

Effect of consumer demographic factors on purchasing herbal products online in Malaysia

ABSTRACT

The availability of broadband internet and increased access to computers has been instrumental in the rise of internet literacy in Malaysia. This development has led to the adoption of online shopping by many Malaysians. On another note, the Government has supported the development and production of local herbal products. This has resulted in an increase in the production and diversity of products by SMEs. The purpose of this study is to evaluate the influence of the Malaysian demographic factors and selected attitudinal characteristics in relation to the online purchasing of herbal products. In total, 1054 internet users were interviewed online and Chi-square analysis was used to determine the relationship between demographic variables and different aspects of online shopping for herbal products. The overall results show that the demographic variables such as age, gender, education level, income and ethnicity were significant when considering the online shopping antecedents of trust, quality of herbal products, perceived risks and perceived benefits.

Keyword: Demographic factors; Herbal products; Malaysian consumers; Online shopping; Chi-square analysis