

Consumer Preferences on Herbs and Herbal-Based Products in Peninsular Malaysia: FACTS AND FIGURES



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Executive Summary

Under National Key Economic Area (NKEA), in transitioning from agriculture to agribusiness, the first entry point project is unlocking value from Malaysia's biodiversity through high-value herbal product. One of the efforts to produce high-value herbal products is the industry need to properly strategize their production based on actual consumer preference.

This book is produced as the output from the study of Survey on Consumers' Demand and Perception towards Herbal-based Products in Peninsular Malaysia. The study was conducted in 2013, funded by Economic Planning Unit under Tenth Malaysian Plan (2011–2015). The study surveyed a total of 4,452 respondents in Peninsular Malaysia through personal interview with structured questionnaire. Respondents in the study were selected by stratified random sampling based on population in each local authority (Majlis Perbandaran), the gender, and age to represent the whole Peninsular Malaysia. This book helps the industry get to know the demand and target market in this herbal industry.

This book consists of facts and figures that are arranged into five parts, namely Introduction, Demography, Psychography, Geography and Behavior. The Introduction is generally about distribution of respondents and status on the use of herbs. The second chapter on Demography presents the background, age, marital status, household size, area of growing up, educational attainment, sector of employment, and gross monthly income of consumers. Psychography in the third chapter concerns consumers' perception towards the important criteria in selecting herbs and herbal based products and other factors influencing herbs consumption. The fourth chapter Geography provides information on the percentage of consumers using the herbs and herbal based products in each state. The last chapter is Behavior, describing consumers' age, purpose using herbs and herbal-based products, and expenditure in using various types of herbs and herbal products the manner of the consumer towards the herbs and herbal based products.

Out of 4,452 respondents, 74% used the herbs and herbal based products in 2013. The consumers are categorized in four different groups based on the nature of herbs and herbal based products that they use which are raw herbs (38%), semi-processed products (1%), herbal based products (14%) and mixed products (47%).

This study showed that the main purposes of using the herbs and herbal-based product are cosmetic and women's health as well as men's health. There are high demands in these three types of products where the industry could faster develop.

