

Adapting Marketing Communication in the Repositioning of Therapeutic Products

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Abstrak

Penelitian ini bertujuan untuk mengembangkan kerangka kerja reposisi kontekstual untuk produk kesehatan tradisional dengan mengintegrasikan akar budaya dan keaslian naratif ke dalam strategi pemasaran lintas budaya. Studi ini menyoroti tantangan dalam menyelaraskan nilai-nilai produk tradisional dengan preferensi dinamis konsumen kesehatan modern, khususnya di pasar negara berkembang seperti Indonesia. Penelitian ini menggunakan pendekatan pembangunan teori konseptual yang didasarkan pada sintesis komprehensif terhadap 46 publikasi relevan dari tahun 2016 hingga 2025. Studi-studi yang ditinjau mencakup tema-tema seperti akulturasi konsumen, penceritaan budaya, reposisi produk, dan pencitraan merek kesehatan. Penelitian ini mengungkapkan adanya kesenjangan kritis dalam model reposisi yang ada, khususnya kurangnya konteks budaya dan terbatasnya integrasi pendekatan emosional serta naratif dalam keterlibatan konsumen. Melalui penalaran integratif, kajian ini mengusulkan sebuah kerangka kerja konseptual yang menghubungkan akar budaya, keaslian naratif, persepsi nilai kesehatan, dan penerimaan konsumen, yang dimediasi oleh strategi penceritaan budaya. Kerangka kerja yang diusulkan menunjukkan bahwa reposisi produk kesehatan tradisional memerlukan proses yang digerakkan oleh narasi, di mana akar budaya dan keaslian menjadi dasar keterlibatan konsumen. Dengan membenamkan nilai-nilai warisan lokal ke dalam narasi merek, perusahaan dapat meningkatkan persepsi konsumen terhadap nilai kesehatan, sehingga mendorong kepercayaan dan penerimaan. Kontribusi konseptual ini menjawab kesenjangan teoretis dalam model pemasaran lintas budaya yang ada dan memberikan panduan praktis bagi manajer merek di pasar kesehatan yang kaya budaya namun kompetitif secara global. Makalah ini ditutup dengan rekomendasi untuk penelitian empiris di masa depan guna memvalidasi proposisi-proposisi yang diajukan di berbagai konteks budaya.

Kata kunci: Kesejahteraan Global, Komunikasi Pemasaran Lintas Budaya, Reposisi Produk

Abstract

This study aims to develop a contextual repositioning framework for traditional health products by integrating cultural roots and narrative authenticity into cross-cultural marketing strategies. The study highlights the challenges of aligning the values of traditional products with the dynamic preferences of modern health-conscious consumers, particularly in emerging markets such as Indonesia. A conceptual theory-building approach is employed, based on a comprehensive synthesis of 46 relevant publications from 2016 to 2025. The reviewed studies cover themes such as consumer acculturation, cultural storytelling, product repositioning, and health branding. The research reveals critical gaps in existing repositioning models, notably the lack of cultural context and the limited integration of emotional and narrative approaches in consumer engagement. Through integrative reasoning, this study proposes a conceptual framework that connects cultural roots, narrative authenticity, perceived health value, and consumer acceptance, mediated by cultural storytelling strategies. The proposed framework suggests that the repositioning of traditional health products requires a narrative-driven process, in which cultural roots and authenticity form the foundation of consumer engagement. By embedding local heritage values into brand narratives, companies can enhance consumer perceptions of health value, thereby fostering trust and acceptance. This conceptual contribution addresses theoretical gaps in existing cross-cultural marketing models and offers practical guidance for brand managers operating in culturally rich yet globally competitive health markets. The paper concludes with

recommendations for future empirical research to validate the proposed propositions across diverse cultural contexts.

Keywords: *Global Wellness, Cross-cultural Marketing Communication, Product Repositioning*

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INTRODUCTION

Over the past decade, the global wellness industry has experienced rapid growth, evolving into a high-value economic sector encompassing fitness services, nutrition, spas, and plant-based therapies (Evans et al., 2025). This shift has driven the transformation of various traditional medical practices into components of a holistic and preventive modern healthy lifestyle (Kurniasih & Kartika, 2022).

