Published by Management Department FEB Universitas Kuningan

Indonesian Journal of Strategic Management

Journal homepage – https://ijsm.uniku.ac.id/pub/index

Examining Purchase Intention Toward Packaged Red Fruit Herbal Products: The Role Of Green Perceived Quality, Word Of Mouth, And Health Consciousness

Rudolf Anthonius Tondok[1*], Sri Astuti Pratminingsih[2]

[1,2]*Universitas Widyatama, Bandung, Indonesia*

ARTICLE INFO

***Articles History**:*
Received: Jan 12, 2026
Revised: June 12, 2026
Accepted: June 13, 2026
Available online: Aug 1, 2026

***Keywords**:*
Green products, Green Perceived Quality, Word of Mouth, Health Consciousness, Purchase Intention, Red Fruit (Pandanus Conoideus)

ABSTRACT

Packaged herbal products derived from endemic Papuan plants, particularly red fruit (Pandanus conoideus), present significant potential for community-based green marketing; however, the factors that drive consumer purchase intention in this local context remain insufficiently understood. This study examines whether Green Perceived Quality (GPQ), Word of Mouth (WOM), and Health Consciousness (HC) have a positive effect on Purchase Intention (PI) for packaged red fruit herbal products in West Manokwari District, Manokwari Regency, West Papua. The local wisdom embedded in this product, as a distinctive herbal flagship of Papua, makes it an interesting subject of study due to its substantial health benefits, including antioxidant content, beta-carotene, and its role in supporting the immune system and preventing degenerative diseases. Given the high production value of red fruit, it should be optimally utilized by the community in a more practical packaged form. This study employed a quantitative research approach using a sample of 135 respondents, with the unit of analysis being the community in West Manokwari District, Manokwari Regency, West Papua. The data were analyzed using multiple linear regression. The results of hypothesis testing indicate that WOM and HC have positive effects on PI for packaged red-fruit herbal products in West Manokwari District, Manokwari Regency, West Papua, whereas GPQ does not. Thus, two hypotheses are accepted, whereas one hypothesis is rejected.

JEL Classification : D12, I12, M31

Introduction

Red fruit (Pandanus conoideus) is an endemic plant of Papua that has long been used in traditional medicine. Several recent phytochemical studies have demonstrated that red fruit extract is rich in beta-carotene, tocopherols, oleic acid, and decanoic acid, which possess high antioxidant, anti-inflammatory, and anticancer properties (Arifin, 2025; Airaha Journal, 2024). Furthermore, pharmaceutical research indicates that red fruit oil extract enhances immune and metabolic function, suggesting strong potential for development into functional herbal products that could add commercial value for the people of West Papua. Red fruit shows considerable development potential due to its health benefits, widespread availability, and relatively simple

Corresponding author:Rudolf Anthonius
rudolf.tondok@widyatama.ac.id
Copyright © 2026 Authors
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

cultivation and processing. Both local and national entrepreneurs have begun to consider this commodity as a raw material for the food and pharmaceutical industries (Limbongan & Malik, 2009). This potential is reflected in the cultivation area in one regency of West Papua, which in 2020 reached 434 hectares, comprising 126 hectares of immature plants and 308 hectares of productive plants. Total production reached 41.80 tons per hectare, with productivity levels of approximately 110 kg per hectare.

The success of red fruit as a commercial product is not determined solely by its functional health benefits, but also by consumers' perceptions of product quality. The concept of green perceived quality refers to consumers' perceptions of products with respect to environmental attributes, natural ingredients, and health benefits (Chen, 2010; Hashish et al., 2022). Products perceived as "green" are often interpreted as having superior quality, which in turn strengthens green trust and purchase intention (Li, 2024). In the context of herbal products such as red fruit, perceived green quality encompasses not only environmental friendliness but also ingredient authenticity, consumer safety, and functional health effectiveness (Alicia & Kerti, 2024; Ghobbe & Nohekhan, 2023).

In marketing processes, consumer purchase behavior is also strongly influenced by social communication, particularly word-of-mouth (WOM). WOM represents a highly credible form of communication that significantly influences perceptions and purchase intentions, particularly for herbal products that require high levels of trust in their health claims (Hennig-Thurau et al., 2004; Sulestiyoko, 2024). In traditional societies such as Manokwari, face-to-face communication remains a dominant medium for disseminating product recommendations. Recent studies indicate that WOM positively influences purchase intention for health products by strengthening trust through communication emphasizing product effectiveness (Cheung & Thadani, 2012; Jalilvand et al., 2023).

Another important factor influencing the purchase of herbal products is health consciousness, a key psychological variable in understanding consumer decision-making. Health consciousness reflects the extent to which individuals are aware of, monitor, and actively seek to improve their health through their consumption choices (Gould, 1990; Escobar-Farfán et al., 2025). Consumers with high health consciousness tend to prefer natural products that are free of harmful chemicals and supported by proven functional benefits. Recent studies on healthy food consumption behavior indicate that health consciousness positively influences purchase intention for health-related and natural food products (Escobar-Farfán et al., 2025; Wang et al., 2023).

