

## THE IMPACT OF HEDONIC VALUE, UTILITARIAN VALUE, AND PERCEIVED TRUST TOWARDS ONLINE SHOPPING BEHAVIOUR OF DIETARY SUPPLEMENTS AMONG FEMALES IN KUALA LUMPUR

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### ABSTRACT

There is a growing demand for dietary supplements due to the current pandemic and health awareness among consumers. Several studies have been done on the predictors of consumers' buying behaviour, but there is a lack of study on the factors which have empirically examined their influence on consumer buying behaviour of dietary supplements among female consumers in Malaysia. This study aimed to focus on consumers' buying behaviour of dietary supplements by examining the impact of hedonic value, utilitarian value, and perceived risk among females. This was an explanatory study based on a deductive approach where hypotheses were developed and tested. In this cross-sectional study, a quantitative methodological approach was appropriate. The targeted population are female consumers of dietary supplements. By using a survey strategy and convenience sampling technique, primary data was collected from 184 qualified respondents. The data was obtained using self-administered questionnaires and analysed using SPSS software. The findings revealed that all three predictors, namely utilitarian value, hedonic value and perceived trust, were predictors of consumer buying behaviour. The results also showed that utilitarian value had the highest impact on the buying behaviour of dietary supplements. The findings of the study are expected to positively influence policymakers and businesses better understand their customers. To the best of the author's knowledge, this study is the first to examine the impact of utilitarian value, hedonic value and perceived trust among females in Malaysia.

**Keywords:** *Entrepreneurial Intention, Risk-taking, Proactiveness, Innovativeness, Entrepreneurship.*

## 1.0 Introduction

Dietary supplements are more often consumed nowadays as there is more awareness, especially due to the occurrence of the pandemic. Health professionals are now recognising the influence of dietary supplements in health promotion and prevention of sickness and health (McGinnis & Ernst, 2001). Other than the pandemic, the growth of the ageing population worldwide has further placed more emphasis on health supplements. The pandemic resulted in lower levels of business and revenue, but the demand for dietary continued to increase (Birruntha, 2019). Parikh et al. (2020) highlighted that consumer are interested in products that contribute to their health and disease prevention. The size of the market for dietary supplements such as calcium, omega 3 fish oil and botanicals has increased in Malaysia (Birruntha, 2019). The size of the market for dietary supplements consumption in Malaysia grew from Rm2.22bil in 2015 to rm3.57bil in 2020 (Euromonitor, 2019). The Center for Market Education (CME) highlighted that increased awareness of personal health and protection against diseases positively impacted the demand for dietary supplements (Free Malaysia Today, 2021). Despite the increase in demand, Malaysia continues to rank behind other Asian countries. On a contrary to other countries such as South Korea, the dietary supplements is consumed by 60-70% of the population, however only less than 30% of Malaysia's population consumes the dietary supplements (Free Malaysia Today, 2021).

Several studies have been done on the predictors of dietary supplements. The results of a study by Wong et al. (2021) revealed that only consumer attitudes, subjective norms, perceived behavioural control, and health consciousness were found to have a substantial impact on purchase intent of a dietary supplement. However, the perceived price showed an insignificant impact on buying behaviour. Another study by Kitcharoen and Vongurai (2020) found that subjective norms and perceived behavioural control were not significant predictors of buying behaviour of dietary supplements. However, both the studies by Wong et al. (2021) and Kitcharoen and Vongurai (2020) revealed that attitude was one of the strongest predictors of dietary supplements. A study by Keat (2009) revealed that purchase intentions for dietary supplement goods were influenced by subjective norms, price consciousness, and health consciousness. Past studies have also looked at the effect of hedonic value and utilitarian value on consumers' buying behaviour (Ryu, Han and Jang, 2010). Utilitarian value has a greater influence on customer satisfaction and behavioural intention than hedonic value. On the contrary, studies also revealed that hedonic value and utilitarian value did not have a direct effect on behavioural intention (Hanzaee and Rezaeyeh, 2013). There is a paucity of research on the effect of utilitarian values and hedonic values on consumer buying behaviour among females. In addition, the results from past studies are not consistent. Based on past studies, the predictors of buying behaviour towards dietary supplements are still not fully explored, especially among female consumers.