Table 1. Global Wellness Industry Market Value (2019–2028)

Year	Market Value (USD Trillion)	Notes / Growth Information
2019	5.0	Pre-pandemic
2020	4.6	COVID-19 impact
2021	5.4	Initial recovery
2022	5.8	Continued growth
2023	6.3	All-time high, 9% growth from 2022
2024	~6.8	Projected growth
2025-2028	~9.0	Projected, CAGR 7.3% from 2023–2028

Source: *Global Wellness Institute (2024)*

Traditional products such as massage oils, herbal drinks (*jamu*), and herbal therapies have undergone "rebranding" into natural wellness products, repackaged both visually and narratively to align with global market preferences (Paché et al., 2025). This is evident in the Asian herbal industry, which is now widely embraced by international brands as part of their wellness portfolios (Raj et al., 2025).

However, this transformation is not always seamless. Many traditional practices are stripped of their meaning when repackaged using Western terminologies and values, resulting in the loss of their original cultural context (Mahasehwari et al., 2025). For example, in Indonesia, massage oil therapy, which carries spiritual significance and social relationships, is often reduced to "aromatic oil" in global markets (Daud & Novrimansyah, 2022).

Most studies on the repositioning of traditional products for the wellness market have focused on India and China. Meanwhile, Indonesia despite its vast herbal wealth remains underexplored from a theoretical cross-cultural marketing perspective (Daud & Novrimansyah, 2022; Kurniasih & Kartika, 2022). Moreover, wellness communication research often assumes that consumers universally seek modern, hygienic, and scientifically backed products. However, many Indonesian consumers

prioritize spiritual values, familial traditions, and cultural proximity when making choices (Mahasehwari et al., 2025). Few studies have explicitly examined how global wellness narratives are reinterpreted by Indonesian consumers through their cultural lenses, leading to one-way rather than dialogical cross-cultural communication (Evans et al., 2025).

Literature Review

Global Wellness on Consumer Perception

The Global Wellness Institute (GWI) defines wellness as “the pursuit of activities, choices, and lifestyles that lead to a state of holistic health”—referring to a holistic approach to well-being that integrates physical, mental, emotional, and spiritual dimensions. Recently, the definition of global wellness has evolved further to incorporate local traditions and modern innovations, thus creating culturally rooted holistic health approaches (Sabharwal & Singh, 2024).

Modern wellness typically emphasizes evidence-based practices, health biomarkers, and the use of technology for personal health monitoring (Setiani et al., 2018). In contrast, traditional wellness is rooted in holistic principles of mind-body-spirit balance, with a strong focus on natural therapies such as herbal medicine, meditation, and culturally embedded healing practices (Mahasehwari et al., 2025).

The global wellness paradigm has revolutionized how consumers view health products. Consumers today seek not only functionality or disease treatment, but also connections to emotional, social, spiritual, and environmental dimensions (Alsado et al., 2024). The expansion of the global wellness market has also shifted consumer behavior in health supplement consumption across Asia, shows that rising health functional food consumption is driven by a consumer mindset linking natural, functional products with healthy lifestyles and disease prevention (Nam et al., 2025).

Consumer Behaviour and Local Culture (Acculturation, Authenticity, and Trust and Acceptance)

Consumer acculturation is a vital process that explains how consumers adopt, adapt, or reject foreign cultural elements when interacting with new environments. This process is not solely about the adoption of a new culture but also involves the simultaneous preservation of original cultural values through enculturation (Kizgin, Jamal, & Richard, 2018). In other hand, authenticity becomes a crucial element evaluated by consumers when engaging with cultural products, often shaped by social imagination about a given culture. Authenticity can be seen from two perspectives: (1) objective authenticity, which pertains to the inherent qualities of the product itself, and (2) constructive authenticity, which is based on the consumer's subjective experience. Thus, in the marketing of traditional products, it is not sufficient to present a product as objectively authentic; what matters equally is how it is communicated and perceived as authentic by consumers from different cultural backgrounds (Stanley & Wight, 2024).

Consumers are more likely to trust products that demonstrate continuity in cultural values, credible narratives, and authentic proof through certifications or endorsements. In the context of wellness or heritage products, trust strengthens

quality perception and accelerates purchase decisions (Kizgin, Jamal, Dey, et al., 2018). Meanwhile, acceptance is influenced by how well culture-based products integrate traditional values into their modern narratives. Consumers are not merely seeking products that function practically; they also desire products that can establish emotional cultural connections (Ogada & Lindberg, 2022). When trust is built through authentic and communicative elements, acceptance increases accordingly and has a positive impact on consumer loyalty.

