

**An Extension to Theory of Planned Behavior for the
Food and Beverage Products in the
Himalayan Region of Uttarakhand**

A Thesis submitted to the

UPES

For the Award of
Doctor of Philosophy
in
Management

By
Shivam Joshi

August 2024

Supervisor
Dr. Atri Nautiyal

Co-Supervisor
Dr. Anita Sengar



**School of Business (SOB)
UPES
Dehradun- 248007: Uttarakhand**

**An Extension to Theory of Planned Behavior for the
Food and Beverage Products in the
Himalayan Region of Uttarakhand**

A Thesis submitted to the

UPES

For the Award of

Doctor of Philosophy

in

Management

By

Shivam Joshi

(SAP ID: 500089954)

August 2024

Supervisor

Dr. Atri Nautiyal

Professor

School of Liberal Studies

UPES

Co-Supervisor

Dr. Anita Sengar

Senior Associate Professor

School of Business

UPES



School of Business

UPES

Dehradun - 248007: Uttarakhand

DECLARATION

I declare that the thesis entitled “**An Extension to Theory of Planned Behavior (TPB) for the Food and Beverage Products in the Himalayan Region of Uttarakhand**” has been prepared by me under the guidance of Dr. Atri Nautiyal, Professor of School of Liberal Studies, UPES & Dr. Anita Sengar, Senior Associate Professor of School of Business, UPES. No part of this thesis has formed the basis for the award of any degree or fellowship previously.

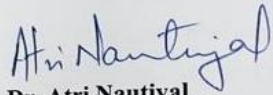


Shivam Joshi
School of Business, UPES, Dehradun - 248007: Uttarakhand.
DATE : 20/08/2022

CERTIFICATE

I certify that Shivam Joshi has prepared his thesis entitled “**An Extension to TPB for the Food and Beverage Products in the Himalayan Region of Uttarakhand**”, for the award of PhD degree of the UPES, under my guidance. He/she has carried out the work at the School of Business, UPES.

Internal Supervisor 1

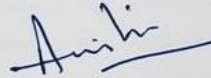


Dr. Atri Nautiyal

**School of Liberal Studies, UPES
Dehradun - 248007: Uttarakhand.**

DATE: 20/08/2024

Internal Supervisor 2



Dr. Anita Sengar

**School of Business, UPES
Dehradun - 248007: Uttarakhand.**

DATE: 20/08/2024

ABSTRACT

Uttarakhand a state defined by its Himalayan topography, with its diverse cultures, unique agro-climatic conditions, and rich culinary heritage, presents a significant yet underexplored market for food and beverage products. Despite its potential, the consumption of RFP (RFP) in Uttarakhand faces numerous challenges, including shifting consumer preferences towards globalized food options, logistical and supply chain issues, and a lack of awareness about the nutritional and cultural value of local foods. Addressing these difficulties necessitates a thorough study of consumer behavior, particularly the elements that influence the acceptability and consumption of regional foods.

This research attempts to close the current knowledge gap by adding materialism and regiocentrism to the TPB, offering a thorough framework to investigate how consumers in Uttarakhand's Himalayan region behave when it comes to food and drink products. The urgent need to advance sustainable eating habits and assist regional economies in the Himalayan region is what spurred this study's development. By focusing on Uttarakhand, the research seeks to uncover the psychological and socio-economic factors that affect consumer choices, thereby enabling stakeholders to formulate strategies that encourage the consumption of local food products. The ultimate goal is to leverage these insights to boost local production, enhance food security, and preserve the cultural heritage associated with regional cuisines.

The three-part comprehensive literature review forms the basis of the study's methodological approach, which is then followed by empirical testing using SEM. Using the Fuzzy Analytic Hierarchy Process (AHP), the primary obstacles to Uttarakhand's consumption of local food products were determined in the first phase. This stage was essential for developing a comprehensive grasp of the intricate elements that discourage consumers from selecting locally grown food. The Fuzzy AHP method, known for its ability to handle uncertainties and subjective judgments, was instrumental in prioritizing the barriers, providing a solid foundation for the subsequent phases of the study.

In the second phase, a bibliometric analysis was employed to structure the literature comprehensively. This involved screening academic papers to select

those most relevant to the study's objectives. Bibliometric analysis, a statistical method used to analyze a large volume of literature, enabled the identification of key themes, trends, and gaps in the existing body of research related to consumer behavior towards food products. This phase ensured that the study was built on a robust theoretical base, incorporating the latest findings and methodologies in the field.

Following the bibliometric analysis, the screened papers were examined through the TCCM (Theory, Context, Characteristics, and Method) framework coupled with an algorithm-based textual analysis. The TCCM framework allowed for a structured review of the literature, considering the theory underpinning the research, the context in which the studies were conducted, the characteristics of the research subjects, and the methods used. This detailed analysis facilitated a deep dive into the nuances of consumer behavior research, particularly in the context of regional food consumption. The algorithm-based textual analysis further refined the study's focus, highlighting specific areas for extension within the TPB.

Building on the comprehensive literature review, the study extends the TPB by incorporating regiocentrism and materialism. Regiocentrism, or the preference for products from one's own region, and materialism, the importance placed on acquiring and owning material goods, are posited to play significant roles in influencing consumer behavior towards local food products. The inclusion of these constructs in the TPB framework represents a novel approach to understanding the complex motivations behind food consumption choices in Uttarakhand.

Nine hypotheses were formulated to explore the relationships between the extended TPB constructs—regiocentrism, materialism, and consumer behavior. These hypotheses aim to uncover the underlying mechanisms through which regional preferences and materialistic values impact the behavior of such products. Through the examination of these theories, the research aims to offer a more comprehensive understanding of the elements that promote or impede the acceptance of local foods.

The study uses a Confirmatory Factor Analysis (CFA) and SEM to test the hypotheses that have been proposed. SEM is a potent statistical method that

makes it possible to investigate intricate connections between latent and observed variables. The extended TPB model's construct validity is evaluated by the study using CFA, guaranteeing that the theoretical framework appropriately captures the fundamental aspects of Uttarakhand consumers' behavior with regard to local food products.

A thorough description of the procedures used and the conclusions reached in relation to the validity, reliability, and structural modeling of the constructs being studied are given in the data analysis chapter. The reliability analysis revealed that the scale had a high degree of internal consistency, as evidenced by its 0.856 Cronbach's alpha coefficient. The responses' demographic profiles demonstrated a varied sample, guaranteeing that the conclusions could be applied to a larger population.

Descriptive analysis revealed a leftward skewness in the distribution of most variables, with significant kurtosis suggesting a higher concentration of responses towards the center of the distribution. The SEM results confirmed robust factor loadings, indicating strong indicators of their respective constructs. However, some issues with internal consistency were noted, particularly for the REG and MAT scales.

The path coefficient analysis revealed significant positive relationships between materialism and ATT, as well as between SN and intention. However, the relationship between materialism and PBC was not significant. The mediation analysis indicated that materialism's relationship with purchase intentions for RFP was negatively mediated by regiocentrism, highlighting the complex interplay between personal values and local identity in consumer decision-making.

The theoretical contributions of this study to the field of marketing and specifically for behavior of consumers are substantial, significantly enriching on how personal values and regional identity interact within the TPB framework. By combining materialism and regiocentrism, the research creatively expands the TPB and offers a thorough model for analyzing consumer behavior toward local food and beverage products in Uttarakhand's Himalayan region.

Practically, the findings provide valuable insights for marketers, policymakers, and entrepreneurs, highlighting strategies to promote local food products, support sustainable agricultural practices, and preserve cultural heritage. For instance, marketing strategies should align regional products with the values of materialistic consumers by branding local products as exclusive or premium. Efforts to enhance consumer awareness about the quality and uniqueness of local products through storytelling that connects the products with regional heritage may counteract negative perceptions held by materialistic consumers. Future research directions include cross-cultural studies to understand how materialism and regiocentrism interplay with consumer behavior across various regions and cultures. Longitudinal research would allow for the observation of changes over time, providing insights into how shifts in societal values and economic development affect consumer behavior towards regional products. Qualitative investigations, including in-depth interviews and focus groups, could provide a richer understanding of why regiocentrism may negatively impact purchase intentions despite a positive influence on ATTs.

This study makes significant theoretical and practical contributions by giving an extension to TPB to include regiocentrism and materialism, providing a comprehensive framework for examining consumer behavior towards RFP. The insights gained from this research can guide the development of targeted marketing campaigns, policy interventions, and business strategies that encourage the consumption of local food products, thereby fostering economic development and sustainability in the region.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to Dr. Atri Nautiyal, my supervisor, for his invaluable guidance, patience, and expert advice throughout the course of this research. His mentorship was instrumental in shaping both the direction and success of this thesis. I am equally grateful to my co-supervisor, Dr. Anita Sengar, for her insightful critiques and constructive suggestions, which were vital in refining my research work.

Special thanks are due to Dr. Ram Sharma, the Vice Chancellor, whose support and encouragement at every step provided me with the strength and confidence to navigate through this challenging journey. I am also thankful to Prof. Rahul Nainwal, Director of the School of Business, for providing me with the resources and environment conducive to my research.

I extend my heartfelt thanks to Dr. Sharad Mehra, Chairman of HERS, for his unwavering belief in my capabilities. His constant encouragement has been a source of great motivation throughout this endeavor.

I would like to thank Dr. D K Awasthi, Dean of Research, and Dr. Pankaj Kumar, Associate Dean of Research, for their mentorship and the opportunities they have provided me to grow as a researcher. Their commitment to fostering a research culture has left a lasting impression on my academic career.

A very special and heartfelt tribute goes to Dr. P C Bahuguna, a pivotal figure in my development as a researcher. His belief and trust in me, along with the mentorship he has graciously provided, have been instrumental in shaping my research philosophy and execution. His impact on my journey is immeasurable. To Dr. Atul Rawat and Dr. Sushil Kumar Rai, I am deeply thankful for being incredible mentors and for enlightening me on the true essence of research. Their mentorship has been instrumental in shaping my research methodology and academic rigor.

My father, Dr. Anil Prakash Joshi, has always been my role model, and his unwavering belief in me has lifted me in times of doubt. My mother, Dr.

Sandhya Joshi, has been a constant source of motivation, always pushing me to strive for excellence with her love and support.

I owe a great deal of appreciation to my wife, Dr. Shipra Joshi, for being my pillar of strength and for illuminating my path during the most challenging times. Her love, patience, and faith in me have been the cornerstone of my perseverance. To my daughter Ira, the joy and inspiration of my life – thank you for giving me the motivation and the countless moments of joy that fueled my dedication to complete this thesis.

I am immensely grateful to my friends – Sushant Saklani, Rajesh Kumar, Dr. Shambhu Sajith, Dr. Aswani R S, Dr. Shantanu Trivedi and Mr. Akshay Shah. Their camaraderie, honest feedback, and unwavering support have been indispensable. They have always held up a mirror, showing me my true self and the potential that lies within me.

Last but not the least I am grateful to Mr. Yogesh Kumar Sharma for his unwavering support throughout my research journey, without you this acknowledgement would be incomplete.

Table of Contents

DECLARATION	ii
CERTIFICATE	Error! Bookmark not defined.
ABSTRACT.....	iv
ACKNOWLEDGEMENT	ix
List of Tables	xv
List of Figures	xvi
Chapter 1: Introduction	1
1.1 Background of the Study	4
1.2 RFP Consumer Behavior in India	6
1.3 Business Problem.....	8
1.4 Business Problem Statement	9
1.5 Research Design.....	10
1.5.1 Research Philosophy.....	10
1.5.2 Approach	11
1.5.3 Methodological Choice.....	11
1.5.4 Strategy	11
1.5.5 Time Horizon.....	11
1.5.6 Techniques and Procedure.....	12
1.6 Operating Definitions.....	12
1.6.1 ATT	12
1.6.2 PBC.....	12
1.6.3 SN.....	12
1.6.4 INT.....	13
1.6.5 MAT	13
1.6.6 REG	13
Chapter 2: LITERATURE REVIEW.....	14
2.1 Introduction	14
2.1.1 Phase One: Identifying the Business Problem.....	14
2.1.2 Phase Two: Bibliometric Analysis	14
2.1.3 Phase Three: TCCM Framework Application and Textual Analysis	15
2.1.4 Formulation of Research Gaps	15
2.2 Literature Review Phase 1 (Business Problem Phase).....	16

2.2.1 Introduction	16
2.2.2 Theoretical Background	18
2.2.3 Barrier Description	19
2.2.4 Methodology for Fuzzy AHP	22
2.2.5 FAHP technique	25
2.2.6 The allocation of weights to each barrier, broken down into different categories of barriers.	26
2.2.6 Findings	27
2.2.7 Sensitivity Analysis	32
2.2.8 Conclusion to Phase 1 of Review	35
2.3 Literature Review Phase 2 (Bibliometric Analysis)	37
2.3.1 Introduction	37
2.3.2 Criteria For Inclusion:	38
2.3.3 Criteria For Exclusion:	38
2.3.4 Bibliometric Analysis	38
2.4 Phase 3: Theory Context Characteristics and Methods (TCCM) and Textual Analysis	47
2.4.1 TCCM Analysis	47
2.4.2 Textual Analysis	136
2.5 Analysis of Review.....	137
2.5.1 Factors Added.....	137
2.5.2 Methodology Used	138
2.6 The Gap Formulation	138
2.7 Research Gaps	141
2.8 Research Problem	141
2.9 Research Questions	141
2.10 Research Objectives	142
Chapter 3: Research Methodology.....	143
3.1 Introduction	143
3.2 Hypothesis Development	143
3.2.1 Hypothesis 1	144
3.2.2 Hypothesis 2	144
3.2.3 Hypothesis 3	145
3.2.4 Hypothesis 4	145

3.2.5 Hypothesis 5	146
3.2.6 Hypothesis 6	146
3.2.7 Hypothesis 7	147
3.2.8 Hypothesis 8	147
3.2.9 Hypothesis 9	147
3.3 Questionnaire Design	148
3.3.1 Scale Selection.....	149
3.3.2 Scale Item development.....	149
3.3 Demographic Profile.....	156
3.4 Sample	158
3.5 Research Tool	160
Chapter 4: DATA ANALYSIS AND RESULTS	161
4.1 Introduction To Data Analysis	161
4.2 Pilot Study.....	161
4.3 Main Data Analysis	163
4.3.1 Demographics	163
4.3.2 Normality.....	166
4.3.3 Descriptive Statistics	168
4.3.4 Measurement Model	171
4.3.4 Structural Model	177
4.3.5 Mediation.....	180
4.4 Data Analysis Summary	181
Chapter 5: Conclusions and Recommendations	184
5.1 Conclusions	184
5.1.1 Reliability and Validity.....	184
5.1.3 Descriptive Analysis.....	185
5.1.4 SEM.....	185
5.1.5 Path Coefficient Analysis	186
5.1.5 Mediation Analysis.....	187
5.2 Theoretical Contribution.....	188
5.2.1 Integration of Materialism and Regiocentrism into TPB	188
5.2.2 Materialism's Impact on Consumer ATTs.....	189
5.2.3 The Dual Influence of Regiocentrism	189
5.2.4 Extended TPB Model with Personal Values	189

5.2.5 Cultural Contextualization of TPB	190
5.3 Recommendations and Future Research Directions.....	190
5.3.1 Managerial Implications	190
5.3.2 Future Research Directions	191
References.....	193
List of Publications	218
Plagiarism Report.....	219

List of Tables

Table 1:Fuzzy AHP conversion scale	24
Table 2:Comparison matrix (Joshi et al., 2024)	27
Table 3: Global Weight, Global Rank and Relative Rank (Joshi, Sengar, & Nautiyal, 2024)	30
Table 4:Sensitive Analysis	33
Table 5: Sensitivity analysis part 2 (Joshi, Sengar, & Nautiyal, 2024)	34
Table 6:Filters for Bibliometric Analysis	39
Table 7:Screening of Papers	47
Table 8: Scopus Filters for bibliometric analysis.....	139
Table 9:Constructs and their respective items.....	156
Table 10:Demographic profile selected for the research.....	158
Table 11:Full Reliability	162
Table 12:Split-Half Reliability	163
Table 13: Construct Chronbach Alpha.....	163
Table 14: Demographic profile of the respondents.....	166
Table 15: Skewness and Kurtosis values for 32 items	168
Table 16: Mean and Standard Deviation of each items.....	170
Table 17:Reliability and AVE of data from Smart PLS 4.0	172
Table 18:Discriminant Validity-HTMT Matrix.....	173
Table 19:Discriminant Validity-Fornell-Larcker	173
Table 20:Reliability.....	174
Table 21:HTMT Matrix (After Item Deletion)	174
Table 22:Fornell-Larcker (After Item Deletion).....	175
Table 23:Factor loadings from Smart PLS 4.0	176
Table 24:Structural model data, T-Statistics and P-Values	178
Table 25:Specific indirect effects	180

List of Figures

Figure 1: Research Design	10
Figure 2: Literature Review Process	16
Figure 3:Process used for fuzzy AHP	23
Figure 4:Process of TFN	26
Figure 5:Graph showing sensitivity analysis (Joshi et al., 2024)	35
Figure 6: Methodology for Bibliometric Analysis	38
Figure 7: Count of Articles in Scopus from 2011 to 2021	40
Figure 8: Papers divided into categories (2011–2021)	40
Figure 9:TPB Top Authors and Density Visualization Chart	41
Figure 10:TPB Top Countries and Country Network Visualization	41
Figure 11:TPB Top Journals	42
Figure 12: TPB Top Terms and Visualization of the Keyword Network .	43
Figure 13: A list of keywords that are less common	44
Figure 14:Textual Analysis of TCCM Analysis	136
Figure 15:Materialism, ATT and Ethnocentrism Association	141
Figure 16:Conceptual Framework	148
Figure 17:Model created in Smart PLS 4.0	171
Figure 18:SEM Model (After corrective measures)	175

Chapter 1: Introduction

Uttarakhand, with its diverse cultures, unique agro-climatic conditions, and rich culinary heritage, presents a significant yet underexplored market for food and beverage products. Despite its potential, the consumption of Regional Food Product (RFP) in Uttarakhand faces numerous challenges, including consumer preferences shifting towards globalized food options, logistical and supply chain issues, and a lack of awareness about the nutritional and cultural value of local foods (Joshi, Sengar, & Nautiyal, 2024). To solve these problems, consumer behavior must be thoroughly studied, especially the factors influencing acceptance and consumption of local foods. By adding materialism and regiocentrism to the theory of planned behavior (TPB), this study fills a knowledge gap by providing a thorough framework for examining how consumers in Uttarakhand's Himalayas behave when it comes to food and drink products. This study was motivated by the pressing need to promote sustainable farming practices and assist local economies in the Himalayan region. By focusing on Uttarakhand, the research seeks to uncover the psychological and socio-economic factors that affect consumer choices, thereby enabling stakeholders to formulate strategies that encourage the consumption of local food products. The ultimate goal is to leverage these insights to boost local production, enhance food security, and preserve the cultural heritage associated with regional cuisines. The study's methodological

approach is structured around a comprehensive literature review conducted in three parts, followed by empirical testing using SEM.

Part 1: Fuzzy AHP (FAHP) and Identification of Barriers

In order to formulate the business problem and identify the primary barriers preventing Uttarakhand residents from using locally produced food items, the FAHP was employed in the first phase of the literature study. This stage was essential for developing a comprehensive grasp of the intricate elements that discourage customers from selecting locally grown food. The method known as fuzzy AHP, which is renowned for its capacity to manage uncertainties and subjective assessments, played a crucial role in establishing a hierarchy of barriers and laying a strong basis for the study's later stages.

Part 2: Bibliometric Analysis and Literature Structuring

In the second phase, a bibliometric analysis was employed to structure the literature comprehensively. This involved the screening of academic papers to select those most relevant to the study's objectives. Bibliometric analysis, a statistical method used to analyze a large volume of literature, enabled the identification of key themes, trends, and gaps in the existing body of research related to consumer behavior towards food products. This phase ensured that the study was built on a robust theoretical base, incorporating the latest findings and methodologies in the field.

Part 3: Theory, Context, Characteristics and Method (TCCM) Framework and Textual Analysis

Following the bibliometric analysis, the screened papers were examined through the TCCM (Theory, Context, Characteristics, and Method) framework, coupled with an algorithm-based textual analysis. The TCCM framework allowed for a structured review of the literature, considering the theory underpinning the research, the context in which the studies were conducted, the characteristics of the research subjects, and the methods used. This detailed analysis facilitated a deep dive into the nuances of consumer behavior research, particularly in the context of regional food consumption. The algorithm-based textual analysis further refined the study's focus, highlighting specific areas for extension within the TPB.

Building on the comprehensive literature review, the study extends the TPB by incorporating regiocentrism and materialism. Regiocentrism, or the preference for products from one's own region, and materialism, the importance placed on acquiring and owning material goods, are posited to play significant roles in influencing consumer behavior towards local food products. The inclusion of these constructs in the TPB framework represents a novel approach to understanding the complex motivations behind food consumption choices in Uttarakhand.

Nine hypotheses were formulated to explore the relationships between the extended TPB constructs, regiocentrism, materialism, and consumer behavior. These hypotheses aim to uncover the underlying mechanisms through which regional preferences and materialistic values impact the consumption of local food products. The study aims to provide a more comprehensive picture of the factors that promote or impede the acceptance of regional foods by addressing these hypotheses.

In order to test the provided hypotheses, the study employs SEM and confirmatory factor analysis (CFA). Structure equation model (SEM) is a potent statistical method that makes it possible to investigate intricate connections between latent and observable variables. The extended TPB model's construct validity is evaluated by the study using CFA, guaranteeing that the theoretical framework appropriately captures the fundamental aspects of Uttarakhand consumers' behavior with regard to local food goods.

There are important theoretical and practical contributions made by this study. By combining materialism and regiocentrism, it theoretically expands the TPB and provides a more thorough framework for analyzing consumer behavior in relation to regional food consumption. The results offer significant perspectives for marketers, policymakers, and entrepreneurs, emphasizing tactics to encourage regional food items, encourage sustainable farming methods, and conserve cultural heritage.

Moreover, by focusing on the Himalayan region of Uttarakhand, the study addresses a gap in the literature, contributing to a deeper understanding of consumer behavior in emerging markets and regions with unique cultural and environmental characteristics. The insights gained from this research could

guide the development of targeted marketing campaigns, policy interventions, and business strategies that encourage the consumption of local food products, thereby fostering economic development and sustainability in the region.

1.1 Background of the Study

The Indian food sector is a booming industry and is drawing the attention of both investors and customers. Indian Brand Equity Foundation (IBEF) has reported that the rising food consumption, driven by urbanization and evolving dietary habits, is projected to reach US\$ 1.2 trillion by 2025-26. In 2019, the processed fruits and vegetables industry was valued at US\$ 15.4 billion. The increased consumer awareness during lockdowns has fueled demand for processed foods, particularly in the RTE/RTC, dairy, and fruit and vegetable segments. The food processing sector in India is expected to grow from US\$ 866 billion in 2022 to an estimated US\$ 1,274 billion by 2027, supported by population growth, changing lifestyles, and increasing disposable incomes due to urbanization (IBEF, 2024).

The amplified demand for processed food items is one of the key drivers of growth in the Indian food business. Indian middle class's increase in purchasing power has led to desire for convenience and diversity in eating options. As a result, the number of supermarkets and hypermarkets has increased, as has the number of fast-food businesses and restaurants.

Through a number of initiatives and programs, the Indian government has been aggressively boosting the food processing sector. To aid in the sector's expansion, the Ministry of Food Processing Industries has put into place a number of programs, including the Pradhan Mantri Kisan Sampada Yojana, the Mega Food Parks Scheme, and the Scheme for Financial Assistance for Agro-Processing Clusters.

The "Self-Reliant India Movement," also known as the Aatma Nirbhar Bharat Abhiyan, is a government programme in India that aims to make the nation self-sufficient in a variety of industries, including the food business. The campaign encourages the use of food items that are produced and supplied locally, which may significantly affect the economy and self-sufficiency of the nation.

The Aatma Nirbhar Bharat Abhiyan places a strong emphasis on promoting local food items. These items are exclusive to a certain area of India and are frequently produced utilising conventional techniques and ingredients from the area. Not only can the marketing of these goods benefit the local economy, but it may also aid in the preservation of traditional culinary traditions and practises. The country's reliance on imported food goods can be decreased with the support of localised food product promotion. According to a survey by the India Brand Equity Foundation (IBEF), with a 15% share of the worldwide market, India is the world's largest importer of edible oils. The nation may decrease its reliance on imports and boost its self-sufficiency by promoting local food items (Agriculture in India: Industry Overview, Market Size, Role in Development...| IBEF, n.d.).

Due to a number of factors, promoting local food goods in India can be difficult. These items are exclusive to a certain area of India and are frequently produced utilising conventional techniques and ingredients from the area. Although they have the potential to strengthen the local economy and protect indigenous food cultures, they encounter a number of marketing and distribution issues (Joshi, Sengar, & Nautiyal, 2024).

Lack of standardisation and certification is one of the main issues local food products confront. Since many of these items are manufactured using outdated techniques and don't have the correct packaging or labelling, it can be challenging for customers to recognise and trust them. Regional food items find it challenging to compete with national food brands because of this lack of uniformity (Joshi, Sengar, Nautiyal, et al., 2024).

The absence of efficient distribution routes is another issue that local food items must deal with. Many of these products are produced by small and medium-sized businesses (SMEs), which lack the infrastructure and funding necessary to market their goods widely. Because there are inadequate distribution routes, it is difficult for customers to get regional food goods (Joshi, Sengar, Nautiyal, et al., 2024).

RFP face additional difficulties due to high manufacturing costs and a lack of economies of scale. These goods are more expensive to create than food items that are mass-produced since their production frequently entails labor-intensive,

small-scale procedures. Regional food firms struggle to compete on pricing with national food brands due to their high manufacturing costs.

Lack of customer exposure and knowledge is one of the main issues that RFP confront. It's possible that many customers, especially those in cities, are more familiar with and prefer food goods from bigger, more reputable companies. Additionally, it may be challenging for customers to find and learn about regional food items if there is insufficient marketing and advertising for them. Another significant obstacle for regional food items is consumer preference for imported foods. India's appetite for unusual and international culinary products is rising as a result of globalization's influence and exposure to other cuisines. This predilection for imported foods may make it challenging for localised foods to compete and win over customers.

As a result, consumer behaviour in India toward regional food items can be a complicated issue that is impacted by a wide range of circumstances. When it comes to customer demand and acceptability, some of the biggest challenges faced by regional food items are lack of exposure and knowledge, inconsistent flavour and quality, and a preference for international food products. To overcome these obstacles, it is crucial to raise consumer knowledge of the advantages of regional food items, guarantee their consistency in flavour and quality, and highlight their distinctive qualities.

1.2 RFP Consumer Behavior in India

Consumer behaviour is the study of how people choose to buy, utilise, or discard products, services, or concepts. Businesses must understand customer behaviour in order to develop goods and services that appeal to their target market's requirements and desires. Numerous factors affect consumer behaviour when it comes to regional food goods.

The perception of quality and safety is one of the key elements determining customer behaviour towards regional food goods. In comparison to mass-produced foods, consumers frequently regard regional foods as being fresher, healthier, and more natural. According to a research in the Journal of Cleaner Production, customers believe that locally sourced food is of greater quality and safety, hence they are prepared to pay more for it (Gao & Su, 2019).

The impact of culture and tradition is a crucial additional aspect. Consumers may feel a sense of nostalgia and belonging when they consume regional culinary products since they mentally associate themselves with it. Consumers are more inclined to purchase RFP that are connected to their cultural heritage, according to research published in the *Journal of Heritage Tourism* (Poria et al., 2006).

Additionally, environmental concerns have also been shown to influence consumer behavior towards RFP. Consumers are becoming more aware of the environmental impact of their food choices, and are increasingly choosing to purchase locally-grown food products to reduce their carbon footprint. According to a research in the *Journal of Environmental Psychology*, when people are aware of the advantages buying locally produced food products has for the environment, they are more likely to do so (Schultz et al., 2007).

A wide variety of regional cuisine items with a long history of production and use can be found throughout India. Each one is distinctive in its own way. The many cultural and geographic diversity that exist throughout India are reflected in the consumption patterns of different culinary items. In India, there are a number of factors that affect customer behaviour for regional culinary items. Cultural preferences, geographic location, accessibility, cost, and convenience are the most significant of these.

In India, cultural tastes play a significant role in influencing customer behaviour for local culinary goods. The preferences of individuals for particular food products vary substantially based on their racial and religious heritage. For instance, some parts of India appreciate foods cooked with particular spices and flavours while favouring others with different ones. Furthermore, although certain places could strongly support vegetarian food, others might prefer non-vegetarian options.

Geographical location is another major factor in determining consumer behavior for RFP in India. People's preferences for certain types of food products often depend on the region in which they live. For example, coastal regions may have a strong preference for seafood dishes, while mountainous regions may favor dishes made with locally grown crops. Additionally, certain regions may favor certain types of cooking styles, such as tandoori or dosa.

Availability is also an important factor in determining consumer behavior for RFP in India. People's preferences for certain types of food products are often based on whether or not they are readily available in their local area. For example, certain types of regional dishes may only be available in certain regions of the country, while others may be more widely available.

Pricing is also a major factor in determining consumer behavior for RFP in India. People's preferences for certain types of food products are often based on their budget, with people being more likely to buy a product if it is within their budget. Additionally, people may also be more likely to buy a product if it is seen as being of higher quality or more value for money.

Convenience is also an important factor in determining consumer behavior for RFP in India. People's preferences for certain types of food products are often based on how easy it is to purchase them and how convenient it is to prepare them. For example, certain dishes may require more preparation time than others, while some may require fewer ingredients or be easier to cook.

The analysis of consumer behavior for RFP in India has several implications for producers and marketers. Producers and marketers should take into account the various factors that influence consumer behavior when developing new products or marketing existing ones. Additionally, they should also consider the availability, pricing, and convenience of their products when determining how to best reach their target markets.

1.3 Business Problem

Rural and urban areas are economically, socially, and environmentally co-dependent spaces. According to IBEF (Indian Brand Equity Foundation), the Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is expected to reach US\$ 100 billion by 2025. The consumption of RFP in India is on a decline due to various factors. The primary reason for this decline is the increasing popularity of processed and packaged food products. The availability of packaged and processed food products has resulted in people consuming more of these products than RFP. In addition, the production of RFP is often labor-intensive and requires traditional methods of production, which has resulted in an increase in the cost of production. Furthermore, the shift from

traditional eating practices to fast food has resulted in a decrease in the consumption of regional food items.

As a part of sustainable tourism practices increase in local food production has gained momentum but the consumption pattern of the local food has not gained the same kind of momentum and the policies which were made to promotion sustainable tourism are the once which are the one which are hampering sustainable food production/consumption practices in Uttarakhand (Rawat et al., 2023). The nutritional value of RFP is often overlooked in comparison with processed foods. As a result, people are not aware of the health benefits associated with RFP. Another factor contributing to the drop in RFP consumption is the lack of initiatives for marketing and promotion of such foods. RFP are often not marketed or promoted adequately by the government or food companies, which has resulted in a lack of awareness about such foods. Furthermore, the lack of government initiatives to promote RFP has also resulted in their declining consumption.

The challenges may occur in the production, transportation, behavior of consumers towards these products. In order to strengthen the understanding of the business problem facing RFP, a study was conducted using the Fuzzy AHP technique. This study identified 35 barriers, which were classified into six major categories. Among these, lack of consumer awareness emerged as a top barrier, alongside other significant challenges such as political commitment and consensus, entry barriers, geographical challenges, and unreliable transportation facilities. Notably, in its category, lack of consumer awareness was identified as the primary local barrier, highlighting its critical role in hindering the expansion of local food products. Sensitivity analysis also brought attention to the important role that institutional, regulatory, and operational barriers play in this context, highlighting the relative importance of market barriers. This evidence points to a critical gap in consumer knowledge and engagement with RFP (Joshi, Sengar, & Nautiyal, 2024).

1.4 Business Problem Statement

The FMCG sector in rural and semi-urban India, despite its projected growth to US\$ 100 billion by 2025, faces a significant decline in the consumption of RFP

due to a complex interplay of factors. Primary among these is the escalating preference for processed and packaged foods, driven by their widespread availability and perceived convenience. This shift is further exacerbated by the labor-intensive production and traditional methods required for RFP, leading to higher costs and diminishing appeal. Compounding the issue, a marked decline in traditional eating habits in favor of fast food and a critical lack of consumer awareness about the health and nutritional benefits of regional food items have led to their decreased consumption. To address this business problem effectively and given the evolving dynamics of consumer preferences in Uttarakhand's FMCG sector, it is critical to delve into the intricacies of consumer behavior towards RFP.

1.5 Research Design

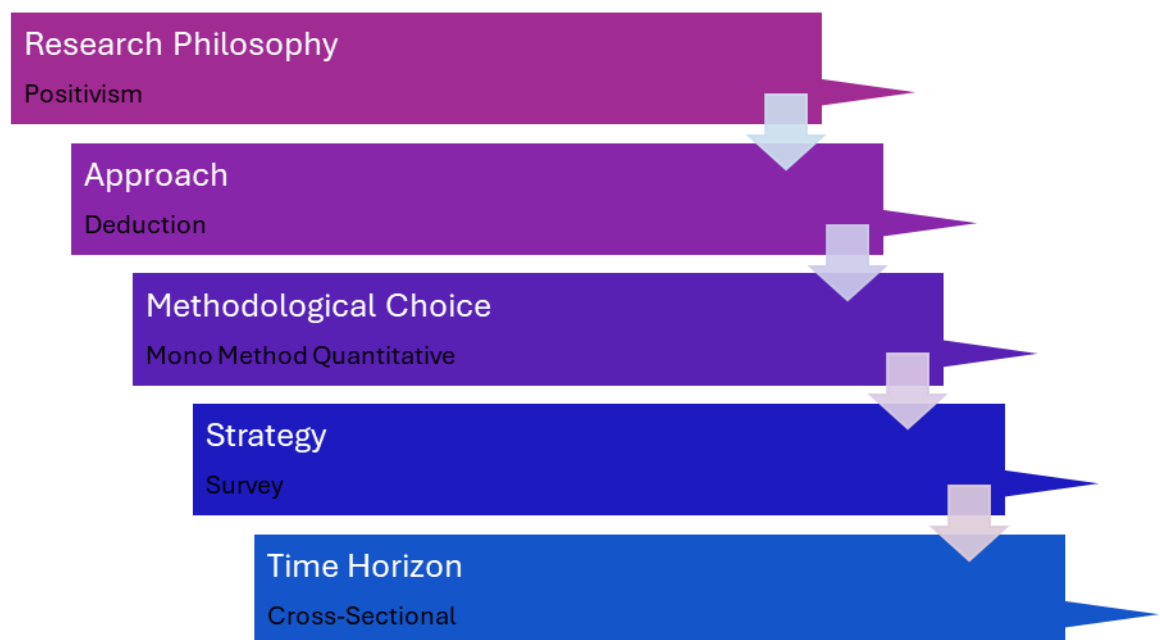


Figure 1: Research Design

1.5.1 Research Philosophy

The positivist philosophy that supports the current study holds that knowledge is derived from human experience and is verified empirically. This study intends to monitor, characterize, and quantify consumer behavior toward food and beverage products in Uttarakhand's Himalayan region within this philosophical

framework. The positivist philosophy supports the development of universal laws, which, in this context, relate to the extension of the TPB.

1.5.2 Approach

The deductive approach is employed in this research to test hypotheses derived from the existing TPB and its proposed extensions. The initial step in the deductive process involves formulating hypotheses based on the existing literature on TPB and its relevance to consumer behavior concerning food and beverage consumption in Uttarakhand. After that, these theories will be methodically investigated using quantitative data analysis.

1.5.3 Methodological Choice

This study uses a quantitative mono method design. To collect numerical data on the variables of interest, surveys with structured questionnaires and other quantitative data collection techniques will be used. These comprise the extra constructs that have been suggested to expand the TPB in the context of the Himalayan region, as well as SN, PBC, ATT, and intention to purchase.

1.5.4 Strategy

A survey strategy is chosen due to its effectiveness in collecting a large amount of data from a sizable population. This is appropriate for the aim of generalizing findings to the broader consumer population of the Himalayan region of Uttarakhand. The survey will be constructed to measure the constructs of TPB, along with additional variables identified during the literature review that may influence consumer behavior in this particular geographical and cultural context.

1.5.5 Time Horizon

The research will be cross-sectional, capturing data at a single point in time. This snapshot approach will provide a clear picture of the current state of consumer behavioral intentions towards food and beverage products in the region, allowing for the analysis of the relationships between variables as they exist at that point in time.

1.5.6 Techniques and Procedure

Data will be collected through structured questionnaires, distributed both online and in paper format to ensure a comprehensive reach within the target population. The questionnaire design will be informed by the constructs of the TPB and the additional factors identified as relevant to the research context.

Structured Equation Modeling (SEM) will be used in the data analysis to examine the connections between the constructs. Because SEM can analyze complex models with multiple independent and dependent variables and test both direct and indirect relationships between them, it is appropriate for this type of research.

Before the main survey is distributed, a pilot study will be carried out to guarantee the validity and reliability of the research instruments. The questionnaire will be improved using data from the pilot study, and any necessary changes will be made based on the feedback received.

1.6 Operating Definitions

1.6.1 Attitude (ATT)

TPB defines ATT as a person's assessment of how desirable a behavior's result will be (Ajzen, 1991). ATT is a cognitive process through which an individual assigns value to a behavior (Fishbein & Ajzen, 1975). ATT is a function of an individual's beliefs and the outcomes they perceive they would receive from performing a behavior (Ajzen & Fishbein, 1980).

1.6.2 Perceived Behavior Control (PBC)

According to the TPB, PBC is the extent to which an individual feels capable of engaging in a particular behavior (Ajzen, 1991, p. 4). PBC is the perceived ease or difficulty of carrying out the behavior, according to Fishbein and Ajzen (1975). It is dependent on beliefs about the existence of external control factors and the individual's own capability. PBC is the belief in one's ability to carry out the actions necessary to achieve specific goals, according to Bandura (1977).

1.6.3 Subjective Norms (SN)

Perceived social pressure from significant reference groups to engage in, approve of, or reject a behavior is known as SN (Ajzen, 1991). SN are a person's belief that the majority of significant others believe they should or shouldn't

engage in a particular behavior (Fishbein & Ajzen, 1975). A person's perception of the social pressure to engage in, accept, or reject a behavior is known as SN (Ajzen, 2002).

1.6.4 Intentions (INT)

According to Ajzen (1991, p. 176), intention is the "willingness to perform a behavior." It serves as the action's engine (Ajzen & Madden, 1986, p.1). According to Ajzen (2002), on page 5, intention is "an individual's commitment to perform a behavior."

1.6.5 Materialism (MAT)

The idea that acquiring and consuming food is viewed as a status symbol and that consuming particular foods is a way to demonstrate one's wealth and social standing is known as materialism in relation to food consumption. This idea has been thoroughly researched in the literature; some studies have looked at the ways in which people express their identities through food, while others have looked at the influence of materialism on choices about what to eat (Wansink & Chandon, 2016; Warde, 2002; Ros, 2004).

1.6.6 Regiocentrism (REG)

Regiocentrism is the affinity towards products belonging to their own region (W. J. Lee et al., 2016), Lee also said that regiocentrism is ethnocentrism but on the regional level.

Chapter 2: LITERATURE REVIEW

2.1 Introduction

The literature review is the cornerstone for building a solid academic foundation for this thesis. The review, which was conducted in three systematic phases, not only illuminated the current academic landscape but also rigorously identified gaps that this research aims to fill.

2.1.1 Phase One: Identifying the Business Problem

The first phase commenced with the delineation of the business problem through the application of the fuzzy Analytic Hierarchy Process (fuzzy AHP). Fuzzy AHP, an advanced decision-making technique that handles the vagueness and uncertainty inherent in assessing human judgments, was instrumental in prioritizing the barriers to the consumption of RFP. This method provided a hierarchical structuring of the barriers and discerned the most significant ones that consumers encounter in the Himalayan region of Uttarakhand. The outcome of this phase was a clear articulation of the primary business problem that this thesis seeks to address: understanding the major impediment to the consumption of local food and beverage products.

2.1.2 Phase Two: Bibliometric Analysis

The second phase was characterized by a bibliometric analysis, a quantitative approach to the assessment of literature, which facilitated the structuring and

screening of the extant research. This phase was essential in mapping the thematic concentrations, scholarly impacts, and intellectual structures of existing studies. The bibliometric analysis served as a funnel through which a vast array of literature was distilled, ensuring that the subsequent phases of the review were grounded in the most relevant and impactful studies.

2.1.3 Phase Three: TCCM Framework Application and Textual Analysis

In the third and final phase, the 178 articles that emerged from the bibliometric screening underwent a meticulous examination guided by the TCCM (Theory, Context, Characteristics, and Method) framework. This analytical lens allowed for a comprehensive textual analysis, providing a systematic approach to understanding the interplay between theory and practice within the literature. The TCCM framework enabled the classification of articles according to their theoretical underpinnings, contextual focus, methodological rigor, and the characteristics of their research designs. It was through this detailed analysis that the gaps within the literature were distilled, shaping the contours of this research's unique contribution to the field.

2.1.4 Formulation of Research Gaps

The extensive literature review process, adhering to the methodological rigor of the three-phase approach, culminated in the identification of research gaps. These gaps, informed by both the analytical hierarchy of barriers and the TCCM-informed textual analysis, serve as the launchpad for the research questions that this thesis endeavors to answer. As a result, the ensuing research is not only rooted in a systematic and comprehensive review of existing literature but is also sharply focused on contributing new insights to the academic discourse surrounding consumer behavior in the food and beverage sector of the Himalayan region.

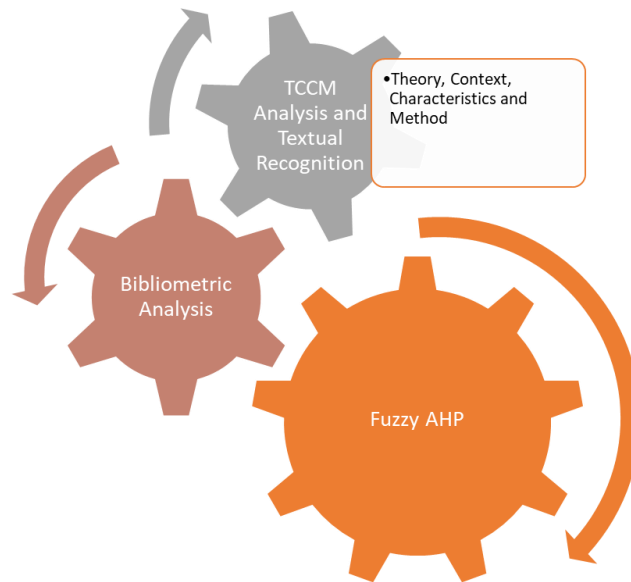


Figure 2: Literature Review Process

2.2 Literature Review Phase 1 (Business Problem Phase)

2.2.1 Introduction

The Fuzzy Analytic Hierarchy Process (AHP) is a methodology for supporting decision-making processes in literature reviews. It is a tool that allows researchers to make decisions based on incomplete or uncertain information. Fuzzy AHP is a powerful tool for identifying and evaluating the relative importance of various decision-influencing factors, as well as ranking potential solutions.

In literature reviews, researchers need to identify the most relevant studies for their topic, assess the quality of these studies, and compare them. Fuzzy AHP can be used to help with this process by providing a systematic way to identify and measure the relative importance of factors to consider when making decisions. It enables researchers to give each factor a weight, which can subsequently be utilized to calculate each factor's relative significance in the decision-making process. Fuzzy AHP can also be used to identify potential solutions to the problem being studied. By assigning weights to each factor, it can be used to rank potential solutions according to how well they meet the criteria set out by the researcher. This can help researchers to narrow down their

choices and make an informed decision. It can provide a systematic way to identify and measure the relative importance of factors, and help to identify potential solutions. However, it is important to note that fuzzy AHP should not be used as a substitute for critical thinking and analysis, as it is not a substitute for careful consideration and evaluation of research results.

Products manufactured in a particular region are globally comparable to those made in specific locations. These products might come from far away or travel a longer distance to reach their final consumption point. However, in regional product classifications, the precise geographical origin of a commodity is given more importance than the proximity between production and consumption. The culture, traditions, methods, and geographical and natural conditions tied to a product's production are what make it unique and enhance its value (Fernández-Ferrín et al., 2018a). Uttarakhand, one of India's newest states, is exceptionally well-suited for farming due to its diverse topography and climate. The state boasts abundant resources and hosts numerous agriculture-related businesses. (About Uttarakhand State: Tourism, Industries, Agriculture & Geography Information, n.d.).

The Aatmanirbhar Bharat Abhiyan and process digitization are being actively promoted by the central and state governments of India, with a major focus on marketing agriculture-related products. Unfortunately, many of these products can only be sold in a restricted geographic area due to various obstacles. Academic attention to the problems facing local food products has been scant. "Why has the adoption of RFP been so low, despite the Aatmanirbhar Bharat Abhiyan and an emphasis on process digitization?" is a question that has not been empirically studied. As such, it is imperative to ascertain, classify, and prioritize the critical impediments to the uptake of local food products.

