

The Impact of Hedonic Value, Utilitarian Value and Trust towards Online Shopping Behaviour of Dietary Supplements among Females in Kuala Lumpur

**Puteri Farah Qistina Binti A Halim
Janitha Kularajasingam
Jugindar Singh Kartar Singh**

Asia Pacific University of Technology and Innovation, Malaysia

Anusuiya Subramaniam
Universiti Putra Malaysia

Dietary supplements often known as the product that is manufactured to supplement and equipped one's diet. The dietary supplements are considered as the important additional food consumption for people nowadays especially women. During the old time, the earlier additional food such as traditional botanical herbs, plants product and other natural source were used and consumed to maintain of one's health. The common dietary supplements that often consumed by the consumer is vitamin C, B, A and many other groups of vitamins which is also known as multivitamin, herbs, minerals and various of product that comes in pill, powder, capsules, drink, gummy and bars. Some of these supplements has their own significant purpose in one's health. In addition to that, online shopping is one of the best options for people especially women to purchase the dietary supplements. Furthermore, online shopping platform is also offering the wider and various type of dietary supplements that can be purchased easily everywhere and anywhere conveniently. Thus, the purpose of this research is to study the impact of the hedonic value, utilitarian value and trust towards the online shopping behaviour of dietary supplements among females in Kuala Lumpur. This quantitative study utilized a survey approach to collect primary data from 184 females in Kuala Lumpur. Based on the results, the significant findings shown in this study found that it is ascertained that three independent variables (hedonic value, utilitarian value and trust) have positive relationship towards online shopping behaviour of dietary supplements among females in Kuala Lumpur. This study provided new insights from the theoretical perspective, and the findings were consistent with future research to have better understanding on consumers intention towards the hedonic and utilitarian aspect as well as the consumers' trust.

Keywords: *Hedonic Value, Online Shopping Behaviour, Trust, Utilitarian Value*