Cross Cultural Communication Theory Branding on Wellness

In marketing context, cross cultural communication implies that brand messages must be adapted not only in language but also in visual form and value-laden content, as meanings may be interpreted differently across cultures (Czapla et al., 2023; Nazar & Karlsen, 2025). The symbolic and emotional aspects embedded in products target the literal understanding of meaning in society; hence, cross-cultural communication becomes essential (Cantón, 2023). By adapting brand meaning and narrative identity, cross-cultural communication can bridge perceptions between local and global cultures and help maintain the authenticity of traditional brands while building a modern image (Sogari et al., 2025).

Hofstede's cultural dimensions provide a systematic framework for understanding global cultural variations and have proven relevant in cross-cultural analyses of food, cosmetics, and wellness products (Meyerding & Trinh, 2025). The six dimensions include (Minkov, 2013): Cultural dimensions play a crucial role in shaping societal values and behaviors across different contexts. Power Distance reflects the extent to which inequality in power is accepted within a society, influencing hierarchical structures and authority dynamics. Individualism versus Collectivism highlights the preference for personal goals and autonomy versus prioritizing group interests and social harmony. Masculinity versus Femininity contrasts an orientation toward achievement, competition, and material success with a focus on relationships, quality of life, and well-being. Uncertainty Avoidance describes a society's tolerance for ambiguity and uncertainty, affecting openness to innovation and change. Long-term versus Short-term Orientation examines whether a culture emphasizes future-focused planning and perseverance or maintains strong adherence to traditions and immediate outcomes. Finally, Indulgence versus Restraint captures the degree of freedom individuals have to enjoy life and pursue gratification, as opposed to adhering to strict social norms and self-discipline. Together, these dimensions provide a comprehensive lens for understanding cross-cultural variations in values and behavior.

For instance, Indonesia, with its high collectivist orientation, is more responsive to advertisements emphasizing social harmony and togetherness, in contrast to individualistic consumers in countries such as Germany or the United States (Sogari et al., 2025). Croitoru et al., (2024) argue that these dimensions have profound implications for wellness and well-being perception, particularly in cross-cultural contexts like tourism and health-related products.

Repositioning is a Global Trends

Shifts in target markets and emerging global trends are key drivers of repositioning. With the increasing dominance of the global wellness lifestyle, many traditional products face pressure to appear more modern and aligned with global consumer expectations—particularly those emphasizing preventive health and natural remedies (Onalaja & Otokiti, 2021; Villas-Boas, 2018). Ning & Villas-Boas (2022) reinforce this by showing that in highly volatile markets such as wellness, firms must proactively anticipate changing customer preferences through competitive repositioning.

Repositioning typically involves adjustments in brand communication, target markets, product features, or the overall value proposition. In the context of global wellness, repositioning is not merely about modernizing visual identity, but also about reconstructing product meaning to align with healthy modern lifestyles—without erasing its local cultural essence (Onalaja & Otokiti, 2021; Prokopenko, 2024). The main dimensions of brand repositioning include (Insch & Bowden, 2016; Johns & English, 2016; Ning & Villas-Boas, 2022; Setiani et al., 2018): brand identity transition, brand image reconstruction, product value alignment, market reorientation, consumer relationship management.

Limitations of Conventional Cross-Cultural Communication and Brand Repositioning Theories

Most theories on cross-cultural communication and brand repositioning have been developed within Western markets, such as North America and Europe—markets characterized by individualistic cultures, high self-expression, and rational value systems (Insch & Bowden, 2016).

Culture-based wellness products often serve not only health functions, but also reinforce social, spiritual, and cultural meanings (Stanley & Wight, 2024). Moreover, existing models such as the corporate rebranding model by Muzellec & Lambkin fail to account for how historical narratives, family traditions, and local values influence perceptions of “authenticity” and “trustworthiness” in cultures like Indonesia (Sheth et al., 2020). The following table outlines the key limitations of major theories:

Table 2. Limitation of Cross Culture Communication and Brand Repositioning			
No	Theory	Focus	Limitation
1	Hofstede's Cultural Dimensions (2010)	National Cultural Dimensions	Lacks incorporation of spirituality and communitarian values
2	Corporate Rebranding Model (Muzellec & Lambkin, 2006)	Brand Identity Transformation	Emphasizes visual identity over traditional values
3	Brand Repositioning (Johns & English, 2016)	Brand positioning shifts	Ignores emotional connections rooted in culture
4	Wellness Labeling Theory (Alsado et al., 2024)	Health product perception	Based on physical and scientific claims; overlooks spiritual dimensions

Challenges in the Indonesian Context

Indonesian local culture is deeply rooted in family values, traditional beliefs, and the widespread use of herbal therapies that are embedded in everyday life. The cultural emphasis on social solidarity and mutual cooperation (*gotong royong*) often influences consumption decisions particularly for health-related products through collective family considerations rather than purely individual choices (Alsado et al., 2024).