This section of the literature review is guided by the questions listed below: What are the different obstacles preventing the digital direct-to-consumer model for RFP from being implemented? In what way are these barriers to be classified? What impact, if any, do these barriers have on the uptake of the digital direct to consumers model for Uttarakhand's RFP?

A review and exploratory interviews with a range of FMCG industry professionals, including practitioners, researchers, corporations, governments,

and policymakers, are conducted during this portion of the literature study. To confirm the results of the literature review and locate any new obstacles, experts were consulted. Experts in the subject were interviewed informally to verify the literature review's conclusions and acquire further information regarding potential roadblocks. Opinions from industry professionals were gathered, and this information was used to create a comprehensive list of barriers and sub-barriers.

The fuzzy analytical hierarchy process (FAHP), a technique within multi-criteria decision-making (MCDM), was utilized to ascertain the weights of these obstacles. This procedure assisted in prioritizing and ranking the challenges (Patil & Kant, 2014).

2.2.2 Theoretical Background

An information systems framework called the Technology Acceptance Model (TAM) describes how people come to accept and use a technology. It has been used in a number of studies to determine why people make purchases on e-commerce platforms (David Gefen, 2003; Fayad & Paper, 2015). The model suggests that perceived utility and perceived ease of use are the two main factors that affect a user's decision to accept and use a technology (Fred D. Davis, 1985). Similarly, the TPB is a psychological model which connects beliefs and behaviors. It posits that three main factors influence a person's actions: their beliefs about the behavior, their ATTs toward it, and their perceived social norms surrounding it. Each of these elements has the power to influence someone's propensity to engage in the behavior. TPB has been widely employed in numerous studies to comprehend consumers' purchasing intentions regarding particular food products (Charton-Vachet et al., 2020; Chou et al., 2020; Sherwani, Ali, Ali, & Hussain, 2018). Previous studies have integrated TPB and TAM to understand the intentions toward using online food delivery services (Troise et al., 2021). These models can serve as the theoretical foundation for understanding the purchase intentions of RFP in the digital direct to consumers model. TAM and TPB were considered when selecting sub-barriers for each main barrier category in the literature.

2.2.3 Barrier Description

2.2.3.1 Technological Barriers

The digital direct-to-consumer (direct to consumers) model depends significantly on e-commerce, necessitating a strong IT infrastructure for effective implementation. However, the absence of such infrastructure poses a major challenge for regional Himalayan products. Research shows that the successful adoption of e-commerce requires digital business knowledge, making the lack of digital competency a notable barrier, especially in regional settings. Additionally, inadequate service and maintenance of IT infrastructure can lead to business disruptions. The local production and processing of food are essential, and their absence adversely affects the supply chain. Local production systems emphasize farming and processing within the region. The food value addition chain depends heavily on packaging, and inadequate packaging supplies can make it more difficult to get products to customers. Many studies have identified the lack of standardization as a major obstacle to food processing, suggesting that resolving this issue could remove numerous other barriers (M. B. Khan & Martin, 2011) (Setkute & Dibb, 2022) (Almoussa, 2013; Mostafaeipour et al., n.d.; Talar, 2017) (Requier-Desjardins et al., 2003) (Dandage et al., 2017) (Singh et al., 2022).

2.2.3.2 Socio Cultural Barriers

Although extensive research exists on consumer behavior regarding food consumption, relatively few studies have focused on the disparities in attitudes across generations. This variation is problematic because the demographic composition of the population utilizing these services significantly influences regional food consumption. Trust is crucial in social and commercial interactions, often accompanied by a degree of insecurity and product uncertainty. Furthermore, the diverse range of consumer behaviors surrounding RFP creates behavioral barriers to implementing digital direct-to-consumer models for RFP. Producers of local food products often lack motivation due to their narrow profit margins and limited market availability. Because these products are unique to specific regions, their unavailability elsewhere may lead to decreased consumer interest, further shrinking the market. Additionally, the

adoption of digital direct-to-consumer models faces challenges due to a lack of personnel with technical expertise in IT infrastructure and e-commerce, compounded by language barriers.

2.2.3.3 Financial Barriers

RFP face several challenges when implementing the digital direct-to-consumer (direct to consumers) model. These include large upfront investments, significant packaging costs, transportation costs from remote areas, and other associated expenses that add up to a significant capital requirement. Sufficient government subsidies could help alleviate financial difficulties, but their nonexistence still poses a major barrier. Significant financial exclusion in developing countries is reflected in wide differences in access to basic services such as insurance, pensions, loans, and banking, which causes problems with consumer and producer financial literacy. For rural business owners, credit availability is limited due to a dearth of financial institutions and low financial literacy. Due to the COVID-19 pandemic and fierce competition, many products were sold at lower prices, which reduced profit margins and the number of opportunities to maximize earnings. Since online payment methods are necessary for e-commerce, the adoption of digital direct to consumers models for RFP may face significant obstacles in their absence (Nalini Bikkina, Rama Mohana R Turaga, 2017; Bag & Anand, 2015; Singh et al., 2022 ; Gaurav & Singh, 2012; Dalei & Behera, 2020; More & Aslekar, 2022; Habanyati et al., 2022 ; Almousa, 2013).

2.2.3.4 Market Barriers

Due to variables like accessibility, processing intensity, and nutritional value, the price of a given food type can differ considerably between locations, resulting in regional variations in food costs. The necessity of changing items' dimensions, features, and designs to accommodate regional client demands and cultural variances is one of the main obstacles to the development of prosperous rural enterprises. The competitiveness of local food producers is influenced by factors such as free market entry, low search costs, and minimal product differentiation, which intensify market competition. Variability in raw material quality, supply, and costs, along with unpredictable yields, can lead to

inconsistencies in product quality. Extreme price fluctuations for agricultural products are often driven by a combination of stock shortages and increasing consumer demand. Global market competition is fierce for local products that don't adjust to local consumers' preferences in terms of lifestyle, features, or marketing tactics. Additionally, a significant barrier to the adoption of direct to consumers models for these goods is consumer knowledge regarding the accessibility, caliber, and nutritional worth of RFP (Hardin-Fanning & Rayens, 2015; Sengar et al., 2020; Connolly & Klaiber, 2019 ; Dora et al., 2016 ; Hamid & Mir, 2021; Akzar et al., 2019 ; Singh et al., 2022; Long et al., 2016).

2.2.3.4 Operational Barriers

Inadequate transportation facilities exist in the Himalayan region due to a combination of factors including irregular transport services, high fuel costs, and challenging physical terrain. Lack of suitable storage space contributes significantly to the inefficiency of India's food supply chain, from farmers to consumers, and results in significant food waste. Working in the Himalayan region is particularly challenging due to its uneven topography, unstable climate, and frequent natural disasters like flash floods and landslides. The direct-to-consumer approach of selling local food products faces difficulties due to the existence and power of middlemen in the market, as they raise prices. Research shows that the Indian Himalayan Region experiences notable fluctuations in yield as a result of shifting weather patterns, which have an immediate effect on production capacity. The region's short agricultural product shelf life, coupled with inadequate storage facilities and irregular transportation, makes it difficult for local food products to adopt the digital direct-to-consumer business model.

2.2.3.5 Regulatory & Institutional Barriers

The absence of farmer cooperatives is caused in part by poor management, intrusions from the government, and the small size of the organizations. The regional food industry is facing challenges in implementing the digital direct-to-consumer model due to the lack of regulatory frameworks and government

support. Barriers for newcomers in the digital direct to consumers model include high start-up costs, financing, land access, and information and knowledge availability. Farmers, consumers, and local political actors have been the main opponents of globalization and mass food markets. Through fair trade and cooperative rural development, they support local agriculture and emphasize the significance of regionally and locally branded products in high-value local markets (Banerjee & Banerjee, 2021 ; Zollet & Maharjan, 2021; Winter, 2004).

2.2.4 Methodology for Fuzzy AHP

As shown in Figure 3, this phase used a methodical approach to determine and rank the most important barriers preventing the direct to consumers model for products from a local region from being widely adopted.

Step 1: Discovering Barrier-Comprehensive Literature Review

A comprehensive analysis of the literature resulted in the compilation of the factors influencing the acceptance of the digital direct to consumers model for RFP. Relevant literature was found using databases like Scopus and Web of Science, using keywords like "challenges in the Himalayan region," "food products and e-commerce," and "challenges for digital direct to consumers." Thirty-nine sub-barriers and six major barriers were found for the study in this review.

Step 2: Expert Validation and Finalization of Barriers through Focus Group Discussions

Experts, including practitioners and academicians, were questioned one-on-one and in focused groups to confirm and resolve the obstacles. Thirty-five sub-

barriers and six main barriers were decided upon for the questionnaire based on their input.

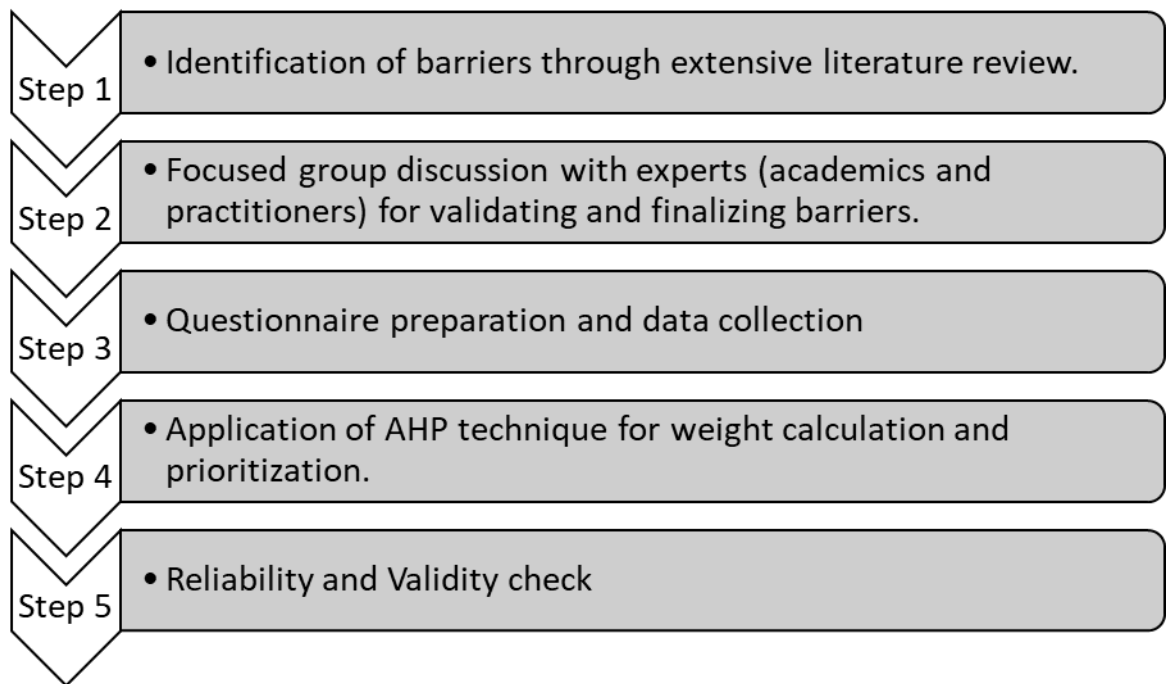


Figure 3: Process used for fuzzy AHP

Step 3 Instrument development and data collection

The instrument was created using the approach recommended by several studies (Dhingra et al., 2022; Sengar et al., 2020; Rawat & Garg, 2021). In-depth interviews with academicians and professionals in the industry totaling fifty-two were done to gather information for the questionnaire. Using a judgmental sampling technique, researchers chose participants for the study based on appropriateness and chances of contributing insightful information (Sengar et al., 2014). Smaller sample sizes are ideal for AHP because larger samples frequently show differences (Cheng & Li, 2002). The instrument developed for this phase is a pairwise comparison questionnaire, specifically designed to gather expert judgments on the relative importance of different barrier categories. The primary objective of the instrument was to assess the perceived importance of each barrier category in relation to others, ultimately leading to a prioritized ranking of these barriers based on their influence within the specific context of the study. The selection of criteria was informed by an extensive literature review and consultations with experts in the field, resulting in the

identification of six key barrier categories and thirty six sub barrier categories. These categories were chosen because they represent the most significant obstacles relevant to the study's focus.

At the core of the instrument is a series of pairwise comparisons between the selected barrier categories. Respondents were asked to evaluate the importance of one barrier category relative to another using a predefined scale, which included the following levels: Absolute (one barrier is absolutely more important than the other), Very Strong (one barrier is very strongly more important than the other), Fairly Strong (one barrier is fairly strongly more important than the other), Weak (one barrier is weakly more important than the other), and Equal (both barriers are equally important). This scale was chosen to allow for a nuanced assessment of the relative importance of each barrier, accommodating varying degrees of preference among the categories (Appendix 1).

Step 4 Utilizing the AHP method to determine weight and prioritize tasks.

The Fuzzy AHP technique reduces data ambiguity when identifying the primary barriers to implementing the digital direct to consumers model for RFP identification. The weights assigned to each barrier indicate its relative importance to the other barriers and categories.

Attribute	Triangular Fuzzy Value
Just equal	(1, 1, 1)
Weak	(1, 2, 3)
Fairly Strong	(2, 3, 4)
Very Strong	(3, 4, 5)
Absolute	(4, 5, 6)

Table 1:Fuzzy AHP conversion scale

Step 5 Reliability and Validity Check

This study uses peer briefing and triangulation techniques, which have been effective in earlier investigations, to improve the validity and reliability of the findings (Lincoln & Guba, 1986).

2.2.5 FAHP Calculation

In this study, fuzzy logic in combination with the AHP is used to rank and evaluate the main obstacles to implementing the digital direct to consumers model for RFP in the Uttarakhand. AHP integrates aspects of the quantitative and qualitative domains in its multi-criteria approach to decision-making. This methodology considerably diminishes subjectivity for both participants and investigators (Saaty, 1990). The Analytic Hierarchy Process (AHP) method divides a large problem into smaller, easier-to-manage subproblems, then evaluates each one separately to streamline the decision-making process. This makes it possible for the decision-maker to prioritize the options and pick the best one. Decision-making problems including data fuzziness, vagueness, uncertainties, and inaccuracies are addressed by fuzzy logic.

A hierarchical framework based on the previously taken into consideration factors forms the basis of AHP. Creating a hierarchy is an essential component of AHP, but there isn't a single, all-encompassing way to do it. It is a multi-step, iterative process that takes a top to down approach while going through different levels (Saaty, 1990).

Figure 4 shows a triangular fuzzy number (TFN) M is represented by (a, b, c) , the corresponding membership function is represented by $(\mu_m(s))$ (Chan et al., 2008).

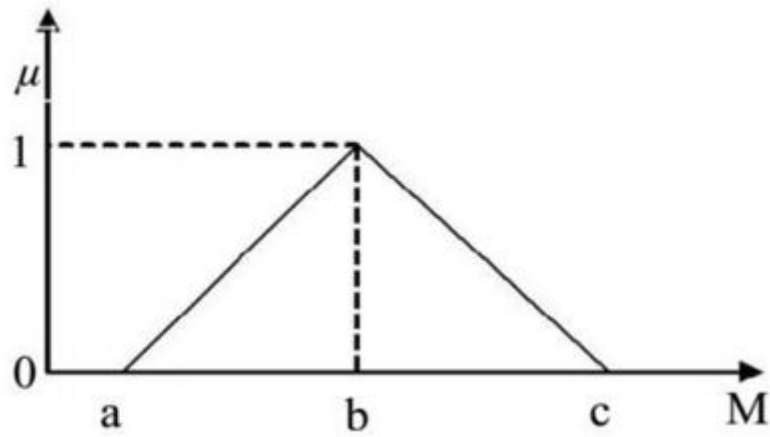


Figure 4:Process of TFN

Numerous writers, including Buckley and Zadeh, have provided a thorough explanation of how to apply fuzzy theory-related operations.

2.2.6 The allocation of weights to each barrier, broken down into different categories of barriers.

35 barriers were categorized into six groups and assessed by specialists in a head-to-head comparison. Table 1 displays the triangular fuzzy numbers that the experts assigned. A comparison matrix of the various kinds of barriers is shown in Table 2.

	TB	SCB	FB	MB	OB	IRB
TB	(1, 1, 1)	(0.25, 0.33, 0.5)	(0.25, 0.33, 0.5)	(2, 3, 4)	(2, 3, 4)	(1, 1, 1)
SCB	(2, 3, 4)	(1, 1, 1)	(1, 1, 1)	(2, 3, 4)	(2, 3, 4)	(3, 4, 5)
FB	(2, 3, 4)	(1, 1, 1)	(1, 1, 1)	(1, 1, 1)	(1, 2, 3)	(0.33, 0.5, 0.67)
MB	(0.25, 0.33, 0.5)	(0.25, 0.33, 0.5)	(1, 1, 1)	(1, 1, 1)	(0.25, 0.33, 0.5)	(0.25, 0.33, 0.5)
OB	(0.25, 0.33, 0.5)	(0.25, 0.33, 0.5)	(0.33, 0.5, 1)	(2, 3, 4)	(1, 1, 1)	(0.25, 0.33, 0.5)
IRB	(1, 1, 1)	(0.2, 0.25, 0.33)	(1, 2, 3)	(2, 3, 4)	(2, 3, 4)	(1, 1, 1)

Note: TB: Technological Barriers, SCB: Socio-Cultural Barriers, FB: Financial Barriers, MB: Market Barriers, OB: Organizational Barriers, IRB: Institutional and Regulatory Barriers

Table 2: Comparison matrix (Joshi et al., 2024)

2.2.6 Findings

Along with six primary impediments, a comprehensive literature analysis and expert interviews identified 35 other barriers. The top ranked obstacles is market barriers, are operational, institutional, regulatory, financial, technological, and socio-cultural constraints. Combined results, including global rankings, global weights, relative ranks, and local weights for each barrier category and the primary barriers, are shown in Table 3.

Market Barriers (MB): Market barriers were found to be the main obstacle for local food products in Uttarakhand's Himalayan region. These products have no or little market demand, which leads to mispricing, lower quality, and the collapse of company operations (Mason & Wilkinson, 2018). Of the thirty-five barriers that were identified, lack of consumer awareness emerged as the most significant barrier both locally (within market barriers) and globally. Motivating and educating customers about the RFP produced in Uttarakhand's Himalayan

region is crucial. To make locally produced goods more accessible outside of niche markets, policymakers should place a high priority on assisting small-scale, locally focused, partially self-sustaining food systems and bringing them into mainstream channels while utilizing branding techniques to differentiate them (Weatherell et al., 2003). Product customization, or making product variations and tailoring them to the needs or preferences of customers, was the next major barrier to the market. Customization is the key to help small business in this region (Gimenez-Escalante & Rahimifard, 2019). One of the greatest challenges facing the Himalayan region's indigenous food items in the digital direct-to-consumer (direct to consumers) paradigm is competition from worldwide markets. Regional food producers find it challenging to compete with global mass-produced items because they are typically more affordable than local foods (Connolly & Klaiber, 2019). By highlighting their nutritive advantages and reduced environmental impact, local foods can compete.

Establishing farmer networks and cooperatives to determine prices for equivalent items is one way to address this issue. Market barriers is important as four of the top ten barriers are in this.

Operational Barrier (OB): Region's low agricultural output is caused by its challenging geography and delicate natural resources, which have an adverse effect on the soil and climate. For this reason, geographical challenge emerged as the top barrier under OB and was ranked fourth globally (Shukla et al., 2016). These challenges are largely caused by the fragmented and apathetic development strategies that disregard the special qualities of mountainous areas. Even though geography is frequently blamed for these problems, the state's Himalayan region can benefit from improved policies. The difficult geography of the Uttarakhand Himalayan region is a contributing factor to the region's poor transportation infrastructure, which ranks second globally and fifth among operational hurdles. The absence of storage facilities was ranked tenth overall and third in this area by experts. Multilevel storage is one strategy being utilized to address the issue of storage facilities being lacking throughout India (Dandage et al., 2017). Out of all the barrier categories, the operational barriers category placed second overall, with three of the six operational sub-barriers ranking in the top 10 worldwide.

Institutional and Regulatory Barriers (IRB): Among the primary barrier categories, institutional and regulatory barriers come in third. For commercial development, RFP require broad acceptance and an immediate political commitment. Restructuring national and state policies with regard to local foods is necessary. Ten chief ministers have held the position since Uttarakhand was formed in 2000. Thus, among institutional and regulatory barriers, experts consider political commitment and consensus to be the most crucial element, placing it second globally among all barrier categories. Stakeholders are becoming more interested in local food items as a result of the Modi administration's Aatmanirbhar Bharat Abhiyan, which places a strong emphasis on locally produced goods. Consequently, a great deal of people are attempting to enter this industry, which is now ranked second locally and third globally as a result of increased rivalry and entry obstacles. Positively, due to the hard work of state and local governments, the absence of a regulatory framework is ranked 31st globally and lowest in this category.

	Barriers	Relative Preference Weight	Relative Rank	Local Weights	Relative Ranks	Global Weights	Global Ranks
1	Technological Barriers (TB)	0.024883978	6				
	Lack of IT Infrastructure (TB 1)			0.0439	5	0.0011	33
	Lack of Digital Competency (TB 2)			0.1961	4	0.0049	26
	Lack of Service and Maintenance (TB 3)			0.0188	6	0.0005	34
	Lack of Value Addition Units (TB 4)			0.2851	1	0.0071	22
	Lack of Packaging Equipment (TB 5)			0.2259	3	0.0056	25
	Lack of Standardisation (TB 6)			0.2302	2	0.0057	24
2	Socio-Cultural Barriers (SCB)	0.060951018	4				
	Generational Differences (SCB 1)			0.1081	4	0.0066	23
	Behavioral Barriers (SCB 2)			0.0450	6	0.0027	30
	Lack of Motivation (SCB 3)			0.0463	5	0.0028	29
	Food Adequacy and Diversity (SCB 4)			0.3968	1	0.0242	12
	Communication Barriers (SCB 5)			0.2693	2	0.0164	14
	Lack of Skilled Labor (SCB 6)			0.1346	3	0.0082	20
3	Financial Barrier (FB)	0.035388429	5				
	Initial Capital (FB 1)			0.1337	4	0.0047	27
	Lack of Government Subsidies (FB 2)			0.0033	6	0.0001	35
	Lack of Financial Literacy (FB 3)			0.2512	2	0.0089	18
	Insufficient Credit Accessibility (FB 4)			0.0913	5	0.0032	28
	Lack of Scope of Profit Maximization (FB 5)			0.2779	1	0.0098	17
	Lack of Payment System (FB 6)			0.2425	3	0.0086	19
4	Market Barrier (MB)	0.441965084	1				
	Price Disparity (MB 1)			0.1087	4	0.0480	9
	Product Customisation (MB 2)			0.1441	2	0.0637	6
	Local Market Competition (MB 3)			0.0506	6	0.0224	13
	Product Quality Difference (MB 4)			0.0852	5	0.0377	11
	Price Sensitivity (MB 5)			0.0050	7	0.0022	32
	Global Market Competition (MB 6)			0.1303	3	0.0576	7
	Lack of Consumer Awareness (MB 7)			0.4761	1	0.1060	1
5	Operational Barriers (OB)	0.222575531	2				
	Unreliable Transportation Facilities (OB 1)			0.3144	2	0.0700	5
	Lack of Storage Facilities (OB 2)			0.1940	3	0.0432	10
	Geographical Challenge (OB 3)			0.3396	1	0.0756	4
	Middlemen (OB 4)			0.0589	5	0.0131	16
	Insufficient Production Capacity (OB 5)			0.0609	4	0.0136	15
	Low Product Shelf Life (OB 6)			0.0322	6	0.0072	21
6	Institutional and Regulatory Barrier (IRB)	0.21423596	3				
	Lack of Institutionalised Farmers Network (IRB 1)			0.2422	3	0.0519	8
	Lack of Regulatory Framework (IRB 2)			0.0111	4	0.0024	31
	Entry Barriers (IRB 3)			0.3551	2	0.0761	3
	Political Commitment and Consensus (IRB 4)			0.3916	1	0.0839	2

Table 3: Global Weight, Global Rank and Relative Rank (Joshi, Sengar, & Nautiyal, 2024)

Socio-Cultural Barriers (SCB): Socio-cultural barriers rank fourth among the primary barrier categories as potential barriers. Even when all other factors

remain constant, cultural differences between regions can arise due to variations in economic activity, as recent studies have highlighted (Walsh & Winsor, 2019). Food diversity and sufficiency have been ranked 12th overall by experts as the most important socio-cultural barriers. Although products from the Himalayan region might be available within a particular geographic area, their applicability might be restricted beyond these limits. Some products, like Swiss cheese and South Indian food items, have made it to international markets, though. Product enhancements that meet the customer wants and effective marketing strategies can help overcome this challenge. Communication was ranked as the second most significant barrier. Since e-commerce is necessary for the deployment of digital direct to consumers, language is a barrier here. E-commerce also requires technological know-how for online distribution and selling procedures. Another major socio-cultural barrier identified by experts is the lack of skilled workers in the online selling and e-commerce sectors. Raising consumer awareness and providing producers with the necessary training are crucial to addressing these issues. Developing policies for local food products and putting into practice efficient marketing strategies can aid in removing these sociocultural barriers.

Financial Barriers (FB): Among the primary barrier categories, financial barriers came in fifth. The top three challenges in this category, according to experts, are payment systems, financial literacy, and profit maximization. Due to a lack of standardization, a large number of RFP of the Indian Himalayas are unbranded and of variable quality, which lowers profit margins. According to analysts, the second biggest financial obstacle in the Uttarakhand region is the lack of financial literacy, which also affects business margins. Financial literacy is more important than ever because practically everyone in the modern world has access to a wide choice of complex financial products. It is difficult for people to handle their finances successfully if they do not have a basic understanding of finance. People who understand finance better are able to make decisions on borrowing, saving, investing, and other matters. Financial literacy requires knowledge of the payment options utilized while shopping online. The third major obstacle in the financial category has been determined to be the absence of such systems in some parts of Uttarakhand. It's noteworthy

to observe that, in every category, none of the financial hurdles score among the top ten worldwide. This could be because, in comparison to previous years, the government raised food subsidies greatly in FY 2021.

Technological Barriers (TB): These are the least important factors. These barriers don't really affect anything other than to make adoption seem more appealing. The lack of value addition units, which emphasizes the lack of food processing facilities in the area, is the most significant sub-barrier in this category. However, the government has recently launched a number of projects intended to promote livelihoods by creating appropriate infrastructure and providing food processing equipment, which has affected the ranking of technological barriers. The second biggest technological barrier is the lack of processing units, which results in less product standardization. In a similar vein, the third most important obstacle in this category is the lack of equipment for packaging processed goods. Among the key barrier categories, technological hurdles are the least significant. Moreover, the least ranked barriers on a local and global scale are those related to IT infrastructure, service and maintenance, and digital competencies.

2.2.7 Sensitivity Analysis

A sensitivity analysis was carried out to guarantee the dependability of the research techniques. It was discovered that market limitations were the main obstacle. To ascertain their impact on other obstacles, market barriers were subjected to a sensitivity analysis. The market barriers with values ranging from 0.1 to 0.9 are shown in Tables 5 and 6 as well as Figure 3. The most sensitive primary barrier categories were institutional, regulatory, and operational obstacles; this suggests that these barriers are quite important compared to market barriers.

Findings suggest that institutional, operational, and regulatory barriers rank highest in importance, following market barriers. MB7 (lack of consumer awareness) continued to rank highest when the market barrier (MB) value was set at 0.1. Second place went to IRB4 (political commitment and consensus), then IRB3 (entry hurdles). MB7 fell to sixth place as the value gradually increased from 0.1 to 0.9, while MB2 (product customization) shot to the top.

Notably, subcategories of institutional and regulatory barriers, operational barriers, and market barriers continued to rank among the top ten barriers. IRB 1, FB2, and TB3 showed the least variation, while MB 1, MB5, MB3, IRB3, SCB4, FB5 and IRB4 showed the greatest variation.

Because they significantly impact all other barriers, market barriers stand in the way of Uttarakhand's Himalayan area adopting the digital direct to consumers model for RFP.

Main Barriers	Weights of Barriers									
	Original Value	Input 1	Input 2	Input 3	Input 4	Input 5	Input 6	Input 7	Input 8	Input 9
CTB	0.0249	0.0401	0.0357	0.0312	0.0268	0.0223	0.0178	0.0134	0.0089	0.0045
CSCB	0.0610	0.0983	0.0874	0.0765	0.0655	0.0546	0.0437	0.0328	0.0218	0.0109
CFB	0.0354	0.0571	0.0507	0.0444	0.0380	0.0317	0.0254	0.0190	0.0127	0.0063
CMB	0.4420	0.1000	0.2000	0.3000	0.4000	0.5000	0.6000	0.7000	0.8000	0.9000
COB	0.2226	0.3590	0.3191	0.2792	0.2393	0.1994	0.1595	0.1197	0.0798	0.0399
CIRB	0.2142	0.3455	0.3071	0.2687	0.2303	0.1920	0.1536	0.1152	0.0768	0.0384
Total	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000

Table 4: Sensitive Analysis

Barriers	Market Barriers values used for Sensitivity Analysis									
	0.1	0.2	0.3	0.4	0.442	0.5	0.6	0.7	0.8	0.9
TB1	32	32	33	33	33	33	33	33	33	33
TB2	25	26	26	26	26	26	26	27	27	27
TB3	33	34	34	34	34	34	34	34	34	34
TB4	19	21	22	22	22	22	22	22	23	23
TB5	23	25	25	25	25	25	25	26	26	26
TB6	22	24	24	24	24	24	24	25	25	25
SCB1	21	23	23	23	23	23	23	23	24	24
SCB2	30	30	30	30	30	31	31	31	31	31
SCB3	29	29	29	29	29	29	30	30	30	30
SCB4	8	8	11	12	12	13	13	13	13	14
SCB5	9	11	13	14	14	14	14	14	14	15
SCB6	16	19	20	20	20	20	20	20	21	21
FB1	26	27	27	27	27	27	27	28	28	28
FB2	35	35	35	35	35	35	35	35	35	35
FB3	14	17	18	18	18	18	18	18	19	19
FB4	27	28	28	28	28	28	29	29	29	29
FB5	12	16	17	17	17	17	17	17	18	18
FB6	15	18	19	19	19	19	19	19	20	20
MB1	20	12	10	10	9	8	4	3	3	3
MB2	13	9	8	6	6	3	1	1	1	1
MB3	28	22	16	13	13	12	12	10	5	5
MB4	24	15	12	11	11	10	8	4	4	4
MB5	34	33	32	32	32	30	28	24	17	13
MB6	17	10	9	8	7	6	2	2	2	2
MB7	1	1	1	1	1	1	3	5	6	6
OB1	5	5	5	5	5	7	9	9	10	10
OB2	7	7	7	9	10	11	11	12	12	12
OB3	4	4	4	4	4	5	7	8	9	9
OB4	11	14	15	16	16	16	16	16	16	17
OB5	10	13	14	15	15	15	15	15	15	16

Table 5: Sensitivity analysis part 2 (Joshi, Sengar, & Nautiyal, 2024)

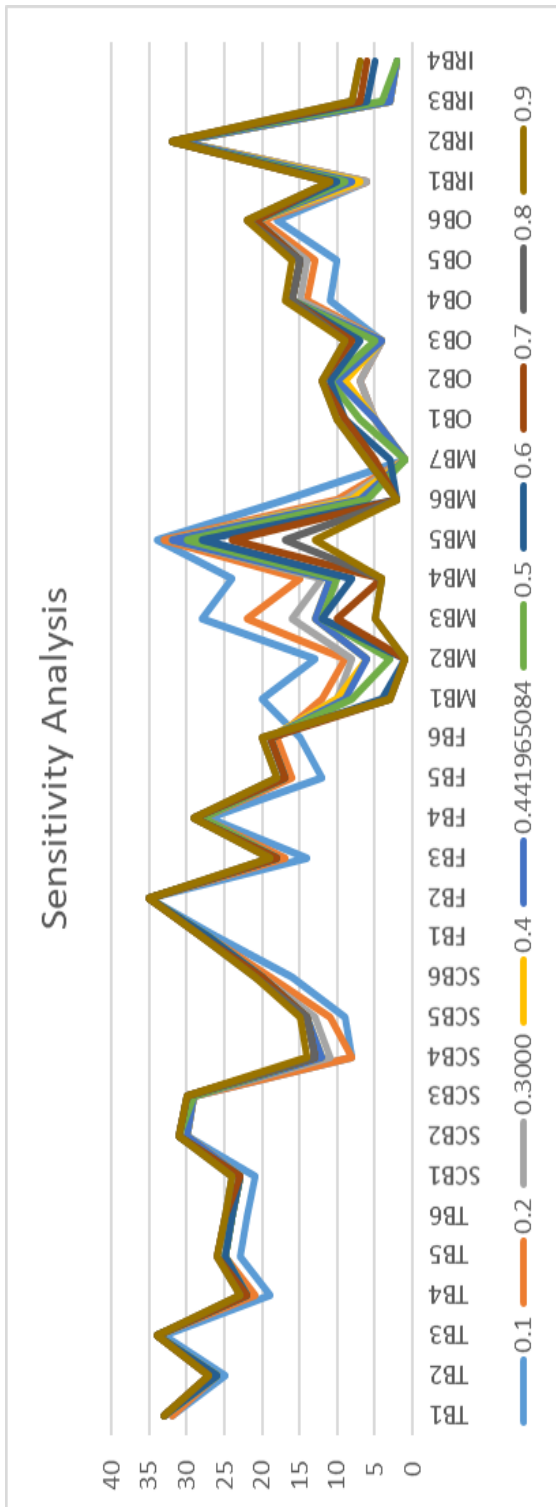


Figure 5:Graph showing sensitivity analysis (Joshi, Sengar, & Nautiyal, 2024)

2.2.8 Conclusion to Phase 1 of Review

Digital disruption is changing the way that consumers interact with brands. The shifting intermediation dynamics, which may even result in disintermediation,

are a significant part of this disruption. Due to the producers' ability to avoid middlemen, whose expenses might outweigh their benefits, the digital direct-to-consumer (direct to consumers) business model was born. After conducting a thorough literature review and expert interviews, the study identified 35 barriers and divided them into six main categories. Fuzzy Analytic Hierarchy Process (FAHP), a multi-criteria decision-making technique, was utilized to rank these challenges.

Six major categories of barriers were identified by the review: institutional, regulatory, financial, market, technological, sociocultural, and operational. In order to account for data discrepancies and determine criteria values based on expert responses to a questionnaire, triangular fuzzy numbers were employed. Market-related barriers were found to be the main obstacles, with technological barriers being the least important. Globally, the top five barriers include a mix of operational, market, and institutional challenges. Geographic challenges, an operational barrier, pose significant difficulties due to the physical landscape, such as remote locations, difficult terrain, and limited access to essential services. One of the many significant barrier is the lack of consumer knowledge, a market barrier that results in insufficient awareness and understanding among consumers about products, services, or practices, leading to underutilization or misperception of value. On the institutional and regulatory front, political commitment and consensus present challenges in achieving the necessary political will and agreement for effectively implementing policies, regulations, or programs. Additionally, entrance barriers hinder new entrants from entering a market or industry due to stringent regulations, high entry costs, or monopolistic practices. Lastly, inconsistent transportation infrastructure, an operational barrier, involves variability and inadequacy in the quality and availability of transportation networks, which can impede the efficient movement of goods and services. On the other hand, the least important technological hurdles were those related to government subsidies, IT and its services.

Sensitivity analysis showed that institutional/regulatory and operational obstacles are more important than market barriers, and that they are also the most sensitive of the main barrier categories. The most variable variables were

IRB1, FB2, and TB3, while the least variable variables were MB1, MB5, MB3, IRB3, SCB4, IRB4, and FB5.

2.3 Literature Review Phase 2 (Bibliometric Analysis)

2.3.1 Introduction

After the first phase ended, it was determined that one of the obstacle preventing Uttarakhand residents from consuming local food products is a lack of consumer awareness. In order to tackle this, the TPB, a key theory in comprehending consumer behavior, was the focus of the second phase of the literature review. To analyze and comprehend the scope and depth of TPB in relation to consumer awareness and food product consumption, bibliometric analysis was utilized.

The primary objectives of this stage of the literature review process are to comprehend the works done under the TPB and to analyze the work done under RFP, particularly under the food and beverage category.

To achieve these objectives, a single keyword bibliometric analysis is performed to understand the connections between keywords, authors, and citations of items related to the idea of planned behavior. After that, papers pertaining to food and beverage goods that particularly make use of the notion of planned behavior are screened.

Donthu, in his paper on how to conduct a bibliometric analysis, specified four steps, namely define the aim and scope of the study, identify the techniques for conducting bibliometric analysis, collection of data for the analysis, and run the analysis and report findings (Donthu et al., 2021).

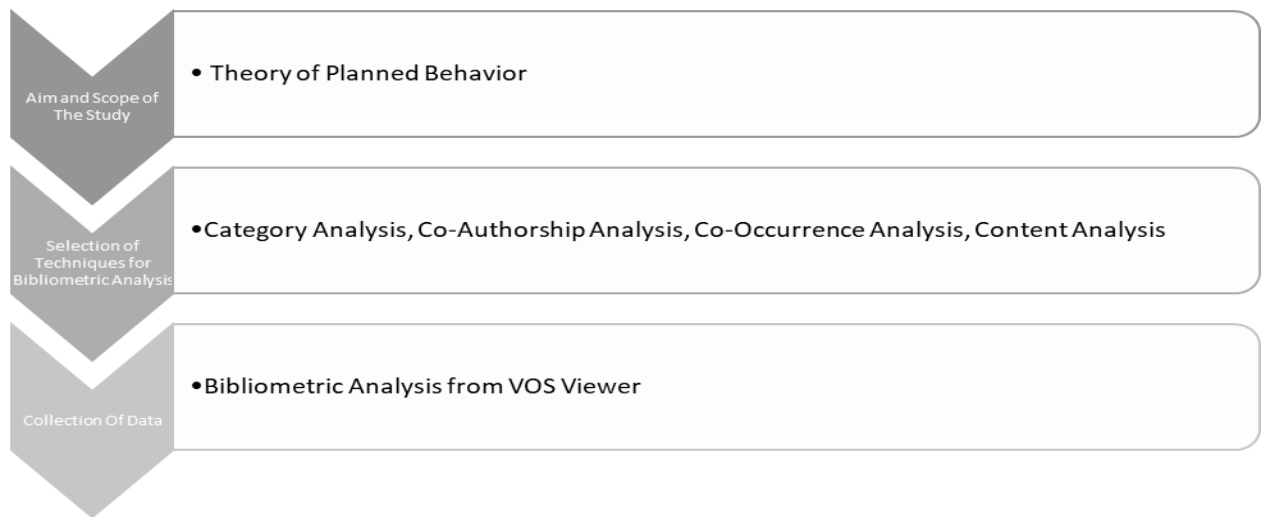


Figure 6: Methodology for Bibliometric Analysis

Donthu's proposed technique states that defining the scope of the bibliometric analysis becomes crucial. Figure 6, used for the planned behavior theory bibliometric study, shows the flow diagram for the first three phases as provided by Donthu.

2.3.2 Criteria For Inclusion:

- The research must be global.
- It should aim to study the influence of TPB for food and beverage products.
- The research should preferably be with reference to FMCG industry.

2.3.3 Criteria For Exclusion:

- A study considering multiple sectors would be considered but major emphasis has been paid on FMCG sector.
- A research paper published before 2010 has not be included.

2.3.4 Bibliometric Analysis

2.3.4.1 Data Retrieval

TPB was used as a keyword in a bibliometric analysis carried out using the Scopus database. The date on which data was retrieved was 01/09/2021 for TPB. Table 6 shows the filters applied in the document retrieval process for TPB:

Filter Type	Selection
Keyword	Theory of Planned Behavior
Year	2011-2021
Source Type	Journals
Document Type	Articles
Language	English
Subject Area	Business, Management and Accounting (Scopus)
Total Number of Articles	2069 (Scopus)

Table 6:Filters for Bibliometric Analysis

Citation information, bibliographic data, abstract, keywords, and references from other sources were highlighted in order to export the data from the Scopus database. The CSV file export was performed. 2069 papers in all were exported from Scopus.

2.3.4.2 Category Analysis

According to the preliminary analysis, during the last ten years, there have been more papers published in the field of planned behavior theory (Figure 7). Nevertheless, there are fewer papers in 2021 because the search was conducted on September 1, 2021. The social sciences (business, management, etc.) accounted for the majority of the articles, as Figure 8 illustrates, with environmental sciences receiving less attention. Si divided his whole research project into six basic areas: the main topic, extended theories, research methodology, expanded factors, and significant study groups. He did this by combining the analysis with content analysis (Si et al., 2019a). A more thorough examination reveals that 18.8% of the papers were behavior studies under the heading "Entrepreneurship," with behavior intentions on the adoption of "IT" coming in second with 12.15% and "Environment Behaviors" with 10.15%. The behavior associated with FMCG products, which is the paper's point of interest, was found to be 7.8%.

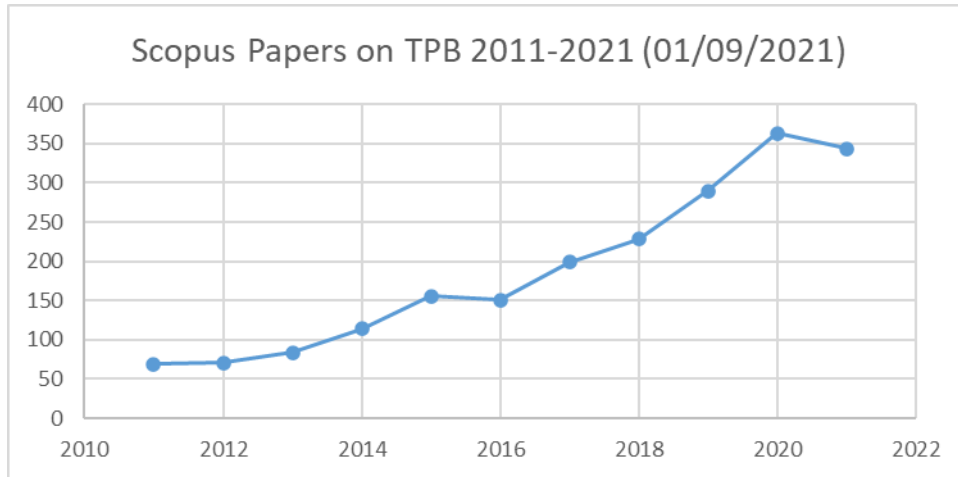


Figure 7: Count of Articles in Scopus from 2011 to 2021

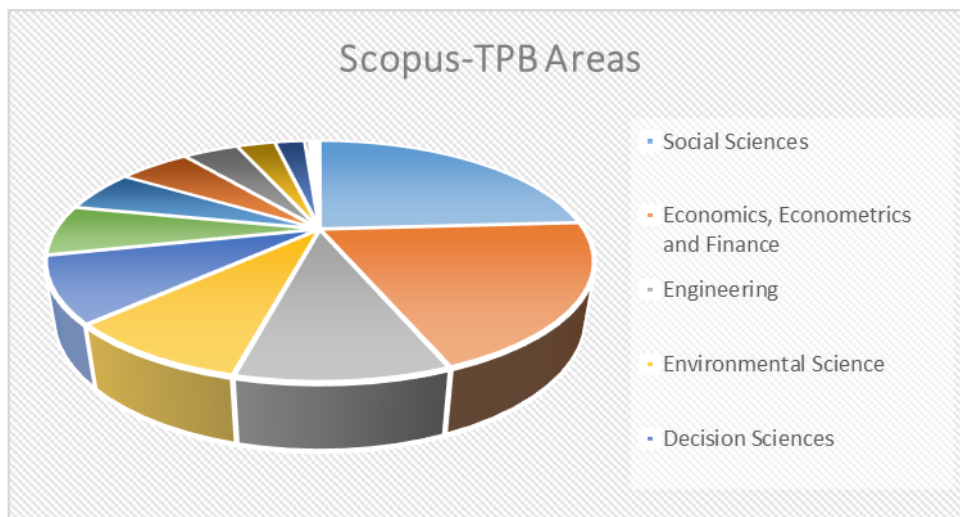


Figure 8: Papers divided into categories (2011–2021)

2.3.4.2.2 Countries And Authors

In the second part of the analysis, co-authorship is examined and top writers and top countries are identified based on the quantity of citations received. Drs. Heesup Han and Justin Paul are clearly the most commonly cited under the heading of planned conduct throughout the previous 10 years. S Sharma, Wang Y, Wang S, Wang Z, Li Y, and Wang Y are the people who collaborate the most, according to the density visualization diagram (Figure 9).

