

Determinants of Filtered Water Usage Attitudes Among Malaysian Consumers

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Abstract:

Water pollution has garnered global attention due to its severe health risks, such as typhoid fever, cholera, and kidney problems. Concerned about water quality, many people choose for filtered water, boiling water, or buying bottled water for daily use. This study aims to explore the factors influencing attitude toward water filter usage and to assess the impact of health consciousness, consumer knowledge, environmental concern, perceived monetary value, and social influence on attitude. Additionally, the study examines whether consumers' attitudes mediate the relationship between social influence and water filter usage behaviour. Using a convenience sampling method, self-administered data were collected via an online survey from Malaysian consumers aged 18 and above. Analysing the responses from 238 questionnaires with SPSS version 26.0 revealed that attitudes significantly influence water filter usage behaviour among Malaysian consumers. Among the determinant factors of attitude, only environmental concern and social influence were found to positively impact consumers' attitude toward water filter usage, each exerting an equal influence. Furthermore, the findings demonstrated that attitude mediate the relationship between social influence and water filter usage behaviour. The results offer valuable insights for the sustainable product industry to develop effective promotions and marketing strategies targeting the right consumers. Additionally, the study provides useful information for government initiatives in creating health campaigns and activities that promote healthy consumption among Malaysians. This research paves the way for further studies on consumer behaviour patterns related to specific healthy product categories, contributing to the overall well-being of Malaysians.

Keywords:

Consumer behaviour, Environmental concern, Filtered water usage, Health consciousness, Social influence.