A study by Elfiondri et al., (2021) found that in communities such as the Mentawai, the use of medicinal plants serves not only physical healing purposes but also carries spiritual and social significance, reinforcing communal identity. This suggests that perceptions of health products in Indonesia are multidimensional, involving cultural elements that cannot be ignored by wellness marketers.

The modernization of language and visual style particularly in tourism and service sectors often clashes with cultural expectations that favor traditional hospitality and local symbolism. In wellness product marketing, if producers fail to connect their messaging to local culture for example, by overlooking folklore, the philosophy of jamu, or family healing rituals the product risks losing its emotional appeal among Indonesian consumers (Elfiondri et al., 2021).

This misalignment is further exacerbated by global homogenization, which tends to erase cultural richness and local distinctiveness (Kusbianoro et al., 2016). Therefore, repositioning wellness products in Indonesia cannot rely solely on global visual redesigns; it must also take into account consumers' demand for meaning, storytelling, and social connectedness in their product experience.

METHODS

This study adopts a conceptual theory-building approach aimed at developing a contextualized framework for repositioning traditional wellness products in emerging markets. Unlike empirical research, this paper does not involve primary data collection or statistical testing. Instead, it employs a critical synthesis of existing literature to construct a comprehensive model that integrates cultural rootedness, narrative authenticity, and wellness branding strategies.

The conceptual framework was developed through a systematic literature synthesis of 44 peer-reviewed from reputable articles published between 2016 and 2025, encompassing interdisciplinary fields such as marketing, cultural studies, wellness branding, and consumer behavior. The selection of studies was based on their relevance to key themes such as consumer acculturation, cross-cultural marketing, product repositioning, and cultural storytelling in wellness contexts.

By analyzing and synthesizing various academic sources, the study builds a theoretical foundation for understanding how cultural values influence consumer responses to product repositioning. A literature-based approach was chosen for this research to examine the intersection between traditional cultural values and modern wellness narratives, which has received limited empirical attention in the context of Indonesian markets. To ensure a comprehensive understanding, the literature synthesis covered six primary research themes:

Table 3. Literature Synthesis

Research Theme / Focus	Key Authors & Years	Summary of Findings	Methodological Approaches Reviewed
Consumer Acculturation & Cultural Embeddedness	(Kizgin, Jamal, Dey, et al., 2018; Ogada & Lindberg, 2022; Prokopenko, 2024)	Acculturation behaviors shape consumption patterns of heritage and host culture products; cultural embeddedness crucial for repositioning traditional wellness products.	Qualitative case studies, conceptual analyses, literature reviews
Narrative Authenticity & Storytelling in Marketing	(Cantón, 2023; Daud & Novrimansyah, 2022; Johns & English, 2016)	Brand narratives rooted in cultural authenticity enhance consumer emotional engagement and brand trust.	Critical discourse analysis, narrative inquiry, qualitative reviews
Repositioning of Traditional and Wellness Products	(Billore et al., 2024; Insch & Bowden, 2016; Onalaja & Otokiti, 2021)	Repositioning strategies require alignment of traditional product identity with contemporary wellness values; cultural storytelling mediates consumer acceptance.	Historical analysis, thematic synthesis, conceptual frameworks
Global Wellness Trends and Consumer Behavior	(Davis et al., 2025; Mahasehwari et al., 2025; Sogari et al., 2025)	Consumer preferences for wellness products are increasingly influenced by health, sustainability, and cultural relevance.	Survey-based studies, systematic literature reviews
Cross-Cultural Marketing Management & Cultural Transfer	(Czapla et al., 2023; Shymko & Khoury, 2023; Villas-Boas, 2018)	Cross-cultural marketing strategies facilitate cultural transfer and support heritage preservation through brand commodification.	Elite interviews, conceptual synthesis, historical analysis
Product Perception & Cultural Values in Wellness Contexts	(Croitoru et al., 2024; Meyerding & Trinh, 2025; Sabharwal & Singh, 2024)	Product attributes and cultural values significantly influence consumer perception and purchase intention in wellness product markets.	PLS-SEM in empirical studies, choice experiments, literature synthesis

Each of these thematic clusters provided critical insights that were integrated into the proposed conceptual framework, ensuring that the model is grounded in a robust theoretical foundation and reflective of contemporary issues in wellness product marketing. The synthesis of diverse methodological approaches—from qualitative case studies to conceptual analyses—enhances the validity of the proposed model and its relevance to both academic discourse and practical application. Thus, the method employed in this conceptual paper serves not only to bridge theoretical gaps but also to offer contextualized strategic guidance for traditional wellness product repositioning in culturally diverse markets like Indonesia.