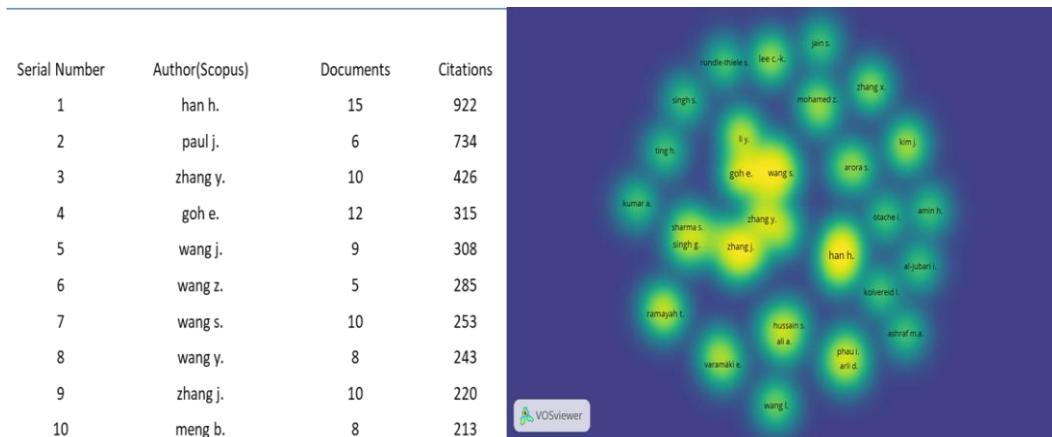


Figure 9:TPB Top Authors and Density Visualization Chart

China, Germany, and the United States rank top three when it comes to the countries that have been cited the most for the notion of planned conduct. Approximately 7000 citations have been made in the US as of right now (Figure 10).

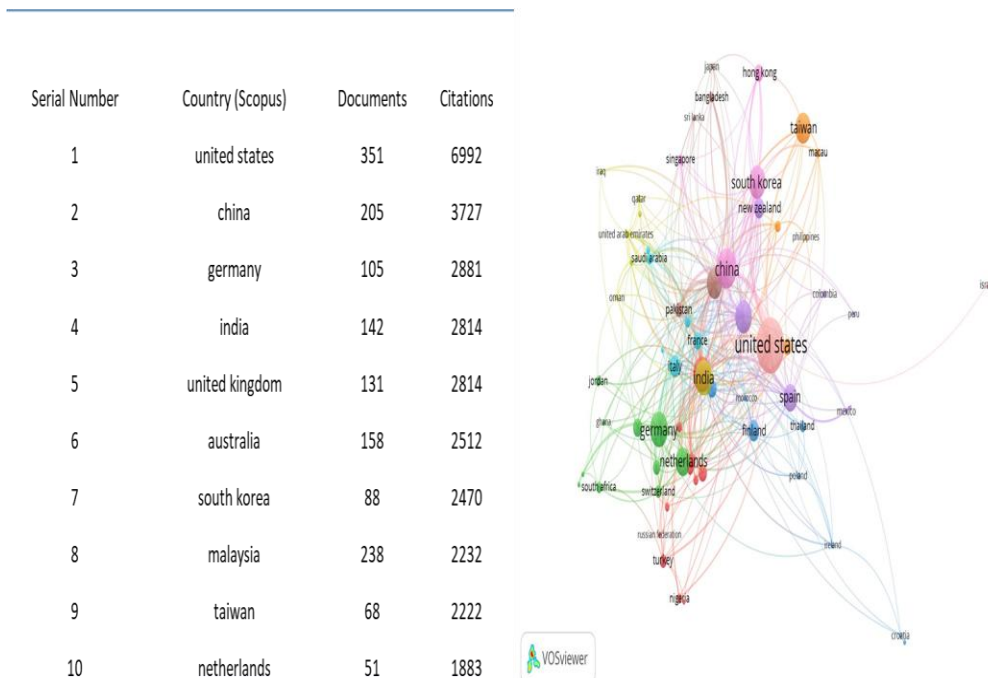


Figure 10:TPB Top Countries and Country Network Visualization

2.3.4.5 Citation Analysis

The next step in performing a bibliometric study is to conduct a source citation analysis. Based on the number of citations, the top fifteen journals are viewed

for this purpose. The Journal of Cleaner Productions has been the most cited journal over the last ten years with 3732, followed by the Journal of Retailing and Consumer Services (1308) and the International Journal of Hospitality Management (1743). A significant percentage of the cited papers are from the FMCG, hotel, tourism, and entrepreneurship sectors, according to the citation study.

Serial Number	Source (Scopus)	Citations
1	journal of cleaner production	3732
2	international journal of hospitality management	1743
3	journal of retailing and consumer services	1308
4	tourism management	1148
5	international entrepreneurship and management journal	934
6	journal of business ethics	926
7	british food journal	750
8	journal of small business management	554
9	technological forecasting and social change	548
10	education and training	546
11	journal of business research	530
12	journal of consumer marketing	496
13	international journal of consumer studies	476
14	international journal of contemporary hospitality management	455
15	international journal of entrepreneurial behaviour and research	425

Figure 11:TPB Top Journals

2.3.4.6 Co-Occurrence Analysis

Co-occurrence analysis is utilized to understand the TPB's most popular keywords. This was achieved by using VoS Viewer's 'All Keywords' option, choosing the keywords at least five times, and getting a total of 393 keyword occurrences. Figure 12 shows the list of top keywords according to the number of occurrences was seen. TPB came out to be the top keyword, followed by Entrepreneurial Intention. ATT, Intention, and SEM in top five positions. Co-Occurrence analysis shows that SEM is widely used in TPB as a tool to check the model fitness. Also, all the constructs of the TPB are on the top fifteen keyword list. However, Co-Occurrence analysis only shows the keywords

widely used in the studies conducted under TPB. To comprehend the gap, a new analytical technique called reverse co-occurrence analysis was developed.

The keywords with the fewest occurrences are found in the reverse co-occurrence analysis, and those associated with local or rural goods are taken into consideration for additional examination. Figure 13 shows the list of keywords that have the fewest occurrences. Out of the fifty keywords, materialism and ethnocentrism are the two that are most likely to be connected to regional or rural commodities. Therefore, more research is needed to comprehend how the TPB's constructs of materialism and ethnocentrism relate to one another.

According to Terrence and Sharma, ethnocentrism is when a consumer has negative ATTs toward imported goods due to their beliefs about both domestic and foreign products. Additionally, they connected beliefs to validity and moral principles (Shimp & Sharma, 1987). However, materialism is defined as the value a consumer places on material goods (Belk, 1984). The TPB uses both materialism and ethnocentrism for luxury and imported goods, but very little research has been done on their combined application for local or rural products.

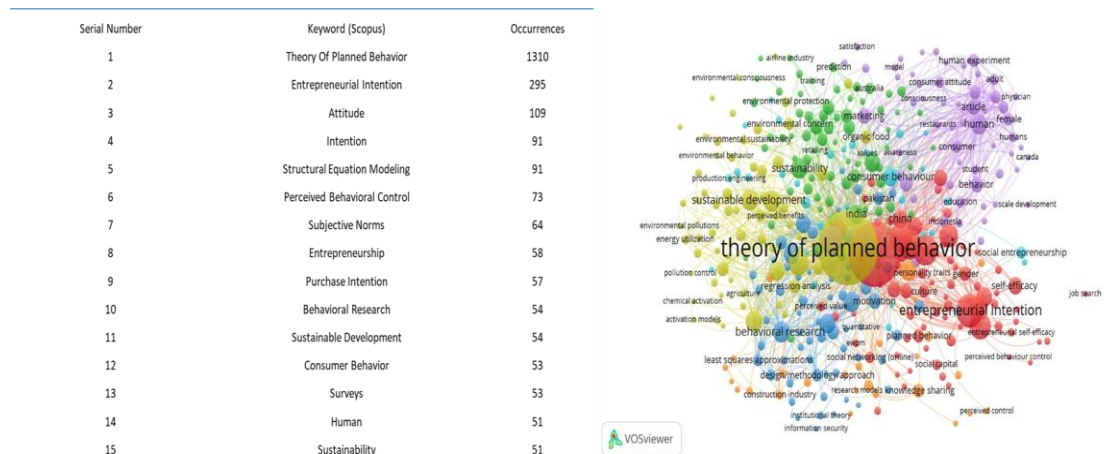


Figure 12: TPB Top Terms and Visualization of the Keyword Network

List 1	List 2	List 3	List 4	List 5
<ul style="list-style-type: none"> • activation models • altruism • behavioral response • brand equity • buying intention • canada • car use • catering service • chemical activation • collaborative consumption 	<ul style="list-style-type: none"> • compliance • consciousness • construction • consumers • corruption • decomposed theory of planned behaviour • destination image • emission control • entrepreneurial behavior • environmental consciousness 	<ul style="list-style-type: none"> • environmental economics • environmental pollutions • ethical consumption • ethnocentrism • family firms • fertilizers • financial services • food safety • green consumption • halal 	<ul style="list-style-type: none"> • halal awareness • health behavior • health promotion • hong kong • hotels • information analysis • information dissemination • information management • information security • job search 	<ul style="list-style-type: none"> • lifestyle • materialism • mobile banking • mobile phone • model test • moderating effect • multi-group analysis • multipleregression • national parks • norms

Figure 13: A list of keywords that are less common

2.3.4.7 Screening

Following the bibliometric analysis, a detailed screening process was undertaken to categorize the literature more precisely, focusing on the papers that could provide insights into the TPB within the FMCG sector, which is pertinent to the research objective (Table 7).

2.3.4.7.1 First-Level Screening

The first level of screening began with an exhaustive examination of the titles of the 2069 papers retrieved from the Scopus database. The primary aim was to categorize each paper according to the context it presented, which required a discerning eye to identify topics relevant to consumer behavior and awareness. This exercise was critical in determining the breadth of TPB's application across various sectors and disciplines.

2.3.4.7.2 Categorization Results

As a result of this initial screening, the papers were divided into broad areas, with 'Entrepreneurship' being the most represented at 376 papers (18.8%), followed by 'IT' with 243 papers (12.15%), and 'Environment' at 203 papers (10.15%). The category of 'FMCG', which is of particular interest to this research, comprised 178 papers, making up 8.9% of the total literature.

2.3.4.7.3 Second-Level Screening: Narrowing Down to FMCG

Building on the initial categorization, a second-level screening was conducted, which entailed a rigorous review of abstracts. This phase was critical in assessing the relevance of each FMCG paper to the consumer behavior context,

especially in relation to the TPB and its implications for consumer awareness in the regional food and beverage sector of the Himalayan region.

The abstracts were scrutinized to ensure that the selected papers would provide substantial contributions to understanding the barriers to consumption, particularly the lack of consumer awareness as identified in the first phase. Papers that did not explicitly address consumer behavior in relation to FMCG, or that did not provide clear insights into the components of TPB, were excluded.

2.3.4.7.4 Outcome of the Second-Level Screening

The meticulous process resulted in the selection of 178 papers categorized under FMCG, which were deemed most pertinent to the research objectives. These papers reflect a concentrated body of work that addresses various aspects of consumer behavior theories, particularly TPB, and their application to FMCG, thus offering a rich foundation for further analysis.

2.3.4.7.5 Conclusion and Progression to Phase Three

The detailed screening process was integral to refining the focus of the literature review, which now centers on a selected group of FMCG papers. This set the stage for a more focused and profound analysis using the TCCM framework in phase three. With a focus on the application of TPB to consumer awareness and behaviors in the context of RFP in Uttarakhand's Himalayan region, the careful selection of these papers guarantees that the analysis that follows is grounded in the most pertinent and substantial research.

Areas Belonged To	Paper Count	Percentage
Entrepreneurship	376	18.8
IT	243	12.15
Environment	203	10.15
FMCG	178	8.9
General	149	7.45
Finance	123	6.15
Tourism	119	5.95
Education	76	3.8

NA	65	3.25
Organizational Culture	45	2.25
Organizational Studies	44	2.2
Hospitality	39	1.95
Medical	28	1.4
Ethics	27	1.35
Non Profit	21	1.05
Construction	20	1
Sustainability	20	1
Energy	19	0.95
Leisure	19	0.95
Textile	19	0.95
Medical	18	0.9
Transportation	16	0.8
Waste Management	15	0.75
Automobile	14	0.7
Agriculture	12	0.6
Supply Chain	10	0.5
Gender Studies	9	0.45
Housing	9	0.45
General Products	7	0.35
Green Products	7	0.35
Logistics	7	0.35
Aviation	6	0.3
Sustainable Development	5	0.25
Child Studies	3	0.15
Migration	3	0.15

Organization Culture	3	0.15
Technology	3	0.15
Entertainment	2	0.1
Finance	2	0.1
Housing	2	0.1
Telecommunication	2	0.1
Adoption	1	0.05
Covid	1	0.05
Crowdfunding	1	0.05
Fashion	1	0.05
General	1	0.05
HR	1	0.05
Investment	1	0.05
Local Food	1	0.05
Luxury Products	1	0.05
Religion	1	0.05
Service	1	0.05
Transportation	1	0.05

Table 7: Screening of Papers

2.4 Phase 3: Theory Context Characteristics and Methods (TCCM) and Textual Analysis

2.4.1 TCCM Analysis

The TCCM framework is helpful since it gives a methodical and all-encompassing way to evaluate academic publications. Researchers can better comprehend a study and its consequences when they apply the TCCM framework, which requires them to think about the study's theories, contexts, characteristics, and methods. The quality and applicability of the study may be evaluated, and gaps in knowledge can be found, with this method (Paul et al.,

2021). 178 papers of FMCG category were selected and each of these papers were analyzed in accordance to the TCCM framework.

Serial Number	Citation	Theory	Context	Characteristics	Method
1	(Nuttavuthisit & Thøgersen, 2015)	The consumer trust theory serves as the theoretical cornerstone of this research. According to the theory, customer behaviour is significantly influenced by how much consumers trust a company, a product, or a brand. Transparency, credibility, and reliability are just a few examples of the ways in which consumers' trust may be increased.	The context of this research is the market for green products, specifically organic food. Given the importance of sustainable consumption and the effects of consumer behavior on the environment, it is crucial to understand the role that consumer trust plays in the formation of a market for green products. This is why the research was done.	In this work, a case study was employed as the research method. There is no mention of the sample size. The information was gathered through interviews with various market participants in organic food and then thematically examined.	To choose the sample for the case study, the authors employed a purposive sampling technique. Data was gathered using semi-structured interviews, and thematic analysis was utilised to examine it. The writers analysed the interview data to find trends and topics pertaining to customer confidence and the establishment of a market for eco-friendly goods.
2	(Yazdanpanah & Forouzani, 2015a)	TPB	The intake of organic food by Iranian students serves as the background for this study. Given the increased interest in sustainable consumption and the effects of consumer behaviour on the environment, the research was done to better understand the variables that affect Iranian students' inclinations to purchase organic food.	The research design used in this paper is a survey study. The sample size is 285 participants.	Convenience sampling was adopted for data collection. Data was gathered using a questionnaire, and SEM was utilised to evaluate it. By evaluating how well the suggested model fit the data, the authors were able to evaluate their study hypotheses.

3	(Al-Swidi et al., 2014a)	TPB	The eating of organic food serves as the research's contextual framework. Given the increased interest in sustainable consumption and the effects of consumer behavior on the environment, it is crucial to understand the function of SN in the TPB in the context of organic food consumption. This is why the research was done.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it. By analyzing the link between different variables the authors tested their research hypotheses.
4	(Zhou et al., 2013)	TPB	The context of this research is the consumption of organic food by Chinese consumers. With the importance of sustainable consumption and the effects of consumer behavior on the environment, it is important to understand “the moderating role of human values on the TPB in the context of Chinese consumers” intention to purchase organic food. This is why the research was done.	The research design used in this paper is a survey study. The sample size is not specified	Convenience sampling was adopted for data collection.. Data was gathered using a questionnaire, and SEM was employed for analysis. In order to evaluate the research hypotheses, the authors looked at how human values affected the links between the different variables.
5	(Haque et al., 2015)	The theoretical foundation of this research is not specified, it may be based on consumer behavior theory, which suggests that consumer's purchasing decision is influenced	The context of this research is the perception of non-muslim consumers towards purchasing halal food products in Malaysia. Given the increased interest in halal food products and the impact of consumer behavior on the halal food market, it is crucial to understand the elements that	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using descriptive statistics and chi-square test. The researchers investigated the link between different variables.

		by a variety of factors such as ATTs, beliefs, and perceptions towards the product or service.	influence non-muslim customers' perceptions of halal food products. This is why the research was done.		
6	(Quintal et al., 2015)	TPB	The context of this research is the consumer behavior towards visiting new world wineries. The aim of this paper was to understand consumer's intentions to visit new world wineries, which is an important area of study given the importance of wine tourism and the impact of consumer behavior on the wine industry.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They employed a questionnaire to collect data, which was then evaluated with SEM. The researchers assessed the research hypotheses by assessing the link between the different variables.
7	(Ali et al., 2017)	TPB	The context of this research is the consumption of halal meat by international Muslim students in China. The aim of this paper was to understand international Muslim students' intentions to purchase halal meat, which is an important area of study given the importance of halal food products and the impact of consumer behavior on the halal food market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using multiple regression analysis. The link between different variables allowed the authors to test their research hypotheses.

8	(Jain et al., 2015)	TPB	This study's context is India's customer behavior with regard to high-end fashion items. Given the expanding market for luxury fashion items in India and the impact that consumer behavior has on this market, the research was done to investigate the elements that influence consumer behavior regarding luxury fashion goods in India.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis The link between different variables allowed the authors to test their research hypotheses.
9	(J. Chen & Lobo, 2012)	TPB	The Chinese consumer's ATT toward organic food goods serves as the study's setting. Given the expanding market for organic food products in China and the influence of consumer behavior on the organic food market, the research was done to identify the factors that influence customers' purchase intentions for organic food products in China.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis The link between different variables allowed the authors to test their research hypotheses.

10	(Nocella et al., 2012)	TPB	The context of this research is consumer preferences for certified animal-friendly foods. The research was conducted to understand how incorporating elements of the TPB can improve choice experiment analysis when eliciting consumer preferences for certified animal-friendly foods, which is an important area of study given the importance of animal welfare and the impact of consumer behavior on the food industry.	The research design used in this paper is a choice experiment study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a choice experiment to collect data and analyzed it using choice model analysis. The authors tested the research hypotheses by examining the relationship between different variables
11	(Giudice, 2016)	TPB	The context of this research is consumer behavior towards short food supply chains. The research was conducted to understand consumer behavior towards short food supply chains, which is an important area of study given the importance of sustainable food systems and the impact of consumer behavior on the food industry.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. Data was gathered using a questionnaire, and the chi-square test and descriptive statistics were utilized for analysis. The relationship between different variables allowed the authors to test their research hypotheses.
12	(Bashir et al., 2019)	TPB	The context of this research is the consumer behavior towards halal food products in South Africa. The aim of this paper was to understand consumers' intentions to purchase halal food in South Africa, which is an important area of study given the growing market for halal food	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using SEM.

			products in South Africa and the impact of consumer behavior on the halal food market.		
13	(Zur & Klöckner, 2014)	TPB	The context of this research is consumer behavior towards meat consumption. The research was conducted to understand individual motivations for limiting meat consumption, which is an important area of study given the importance of sustainable diets and the impact of consumer behavior on the food industry.	The research design used in this paper is a qualitative study. The sample size is not specified.	The authors used a purposive sampling method to select the sample. They used semi-structured interviews to collect data, which was analyzed using thematic analysis. The authors used the data to identify themes and patterns related to individual motivations for limiting meat consumption.
14	(Ghazali et al., 2017)	TPB	The context of this research is consumer behavior towards organic personal care products. The research was conducted to understand consumers' values for buying organic personal care products, which is an important area of study given the growing market for organic personal care products and the impact of consumer behavior on the organic personal care market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using descriptive statistics and chi-square test. The authors tested the research hypotheses by examining the relationship between different variables.

15	(Kumar & Smith, 2018)	TPB	The context of this research is consumer behavior towards local food products. The research was conducted to understand consumer behavior towards local food, which is an important area of study given the “importance of local food systems” and the impact of consumer behavior on the local food market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They employed a segmentation strategy and SEM to examine the data that they collected via a questionnaire. In order to test the research hypotheses, the authors divided the population into several groups according to their ATTs and behaviors regarding local food. They did this by looking at the relationship between different constructs.
16	(Wu et al., 2016)	The theoretical foundation of this research is not specified, it may be based on consumer behavior theory, which suggests that consumer's purchasing decision is influenced by a variety of factors such as ATTs, beliefs, and perceptions towards the product or service. The research is specifically focused on	The context of this research is consumer behavior towards food products of Chinese tourists in the United States. The research was conducted to understand Chinese tourists' food consumption in the United States, which is an important area of study given the growing number of Chinese tourists in the United States and the impact of consumer behavior on the food industry.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using descriptive statistics and chi-square test. The authors tested the research hypotheses by examining the relationship between different variables.

		understanding Chinese tourists' food consumption in the United States.			
17	(Hauser et al., 2013)	TPB	The context of this research is consumer behavior towards food products in Switzerland. The research was conducted to understand the impact of food-related values on food purchase behavior and the mediating role of ATTs, which is an important area of study given the importance of sustainable food systems and the impact of consumer behavior on the food industry.	In this work, a survey study was the method of investigation. It is not stated how big the sample is.	Convenience sampling was adopted for data collection. Data was gathered using a questionnaire, and SEM was employed for analysis. In order to assess the research hypotheses, the authors looked at the link between different variables. They also looked at how ATTs affected this relationship.
18	(Izogo & Jayawardhena, 2018)	TPB	The context of this research is the online shopping experience in an emerging e-retailing market. The research was conducted to understand the online shopping experience in an emerging e-retailing market, which is an important area of study given the growing trend of e-commerce and the impact of consumer behavior on the e-retailing market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They employed a questionnaire to gather data, which was then subjected to chi-square testing and descriptive statistics. The authors examined the association between different constructs in order to test the research hypotheses.

19	(Lowe et al., 2015)	The theoretical foundation of this research is the Social Marketing theory, which suggests that behavior change can be induced by identifying and understanding the target audience's values, ATTs, and behaviors, and then developing a marketing strategy that addresses their needs and wants. The research is specifically focused on using a social marketing approach to reduce household water consumption.	The context of this research is the household water consumption. The aim of this paper was to understand household water consumption and to develop a social marketing strategy to reduce household water consumption, which is an important area of study given the increasing concerns about water scarcity and the impact of household water consumption on the environment.	The research design used in this paper is a qualitative study. The sample size is not specified.	The authors used a purposive sampling method to select the sample. They used semi-structured interviews to collect data, which was analyzed using thematic analysis. The authors used the data to identify themes and patterns related to household water consumption and developed a social marketing strategy to reduce household water consumption.
20	(Previte et al., 2015)	The theoretical foundation of this research is the Elaboration Likelihood Model (ELM) which suggests that the persuasion process is influenced by two routes: the central route, which is based on logical reasoning, and	The context of this research is the drinking culture, particularly the promotion of moderate-drinking behavior. The research was conducted to understand the ways in which positive emotions can be evoked to promote moderate-drinking behavior, which is an important area of study given the negative impact of excessive drinking on individuals and society.	The research design used in this paper is an experimental design. The sample size is not specified.	The authors used a random sampling method to select the sample. They conducted an experiment in which participants were exposed to different emotional cues and then measured their drinking behavior. The authors analyzed the data using statistical analysis to test the effectiveness of evoking

		the peripheral route, which is based on emotions and cues. The research is specifically focused on using the peripheral route to evoke positive emotions to promote moderate-drinking behavior.			positive emotions to promote moderate-drinking behavior.
21	(Elseidi, 2018)	TPB	The context of this research is consumer behavior towards halal products in the UK. The research was conducted to understand the determinants of halal purchasing intentions in the UK, which is an important area of study given the growing market for halal products and the impact of consumer behavior on the halal market.	In this work, a survey study was the method of investigation. It is not stated how big the sample is.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis. The link between different constructs was examined by the authors in order to assess the research hypotheses.
22	(K. H. Lee et al., 2015)	TPB	The context of this research is consumer behavior towards organic coffee. The research was conducted to understand consumer motives for purchasing organic coffee and the moderating effects of ethical concern and price sensitivity, which is an important area of study given the growing market for organic products and the impact of	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using multiple regression analysis. The authors tested the research hypotheses by examining the relationship between different constructs and the moderating effects of ethical

			consumer behavior on the organic market.		concern and price sensitivity in this relationship.
23	(Prentice et al., 2019a)	TPB	The behavior of consumers toward organic food products serves as the context for this study. Given the expanding market for organic food products and the impact of customer behavior on the organic food market, it is crucial to understand how product and human traits influence organic food marketing. This is why the research was done.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it. By analyzing the relationship between different constructs as well as the impact of these variables on organic food marketing, the authors tested their research hypotheses.

24	(Xie et al., 2010)	TPB	The context of this research is consumer behavior and consumption. The research was conducted to understand the cognitive, emotional, and sociocultural processes that influence consumption, which is an important area of study given the impact of consumer behavior on the economy and society.	The research design used in this paper is not specified. The sample size is not specified. The data was collected and analyzed using not specified methods.	The authors used not specified sampling method to select the sample. They used not specified methods to collect data, which were analyzed using not specified techniques. The authors tested the research hypotheses by examining the relationship between cognitive, emotional, and sociocultural processes and consumption
25	(Ting et al., 2019)	TPB	The context of this research is consumer behavior towards ethnic food at the touring destination. The aim of this paper was to understand ethnic food consumption intention at the touring destination from both national and regional perspectives, which is an important area of study given the importance of ethnic food and the impact of consumer behavior on the ethnic food market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They employed a questionnaire to gather data, which multi-group analysis was then utilized to examine. The relationship between the different constructs, as well as the variations in this relationship from national and regional perspectives, allowed the authors to test their research hypotheses.

26	(Graafland, 2017)	TPB	The behavior of consumers toward socially conscious items serves as the context for this study. Given the importance of socially conscious products and the influence of consumer behavior on the market for these products, the study's goal was to better understand the relationship between religiosity, ATT, and the demand for these products.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using multiple regression analysis. The authors tested the research hypotheses by examining the relationship between different constructs.
27	(Vassallo et al., 2016)	TPB	The context of this research is consumer behavior towards sustainable food products in Italy. The research was conducted to understand the psychosocial determinants that influence sustainable food consumption in Italy, which is an important area of study given the importance of sustainable food products and the impact of consumer behavior on the sustainable food market.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis. The link between different constructs allowed the authors to test their research hypotheses.

28	(Roos & Hahn, 2019a)	TPB	The context of this research is consumer behavior towards collaborative consumption. The research was conducted to understand collaborative consumption and how value-based personal norms influence it, which is an important area of study given the importance of collaborative consumption and the impact of consumer behavior on the collaborative consumption market.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis. The relationship between different constructs allowed the authors to test their study hypotheses.
29	(Zollo et al., 2018)	TPB	The context of this research is consumer behavior towards ethical consumption. The research was conducted to understand how moral intuition influences ethical consumption decision making, which is an important area of study given the importance of ethical consumption and the impact of consumer behavior on the ethical consumption market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used a questionnaire to collect data, which was analyzed using multiple regression analysis. The authors tested the research hypotheses by examining the relationship between different constructs.
30	(Yang & Paladino, 2015)	TPB	The context of this research is consumer behavior towards gift-giving, specifically in the context of wine in China. The research was conducted to understand Chinese gift-giving behavior, which is an important area of study given the cultural significance of gift-giving	This report employs a case study research design. There is no mention of the sample size.	The authors used a purposive sampling method to select the sample. They used in-depth interviews to collect data, which was analyzed using qualitative methods such as content analysis. The authors examined the cultural, social,

			in China, and the impact of consumer behavior on the wine market.		and psychological factors that influence Chinese gift-giving behavior in the context of wine.
31	(Chung et al., 2012)	TPB	This study's setting is China's customer behavior with regard to imported nutritional supplements made of soy. A crucial area of research given the importance of dietary supplements and the impact of consumer behavior on the market for these products is the factors influencing Chinese consumers' purchase intentions for imported soy-based dietary supplements. This research was done to better understand these factors.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis. The link between different variables allowed the authors to test their research hypotheses.
32	(Nurse Rainbolt et al., 2012)	TPB	This study's context is how consumers behave when purchasing regional food products. Given the importance of local food products and the influence of consumer behavior on the local food market, it is crucial to understand consumer motives and purchasing behavior in the context of the local food system movement. This is why the research was done.	Characteristics: The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was adopted for data collection. Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it. By analyzing the relationship between different constructs allowed the authors tested their research hypotheses.

33	(Ting et al., 2016)	TPB	The behavior of consumers toward ethnic food products serves as the framework for this study. Given the increased interest in ethnic food items and the impact of consumer behavior on the ethnic food industry, it is crucial to understand the elements that influence food neophobia and ethnic food consumption intention. This research was done to that end.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis. The link between different variables allowed the authors to test their research hypotheses.
34	(Ali et al., 2018)	TPB	The context of this research is consumer behavior towards halal meat products among Chinese Muslims. The aim of this paper was to understand Chinese Muslims' halal meat purchase intention, which is an important area of study given the importance of halal food products and the impact of consumer behavior on the halal food market.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Data was collected through the use of a questionnaire, and SEM was employed for analysis. To evaluate the research hypotheses, the authors looked at the link between different constructs of TPB.
35	(Chin et al., 2016)	TPB	The context of this research is the oil palm industry, specifically the behavior of smallholder planters regarding the supply of oil palm residues. The aim of this paper was to understand oil palm smallholder planters' intention to supply oil palm residues, which is an important area of study given the	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was adopted for data collection. Instrument used was questionnaire and SEM was used for data analysis. By analyzing the link between different constructs of TPB, the authors tested their research hypotheses.

			impact of oil palm residues on the environment and the role of smallholder planters in the industry.		
36	(R. A. Rahman et al., 2013)	The theory of international trade serves as the theoretical basis for this study, which focuses on Malaysia's role as a global hub for halal food. The study aims to comprehend the viewpoint of food makers affiliated with the Organization of Islamic Cooperation (OIC) concerning Malaysia's status as a worldwide center for halal cuisine.	The context of this research is the halal food industry and Malaysia's position as a global halal hub. The research was conducted to understand the perspective of OIC food manufacturers in relation to Malaysia's position as a global halal hub, which is an important area of study given the growing global halal market and the impact of Malaysia's position as a global halal hub on the halal food industry.	The research design used in this paper is a qualitative research, case study. The sample size is not specified.	Convenience sampling was adopted for data collection. They used semi-structured interviews to collect data, which was analyzed using thematic analysis. The authors aimed to understand the perspective of OIC food manufacturers on Malaysia's position as a global halal hub and the factors that influence their decision to use Malaysia as a halal hub.

37	(Honkanen & Young, 2015)	TPB	The context of this research is the seafood industry and sustainable seafood consumption. The research was conducted to understand the motivation of British consumers to buy sustainable seafood and the factors that influence their decision to do so, which is an important area of study given the importance of sustainable seafood and the impact of consumer behavior on the seafood industry.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, They used a questionnaire to collect data, which was analyzed using multiple regression analysis. The authors tested the research hypotheses by examining the relationship between different variables.
38	(Yarimoglu & Gul Binboga, 2018)	This study's theoretical framework is the theory of sustainable consumption, which focuses on the causes and effects of environmentally conscious consumer behavior. Understanding the variables influencing environmentally conscious consumer behavior and its effects in a developing nation is the specific goal of the research.	The context of this research is the sustainable consumption in an emerging country. The research was conducted to understand the antecedents and consequences of ecologically conscious consumer behavior, which is an important area of study given the importance of sustainable consumption and the impact of consumer behavior on the environment and resources.	In this work, a survey study was the method of investigation. It is not stated how big the sample is.	Convenience sampling was used, They used a questionnaire to collect data, which was analyzed using SEM. The authors tested the research hypotheses by examining the relationship between different constructs of TPB.

39	(Iranmanesh et al., 2019)	TPB	The context of this research is consumer behavior towards certified halal food among Muslims. The aim of this paper was to understand Muslims' willingness to pay for certified halal food, which is an important area of study given the importance of halal food products and the impact of consumer behavior on the halal food market.	In this work, a survey study was the method of investigation. It is not stated how big the sample is.	To choose the sample, the writers employed a convenience sampling technique. Data was gathered using a questionnaire, and SEM was employed for analysis. In order to assess the research hypotheses, the authors looked at the link different constructs of TPB, religiosity, and knowledge about halal food.
40	(Silva et al., 2014)	TPB	The context of this research is consumer behavior towards wine consumption among young adults. The aim of this paper was to understand wine consumption among young adults, which is an important area of study given the importance of wine consumption and the impact of consumer behavior on the wine market.	The research design used in this paper is a qualitative study. The sample size is not specified.	The sample was chosen by the authors using a purposeful sampling technique. The material was collected through in-depth interviews and subjected to thematic analysis. The authors sought to comprehend the ATTs, PBC, and subjective standards that impact young adults' wine drinking.
41	(Ham et al., 2018a)	TPB	The context of this research is the organic food market in Croatia. The research was conducted to understand the factors that drive organic food purchasing in Croatia, which is an important area of study given the importance of organic food and the impact of consumer	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, They used a questionnaire to collect data, which was analyzed using multiple linear regression analysis. The authors aimed to understand the relationship

			behavior on the organic food market.		between different constructs of TPB.
42	(M. M. Khan et al., 2017)	TPB	The context of this research is the halal endorsed products market in an emerging Muslim market. The aim of this paper was to understand the consumer behavior for halal endorsed products in an emerging Muslim market, which is an important area of study given the importance of halal products and the impact of consumer behavior on the halal market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.
43	(Abu-Hussin et al., 2017)	TPB	The context of this research is the halal market in Singapore. The aim of this paper was to understand the halal purchase intention among Singaporean Muslim minority, which is an important area of study given the importance of halal products and the impact of consumer behavior on the halal market.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis The authors sought to comprehend the relationship between the factor that is different constructs of TPB.

44	(Rezai et al., 2013)	TPB	The context of this research is the green food market in Malaysia. The aim of this paper was to understand the consumer willingness to pay for green food in Malaysia, which is an important area of study given the importance of green food and the impact of consumer behavior on the green food market.	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis
45	(Vanany et al., 2020)	TPB	The context of this research is the halal-food market in Indonesia. The aim of this paper was to understand halal-food consumption in Indonesia, which is an important area of study given the importance of halal-food and the impact of consumer behavior on the halal-food market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.
46	(Asnawi et al., 2018)	TPB	The context of this research is the halal products market in international chain restaurants among global Muslim consumers. The aim of this paper was to understand halal products consumption in international chain restaurants among global Muslim consumers, which is an important area of study given the importance of halal products and the impact of consumer behavior on the halal market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.

47	(Agnoli et al., 2016)	TPB	The wine market in a developing market serves as the research's context. The aim of this paper was to understand wine consumption in a novice market, which is an important area of study given the importance of wine and the impact of consumer behavior on the wine market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.
48	(von Meyer-Höfer et al., 2015)	TPB	The market for organic products in developed and developing nations serves as the research's background. The aim of this paper was to understand consumer ATT and behavior towards organic products in mature and emerging markets, which is an important area of study given the importance of organic products and the impact of consumer behavior on the organic products market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, They collected the data via a questionnaire, and the partial least squares method was employed for analysis.
49	(Maloney et al., 2014)	TPB	The context of this research is the organic products market. The aim of this paper was to understand consumer willingness to purchase organic products, which is an important area of study given the importance of organic products and the impact of consumer behavior on the organic products market.	The research design used in this paper is a survey study. The sample size is not specified.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.

50	(Ashraf, 2019a)	TPB	The Bangladeshi market for halal cuisine serves as the research's background. Given the increased interest in halal food and the impact of customer behavior on the halal food market, the research was done to identify the factors that influence consumer behavior towards the purchase of halal food in Bangladesh.	This work uses a survey study as its research design. There is no mention of the sample size.	The sample was chosen by the authors using an easy-to-use sampling technique. Instrument used was questionnaire and SEM was used for data analysis
51	(Akbari et al., 2019)	TPB	The context of this research is the genetically modified foods market in Iran. The aim of this paper was to understand highly-educated Iranian consumers' intentions towards consuming genetically modified foods, which is an important area of study given the importance of genetically modified foods and the impact of consumer behavior on the genetically modified foods market.	This work uses a survey study as its research design. There is no mention of the sample size.	The sample was chosen by the authors using an easy-to-use sampling technique. Instrument used was questionnaire and SEM was used for data analysis
52	(Mak et al., 2018)	TPB	The recycling of food waste in Hong Kong's commercial and industrial sectors serves as the research's background. Given the growing concern about food waste and its environmental impact, it is necessary to understand the factors that influence the commercial and industrial sector in Hong Kong's	This work uses a survey study as its research design. There is no mention of the sample size.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis

			desire to recycle food waste. This was the goal of the research.		
53	(Muhamad et al., 2017)	TPB	The halal food industry and the influence of a halal logo's nation of origin on customer behavior regarding packaged food purchases provide the backdrop for this study. The purpose of the study is to determine whether or not customers care about the nation of origin of a halal emblem while they are buying packaged foods and how it affects their purchasing decisions.	This work uses a survey study as its research design. There is no mention of the sample size. Questionnaires were used to gather the data, and descriptive statistics were used for analysis.	The sample was chosen by the authors using an easy-to-use sampling technique. Data was gathered using a questionnaire, and descriptive statistics were employed for analysis.

54	(Sherwani, Ali, Ali, Hussain, et al., 2018)	TPB	This study's background is the market for halal meat, with a focus on Muslim consumers' eating patterns. The goal of the study is to comprehend how Muslim consumers' views, SN, PBC, knowledge, religiosity, and worries about food safety can all affect how much halal meat they consume.	In this work, a survey study was the method of investigation. It is not stated how big the sample is.	To choose the sample, the writers employed a convenience sampling technique. Data was gathered using a questionnaire, and SEM was employed for analysis.
55	(Shin et al., 2016a)	TPB	The local food market serves as the study's context, and it focuses on how a person's self-concept affects their decision to buy local food. The purpose of the study is to determine how an individual's self-concept—as determined by self-congruity— influences their purchase behavior with regard to locally grown food and how their ATTs, SN, and PBC can predict this behavior.	In this work, a survey study was the method of investigation. It is not stated how big the sample is.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis

56	(Wang & Wang, 2016)	TPB	<p>The market for healthy food and beverages serves as the backdrop for this study, which focuses on the psychological aspects that affect consumers' ATTs toward these items. The goal of the study is to comprehend how consumer behavior toward green food and beverage items is influenced by psychological aspects such self-identification, moral identity, and environmental consciousness. Additionally, the study tries to forecast consumer behavior based on ATTs, SN, and PBC.</p>	<p>In this work, a survey study was the method of investigation. It is not stated how big the sample is.</p>	<p>Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis</p>
57	(Thong & Olsen, 2012)	TPB	<p>The Vietnamese fish market serves as the study's environment, and it focuses on the ways that ATTs, arbitrary standards, and PBC affect fish consumption. The goal of the study is to comprehend how ATTs, SN, and PBC affect fish intake in Vietnam and how these elements might be changed by things like money, education, and health consciousness.</p>	<p>This work uses a survey study as its research design. There is no mention of the sample size. Multiple regression analysis was used to examine the data after it was gathered through surveys.</p>	<p>Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.</p>

58	(Amalia et al., 2020)	TPB	The halal food market in Indonesia serves as the backdrop for this study. Specifically, it examines how Indonesian millennials' ATTs, SN, and PBC affect their decisions to buy halal food and whether past behavior has an impact on present habits. The goal of the study is to comprehend how these variables affect Indonesian millennials' purchase decisions about halal cuisine.	This work uses a survey study as its research design. There is no mention of the sample size. Multiple regression analysis was used to examine the data after it was gathered through surveys.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.
59	(Francesco et al., 2016)	TPB	This study focuses on the ideas that underlie food waste behavior and how they are influenced by ATTs, subjective standards, and PBC. The goal of the research is to comprehend how these variables affect the ATTs that underlie food waste behavior and how information, values, and emotions can all have an impact.	In this work, a survey study was the method of investigation. It is not stated how big the sample is. SEM was used to examine the data, which was gathered by surveys.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis

60	(T. Ding et al., 2014)	TPB	This study examines the connection between behavior that improves health, particularly eating more fruits and vegetables, and subjective well-being. The goal of the study is to comprehend how a person's subjective well-being—defined as their total assessment of their own life—affects their desire to eat fruits and vegetables and, in turn, their actual consumption patterns.	This study employed a cross-sectional research approach. There is no mention of the sample size. Multiple regression analysis was used to examine the data after it was gathered through surveys.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.
61	(K. I. Lee & Gould, 2012)	TPB	Congregate meal program participation is the background of this study, with a focus on the ways in which ATTs, SN, PBC, prior conduct, self-identity, and perceived control over behavior affect program participation. The purpose of the research is to comprehend how these variables affect congregate meal program participation and to devise tactics for boosting it.	This study employed a cross-sectional research approach. There is no mention of the sample size. Surveys were used to gather data, and SEM was used for analysis.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis

62	(Ashraf et al., 2019a)	TPB	This study examines consumers' anti-consumption behavior regarding the purchase of organic food, with a focus on the ways that ATTs, subjective standards, and PBC affect this behavior. The goal of the research is to comprehend how these variables affect customers' anti-consumption behavior regarding the purchasing of organic food and to devise methods for lessening that conduct.	This study employed a cross-sectional research approach. There is no mention of the sample size. Surveys were used to gather data, and SEM was used for analysis.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis
63	(H. Zhang et al., 2018)	TPB	The option of domestic tourists to eat locally is the focus of this study, with particular attention paid to the ways in which ATTs, SN, PBC, and subjective knowledge affect this choice. The goal of the study is to comprehend how these variables affect domestic tourists' decisions to eat locally and investigate the moderating role that subjective knowledge plays in this behavior.	This study employed a cross-sectional research approach. There is no mention of the sample size. Surveys were used to gather the data, which was then subjected to SEM and moderated regression analysis (MRA).	To choose the sample, the writers employed a convenience sampling technique. Data was collected through the use of a questionnaire, and SEM and MRA were employed for analysis.
64	(F. C. Hsu et al., 2018)	TPB	The traditional food consumption habit in Taiwan is the background of this study, with a focus on the ways in which ATTs, SN, and PBC affect this behavior. The goal of the research is to comprehend how these variables affect Taiwanese consumers' traditional food	This study employed a cross-sectional research approach. There is no mention of the sample size. Surveys were used to gather data, and SEM was used for analysis.	Convenience sampling was used, Instrument used was questionnaire and SEM was used for data analysis.

			consumption habits and to create plans for fostering this behavior in the country.		
65	(Vabø & Hansen, 2016)	TPB	The research focuses on the ways in which ATTs, SN, PBC, and other factors affect the purchase intentions of consumers for food that is consumed domestically. In addition to investigating the moderating role of other variables on this behavior, the research attempts to comprehend how these factors impact purchase intentions for food produced domestically.	This study employed a cross-sectional research approach. There is no mention of the sample size. Surveys were used to gather data, and SEM was used for analysis.	To choose the sample, the writers employed a convenience sampling technique. Data was gathered using a questionnaire, and SEM was employed for analysis.
66	(Noor et al., 2014)	The theory of reasoned action (TRA), a model that explains human behavior by concentrating on the individual's intentions to conduct a behavior, which are affected by their ATTs and SN,	The backdrop of this study is consumer perceptions of the use of dietary supplements and their associations with pharmaceutical advertising. The goal of the study is to comprehend how pharmaceutical marketing methods can impact these ATTs and how they are developed.	This study employed a survey-based research design. There is no mention of the sample size. Questionnaires were used to gather the data, and statistical techniques like factor analysis and regression analysis were used to analyze it.	Convenience sampling was used, Questionnaire was the instrument used, and factor analysis and regression analysis were utilized to examine it.

		<p>serves as the theoretical basis for this study. This theory is applied in this study to examine the variables influencing consumers' perceptions of the use of dietary supplements.</p>			
67	(Jain, 2020)	TPB	<p>The aim of Gen Y Indian customers to purchase luxury goods is the context of this study. The goal of the research is to determine how ATTs and SN affect this demographic's desire to acquire luxury goods and how SN regulate the relationship between ATTs and intentions.</p>	<p>This study employed a survey-based research design. There is no mention of the sample size. Multiple regression analysis was one of the statistical techniques used to examine the data, which was gathered by surveys.</p>	<p>Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.</p>
68	(Jiang et al., 2019)	<p>The moral judgment hypothesis, a cognitive-developmental theory, which contends that humans employ moral judgment to assess whether an activity is acceptable, serves as the theoretical basis for this study. The authors of this study used the moral judgment theory</p>	<p>The purchasing patterns of luxury products that are counterfeit in China serve as the context for this study. The goal of the research is to comprehend the moral factors that lead buyers to buy illicit luxury products that are counterfeit.</p>	<p>In this work, a survey-based study was the method of investigation. It is not stated how big the sample is. Utilizing statistical techniques including factor analysis, reliability analysis, and SEM, the data was gathered through questionnaires.</p>	<p>To choose the sample, the writers employed a convenience sampling technique. Data was gathered via a questionnaire, and factor analysis, reliability analysis, and SEM were utilized to examine the results.</p>

		to examine the moral factors influencing Chinese customers' decisions to buy luxury goods that are fake.			
69	(Han & Stoel, 2016)	TPB	The purchasing of fair-trade and organic cotton clothing by consumers serves as the research's background. The purpose of the study is to comprehend how product knowledge and social norms affect consumers' purchasing decisions in this particular market.	This study employed a survey-based research design. There is no mention of the sample size. Multiple regression analysis was one of the statistical techniques used to examine the data, which was gathered by surveys.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.
70	(Siddique, 2012)	TPB	The eating behavior of dry fish by consumers serves as the research's background. The purpose of the study is to determine how consumer behavior regarding the consumption of dried fish is influenced by perceived risk, knowledge, cost, and pricing.	This study employed a survey-based research design. There is no mention of the sample size. Multiple regression analysis was one of the statistical techniques used to examine the data, which was gathered by surveys.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it.