It is known that online shopping has increased, and there is an increasing demand for dietary supplements due to the pandemic and ageing population. However, there is a dearth of studies on the determinants of purchasing behaviour of dietary supplements among females in Malaysia. There is a gap that exists in the current body of knowledge that does not provide sufficient literature on the determinants of consumer buying behaviour of dietary supplements among females. Based on past studies, several antecedents of consumer buying behaviour have been identified, but the results from past studies have been inconsistent. Previous researchers have not clearly established

the significant factors of purchasing behaviour among females towards dietary supplements. Therefore, to address the gaps found, this study will empirically investigate the influence of hedonic value, utilitarian value, and perceived trust among females in Malaysia on their buying behaviour of dietary supplement. The results of this study will provide more insights into the buying behaviour of dietary supplements among females. From a practical perspective, the study results are expected to provide a greater insight to dietary supplements marketers and retailers.

## **2.0 Literature**

### **2.1 Consumer Buying Behaviour**

Consumer purchasing behaviour can be explained using the Theory of Planned Behavior (Ajzen, 1991). According to this theory, a consumer's action or attitude is characterised by their behavioural intentions. Consumers' attitudes, perceptions of behavioural control, and subjective norms all have an impact on their behaviour intentions (Ajzen, 1991). As a result, the behaviour intentions of consumer's are the determinant of how driven or determined that individual is to responding or carrying out a certain behaviour (Ajzen, 1991). The Theory of Planned Behaviour is widely used in several research fields by researchers because of its ability to predict human behaviour (Picazo-Vela et al., 2014). The most widely used model for the understanding and prediction of consumer intention and actual behaviour is the Theory of Planned Behaviour (Hsu et al., 2006). The most significant predictor of the actual behaviour of an individual, according to the Theory of Planned Behaviour, is their behavioural intention. Consumers' intention to proceed to purchase is also subject to the amount of information made available (Kim et al., 2008). In addition, the quality and quantity of the provided information will have an influence on the buying behaviour of consumers (Park et al., 2007).

### **2.2 Hedonic Value and Consumer Behaviour**

Hirschman & Holbrook (1982) referred to hedonic value as a reflection of the value going into a customer's multisensory, fantastic, and emotive aspects of the shopping experience. Shopping or purchasing is considered important for customers who are motivated by hedonic values (Babin et al., 1994). For customers, the purchase can be the consequence of the experience that the customers enjoyed even without the need to make a purchase. Several dimensions of hedonic value have been mentioned. The notable dimensions encompass a desire for entertainment and escapism (Babin et al., 1994; Childers et al., 2001). The dimensions also include the search for a good deal and bargain (Babin et al., 1994). Arnold and Reynolds's (2003) introduced value, idea, role, adventure, social, gratification, and value as the six different categories of hedonic shopping motivation. In this study, hedonic value is more related to the gratification dimension where consumers purchase to relieve stress, reduce negative moods, and purchase as a special treat for themselves.

Consumers' perceptions toward online shopping are positively influenced by motivation (Childers et al., 2001) and virtual shopping technology (Kim and Forsythe, 2007). Previous research has found a positive correlation between hedonic value and purchasing behaviour on dietary supplements (Chiu et al., 2014). According to the findings of Chiu et al. (2014), hedonic value is a positive and substantial predictor of consumer purchasing behaviour. Consumers' purchasing interest was impacted by the hedonic value of dietary supplements, according to Zaki et al. (2018).

