

Consumer Buying Behavior towards Oral Health Supplements in Malaysia.

- **Author(s):** Siao Hui Chang ,Sam Toong Hai ,Asokan Vasudevan ,Siti Nurbaayah Daud ,Ah Huai A. Ah Chan ,Soon Eu Hui ,Nur Azizah B. Mohamad Parij
- **Abstract:** Health supplements have become an important element of staying healthy, preventing diseases, and improving one's overall health. This cross-sectional study will look into the consumer buying behaviour of Malaysians when it comes to oral health supplements. The factors of price, brand and reference group will be studied as the independent variables. Data is collected from 215 respondents through online questionnaire. The data is statistically analysed using SPSS software version 26. In this research, it is found that there are significant relationships between consumer buying behaviour and price (p-value = 0.000), brand (p-value=0.002) and reference group (p-value=0.000). Price is the dominant factor influencing consumer buying behaviour follows by brand and reference group. This research can help nutraceutical industry to further understand on factors influencing consumer and re-evaluate its marketing strategy.
- **Keywords:** consumer buying behaviour, oral health supplements, price, brand, reference group