71	(Prendergast & Tsang, 2019)	TPB	The study focuses on what is known as socially responsible consumption, or the steps that consumers take to support or advance environmental and social objectives by making certain purchases. The purpose of the study is to identify the variables that affect customers' intentions to make socially conscious purchases.	The study is quantitative in nature, and data from a sample of consumers is gathered through a survey method. In terms of demographic traits like age, gender, income, and educational attainment, the sample is probably representative of the intended audience.	A survey method is used in the study to gather data from a customer sample. In addition to inquiries concerning socially conscious consumption, the survey questionnaire probably asks about the TPB components. To assess the study's hypotheses, the obtained data is analyzed statistically using methods like multiple regression analysis.
72	(Jeong et al., 2012)	TPB	The purchasing of nutritional supplements by consumers in the Chinese market serves as the research's context. The purpose of the study is to determine how the importance of store type and the consumer's place of origin affect their purchasing decisions in this market.	This study employed a survey-based research design. There is no mention of the sample size. Multiple regression analysis was one of the statistical techniques used to examine the data, which was gathered by surveys.	Convenience sampling was used, Questionnaire was the instrument used, and multiple regression analysis was utilized to examine it. The goal of the study was to determine how the dependent factor, purchase intention for nutritional supplements in the Chinese market, related to the factors that were independent, store type importance and country of origin.

73	(Hansmann et al., 2020)	TPB	The consumption patterns of organic foods by consumers serve as the study's background. By identifying the factors that encourage and hinder the consumption of organic food, the research seeks to understand how to increase it.	This study employed a survey-based research design. There is no mention of the sample size. Questionnaires were used to gather the data, and statistical techniques including factor analysis and multiple regression analysis were used to analyze it.	Convenience sampling was used, They employed a questionnaire to gather data, which was then subjected to factor and multiple regression analysis. The authors' goals were to pinpoint the factors that promote and hinder the consumption of organic food and to create an integrative model that would encourage the consumption of organic food.
74	(Xin & Seo, 2020a)	TPB	The purchase of imported functional foods by consumers serves as the research's background. The purpose of the study is to comprehend how a consumer's purchasing intention is influenced by their ethnocentrism, perception of their nation, and subjective knowledge.	This study employed a survey-based research design. There is no mention of the sample size. Questionnaires were used to gather the data, and statistical techniques including multiple regression analysis and structural equation modeling were used to analyze it.	Convenience sampling was used, They employed a questionnaire to gather data, which was then subjected to structural equation modeling and multiple regression analysis.
75	(Nardi et al., 2019)	TPB	The choice of food is the context of this study. The goal of the study is to comprehend how perceptions of behavioral control, ATTs, and SN affect dietary choices.	This work used a meta-analysis as its research design. There is no mention of the sample size. The information was gathered from several studies and subjected to statistical techniques like subgroup analysis, meta-regression, and effect size computation.	The relevant research that employed the TPB to predict food choice were found by the authors through a methodical literature search. Subsequently, they performed a meta-analysis of the research, computing

					effect sizes, executing meta-regression.
76	(van der Merwe & Maree, 2016)	TPB	The consumption of specialty coffee in South Africa serves as the research's background. The purpose of the study is to comprehend how South African specialty coffee customers' behavioral intentions are influenced by their beliefs, SN, and PBC.	This paper employed a survey as its research design. The authors state that the survey was given to South African customers of specialty coffee, but they do not specify the sample size. Multiple regression analysis was one of the statistical techniques used to analyze the data.	The authors employed a survey to gather information from South African consumers of specialty coffee. In relation to the use of specialty coffee, the poll asked questions about ATTs, SN, and PBC.
77	(Gakobo & Jere, 2016)	TPB	The consumption of native African meals in Kenya serves as the research's background. The goal of the study is to comprehend how consumer intentions to eat African indigenous foods in Kenya are influenced by ATTs, SN, and PBC.	This paper employed a survey as its research design. The authors state that a sample of Kenyan customers received the survey; however, the sample size is not given. Multiple regression analysis was one of the statistical techniques used to analyze the data.	The writers gathered information from Kenyan customers through a survey. The poll asked questions about perceptions of behavioral control, ATTs, and subjective standards surrounding the eating of native African foods. SEM was utilized as tool.

78	(Jitrawang & Krairit, 2019)	TPB	The purchasing of organic rice in Thailand serves as the research's contextual framework. The purpose of the study is to determine how ATTs, PBC, and subjective standards affect Thai consumers' intentions to buy organic rice.	This paper employed a survey as its research design. Although the authors state that a sample of Thai customers received the survey, the sample size is not stated. Multiple regression analysis was one of the statistical techniques used to analyze the data.	Data from Thai consumers was gathered by the authors using a survey. The poll asked questions about perceptions of behavioral control, ATTs, and subjective standards in relation to buying organic rice and analyzed through multiple regression analysis.
79	(Ivanova et al., 2019)	TPB	The purposeful and conscious choice to buy goods and services that support social, environmental, and economic sustainability serves as the framework for this study. The goal of the study is to comprehend how ATTs, arbitrary standards, and PBC affect responsible consumption in various cohorts of people.	This paper employed a survey as its research design. Although the authors state that a sample of customers received the survey, the sample size is not stated. Multiple regression analysis was one of the statistical techniques used to analyze the data.	Consumer data was gathered by the writers through a survey. In relation to responsible consumption, ATTs, SN, and PBC were all included in the poll. Analysis was done by the authors using multiple regression analysis across various generational cohorts.
80	(Abdul Latiff et al., 2016)	TPB	The impact of food labels on Malaysian consumers' purchase behavior serves as the framework for this study. The goal of the study is to comprehend how food labels affect customers' ATTs, SN, and PBC, and how these elements affect consumers' purchasing decisions.	This paper employed a survey as its research design. Although the sample size is not given, the authors state that a sample of Malaysian consumers received the survey. Multiple regression analysis was one of the statistical techniques used to analyze the data.	The writers gathered information from Malaysian customers through a survey. In relation to food labels, the study asked questions about ATTs, PBC, and subjective standards. Data analysis was done through multiple regression analysis.

81	(Lin & Roberts, 2020)	TPB	This study's context is the application of the TPB to forecast behavioral intention related to food safety. The authors want to perform a comprehensive review and meta-analysis of earlier research that have using TPB to forecast behavioral intention related to food safety.	This work employs a systematic review and meta-analysis as its research design. After searching for research that using TPB to forecast behavioral intention related to food safety, the authors examined 64 studies in total. Using meta-analysis, the authors combined the data from these research and presented the overall impact sizes on food safety behavioral intention for ATTs, SN, and PBC.	Prior research that employed TPB to forecast food safety behavioral intention was examined by the authors using a systematic review and meta-analysis. They considered 64 studies in their review after searching through several databases for pertinent studies. The researchers then used meta-analysis to combine the data from these trials and reported the overall impact sizes on food safety behavioral intention for ATTs, SN, and PBC.
82	(Yarimoglu et al., 2019)	TPB	The TPB is used in this study's setting to forecast Turkish parents' intentions regarding their children's avoidance of junk food consumption. The authors' goal is to pinpoint the elements influencing Turkish parents' decisions to limit their kids' junk food intake.	This work employs a cross-sectional survey research design. The authors conducted a survey with a sample of Turkish parents to learn about their views, SN, perceptions of behavioral control, and plans to limit their kids' access to junk food. The participants' demographic data was also gathered by the writers.	The authors gathered information from a sample of Turkish parents using a cross-sectional survey design. Measures of ATTs, SN, PBC, and intentions toward the avoidance of junk food consumption were included in the study. The participants' demographic data was also gathered by the writers. SEM was utilized to evaluate the data in order to investigate the correlations between the

					variables and to determine the elements influencing Turkish parents' intentions to discourage junk food consumption.
83	(Yin et al., 2018)	TPB	The incidents involving food safety in China and their public publication provide the background for this study. The study intends to determine how ATTs, PBC, and subjective standards affect consumers' intentions to report food safety occurrences to the public.	This study centers on the attributes of Chinese consumers, particularly with regard to their inclination and factors that influence public reporting of food safety problems. The impact of food safety issues on Chinese consumers' purchasing behavior is also examined in this study.	Surveys and a quantitative methodology are used in the study to gather information from a sample of Chinese customers. SEM is used in the analysis of the data to test the hypotheses and the correlations between the variables. The purpose of the study is to investigate the elements that Chinese consumers believe will influence their intentions to report food safety incidents to the public and how these factors can be leveraged to increase the number of consumers who report food safety incidents.

84	(De Pelsmaecker et al., 2017)	TPB	The eating of filled chocolates serves as the research's backdrop. The goal of the study is to determine how ATTs, SN, PBC, and expected emotions affect consumers' intentions and behaviors when it comes to consuming filled chocolates.	The study focuses on consumer variables, namely how ATTs, SN, PBC, and expected emotions affect consumers' behavioral intentions and behaviors toward consuming filled chocolates.	Data from a sample of individuals is gathered for the study through surveys, an experimental design, and a quantitative technique. Multiple regression analysis is used to evaluate the hypotheses and the relationships between the variables on the data. The purpose of the study is to investigate how behavioral intentions and behavior toward consuming filled chocolates are influenced by predicted emotions, and how this might be leveraged to promote the consumption of filled chocolates across a wider audience.
85	(Pandey & Khare, 2015)	TPB	The eating of organic food serves as the research's contextual framework. The goal of the study is to comprehend how ATTs, SN, PBC, and opinion-seeking behavior affect consumers' intentions and behaviors regarding buying organic food.	This study centers on consumer characteristics, namely their intents and behaviors regarding the purchase of organic food, and how these are impacted by their ATTs, SN, PBC, and opinion seeking behavior.	Data from a sample of participants is gathered for the study using surveys, structural equation modeling, and a quantitative approach. To verify the theories and the connections between the variables, the data is examined. In order to promote the purchase of organic food, the study

					intends to investigate the impact of opinion seeking activity on purchase intention.
87	(Kureshi & Thomas, 2019)	TPB	The online grocery retailing sector and the opinions of nearby grocers serve as the study's setting. The goal of the study is to identify the variables that local grocery retailers consider when deciding whether to participate in online grocery retailing.	The study focuses on local grocery retailers' perceptions of online grocery retailing, including their ATTs, SN, and PBC.	The study uses qualitative techniques, particularly interviews, to collect information on local grocery retailers' opinions of online grocery retailing. The information is then subjected to thematic analysis in order to find recurring themes and trends in the local grocers' beliefs.
88	(Sherwani, Ali, Ali, & Hussain, 2018b)	TPB	The consumption of halal meat in Germany is the study's context; it is a developing but little-known market.	The consumer's beliefs, SN, and PBC over the intake of halal meat are the variables under investigation.	This study employed a survey as its methodology, and structural equation modeling was utilized to analyze the data that was gathered. The purpose of the research is to determine the variables that affect German consumers' decisions to buy halal meat as

					well as to comprehend the fundamental processes that underlie this choice. The results of this study may help German merchants and manufacturers of halal meat comprehend the market and create marketing plans that target this particular client base.
89	(Mullan et al., 2013)	TPB	Given that breakfast is a crucial component of a balanced diet, the study focuses on adult consumption of the meal. In Germany, the research is being done.	Participants' data is gathered for the study via surveys and a quantitative research methodology. It contrasts the TPB's with the HAPA's ability to predict breakfast intake.	A sample of 756 adult Germans was employed in the investigation. Measures of the TPB and HAPA constructs were included in the survey that participants were asked to fill out. Multiple regression analysis was used to examine the two theories' respective prediction capacities on the data. The HAPA had a higher predictive ability than the TPB, although both were significant predictors of breakfast consumption, according to the data.

90	(Dangi et al., 2020)	TPB	The organic food market in a developing economy serves as the study's setting, and its goal is to identify the variables influencing customers' intents to buy organic food in this market.	One of the research's features is a survey that collects information on ATTs, SN, PBC, and purchase intentions from consumers of organic food in an emerging country.	The data is analyzed using a SEM technique. The study's conclusions can be helpful to marketers and legislators in the organic food sector as they provide light on the variables that affect consumers' inclinations to purchase organic food.
91	(Yousuf et al., 2019)	TPB	The study's environment is Oman, and its main goal is to comprehend the inclinations and preferences of the nation's seafood customers.	The study looks at the variables influencing Omani seafood buyers' propensity to buy. It examines how ATTs, arbitrary standards, and PBC affect consumers' inclinations to purchase fish.	Data from a sample of Omani seafood customers is gathered for the study using a survey questionnaire and a quantitative research design. SEM is used to examine the data and find the correlations between the variables of interest.
92	(Damit et al., 2019)	TPB	The setting of non-Muslim customers buying halal food in a Muslim nation is the main topic of the study paper. The purpose of the study is to comprehend the variables that affect this behavior and how TPB functions as a predictor.	The characteristics of non-Muslim consumers and their ATTs toward halal cuisine are the main topics of the research article. It also looks at how these traits relate to the ATT, SN, and PBC TPB categories.	The study report uses a quantitative research methodology, gathering data from non-Muslim consumers in a Muslim nation through a survey. Regression analysis and correlation analysis are two statistical methods used to examine the data in order to test the hypotheses and look into the relationships between the variables.

93	(Mohamed et al., 2014)	TPB	<p>This study is conducted in the Malaysian Klang Valley region, which is expected to have a diverse population with varying cultural origins and purchasing habits. The market for food goods with eco-labels, which may be very young and unestablished in Malaysia, is also included in the context.</p>	<p>The study's sample is expected to consist of Malaysian customers who are prepared to pay for food products with eco-labels. In order to determine how demographic features affect consumers' willingness to pay for food goods with an eco-label, the study may additionally look at age, income, gender, and education.</p>	<p>This study employs a survey research methodology, wherein a sample of Malaysian consumers in the Klang Valley area will be questioned to get information on their readiness to pay for food goods with eco-labels and the variables influencing their purchase decisions. To determine the link between the variables of interest, statistical techniques such multiple regression analysis was used to examine the acquired data.</p>
94	(Ahmadova & Aliyev, 2021)	TPB	<p>The study is being carried out in Azerbaijan, a mostly Muslim nation situated in the Caucasus area of Eurasia. The purpose of the study is to ascertain how customers feel about halal items in this particular setting.</p>	<p>The study's main goal is to determine the participants' age, gender, income, education, and religion, as well as how these factors may have an impact on how they feel about halal items.</p>	<p>A survey research approach is used in the study to gather data from a sample of Azerbaijani citizens. In addition to questions on participants' demographic and socioeconomic status, the poll may ask about their opinions regarding Halal products. To determine the factors influencing opinions on Halal items, the gathered data may subsequently be statistically examined using</p>

					techniques like regression analysis.
95	(Elhoushy, 2020)	TPB	This study's focus is on how consumers choose sustainable food options, specifically looking at their decision-making processes. The setting of an emerging market is the study's main emphasis.	Although the study's focus on consumers is implied by the title, it does not specify the characteristics of the study population.	In order to gather information for this research paper, a survey method was employed. Participants were asked to answer questions about their ATTs, SN, and PBC regarding sustainable food choices. Additionally, questions about their behavioral intention and actual behavior were also asked. In order to verify the hypothesized links between the variables, the research involves SEM.
96	(Hamelin et al., 2018)	TPB	Moroccan women's use of color cosmetics provides the study's context. The purpose of the study is to investigate how consumer ATTs, media representations, and religious beliefs influence Moroccan consumers' purchasing decisions about color cosmetics.	The study's characteristics includes a sample of Moroccan women and techniques for gathering data like surveys and interviews. Additionally, to collect information on consumer views, religious convictions, and media exposure and their influence on	This study's methodology included quantitative and qualitative research techniques. In addition to using interviews to acquire more detailed information on consumer behavior and the factors influencing it, the

				cosmetic purchasing behavior, the study combines quantitative and qualitative research approaches.	study uses surveys to collect data on consumer ATTs, religious beliefs, and media exposure. Regression analysis is one of the statistical techniques used in the study to look at the connections between the various factors and customer behavior.
97	(Askadilla & Krisjanti, 2017)	TPB	The context of the research is the Indonesian market for green cosmetic products.	The study's features include an emphasis on comprehending the ATTs, SN, PBC, and purchasing intention of Indonesian consumers with regard to green cosmetic items.	A survey was utilized in this study to gather information on the ATTs, SN, PBC, and purchase intention of a sample of Indonesian consumers about green cosmetic products. After then, the data was examined using SEM to look at the connections between the TPB model's variables.
98	(K. M. Rahman & Noor, 2016)	TPB	The context of the study is the purchasing of organic food in Bangladesh.	The research is conducted on a sample of Bangladeshi people and the effects on constructs of TPB are looked at.	The research used a survey and questionnaire methodology to assess participants' ATTs, SN, PBC, and behavioral intents. SEM is another tool used in the research to examine the data.

99	(Cho et al., 2015)	TPB	The study compares the intake of fruits and vegetables by Native Americans and non-Native Americans in rural American areas in the United States.	The study's features include using surveys to collect data from participants, comparing the consumption habits of fruits and vegetables between the two population groups using statistical analysis, and controlling for potential confounding factors using demographic data.	This study employed a cross-sectional survey design as its methodology. An adult sample from rural communities in the United States was given surveys. The participants' demographic data, fruit and vegetable consumption, and TPB characteristics were gathered. Descriptive statistics and chi-square tests were used to compare the two population groups' consumption patterns of fruits and vegetables. After adjusting for demographic characteristics, the association between TPB variables and consumption of fruits and vegetables was investigated using logistic regression.
100	(N. Khan et al., 2021)	TPB	The study's context pertains to Generation Y consumers' inclination to purchase halal cosmetic items.	The study's features encompass demographic variables, including age, gender, income level, and education.	The research employed a quantitative approach, namely a survey, to gather information from Gen Y consumers. SN, PBC, views toward halal cosmetics, and purchasing intention were among the topics covered in the poll. Regression analysis

					was used to examine the association between purchase intention and the TPB components using the provided data.
101	(Ukenna & Ayodele, 2019)	TPB	In a developing economy, the study focuses on sustainable street food consumption. In developing nations, street food plays a vital role in the food chain and has a big impact on both economic growth and food security. But it's frequently linked to inadequate food safety and cleanliness, raising questions about the industry's viability.	The study's target audience is Gen Y consumers, who are those who were born between 1980 and 2000. Compared to earlier generations, this one is thought to be more socially and environmentally sensitive. The study looks at the factors that influence this consumer group's inclination to buy halal cosmetics.	Data is gathered from a sample of Gen Y consumers in a developing economy through the use of a survey research design. Survey items assess ATTs, PBC, moral norms, behavioral intention, and SN regarding the consumption of sustainably produced street food. The study hypotheses will be tested by data analysis utilizing structural equation modeling.
102	(Rivaroli et al., 2019)	TPB	This study investigates consumer ATTs and motivations regarding the consumption of craft beer in South Korea and the United States. The authors speculate that consumer ATTs and motivations regarding craft beer consumption may be influenced by the various	The survey focuses on adult consumers' ATTs and reasons for consuming craft beer. The authors propose that consumer views and motivations regarding craft beer consumption may be influenced by demographic factors, including age and gender.	A survey design is employed in this study to gather data from an adult population in South Korea and the United States. The questionnaire asks about PBC, SN, views toward craft beer, and demographics. The authors investigate the connection

			cultural and economic backgrounds of these nations.		between the TPB factors and craft beer consumption using multiple regression analysis. Purposive sampling was another method employed in the study to choose participants.
103	(Duarte Alonso et al., 2015)	TPB	An event featuring food and drink serves as the study's background. The study focuses on the application of the TPB to forecast attendance and consumption patterns at a food and beverage event. Because the study is being conducted in two separate nations, it is possible to examine the societal and cultural elements that may have an impact on behavior.	A survey was used to collect data from participants, which is one of the study's features. The questionnaire assesses conduct, behavioral intents, PBC, ATTs, and SN. The research additionally included a demographic questionnaire designed to collect data on the age, gender, income, and level of education of the participants.	The study makes use of a survey design, which is a quantitative research tool. Participants in two different nations receive surveys, and data is gathered and evaluated using statistical techniques such regression analysis, chi-square testing, and frequency analysis. The purpose of the study is to evaluate how well the TPB predicts attendance and consumption patterns at food and drink events.

104	(Sadiq et al., 2021)	Extended TPB	The consumption of organic foods serves as the study's contextual framework. The purpose of the study is to investigate how exploratory behavior features and food eating values relate to the intention to eat organic foods.	People who are willing to engage in the study and have an interest in organic goods are the target audience for this research. A survey that was self-administered was used to gather data.	Quantitative survey research is the methodology employed. Using a self-administered questionnaire, participant data was gathered. Together with the goal to eat organic foods, the questionnaire asked about exploratory behavior traits, food eating values, ATT, SN, and PBC. The link between the variables and the test of the hypotheses were investigated by means of statistical techniques like regression analysis and correlation analysis on the data.
105	(Sadiq et al., 2020)	TPB	Indian consumers in the organic food sector are the focus of the study. The study attempts to investigate the factors that influence Indian consumers' intentions to purchase organic foods, given the country's recent continuous increase in demand for organic goods.	In order to evaluate Indian buyers' purchasing behavior and intentions regarding organic goods, the study looks at a number of factors, including their income, education, and demographic profile.	The study uses a survey to gather data from a sample of Indian shoppers as part of its quantitative research methodology. Demographics, opinions toward organic foods, SN, PBC, and purchasing intentions are among the topics covered in the poll. Multiple regression analysis, factor analysis, and descriptive statistics are used to analyze data.

106	(Al-Kwif et al., 2019)	TPB	The study is being carried out at an undisclosed location among Muslim consumers. It focuses on halal goods, or those that, in accordance with Islamic law, are acceptable for use or consumption.	Participants in the study are customers who identify as Muslim; demographic data and sample size are not provided. The study measures the response of the brain to Halal items using fMRI technology.	A qualitative exploratory research design is employed in this study. Using functional magnetic resonance imaging (fMRI), participants' brain activity was assessed after being exposed to a range of Halal goods. To comprehend the dynamics of Muslim customers' behavior toward halal items, data was gathered and evaluated. Additionally, focus groups, interviews, and online questionnaires were employed as secondary data sources in the study to learn more about how consumers felt about halal items.
107	(Fiandari et al., 2019)	TPB	In Indonesia, where fish plays a significant role in the native cuisine, the study is being carried out. The goal of the research is to better understand Indonesia's repeated fish intake, which is crucial for the nation's food security and general health.	The features of Indonesian customers who regularly eat fish are the main subject of the study. People who reported eating fish at least once a week in the previous month make up the sample population.	Data from a sample of Indonesian consumers is gathered for the study through the use of a survey questionnaire and a quantitative research approach. Measures of ATTs, SN, PBC, and perceived value are all included in the questionnaire. Structural equation modeling is used to evaluate the data and test the

					relationships proposed in the extended TPB model. Additionally, to comprehend the brain underpinnings of consumers' behavior toward halal items, fMRI technology was employed in the study.
108	(Bird & McClelland, 2017)	TPB	The study is being carried out on older persons with limited resources, who are more likely to experience food insecurity. The goal of the project is to empower these people to make decisions that will reduce their likelihood of experiencing food insecurity.	The characteristics and dietary preferences of older persons with limited resources are the main subjects of the study. It also looks at how education affects the foods they choose to eat.	The study uses a qualitative methodology to gather information from older persons with limited resources through focus groups and in-depth interviews. The information gathered is subjected to a theme analysis in order to comprehend the participants' dietary preferences and how education affects them.
109	(Nagaraj, 2021)	TPB	The study is being conducted in the context of an emerging market, namely the purchasing of organic food.	The study focuses on the traits of customers in a developing market and how their ATTs toward organic food items, food safety, and health consciousness influence their buying decisions.	The study looks at the connections between consumer health consciousness, food safety, ATT, and purchasing of organic food using a serial mediation model. It also probably employs a quantitative technique to collect data from the participants, like a survey.

110	(Sharma et al., 2020)	TPB	The study is undertaken in the setting of urban Indian consumers, primarily concentrating on their wine consumption behavior and opinions.	One of the study's features is its application of wine-related lifestyle theory to divide up urban Indian consumers into groups according to their wine-related ATTs and consumption patterns.	The research employs a mixed-methods approach, utilizing focus groups and questionnaires as well as other quantitative and qualitative data collection techniques. Utilizing statistical methods like factor analysis and cluster analysis, the data is examined to divide the customer base according to how they consume wine.
111	(Delistavrou et al., 2020)	The theory used in this research is the Theory of Consumers' Decision to Boycott "Unethical" Products, which posits that consumers' decision to boycott a product is influenced by their materialism/post-materialism values.	The context of the research is the consumer behavior towards "unethical" products in the market.	The characteristics of the study include the consumers' materialism/post-materialism values and their decision to boycott a product.	The method used in this research is a survey, where the researchers gathered the data from a sample of consumers to examine the relationship between their materialism/post-materialism values and their decision to boycott a product. The researchers also uses other methods such as experiments and focus groups to gather data. The data is then analyzed using statistical techniques to identify patterns and relationships.

112	(Ahmad et al., 2020)	TPB	The study focuses on travelers' aspirations to buy ethnic food from Pakistan. The study is carried out within the framework of Pakistani tourism.	The study looks at how several food choice factors, like convenience, flavor, health, and tradition, affect consumers' intentions to make a purchase. Travelers to Pakistan comprise the sample population.	A survey methodology is used in the study to gather data from a sample of travelers to Pakistan. Structural equation modeling is used in the study to evaluate the suggested model and analyze the data. The research makes no mention of the sample size.
113	(Lucchese-Cheung et al., 2020)	TPB	The study is being carried out in Brazil, a nation renowned for its varied gastronomy and culture. Given the strong demand for foods high in protein in Brazil, edible insects could provide an additional source of protein.	The study focuses on how consumers view their ability to manage behavior, subjective standards, and ATTs regarding eating edible insects. An online survey is used to collect data, and the sample consists of persons who are at least 18 years old.	The study uses a structured questionnaire with a quantitative research design to collect data from a sample of adult Brazilians. The survey asks about consumption patterns of edible insects, TPB constructions, and demographics. To evaluate the hypotheses, the data is analyzed using SEM and descriptive statistics. For SEM analysis, the study also used Smart PLS 3.0 software.

114	(Thompson et al., 2020)	TPB	<p>The consumption of dairy products by consumers serves as the research's contextual framework. The study, which focuses on dairy product waste and date-label use, is carried out in a developed nation.</p>	<p>The study sample's characteristics are not described in the report. It can be presumed, therefore, that the sample is made up of people who buy and eat dairy products.</p>	<p>The study used a survey research design, which is a quantitative research methodology. An online survey was used to collect data from a sample of users. SN, PBC, and consumer views concerning date-label use were all covered in the poll. The poll also asked about consumer behavior with regard to the usage of date labels and dairy product waste. Multiple regression analysis and descriptive statistics were two of the statistical methods used to analyze the data that was gathered.</p>
115	(Ali et al., 2020)	TPB	<p>The purchase of halal food goods serves as the research's contextual framework. Food that complies with Islamic law and is deemed fit for Muslim consumption is known as halal food. The study focuses on the moderating effects of materialism and individualism/collectivism on the association between the TPB constructs and the intention to buy halal food.</p>	<p>The study is primarily concerned with consumer traits like materialism and individualism/collectivism. The association between the TPB constructions and the intention to buy halal food is thought to be moderated by these traits.</p>	<p>Utilizing a quantitative methodology, the study gathers data via a survey. The Likert scale was utilized to gauge the participants' opinions, SN, PBC, and desire to buy halal food. Additionally, standardized scales were used to test their materialism and individualism/collectivism. Subsequently, the data</p>

					underwent statistical analyses, including correlation and regression analysis, to investigate the moderating influence of materialism and individualism/collectivism on the association between the TPB constructs and the intention to consume halal food.
116	(Wibowo et al., 2021)	TPB	The use of halal cuisine by non-Muslim consumers in Malaysia serves as the research's background. The purpose of the study is to investigate the variables that affect non-Muslim consumers' reluctance to buy halal food items.	One of the study's features is that it uses a survey to get information from a sample of Malaysian non-Muslim customers. Intention to consume halal food is one of the survey's questions, along with beliefs, SN, and PBC.	A survey is employed in this quantitative study design to gather information from a sample of Malaysian non-Muslim consumers. Regression analysis and correlation analysis are two statistical methods used to evaluate the data in order to look for patterns between the variables of interest. The TPB is also used in this study to understand the reasons behind non-Muslim consumers' reluctance to buy halal food items.

117	(Menozzi & Finardi, 2019)	TPB	The Parmigiano-Reggiano PDO (Protected Designation of Origin) cheese market in Italy, particularly in the wake of a natural disaster that impacted the cheese's production, serves as the research's setting.	The study population comprises individuals who purchase Parmigiano-Reggiano PDO cheese in Italy, particularly those who have knowledge of the natural disaster and its impact on the cheese's manufacturing process.	The study employed a quantitative methodology, more precisely a survey, to gather information from a sample of Parmigiano-Reggiano PDO cheese buyers in Italy. Along with questions on their purchasing habits, the poll also asked about their trust in and sense of community with the cheese. Regression analysis was employed to analyze the data.
118	(A. Khan et al., 2019)	TPB	The research paper focuses on Muslim customers in India and their propensity to buy packaged food items with Halal certification. The study is carried out in India and is predicated on the knowledge that the country's market for food items with Halal certification is expanding.	The research study focuses on the traits of Indian Muslim customers, specifically how their level of religiosity relates to their inclination to buy packaged foods with Halal certification. The study also examines the influence of additional variables on purchase intention, including ATTs, SN, and PBC.	The research study uses a survey, a quantitative research tool, to gather information from Indian Muslim customers. Inquiries about views, SN, PBC, buying intention, and religiosity are all included in the survey. Regression analysis and correlation analysis are two statistical methods used to examine the data in order to determine the relationship between the variables and evaluate the study's hypotheses.

119	(Awaluddin & Hamid, 2019)	TPB	The study focuses on consumers' intentions to purchase domestic products and how different characteristics like social identity, empathy, and planned behavior affect those intentions. The study's setting is the domestic market's consumer purchasing patterns.	The aspects of domestic product purchasing intention, including social identification, empathy, and planned conduct, are the main emphasis of this study. It also looks at how these qualities work together to affect consumers' decisions to buy.	A survey research approach is used in the study to collect data from a customer sample. The questionnaire asks about the participants' planned behavior, social identification, empathy, and intention to purchase domestic products. The relationship between these variables is then investigated by statistically analyzing the data.
120	(Musarskaya et al., 2018)	TPB	People's dietary patterns of fish provide the context for this study. The goal of the study is to comprehend the variables that affect the development of these behaviors and how they might evolve over time.	This study's features include concentrating on people's seafood consumption patterns, analyzing the variables that affect these patterns, and investigating potential long-term changes in these patterns.	This study will probably employ a survey-based methodology, asking participants about their seafood intake patterns and any potential influencing factors. Longitudinal data may also be used by the researchers to monitor habit changes over time. The data may also be analyzed using a variety of statistical techniques, including factor analysis and regression analysis.

121	(Bavorova et al., 2018)	TPB	The study's setting is a farm store in Naumburg, Germany. The purpose of the study is to comprehend the traits and actions of the customers who purchase goods from this particular farm store.	The demographic, psychological, and socioeconomic traits of the farm shop customers in Naumburg, Germany, are the main subjects of the study.	A case study was the research methodology employed in this report. This entails gathering and examining qualitative data from a particular, real-world instance in order to provide light on the subject under study. This approach enables a thorough examination of the factors influencing the purchasing decisions made by customers of the farm shop in Naumburg, Germany.
122	(t Hart et al., 2016)	TPB	This study article is situated within the framework of the luxury South Sea pearl market, with a particular emphasis on the factors that influence buyers' propensity to purchase these pearls.	Customers of premium South Sea pearls are probably the study population's features, and the study is probably being carried out in a particular area or nation.	This study employs a survey or questionnaire-based methodology, asking participants about their perceptions of their own behavioral control, ATTs toward luxury South Sea pearls, and their intention to make a purchase. Regression analysis is one statistical technique used to examine the acquired data in order to find the factors that predict purchase intention.

123	(Nien Tuan & Trung Vinh, 2016)	TPB	The Vietnamese market for organic foods serves as the study's backdrop. The purpose of the study is to investigate the variables that affect customers' propensity to purchase organic food in this specific market.	A sample of Vietnamese customers who are interested in buying organic food is included.	As is typical of research studies that use the TPB as a theoretical framework, a survey was employed as the method in this study. Participants' opinions, SN, perceptions of their own behavioral control, and intentions to purchase organic food are all covered in the survey. Furthermore, the case study employs the approach indicated in the title to acquire a more profound comprehension of the circumstances and elements influencing the intention to purchase organic food in Vietnam. SEM is a research instrument.
124	(Taghikhah et al., 2021)	TPB	The study's background is the growing trend of consumers gravitating toward organic goods. The goal of the study is to investigate the fundamental causes of the change in customer behavior.	The study primarily examines the ATTs, SN, and PBC of consumers of organic products. In order to comprehend the underlying elements that affect consumers' behavior toward organic products, the research also focuses on data analytics.	Using survey data, the study uses a quantitative research design. A self-administered questionnaire is used to gather data, and it is given to a sample of organic product customers. After that, the data is examined statistically to determine the underlying variables influencing customer behavior toward

					organic products. These approaches include factor analysis, multiple regression analysis, and descriptive statistics.
125	(Li & Jaharuddin, 2020)	TPB	The study's context is Chinese consumers' purchases of organic food.	Chinese customers are the participants of the study judging their ATT towards the purchase intentions.	This study most used a survey as its method to gather data on participant ATTs, SN, and PBC regarding the purchase of organic food, in addition to demographic data. Chinese consumers' buy intentions for organic food are influenced by a number of important purchase determinants, which can be found using data analytic techniques including factor analysis, correlation analysis, and regression analysis.
126	(M. A. Memon et al., 2020)	TPB	The food consumption patterns of international students in Malaysia serve as the research's context. The purpose of the study is to identify the variables that affect these students' propensity to eat locally produced food.	The demographic under study comprises overseas students enrolled in Malaysian universities. The goal of the study is to pinpoint the critical elements influencing these students' propensity to eat locally produced food.	The study uses a survey and a quantitative research approach to gather information from overseas students enrolled in Malaysian universities. Demographics, ATTs, SN, PBC, and intention to eat

					locally are all included in the survey. The information gathered is then subjected to statistical methods like regression analysis and correlation analysis in order to determine the primary determinants of international students' intentions to eat locally in Malaysia.
127	(Rivaroli et al., 2020)	TPB	The goal of the study is to identify the variables that affect Italian and German consumers' ATTs toward craft beer. The study focuses on these two markets: craft beer and Germany.	Customers in Germany and Italy are the subjects of the study, which focuses on their ATTs and reasons for drinking craft beer. The study also looks at how gender may affect incentives and ATTs differently.	The study uses a survey to gather data from a sample of German and Italian customers as part of a quantitative research design. Questions about ATTs, SN, PBC, and intention to drink craft beer are all included in the study. Statistical tools like multiple regression analysis and the chi-square test are used to evaluate the data in order to find important factors influencing the consumption of craft beer and to investigate the links between the variables.

128	(Thaivalappil et al., 2020)	TPB	This study's context is elderly individuals' safe food storage habits.	The study population comprises older persons who have specific food storage behaviors.	A survey was employed in this study to gauge older persons' aspirations to adopt safe food storage techniques. The associations between the variables are examined using the TPB model. Questions regarding ATT, SN, PBC, and intention to follow safe food storage procedures may be included in the survey. Data analysis methods that can be applied to examine the data and evaluate the hypotheses include structural equation modeling.
129	(Aliaga-Ortega et al., 2019)	TPB	The usage of nutritional warning labels and the use of processed foods provide the setting for this study.	The ATTs, SN, and PBC of the research population regarding the selection of processed foods, as well as the impact of nutritional warning labels on these variables, are among its aspects.	This study employs a survey approach, asking participants about their intents, subjective standards, perceptions of behavioral control, and ATTs regarding the selection of processed foods in light of nutritional warning labels. Regression analysis is one statistical technique used to evaluate data and look at the correlations between variables.

130	(Pradana et al., 2019)	TPB	This study's background is the goal of consumers in secular nations to purchase halal food.	Muslims and non-Muslim customers in secular nations will be the main subjects of the investigation.	The approach employed in this study is probably going to be a survey or questionnaire to collect information on participant ATTs, SN, and PBC with relation to their intentions to purchase halal food. Furthermore, statistical analysis may be used in the study to determine the factors that influence the intention to purchase halal food.
131	(Sahlan et al., 2019)	The notion of "market cooperation," which describes how businesses in a market can cooperate and compete at the same time, is used in this study. In order to create value-added partnerships within halal mart shops, the study also takes into account the concept of religious identity.	The study focuses on the halal food market in secular nations, where halal food consumption might not be as common as it is in nations with a majority of Muslims.	The study looks at how value-added partnerships among halal mart sellers are affected by religious identification. The halal food business in secular nations is another area of scholarly emphasis.	The study examines the halal food sector in secular countries using a qualitative research design, specifically case study research. The study gathers information from halal mart sellers and other pertinent players in the halal food market through in-depth interviews and document analysis. A market cooperation framework is also used in the study to assess the data that was gathered.

132	(Putten et al., 2019)	TPB	This study's concentration is on green food products, with the Malaysian market serving as its setting.	The features under investigation are those that impact Malaysian consumers' intentions to purchase green food products.	Data was gathered from a sample of Malaysian consumers through the use of surveys in the study. The relationship between the variables influencing purchase intention and actual behavior may be ascertained by statistically analyzing the data using techniques like regression analysis. To obtain a more comprehensive knowledge of consumer ATTs and perceptions of green food items, the study also employs qualitative approaches including focus groups and interviews.
133	(Brune et al., 2020)	TPB	The backdrop of agritourism experiences and their impact on consumer behavior with regard to local food are the main subjects of the study. Combining tourism and agriculture, agritourism involves having guests participate in activities on a working farm or ranch.	The study looks at customer attributes such demographic data, past agritourism and local food experiences, and sentiments toward these activities.	A quantitative survey research design is used in this study. Self-administered questionnaires are used in the study to gather information from travelers visiting agritourism areas. Regression analysis and descriptive statistics are used to examine the data in order to forecast customer behavior toward locally grown food and

					determine the links between the variables.
134	(Rabbanee et al., 2021)	TPB	The use of genetically modified (GM) food in Australia serves as the study's background. In this particular market, the research seeks to identify customer views and behavior about genetically modified food.	Australian consumers make up the research population's characteristics. In order to better understand how demographic variables affect consumer perceptions of genetically modified food, the study also looks at age, gender, and income level.	The study collects information from a sizable sample of Australian customers using a quantitative research technique, such as a survey. Customers' opinions toward genetically modified food, their shopping habits, and their degree of product loyalty are all covered in the poll. In order to find patterns and connections in the data, statistical analysis is also used in the research.
135	(Vizano et al., 2021)	TPB	The study focuses on Indonesian consumers' intentions to purchase halal food, as the country has a sizable halal food sector and a mainly Muslim population. The purpose of the study is to identify the variables influencing Indonesian consumers' intentions to purchase halal cuisine.	The study focuses on how Indonesian consumers' intentions to purchase halal food are influenced by their level of halal awareness. The purpose of the study is to comprehend how consumer ATTs, SN, and PBC are impacted by halal awareness.	Data from a sample of Indonesian consumers is gathered for the study using a self-administered questionnaire and a quantitative research design. SEM is used to evaluate the data in order to test the hypotheses and investigate the connections between

					halal awareness and the desire to purchase halal food.
136	(Suleman et al., 2021)	TPB	The study is carried out within the framework of Indonesian Muslims' use of halal cuisine.	As determinants of halal food purchase intention, the study focuses on the traits of religiosity, halal food consumption, and physical well-being.	The study uses a survey design, gathering information from Indonesian Muslim consumers through the use of a structured questionnaire. Multiple regression analysis is used to examine the link between the predictors and the intention to purchase halal food.
137	(Ashraf, 2021)	The Bounded Rationality Theory is the theory applied in this study. According to this view, customers don't make completely rational selections; instead, they base their choices on their limited knowledge and cognitive capacities.	The organic food market and the variables influencing customers' intentions to purchase organic food items provide the backdrop for this study.	Although the research's participants' characteristics aren't stated in the title, it's safe to assume that consumers of organic food goods make up the sample.	Survey method using structured questionnaire was used. PLS-SEM was used to analyze the data.

138	(Brand et al., 2020)	TPB	This study looks at how people shop for groceries online, breaking down the consumer base into groups according to how they feel about the practice.	The study's features include the use of a survey to find out what people think about online grocery shopping and the application of cluster analysis to determine which customer segments to focus on depending on their opinions.	The research paper employs a survey-based methodology, wherein consumer data is gathered via an online survey. Along with demographic data, the study asks about consumers' opinions on online grocery shopping. The next step is using cluster analysis to pinpoint customer segments according to how they feel about doing their food shopping online.
139	(Lim et al., 2022)	TPB	This study's backdrop is the Malaysian halal food product market, with a focus on non-Muslim consumers' plans to buy these goods.	The study's features include its emphasis on halal food goods, its focus on non-Muslim consumers, and its application of the TPB theory to comprehend the intentions of buyers.	In order to collect information on non-Muslim customers' views, SN, and PBC with regard to buying halal food goods, a survey and questionnaire were employed in this study. The information gathered is then subjected to statistical analysis in order to find trends and connections between these variables and the intention to buy halal food items.

140	(Prince & Saira Wahid, 2020)	TPB	The purchasing of organic fish in Bangladesh, particularly in light of COVID-19 concerns, serves as the research's contextual backdrop.	The consumers in Bangladesh who buy organic fish make up the research population.	In order to collect information on a sample of Bangladeshi consumers' views, SN, and PBC regarding buying organic fish in the context of COVID-19, as well as their actual purchase behavior, a survey and questionnaire were administered as part of the research methodology. Furthermore, qualitative techniques like focus groups and interviews can be utilized to acquire a deeper comprehension of the topic. Regression analysis, chi-square testing, correlation, and descriptive statistics are examples of data analysis approaches.
141	(Aungatichart et al., 2020)	TPB	The study, which is carried out in Thailand, focuses on how Thai customers eat organic food.	The qualities of consumer identity and how they influence the interaction between factors influencing purchase intention and actual behavior in the consumption of organic food are the main focus of the research.	The study uses a quantitative methodology, collecting data from a sample of Thai consumers via a survey. Regression analysis is one statistical technique used to evaluate the data in order to test the hypotheses and identify the function that

					consumer identity plays as a mediating factor.
142	(Al-Kwifi et al., 2020)	TPB	The study focuses on how Muslim consumers' perceptions of food goods are influenced by the halal label.	It is possible that Muslim customers who intend to buy halal food products are part of the research population. A non-Muslim comparative group of consumers may also be included in the study.	It is probable that the research use a blend of quantitative and qualitative techniques. The study's quantitative component can involve administering a survey to acquire information on the opinions of consumers regarding halal food items and the halal logo. Additionally, fMRI technology is used in the study to determine how Muslim consumers' perceptions are affected by the halal logo. To learn more about the ATTs and perspectives of Muslim consumers, the study may also hold focus groups or in-depth interviews.

143	(Carr et al., 2019)	TPB	The "beerscape," or the social and physical environment surrounding beer consumption, and microbreweries are the main subjects of the research.	The purpose of the study is to explore the idea of "beerscape" and determine the variables that affect an individual's inclination to visit microbreweries. Consumers of beer, particularly those who are interested in visiting microbreweries, are probably the research population.	In order to gather information on participant ATTs, SN, PBC, and intentions to visit microbreweries, the study uses a quantitative research methodology. The study also employs interviewing and observational techniques to get information about the idea of "beerscape." Regression analysis is one statistical approach that is used to examine data in order to find correlations between variables and test hypotheses.
144	(Chandel & Gopal, 2019)	TPB	The adoption of organic food serves as the research's contextual framework. The purpose of the study is to identify the variables that affect people's decisions to buy organic food.	Although the study's characteristics are not stated, it is reasonable to presume that the sample size, the study's location, and the participant demographics are some of the features that are mentioned in the literature.	Survey research was the method employed for this investigation. It's possible that a sequence of questions about views, SN, PBC, and intentions to buy organic food were posed to the participants. The association between these variables and purchase intentions may also have been ascertained through the use of data analytic techniques like regression analysis.