Consumers perceptions of hedonic value granted them more strength and a drive for beauty (Zaki et al., 2018). A study by Yoo, Lee and Jeon (2020) added that by frequently consuming dietary supplements, consumer tend to have a greater satisfaction value because their emotional drive is satisfied (Yoo, Lee and Jeon, 2020). A study by Chen, Chang, and Chen (2017) further added that hedonic values significantly affect consumers' purchase intention. In addition, hedonic values play a more important role compared to utilitarian values. Therefore, the consumers' quality and the feelings of interactions are important. In contrast to the above, a study by Anderson et al. (2014) revealed that the hedonic value dimension of experiential shopping did not positively impact purchasing behaviour. Therefore, for empirical testing, the following hypothesis was developed:

***H1:** Hedonic value will be related positively to the purchase intention of dietary supplements by female consumers in Malaysia.*

### **2.3 Utilitarian Value and Behaviour Intention**

According to Babin et al. (1994), consumers' demand for efficient, rational, task-oriented efforts that are regarded vital when purchasing products naturally leads to utilitarian values. Customers that are driven by utilitarian values are usually searching for ways to save time or have easier access to information (Childers et al., 2001). Utilitarian value can be linked to the self-determination theory by Deci and Ryan (1985). This theory divided motivation into two categories, namely extrinsic motivation and intrinsic motivation. Utilitarian value is more related to the concept of extrinsic motivation refers to the involvement of performance of an activity by a customer in order to fulfil some separable outcome. With reference to the MEC theory, the customers' utilitarian benefit can lead to utilitarian value. As stated in the MEC theory, consumer behaviour is value-driven. Therefore, a customer's perceived value can influence the consumers' choice patterns (Gutman, 1997). Convenience, product variants, product knowledge, and cost savings are four primary characteristics of utilitarian value outlined by Chiu et al. (2014).

Consumer purchasing behaviour is linked to utilitarian value, according to previous research (Chiu et al., 2014). The study by Chiu revealed that utilitarian value was a significantly positive predictor of consumer purchase behaviour. Another study by Anderson et al. (2014) found that the utilitarian dimensions of time savings and information positively impacted purchase intention. A study by Chen, Chang, and Chen (2017) further added that utilitarian values significantly affect consumers' purchase intention. However, utilitarian values play a lesser important role compared to hedonic values. Studies have revealed that utilitarian value is not a strong predictor of purchase behaviour (Kim, 2015). The study by Kim (2015) revealed that purchase intention was not significantly influenced by utilitarian value. For further investigation, the following hypothesis was formed:

***H2:** Utilitarian value will be related positively to the purchase intention of dietary supplements by female consumers in Malaysia.*

### **2.4 Perceived Trust and Behaviour Intention**

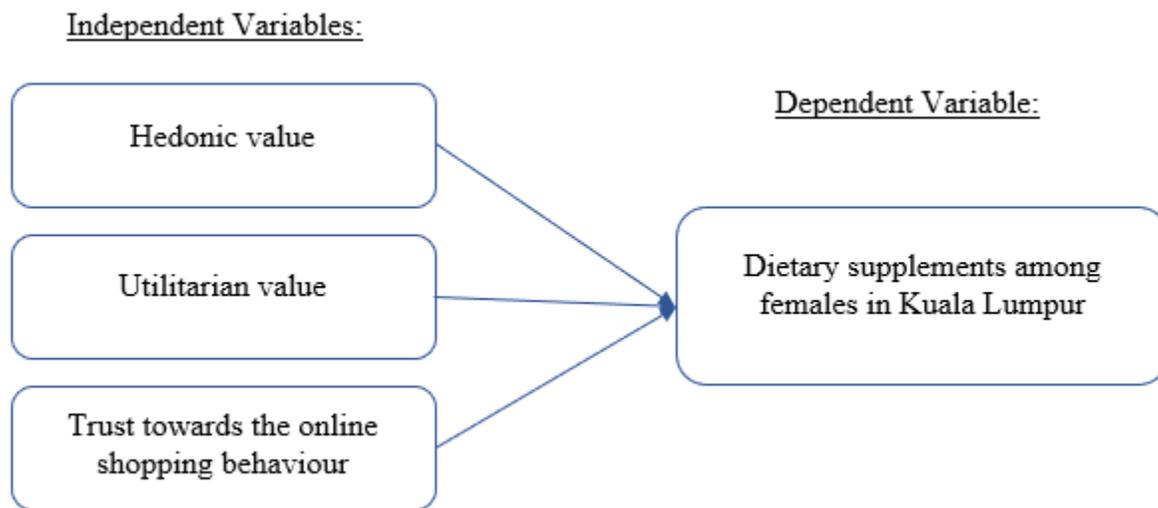
Trust has been widely studied, and it affects various individual and organisational outcomes. Trust is a construct that has been studied in several contexts that encompass buyer-seller relationships (Lee and Turban, 2001). Trust is a multi-dimensional term that has been described in various forms by researchers. Mayer, Davis and Schoorman (1995) defined trust as an individual's desire to be

