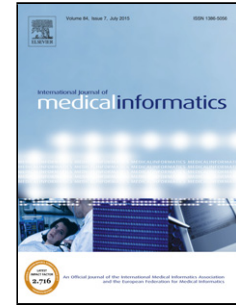


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## Why Bother about Health? A Study on the Factors that Influence Health Information Seeking Behaviour among Healthcare Consumers

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### Highlights

- This study explored the factors that influence health information seeking behavior
- The relationships between trust in healthcare professionals, self-efficacy, health behavior and health information seeking behavior were examined
- A survey was conducted among 271 healthcare consumers
- Health behavior affected health information seeking behavior
- The effect was stronger among females compared to males

### ABSTRACT

*Background:* The general improvement of socio-economic conditions has resulted in people becoming more educated to make better-informed decisions in health related matters. Individual's perspective on health increases with better understanding of ways to improve lifestyle for better health and living. With the increase in lifestyle related diseases that lead to health problems, there is an increase in the availability of healthcare information. Thus, it is important to identify the factors that influence information seeking behaviour in the area of healthcare and lifestyle. This exploratory study examines the relationship between the factors that affect online health information-seeking behaviour among healthcare product in the capital city of Malaysia.

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