145	(Mohamad et al., 2019)	TPB	<p>The study, which focuses on baby food purchasing intentions, is carried out in Malaysia. Foods fortified with extra nutrients beyond what is typically needed for babies' regular growth and development are referred to as functional weaning foods.</p>	<p>The target population of the study is parents who are Malaysian. These parents are probably worried about their infants' health and wellbeing, and they're prepared to spend money on functional weaning meals to make sure their kids get the nourishment they need.</p>	<p>The main technique for gathering data for the study is qualitative research, more especially, in-depth interviews. Although the study's sample size isn't stated, it attempts to gather information from a variety of parents. To guarantee that the information gathered is accurate and pertinent, the writers employed a semi-structured interview guide. The interview transcripts serve as the basis for the thematic analysis of the data.</p>
147	(D'Souza et al., 2021)	TPB	<p>The study is carried out with regard to radioactively contaminated food and retail information disclosure. The purpose of the study is to determine how well-informed consumers are about information disclosure and how much they are willing to pay for it.</p>	<p>The characteristics of consumers, their perceptions of contaminated food, and the information that is given to them are the main subjects of the study. The study also looks at how consumer ATTs and behavior are influenced by knowledge and comprehension of radiation.</p>	<p>This study employed a qualitative research methodology, especially using semi-structured interviews to collect data from a sample of participants. To find themes and patterns in the responses, content analysis was used to examine the data. In general, this study makes use of both theory and data analysis to comprehend how consumers behave and think about irradiated food, as well as how information</p>

					disclosure affects their propensity to buy.
148	(Alagarsamy et al., 2021)	The study makes use of the Green Consumption Value hypothesis, which contends that consumers' ATTs toward green products are influenced by their values and views toward environmental issues. The theory of consumer ATTs, which holds that ATTs toward a specific product or action are created based on cognitive, affective, and behavioral components, is also used in this study.	The consumption of environmentally friendly products—more especially, sustainable food logistics methods—is the study's main focus. It takes place in the backdrop of a store.	In particular, the study examines consumer attributes such as green consumption ideals and ATTs toward sustainable food logistics methods. It also looks at the connection between these traits and eco-friendly purchasing practices.	The study uses a quantitative research design, gathering consumer data through a survey. Green consumer behavior, views toward sustainable food logistics methods, and values of green consumption are all covered in the poll. The link between the research variables is then investigated by statistically analyzing the data. SEM is used in the study to investigate the mediating effect of customer ATTs and test the hypotheses.

149	(Palau-Saumell et al., 2021)	TPB	The impact of COVID-19 on consumer behavior toward locally produced food serves as the framework for this study. It focuses on how customer ATTs and behavior toward food produced locally are impacted by the perceived risk of COVID-19.	Customers who have been impacted by the pandemic in some manner and who are worried about the perceived risk of COVID-19 are probably the features of the sample employed in this study. People who are interested in eating food that is produced locally might also be included in the sample.	This research report employs a questionnaire and survey as its methodology. Self-administered questionnaires are used to gather data, and they are used to assess consumers' perceptions of COVID-19 risk as well as their ATTs and behaviors toward locally produced food. The gathered data is also analyzed using statistical analysis to determine the correlation between the variables.
150	(Dang et al., 2022)	TPB	The study's focus is on consumer behavior toward organic drinking items, and it is carried out in an emerging economy. The COVID-19 epidemic has raised concerns about health and safety, which may affect consumer behavior toward organic products, making the study more pertinent in the current environment.	The study focuses on extrinsic consumer motivation, which is the term for outside variables like expectations and social standards that affect customer behavior. The survey also looks at CSR beliefs, or how customers view a company's commitment to environmental and social responsibility. The purpose of the study is to determine how these variables affect consumers' decisions to purchase organic beverage goods in developing nations.	The relationship between consumer extrinsic motivation, CSR beliefs, and purchase intention for organic drinking goods is investigated in this study using a moderated mediation method. Regression analysis and moderated mediation analysis are two statistical approaches used in the study to assess survey data obtained from customers in an emerging country.

151	(Tian et al., 2022)	TPB	The use of food labels is the setting in which the research is conducted. It attempts to comprehend how consumers make plans to study food labels and how those plans translate into real behavior.	The characteristics of customer extrinsic motivation and CSR perceptions are the main subjects of the study. The term "extrinsic motivation" describes the outside forces, such as incentives or punishments, that affect a person's conduct. The idea that a business must behave in society's best interests is known as a CSR belief.	A moderated mediation study design is employed in the investigation. The research takes into account a moderating variable, which is the effect of COVID-19 on the ATTs and behaviors of customers. The technique involves gathering information via a survey and using statistical analysis to look at how the variables relate to one another.
152	(Kabir & Islam, 2022)	TPB	The perspective of Bangladeshi consumers on buying organic food serves as the research's contextual framework. The purpose of the study is to comprehend Bangladeshi consumers' behavioral intentions about the purchase of organic food.	One of the study's features is that it uses a survey to get information from a sample of Bangladeshi customers. Questions about views, SN, PBC, and behavioral intention to buy organic food are all included in the study. In order to determine how demographic factors affect consumers' intentions to buy organic food, the study also takes into account factors like age, gender, income, and education level.	A survey research design was employed as the research methodology. A self-administered questionnaire was used to gather data from a sample of Bangladeshi consumers. Structural equation modeling was used to assess the hypotheses and look at the correlations between the variables in the data.
153	(Prakash, 2021)	TPB	This study is situated inside the Indian organic food sector, with a particular emphasis on youth consumption. The purpose of the study is to identify the variables that	The study's features include an emphasis on young Indian consumers, particularly those in the 18–35 age range. Understanding the variables that	This study employed a survey-based research design as its research approach. A systematic questionnaire was given to young Indian

			affect young Indian consumers' behavioral intentions regarding the consumption of organic foods.	affect behavioral intention toward the consumption of organic food is another major goal of the study.	consumers in order to gather data. SEM was used to evaluate the data and look for patterns in the interactions between the relevant variables.
154	(Syukur et al., 2021)	TPB	The Thai halal packaged food market serves as the backdrop for this study, which focuses on non-Muslim consumers' buying intentions. The writers point out that there is a growing global demand for halal cuisine and that Thailand is a big market for halal goods.	Although the research title does not specify the participants' characteristics, it can be presumed that they are non-Muslim customers in Thailand. Their intention to purchase packaged halal food is the main topic of the investigation.	This study used a quantitative research design. A survey was used by the authors to gather data from a sample of non-Muslim consumers in Thailand. Participants' opinions, SN, perceptions of their own behavioral control, and intentions to buy halal packaged food were all covered in the poll. Multiple regression analysis was used to evaluate the relationships between the variables in the data.
155	(Sahir et al., 2021)	TPB	The Indonesian halal food sector serves as the study's framework, and halal certification is growing more and more significant in the marketplace. The purpose of the study is to determine how Indonesian consumers' behavior is impacted by halal certification.	The study focuses on Thai non-Muslim consumers who want to buy packaged food that is halal. The study examines the variables that affect these consumers' intention to buy, such as the perceived advantages, perceived hazards, and PBC of halal cuisine.	The study gathers information from a sample of Thai non-Muslim customers via a survey method. The survey asks about the demographics of the participants, their views on halal food, how they perceive halal food control, and whether or not they plan to

					buy packaged halal food. Structural equation modeling is used to evaluate the data and verify the hypothesized correlations between the variables.
156	(Astrini et al., 2021)	TPB	The study focuses on Indonesian herbal tea drinkers' intentions to repurchase.	The study particularly focuses on Indonesian youth that drink herbal tea. The sample population is probably reflective of Indonesia's youth herbal tea market as a whole.	Data from the sample population is gathered for the study using a survey questionnaire and a quantitative research approach. Customers' ATTs, SN, PBC, perceived enjoyment, and health beliefs around the repurchase of herbal tea are all measured by the survey's items. The suggested repurchase intention model is next tested by analyzing the gathered data using structural equation modeling.

157	(Saleki et al., 2021)	TPB	The study focuses on how consumers behave while buying organic food and whether gender has any moderating effects. It takes place in a nation or area that isn't mentioned in the title.	The people in the study population are those who are thinking about buying organic food. The title omits information regarding the sample size and participant demographics.	Partial Least Squares-Multiple Group Analysis (PLS-MGA) is the statistical technique used in the study to assess how gender influences customer behavior with regard to organic food. PLS-MGA is a statistical method that may be applied to big datasets with intricate interactions to examine the link between latent variables in a sample. A survey instrument is probably also used in the study as a data collection tool.
158	(Boßow-Thies et al., 2021)	TPB	The goal of the study is to comprehend how unpackaged food goods are accepted in a certain social and cultural setting. The country or region in which the research is being conducted is not specified in the title.	The study focuses on those who buy food goods that aren't packed. The title omits any information regarding the sample size and participant demographics.	Participants' data is gathered for the research using quantitative approaches, specifically through a survey questionnaire. The data analytic method used to assess the moderating effect of gender on the acceptance of unpackaged food products is called partial least squares-multi-group analysis, or PLS-MGA.

159	(Sahir et al., 2021)	TPB	The study is carried out in relation to customer purchasing intention and certified awareness of the halal food management system. The consumer market in an undisclosed place is the study's primary focus.	The study focuses on the traits of the customer, particularly how much they know about the certification of the halal management system and how that knowledge affects their propensity to buy halal food products. There is no information provided regarding the participant demographics or sample size.	The study employed a quantitative research design in which participants' responses to a survey are used to gather data. It is unclear what kind of survey instrument was employed. Statistical techniques like correlation analysis, multiple regression analysis, and SEM are used to analyze the gathered data.
160	(D'Souza et al., 2022)	The study examines the relationship between consumers' intention to buy items with ecolabels and their level of confidence in green foods using the TPB. According to the TPB, a person's ATT toward the conduct, their perception of behavioral control, and the SN all influence their behavioral intention.	This study centers on the green food sector, with a particular emphasis on the impact of ecolabels on product consumption, consumer confidence, and purchasing intentions.	Customers are the main subject of the study, with particular attention to their intents to buy items bearing ecolabels and their level of faith in green meals. In order to distinguish between various consumer segments according to their ATTs and behaviors about green food products, the study also uses market segmentation.	Using a self-administered survey, data from a sample of customers is gathered for the study, which uses a quantitative research approach. Partial Least Squares-Multiple Group Analysis (PLS-MGA) is used to analyze the data in order to find customer segments based on their ATTs and behaviors regarding green food products as well as to look into the links between the variables of interest.

161	(Bui et al., 2021)	TPB	The study is being carried out in Vietnam with a particular focus on the country's customers' intention to purchase green skincare products.	The study focuses on Vietnamese consumers' aspirations to buy eco-friendly skincare products. The study employs a case study approach, a qualitative research technique that enables a thorough analysis of a particular occurrence in a particular setting. The study gathers participant data via a survey approach.	The study employs a case study methodology in which the authors survey Vietnamese consumers to collect data. The data is analyzed and the suggested hypotheses are tested by the authors using structural equation modeling, or SEM. This enables them to investigate the correlations between the variables of interest (perceptions of behavioral control, ATTs toward green skincare products, and SN) and determine which variables have the most effects on purchase intention.
162	(Hutsayaporn et al., 2021)	TPB	The research is being carried out in Thailand with a particular emphasis on the anti-aging industry. The purpose of the study is to identify the variables that affect consumers' intentions to buy anti-aging products in the Thai market.	The study focuses on the traits of Thai consumers, including their perceptions of their behavioral control, ATTs, and subjective standards around anti-aging products. The study also examines how customer relationship management affects consumers' intentions to make purchases.	Data from a sample of Thai consumers is gathered for the study using a survey questionnaire and a causal research methodology. SEM is used to examine the data in order to verify the suggested causal links between the variables. The research employs a market segmentation methodology to

					discern distinct consumer groupings predicated on their attributes and intents to purchase.
163	(Petrovskaya & Haleem, 2021)	TPB	The study is carried out within the framework of Russia's socially conscious consumption.	The study examines the factors that affect consumers' intentions to engage in socially responsible behavior with a focus on the purchase of socially responsible goods and services in Russia. The study also looks at how trust functions in the connection between socially conscious consumption and TPB characteristics.	Utilizing a survey as the primary research instrument, the study uses a quantitative methodology to gather data from Russian consumers. To evaluate the theories and examine the data, structural equation modeling is employed.
164	(Milijevic et al., 2020)	TPB	The study focuses on customers' purchasing intentions for innovative dairy products as well as the dairy industries in Greece and Serbia.	A sample of customers from Greece and Serbia is used in the study. The article makes no mention of the sample size or the participant's demographic details.	The study uses a structured questionnaire in a quantitative research approach. Items on ATTs, SN, and PBC—the three TPB model constructs—as well as questions on participant demographics and purchasing intentions for novel dairy products are all included in the questionnaire. Multiple regression analysis and descriptive statistics are

					used to study the data and look for patterns in the relationships between the variables.
165	(Y. J. Memon et al., 2020)	TPB	This study's context is the association between halal buying intention and religion. Foods and goods that are allowed by Islamic law are referred to as halal. The purpose of this study is to examine the potential moderating effects of religiosity as a personal attribute on the link between the TPB factors and halal buying intention.	The study focuses on the intention to purchase halal food and how it relates to religion. Customers that identify as Muslim make up the sample.	A survey was the research approach employed in this study. The purpose of the study is to gauge the respondents' PBC, SN, halal buying intention, and religion. A sample of Muslim customers in a certain nation or area are given the survey. In order to examine the relationship between religiosity and halal buying intention, the data is evaluated statistically utilizing methods like correlation and moderation analysis.

166	(Nagar, 2020)	TPB	The research study is looking at consumer choice for gym supplements. The purpose of the study is to identify the variables that affect consumers' decisions while selecting supplements to help them achieve their fitness objectives.	The characteristics of the gym supplement market and the decision-making process of consumers are the main subjects of the study. A sample of American customers is the subject of the study.	The study used a quantitative approach to gather information from a consumer survey. The purpose of the survey is to gauge consumer views, SN, and PBC about their choice of gym supplements. SEM is used to examine the survey data and assess the hypothesized correlations between the variables. A modified version of the TPB is also used in the study to incorporate further variables including self-identity and prior behavior.
167	(Fatoki, 2020)	TPB	The intention of young consumers to purchase organic personal care products is the main topic of the study. It investigates the elements that affect their choice to buy organic personal care items.	The study's target audience is youthful consumers, yet the sample's makeup is left vague.	The study employs a quantitative research approach, and a survey is used to gather data. A sample of young customers is given the survey in order to learn more about their perceptions of behavioral control, ATTs, and purchase intentions about organic personal care products. Regression analysis is one statistical technique used to evaluate the data and test the correlations between the variables.

168	(Adriel Aure et al., 2020)	TPB	The study looks at customer purchase intentions toward social enterprise personal care products with a focus on the personal care sector. A socially and environmentally conscious business model is known as social enterprise, and its goal is to attain both financial sustainability and a mission.	Young consumers are the study's primary target group since they are typically seen to be more socially conscious and prepared to pay a premium for goods that share their beliefs. Because the research is being done in a growing market, customer views and behaviors around social enterprise personal care brands may change.	The study uses a partial least squares-structural equation modeling, or PLS-SEM, method to examine the information gathered from a survey given to young customers. A technique for analyzing intricate interactions between latent and manifest variables is PLS-SEM. When there are a lot of manifest factors and a limited sample size, this method is helpful.
169	(A. Khan et al., 2022)	TPB	Consumer behavior in relation to halal-branded food goods in India is the main subject of this study. It seeks to comprehend how consumer purchasing intentions toward halal-branded food goods in India are influenced by halal literacy and religion.	The study primarily examines Indian consumers' behavior with regard to food products bearing the halal mark. A sample of Indian Muslim consumers was employed in the study.	With a survey serving as the main means of data collection, the study employs a quantitative research design. To evaluate the suggested links between the variables and analyze the data, structural equation modeling (PLS-SEM) is employed.
170	(Caliskan et al., 2020)	TPB	The study focuses on how people drink organic wine, specifically looking at factors that influence this behavior from the TPB's point of view. The study is carried out in a developing market where demand	The study focuses on consumer characteristics, particularly ATTs, PBC, and subjective standards about the drinking of organic wine. Demographic variables including age, gender, income, and	The study report employs a survey method to gather data and a quantitative research approach. The survey instrument asks about demographics, PBC, SN, and ATTs. SEM is used to

			for organic goods—including organic wine—is rising.	education level are also taken into account in this study.	examine the data and test the correlations between the variables.
171	(Saleki et al., 2020)	TPB	The study is conducted in Malaysia, with a particular emphasis on the market for organic foods. The purpose of the study is to identify the variables that influence Malaysian consumers' intentions to buy organic food.	Malaysian customers who have either purchased or are considering purchasing organic food make up the study's sample. Survey questions about consumer views, SN, PBC, and desire to buy organic food were used to gather the data.	The study employs a quantitative methodology, with data analysis performed by structural equation modeling, or SEM. The associations between the variables in the TPB model are tested, and their strength and significance are assessed, using the SEM approach.
172	(Hassan et al., 2022)	TPB	The aim of Muslim customers to buy things created by Muslims is the main subject of the investigation. The study is conducted in the context of a halal market that is expanding and where consumers are becoming more aware of and interested in halal products.	The study focuses on Muslim customers and their aspirations to buy Muslim-made goods. The purpose of the study is to look into the relationship between halal consciousness and purchasing intention, as well as the relationships between these two variables.	Utilizing a quantitative methodology, the study gathers data via a survey instrument. Malaysian Muslims who are consumers make up the sample. To evaluate the hypotheses, the data is analyzed using SEM and descriptive statistics.

173	(Pradana et al., 2022)	TPB	The goal of Muslim students in Spain to purchase halal food serves as the setting for this study.	The study's population is Muslim students in Spain, and it looks at how their propensity to buy halal food is affected by their need for cognition.	The study uses a quantitative methodology, gathering information from Muslim students in Spain through a survey. Structural equation modeling is used to evaluate the data and test the correlations among the TPB factors, need-for-cognition, and desire to purchase halal food.
174	(Sapic et al., 2019)	TPB	The study looks at Serbian and Croatian fast-food establishments' patron behavior.	Consumer behavior in fast-food restaurants in Croatia and Serbia, as well as consumer demographics and ATTs about fast-food consumption, are the main topics of the study.	The study uses a survey research methodology to get information from Serbian and Croatian customers. The study asks on consumer habits in fast-food restaurants, views toward fast-food consumption, and demographics. Descriptive statistics and SEM are used to analyze the data and look for patterns in the interactions between the variables.
175	(Soares Júnior et al., 2019)	TPB	The study is primarily concerned with how kids buy nutritious meals. Children's eating habits and food preferences can have a big impact on their general health and wellbeing, so this is a crucial field	Participant variables including age, gender, and socioeconomic level are probably included in the study. Measures of the participants' perceptions of behavioral control, SN, and ATTs toward healthful diet may also be	The study collects participant data through survey methodologies and a quantitative research methodology. In addition, a cross-sectional research design—an observational

			of research. Serbia and Croatia are the study's locations.	included in the study. The study may also look at particular elements like parental influence, availability of healthy food selections, and marketing tactics that affect kids' purchasing decisions regarding nutritious food.	study that gauges the variables of interest at a single point in time—is employed in this investigation. Additionally, the study analyzes the data gathered using statistical methods like regression analysis, t-tests, and chi-square testing.
176	(Gani et al., 2019)	TPB	The Bangladeshi market for fake high-end merchandise serves as the backdrop for our investigation. The purpose of the study is to identify the variables influencing customers' propensity to buy these products.	The study focuses on the traits of Bangladeshi customers who buy luxury goods that are fake. Data from a sample of consumers may be gathered for the study through survey methods.	Survey research is the research methodology employed in this investigation. A structured questionnaire is used in the study to gather information from a sample of Bangladeshi consumers. Statistical techniques like multiple regression analysis is employed to evaluate the correlations between the variables and test the hypotheses based on the gathered data.
177	(Šapić et al., 2018)	TPB	Given that the title is in Croatian, the study is probably set in the context of branding and consumer behavior in a particular nation or area.	The features of the brands and the consumers, as well as how these characteristics affect behavior toward local and global brands, are perhaps the study's main foci.	The study collects information on consumer behavior and brand attributes using a quantitative research methodology, including surveys or trials. The data is

					also be analyzed by the study using methods like SEM.
178	(Fazilah et al., 2018)	TPB	The halal industry is the main subject of the study, which is carried out in Malaysia. Given the size of Malaysia's Muslim population and the industry's rapid growth, the halal sector plays a significant role in the national economy. The purpose of the study is to identify the variables that young people in Malaysia believe have an impact on their intention to volunteer in the halal sector.	The study's primary focus is Malaysia's youth population. Students from higher education institutions between the ages of 18 and 25 make up the sample. The purpose of the study is to identify the variables that affect this population's intention to volunteer in the halal sector.	The study uses a survey to gather data from a sample of students at Malaysian higher education institutions as part of a quantitative research design. SN, PBC, behavioral intention, and views toward volunteering in the halal industry are all covered in the poll. SEM is used to evaluate the data and test the correlations between the TPB components.

2.4.2 Textual Analysis

In order to corroborate the findings above a text recognition equation was applied in Microsoft Excel on the TCCM framework using the following equation:

$$\text{Textual Recognition} = \text{SUMPRODUCT}(N(\text{ISNUMBER}(\text{SEARCH}(\text{"Keyword"},\text{Rows:Columns})))) \dots$$

...Equation 1

The text recognition equation applied to 178 documents using the TCCM framework is displayed in Equation 1. The results of the textual recognition of the TPB's TCCM framework show that 75 instances of structural equation modeling, or SEM, are the most common. Ten cross-sectional studies and sixty-two convenience samplings were carried out. Both Thematic Analysis and Purposive Sampling were utilised just eight times. The analysis also examined the intake of various food products, with organic food receiving the greatest attention (36 occurrences), followed by halal food (10) and local food (10 instances). With 152 instances, the Survey Technique was the most often employed research method, while questionnaires were utilised as instruments 89 times. In addition, 70 cases of multiple regression analysis and 10 instances of the chi-square test were examined as data analysis techniques (Figure 14).

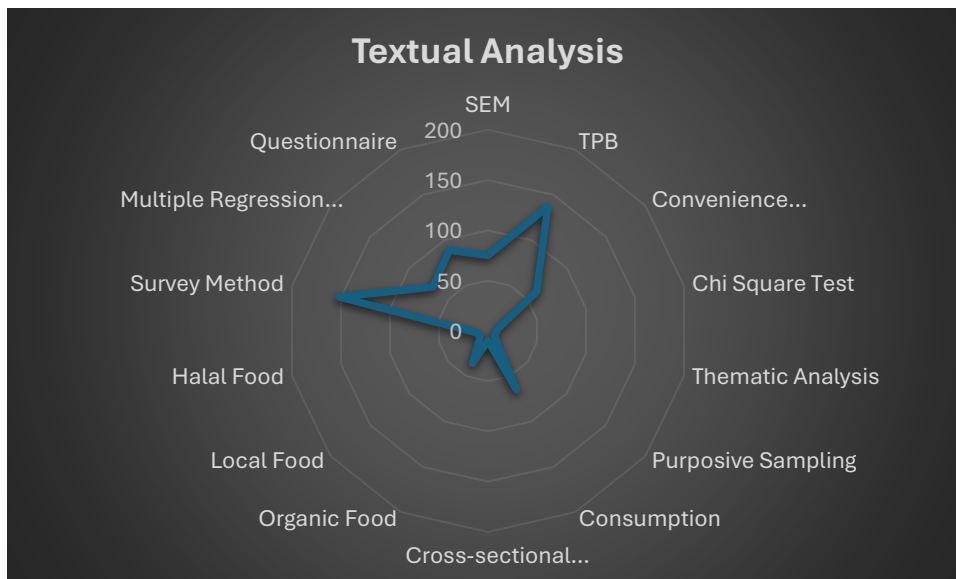


Figure 14:Textual Analysis of TCCM Analysis

2.5 Analysis of Review

Twenty-seven hundred papers were retrieved for the first round of bibliometric analysis during the data retrieval process. The screening process for these 2069 papers involved reading the titles and attempting to decipher the subjects these papers covered. After 69 of the 2069 papers were found to be duplicates, 2000 papers remained for screening. Furthermore, an examination revealed that 65 papers had a 96.75% retrieval accuracy since they did not fit the notion of planned behavior.

Furthermore, the screening of the papers indicated that fast-moving consumer goods, information technology, entrepreneurship, and the environment accounted for the bulk of them. Consequently, a total of fifty-eight categories were created out of the papers. 178 articles from the FMCG and general categories were selected for in-depth examination in order to gain a deeper understanding of the work done on the TPB for regional or rural products.

2.5.1 Factors Added

In an investigation of Iranian students' organic food purchasing behaviors, scholars expanded the TPB to include self-identity and moral norms, finding that ATT is the primary predictor of purchase intention (Yazdanpanah & Forouzani, 2015b). In a related study, other scholars explored how SN mediate ATT, PBC, and purchase intention, concluding that SN impacts all constructs of the theory (Paul & Rana, 2012).

Another study on the Chinese market added human values to the TPB and divided SN into descriptive and injunctive norms, concluding that self-transcendence values moderate ATT and PBC (R. Y. K. Chan & Chan, 2017). Additional research included health consciousness, environmental concern, and local economic concern as antecedents to ATT towards purchasing local food in a study on consumer behavior (Alzubaidi et al., 2021a; Moser, 2015; Si et al., 2019b). It was discovered that the availability of local food and perceived consumer effectiveness mediate the relationship between PBC and purchase intention.

Conversely, some scholars found that behavioral beliefs and unique lifestyles influence the intention to purchase organic food (Prentice et al., 2019b; Smith-

Spangler et al., 2012). Another study mentioned self-congruity as a predictor of ATT, perceived control over behavior, and SN (Shin et al., 2016). In research on Halal meat consumption in Germany, scholars included self-identity, moral obligation, and trust as moderating factors between various TPB constructs and intention (Sherwani, Ali, Ali, & Hussain, 2018c).

2.5.2 Methodology Used

The majority of studies employed SEM as a technique to assess the model's fitness (Ashraf, 2019; Ashraf et al., 2019). Some of the studies employed the methodology of analysis of variance, while others employed regression and correlation to examine the effects of the constructs (Al-Swidi et al., 2014). To determine which behavior toward construction waste is causally related to ATT, system dynamic modeling was employed (Z. Ding et al., 2016).

2.5.3 Integrated Theories

Over time, the TPB has been incorporated into numerous other theories. For instance, scholars combined the norm activation model and the TPB to provide a sharing economy perspective for the service sector. Other scholars compared self-determination theory with the TPB to determine which theory better predicts consumer behavior (Gilal et al., 2019; Roos & Hahn, 2019b; Zepeda & Deal, 2009). Additionally, some researchers integrated norm activation theory with the TPB to understand pro-environmental behavior (Setiawan et al., 2020).

2.6 The Gap Formulation

Two of the least used constructs among the bottom fifty keywords, according to reverse co-occurrence analysis, are materialism and ethnocentrism. As a result, the application of the TPB to regional or rural products has not been examined in any of the studies included in this review. Moreover, materialism has been employed as a framework and a prelude to behavior, but its effect on ATT has not been studied (Ger et al., 2014). Therefore, it becomes imperative to comprehend how materialism affects consumers' ATTs toward purchasing local or rural goods. In a paper on consumer regiocentrism, a scholar defined regiocentrism as “the inclination to purchase goods originating from one's own locality, describing it as ethnocentrism applied to a regional scale” (Waehning & Filieri, 2021).

Moreover, several studies have examined ethnocentrism. For instance, research revealed that Chinese consumers' ethnocentrism negatively impacts their ATT toward purchasing Korean functional food (Fernández-Ferrín et al., 2018; Klein et al., 2006; Xin & Seo, 2020), and ethnocentrism has been used as a predictor of the intention to buy domestically produced goods (Fernández-Ferrín et al., 2018). However, no research has connected materialism and ethnocentrism or vice versa.

It becomes essential to conduct a secondary bibliometric analysis to determine the strength of the relationships between materialism-ATT, ethnocentrism-ATT, and materialism-ethnocentrism to establish a stronger foundation for this gap. Nevertheless, only the co-occurrence of terms is looked at in the final stage of the bibliometric analysis. To help visualize the relationships between keywords, Table 8 displays the data retrieval technique for each keyword, and Figure 15 displays the network visualization diagram. It appears that planned behavior theory has not been integrated with ATT, materialism, or ethnocentrism, despite their connections. The constructs of the TPB, ATT, and consumer behavior are the top keywords associated with all three, suggesting a possible association between them in the TPB.

Filter Type	Selection
Keyword(s)	Attitude and Materialism, Attitude and Ethnocentrism, Materialism and Ethnocentrism
Year	2011-2021
Source Type	Journals
Document Type	Articles
Language	English
Subject Area	Business, Management and Accounting (Scopus)
Total Number of Articles	128, 127, 21 (Scopus)

Table 8: Scopus Filters for bibliometric analysis

While examining the impact of country of origin products on materialism, researchers found a significant three-way interaction between materialism, consumer ethnocentrism, and value consciousness (Y. F. Wang & Wang, 2016).

More precisely, materialism influences consumer intention in a good way. Research has also looked into the direct correlation between materialism and attitudes toward ecotourism (ATTs), and it has found that materialism affects ATTs differently (Abid et al., 2021). Finally, a different study discovered that among Chinese consumers, materialism was not a valid predictor of purchase intention for gift-giving behavior (Kaur, 2021).

For ethnic identity, materialism positively modifies consumer ethnocentrism, according to an indirect relationship analysis. By observing changes in buying patterns among Lebanese Muslims, other studies demonstrated an indirect connection between ethnocentrism and materialism by tying together consumer ethnocentrism, materialism, and ethnic identity (Cleveland et al., 2013). Further analysis of the relationship between consumer ethnocentrism and ATT toward global brands showed that, although there was no significant association for people who identified as highly globalized, there was for people who identified as lowly globalized (Consumers' Preference: Local versus Global Brands Worldwide by Category, 2015 | Statistic | Statista, n.d.). Additional research explored how materialism, consumer ethnocentrism, and cosmopolitanism function as moderators in various nations and product categories, discovering that both materialism and consumer ethnocentrism can predict behavior in specific situations, particularly in hedonistic local consumption.

Through this analysis, three gaps were identified:

- Most research has examined the indirect relationship between materialism and consumer ethnocentrism, but no studies demonstrate a direct relationship between the two.
- In the fast Moving Consumer Goods product category, there were no correlations discovered in the TPB between materialism and ATT or between ethnocentrism and ATT.
- No research has examined the combined effects of materialism and ethnocentrism on the constructs of the TPB.

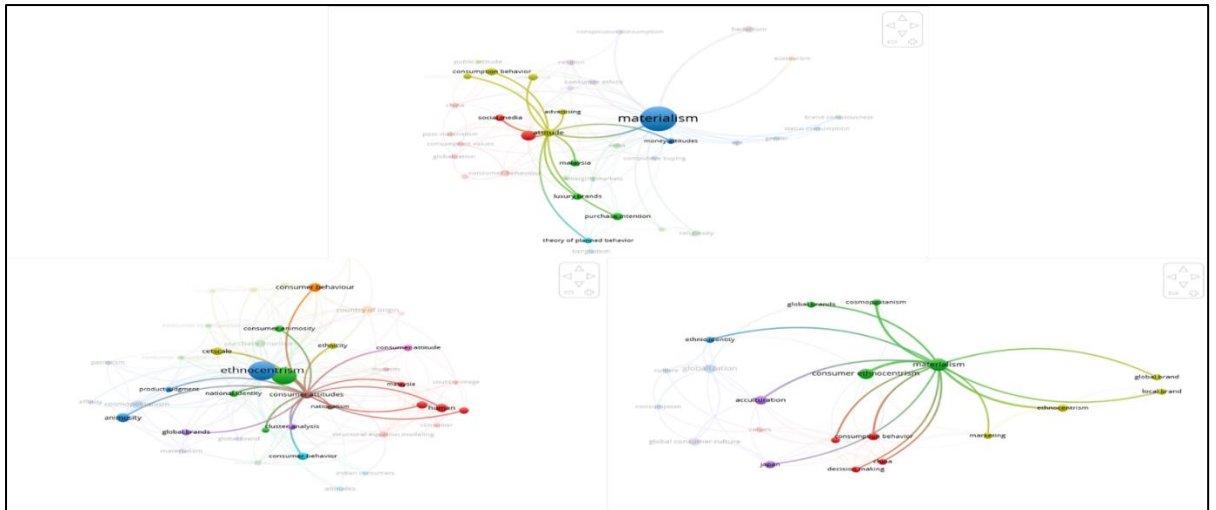


Figure 15:Materialism, ATT and Ethnocentrism Association

2.7 Research Gaps

Three gaps have been identified after conducting the literature review:

- 1) 1) The majority of research has examined the indirect relationship between materialism and consumer regional ethnocentrism, or "regiocentrism," but there is a paucity of literature demonstrating the direct relationship.
- 2) No research has looked at how materialism and regional ethnocentrism, or "Regiocentrism," interact with the concepts of the TPB;
- 3) In the FMCG product category, there were no relationships found between materialism and ATT or between regional ethnocentrism (Regiocentrism) and ATT in the TPB.

2.8 Research Problem

Lack of existing literature for determining the effects of regiocentrism and materialism on the constructs of TPB for food and beverage products shows the need to conduct analysis of these two constructs and determine their linkages and effects on the different constructs of TPB.

2.9 Research Questions

The gaps identified formulate three questions:

- 1) What is Materialism's affect on the constructs of the TPB in the context of the food and beverage products of the Himalayan region of Uttarakhand?
- 2) How does regiocentrism affect the constructs of the TPB in the context of the food and beverage products of the Himalayan region of Uttarakhand?
- 3) How does regiocentrism and Materialism affect each other in the context of the food and beverage products of the Himalayan region of Uttarakhand?

2.10 Research Objectives

Looking at the research questions, the following research objectives are formulated:

- 1) To cognize the linkage of Materialism on the constructs of the TPB in context of the food and beverage products of the Himalayan region of Uttarakhand.
- 2) To comprehend how regiocentrism affects the TPB's concepts in relation to the food and drink items produced in Uttarakhand's Himalayan region.
- 3) To determine how regiocentrism and Materialism affect each other in the context of the food and beverage products of the Himalayan region of Uttarakhand.

Chapter 3: Research Methodology

3.1 Introduction

The research methodology is an organized way of studying a certain phenomenon or resolving an issue. It involves gathering and evaluating data, and interpreting the findings to come to a conclusion. In academic research, the methodology creates the structure for completing the study, accumulating and assessing the data, and ultimately deriving a conclusion. It is essential to have a strict methodology in place so that the research is reliable and accurate. Furthermore, having a well-defined research methodology is necessary for guaranteeing the trustworthiness of any research results.

Part 2 analyzed the past research using mixed technique for review involving fuzzy ahp, bibliometric analysis and TCCM analysis. In conclusion, literature review gave three gaps in the literature of the TPB. It also helped in narrowing down the methodology that has been used. The following chapter details the research problem, research questions, research objectives, followed by research design being used, hypothesis development, conceptual framework, questionnaire development, demographic profile, sampling technique and details on tools to be used for conducting research methodology.

3.2 Hypothesis Development

The Theory of Planned Behaviour (TPB) was introduced by Ajzen in 1991. It is a sociological theory that believes three specific elements influence a person's

behaviour: ATT towards the behaviour, PBC and SN. According to TPB, a person's intention is the primary factor that impacts their conduct. Their ATT towards the behaviour dictates their willingness to participate in an activity, whilst SN are the pressure from society to do or refrain from doing something. Moreover, TPB also looks at non-voluntary actions by using PBC to determine whether or not someone will take part in the behaviour. PBC is the idea of how easy or difficult it is to participate in a behaviour, and is thought to reflect their talent, resources, and opportunities (Ajzen, 1991).

The TPB's many constructs—which are covered below—have been linked in literature to materialism and regiocentrism

3.2.1 Hypothesis 1

Regiocentrism is a key concept in understanding attitudes and behavior. It describes the tendency of individuals to prioritize and favor their own region or group. This inclination is observed across various domains, including political beliefs, economic choices, and cultural attitudes. Research has shown that regiocentrism plays a crucial role in influencing attitudes and behaviors. People from a particular region tend to have more favorable views towards their own community and cultural practices compared to those from other areas. This strong regional identity can foster positive outcomes, including greater civic participation, economic development, and enhanced social cohesion (W. J. Lee et al., 2016).

“H1(0): Regiocentrism towards a product does not affect the ATT towards the rural food and beverage products of the Himalayan region of Uttarakhand.”

3.2.2 Hypothesis 2

Materialism has been extensively studied in connection with attitudes for many years. A study by (Richins & Dawson, 1992b) found that Materialism is associated with various negative attitudes and outcomes. It is considered a key factor in predicting attitudes and behavior within the Theory of Planned Behavior (TPB). Studies suggest that materialistic values significantly influence a person's attitude toward a behavior and their intention to act on it. For example, individuals with materialistic tendencies are more likely to have

positive attitudes toward purchasing and a stronger intent to buy compared to those who are less materialistic. Furthermore, materialism shapes how people evaluate outcomes related to behaviors, with those who are more materialistic viewing consumption-related results more favorably. Additionally, materialistic individuals often exert a greater influence on the behavior of others. As such, materialism plays a pivotal role in shaping attitudes and behavior within the TPB framework (J. Chen & Kim, 2013).

“H2(0): Materialism does not affect the ATT towards the rural food and beverage products of the Himalayan region of Uttarakhand.”

3.2.3 Hypothesis 3

Materialism is defined by the belief that acquiring physical possessions and wealth is crucial for achieving happiness and well-being. Studies indicate that holding materialistic values is directly proportional with higher rates of “depression and anxiety”, as well as challenges in forming deep, meaningful relationships (Kasser & Ahuvia, 2002). Furthermore, materialism is associated with reduced life satisfaction and a decline in psychological well-being. Social norms also play a role in fostering materialistic attitudes. Research suggests that people are more likely to develop materialistic tendencies when they are in environments where others share similar views on the material possessions (Richins, 2004) which corresponds being in an environment where material possessions are highly valued can lead individuals to adopt these values as well.

“H3(0): Materialism does not affect the SN for the food and beverage products of the Himalayan region of Uttarakhand.”

3.2.4 Hypothesis 4

Materialism has been associated with various negative psychological outcomes, including lower life satisfaction, reduced well-being, and heightened symptoms of depression (Kasser & Ahuvia, 2002). Several studies have explored the connection between materialism and the Theory of Planned Behavior (TPB). Key elements of the TPB—social norms, attitudes (ATT), and perceived behavioral control (PBC)—have all been examined in relation to materialism. Attitudes toward materialism have been identified as a significant predictor of materialistic behavior (Kamal, M. S. et al., 2020). Perceived behavioral control

(PBC) represents an individual's confidence in their ability to participate in materialistic activities, with greater PBC being associated with heightened materialistic tendencies (Liao et al., 2018).

“H4(0): Materialism does not affect the PBC for the food and beverage products of the Himalayan region of Uttarakhand.”

3.2.5 Hypothesis 5

Regiocentrism and materialism represent two different economic ideologies that influence how goods are produced and distributed. Regiocentrism advocates for the idea that products should be made and consumed within a particular region or local area, encouraging local production, consumption, and investment. The goal of this approach is to be self-reliant. Conversely, materialism places a high value on acquiring material possessions and accumulating wealth, often at the expense of other values. “It argues that economic growth should be the primary goal of economic policy, thereby supporting economic globalization and the pursuit of profit” (Boswell, 2018). While regiocentrism and materialism might appear to be opposing concepts, they can occasionally work together. For example, “economic growth spurred by globalization can lead to a higher demand for goods and services produced locally, which in turn can be advantageous for local businesses” (Friedman, 2020).

“H5(0): Materialism does not affect the regiocentrism for the food and beverage products of the Himalayan region of Uttarakhand.”

3.2.6 Hypothesis 6

Regiocentrism has a considerable impact on consumers' purchasing intentions (Nguyen & LeBlanc, 2017). When evaluating products, customers often consider the geographic origin of the item. There is a strong preference for locally produced goods, which increases the likelihood of purchase (Nguyen & LeBlanc, 2017). Consumers tend to trust local products more due to their familiarity and the perception that they are of higher quality (Y.-H. Lee et al., 2016). Moreover, many consumers are willing to pay a premium for local goods because they believe these items offer superior quality (Nguyen & LeBlanc, 2017). Thus, regiocentrism plays a crucial role in shaping purchasing intentions.

“H6(0): Regiocentrism does not affect the purchase intention for the food and beverage products of the Himalayan region of Uttarakhand.”

3.2.7 Hypothesis 7

Several studies have demonstrated a strong link between materialism and purchasing intent, showing that individuals with higher materialistic tendencies are more likely to exhibit stronger buying intentions. Specifically, increased levels of materialism tend to result in a greater emphasis on acquiring material possessions and a heightened belief that status can be attained through purchasing. Individuals with a materialistic outlook are more likely to associate success with consumption and are driven by the desire to impress others by showcasing their wealth and achievements (Ger et al., 2014b; Tsai, 2016; Tynan et al., 2012).

“H7(0): Materialism does not affect the purchase intentions for the food and beverage products of the Himalayan region of Uttarakhand.”

3.2.8 Hypothesis 8

Regiocentrism is a type of market analysis that focuses on understanding consumer behavior in relation to geographic or political boundaries (Kotler & Keller, 2017). It is based on the idea that an individual's local culture and values influence their purchasing decisions. On the other hand, social norms (SN) are cultural expectations and beliefs that individuals adopt through social acceptance (Ajzen, 1991). Thus, a link exists between regiocentrism and social norms, as regiocentrism depends on grasping local values and trends to effectively evaluate consumer behavior. Additionally, regiocentrism can be employed to explore how subjective norms, influenced by regional cultures, impact consumer decisions.

“H8(0): Regiocentrism does not have any affect on the SN for the food and beverage products of the Himalayan region of Uttarakhand.”

3.2.9 Hypothesis 9

Regiocentrism, the belief in the superiority of one's own region over others, can contribute to a sense of perceived behavioral control (PBC) over individuals

from different areas. “This mindset often cultivates a sense of superiority and the idea that one has the authority to dictate how others should behave. This perspective is reflected in how some countries or regions enforce specific standards, such as political or religious norms, with the expectation that others will comply” (Mortensen & Agerstrøm, 2013). Additionally, regiocentrism can influence how individuals treat those from other regions, often leading to discriminatory behavior (Bourhis & El-Geledi, 2008). Such differences in behavior driven by regiocentrism can significantly impact societal relations between regions, contributing to tension and conflict.

“H9(0): Regiocentrism does not have any affect on the PBC for the food and beverage products of Uttarakhand’s Himalayan region.”

Figure 16 illustrates the structure of the proposed framework. The framework is built on six constructs—attitude toward purchasing regional products, social norms, perceived behavioral control, materialism, regiocentrism, and purchase intention—from which nine hypotheses are developed.

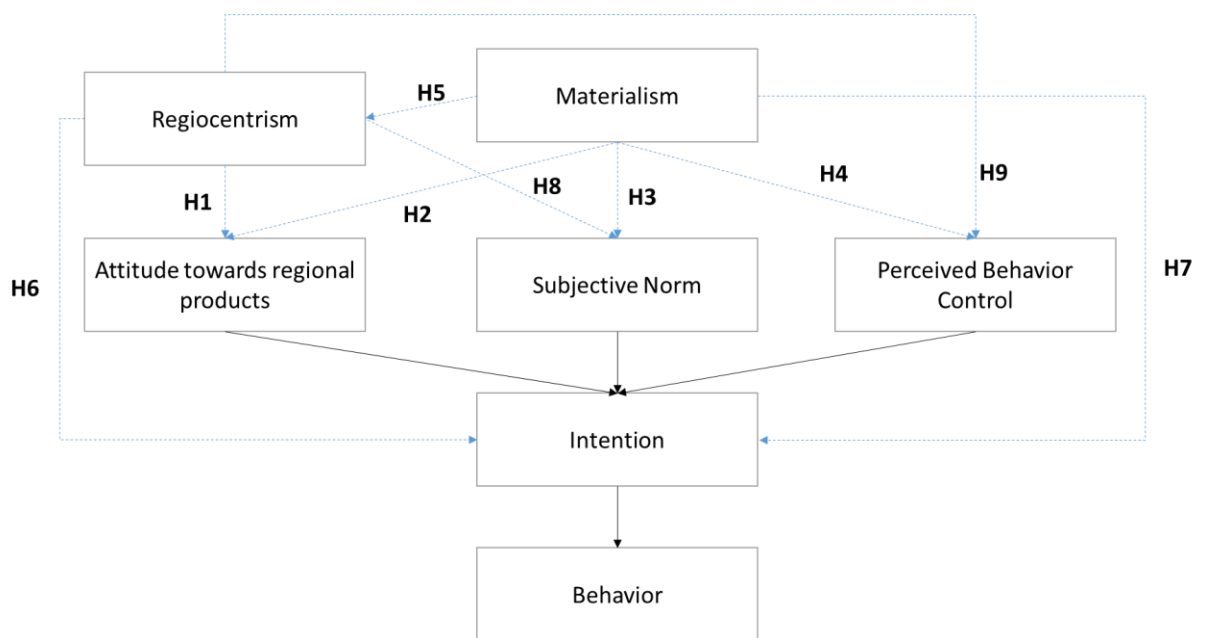


Figure 16: Conceptual Framework

3.3 Questionnaire Design

An extensive literature review of the studies done on TPB helped in formulation of the questionnaire. Concerning the measurement of TPB constructs, scales

based on the model questionnaire proposed by Ajzen (Ajzen, 1991) have been constructed and modified according to the research requirement.

3.3.1 Scale Selection

Five-point Likert scales offer several benefits compared to seven-point scales when it comes to measuring attitudes and opinions. “They are more user-friendly, making them easier for respondents to understand and complete, and they are more efficient in terms of both time and resources” (Lambert, 2017). Five-point Likert scales require fewer items to achieve the same degree of accuracy as seven-point scales (Judd et al., 1991). “Five-point scales are better at capturing extreme responses and generally offer higher reliability and validity compared to seven-point scales” (Judd et al., 1991). Therefore, this scale is better suited for evaluating attitudes. “Additionally, when both are rescaled, they yield the same mean scores, with no changes in skewness levels (Alzubaidi et al., 2021).” “Items were then contextualized using a five-point Likert scale in consistency with the previous research (J. Chen & Kim, 2013; Lorenz et al., 2015; Paul et al., 2016; Thelen et al., 2006; Xin & Seo, 2020c; Y. Zhang et al., 2014).”