susceptible to the acts of another person with the expectation that the other person would perform the specific activity that is significant to the trustor, regardless of the trustor's capacity to monitor or control that other person. Morgan and Hunt (1994) referred to trust as a person's faith that another person or trustee would act in their best interests.

Past studies have shown that trust performs a pivotal role in the buyer and seller relationship (McKnight et al. 2002). McKnight, Choudhury and Kacmar (2002) stated that trust performs a key role in influencing customers to overcome their perceptions of risk and insecurity. Studies have shown that the reduction of risks by merchants and retailers will lead to higher levels of trust and, subsequently, an in-purchase intention (Hong and Cha, 2013). Another study by Lu, Fan and Zhou (2016) revealed that trusting beliefs by customers has a significant and positive impact on purchasing intention. The relationship was further confirmed in a study by Lin and Lu (2010). The study by Lin and Lu (2010) revealed that trust was a significant and positive predictor of purchase intention. Therefore, the trusting beliefs of customers in sellers' integrity and competence will influence them to make purchasing decisions. For further investigation, the following hypothesis was developed:

**H3:** Perceived trust will be related positively to the purchase intention of dietary supplements by female consumers in Malaysia.

*Figure 1: Research Framework of Studied Variables*



### 3.0 Methodology

#### 3.1 Research design

In this explanatory study, a quantitative strategy was adopted for this study to collect measurable data. A positivism philosophy was selected based on the beliefs and assumptions of the researcher, and a deductive approach was considered more appropriate. Based on the deductive approach, hypotheses were developed for testing (Saunders et al., 2016). A survey technique was utilised to

collect vast volumes of numerical data in this investigation. The primary purpose of the survey research was to gather data from the target group. Female customers were the target population to collect primary data. The responses from the sampling elements were obtained through self-reporting questionnaires that were distributed electronically and by hand. The data was collected via convenience sampling because a sampling frame was not available. Primary data was obtained using edited questionnaires, and SPSS software tool was used to analyse the data.

### **3.2 Sampling**

In this study, the target population was female dietary supplements customers in Kuala Lumpur. A qualifying question was included to ensure that data was collected from qualified respondents only. The convenience and snowball sampling techniques were used as there was no sampling frame. The formula by Green (1991) was used to calculate the sample size using the formula  $N = 50 + 8m$ , where "m" is the number of predictors. According to the formula, the minimal sample size for three independent variables should be more than  $50 + 8(3) = 74$ . The targeted sample size for this study was 100 respondents in order to acquire better results.

### **3.3 Instrumentation**

In this study, a self-administered questionnaire was appropriate where a five-point Likert scale was employed. The questionnaire is split into two sections. The first section was to gather personal information from the responder, such as age, marital status, and educational level. The measuring items adopted and adapted from previous studies were the second section of the questionnaire. The items used to measure hedonistic value were adapted from Arnold & Reynolds (2003). In order to measure utilitarian values, a 12-item scale from To et al. (2007) was used. Purchase intention was based on the scale used by Salisbury et al. (2001). The items used to measure the trust construct were drawn from Pavlou (2003) and Hong and Cho (2011).

