability (Switzerland)*, 10(1). <https://doi.org/10.3390/su10010156>
62. Purnamasari, N. E., & Nurdian, Y. (2020). Pendampingan Dan Inovasi Produksi Minuman Herbal

- Penjaga Imunitas Khas Ngawi Jawa Timur. *Jurnal.Polsri.Ac.Id*, 3(4).
63. Ramli, N. N., & Arumugam, N. (2021). Customers' Awareness and Attitude in Purchasing Herbal Products in Kuala Terengganu. *Journal Of Agrobiotechnology*, 12(1S). <https://doi.org/10.37231/jab.2021.12.1s.266>
64. Riaz, M. H., Ahmed, M. H., & Akhtar, D. S. (2019). The Role of Social Media Marketing on Building Brand Equity (An Insight of Fast Food Industry of Pakistan). *International Journal of English Literature and Social Sciences*, 4(2). <https://doi.org/10.22161/ijels.4.2.30>
65. Rodríguez-Rojas, A., Arango Ospina, A., Rodríguez-Vélez, P., & Arana-Florez, R. (2019). ¿What is the new about food packaging material? A bibliometric review during 1996–2016. In *Trends in Food Science and Technology* (Vol. 85). <https://doi.org/10.1016/j.tifs.2019.01.016>
66. Sağtaş, S. (2022). The effect of social media marketing on brand equity and consumer purchasing intention. *Journal of Life Economics*, 9(1). <https://doi.org/10.15637/jlecon.9.1.02>
67. Soliman, E. R. C. (2023). Employee Engagement, Loyalty and Job Performance among Women Teleworkers in the Philippines during COVID-19. *International Journal For Multidisciplinary Research*, 5(2). <https://doi.org/10.36948/ijfmr.2023.v05i02.2173>
68. Simmonds, G., Woods, A. T., & Spence, C. (2019). 'Shaping perceptions': Exploring how the shape of transparent windows in packaging designs affects product evaluation. *Food Quality and Preference*, 75. <https://doi.org/10.1016/j.foodqual.2019.02.003>
69. Spence, C., & Velasco, C. (2018). On the multiple effects of packaging colour on consumer behaviour and product experience in the 'food and beverage' and 'home and personal care' categories. In *Food Quality and Preference* (Vol. 68). <https://doi.org/10.1016/j.foodqual.2018.03.008>
70. Tran, V. D., Vo, T. N. L., & Dinh, T. Q. (2020). The relationship between brand authenticity, brand equity and customer satisfaction. *Journal of Asian Finance, Economics and Business*, 7(4). <https://doi.org/10.13106/JAFEB.2020.VOL7.NO4.213>
71. Ulak, M. B., Yazici, A., & Aljarrah, M. (2020). Value of convenience for taxi trips in New York City. *Transportation Research Part A: Policy and Practice*, 142. <https://doi.org/10.1016/j.tra.2020.10.016>
72. van Esch, P., Heller, J., & Northey, G. (2019). The effects of inner packaging color on the desirability of food. *Journal of Retailing and Consumer Services*, 50. <https://doi.org/10.1016/j.jretconser.2019.05.003>
73. Vasile, C., & Baican, M. (2021). Progresses in food packaging, food quality, and safetyzcontrolled-release antioxidant and/or antimicrobial packaging. *Molecules*, 26(5). <https://doi.org/10.3390/molecules26051263>
74. Vikaliana, R., Panjaitan, R., Adam, E., Fasa, M. I., & Roslan, A. H. (2021). Brand loyalty in the smartphone user's: The role of brand credibility and consumer convenience. *Estudios de Economia Aplicada*, 39(4). <https://doi.org/10.25115/eea.v39i4.4477>
75. Yohanna, A. (2020). The influence of social media on social interactions among students. *Indonesian Journal of Social Sciences*, 12(2). <https://doi.org/10.20473/ijss.v12i2.22907>
76. Yunus, M., & Dida, S. (2017). Packaging of herbal medicine and its connection to the acceptance rate of the urban population viewed from a biological, agricultural, economic, business and communication perspective. *OnLine Journal of Biological Sciences*, 17(4). <https://doi.org/10.3844/ojbsci.2017.285.289>
77. Zahoor, S. Z., & Qureshi, I. H. (2017). Social Media Marketing and Brand Equity: A Literature

Review. *Journal of Marketing Management*, 16(1).

78. Zarsuelo, M. A. M., Zordilla, Z. D., & Anacio, D. B. (2018). Review of regulatory policies on and benefits of herbal medicine in the Philippines. In *Acta Medica Philippina* (Vol. 52, Issue 5). <https://doi.org/10.47895/amp.v52i5.334>
79. Zhang, L., Zhao, H., & Cude, B. (2021). Luxury brands join hands: building interactive alliances on social media. *Journal of Research in Interactive Marketing*, 15(4). <https://doi.org/10.1108/JRIM-02-2020-0041>