3.3.2 Scale Item development

Attitude (ATT) items were adapted from the works of (R. Y. K. Chan & Chan, 2017; Ham et al., 2018; Maichum et al., 2016) which were then contextualized to meet the specific needs of this study; **“I like to purchase food products made locally”**, **“I think the nutritional value of the products of my region are higher when compared to other products.”**, **“I have a positive ATT about products from my own region.”** and **“It is wise to purchase RFP.”**

Social norms (SN) items were sourced from the studies by (Al-Swidi et al., 2014; Ham et al., 2018) which were then adjusted to suit the specific requirements of this research, **“My family thinks I should buy food products found in my region”**, **“My friends think I should buy food products found in my region.”**, **“People around me think that I should buy food products from my region.”** and **“The number of people I know who buy RFP is increasing.”**

Perceived behavioral control (PBC) items were derived from (Maichum et al., 2016) and were contextualized to align with the requirements of the research focus, **“I can buy food products independently”**, **“I am financially capable of buying food products”**, **“I have time to go and buy the food products”** and **“I know where to buy the food products”**.

Intention items were from (Yazdanpanah & Forouzani, 2015), **“If I don’t get food products made from my region near to me I go to specialty shops to buy them.”**, **“I am willing to buy food products made in my region on a regular basis.”**, **“I would recommend people to buy food products from the region.”** and **“I intend to consume food from the local region.”**.

Regiocentrism items were sourced from (Waehning & Filieri, 2021) and were adjusted as needed, **“I only buy food products that are from my region.”**, **“I have childhood memories associated with these products.”**, **“I feel close to my regional identity when I buy food products from my region.”**, **“I buy RFP because they are of superior quality.”**, **“I buy food products from my own region because they are healthier”**, **“I buy food products from the region because it helps in generating local employment.”**, **“I buy food products from the region because they have a lower impact on the environment”** and **“I buy food products from my region because it has good quality/price ratio.”**

Materialism items were sourced from (Kilbourne & Pickett, 2008; Richins, 2004; Richins & Dawson, 1992), **“I like buying food products from major brands (products other than the RFP from major brands)”**, **“I like a lot of luxury in life and prefer food products that showcase superior life”**, **“I like to buy food products that are branded and would prefer them over the food products that are from my region”**, **“I feel bothered when I am not able to buy food products from major brands”**, **“Buying food products that are branded gives me a lot of pleasure.”**, **“Food products from my region does not have that appeal when compared to food products from popular brands”** and **“I don’t put much emphasis on the brands of the food products as luxury does not influence me”** (Table 9).

Construct	CODE	QUESTIONS	Scale Name
ATT	ATT1	“Q1- I like to purchase food products made locally.”	5 Point Likert Scale
	ATT2	“Q2-Purchasing food products from my region gives me satisfaction”	5 Point Likert Scale
	ATT3	“Q3-I think the nutritional value of the products of my region are higher when compared to other products.”	5 Point Likert Scale
	ATT4	“Q4-I have a positive ATT about products from my own region.”	5 Point Likert Scale
	ATT5	“Q5-It is wise to purchase RFP.”	5 Point Likert Scale
SN	SN1	“Q6-My family thinks I should buy food products found in my region.”	5 Point Likert Scale

	SN2	“Q7-My friends think I should buy food products found in my region.”	5 Point Likert Scale
	SN3	“Q8-People around me think that I should buy food products from my region.”	5 Point Likert Scale
	SN4	“Q9-The number of people I know who buy RFP is increasing.”	
PBC	PBC1	“Q10-I can buy food products independently.”	5 Point Likert Scale
	PBC2	“Q11-I am financially capable of buying food products.”	5 Point Likert Scale
	PBC3	“Q12-I have time to go and buy the food products.”	5 Point Likert Scale
	PBC4	“Q13- I know where to buy the food products.”	5 Point Likert Scale
Intention	INT1	“Q14-If I don’t get food products made from my region near to me I go to specialty	5 Point Likert Scale

		shops to buy them.”	
	INT2	“Q15-I am willing to buy food products made in my region on a regular basis.”	5 Point Likert Scale
	INT3	“Q16-I would recommend people to buy food products from the region.”	5 Point Likert Scale
	INT4	“Q17- I intend to consume food from the local region.”	5 Point Likert Scale
Regiocentrism	RG1	“Q18- I only buy food products that are from my region.”	5 Point Regio Scale
	RG2	“Q19-I have childhood memories associated with these products.”	5 Point Regio Scale
	RG3	“Q20-I feel close to my regional identity when I buy food products from my region.”	5 Point Regio Scale

	RG4	“Q21-I buy RFP because they are of superior quality.”	5 Point Regio Scale
	RG5	“Q22- I buy food products from my own region because they are healthier.”	5 Point Regio Scale
	RG6	“Q23- I buy food products from the region because it helps in generating local employment.”	5 Point Regio Scale
	RG7	“Q24-I buy food products from the region because they have a lower impact on the environment.”	5 Point Regio Scale
	RG8	“Q25-I buy food products from my region because it has good quality/price ratio.”	5 Point Regio Scale
MATERIALISM	MAT1	“Q26- I like buying food products from major brands (products other	5 Point Material Value Scale

		then the RFP from major brands)”	
	MAT2	“Q27- I like a lot of luxury in life and prefer food products that showcase superior life.”	5 Point Material Value Scale
	MAT3	“Q28- I like to buy food products that are branded and would prefer them over the food products that are from my region.”	5 Point Material Value Scale
	MAT4	“Q29- I feel bothered when I am not able to buy food products from major brands.”	5 Point Material Value Scale
	MAT5	“Q30- Buying food products that are branded gives me a lot of pleasure.”	5 Point Material Value Scale
	MAT6	“Q31- Food products from my region does not have that appeal when compared to food products	5 Point Material Value Scale

		from popular brands.”	
	MAT 7	“Q32- I don’t put much emphasis on the brands of the food products as luxury does not influence me.”	5 Point Material Value Scale

Table 9: Constructs and their respective items

3.3 Demographic Profile

For management research, choosing a demographic profile is a crucial step in obtaining a thorough insight of the target population. The method calls for considerable thinking and planning since the demographics chosen might have a big influence on the overall findings of the research. The target population must be determined before choosing a demographic profile. In order to do this, one must consider the demographics of the population, such as age, gender, ethnicity, and economic level. In order to guarantee the validity and reliability of the research's findings, it is crucial to choose a group that is representative of the whole population.

Selecting the demographic factors that will be utilised to build the demographic profile comes after the target population has been determined. Age, gender, ethnicity, education level, employment, marital status, and income level are typical demographic factors. In order to guarantee that the results are legitimate and dependable, it is crucial to take into account how various factors may interact and have an impact on one another. The choice of a data gathering technique is the last stage in the creation of a demographic profile. Surveys, interviews, focus groups, and observational studies are some examples of this. It is crucial to pick a strategy that is suitable for the intended audience and capable of gathering the required data. Demographic profile suggestions have been taken from surveys conducted by various studies (Alzubaidi et al., 2021b; Ashraf et al., 2019c; C. H. C. Hsu & Huang, 2012; Nadiri & Tümer, 2010; Qi

& Ploeger, 2019; Sherwani, Ali, Ali, & Hussain, 2018a). Table 10 shows the demographic profile taken for the research.

Demographic segmentation	Criteria
Age group	<ul style="list-style-type: none"> • Less than 25 • Between 25 and 35 • Between 36 and 45 • Between 46 and 55 • Above 55
Marital status	<ul style="list-style-type: none"> • Unmarried • Married
Gender	<ul style="list-style-type: none"> • Male • Female
Type of family	<ul style="list-style-type: none"> • Nuclear- No mother-in law/father-in law • Nuclear Family with elder members like mother/father- in- law • Joint family

Educational qualification	<ul style="list-style-type: none"> • High school student • Intermediate student • Graduation appearing/passed student • Post graduate appearing/ passed student
Occupation	<ul style="list-style-type: none"> • College/ University Student • Part-time worker - white collar • Full-time worker - white collar • Full-time housewife
Income	<p>Monthly Income</p> <ul style="list-style-type: none"> • Rs. 25,000 and below • Rs. 25,001 to Rs. 50,000 • Rs. 50,001 to Rs. 75,000 • Rs. 75,001 to Rs. 1,00,000 • Rs. 1,00,001 and above

Table 10:Demographic profile selected for the research

3.4 Sample

In statistical analysis, sampling is a procedure used to take a sample of data from a larger population. Inferences and generalisations about the greater population are drawn from it. Sampling is a crucial component of data analysis because it enables more precise population estimates than would otherwise be feasible if all the data were evaluated. Random sampling is the sampling method that is most frequently employed, and it includes randomly choosing data points from

the population. Other methods include cluster sampling, which divides the population into separate groups and then randomly selects from each group, and stratified sampling, which divides the population into subsets and then randomly selects data from each subset.

Uttarakhand Population: 11.7 Million (World Bank)

Urban Population: 35% of Total Population (Source: NCP), 4095000

As per Yamane formula:

$$n = \frac{N}{1 + N \cdot e^2}$$

Where n is the sample size to be calculated

N is the population size which is 40.95 Lakhs (4095000)

e = 0.05 (assumed as 95% level of confidence)

$$n = \frac{4095000}{1 + 4095000 \cdot 0.05^2}$$

$$n = \frac{4095000}{10237.5} = 400$$

400 is the sample size chosen.

Convenience sampling ((Ashraf et al., 2019c), (Zhou et al., 2013), (Alzubaidi et al., 2021b), (Das & Mukherjee, 2020)) is used to for data collection. Convenience sampling is a sampling approach in which participants are chosen for their availability and closeness to the researcher. This strategy is frequently employed when a researcher has limited time and/or resources and when selecting a random sample from the population is difficult or prohibitively expensive.

This strategy is mostly used to gather preliminary data and develop hypotheses for future investigation. It should be noted that convenience sampling is not the most trustworthy method and may bring bias into the results. Through careful selection of the sample, bias in convenience sampling may be reduced. When choosing participants, it's important to choose a diverse group of people that fairly represent the population. Taking into account factors like age, gender, colour, and socioeconomic level, it is crucial to make sure the sample is varied. Additionally, it's crucial to make sure that the sample doesn't include of people that are simple to reach, such coworkers or friends. Finally, in order to minimise potential bias, the researcher must make sure that the participants understand the goal of the study and the sample strategy. Data collection will

be a face-to-face interview, using a structured questionnaire, with closed-ended questions.

3.5 Research Tool

Partial least squares structural equation modeling (PLS-SEM) is becoming an increasingly popular research approach for analyzing data within the framework of the Theory of Planned Behavior (TPB). PLS-SEM is a data-driven technique that allows researchers to explore and evaluate the relationships between latent variables, making it an ideal tool for studying the TPB. PLS-SEM has several significant advantages for TPB research. First, compared to conventional approaches, PLS-SEM can produce findings that are more precise. It can test for nonlinear correlations between variables and take measurement mistakes into consideration. PLS-SEM does not require a big sample size to get reliable findings, in contrast to conventional approaches. It is therefore perfect for scientists who are working with less data (Mai, 2016). Second, PLS-SEM offers more detailed data than conventional methods. It can be used to test for mediation and moderation effects, as well as to assess the strength of relationships between latent variables. This enables researchers to comprehend the data more thoroughly and decide on their study projects with more knowledge (C.-Y. Chen & Cheng, 2019).

Mediation and moderation analysis are two commonly employed statistical techniques in social science research that allow researchers to explore the relationships between variables and understand their mutual influence.

Mediation analysis explores the extent to which the relationship between two variables is influenced by one or more intervening variables, known as mediators.

And lastly, PLS-SEM is more adaptable than conventional techniques. Both qualitative and quantitative data can be accommodated, as can other sorts of data. This enables researchers to see their data more broadly and comprehend the correlations between different factors (Liu et al., 2017)

Chapter 4: DATA ANALYSIS AND RESULTS

4.1 Introduction To Data Analysis

The chapter on data analysis is an essential component of any research study, as it provides a comprehensive examination of the data gathered through the employed research methodologies. In this specific investigation, a questionnaire served as the primary instrument for data collection in a pilot study. The questionnaire was designed to collect data from 460 individuals. To confirm the reliability of the questionnaire, Chronbach alpha and split-half methods were used to examine the consistency and stability of the data. After validating the questionnaire, the collected data were analyzed using SPSS for normality and descriptive analysis and Smart PLS 4 for structural equation modelling (SEM). SEM is a powerful statistical method that allows researchers to evaluate the relationships between the study's variables. The analysis was performed using the user-friendly SEM program Smart PLS 4, which enables the testing of complex models with numerous variables. The chapter on data analysis discusses the findings of the SEM study, including the measurement and structural models, which helped uncover the significant correlations between the variables. Overall, the chapter provides a thorough examination of the data obtained for the study, addressing the research questions and contributing to the body of knowledge in the research field.

4.2 Pilot Study

A crucial part of data analysis is the reliability analysis which evaluates the consistency and stability of a measuring instrument. In other words, it determines if the instrument consistently measures what it is designed to measure across a variety of setting and time periods.

Cronbach’s alpha, which evaluates the internal consistency of items on a scale or test, is a common method for testing reliability. Other methods for assessing reliability include split-half tests, which measure the correlation between two halves of a test, and test-retest reliability, which evaluates the consistency of scores over time. A pilot study was conducted with 111 samples.

Tables 12 and 13 display the results of the reliability tests, indicating that the scale's internal consistency are satisfactory. With a Cronbach's alpha coefficient of 0.856 for the entire scale, which exceeds the standard threshold of 0.7, the scale demonstrates a high level of internal consistency and precise measurement of a single construct.

Overall, these results indicate that the scale's reliability is satisfactory, making it a trustworthy instrument for measuring the intended construct. However, further research may be needed to understand the factors influencing the variability between the two versions of the scale.

The reliability analysis of the constructs using Cronbach's Alpha revealed generally strong internal consistency across most constructs, with values ranging from 0.77 to 0.86. Specifically, the constructs of Attitude (ATT), Perceived Behavioral Control (PBC), Intention, and Materialism demonstrated high reliability, with Cronbach's Alpha values of 0.84, 0.82, 0.86, and 0.82, respectively, indicating that the items within these constructs are consistently measuring the same underlying concepts. The Subjective Norms (SN) construct also showed acceptable reliability with a Cronbach's Alpha of 0.77. However, the Regiocentrism construct displayed a lower Cronbach's Alpha value of 0.52, suggesting potential issues with internal consistency.

Alpha	
Cronbach's Alpha	N of Items
.856	39

Table 11: Full Reliability

Split Half

Cronbach's Alpha	Part 1	Value	.777
		N of Items	20 ^a
	Part 2	Value	.829
		N of Items	19 ^b
	Total N of Items		39
Correlation Between Forms			.413
Spearman-Brown Coefficient	Equal Length		.585
	Unequal Length		.585
Guttman Split-Half Coefficient			.573

Table 12: Split-Half Reliability

Constructs	Cronbach's Alpha
ATT	0.84
SN	0.77
PBC	0.82
Intention	0.86
Regiocentrism	0.52
Materialism	0.82

Table 13: Construct Chronbach Alpha

4.3 Main Data Analysis

4.3.1 Demographics

Table 14 presents the demographic details of the sample's 460 respondents. Among them, 28.5% were aged between 25 and 35, 30.7% were under 25, and

26.5% were over 45. Regarding marital status, 52.4% of the respondents were married, while 47.6% were unmarried.

The sample had slightly more females (58.0%) than males (42.0%). In terms of family type, 53.1% of respondents were from a nuclear family with parents or in-laws, 39.1% were from a joint family, and 7.8% did not have parents or in-laws. The educational background of the respondents was relatively balanced, with the largest group holding a postgraduate degree (28%) and the smallest group being illiterate or having only non-formal education (14.1%).

The employment status data reveals that the largest group (33.7%) consisted of full-time white-collar employees, followed by college students (32.2%), and parttime whitecollar workers (23.3%). A smaller portion (10.9%) were full-time housewives.

Regarding income distribution, the majority of respondents (26.1%) reported earning between Rs. 25,001 and Rs. 50,000, while 20% earned Rs. 1,00,001 or more. The smallest group (14.1%) reported an income of less than Rs. 25,000. Overall, the sample reflects a diverse range of demographic backgrounds.

Serial Number	Demographics	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	Age				
	Less than 25	141	30.7	30.7	30.7
	Between 25 and 35	131	28.5	28.5	59.1
	Between 36 and 45	66	14.3	14.3	73.5
	Between 46 and 55	53	11.5	11.5	85.0
	Above 55	69	15.0	15.0	100.0
	Total	460	100.0	100.0	
2	Marital Status				
	Unmarried	219	47.6	47.6	47.6
	Married	241	52.4	52.4	100.0
	Total	460	100.0	100.0	

3	Gender				
	Male	193	42.0	42.0	42.0
	Female	267	58.0	58.0	100.0
	Total	460	100.0	100.0	
4	Family Type				
	No parents/in laws	36	7.8	7.8	7.8
	Nuclear Family with parents/in- law	180	39.1	39.1	47.0
	Joint family	244	53.0	53.0	100.0
	Total	460	100.0	100.0	
5	Education				
	Non-Formal Education/Uneducated	65	14.1	14.1	14.1
	High school	63	13.7	13.7	27.8
	Intermediate	63	13.7	13.7	41.5
	Graduation appearing/passed	74	16.1	16.1	57.6
	Post graduate appearing/ passed	129	28.0	28.0	85.7
	Doctorate Degree	66	14.3	14.3	100.0
	Total	460	100.0	100.0	
6	Occupation				
	College/ University Student	148	32.2	32.2	32.2
	Part-time worker - white collar	107	23.3	23.3	55.4
	Full-time worker - white collar	155	33.7	33.7	89.1

	Full-time housewife	50	10.9	10.9	100.0
	Total	460	100.0	100.0	
7	Income Group				
	Rs. 25,000 and below	65	14.1	14.1	14.1
	Rs. 25,001 to Rs. 50,000	120	26.1	26.1	40.2
	Rs. 50,001 to Rs. 75,000	86	18.7	18.7	58.9
	Rs. 75,001 to Rs. 1,00,000	97	21.1	21.1	80.0
	Rs. 1,00,001 and above	92	20.0	20.0	100.0
	Total	460	100.0	100.0	

Table 14: Demographic profile of the respondents

4.3.2 Normality

4.3.2.1 Skewness And Kurtosis

Table 15 presents the skewness and kurtosis data for 32 variables derived from a sample of 460 participants. The skewness analysis shows that the majority of the variables have negative skewness, with values ranging from -1.527% to -0.315%, indicating that responses are more heavily clustered towards the higher end of the scale, with fewer responses at the lower end.

The kurtosis analysis reveals that most variables have values greater than 3, ranging from 0.070 to 2.749, indicating more peaked distributions than average. This suggests that responses are more concentrated in the center with fewer at the extremes.

The data analysis shows that most variables have left-skewed distributions and are more peaked than a normal distribution, although some variables are right-

skewed and have significantly peaked distributions. The data generally display a leftward skew, with a few notable exceptions.

Skewness and Kurtosis					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
ATT1	460	-.695	.114	-.441	.227
ATT2	460	-1.096	.114	.967	.227
ATT3	460	-.619	.114	-.609	.227
ATT4	460	-1.484	.114	2.656	.227
ATT5	460	-.891	.114	.327	.227
SN1	460	-.838	.114	-.281	.227
SN2	460	-.315	.114	-.619	.227
SN3	460	-.434	.114	-.409	.227
SN4	460	-.724	.114	.458	.227
PBC1	460	-1.131	.114	1.043	.227
PBC2	460	-.698	.114	-.449	.227
PBC3	460	-1.527	.114	2.749	.227
PBC4	460	-.919	.114	.315	.227
INT1	460	.256	.114	-1.300	.227
INT2	460	.502	.114	-1.399	.227
INT3	460	.481	.114	-1.417	.227
INT4	460	.199	.114	-.814	.227
RG1	460	-.063	.114	-1.078	.227

RG2	460	.243	.114	-1.262	.227
RG3	460	-.572	.114	-.825	.227
RG4	460	-.808	.114	-.093	.227
RG5	460	-1.114	.114	.720	.227
RG6	460	-.605	.114	-.765	.227
RG7	460	-1.154	.114	1.646	.227
RG8	460	-1.074	.114	.775	.227
MAT1	460	-1.151	.114	.887	.227
MAT2	460	-.771	.114	-.070	.227
MAT3	460	-.569	.114	-.410	.227
MAT4	460	-.575	.114	.546	.227
MAT5	460	-1.366	.114	1.600	.227
MAT6	460	-.533	.114	-.616	.227
MAT7	460	-1.015	.114	1.033	.227
Valid (listwise)	N 460				

Table 15: Skewness and Kurtosis values for 32 items

4.3.3 Descriptive Statistics

Table 16 summarizes the descriptive data for 32 items evaluated among 460 individuals. The variables are abbreviated and grouped into seven categories: ATT (ATT), SN (SN), perceived behavioural control (PBC), intention (INT), Regiocentrism (RG), and Materialism (MAT). The table includes statistics such as sample size (N), minimum and maximum values, mean, and standard deviation for each variable.

The mean values range from 3 to 4.5, suggesting moderate to strong agreement or support among the respondents. The standard deviations, ranging from 0.676

to 2.901, indicate varying degrees of response diversity. INT2 shows the highest standard deviation, signifying the most varied responses, whereas MAT4 has the lowest, indicating consistent responses.

Mean values for ATT4, PBC3, and RG7 exceed 4.3, reflecting a high level of agreement or support. Conversely, INT2, INT3, and SN2 have mean values below 2.5, indicating a lower level of agreement or endorsement.

Overall, the descriptive statistics imply that participants generally possess ATTs and beliefs that support the intended behavior (as indicated by the ATT, SN, PBC, and INT variables), though there is significant variation in their responses. Although the table does not provide detailed information on the behavior variables (RG, MAT), these variables could offer additional insights into the participants' actual behaviors.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
ATT1	460	2	5	4.17	.858
ATT2	460	1	5	4.17	.951
ATT3	460	1	5	3.97	1.026
ATT4	460	1	5	4.31	.857
ATT5	460	1	5	4.16	.912
SN1	460	1	5	3.91	1.187
SN2	460	1	5	3.51	1.121
SN3	460	1	5	3.46	1.161
SN4	460	1	5	3.87	.914
PBC1	460	1	5	4.19	.949
PBC2	460	1	5	4.02	1.010
PBC3	460	1	5	4.33	.858

PBC4	460	1	5	4.18	.919
INT1	460	1	5	2.74	1.414
INT2	460	0	5	1.98	1.901
INT3	460	0	5	2.12	1.892
INT4	460	1	5	3.25	1.077
RG1	460	1	5	3.50	1.512
RG2	460	1	5	2.76	1.459
RG3	460	1	5	3.51	1.342
RG4	460	2	5	4.10	.897
RG5	460	1	5	4.07	1.054
RG6	460	2	5	3.95	1.016
RG7	460	1	5	4.22	.822
RG8	460	1	5	4.10	.965
MAT1	460	1	5	4.03	1.040
MAT2	460	1	5	3.80	1.140
MAT3	460	1	5	3.73	1.095
MAT4	460	2	5	4.18	.676
MAT5	460	1	5	4.12	1.042
MAT6	460	1	5	3.75	1.085
MAT7	460	1	5	4.06	.932
Valid N (listwise)	460				

Table 16: Mean and Standard Deviation of each items

4.3.4 Measurement Model

Partial Least Squares Structural Equation Modeling (PLS-SEM) is a popular statistical technique for analyzing complex relationships between latent variables across various fields, including marketing. SmartPLS 4 is a widely utilized software that facilitates PLS-SEM analysis with its user-friendly interface, advanced algorithms, and comprehensive data exploration and visualization tools.

The research aimed to evaluate a theoretical model focused on the intention to purchase regional food items. To accomplish this, a PLS-SEM analysis was conducted using SmartPLS 4 on data collected from a sample of 460 participants. Prior to developing the measurement model, the reliability and validity of the latent constructs were assessed. Figure 17 illustrates the model generated with SmartPLS 4.0.

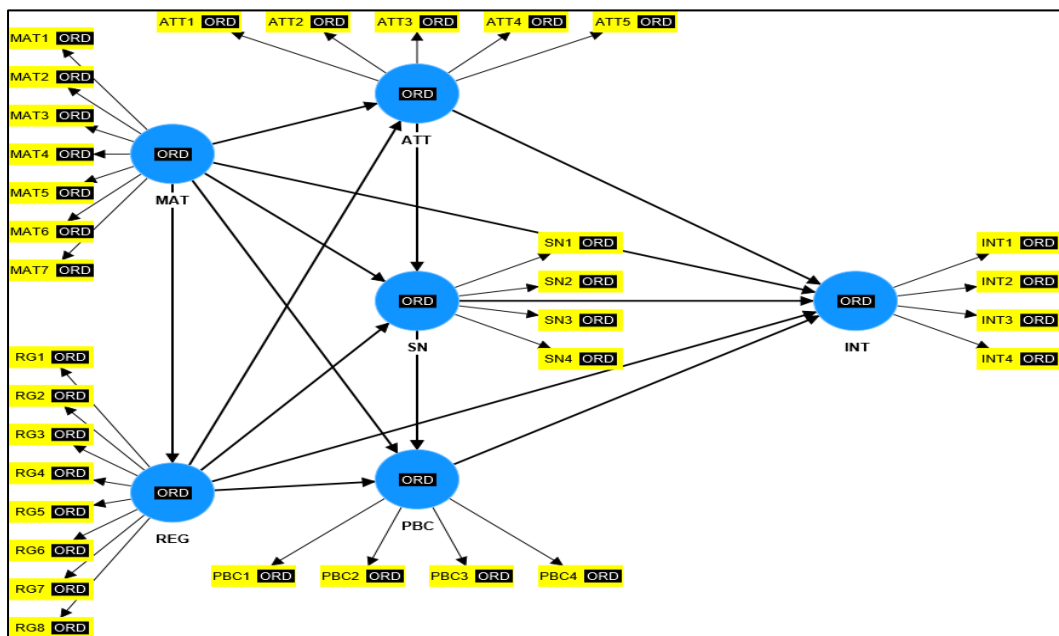


Figure 17: Model created in Smart PLS 4.0

The measurement model's reliability and validity were rigorously tested. Reliability for each construct was evaluated through factor loadings, composite reliability, and Cronbach's alpha. Validity was assessed by examining both convergent and discriminant validity for each construct.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT RFP	0.846	0.852	0.891	0.621
Intention	0.879	0.961	0.918	0.744
Materialism	0.829	0.833	0.872	0.495
Percieved Behavior Control	0.83	0.859	0.885	0.66
Regiocentrism	0.652	0.764	0.772	0.349
SN	0.769	0.775	0.852	0.59

Table 17: Reliability and AVE of data from Smart PLS 4.0

Table 17 presents the reliability and validity results of the constructs from SmartPLS 4.0. The following standards are applied in order to assess the validity and reliability of the latent constructs in the measurement model:

- **Cronbach's alpha:** This statistic measures the internal consistency of each construct's items. A value of 0.7 or higher is generally considered acceptable.
- **Composite reliability:** These values indicate the extent to which the items of a construct measure the same underlying concept. A value of at least 0.7 is considered acceptable.
- **Average variance extracted (AVE):** This metric assesses the amount of variance a construct explains relative to the error variance. A value of at least 0.5 is typically satisfactory.

Regiocentrism has a Cronbach of 0.652, indicating that there is a problem of internal consistency. The MAT construct has an AVE of 0.495, indicating that its items may not fully represent the underlying concept. These findings suggest that the REG and MAT scales might require further refinement and validation to ensure they accurately measure the intended constructs.

Tables 18 and 19 present the results for the discriminant validity of the measurement model. Discriminant validity assesses the degree to which a construct is distinct from other constructs in the study. Ideally, the correlations between different constructs should be lower than the correlations between constructs and their respective items. In the HTMT matrix, values above the diagonal indicate correlations between constructs, while values below the diagonal show correlations between constructs and their measurements.

“

Discriminant Validity-HTMT Matrix						
	ATT	INT	MAT	PBC	REG	SN
ATT						
INT	0.21					
MAT	0.604	0.346				
PBC	0.313	0.108	0.094			
REG	0.481	0.576	0.99	0.12		
SN	0.82	0.313	0.477	0.174	0.339	

Table 18:Discriminant Validity-HTMT Matrix

Discriminant Validity-Fornell-Larcker						
	ATT	INT	MAT	PBC	REG	SN
ATT	0.788					
INT	0.158	0.862				
MAT	0.505	0.231	0.704			
PBC	0.269	-0.023	0.062	0.812		
REG	0.383	0.232	0.839	0.034	0.591	
SN	0.666	0.25	0.383	0.148	0.266	0.768

Table 19:Discriminant Validity-Fornell-Larcker”

HTMT matrix reveals that some correlations between constructs exceed the acceptable threshold.

It becomes imperative to compare the square root of the AVE for each construct with its correlations with other constructs, also indicates potential issues with discriminant validity.

Six items were removed from the model. Following these adjustments, Tables 20, 21, and 22 present the updated reliability and discriminant validity results, showing that no further issues remain. Figure 18 illustrates the revised model after these changes.

“

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.846	0.852	0.891	0.621
INT	0.941	0.954	0.962	0.894
MAT	0.821	0.822	0.87	0.527
PBC	0.83	0.858	0.885	0.66
REG	0.819	0.823	0.881	0.649
SN	0.769	0.774	0.852	0.59

Table 20: Reliability and AVE of data after changes are incorporated.

Discriminant Validity-HTMT Matrix						
	ATT	INT	MAT	PBC	REG	SN
ATT						
INT	0.222					
MAT	0.584	0.342				
PBC	0.313	0.107	0.082			
REG	0.44	0.131	0.873	0.088		
SN	0.82	0.314	0.444	0.174	0.255	

Table 21: Discriminant Validity-HTMT Matrix (After Item Deletion)

Discriminant Validity-Fornell-Larcker						
	ATT	INT	MAT	PBC	REG	SN
ATT	0.788					
INT	0.165	0.946				
MAT	0.492	0.299	0.726			
PBC	0.269	-0.019	0.053	0.812		
REG	0.372	-0.046	0.724	0.047	0.806	
SN	0.667	0.263	0.355	0.149	0.203	0.768

Table 22:Discriminant Validity-Fornell-Larcker (After Item Deletion)”

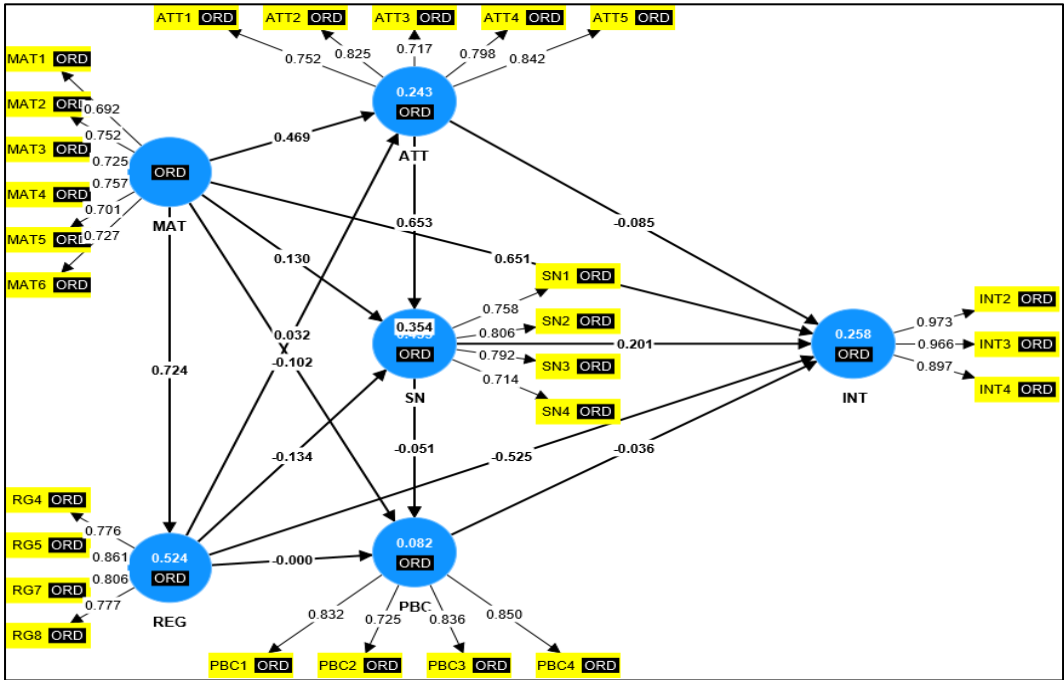


Figure 18: Corrected SEM Model

“

	ATT	INT	MAT	PBC	REG	SN
ATT1	0.752					
ATT2	0.825					
ATT3	0.717					
ATT4	0.798					
ATT5	0.842					
INT2		0.973				
INT3		0.966				

INT4		0.897				
MAT1			0.692			
MAT2			0.752			
MAT3			0.725			
MAT4			0.757			
MAT5			0.701			
MAT6			0.727			
PBC1				0.832		
PBC2				0.725		
PBC3				0.836		
PBC4				0.85		
RG4					0.776	
RG5					0.861	
RG7					0.806	
RG8					0.777	
SN1						0.758
SN2						0.806
SN3						0.792
SN4						0.714

Table 23:Factor loadings from Smart PLS 4.0”

INT (Intention): Intention (INT) fall between 0.897 and 0.997, reflecting a robust and precise relationship with the construct.

ATT (Attitude): The five items evaluating attitude (ATT) have factor loadings ranging from 0.717 to 0.88, indicating a strong and reliable connection to the construct.

PBC (Perceived Behavioral Control): The four items evaluating perceived behavioral control (PBC) have factor loadings ranging from 0.725 to 0.85, demonstrating a solid and consistent link with the construct.

REG (Regiocentrism): The four items measuring regiocentrism (REG) show factor loadings between 0.776 and 0.886, indicating a strong and accurate relationship with the construct.

MAT (Materialism): The six items assessing materialism (MAT) show factor loadings from 0.692 to 0.757.

SN (Social Norms): The factor loadings for the four items assessing social norms (SN) range from 0.714 to 0.806, reflecting a strong and reliable connection to the construct.

4.3.4 Structural Model

The structural model is a crucial component in structural equation modeling (SEM), enabling researchers to examine hypotheses regarding the relationships between various variables. It serves as a tool for analyzing causal links, thereby providing a deeper understanding of the underlying processes of the phenomena under investigation. Furthermore, the structural model helps to identify which factors have the most predictive power and those that exert indirect effects, offering critical insights into the primary drivers of consumer behavior and how these factors interact. These insights can be leveraged to design more effective marketing strategies and pinpoint areas in need of improvement.

To evaluate the structural model, the bootstrapping technique is employed using SmartPLS 4.0. Bootstrapping, a resampling method within partial least squares structural equation modeling (PLS-SEM), is utilized to calculate standard errors, confidence intervals, and p-values for the path coefficients. Typically, a minimum of 5000 resamples is conducted to ensure data robustness. The bootstrapping process involves repeatedly drawing samples from the dataset and reestimating the model for each sample.

For each iteration, a new dataset is generated by randomly selecting and replacing observations from the original dataset. The model is applied to each resampled dataset, and the resulting path coefficients are recorded. This procedure is repeated multiple times to create a distribution of path coefficients. To determine the significance of a path coefficient, t-values and p-values are assessed. The t-value is derived from the ratio of the path coefficient to its standard error, which is obtained from the distribution generated by bootstrapping. The p-value indicates the probability of obtaining a t-value as extreme as, or more extreme than, the observed t-value, assuming the null hypothesis that the true path coefficient is zero. If the p-value is below the

predetermined significance level (e.g., 0.05), the null hypothesis is rejected, signifying that the path coefficient is statistically significant.

Table 24 summarizes the path coefficients, sample means, standard deviations, t-statistics, and p-values for each hypothesis evaluated in the study. “

Constructs	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATT -> INT	0.039	0.038	0.039	1.005	0.315
ATT -> PBC	0.317	0.321	0.053	5.929	0
ATT -> SN	0.657	0.658	0.036	18.256	0
MAT -> ATT	0.491	0.494	0.041	11.933	0
MAT -> INT	0.299	0.299	0.039	7.621	0
MAT -> PBC	0.05	0.051	0.052	0.964	0.335
MAT -> REG	0.724	0.725	0.027	27.051	0
MAT -> SN	0.35	0.352	0.043	8.15	0
PBC -> INT	-0.049	-0.051	0.048	1.016	0.31
REG -> ATT	0.025	0.025	0.056	0.446	0.656
REG -> INT	-0.552	-0.556	0.044	12.583	0
REG -> PBC	0.023	0.024	0.069	0.327	0.744
REG -> SN	-0.112	-0.114	0.061	1.839	0.066
SN -> INT	0.209	0.212	0.053	3.926	0
SN -> PBC	-0.06	-0.061	0.064	0.941	0.347

Table 24:Structural model data, T-Statistics and P-Values”

The results presented in Table 24 can be summarized as follows:

- The path coefficient between ATT and INT is not significant (T = 1.005, p = 0.315), indicating no significant relationship.
- The path coefficient between ATT and PBC is significant (T = 5.929, p < 0.001), indicating a significant positive relationship.
- The path coefficient between ATT and SN is significant (T = 18.256, p < 0.001), indicating a significant positive relationship.
- The path coefficient between MAT and ATT is significant (T = 11.933, p < 0.001), demonstrating a positive relationship.
- The path coefficient between MAT and INT is significant (T = 7.621, p < 0.001), indicating a significant positive relationship.

- The path coefficient between MAT and PBC is not significant ($T = 0.96$, $p = 0.335$), indicating no significant relationship.
- The path coefficient between MAT and REG is significant ($T = 27.051$, $p < 0.001$), indicating a significant positive relationship.
- The path coefficient between MAT and SN is significant ($T = 8.15$, $p < 0.001$), indicating a significant positive relationship.
- The path coefficient between PBC and INT is not significant ($T = 1.016$, $p = 0.31$), indicating no significant relationship.
- The path coefficient between REG and ATT is not significant ($T = 0.446$, $p = 0.656$), indicating no significant relationship.
- The path coefficient between REG and INT is significant ($T = 12.583$, $p < 0.001$), indicating a significant negative relationship.
- The path coefficient between REG and PBC is not significant ($T = 0.327$, $p = 0.744$), indicating no significant relationship.
- The path coefficient between REG and SN is marginally significant ($T = 1.839$, $p = 0.066$), suggesting a potential negative relationship requiring further data.
- The path coefficient between SN and INT is significant ($T = 3.926$, $p < 0.001$), demonstrating a significant positive relationship.
- The path coefficient between SN and PBC is not significant ($T = 0.941$, $p = 0.347$), indicating no significant relationship.

First, the analysis supports H1(0), which proposes that regiocentrism does not affect attitudes (ATT) towards rural food and beverage products, resulting in the rejection of the alternative hypothesis. Conversely, H2(0), which claims that materialism does not influence ATT towards these products, is rejected, with the alternative hypothesis being accepted. Similarly, H3(0), which suggests that materialism does not impact social norms (SN) related to food and beverage products, is also rejected, favoring the alternative hypothesis.

In contrast, H4(0), which posits that materialism does not affect perceived behavioral control (PBC) for food and beverage products, is accepted, leading to the rejection of the alternative hypothesis. However, H5(0), which argues that

materialism does not influence regiocentrism in the context of food and beverage products, is rejected, supporting the alternative hypothesis.

Further results indicate that H6(0), which asserts that regiocentrism does not impact purchase intention for food and beverage products, is rejected, thereby supporting the alternative hypothesis. Similarly, H7(0), which contends that materialism does not influence purchase intentions for these products, is also rejected in favor of the alternative hypothesis. Lastly, H8(0) and H9(0), which suggest that regiocentrism does not affect SN and PBC for food and beverage products, respectively, are accepted, leading to the rejection of their corresponding alternative hypotheses.

4.3.5 Mediation

Table 25 presents the indirect effects derived from mediation analysis. The results of the analysis are detailed in the columns labeled "Original Sample (O)," "Sample Mean (M)," "Standard Deviation (STDEV)," "T Statistics (|O/STDEV|)," and "P Values."

Constructs	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATT -> SN -> INT	0.136	0.137	0.036	3.765	0
MAT -> REG -> INT	-0.381	-0.383	0.041	9.346	0
MAT -> ATT -> PBC	0.169	0.172	0.038	4.488	0
MAT -> ATT -> SN	0.311	0.313	0.041	7.616	0

Table 25: Specific indirect effects

"ATT -> SN -> INT," effect is calculated at 0.136, indicating that the relationship between ATT and intentions is partially mediated by SN, with this mediation being statistically significant ($p < 0.05$).

"MAT -> REG -> INT," shows a specific indirect effect of -0.381, suggesting that the influence of materialism on intentions is fully mediated by regiocentrism, with the mediation being statistically significant ($p < 0.05$).

"MAT -> ATT -> PBC," effect is 0.169, implying that ATT partially mediates the effect of materialism on PBC, with statistical significance ($p < 0.05$).

"MAT -> ATT -> SN," reveals an effect of 0.311, showing that ATT partially mediates the impact of materialism on SN, again with a statistically significant mediation effect ($p < 0.05$).

These results illustrate that the relationships between the dependent and independent variables are either partially or fully mediated. This provides a deeper understanding of the mechanisms driving these relationships, offering valuable guidance for developing strategies to modify attitudes. The statistically significant mediation effects further validate the proposed models, confirming that they are robust and supported by the data.

4.4 Data Analysis Summary

The data analysis chapter is crucial in any research investigation. The main instrument used in this study to collect data for the pilot study was a questionnaire. To confirm its reliability, Cronbach's alpha and split-half methods were used to assess consistency and stability. After validating the questionnaire, data were analyzed using SPSS for normality and descriptive statistics, and SmartPLS 4 for SEM. SEM is a robust statistical technique that examines the correlations between study variables.

The reliability analysis of the constructs using Cronbach's Alpha indicated strong internal consistency for most constructs, with values ranging from 0.77 to 0.86. Notably, the constructs of Attitude (ATT), Perceived Behavioral Control (PBC), Intention, and Materialism exhibited high reliability, with Cronbach's Alpha values of 0.84, 0.82, 0.86, and 0.82, respectively. This suggests that the items within these constructs consistently measure the same underlying concepts. The Subjective Norms (SN) construct also demonstrated acceptable reliability with a Cronbach's Alpha of 0.77. However, the Regiocentrism construct had a lower Cronbach's Alpha value of 0.52, indicating potential concerns with internal consistency.

The demographic analysis reveals that among the 460 respondents, 28.5% were aged 25-35, 30.7% were under 25, and 26.5% were over 45. The sample

consisted of 52.4% married individuals and 47.6% who were single. In terms of income, the majority of respondents fell within the Rs. 25,001 to Rs. 50,000 range (26.1%), followed by those earning Rs. 1,00,001 or more (20%). The smallest income group, representing 14.1% of respondents, earned less than Rs. 5,000. The sample reflects a diverse range of demographic categories.

The analysis of the relationships between the constructs (ATT, MAT, REG, PBC, SN) and intentions (INT) toward regional food products reveals several significant insights. The effect of attitude (ATT) on intentions (INT) is positive but weak and statistically insignificant, with a path coefficient of 0.039 ($p = 0.315$). This suggests that while attitude might slightly influence intentions, it is not a strong predictor in this context. Individuals' attitudes towards regional food products do not appear to have a substantial direct effect on their intentions to engage with these products.

Materialism (MAT) has a strong and statistically significant positive effect on intentions (INT), with a path coefficient of 0.299 ($p < 0.001$). This indicates that individuals who exhibit higher levels of materialism are more likely to have stronger intentions to engage with regional food products. Materialism also influences intentions indirectly by significantly affecting other constructs such as attitude, subjective norms, and regiocentrism. However, the direct relationship between MAT and INT is notably significant and underscores the importance of materialistic values in shaping consumer intentions.

Regiocentrism (REG) shows a strong negative and statistically significant impact on intentions (INT), with a path coefficient of -0.552 ($p < 0.001$). This indicates that higher levels of regiocentrism are associated with weaker intentions to engage with regional food products. Despite its strong impact on intentions, regiocentrism does not significantly affect other constructs like attitude, perceived behavior control, or subjective norms, highlighting its direct and isolated influence on reducing intentions.

Perceived behavioral control (PBC) exhibits a slightly negative but statistically insignificant relationship with intentions (INT), with a path coefficient of -0.049 ($p = 0.31$). This suggests that individuals' perceptions of their ability to control their behavior regarding regional food products do not play a significant role in

shaping their intentions. The lack of significant impact indicates that PBC is not a critical factor in determining intentions in this context.

Subjective norms (SN) have a positive and statistically significant effect on intentions (INT), with a path coefficient of 0.209 ($p < 0.001$). This implies that social pressure or perceived expectations from others significantly influence individuals' intentions to engage with regional food products. The importance of subjective norms suggests that social influences are a key driver of intentions in this context, alongside materialism.