### **3.4 Data Processing and Data Analysis**

Data from the population sample was edited and coded before being analysed. Before the data could be analysed, several preliminary steps had to be accomplished. This was done to check that the data was correct and appropriate. The preliminary checking included normality testing and reliability testing. The SPSS Data Editor was then used to enter the data into the SPSS database. Following that, descriptive and inferential statistics were generated to test the data's fit, goodness, and hypothesis testing (Sekaran and Bougie, 2016).

### **4.0 Results and Analysis**

Data were collected from 190 respondents. Six respondents were eliminated due to the presence of outliers. The final analysis was done based on the data collected from 184 respondents. The respondents' demographic information that include age, ethnicity, education level, marital status, and employment status, is presented in Table 1.

<i>Variable</i>	<i>Categories</i>	<i>Frequency (N = 184)</i>	<i>Percentage (%)</i>
<i>Age</i>	≤ 20	18	9.8
	21-25	80	43.5
	26-30	27	14.7
	31-35	10	5.4
	≥ 36	49	26.6
<i>Ethnicity</i>	Chinese	12	6.5
	Indian	10	5.4
	Malay	158	85.9
	Others	4	2.2
<i>Education Level</i>	A-Level/Diploma	47	25.5
	Degree	120	65.2
	Master	15	8.2
	PhD	2	1.1
<i>Marital Status</i>	Married	78	41.8
	Single	106	57.6
<i>Employment Status</i>	Full-Time	113	61.4
	Part-Time	4	2.2
	Retired	2	1.1
	Seeking job opportunity	12	6.5
	Student	47	25.5
	Unemployed	6	3.3

**Table 1: Demographics Profile of Respondents**

#### 4.1 Reliability Testing

Reliability test in research is important as the test is crucial because it allows researchers to examine the data's quality, or consistency. In this study, the reliability test was based on the Cronbach's Alpha coefficient. Cronbach alpha coefficient values vary from 0 to 1, with value closer to 1 indicating greater data reliability. Pallant (2011) specified that the Cronbach alpha coefficients should exceed 0.7. All the variables in this study had a Cronbach alpha value greater than 0.7. As a result, the data's reliability was proven.

	Mean	Cronbach Alpha
Hedonic value	3.510	0.901
Utilitarian value	3.703	0.837
Trust	3.478	0.821
Behavioural Intention	3.500	0.810

**Table 2: Mean and Cronbach's Alpha of the Studied Variables**

		Hedonic	Utilitarian	Trust	Intention
Hedonic Value	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	184			
Utilitarian Value	Pearson Correlation	.605**	1		
	Sig. (2-tailed)	<.001			
	N	184	184		
Trust	Pearson Correlation	.543**	.467**	1	
	Sig. (2-tailed)	<.001	<.001		
	N	184	184	184	
Behavioral Intention	Pearson Correlation	.663**	.690**	.558**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	184	184	184	184

**Table 3: Pearson Correlation Matrix of Studied Variables**

#### 4.2 Pearson Correlation Matrix

To measure the degree of the connection between the variables in this study, the Pearson Correlation testing was carried out. The Pearson product-moment correlation coefficient measures the strength of the relationship between two variables (Pallant, 2011). Pearson Correlation values vary from -1 to +1, with values closer to -1 or 1 signifying a stronger relationship between variables. The findings of this study demonstrated that all of the predictors that is hedonic value, utilitarian value and trust, had a significantly positive correlation with the dependant variable, namely customer buying behaviour. The coefficients for all the relationships were above 0.5, indicating a strong correlation between the independent and dependent variables.