RESULT AND DISCUSSION

The repositioning of traditional wellness products in global and local markets requires a nuanced understanding of how cultural identity intersects with consumer

perception. In the context of cross-cultural marketing communication, traditional products often struggle to balance authenticity with modern consumer expectations (Kizgin et al., 2018; Insch & Bowden, 2016). This conceptual model proposes that successful repositioning can be achieved through cultural storytelling strategies that bridge cultural rootedness and narrative authenticity, ultimately enhancing perceived wellness value and consumer acceptance.

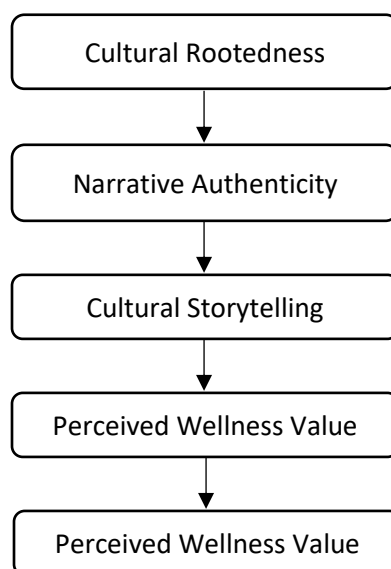


Figure 1. Conceptual Framework

Cultural rootedness reflects the degree to which a product is anchored in local traditions, values, and community identity (Elfiondri et al., 2021; Prokopenko, 2024). In repositioning traditional wellness products, cultural rootedness serves not only as a source of differentiation but also as a reservoir of meaning that resonates with consumers seeking authenticity (Cantón, 2023). Brands that successfully leverage cultural rootedness are able to preserve their heritage while adapting narratives that align with contemporary wellness discourses (Billore et al., 2025). This approach is particularly relevant in emerging markets, where consumers value products that embody both tradition and relevance (Roy, 2019; Khoury & Shymko, 2023).

Narrative authenticity pertains to the perceived genuineness of a brand's cultural story as experienced by consumers (Johns & English, 2016; Daud & Novrimansyah, 2022). In cross-cultural marketing, authenticity becomes a critical factor in mitigating consumer skepticism, especially when traditional wellness products are repositioned for modern markets (Ogada & Lindberg, 2022). By ensuring that brand narratives remain faithful to their cultural origins while addressing current consumer health and lifestyle needs, companies can foster deeper emotional engagement and build trust (Francisco Cantón, 2023; Sabharwal & Singh, 2024).

Cultural storytelling functions as a mediating mechanism that connects cultural rootedness and narrative authenticity to consumer perceptions of wellness value (Kraus et al., 2022; Onalaja & Otokiti, 2021). Through culturally rich narratives, brands can articulate the relevance of traditional wellness practices in addressing contemporary health concerns (Sun-Waterhouse et al., 2024). This storytelling

approach not only educates consumers but also evokes emotional resonance, making traditional products more relatable and desirable across cultural boundaries (Czapla et al., 2023; Villas-Boas, 2018). Thus, storytelling becomes a strategic communication tool that supports repositioning efforts in a culturally sensitive manner.

Perceived wellness value represents the holistic evaluation by consumers of a product's health benefits, enriched by its cultural significance (Davis et al., 2025; Sogari et al., 2025). When repositioning traditional wellness products, it is crucial to highlight not just functional benefits but also symbolic values embedded in cultural narratives (Meyerding & Trinh, 2025). Consumers increasingly seek products that align with personal health goals while resonating with their cultural or aspirational identities (Sabharwal & Singh, 2025). Therefore, emphasizing wellness value through cultural storytelling enhances the product's relevance and appeal in both local and global wellness markets.