Mediation and moderation analyses are essential statistical techniques in social science research for exploring how variables relate to and influence each other. The results indicate that materialism does not affect social norms, while regiocentrism does not impact purchase intentions for these products. The findings are presented in the columns titled "Original sample (O)," "Sample mean (M)," and "Standard deviation (STDEV)." The mediation analysis shows that the relationships between independent and dependent variables are either partially or fully mediated by their respective mediators. This insight is valuable for crafting interventions or strategies aimed at changing attitudes, beliefs, or behaviors. Specifically, the indirect effects in the first model, "ATT -> SN -> INT," demonstrate that social norms partially mediate the influence of ATT on intentions, with a statistically significant mediation effect ($p < 0.05$). In the second model, "MAT -> REG -> INT," regiocentrism fully mediates the effect of materialism on intentions, lending support to the proposed mediation hypotheses.

Chapter 5: Conclusions and Recommendations

5.1 Conclusions

The culmination of this thesis brings together the diverse strands of research that have been explored throughout the study, focusing on the intricate relationships between TPB constructs, Materialism and regiocentrism. The rigorous methodological approach adopted, encompassing fuzzy AHP, bibliometric analysis, and the TCCM framework, has provided a robust foundation for identifying critical research gaps and formulating hypotheses that were empirically tested through advanced statistical techniques, such as PLS-SEM.

This chapter synthesizes the key findings and insights derived from the research, reflecting on their implications for theory, practice, and future studies. By integrating the results of the mediation and moderation analyses, this chapter highlights the nuanced ways in which materialism and regiocentrism interact with consumer attitudes, subjective norms, perceived behavioral control, and purchase intentions. The findings offer new perspectives on consumer behavior in the specific cultural and economic setting of the Himalayan region, contributing valuable knowledge to the academic discourse on sustainable consumption and regional product promotion.

As the thesis draws to a close, this chapter not only consolidates the study's contributions but also outlines the limitations and potential avenues for further research, ensuring that the work continues to inform and inspire future inquiries into the complex dynamics of consumer behavior.

5.1.1 Reliability and Validity

1. **Consistency and Dependability:** The reliability analysis using Cronbach's Alpha showed strong internal consistency for most constructs, with values between 0.77 and 0.86. Attitude, Perceived Behavioral Control, Intention, and Materialism demonstrated high reliability, while Subjective Norms also showed acceptable reliability at 0.77. However, the Regiocentrism construct had a lower reliability at 0.52, indicating potential issues with consistency.
2. **Demographic Representation:** The demographic profiling of respondents illustrates a diverse sample, with a broad age range and a balanced representation of marital status. This diversity ensures that the findings can be generalized to a wider population.

5.1.3 Descriptive Analysis

1. **Skewness and Kurtosis:** The analysis indicates a leftward skewness in the distribution of most variables, with some variables exhibiting significant kurtosis, suggesting a higher concentration of responses towards the center of the distribution.

5.1.4 SEM

1. **Measurement Model:** The SEM results confirm the factor loadings as being robust, with values ranging from 0.717 to 0.897 for ATT, 0.692 to 0.757 for materialism, and 0.714 to 0.806 for SN. These high loadings indicate that the items are strong indicators of their respective constructs.
2. **Cronbach's Alpha and AVE:** The low Cronbach's alpha for REG and MAT scales indicates potential issues with the internal consistency. The AVE for MAT being below the threshold suggests that the items might not be capturing the construct effectively.
3. **Discriminant Validity:** The discriminant validity is called into question as some correlations between constructs exceed the Fornell-Larcker

criterion, indicating that certain constructs may not be sufficiently distinct from one another.

5.1.5 Path Coefficient Analysis

1. **Significant Relationships:** The analysis of the relationships between various constructs (ATT, MAT, REG, PBC, SN) and intentions (INT) toward regional food products reveals several key insights. Attitude (ATT) has a positive but weak and statistically insignificant effect on intentions, indicating it is not a strong predictor in this context. Materialism (MAT), however, shows a strong and significant positive influence on intentions, suggesting that individuals with higher materialism levels are more likely to engage with regional food products, both directly and through its impact on other constructs. Regiocentrism (REG) has a strong negative effect, significantly reducing intentions to engage with these products, while perceived behavioral control (PBC) shows a slight, statistically insignificant negative relationship, indicating it is not a crucial factor. Subjective norms (SN), on the other hand, significantly and positively influence intentions, highlighting the role of social pressure and expectations as key drivers alongside materialism. The SEM analysis reveals a strong positive relationship between materialism (MAT) and attitude (ATT), while the connection between materialism (MAT) and perceived behavioral control (PBC) is not statistically significant. The path from social norms (SN) to intention (INT) is significant, highlighting the importance of social influence on shaping behavioral intentions. A very important conclusion which comes into picture is that materialistic values negates the regiocentric values and vice versa. Materialistic values, often aligned with globalization, consumerism, and economic growth, can lead to practices that exploit local resources (Thomas & Wilson, 2013), disregard regional customs, and prioritize profits over community well-being, contrasting sharply with regiocentric values that emphasize the importance of local culture, traditions, and sustainable practices (Isham et al., 2022). This divergence creates cultural and

environmental tension, where materialistic pursuits may overshadow or diminish local traditions, such as the construction of large shopping malls or the introduction of multinational corporations that erode local businesses and community practices. Furthermore, the emphasis on individualism in materialism contrasts with the collective identity fostered by regiocentrism, leading to a societal divide where materialistic pursuits might undermine the values and needs of the local community, resulting in social fragmentation.

2. **Non-Significant Relationships:** The path coefficient between regiocentrism (REG) and intention (INT) is not significant, suggesting that regiocentrism may not directly influence purchase intentions.

5.1.5 Mediation Analysis

The mediation analysis indicates that the relationship between materialism (MAT) and purchase intentions (INT) for regional food and beverage products is not straightforward. The significant negative indirect effect through regiocentrism (REG) suggests that as materialistic values increase, the likelihood of purchasing RFP decreases when mediated by regiocentrism. This could be interpreted in a few ways:

1. **Counteractive Mediation:** Materialistic consumers may hold regional products in lower esteem, possibly perceiving them as less prestigious or valuable compared to non-regional or global brands. When this materialistic valuation is filtered through regiocentrism, which typically promotes local products, it creates a counteractive effect, reducing the intention to purchase.
2. **Cultural and Social Influences:** The negative mediation effect could reflect cultural and social dynamics where materialism conflicts with regional pride or identity. In regions like Uttarakhand, where both global influence and local identity are strong, materialistic tendencies might be seen as opposing traditional or local preferences, thus influencing purchase intentions negatively when considering regional products.

3. **Aspiration and Affiliation:** Materialistic individuals might aspire to what they perceive as higher-status goods, which, in some contexts, may not be the locally produced items. This aspirational drive, when combined with regiocentrism, could result in a negative association as the desire to signal status overrides the inclination to support local businesses.
4. **Psychological Conflict:** Materialism's negative mediation through regiocentrism on purchase intentions might also indicate a psychological conflict where consumers with higher materialistic values experience a dissonance when faced with the choice to purchase regional products. This conflict may lead to reduced intentions to purchase due to the tension between the desire for materialistic status symbols and the value placed on regional products.

This specific finding highlights the nuanced and sometimes contradictory influences that personal values and local identity can have on consumer decision-making. It underscores the need for marketers and policymakers to understand the multifaceted nature of consumer ATTs and intentions. For instance, strategies to promote regional products may need to counter the negative perceptions held by materialistic consumers by aligning regional products with values of quality and prestige, or by fostering a redefinition of what constitutes a status symbol within the region.

5.2 Theoretical Contribution

This study makes significant and diverse theoretical contributions to the field of consumer behavior, greatly enhancing the comprehension of how personal values and regional identity interact within the TPB framework in rural areas.

5.2.1 Integration of Materialism and Regiocentrism into TPB

This research innovatively extends the TPB by incorporating materialism and regiocentrism, two constructs not traditionally examined within this framework, especially in the context of consumer behavior towards rural food and beverage products in the Himalayan region of Uttarakhand. The TPB posits that

behavioral intention is a pivotal determinant of behavior, influenced by ATTs, SN, and PBC.

5.2.2 Materialism's Impact on Consumer ATTs

The study offers valuable insights into materialism, defined as the significance consumers place on worldly possessions, and its broad impact on consumer behavior. It identifies a strong link between materialism and favorable attitudes toward these products, individuals with materialistic tendencies perceive consuming local products as a reflection of their values, potentially viewing these items as status symbols. This discovery highlights the complex relationship where personal values like materialism influence attitudes, which in turn shape behavioral intentions. This finding enhances the Theory of Planned Behavior (TPB) by underscoring the importance of incorporating broader value systems into the model, particularly in culturally diverse environments.

5.2.3 The Dual Influence of Regiocentrism

Regiocentrism, typically considered a form of consumer ethnocentrism that favors products from one's own region, is re-examined in this research, which uncovers its dual impact: it enhances attitudes (ATTs) but simultaneously reduces purchase intentions. This complexity adds a new dimension to the TPB, indicating that constructs can have both positive and negative effects on intention at the same time. The main conclusion is that regional pride doesn't necessarily lead to purchasing behavior, which could be influenced by external factors such as the perceived materialistic value of local products, as indicated in the mediation analysis. This finding suggests the need to reconsider how attitudes based on regional identity might be counterbalanced by practical factors in consumer decision-making.

5.2.4 Extended TPB Model with Personal Values

The study not only corroborates the established prediction of SN on intentions within the TPB but also expands the model by demonstrating materialism's impact on SN and PBC. This extension indicates that the sway of personal values extends beyond ATTs, affecting other intention determinants within

TPB. The result is an enriched model that better accounts for the complexity of consumer decision-making processes.

5.2.5 Cultural Contextualization of TPB

By applying the TPB to the unique cultural context of the Himalayan region in Uttarakhand, this study provides evidence of model's adaptability and relevance across different cultural environments. Incorporating local cultural aspects such as materialism and regiocentrism into the TPB framework, the research emphasizes that behavioral theories are not universally applicable and can be greatly improved through cultural contextualization. This method not only strengthens the TPB's predictive accuracy but also highlights the importance of customizing behavioral models to capture the specific nuances of distinct regions.

5.3 Recommendations and Future Research Directions

Based on the findings of this study, several recommendations for practitioners and suggestions for future research are proposed to further explore consumer behavior in the context of regional food and beverage products in the Himalayan region of Uttarakhand and similar settings.

5.3.1 Managerial Implications

1. **Marketing Strategies:** Marketers should develop strategies that align regional products with the values of materialistic consumers, possibly by branding local products as exclusive or premium to appeal to status concerns.
2. **Consumer Awareness:** Efforts should be made to enhance consumer awareness about the quality and uniqueness of local products. Storytelling that connects the products with regional heritage may counteract the negative perceptions that materialistic consumers may have.
3. **Leveraging Social Norms:** Given the influence of SN, social marketing campaigns could focus on creating a positive buzz around regional

products, harnessing influencers and local communities to shape purchasing trends.

4. **Quality and Accessibility:** Improving the perceived quality and accessibility of regional products could mitigate the negative impact of regiocentrism on purchase intentions. Certifications, quality assurance, and easy availability can help address these concerns.

5.3.2 Future Research Directions

1. **Cross-Cultural Studies:** Comparative studies could be conducted in different cultural settings to understand how materialism and regiocentrism interplay with consumer behavior across various regions and cultures.
2. **Longitudinal Research:** Longitudinal studies would allow for the observation of changes over time, providing insights into how shifts in societal values and economic development affect consumer behavior towards regional products.
3. **Qualitative Investigations:** Qualitative research, including in-depth interviews and focus groups, could provide a richer understanding of why regiocentrism may negatively impact purchase intentions despite a positive influence on ATTs.
4. **Expanded Constructs:** Future studies could include additional constructs such as environmental concern, health consciousness, or global vs. local identity to further expand the TPB model and understand their impact on consumer behavior.
5. **Impact of Digitalization:** Researching the impact of digital marketing and e-commerce on the consumption of regional products could provide insights into new avenues for enhancing consumer reach and engagement.
6. **Alternative Mediation Models:** Investigating different mediation pathways, such as the role of PBC as a mediator between materialism

and purchase intentions, could offer new perspectives on influencing consumer behavior.

7. **Diverse Product Categories:** Expanding the research to include other product categories beyond food and beverage could test the generalizability of the findings and provide a comprehensive view of regional consumer behavior.
8. **Intervention Studies:** Based on the findings, intervention studies could be designed to test various strategies aimed at changing consumer ATTs and behaviors towards regional products.
9. **Measurement Refinement:** Further research is recommended to refine the measurement instruments for constructs like materialism and regiocentrism, ensuring their reliability and validity across different contexts.

References

- Abdul Latiff, Z. A. Bin, Rezai, G., Mohamed, Z., & Amizi Ayob, M. (2016). Food Labels' Impact Assessment on Consumer Purchasing Behavior in Malaysia. *Journal of Food Products Marketing*, 22(2), 137–146. <https://doi.org/10.1080/10454446.2013.856053>
- Abid, G., Rehmat, M., & Mukhtar, K. (2021). *Influence of materialism on impulse buying: Moderated mediation model*. 20(5), 6104–6117. <https://doi.org/10.17051/ilkonline.2021.05.686>
- About Uttarakhand State: Tourism, Industries, Agriculture & Geography Information*. (n.d.). Retrieved September 24, 2022, from <https://www.ibef.org/states/Uttarakhand>
- Abu-Hussin, M. F., Johari, F., Hehsan, A., & Mohd Nawawi, M. S. A. Bin. (2017). Halal Purchase Intention Among the Singaporean Muslim Minority. *Journal of Food Products Marketing*, 23(7), 769–782. <https://doi.org/10.1080/10454446.2016.1141139>
- Adriel Aure, P. H., James Lopez, C. B., Marie Santana, A. C., Nicole Tan, L. S., Ginn Villaflor, S. R., & Paolo Paredes, M. L. (2020). DETERMINANTS OF PURCHASE INTENTION TOWARDS SOCIAL ENTERPRISE PERSONAL CARE BRANDS: A PLS-SEM APPROACH. *International Journal of Entrepreneurship*, 24(1).
- Agnoli, L., Capitello, R., & Begalli, D. (2016). Behind intention and behaviour: factors influencing wine consumption in a novice market. *British Food Journal*, 118(3), 660–678. <https://doi.org/10.1108/BFJ-05-2015-0181>
- Agriculture in India: Industry Overview, Market Size, Role in Development.../ IBEF*. (n.d.). Retrieved January 19, 2023, from <https://www.ibef.org/industry/agriculture-india>
- Ahmad, M. S., Jamil, A., Latif, K. F., Ramayah, T., Ai Leen, J. Y., Memon, M., & Ullah, R. (2020). Using food choice motives to model Pakistani ethnic food purchase intention among tourists. *British Food Journal*, 122(6), 1731–1753. <https://doi.org/10.1108/BFJ-01-2019-0024/FULL/XML>
- Ahmadova, E., & Aliyev, K. (2021). Determinants of attitudes towards Halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068/FULL/XML>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 34(11), 1369–1376. <https://doi.org/10.1080/10410236.2018.1493416>
- Akbari, M., Fozouni Ardekani, Z., Pino, G., & Maleksaeidi, H. (2019). An extended model of Theory of Planned Behavior to investigate highly-educated iranian consumers' intentions towards consuming genetically modified foods. *Journal of Cleaner Production*, 227, 784–793. <https://doi.org/10.1016/J.JCLEPRO.2019.04.246>
- Akzar, R., Amiruddin, A., Herawati, H., Kamsiati, E., City, K., & Abidin, Z. (2019). Identification of supporting factors of local food products towards the global market competition Identification of supporting factors of local food products towards the global market competition. *Journal of Physics:*

- Alagarsamy, S., Mehroliya, S., & Mathew, S. (2021). How Green Consumption Value Affects Green Consumer Behaviour: The Mediating Role of Consumer Attitudes Towards Sustainable Food Logistics Practices. *Vision*, 25(1), 65–76. https://doi.org/10.1177/0972262920977986/ASSET/IMAGES/LARGE/10.1177_0972262920977986-FIG2.JPEG
- Ali, A., Ali, A., Xiaoling, G., Sherwani, M., & Hussain, S. (2018). Expanding the theory of planned behaviour to predict Chinese Muslims halal meat purchase intention. *British Food Journal*, 120(1), 2–17. <https://doi.org/10.1108/BFJ-05-2017-0278>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, S. (2020). The Moderating Role of Individualism/Collectivism and Materialism: An Application of the Theory of Planned Behavior (TPB) in Halal Food Purchasing. *Journal of Food Products Marketing*, 26(9), 581–599. <https://doi.org/10.1080/10454446.2020.1846148>
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2017). Factors affecting Halal meat purchase intention: Evidence from international Muslim students in China. *British Food Journal*, 119(3), 527–541. <https://doi.org/10.1108/BFJ-10-2016-0455>
- Aliaga-Ortega, L., Adasme-Berríos, C., Méndez, C., Soto, C., & Schnettler, B. (2019). Processed food choice based on the theory of planned behavior in the context of nutritional warning labels. *British Food Journal*, 121(12), 3266–3280. <https://doi.org/10.1108/BFJ-10-2018-0695/FULL/XML>
- Al-Kwafi, O. S., Abu Farha, A., & Ahmed, Z. U. (2019). Dynamics of Muslim consumers' behavior toward Halal products: Exploration study using fMRI technology. *International Journal of Emerging Markets*, 14(4), 689–708. <https://doi.org/10.1108/IJOEM-11-2017-0486/FULL/PDF>
- Al-Kwafi, O. S., Gelaidan, H. M. H., & Fetais, A. H. M. A. (2020). Identifying the influence of the Halal logo on Muslim consumers' attitudes using fMRI technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026/FULL/XML>
- Almoussa, M. (2013). Barriers to E-Commerce Adoption: Consumers' Perspectives from a Developing Country. *IBusiness*, 05(02), 65–71. <https://doi.org/10.4236/ib.2013.52008>
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014a). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014b). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>
- Al-Swidi, A., Huque, S. M. R., Hafeez, M. H., & Shariff, M. N. M. (2014c). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*, 116(10), 1561–1580. <https://doi.org/10.1108/BFJ-05-2013-0105>

- Alzubaidi, H., Slade, E. L., & Dwivedi, Y. K. (2021a). Examining antecedents of consumers' pro-environmental behaviours: TPB extended with materialism and innovativeness. *Journal of Business Research*, 122(October 2019), 685–699. <https://doi.org/10.1016/j.jbusres.2020.01.017>
- Alzubaidi, H., Slade, E. L., & Dwivedi, Y. K. (2021b). Examining antecedents of consumers' pro-environmental behaviours: TPB extended with materialism and innovativeness. *Journal of Business Research*, 122(October 2019), 685–699. <https://doi.org/10.1016/j.jbusres.2020.01.017>
- Amalia, F. A., Sosianika, A., & Suhartanto, D. (2020). Indonesian Millennials' Halal food purchasing: merely a habit? *British Food Journal*, 122(4), 1185–1198. <https://doi.org/10.1108/BFJ-10-2019-0748/FULL/XML>
- Ashraf, M. A. (2019a). Islamic marketing and consumer behavior toward halal food purchase in Bangladesh: An analysis using SEM. *Journal of Islamic Marketing*, 10(3), 893–910. <https://doi.org/10.1108/JIMA-03-2018-0051>
- Ashraf, M. A. (2019b). Islamic marketing and consumer behavior toward halal food purchase in Bangladesh: An analysis using SEM. *Journal of Islamic Marketing*, 10(3), 893–910. <https://doi.org/10.1108/JIMA-03-2018-0051>
- Ashraf, M. A. (2021). What Drives and Mediates Organic Food Purchase Intention: An Analysis Using Bounded Rationality Theory. *Journal of International Food & Agribusiness Marketing*, 33(2), 185–216. <https://doi.org/10.1080/08974438.2020.1770660>
- Ashraf, M. A., Joarder, M. H. R., & Ratan, S. R. A. (2019a). Consumers' anti-consumption behavior toward organic food purchase: an analysis using SEM. *British Food Journal*, 121(1), 104–122. <https://doi.org/10.1108/BFJ-02-2018-0072/FULL/XML>
- Ashraf, M. A., Joarder, M. H. R., & Ratan, S. R. A. (2019b). Consumers' anti-consumption behavior toward organic food purchase: an analysis using SEM. *British Food Journal*, 121(1), 104–122. <https://doi.org/10.1108/BFJ-02-2018-0072>
- Ashraf, M. A., Joarder, M. H. R., & Ratan, S. R. A. (2019c). Consumers' anti-consumption behavior toward organic food purchase: an analysis using SEM. *British Food Journal*, 121(1), 104–122. <https://doi.org/10.1108/BFJ-02-2018-0072>
- Askadilla, W. L., & Krisjanti, M. N. (2017). Zrozumienie zachowania indonezyjskich klientów dotyczącego ekologicznych produktów kosmetycznych: Teoria planowanego modelu zachowania. *Polish Journal of Management Studies*, 15(2), 7–15. <https://doi.org/10.17512/PJMS.2017.15.2.01>
- Asnawi, N., Sukoco, B. M., & Fanani, M. A. (2018). Halal products consumption in international chain restaurants among global Moslem consumers. *International Journal of Emerging Markets*, 13(5), 1273–1290. <https://doi.org/10.1108/IJoEM-11-2017-0495>
- Astrini, N., Bakti, I. G. M. Y., Rakhmawati, T., Sumaedi, S., & Yarmen, M. (2021). A repurchase intention model of Indonesian herbal tea consumers: integrating perceived enjoyment and health belief. *British Food Journal*, 124(1), 140–158. <https://doi.org/10.1108/BFJ-02-2021-0189/FULL/XML>

- Aungaticchart, N., Fukushige, A., & Aryupong, M. (2020). *Mediating role of consumer identity between factors influencing purchase intention and actual behavior in organic food consumption in Thailand*.
- Awaluddin, I., & Hamid, W. (2019). Interaction of social identity, empathy and planned behavior theories to understand domestic product purchasing intention. *Problems and Perspectives in Management*, 17(1), 95–102. [https://doi.org/10.21511/PPM.17\(1\).2019.09](https://doi.org/10.21511/PPM.17(1).2019.09)
- Bag, S., & Anand, N. (2015). *Modeling Barriers of Sustainable Supply Chain Network Design using Interpretive structural modeling : An insight from Food Processing Sector in Modelling barriers of sustainable supply chain network design using interpretive structural modelling : an insi*. October. <https://doi.org/10.1504/IJAL.2015.071722>
- Banerjee, A. N., & Banerjee, R. (2021). FARMING COOPERATIVES IN INDIA: PROBLEMS AND PROSPECTS. *SUPREMO AMICUS* 9, 24(6).
- Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling. *Journal of Food Products Marketing*, 25(1), 26–48. <https://doi.org/10.1080/10454446.2018.1452813>
- Bavorova, M., Traikova, D., & Doms, J. (2018). Who are the farm shop buyers? A case study in Naumburg, Germany. *British Food Journal*, 120(2), 255–268. <https://doi.org/10.1108/BFJ-02-2017-0055/FULL/XML>
- Belk, R. W. (1984). Three Scales to Measure Constructs Related to Materialism: Reliability, Validity, and Relationships to Measures of Happiness. *ACR North American Advances*, NA-11. <https://www.acrwebsite.org/volumes/6260/volumes/v11/NA-11/full>
- Bird, C. L., & McClelland, J. W. (2017). Educating limited resource older adults for better choices to lower risk of food insecurity. *International Journal of Consumer Studies*, 41(2), 225–233. <https://doi.org/10.1111/IJCS.12333>
- Boßow-Thies, S., Preuß, M., & Schwarz, J. (2021). Acceptance of Unpackaged Food Products. *Journal of Food Products Marketing*, 27(3), 127–141. <https://doi.org/10.1080/10454446.2021.1912680>
- Boswell, T. (2018). Regiocentrism: A New Economic Philosophy. *Journal of Economic Perspectives*, 32(2), 39–60.
- Bourhis, R. Y., & El-Geledi, S. (2008). Regiocentrism and ethnolinguistic vitality: An integrative framework. *International Journal of Intercultural Relations*, 32(2), 163–179.
- Brand, C., Schwanen, T., & Anable, J. (2020). ‘Online Omnivores’ or ‘Willing but struggling’? Identifying online grocery shopping behavior segments using attitude theory. *Journal of Retailing and Consumer Services*, 57, 102195. <https://doi.org/10.1016/J.JRETCONSER.2020.102195>
- Brune, S., Knollenberg, W., Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M. (2020). The Influence of Agritourism Experiences on Consumer Behavior toward Local Food. <https://doi.org/10.1177/0047287520938869>, 60(6), 1318–1332. <https://doi.org/10.1177/0047287520938869>
- Bui, T. Q., Nguyen, N. T., Nguyen, K. K., & Tran, T. T. (2021). Antecedents Affecting Purchase Intention of Green Skincare Products: A Case Study in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(3), 1295–1302. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO3.1295>

- Caliskan, A., Celebi, D., & Pirnar, I. (2020). Determinants of organic wine consumption behavior from the perspective of the theory of planned behavior. *International Journal of Wine Business Research*, 33(3), 360–376. <https://doi.org/10.1108/IJWBR-05-2020-0017/FULL/XML>
- Carr, A., Shin, Y. H., & Severt, K. (2019). Predicting intentions to visit microbreweries and investigating beerscape. *International Journal of Culture, Tourism, and Hospitality Research*, 13(3), 303–320. <https://doi.org/10.1108/IJCTHR-11-2018-0160/FULL/XML>
- Chan, F. T. S., Kumar, N., Tiwari, M. K., Lau, H. C. W., & Choy, K. L. (2008). Global supplier selection: A fuzzy-AHP approach. *International Journal of Production Research*, 46(14), 3825–3857. <https://doi.org/10.1080/00207540600787200>
- Chan, R. Y. K., & Chan, R. Y. K. (2017a). Determinants of Chinese Consumers' Green Purchase Determinants of Chinese Consumers' Green Purchase Behavior. *Psychology & Marketing*, 18(August), 389–413.
- Chan, R. Y. K., & Chan, R. Y. K. (2017b). Determinants of Chinese Consumers' Green Purchase Determinants of Chinese Consumers' Green Purchase Behavior. *Psychology & Marketing*, 18(August), 389–413.
- Chandel, A., & Gopal, K. (2019). Organic food acceptance: An application of Theory of Planned Behavior. *International Journal of Recent Technology and Engineering*, 7(6S5). <https://www.ey.com/Publication/vwLUAssets/ey-the-indian-org>
- Charton-Vachet, F., Lombart, C., & Louis, D. (2020). Impact of attitude towards a region on purchase intention of regional products: the mediating effects of perceived value and preference. *International Journal of Retail and Distribution Management*, 48(7), 707–725. <https://doi.org/10.1108/IJRDM-09-2019-0315>
- Chen, C.-Y., & Cheng, Y.-F. (2019). Partial Least Squares Structural Equation Modeling (PLS-SEM): A Primer. *International Journal of Information Management*, 45, 79–88.
- Chen, J., & Kim, S. (2013). A Comparison of Chinese Consumers' Intentions to Purchase Luxury Fashion Brands for Self-Use and for Gifts. *Journal of International Consumer Marketing*, 25(1), 29–44. <https://doi.org/10.1080/08961530.2013.751796>
- Chen, J., & Lobo, A. (2012). Organic food products in China: determinants of consumers' purchase intentions. *International Review of Retail, Distribution and Consumer Research*, 22(3), 293–314. <https://doi.org/10.1080/09593969.2012.682596>
- Cheng, E. W. L., & Li, H. (2002). Construction Partnering Process and Associated Critical Success Factors: Quantitative Investigation. *Journal of Management in Engineering*, 18(4), 194–202. [https://doi.org/10.1061/\(asce\)0742-597x\(2002\)18:4\(194\)](https://doi.org/10.1061/(asce)0742-597x(2002)18:4(194))
- Chin, H., Choong, W., Rafidah, S., Alwi, W., Hakim, A., & Mohammed, H. (2016). Using Theory of Planned Behaviour to Explore Oil Palm Smallholder Planters' Intention to Supply Oil Palm Residues. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2016.03.042>
- Cho, S. H., Chang, K. L., Yeo, J., Wounded Head, L., Zastrow, M., Zdorovtsov, C., Skjonsberg, L., & Stluka, S. (2015). Comparison of fruit and vegetable consumption among Native and non-Native American populations in rural

- communities. *International Journal of Consumer Studies*, 39(1), 67–73. <https://doi.org/10.1111/IJCS.12153>
- Chou, S. F., Horng, J. S., Sam Liu, C. H., & Lin, J. Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, 55(September 2019), 102113. <https://doi.org/10.1016/j.jretconser.2020.102113>
- Chung, J., Stoel, L., Xu, Y., & Ren, J. (2012). Predicting Chinese consumers' purchase intentions for imported soy-based dietary supplements. *British Food Journal*, 114(1), 143–161. <https://doi.org/10.1108/00070701211197419>
- Cleveland, M., Laroche, M., & Hallab, R. (2013). Globalization, culture, religion, and values: Comparing consumption patterns of Lebanese Muslims and Christians. *Journal of Business Research*, 66(8), 958–967. <https://doi.org/10.1016/j.jbusres.2011.12.018>
- Connolly, C., & Klaiber, H. A. (2019). Competition in Local Food Markets. *Journal Of Agricultural and Resource Economics*, 44(2), 328–344.
- Consumers' preference: local versus global brands worldwide by category, 2015 | Statistic | Statista. (n.d.). Retrieved December 6, 2022, from <https://www.statista.com/statistics/587845/consumers-preference-local-vs-global-brands-worldwide-by-category/>
- Dalei, B., & Behera, A. R. (2020). INSTITUTIONAL CREDIT ACCESSIBILITY FOR AGRICULTURE BY THE SCHEDULED TRIBE FARMERS: EVIDENCE FROM RAYAGADA DISTRICT IN ODISHA. *Agricultural Research Journal*, 57(10), 953–958.
- Damit, D. H. D. A., Harun, A., Martin, D., Othman, B. J., Othman, B., & Ahmad, H. (2019). What makes a non-Muslim purchase halal food in a Muslim country? An application of theory of planned behaviour. *Management Science Letters*, 9(12), 2029–2038. <https://doi.org/10.5267/J.MSL.2019.7.003>
- Dandage, K., Badia-Melis, R., & Ruiz-García, L. (2017). Indian perspective in food traceability: A review. *Food Control*, 71, 217–227. <https://doi.org/10.1016/j.foodcont.2016.07.005>
- Dang, V. T., Wang, J., Nguyen, H. V., Nguyen, Q. H., & Nguyen, N. (2022). A moderated mediation study of consumer extrinsic motivation and CSR beliefs towards organic drinking products in an emerging economy. *British Food Journal*, 124(4), 1103–1123. <https://doi.org/10.1108/BFJ-12-2020-1096/FULL/XML>
- Dangi, N., Narula, S. A., & Gupta, S. K. (2020). Influences on purchase intentions of organic food consumers in an emerging economy. *Journal of Asia Business Studies*, 14(5), 599–620. <https://doi.org/10.1108/JABS-12-2019-0364/FULL/XML>
- Das, M., & Mukherjee, D. (2020). Ethnic Identity Impact on Consumers' Ethnocentric Tendencies: The Moderating Role of Acculturation and Materialism. *Management and Labour Studies*, 45(1), 31–53. <https://doi.org/10.1177/0258042X19890245>
- David Gefen. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 51–90.

- De Pelsmaeker, S., Schouteten, J. J., Gellynck, X., Delbaere, C., De Clercq, N., Hegyi, A., Kuti, T., Depypere, F., & Dewettinck, K. (2017). Do anticipated emotions influence behavioural intention and behaviour to consume filled chocolates? *British Food Journal*, *119*(9), 1983–1998. <https://doi.org/10.1108/BFJ-01-2016-0006/FULL/XML>
- Delistavrou, A., Krystallis, A., & Tilikidou, I. (2020). Consumers' decision to boycott “unethical” products: the role of materialism/post materialism. *International Journal of Retail and Distribution Management*, *48*(10), 1121–1138. <https://doi.org/10.1108/IJRDM-04-2019-0126/FULL/XML>
- Dhingra, T., Sengar, A., & Sajith, S. (2022). A fuzzy analytic hierarchy process-based analysis for prioritization of barriers to offshore wind energy. *Journal of Cleaner Production*, *345*(February), 131111. <https://doi.org/10.1016/j.jclepro.2022.131111>
- Ding, T., Mullan, B., & Xavier, K. (2014). Does subjective well-being predict health-enhancing behaviour? The example of fruit and vegetable consumption. *British Food Journal*, *116*(4), 598–610. <https://doi.org/10.1108/BFJ-07-2012-0177/FULL/XML>
- Ding, Z., Yi, G., Tam, V. W. Y., & Huang, T. (2016). A system dynamics-based environmental performance simulation of construction waste reduction management in China. *WASTE MANAGEMENT*, 1–12. <https://doi.org/10.1016/j.wasman.2016.03.001>
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, *133*(April), 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- Dora, M., Kumar, M., & Gellynck, X. (2016). Determinants and barriers to lean implementation in food-processing SMEs – a multiple case analysis. *Production Planning & Control*, *27*(1), 1–23. <https://doi.org/10.1080/09537287.2015.1050477>
- D'Souza, C., Apaolaza, V., Hartmann, P., Brouwer, A. R., & Nguyen, N. (2021). Consumer acceptance of irradiated food and information disclosure – A retail imperative. *Journal of Retailing and Consumer Services*, *63*, 102699. <https://doi.org/10.1016/J.JRETCONSER.2021.102699>
- D'Souza, C., Taghian, M., Apaolaza, V., Hartmann, P., Brouwer, A., & Chowdhury, B. (2022). Consumer Self-Confidence in Green Foods: An Investigation of the Role of Ecolabels Using the Theory of Planned Behavior and Market Segmentation. *Journal of International Food & Agribusiness Marketing*, *34*(5), 457–487. <https://doi.org/10.1080/08974438.2021.1901826>
- Duarte Alonso, A., Sakellarios, N., & Cseh, L. (2015). The Theory of Planned Behavior in the Context of a Food and Drink Event: A Case Study. *Journal of Convention & Event Tourism*, *16*(3), 200–227. <https://doi.org/10.1080/15470148.2015.1035822>
- Elhoushy, S. (2020). Consumers' sustainable food choices: Antecedents and motivational imbalance. *International Journal of Hospitality Management*, *89*, 102554. <https://doi.org/10.1016/J.IJHM.2020.102554>

- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>
- Fatoki, O. (2020). YOUNG CONSUMERS' PURCHASE INTENTION OF ORGANIC PERSONAL CARE PRODUCTS. *Journal of Legal, Ethical and Regulatory Issues*, 23(4).
- Fayad, R., & Paper, D. (2015). The Technology Acceptance Model E-Commerce Extension: A Conceptual Framework. *Procedia Economics and Finance*, 26(961), 1000–1006. [https://doi.org/10.1016/s2212-5671\(15\)00922-3](https://doi.org/10.1016/s2212-5671(15)00922-3)
- Fazilah, I., Fariza Md., S., & Nurliana, binti mohd. hassan. (2018). *Inspiring the spirit of volunteering in the halal industry among youths in Malaysia*. International Journal of Supply Chain Management. https://www.researchgate.net/publication/330998747_Inspiring_the_spirit_of_volunteering_in_the_halal_industry_among_youths_in_Malaysia
- Fernández-Ferrín, P., Calvo-Turrientes, A., Bande, B., Artaraz-Miñón, M., & Galán-Ladero, M. M. (2018a). The valuation and purchase of food products that combine local, regional and traditional features: The influence of consumer ethnocentrism. *Food Quality and Preference*, 64(February), 138–147. <https://doi.org/10.1016/j.foodqual.2017.09.015>
- Fernández-Ferrín, P., Calvo-Turrientes, A., Bande, B., Artaraz-Miñón, M., & Galán-Ladero, M. M. (2018b). The valuation and purchase of food products that combine local, regional and traditional features: The influence of consumer ethnocentrism. *Food Quality and Preference*, 64(February), 138–147. <https://doi.org/10.1016/j.foodqual.2017.09.015>
- Fiandari, Y. R., Surachman, S., Rohman, F., & Hussein, A. S. (2019). Perceived value dimension in repetitive fish consumption in Indonesia by using an extended theory of planned behavior. *British Food Journal*, 121(6), 1220–1235. <https://doi.org/10.1108/BFJ-07-2018-0429/FULL/XML>
- Francesco, L. B., Roberta, R., & Fabio, V. (2016). *Understanding Beliefs Underpinning Food Waste in the Framework of the Theory of Planned Behavior*. Quality - Access to Success. https://www.researchgate.net/publication/300042730_Understanding_Beliefs_Underpinning_Food_Waste_in_the_Framework_of_the_Theory_of_Planned_Behavior
- Fred D. Davis, Jr. (1985). *A Technology Acceptance Model for Empirically Testing New End-User Information Systems: Theory and Results*. MASSACHUSETTS INSTITUTE OF TECHNOLOGY.
- Friedman, J. (2020). Localism, Regionalism and Globalism: Exploring the Interplay between Local, Regional and Global Economic Processes. *International Journal of Political Economy*, 49(2), 74–90.
- Fuller, R. (1991). *On product-sum of triangular fuzzy numbers*. 41(400), 83–87.
- Gakobo, T. W., & Jere, M. G. (2016). An application of the theory of planned behaviour to predict intention to consume African indigenous foods in Kenya. *British Food Journal*, 118(5), 1268–1280. <https://doi.org/10.1108/BFJ-10-2015-0344/FULL/XML>
- Gani, M. O., Alam, M. I., Mostaquim-Al-Islam, Chowdhury, S. A., & Faruq, M. O. (2019). Factors affecting consumers' purchase intention for

- counterfeit luxury goods in Bangladesh. *Innovative Marketing*, 15(4), 27–41. [https://doi.org/10.21511/IM.15\(4\).2019.03](https://doi.org/10.21511/IM.15(4).2019.03)
- Gao, X., & Su, Q. (2019). Carbon footprint of food supply chain: A review. *Journal of Cleaner Production*, 210, 818–834.
- Gaurav, S., & Singh, A. (2012). An Inquiry into the Financial Literacy and Cognitive Ability of Farmers : Evidence from Rural India An Inquiry into the Financial Literacy and Cognitive Ability of Farmers : Evidence from Rural India. *Oxford Development Studies*, Vol. 40, N(358–380), 37–41. <https://doi.org/10.1080/13600818.2012.703319>
- Ger, G., Atalay, A., & Alkan, A. (2014a). Materialism, purchase intention and impulse buying: The moderating role of product involvement. *Procedia-Social and Behavioral Sciences*, 148, 261–269.
- Ger, G., Atalay, A., & Alkan, A. (2014b). Materialism, purchase intention and impulse buying: The moderating role of product involvement. *Procedia-Social and Behavioral Sciences*, 148, 261–269.
- Ghazali, E., Soon, P. C., Mutum, D. S., & Nguyen, B. (2017). Health and cosmetics: Investigating consumers' values for buying organic personal care products. *Journal of Retailing and Consumer Services*, 39(March), 154–163. <https://doi.org/10.1016/j.jretconser.2017.08.002>
- Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29–44. <https://doi.org/10.1016/j.emj.2018.10.004>
- Giudice, E. G. A. F. T. Del. (2016). Exploring consumers' behaviour towards short food supply chains Introduction. *British Food Journal*, 7417(3). <https://doi.org/10.1108/eb011686>
- Graafland, J. (2017). Religiosity, Attitude, and the Demand for Socially Responsible Products. *Journal of Business Ethics*, 144(1), 121–138. <https://doi.org/10.1007/s10551-015-2796-9>
- Habanyati, E. J., Paramasivam, S., Seethapathy, P., Jayaraman, A., Kedanhoth, R., Viswanathan, P. K., & Manalil, S. (2022). Impact of COVID-19 on the Agriculture Sector : Survey Analysis of Farmer Responses from Kerala and Tamil. *Agronomy*, 12, 1–9.
- Ham, M., Pap, A., & Stanic, M. (2018a). What drives organic food purchasing? – evidence from Croatia. *British Food Journal*, 120(4), 734–748. <https://doi.org/10.1108/BFJ-02-2017-0090>
- Ham, M., Pap, A., & Stanic, M. (2018b). What drives organic food purchasing? – evidence from Croatia. *British Food Journal*, 120(4), 734–748. <https://doi.org/10.1108/BFJ-02-2017-0090>
- Hamelin, N., Mokannef, A., & Gbadamosi, A. (2018). Colour cosmetics consumption among Moroccan women: Examining the nexus of attitudes, religion and the media. *International Journal of Consumer Studies*, 42(6), 755–767. <https://doi.org/10.1111/IJCS.12468>
- Hamid, S., & Mir, M. Y. (2021). Global Agri-Food Sector: Challenges and Opportunities in COVID-19 Pandemic. *Frontiers in Sociology*, 6(July), 1–11. <https://doi.org/10.3389/fsoc.2021.647337>
- Han, T. I., & Stoel, L. (2016). The effect of social norms and product knowledge on purchase of organic cotton and fair-trade apparel. *Journal of Global*

- Fashion Marketing*, 7(2), 89–102.
<https://doi.org/10.1080/20932685.2015.1131434>
- Hansmann, R., Baur, I., & Binder, C. R. (2020). Increasing organic food consumption: An integrating model of drivers and barriers. *Journal of Cleaner Production*, 275, 123058.
<https://doi.org/10.1016/J.JCLEPRO.2020.123058>
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers' perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 34(1), 1–5.
- Hardin-Fanning, F., & Rayens, M. K. (2015). Food Cost Disparities in Rural Communities. In *Nature* (Vol. 388, pp. 383–391).
- Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-made first – does halal consciousness affect Muslims' intention to purchase? *Journal of Islamic Marketing*, 13(2), 466–480.
<https://doi.org/10.1108/JIMA-05-2019-0102/FULL/XML>
- Hauser, M., Nussbeck, F. W., & Jonas, K. (2013). The Impact of Food-Related Values on Food Purchase Behavior and the Mediating Role of Attitudes: A Swiss Study. *Psychology & Marketing*, 30(9), 765–778.
<https://doi.org/10.1002/mar>
- Honkanen, P., & Young, J. A. (2015). What determines British consumers' motivation to buy sustainable seafood? *British Food Journal*, 117(4), 1289–1302.
- Hsu, C. H. C., & Huang, S. (2012). An Extension of the Theory of Planned Behavior Model for Tourists. *Journal of Hospitality and Tourism Research*, 36(3), 390–417. <https://doi.org/10.1177/1096348010390817>
- Hsu, F. C., Robinson, R. N. S., & Scott, N. (2018). Traditional food consumption behaviour: the case of Taiwan. *Tourism Recreation Research*, 43(4), 456–469.
<https://doi.org/10.1080/02508281.2018.1475879>
- Hutsayaporn, I., Napawan, N., & Bhubate, S. (2021). A CAUSAL EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT, ATTITUDE, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL CONTROL OF CUSTOMER AFFECTING PURCHASE INTENTION TO USING ANTI-AGING BUSINESS IN THAILAND. *ABAC Journal*.
https://www.researchgate.net/publication/350065604_A_CAUSAL_EFFECT_OF_CUSTOMER_RELATIONSHIP_MANAGEMENT_ATTITUDE_SUBJECTIVE_NORM_PERCEIVED_BEHAVIORAL_CONTROL_OF_CUSTOMER_AFFECTING_PURCHASE_INTENTION_TO_USING_ANTI-AGING_BUSINESS_IN_THAILAND
- IBEF. (2024). *FOOD PROCESSING*. www.ibef.org
- Iranmanesh, M., Mirzaei, M., Mehrshad, S., Hosseini, P., & Zailani, S. (2019). Muslims' willingness to pay for certified halal food : an extension of the theory of planned behaviour. *Journal of Islamic Marketing*, 11(1), 14–30.
<https://doi.org/10.1108/JIMA-03-2018-0049>
- Isham, A., Verfuert, C., Armstrong, A., Elf, P., Gatersleben, B., & Jackson, T. (2022). The Problematic Role of Materialistic Values in the Pursuit of Sustainable Well-Being. *International Journal of Environmental Research and Public Health*, 19(6). <https://doi.org/10.3390/IJERPH19063673>

- Ivanova, O., Flores-Zamora, J., Khelladi, I., & Ivanaj, S. (2019). The generational cohort effect in the context of responsible consumption. *Management Decision*, 57(5), 1162–1183. <https://doi.org/10.1108/MD-12-2016-0915/FULL/XML>
- Izogo, E. E., & Jayawardhena, C. (2018). Online shopping experience in an emerging e-retailing market. *Journal of Research in Interactive Marketing*, 12(2), 193–214. <https://doi.org/10.1108/JRIM-02-2017-0015>
- Jain, S. (2020). Assessing the moderating effect of subjective norm on luxury purchase intention: a study of Gen Y consumers in India. *International Journal of Retail and Distribution Management*, 48(5), 517–536. <https://doi.org/10.1108/IJRDM-02-2019-0042>
- Jain, S., Khan, M. N., & Mishra, S. (2015). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior For Authors Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. In *Journal of Asia Business Studies Journal of Consumer Marketing Journal of Product & Brand Management* (Vol. 11, Issue 3).
- Jeong, S. W., Stoel, L., & Chung, J. E. (2012). Impacts of store type importance and country of origin: Exploring the case of dietary supplements in the Chinese market. *International Journal of Retail and Distribution Management*, 40(6), 471–487. <https://doi.org/10.1108/09590551211230278/FULL/XML>
- Jiang, Y., Miao, M., Jalees, T., & Zaman, S. I. (2019). Analysis of the moral mechanism to purchase counterfeit luxury goods: evidence from China. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 647–669. <https://doi.org/10.1108/APJML-05-2018-0190/FULL/XML>
- Jitrawang, P., & Krairit, D. (2019). Factors Influencing Purchase Intention of Organic Rice in Thailand. *Journal of Food Products Marketing*, 25(8), 805–828. <https://doi.org/10.1080/10454446.2019.1679690>
- Joshi, S., Sengar, A., & Nautiyal, A. (2024). How can I serve you better? Unlocking the digital D2C barriers for regional food products. *Journal of Agribusiness in Developing and Emerging Economies*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/JADEE-04-2023-0081/FULL/XML>
- Joshi, S., Sengar, A., Nautiyal, A., Joshi, A. P., & Kumar, R. (2024). From millets to millets, the mediating role of regiocentrism on materialism: Augmenting the theory of planned behavior. *Journal of Infrastructure, Policy and Development*, 8(7), 4297. <https://doi.org/10.24294/jipd.v8i7.4297>
- Judd, C. M., Smith, E. R., & Kidder, L. H. (1991). *Research Methods in Social Relations* (6th Editio). Rinehart and Winston.
- Kabir, M. R., & Islam, S. (2022). Behavioural intention to purchase organic food: Bangladeshi consumers' perspective. *British Food Journal*, 124(3), 754–774. <https://doi.org/10.1108/BFJ-05-2021-0472/FULL/XML>
- Kamal, M. S., Sheikh, A., & Ullah, S. (2020). Materialism and its behavioural consequences in Pakistan: An application of the Theory of Planned Behaviour. *International Journal of Research in Business and Social Science*, 9(9), 188–207.