#### 4.3 Multiple Linear Regression

The impact of the three independent variables, namely utilitarian value, hedonic value, and trust, on the dependent variable, was predicted using multiple regression in this study. The model fit was determined before the final analysis. The overall fit of the model was also determined using multiple regression (Pallant, 2011). Table 4 summarises the findings. The R2 square value of 0.773 suggests that the three independent variables of this study, hedonic value, utilitarian value, and trust, account for 77.3 per cent of the variance in customer buying behaviour. Meanwhile, other factors that are similar but not included in our study could explain the remaining variance. In addition, the analysis of variance (ANOVA), as shown in Table 4, revealed that the F-value is 89.225. The significance value is <.001, which explains the p-value is less than 0.05. As a result, it is reasonable to conclude that the model's independent variables had a considerable impact on the dependent variable, namely customer behavioural intention (Field, 2009). The regression model was found to have a good fit for the data in this study.

Item/Measure	Value
Multiple R	.773
R-square	.598
Adjusted R square	.591
Standard error of estimate	.628
F Value	89.225
Sig	.001

**Table 4: Model Summary/Fit**

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.662	.201		3.298	.001
Hedonic Value	.264	.055	.305	4.775	<.001
Utilitarian Value	.400	.059	.412	6.781	<.001
Behavior	.187	.054	.200	3.481	<.001

**Table 5: Coefficients Value of Studied Variables**

The unstandardised coefficient, standardised coefficient ( $\beta$ ), the t-value (t), and the accompanying p-value are shown in table 5. The Beta value for the hedonic value in the first hypothesis is 0.305. The p-value is significant ( $p < 0.05$ ) and the t-value is 4.775 ( $> 1.96$ ). This means that hypothesis H1 is supported. The Beta value for utilitarian value in the second hypothesis is 0.412. The p-value is significant ( $p > 0.05$ ) and the t-value is 6.781 ( $> 1.96$ ). This means that hypothesis H2 was supported. The Beta value for trust in the third hypothesis is 0.200. The p-value is significant ( $p < 0.05$ ), and the t-value is 3.481 ( $> 1.96$ ). This proves that hypothesis H3 is supported. Overall, based on the regression analysis, utilitarian value has the greatest influence on purchasing behaviour of dietary supplement among females in Malaysia. However, in trust had the least effect on purchasing behaviour of dietary supplement among females in Malaysia. The summary of the hypothesis is shown in Table 6.

Hypothesis	Multiple Linear Regression		
	Coefficient value Beta	Significance value (P-value)	Accepted/Rejected
<b>H<sub>1</sub></b> : Hedonic value will be related positively to the purchase intention of dietary supplements by female consumers in Malaysia.	0.305	<0.001	Hypothesis accepted P-value is less than 0.05
<b>H<sub>2</sub></b> : Utilitarian value will be related positively to the purchase intention of dietary	0.412	<0.001	Hypothesis accepted

supplements by female consumers in Malaysia.			P-value is less than 0.05
H <sub>3</sub> : Trust will be related positively to the purchase intention of dietary supplements by female consumers in Malaysia.	0.200	<0.001	Hypothesis accepted P-value is less than 0.05

**Table 6: Hypothesis based on Multiple Linear Regression**

## 5.0 Discussion

The first hypothesis in this study was to empirically assess the impact of hedonic value on female consumers' purchase behaviour for dietary supplements in Malaysia. Hedonic value was found to be a positive and substantial predictor of customer purchase behaviour in this study. The findings are consistent with previous research (Zaki et al., 2018; Chiu et al., 2014). For instance, Chiu et al. (2014) study revealed that hedonic value was found to be a strong predictor of purchase intent. More specifically, the study by Zaki et al. (2018) revealed that the consumers' purchasing interest was impacted by the hedonic value of dietary supplements. The result of this study shows that female customers purchase dietary supplements because the product leads to pleasant experiences and arouses their emotions. The hedonic value perceived by female consumers leads to higher levels of arousal and excitement. As stated by Arnold and Reynolds (2003), the gratification component of hedonic values will lead to the enhancement of the gratification of the senses through the experience of pleasure.