Consumer acceptance is the culmination of successful repositioning efforts, where traditional wellness products are embraced by modern consumers without compromising their cultural essence (Nam et al., 2025; Fan et al., 2014). In the context of cross-cultural marketing communication, acceptance is facilitated when consumers perceive a harmonious blend of authenticity, wellness relevance, and emotional connection (Evans et al., 2025). By strategically managing the interplay between cultural rootedness, narrative authenticity, and perceived wellness value, brands can foster acceptance among diverse consumer segments, ensuring sustained relevance in competitive wellness industries (Sabharwal & Singh, 2025; Davis et al., 2025).

In summary, the proposed conceptual model offers a strategic lens through which traditional wellness product repositioning can be effectively managed in culturally diverse markets. By prioritizing cultural rootedness and ensuring narrative authenticity, brands can leverage storytelling as a powerful tool to enhance perceived wellness value and foster consumer acceptance. This approach aligns with contemporary expectations for products that are not only functional but also emotionally and culturally resonant (Ogada & Lindberg, 2022; Sogari et al., 2025). As cross-cultural marketing communication continues to shape consumer engagement in the wellness sector, the integration of cultural narratives into repositioning strategies becomes imperative for sustaining brand relevance and competitive advantage in the global wellness landscape.

Discussion

Theoretical Contributions

By adapting the concepts of cultural rootedness and narrative authenticity into a conceptual framework for traditional wellness product marketing, the research presents a novel approach that integrates local cultural values into consumer behavior models. Unlike previous models that predominantly emphasize functional attributes or superficial localization, this framework highlights the central role of cultural storytelling as a mediating mechanism. By positioning cultural rootedness not merely as a background element but as a strategic driver of consumer engagement,

the proposed model contributes to a deeper understanding of how cultural identity shapes consumer perceptions in wellness markets.

The incorporation of narrative authenticity into the model expands the theoretical lens through which brand trust and consumer loyalty are conceptualized, particularly in the context of traditional wellness products navigating modern global markets. This theoretical perspective enriches existing cross-cultural marketing theories by emphasizing the interplay between heritage preservation and contemporary consumer expectations.

In addition, the model contributes to the broader field of consumer acculturation by illustrating how cultural storytelling can bridge gaps between heritage products and diverse consumer segments. Thus, the proposed framework provides a novel conceptual foundation for future research exploring the repositioning of culturally embedded products in evolving wellness landscapes.

Practical Contributions

From a practical standpoint, this research provides strategic guidance for marketers particularly in the wellness and tradition-based product sectors on developing more effective communication and repositioning strategies in the Indonesian market. By emphasizing the strategic use of cultural storytelling, marketers can craft narratives that resonate with modern consumers while preserving the authenticity of their cultural heritage. This approach enables brands to differentiate themselves in highly competitive wellness industries where consumer trust and emotional connection are critical.

The model also serves as a practical guide for developing branding strategies that align traditional product identities with contemporary wellness values. Marketers can leverage the concepts of cultural rootedness and narrative authenticity to create compelling brand experiences that appeal to health-conscious and culturally aware consumers.

By understanding the mechanisms through which cultural narratives influence perceived wellness value, brand managers can design more effective repositioning strategies that foster consumer acceptance. This holistic approach not only enhances brand relevance but also supports sustainable market growth by building deeper consumer-brand relationships grounded in cultural authenticity.

CONCLUSION

Understanding local culture is critical in the repositioning of traditional products this emerges as a key finding. Values such as familial bonds, trust in traditional health practices, and preference for culturally grounded narratives play a central role in shaping Indonesian consumer behavior. Therefore, repositioning efforts must go beyond visual upgrades or product feature innovation and instead include value, narrative, and meaning adaptations that align with the consumer's cultural identity. Sensitivity to local values becomes a crucial differentiator in the success of traditional wellness brand repositioning.

Marketing approaches that rely solely on global aesthetics or scientific claims are insufficient to build consumer trust in culturally rooted markets like Indonesia. Instead, a combination of authentic cultural storytelling, contextualized wellness communication, and the modern delivery of traditional values proves key to building meaningful connections between brand and consumer. This strategy not only enhances trust but also increases long-term consumer loyalty potential. As a next step, this study recommends empirical testing of the proposed conceptual model. Empirical testing is needed to assess the strength of relationships between variables, validate the model, and evaluate the extent to which perceptions of authenticity and trust mediate purchase intentions for traditional wellness products.

Further studies should expand the scope of analysis to encompass a broader range of tradition-based products not limited to herbal therapeutics but also including functional foods, natural cosmetics, and community-based healthcare services. This broader approach would not only enrich the literature on cross-cultural marketing communication but also contribute practical value to the strategic repositioning of tradition-based brands in emerging economies such as Indonesia.

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