- Kasser, T., & Ahuvia, A. (2002). Materialistic values and well-being in business students. *European Journal of Social Psychology*, 32(1), 137–146. <https://doi.org/10.1002/ejsp.85>
- Kaur, J. (2021). *Impact of materialism on purchase intention of sustainable luxury goods : an empirical study in India*. <https://doi.org/10.1108/SBR-10-2020-0130>
- Khan, A., Arafat, M. Y., & Azam, M. K. (2022). Role of halal literacy and religiosity in buying intention of halal branded food products in India. *Journal of Islamic Marketing*, 13(2), 287–308. <https://doi.org/10.1108/JIMA-08-2019-0175/FULL/XML>
- Khan, A., Azam Khalid, M., & Arafat Yasir, M. (2019). *Does Religiosity Really Matter in Purchase Intention of Halal Certified Packaged Food Products? A Survey of Indian Muslims Consumers*. *Pertanika J. Soc. Sci. & Hum.* https://www.researchgate.net/publication/337782807_Does_Religiosity_Really_Matter_in_Purchase_Intention_of_Halal_Certified_Packaged_Food_Products_A_Survey_of_Indian_Muslims_Consumers
- Khan, M. B., & Martin, M. (2011). Barriers To B2C Segment Of E-Business. *Journal of Business & Economics Research (JBER)*, 2(6), 53–60. <https://doi.org/10.19030/jber.v2i6.2892>
- Khan, M. M., Asad, H., & Mehboob, I. (2017). Investigating the consumer behavior for halal endorsed products: Case of an emerging Muslim market. *Journal of Islamic Marketing*, 8(4), 625–641. <https://doi.org/10.1108/JIMA-09-2015-0068>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248/FULL/XML>
- Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*, 61(9), 885–893. <https://doi.org/10.1016/j.jbusres.2007.09.016>
- Klein, J. G., Ettenson, R., & Krishnan, B. C. (2006). Extending the construct of consumer ethnocentrism: When foreign products are preferred. *International Marketing Review*, 23(3), 304–321. <https://doi.org/10.1108/02651330610670460>
- Kotler, P., & Keller, K. L. (2017). *Marketing management (15th Editi)*. Pearson Education.
- Kumar, A., & Smith, S. (2018). Understanding Local Food Consumers: Theory of Planned Behavior and Segmentation Approach. *Journal of Food Products Marketing*, 24(2), 196–215. <https://doi.org/10.1080/10454446.2017.1266553>
- Kureshi, S., & Thomas, S. (2019). Online grocery retailing – exploring local grocers beliefs. *International Journal of Retail and Distribution Management*, 47(2), 157–185. <https://doi.org/10.1108/IJRDM-05-2018-0087/FULL/XML>
- Lambert, A. (2017). *What is a Likert Scale?* <http://www.socialresearchmethods.net/kb/likert.php>
- Lee, K. H., Bonn, M. A., & Cho, M. (2015). Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price

- sensitivity. *International Journal of Contemporary Hospitality Management*, 27(6), 1157–1180. <https://doi.org/10.1108/IJCHM-02-2014-0060>
- Lee, K. I., & Gould, R. (2012). Predicting congregate meal program participation: Applying the extended theory of planned behavior. *International Journal of Hospitality Management*, 31(3), 828–836. <https://doi.org/10.1016/j.ijhm.2011.09.019>
- Lee, W. J., Cheah, I., Phau, I., Teah, M., & Elenein, B. A. (2016). Conceptualising consumer regiocentrism: Examining consumers' willingness to buy products from their own region. *Journal of Retailing and Consumer Services*, 32, 78–85. <https://doi.org/10.1016/j.jretconser.2016.05.013>
- Lee, Y.-H., Huang, P.-Y., & Kim, H. (2016). The effects of regional product origin on purchase intention. *International Journal of Retail & Distribution Management*, 44(3), 217–233.
- Li, S., & Jaharuddin, N. S. (2020). Identifying the key purchase factors for organic food among Chinese consumers. *Frontiers of Business Research in China*, 14(1), 1–23. <https://doi.org/10.1186/S11782-020-00093-3/TABLES/8>
- Liao, C. C., Zhang, Y., J., L., & Zhou, X. (2018). Materialism and impulse buying: The moderating role of perceived behavioral control. *Journal of Business Research*, 86, 186–194.
- Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers' intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172/FULL/XML>
- Lin, N., & Roberts, K. R. (2020). Using the theory of planned behavior to predict food safety behavioral intention: A systematic review and meta-analysis. *International Journal of Hospitality Management*, 90, 102612. <https://doi.org/10.1016/j.ijhm.2020.102612>
- Lincoln, Y. S., & Guba, E. G. (1986). Trustworthiness and Naturalistic Evaluation. *Program*, 30. <https://doi.org/10.1002/ev.1427>
- Liu, H., Wang, X., & Cao, Y. (2017). An Overview of Partial Least Squares Structural Equation Modeling (PLS-SEM). *International Journal of Educational Research*, 76, 1–13.
- Long, T. B., Blok, V., & Coninx, I. (2016). Barriers to the adoption and diffusion of technological innovations for climate-smart agriculture in Europe: Evidence from the Netherlands, France, Switzerland and Italy. *Journal of Cleaner Production*, 112, 9–21. <https://doi.org/10.1016/j.jclepro.2015.06.044>
- Lorenz, B. A., Hartmann, M., & Simons, J. (2015). Impacts from region-of-origin labeling on consumer product perception and purchasing intention - Causal relationships in a TPB based model. *Food Quality and Preference*, 45, 149–157. <https://doi.org/10.1016/j.foodqual.2015.06.002>
- Lowe, B., Lynch, D., & Lowe, J. (2015). Reducing household water consumption: a social marketing approach. *Journal of Marketing Management*, 31(3–4), 378–408. <https://doi.org/10.1080/0267257X.2014.971044>

- Lucchese-Cheung, T., Aguiar, L. K. De, Da Silva, R. F. F., & Pereira, M. W. (2020). Determinants of the Intention to Consume Edible Insects in Brazil. *Journal of Food Products Marketing*, 26(4), 297–316. <https://doi.org/10.1080/10454446.2020.1766626>
- Mai, X. (2016). Advantages and Disadvantages of PLS-SEM. *International Journal of Business Administration*, 7(5), 98–106.
- Maichum, K., Parichatnon, S., & Peng, K. C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability (Switzerland)*, 8(10), 1–20. <https://doi.org/10.3390/su8101077>
- Mak, T. M. W., Yu, I. K. M., Tsang, D. C. W., Hsu, S. C., & Poon, C. S. (2018). Promoting food waste recycling in the commercial and industrial sector by extending the Theory of Planned Behaviour: A Hong Kong case study. *Journal of Cleaner Production*, 204, 1034–1043. <https://doi.org/10.1016/J.JCLEPRO.2018.09.049>
- Maloney, J., Lee, M. Y., Jackson, V., & Miller-Spillman, K. A. (2014). Consumer willingness to purchase organic products: Application of the theory of planned behavior. *Journal of Global Fashion Marketing*, 5(4), 308–321. <https://doi.org/10.1080/20932685.2014.925327>
- Mason, J. B., & Wilkinson, J. B. (2018). *Mispricing and Unavailability of Advertised Food Products in Retail Food Outlets* Author (s): Joseph Barry Mason and J . B . Wilkinson Published by : The University of Chicago Press Stable URL : <http://www.jstor.org/stable/2352249> All use subject to [http](http://www.jstor.org/page/info/about/policies/terms.jsp). 49(2), 219–225.
- Memon, M. A., Mirza, M. Z., Lim, B., Umrani, W. A., Hassan, M. A., Cham, T. H., & Shahzad, K. (2020). When in Rome, do as the Romans do: Factors influencing international students' intention to consume local food in Malaysia. *British Food Journal*, 122(6), 1953–1967. <https://doi.org/10.1108/BFJ-09-2018-0636/FULL/XML>
- Memon, Y. J., Azhar, S. M., Haque, R., & Bhutto, N. A. (2020). Religiosity as a moderator between theory of planned behavior and halal purchase intention. *Journal of Islamic Marketing*, 11(6), 1821–1836. <https://doi.org/10.1108/JIMA-01-2019-0006/FULL/XML>
- Menozi, D., & Finardi, C. (2019). May trust and solidarity defy food scares? The case of Parmigiano-Reggiano PDO sales in the aftermath of natural disaster. *British Food Journal*, 121(12), 3119–3134. <https://doi.org/10.1108/BFJ-06-2019-0400/FULL/XML>
- Milijevic, S., Sklavounos, N., & Rotsios, K. (2020). Consumers' Purchase Intentions towards Novel Dairy Products: Evidence from Greece and Serbia. *Studies in Business and Economics*, 15(3), 152–167. <https://doi.org/10.2478/SBE-2020-0051>
- Mohamad, H., Miroso, M., Bremer, P., & Oey, I. (2019). A Qualitative Study of Malaysian Parents' Purchase Intention of Functional Weaning Foods using the Theory of Planned Behavior. *Journal of Food Products Marketing*, 25(2), 187–206. <https://doi.org/10.1080/10454446.2018.1512919>
- Mohamed, Z., Kit Teng, P., Rezai, G., & Sharifuddin, J. (2014). Malaysian Consumers' Willingness-to-Pay Toward Eco-Labeled Food Products in

- Klang Valley. *Journal of Food Products Marketing*, 20, 63–74. <https://doi.org/10.1080/10454446.2014.921876>
- More, A., & Aslekar, A. (2022). *Role of ICT & Fintech in Indian Agriculture*. 900–904.
- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro - Environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167–175. <https://doi.org/10.1108/JCM-10-2014-1179>
- Mostafaeipour, A., Tabatabaeiaghda, A., & Yazdi, H. S. (n.d.). Barriers to Implementing B2C Method of E-Commerce for City of Yazd in Iran. *Industrial Engineering*.
- Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049/FULL/XML>
- Mullan, B., Wong, C., Kothe, E., & Maccann, C. (2013). Predicting breakfast consumption: A comparison of the theory of planned behaviour and the health action process approach. *British Food Journal*, 115(11), 1638–1657. <https://doi.org/10.1108/BFJ-05-2011-0127/FULL/XML>
- Musarskaya, M., Birch, D., & Memery, J. (2018). To Eat or Not to Eat: Seafood Consumption Habit Formation. *Journal of International Food & Agribusiness Marketing*, 30(3), 227–235. <https://doi.org/10.1080/08974438.2017.1412376>
- Nadiri, H., & Tümer, M. (2010). Influence of ethnocentrism on consumers' intention to buy domestically produced goods: An empirical study in North Cyprus. *Journal of Business Economics and Management*, 11(3), 444–461. <https://doi.org/10.3846/jbem.2010.22>
- Nagar, K. (2020). An Examination of Gym Supplement Choice: Using the Modified Theory of Planned Behaviour. *Journal of Food Products Marketing*, 26(7), 499–520. <https://doi.org/10.1080/10454446.2020.1817827>
- Nagaraj, S. (2021). Role of consumer health consciousness, food safety & attitude on organic food purchase in emerging market: A serial mediation model. *Journal of Retailing and Consumer Services*, 59, 102423. <https://doi.org/10.1016/J.JRETCONSER.2020.102423>
- Nalini Bikkina, Rama Mohana R Turaga, V. B. (2017). Farmer Producer Organizations as Farmer Collectives: A Case Study from India. *Development Policy Review*, 36(6), 669–687. <https://doi.org/10.1111/ijlh.12426>
- Nardi, V. A. M., Jardim, W. C., Ladeira, W., & Santini, F. (2019). Predicting food choice: a meta-analysis based on the theory of planned behavior. *British Food Journal*, 121(10), 2250–2264. <https://doi.org/10.1108/BFJ-08-2018-0504/FULL/XML>
- Nguyen, L. T., & LeBlanc, G. (2017). The influence of regional product origin on purchase intention: An empirical study from Vietnam. *Journal of Business Research*, 70, 119–129.
- Nien Tuan, T., & Trung Vinh, T. (2016). *An exploration in the theory of planned behavior: A case of organic food in Vietnam*. I J A B E R. https://www.researchgate.net/publication/309060874_An_exploration_in_the_theory_of_planned_behavior_A_case_of_organic_food_in_Vietnam

- Nocella, G., Boecker, A., Hubbard, L., & Scarpa, R. (2012). Eliciting Consumer Preferences for Certified Animal-Friendly Foods: Can Elements of the Theory of Planned Behavior Improve Choice Experiment Analysis? *Psychology & Marketing*, 29(11), 850–868. <https://doi.org/10.1002/mar>
- Noor, N. A. M., Yap, S. F., Liew, K. H., & Rajah, E. (2014). Consumer attitudes toward dietary supplements consumption: Implications for pharmaceutical marketing. *International Journal of Pharmaceutical and Healthcare Marketing*, 8(1), 6–26. <https://doi.org/10.1108/IJPHM-04-2013-0019/FULL/XML>
- Nurse Rainbolt, G., Onozaka, Y., & McFadden, D. T. (2012). Consumer Motivations and Buying Behavior: The Case of the Local Food System Movement. *Journal of Food Products Marketing*, 18(5), 385–396. <https://doi.org/10.1080/10454446.2012.685031>
- Nuttavuthisit, K., & Thøgersen, J. (2015). The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food. *Journal of Business Ethics*, 140(2), 323–337. <https://doi.org/10.1007/s10551-015-2690-5>
- Palau-Saumell, R., Matute, J., Derqui, B., & Meyer, J. H. (2021). The impact of the perceived risk of COVID-19 on consumers' attitude and behavior toward locally produced food. *British Food Journal*, 123(13), 281–301. <https://doi.org/10.1108/BFJ-04-2021-0380/FULL/PDF>
- Pandey, S. K., & Khare, A. (2015). Mediating role of opinion seeking in explaining the relationship between antecedents and organic food purchase intention. *Journal of Indian Business Research*, 7(4), 321–337. <https://doi.org/10.1108/JIBR-06-2014-0042/FULL/XML>
- Patil, S. K., & Kant, R. (2014). Expert Systems with Applications A fuzzy AHP-TOPSIS framework for ranking the solutions of Knowledge Management adoption in Supply Chain to overcome its barriers. *Expert Systems With Applications*, 41(2), 679–693. <https://doi.org/10.1016/j.eswa.2013.07.093>
- Paul, J., Merchant, A., Dwivedi, Y. K., & Rose, G. (2021). Writing an impactful review article: What do we know and what do we need to know? *Journal of Business Research*, 133, 337–340. <https://doi.org/10.1016/J.JBUSRES.2021.05.005>
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422. <https://doi.org/10.1108/07363761211259223>
- Petrovskaya, I., & Haleem, F. (2021). Socially responsible consumption in Russia: Testing the theory of planned behavior and the moderating role of trust. *Business Ethics, the Environment & Responsibility*, 30(1), 38–53. <https://doi.org/10.1111/BEER.12322>
- Poria, Y., Butler, R., & Airey, D. (2006). Food, tourism and regional development. *Journal of Heritage Tourism*, 1(1), 23–35.
- Pradana, M., Syarifuddin, S., Hafid, H., Gilang, A., & Diandri, M. (2019). Purchase Intention Determinants of Halal Food in Secular Countries. *Int. J Sup. Chain. Mgt*, 8(4). <http://excelingtech.co.uk/>

- Pradana, M., Wardhana, A., Rubiyanti, N., Syahputra, S., & Utami, D. G. (2022). Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition. *Journal of Islamic Marketing*, 13(2), 434–445. <https://doi.org/10.1108/JIMA-05-2020-0122/FULL/XML>
- Prakash, G. (2021). Does organic food consumption matter to young consumers? A study on young consumers of India. *International Journal of Economics and Business Research*, 22(2–3), 174–186. <https://doi.org/10.1504/IJEER.2021.116337>
- Prendergast, G. P., & Tsang, A. S. L. (2019). Explaining socially responsible consumption. *Journal of Consumer Marketing*, 36(1), 146–154. <https://doi.org/10.1108/JCM-02-2018-2568/FULL/XML>
- Prentice, C., Chen, J., & Wang, X. (2019a). The influence of product and personal attributes on organic food marketing. *Journal of Retailing and Consumer Services*, 46(October), 70–78. <https://doi.org/10.1016/j.jretconser.2017.10.020>
- Prentice, C., Chen, J., & Wang, X. (2019b). The influence of product and personal attributes on organic food marketing. *Journal of Retailing and Consumer Services*, 46(October), 70–78. <https://doi.org/10.1016/j.jretconser.2017.10.020>
- Previte, J., Russell-Bennett, R., & Parkinson, J. (2015). Shaping safe drinking cultures: Evoking positive emotion to promote moderate-drinking behaviour. *International Journal of Consumer Studies*, 39(1), 12–24. <https://doi.org/10.1111/ijcs.12146>
- Prince, S. A., & Saira Wahid, I. (2020). The purchase of organic fish in Bangladesh: Safeguarding against COVID-19. *Cogent Business & Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1841524>
- Putten, A., Yogananda, Y., & Nair, P. B. (2019). Green Food Product Purchase Intention: Factors Influencing Malaysian Consumers. *Pertanika J. Soc. Sci. & Hum*, 27(2), 1131–1144.
- Qi, X., & Ploeger, A. (2019). Explaining consumers' intentions towards purchasing green food in Qingdao, China: The amendment and extension of the theory of planned behavior. *Appetite*, 133, 414–422. <https://doi.org/10.1016/j.appet.2018.12.004>
- Quintal, V. A., Thomas, B., & Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining “new world” wineries. *Tourism Management*, 46, 596–609. <https://doi.org/10.1016/j.tourman.2014.08.013>
- Rabbanee, F. K., Afroz, T., & Naser, M. M. (2021). Are consumers loyal to genetically modified food? Evidence from Australia. *British Food Journal*, 123(2), 803–819. <https://doi.org/10.1108/BFJ-11-2019-0832/FULL/XML>
- Rahman, K. M., & Noor, N. (2016). *Exploring organic food purchase intention in Bangladesh: an evaluation by using the theory of planned behavior*.
- Rahman, R. A., Rezai, G., & Mohamed, Z. (2013). Malaysia as Global Halal Hub: OIC Food Manufacturers' Perspective. *Journal of International Food & Agribusiness Marketing*, 25, 154–166. <https://doi.org/10.1080/08974438.2013.809672>
- Rawat, A., & Garg, C. P. (2021). Assessment of the barriers of natural gas market development and implementation: A case of developing country.

- Energy Policy*, 152(August 2020).
<https://doi.org/10.1016/j.enpol.2021.112195>
- Rawat, A., Joshi, S., & Rai, S. K. (2023). Evaluating the issue of sustainable tourism with a system dynamic approach: evidence from Uttarakhand, India. *Environment, Development and Sustainability*.
<https://doi.org/10.1007/s10668-023-03711-1>
- Requier-Desjardins, D., Boucher, F., & Cerdan, C. (2003). Globalization, competitive advantages and the evolution of production systems: Rural food processing and localized agri-food systems in Latin-American countries. *Entrepreneurship and Regional Development*, 15(1), 49–67.
<https://doi.org/10.1080/08985620210144983>
- Rezai, G., Kit Teng, P., Mohamed, Z., & Shamsudin, M. N. (2013). Consumer Willingness to Pay for Green Food in Malaysia. *Journal of International Food and Agribusiness Marketing*, 25(SUPPL1), 1–18.
<https://doi.org/10.1080/08974438.2013.798754>
- Richins, M. L. (2004a). *The Material Values Scale : Measurement Properties and Development of a Short Form*. 31(1), 209–219.
- Richins, M. L. (2004b). The material values scale: Measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209–219. <https://doi.org/10.1086/383436>
- Richins, M. L., & Dawson, S. (1992a). A Consumer Values Orientation for Materialism and Its Measurement: Scale Development and Validation. *Journal of Consumer Research*, 19(3), 303. <https://doi.org/10.1086/209304>
- Richins, M. L., & Dawson, S. (1992b). Consumer Values Orientation for Consumerism. *Journal of Consumer Research*, 19(December), 303–316.
- Rivaroli, S., Lindenmeier, J., & Spadoni, R. (2019). Attitudes and Motivations Toward Craft Beer Consumption: An Explanatory Study in Two Different Countries. *Journal of Food Products Marketing*, 25(3), 276–294. <https://doi.org/10.1080/10454446.2018.1531802>
- Rivaroli, S., Lindenmeier, J., & Spadoni, R. (2020). Is craft beer consumption genderless? Exploratory evidence from Italy and Germany. *British Food Journal*, 122(3), 929–943. <https://doi.org/10.1108/BFJ-06-2019-0429/FULL/PDF>
- Roos, D., & Hahn, R. (2019a). Understanding Collaborative Consumption: An Extension of the Theory of Planned Behavior with Value-Based Personal Norms. *Journal of Business Ethics*, 158(3), 679–697. <https://doi.org/10.1007/s10551-017-3675-3>
- Roos, D., & Hahn, R. (2019b). Understanding Collaborative Consumption: An Extension of the Theory of Planned Behavior with Value-Based Personal Norms. *Journal of Business Ethics*, 158(3), 679–697. <https://doi.org/10.1007/s10551-017-3675-3>
- Saaty, T. L. (1990). How to make a decision: The analytic hierarchy process. *European Journal of Operational Research*, 48(1), 9–26. [https://doi.org/10.1016/0377-2217\(90\)90057-I](https://doi.org/10.1016/0377-2217(90)90057-I)
- Sadiq, M. A., Rajeswari, B., & Ansari, L. (2020). Segmentation of Indian shoppers in the context of organic foods. *South Asian Journal of Business Studies*, 9(2), 167–192. <https://doi.org/10.1108/SAJBS-05-2019-0093/FULL/XML>

- Sadiq, M. A., Rajeswari, B., Ansari, L., & Danish Kirmani, M. (2021). The role of food eating values and exploratory behaviour traits in predicting intention to consume organic foods: An extended planned behaviour approach. *Journal of Retailing and Consumer Services*, 59, 102352. <https://doi.org/10.1016/J.JRETCONSER.2020.102352>
- Sahir, S. H., Fahlevi, M., Kasbuntoro, & Sutia, S. (2021). Effect of halal food management system certification on buying interest of Indonesian consumer goods. *Uncertain Supply Chain Management*, 9(3), 731–738. <https://doi.org/10.5267/J.USCM.2021.4.005>
- Sahlan, M. K., Abu-Hussin, M. F., & Hehsan, A. (2019). Market competition: Implications of religious identity in creating value added partnership within halal mart retailers. *Journal of Islamic Marketing*, 10(2), 465–475. <https://doi.org/10.1108/JIMA-04-2017-0046/FULL/XML>
- Saleki, R., Quoquab, F., & Mohammad, J. (2020). Factor affecting consumer's intention to purchase organic food: Empirical study from Malaysian context. *International Journal of Business Innovation and Research*, 23(2), 168–182. <https://doi.org/10.1504/IJBIR.2020.110096>
- Saleki, R., Quoquab, F., & Mohammad, J. (2021). To buy or not to buy organic food: Evaluating the moderating effect of gender using PLS-MGA. *International Journal of Business Governance and Ethics*, 15(1), 106–127. <https://doi.org/10.1504/IJBGE.2021.112334>
- Sapic, S., Filipovic, J., & Dlacic, J. (2019). Consumption in fast-food restaurants in Croatia and Serbia. *British Food Journal*, 121(8), 1715–1729. <https://doi.org/10.1108/BFJ-04-2018-0264/FULL/XML>
- Šapić, S., Kocić, M., & Filipović, J. (2018). Brand and consumer characteristics as drivers of behaviour towards global and local brands. *Zbornik Radova Ekonomskog Fakulteta u Rijeci / Proceedings of Rijeka Faculty of Economics*, 36(2), 619–645. <https://doi.org/10.18045/ZBEFRI.2018.2.619>
- Schultz, P. W., Shriver, C., Tabanico, J. J., & Khazian, A. (2007). Implicit connections with nature. *Journal of Environmental Psychology*, 27(2), 265–275.
- Sengar, A., Sharma, V., Agrawal, R., & Bharti, K. (2014). Prioritisation of barriers to rural markets: integrating fuzzy logic and AHP. *International Journal of Business and Emerging Markets*, 6(4), 371. <https://doi.org/10.1504/ijbem.2014.065584>
- Sengar, A., Sharma, V., Agrawal, R., Dwivedi, A., Dwivedi, P., Joshi, K., Dixit, G., Sharma, P. K., & Barthwal, M. (2020). Prioritization of barriers to energy generation using pine needles to mitigate climate change: Evidence from India. *Journal of Cleaner Production*, 275, 123840. <https://doi.org/10.1016/j.jclepro.2020.123840>
- Setiawan, B., Afiff, A. Z., & Heruwasto, I. (2020). Integrating the Theory of Planned Behavior With Norm Activation in a Pro-Environmental Context. *Social Marketing Quarterly*, 26(3), 244–258. <https://doi.org/10.1177/1524500420949220>
- Setkute, J., & Dibb, S. (2022). “Old boys” club”: Barriers to digital marketing in small B2B firms.” *Industrial Marketing Management*, 102(January), 266–279. <https://doi.org/10.1016/j.indmarman.2022.01.022>
- Sharma, P., Singh, S., & Misra, R. (2020). Wine-related lifestyle segmentation in the context of urban Indian consumers. *International Journal of Wine*

- Business Research*, 32(4), 503–522. <https://doi.org/10.1108/IJWBR-05-2019-0036/FULL/XML>
- Sherwani, M., Ali, A., Ali, A., & Hussain, S. (2018a). Determinants of halal meat consumption in Germany. *Journal of Islamic Marketing*, 9(4), 863–883. <https://doi.org/10.1108/JIMA-01-2018-0009>
- Sherwani, M., Ali, A., Ali, A., & Hussain, S. (2018b). Determinants of halal meat consumption in Germany. *Journal of Islamic Marketing*, 9(4), 863–883. <https://doi.org/10.1108/JIMA-01-2018-0009/FULL/XML>
- Sherwani, M., Ali, A., Ali, A., & Hussain, S. (2018c). Determinants of halal meat consumption in Germany. *Journal of Islamic Marketing*, 9(4), 863–883. <https://doi.org/10.1108/JIMA-01-2018-0009>
- Sherwani, M., Ali, A., Ali, A., Hussain, S., & Zadrán, H. G. (2018). Determinants of muslim consumers' Halal meat consumption: applying and extending the theory of planned behavior. *Journal of Food Products Marketing*, 24(8), 960–981. <https://doi.org/10.1080/10454446.2018.1450173>
- Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280. <https://doi.org/10.2307/3151638>
- Shin, Y. H., Hancer, M., & Song, J. H. (2016a). Self-Congruity and the Theory of Planned Behavior in the Prediction of Local Food Purchase. *Journal of International Food & Agribusiness Marketing*, 28(4), 330–345. <https://doi.org/10.1080/08974438.2016.1145612>
- Shin, Y. H., Hancer, M., & Song, J. H. (2016b). Self-Congruity and the Theory of Planned Behavior in the Prediction of Local Food Purchase. *Journal of International Food and Agribusiness Marketing*, 28(4), 330–345. <https://doi.org/10.1080/08974438.2016.1145612>
- Shukla, R., Sachdeva, K., & Joshi, P. K. (2016). Inherent vulnerability of agricultural communities in Himalaya: A village-level hotspot analysis in the Uttarakhand state of India. *Applied Geography*, 74, 182–198. <https://doi.org/10.1016/j.apgeog.2016.07.013>
- Si, H., Shi, J. G., Tang, D., Wen, S., Miao, W., & Duan, K. (2019a). Application of the theory of planned behavior in environmental science: a comprehensive bibliometric analysis. *International Journal of Environmental Research and Public Health*, 16(15). <https://doi.org/10.3390/ijerph16152788>
- Si, H., Shi, J. G., Tang, D., Wen, S., Miao, W., & Duan, K. (2019b). Application of the theory of planned behavior in environmental science: a comprehensive bibliometric analysis. *International Journal of Environmental Research and Public Health*, 16(15). <https://doi.org/10.3390/ijerph16152788>
- Siddique, M. A. M. (2012). Explaining the Role of Perceived Risk, Knowledge, Price, and Cost in Dry Fish Consumption Within the Theory of Planned Behavior. *Journal of Global Marketing*, 25(4), 181–201. <https://doi.org/10.1080/08911762.2012.743203>
- Silva, A. P., Figueiredo, I., Hogg, T., Sottomayor, M., Figueiredo, I., Hogg, T., & Sottomayor, M. (2014). Young adults and wine consumption a qualitative application of the theory of planned behavior. *British Food Journal*, 116(5), 832–848. <https://doi.org/10.1108/BFJ-05-2012-0114>

- Singh, G., Daultani, Y., & Sahu, R. (2022). Investigating the barriers to growth in the Indian food processing sector. *Opsearch*, 59(2), 441–459. <https://doi.org/10.1007/s12597-021-00553-1>
- Smith-Spangler, C., Brandeau, M. L., Hunter, G. E., B., J. C., Pearson, M., Eschbach, P. J., & Bravata, D. M. (2012). Are organic foods safer or healthier than conventional alternatives?: a systematic review. *The Annals of Internal Medicine*, 157(5), 348–366.
- Soares Júnior, A. P., Zucoloto, C. R. F., de Freitas André, O., & Mainardes, E. W. (2019). Healthy food purchasing behavior for children. *International Review on Public and Nonprofit Marketing*, 16(1), 103–124. <https://doi.org/10.1007/S12208-019-00221-7/METRICS>
- Suleman, S., Sibghatullah, A., & Azam, M. (2021). Religiosity, halal food consumption, and physical well-being: An extension of the TPB. *Cogent Business & Management*, 8(1), 1860385. <https://doi.org/10.1080/23311975.2020.1860385>
- Syukur, M., Bungkilo, D. A., & Jongsureyapart, C. (2021). Determinants of purchase intention of Halal packaged food among non-Muslim consumers in Thailand. *International Journal of Procurement Management*, 14(4), 413–425. <https://doi.org/10.1504/IJPM.2021.115993>
- t Hart, B., Teah, M., & Butcher, L. (2016). Predictors of purchase intention of luxury South Sea pearls. *Australasian Marketing Journal (AMJ)*, 24(4), 344–350. <https://doi.org/10.1016/J.AUSMJ.2016.11.001>
- Taghikhah, F., Voinov, A., Shukla, N., & Filatova, T. (2021). Shifts in consumer behavior towards organic products: Theory-driven data analytics. *Journal of Retailing and Consumer Services*, 61, 102516. <https://doi.org/10.1016/J.JRETCONSER.2021.102516>
- Talar, S. (2017). the Globalization of B2C E-Commerce. *Researchgate*, October 2017.
- Thaivalappil, A., Papadopoulos, A., & Young, I. (2020). Intentions to adopt safe food storage practices in older adults: An application of the theory of planned behaviour. *British Food Journal*, 122(1), 181–197. <https://doi.org/10.1108/BFJ-07-2019-0483/FULL/XML>
- Thelen, S., Ford, J. B., & Honeycutt, E. D. (2006). The impact of regional affiliation on consumer perceptions of relationships among behavioral constructs. *Journal of Business Research*, 59(9), 965–973. <https://doi.org/10.1016/j.jbusres.2006.03.007>
- Thomas, S. E., & Wilson, P. (2013). Has Globalization Led to the Spread of Materialistic Values and High Consumption Cultures Enabled by Debt in Urban India. *Asia Pacific Journal Of Marketing and Management Review*.
- Thompson, B., Toma, L., Barnes, A. P., & Revoredo-Giha, C. (2020). Date-label use and the waste of dairy products by consumers. *Journal of Cleaner Production*, 247, 119174. <https://doi.org/10.1016/J.JCLEPRO.2019.119174>
- Thong, N. T., & Olsen, S. O. (2012). Attitude toward and Consumption of Fish in Vietnam. *Journal of Food Products Marketing*, 18(2), 79–95. <https://doi.org/10.1080/10454446.2012.653778>
- Tian, Y., Yoo, J. H., & Zhou, H. (2022). To read or not to read: An extension of the theory of planned behaviour to food label use. *International Journal of Consumer Studies*, 46(3), 984–993. <https://doi.org/10.1111/IJCS.12741>

- Ting, H., Fam, K. S., Jun Hwa, J. C., Richard, J. E., & Xing, N. (2019). Ethnic food consumption intention at the touring destination: The national and regional perspectives using multi-group analysis. *Tourism Management*, 71(October 2017), 518–529. <https://doi.org/10.1016/j.tourman.2018.11.001>
- Ting, H., Run, E. C. de, Cheah, J.-H., & Chuah, F. (2016). Food neophobia and ethnic food consumption intention: an extension of the theory of planned behaviour. *British Food Journal*, 118(11).
- Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2021). Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework. *British Food Journal*, 123(2), 664–683. <https://doi.org/10.1108/BFJ-05-2020-0418>
- Tsai, C. (2016). The effects of materialism and perceived ethicality on purchase intention. *International Journal of Consumer Studies*, 40(5), 543–550.
- Tynan, C., McKeage, K., & Whelan, B. (2012). The role of materialism and hedonism in predicting purchase intentions. *Journal of Consumer Marketing*, 29(1), 58–66.
- Ukenna, S. I., & Ayodele, A. A. (2019). Applying the Extended Theory of Planned Behavior to Predict Sustainable Street Food Patronage in a Developing Economy. *Journal of Food Products Marketing*, 25(4), 404–434. <https://doi.org/10.1080/10454446.2019.1572561>
- Vabø, M., & Hansen, H. (2016). Purchase intentions for domestic food: a moderated TPB-explanation. *British Food Journal*, 118(10), 2372–2387. <https://doi.org/10.1108/BFJ-01-2016-0044/FULL/XML>
- van der Merwe, K., & Maree, T. (2016). The behavioural intentions of specialty coffee consumers in South Africa. *International Journal of Consumer Studies*, 40(4), 501–508. <https://doi.org/10.1111/IJCS.12275>
- Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. (2020). Determinants of halal-food consumption in Indonesia. *Journal of Islamic Marketing*, 11(2), 516–530. <https://doi.org/10.1108/JIMA-09-2018-0177>
- Vassallo, M., Scalvedi, M. L., & Saba, A. (2016). Investigating psychosocial determinants in influencing sustainable food consumption in Italy. *International Journal of Consumer Studies*, 40(4), 422–434. <https://doi.org/10.1111/ijcs.12268>
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 441–453. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0441>
- von Meyer-Höfer, M., Olea-Jaik, E., Padilla-Bravo, C. A., & Spiller, A. (2015). Mature and Emerging Organic Markets: Modelling Consumer Attitude and Behaviour With Partial Least Square Approach. *Journal of Food Products Marketing*, 21(6), 626–653. <https://doi.org/10.1080/10454446.2014.949971>
- Waehning, N., & Filieri, R. (2021a). Consumer motives for buying regional products: the REGIOSCALE. *Marketing Letters*, 1–22. <https://doi.org/10.1007/s11002-021-09572-w>
- Waehning, N., & Filieri, R. (2021b). Consumer motives for buying regional products: the REGIOSCALE. *Marketing Letters*, 1–22. <https://doi.org/10.1007/s11002-021-09572-w>

- Walsh, J., & Winsor, B. (2019). Socio-cultural barriers to developing a regional entrepreneurial ecosystem. *Journal of Enterprising Communities*, 13(3), 263–282. <https://doi.org/10.1108/JEC-11-2018-0088>
- Wang, Y. F., & Wang, C. J. (2016). Do psychological factors affect green food and beverage behaviour? An application of the theory of planned behaviour. *British Food Journal*, 118(9), 2171–2199. <https://doi.org/10.1108/BFJ-12-2015-0469/FULL/XML>
- Weatherell, C., Tregear, A., & Allinson, J. (2003). In search of the concerned consumer: UK public perceptions of food, farming and buying local. *Journal of Rural Studies*, 19(2), 233–244. [https://doi.org/10.1016/S0743-0167\(02\)00083-9](https://doi.org/10.1016/S0743-0167(02)00083-9)
- Wibowo, M. W., Permana, D., Hanafiah, A., Ahmad, F. S., & Ting, H. (2021). Halal food credence: do the Malaysian non-Muslim consumers hesitate? *Journal of Islamic Marketing*, 12(8), 1405–1424. <https://doi.org/10.1108/JIMA-01-2020-0013/FULL/XML>
- Winter, M. (2004). Geographies of food: Agro-food geographies - Farming, food and politics. *Progress in Human Geography*, 28(5), 664–670. <https://doi.org/10.1191/0309132504ph512pr>
- Wu, K., Raab, C., Chang, W., & Krishen, A. (2016). Understanding Chinese tourists' food consumption in the United States. *Journal of Business Research*, 69(10), 4706–4713. <https://doi.org/10.1016/j.jbusres.2016.04.018>
- Xie, C., Bagozzi, R. P., & Jens Østli. (2010). Cognitive, Emotional, and Sociocultural Processes in Consumption. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>
- Xin, L., & Seo, S. (2020a). The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. *British Food Journal*, 122(2), 448–464. <https://doi.org/10.1108/BFJ-05-2019-0326/FULL/XML>
- Xin, L., & Seo, S. (2020b). The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. *British Food Journal*, 122(2), 448–464. <https://doi.org/10.1108/BFJ-05-2019-0326>
- Xin, L., & Seo, S. (2020c). The role of consumer ethnocentrism, country image, and subjective knowledge in predicting intention to purchase imported functional foods. *British Food Journal*, 122(2), 448–464. <https://doi.org/10.1108/BFJ-05-2019-0326>
- Yang, Y., & Paladino, A. (2015). The case of wine: understanding Chinese gift-giving behavior. *Marketing Letters*, 26(3), 335–361. <https://doi.org/10.1007/s11002-015-9355-0>
- Yarimoglu, E., & Gul Binboga. (2018). Understanding sustainable consumption in an emerging country: The antecedents and consequences of the ecologically conscious consumer behavior model. *Business Strategy and the Environment*, November 2018, 642–651. <https://doi.org/10.1002/bse.2270>
- Yarimoglu, E., Kazancoglu, I., & Bulut, Z. A. (2019). Factors influencing Turkish parents' intentions towards anti-consumption of junk food. *British Food Journal*, 121(1), 35–53. <https://doi.org/10.1108/BFJ-03-2018-0200/FULL/XML>

- Yazdanpanah, M., & Forouzani, M. (2015a). Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, *107*, 342–352. <https://doi.org/10.1016/j.jclepro.2015.02.071>
- Yazdanpanah, M., & Forouzani, M. (2015b). Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, *107*, 342–352. <https://doi.org/10.1016/j.jclepro.2015.02.071>
- Yin, S., Li, Y., Chen, Y., Wu, L., & Yan, J. (2018). Public reporting on food safety incidents in China: intention and its determinants. *British Food Journal*, *120*(11), 2615–2630. <https://doi.org/10.1108/BFJ-09-2017-0497/FULL/XML>
- Yousuf, J. B., Bose, S., Kotagama, H., & Boughanmi, H. (2019). Preferences and Intentions of Seafood Consumers in Oman: An Empirical Analysis. *Journal of International Food & Agribusiness Marketing*, *31*(2), 175–203. <https://doi.org/10.1080/08974438.2018.1497565>
- Zepeda, L., & Deal, D. (2009). Organic and local food consumer behaviour: Alphabet theory. *International Journal of Consumer Studies*, *33*(6), 697–705. <https://doi.org/10.1111/j.1470-6431.2009.00814.x>
- Zhang, H., Li, L., Yang, Y., & Zhang, J. (2018). Why do domestic tourists choose to consume local food? The differential and non-monotonic moderating effects of subjective knowledge. *Journal of Destination Marketing & Management*, *10*, 68–77. <https://doi.org/10.1016/J.JDMM.2018.06.001>
- Zhang, Y., Duysters, G., & Cloudt, M. (2014). The role of entrepreneurship education as a predictor of university students' entrepreneurial intention. *International Entrepreneurship and Management Journal*, *10*(3), 623–641. <https://doi.org/10.1007/s11365-012-0246-z>
- Zhou, Y., Thøgersen, J., Ruan, Y., & Huang, G. (2013). The moderating role of human values in planned behavior: The case of Chinese consumers' intention to buy organic food. *Journal of Consumer Marketing*, *30*(4), 335–344. <https://doi.org/10.1108/JCM-02-2013-0482>
- Zollet, S., & Maharjan, K. L. (2021). Overcoming the barriers to entry of newcomer sustainable farmers: Insights from the emergence of organic clusters in Japan. In *Sustainability (Switzerland)* (Vol. 13, Issue 2, pp. 1–24). <https://doi.org/10.3390/su13020866>
- Zollo, L., Yoon, S., Rialti, R., & Ciappei, C. (2018). Ethical consumption and consumers' decision making: the role of moral intuition. *Management Decision*, *56*(3), 692–710. <https://doi.org/10.1108/MD-10-2016-0745>
- Zur, I., & Klöckner, C. A. (2014). Individual motivations for limiting meat consumption. *British Food Journal*, *116*(4), 629–642. <https://doi.org/10.1108/BFJ-08-2012-0193>

APPENDIX A: Sample Barrier Questionnaire Format

C6	Importance of one specific barrier over the other									
Criterion	Absolute	Very strong	Fairly Strong	Weak	Equal	Weak	Fairly Strong	Very strong	Absolute	Criterion
Lack of Institutionalised Farmers Network										Lack of Regulatory Framework
Lack of Institutionalised Farmers Network										Entry Barriers
Lack of Institutionalised Farmers Network										Political Commitment and Consensus
Lack of Regulatory Framework										Entry Barriers
Lack of Regulatory Framework										Political Commitment and Consensus
Entry Barriers										Political Commitment and Consensus

List of Publications

Thesis:

- 1) [Joshi, S.](#), [Sengar, A.](#) and [Nautiyal, A.](#) (2024), "How can I serve you better? Unlocking the digital D2C barriers for regional food products", *Journal of Agribusiness in Developing and Emerging Economies*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JADEE-04-2023-0081> (Scopus Q1, IF: 2.8)
- 2) Joshi, S., Sengar, A., Nautiyal, A., Joshi, A. P., & Kumar, R. (2024). From mills to millets, the mediating role of regiocentrism on materialism: Augmenting the theory of planned behavior. *Journal of Infrastructure, Policy and Development*, 8(7), 4297. <https://doi.org/10.24294/jipd.v8i7.4297> (Scopus-Q2, WoS, IF: 0.7.)

Others:

- 1) Rawat, A., Joshi, S. & Rai, S.K. Evaluating the issue of sustainable tourism with a system dynamic approach: evidence from Uttarakhand, India. *Environ Dev Sustain* (2023). <https://doi.org/10.1007/s10668-023-03711-1> (Scopus Q1, IF:4.9)

Plagiarism Report

Final Thesis-Shivam Joshi

ORIGINALITY REPORT

10%	%	10%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

- 1 Shivam Joshi, Anita Sengar, Atri Nautiyal, Anil Prakash Joshi, Rakesh Kumar. "From mills to millets, the mediating role of regiocentrism on materialism: Augmenting the theory of planned behavior", Journal of Infrastructure, Policy and Development, 2024

Publication

1%
- 2 "Corporate Practices: Policies, Methodologies, and Insights in Organizational Management", Springer Science and Business Media LLC, 2024

Publication

<1%
- 3 Hurriyati Ratih, Tjahjono Benny, GafarAbdullah Ade, Sulastri, Lisnawati. "Advances in Business, Management and Entrepreneurship", CRC Press, 2020

Publication

<1%
- 4 Magdalena Kaźmierczak, Magdalena Rojek-Nowosielska, Magdalena Stefańska, Justyna Szumniak-Samolej. "Corporate Social

<1%