The second hypothesis in this study was to empirically assess the impact of utilitarian value on females in Malaysia on their purchase behaviour for dietary supplements. According to the results of this study, utilitarian value was a significant positive predictor of customer purchase behaviour. The findings of this study are consistent with previous research (Chiu et al., 2014; and Anderson et al., 2014). For example, a study by Anderson et al. (2014) found that the utilitarian dimensions of time savings and information positively impacted purchase intention. An interesting finding in this study was that utilitarian value played a greater role compared to hedonic value. The results of this study are contradictory to the findings by Cheng, Chang, and Chen (2017), which revealed that utilitarian values play a lesser important role compared to hedonic values. The study by Chiu et al. (2014) also revealed that utilitarian value plays a dominating role in purchasing intention. Therefore, utilitarian values are based on convenience through the time saved, and information availability is more important than the hedonic values that encompass arousal of the senses and experience or excitement. The quality of information about dietary supplements is considered an important determinant of females' intention to purchase dietary supplements.

The third hypothesis in this study was to determine the result of the relationship between trust and purchase behaviour for dietary supplements by among females in Malaysia. The result from this study revealed that trust was found to be a positive and substantial predictor of consumer purchase behaviour. However, as compared to hedonic value and utilitarian value, trust had the least influence on consumers' purchase intentions in this study. The findings of this investigation are consistent with previous research (McKnight et al., 2002; Lu, Fan and Zhou, 2016). Therefore, as stated by McKnight et al. (2002), trust performs an important role in the relationship between

buyers and sellers. The level of trust in the sellers influences customers to overcome their perceptions of risk and insecurity. The reduction of risks will lead to higher trust levels and, subsequently, purchase intention (Hong and Cha, 2013).

## **5.1 Implications and Conclusion**

A key finding of this research was the pivotal role played by utilitarian value in the purchasing intention of dietary supplements by females. Utilitarian values had a higher impact compared to hedonic values and trust. The evidence from this study suggests that a better understanding of the relationship between utilitarian values and customers' buying behaviour by retailers and sellers can lead to a higher level of purchasing behaviour. The results further suggest that an increase in utilitarian value through information availability and convenience will lead to higher levels of purchasing intentions. This study also suggests that consumers of dietary supplements must be provided with good information about dietary supplements. The results also suggest the relative importance of utilitarian value, hedonic value and trust. While some earlier studies (e.g., Cheng, Chang, and Chen 2017) suggested that utilitarian value plays a lesser role than hedonic value, this study proved otherwise, where utilitarian value plays a much greater role than hedonic value. In this study, utilitarian value plays a pivotal role in influencing customers to purchase dietary supplements. In addition, utilitarian values and hedonic values outweigh the impact of trust.

The results of this study provided some implications for retailers and sellers of dietary supplements. In order to attract customers to purchase, the key focus should be on utilitarian values that the customers perceive are important. Sellers and retailers should place a higher focus on providing information to customers on dietary supplements. This includes providing rich information that is easily accessible and understood by the customers. In addition, convenience that includes savings in time and effort must be given attention. Sellers should ensure that adequate utilitarian value is provided before focussing on other services. Buyers who continue to get higher utilitarian value will make repeat purchases, thus increasing customer loyalty. This does not mean that hedonic value and trust are not important. In addition to rich product information, sellers and retailers should provide bargains and competitive prices. The seller's integrity is also important for buyers when making purchasing decisions.

## **5.2 Research Limitation and Recommendation**

There are some limitations associated with this study. The target population in this study were female customers in Kuala Lumpur. In addition, a convenience sampling technique was used, and this may have resulted in biasness. Therefore, caution should be exercised relating to the external validity and generalizability of the results. It is recommended that future studies be done in other cities and countries. This study included only three predictors of purchasing intention. In addition, the dependent variable was only the purchasing intention. Future studies should consider other constructs such as perceived value, and the study should also include actual purchases of dietary supplements. This study did not look at the sub-dimensions of the predictors. Future studies should include the sub-dimensions of the constructs to provide more contribution to existing literature.

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