Empirically, the relationships among green perceived quality, word of mouth, health consciousness, and purchase intention have been widely confirmed across various green product and healthy food contexts. Xu et al. (2024) found that positive perceptions of green food safety and quality enhance purchase intention through increased product trust. Hashish et al. (2022) demonstrated that green perceived quality significantly influences green behavioral intention through green trust and green satisfaction. Similarly, Escobar-Farfán et al. (2025) emphasized that health consciousness and perceived quality play a critical role in shaping healthy food purchase intention. Therefore, the combination of green perceived quality, word of mouth, and health consciousness is expected to comprehensively explain purchase intention for packaged red fruit herbal products in Manokwari.

The local context of Manokwari further underscores the urgency of this research. On one hand, red fruit holds significant cultural and economic value as a distinctive Papuan product; on the other hand, modern marketing challenges demand the transformation of local values into hygienic, credible products that meet contemporary consumer expectations. Understanding how perceived green quality, consumer recommendations, and health consciousness influence purchase intention will be crucial for MSMEs, local marketers, and regional governments in developing green value- and health-trust-based marketing strategies. This study aims to address both an academic gap and practical needs by examining the effects of Green Perceived Quality (GPQ), Word of Mouth (WOM), and Health Consciousness (HC) on Purchase Intention (PI) toward packaged red fruit herbal products in Manokwari Regency. The findings are expected to contribute theoretically to the green marketing literature and practically to the development of regional flagship products based on West Papua's natural resources.

Literature Review

Green Perceived Quality (GPQ) refers to consumers' perceptions of product quality associated with environmental friendliness, naturalness, and health safety attributes (Chen, 2010). Unlike conventional perceived quality, which primarily emphasizes product performance and reliability, GPQ focuses on how

consumers evaluate products based on their "green" attributes, including the use of natural ingredients, sustainable production processes, and health benefits that are safe for human consumption (Nguyen et al., 2020). In the context of herbal products, such as red fruits, the term "green" refers not only to environmental sustainability but also to natural quality, ingredient purity, and inherent health benefits (Alicia & Kerti, 2024; Hashish et al., 2022). Consumers tend to perceive herbal products as high quality when they are considered to (a) originate from natural ingredients without the addition of harmful chemicals, (b) be processed hygienically without compromising their natural efficacy, and (c) deliver tangible health effects, such as antioxidant properties, immune system enhancement, or disease prevention.

Thus, green perceived quality in herbal products can be understood as consumers' perceptions of the purity, safety, and health benefits of natural products that are also aligned with environmental sustainability values. GPQ comprises several key dimensions that are particularly relevant to nature-based products: naturalness, referring to the perception that products are made from natural ingredients and free from harmful chemicals (Mohammed A. Al Doghan et al., 2025); health and functional benefits, reflecting the belief that the product provides tangible health advantages (Escobar-Farfán et al., 2025); eco-friendly sourcing, which relates to the perception that raw materials are obtained through environmentally responsible practices; and safety and trustworthiness, denoting perceptions of consumption safety and confidence in product quality claims.

This variable underscores that the concept of "green" extends beyond packaging or design features to encompass the substantive qualities of herbal products, including natural processes, health efficacy, and environmental value. Consequently, GPQ serves as a critical foundation for building consumer trust and purchase intention toward packaged red fruit products in Manokwari.

Word of Mouth (WOM) is defined as informal communication among consumers that conveys information, recommendations, or experiences related to a product (Hennig-Thurau et al., 2004). In the modern context, WOM has evolved into electronic Word of Mouth (e-WOM), which refers to the dissemination of opinions or reviews through digital platforms such as social media, online forums, and messaging applications (Cheung & Thadani, 2012). Previous studies indicate that WOM is a key determinant of consumer trust and purchase intention (PI), particularly for products with high perceived risk, such as herbal medicines and dietary supplements (Ismagilova et al., 2020). The theoretical foundation of WOM originates from interpersonal communication theory within consumer behavior research. Arndt (1967) conceptualized WOM as non-commercial, oral communication between two or more individuals concerning a specific product or service. WOM is considered more influential than traditional advertising because it is embedded in social trust and personal experience.

Within the framework of the Diffusion of Innovations Theory (Rogers, 2003), WOM plays a crucial role in the persuasion stage, during which individuals form attitudes toward a product based on others' experiences. The higher the credibility of the information source, the greater the likelihood of new product adoption, including herbal products that require social validation because of uncertainty about their benefits. For herbal products such as red fruit, WOM is particularly relevant given the greater reliance on social experiences relative to formal advertising. Consumers tend to trust testimonials from individuals who have directly experienced product benefits, consistent with Sulestiyoko (2024), who found that e-WOM significantly enhances purchase intention for healthy food and beverage products.

Furthermore, recommendations from close social networks play a critical role in influencing consumer decisions for herbal products, as consumers generally place greater trust in non-commercial information sources than in advertising messages. In regions characterized by strong social interactions, such as Manokwari, offline WOM (face-to-face communication) remains dominant, while e-WOM is increasingly emerging among younger, social media–active consumers. Health Consciousness (HC) reflects an individual's awareness of and concern for their health condition, as well as a tendency to engage in health-maintaining behaviors. Gould (1990) defines Health Consciousness as the degree to which an individual is involved in activities that reflect a health-oriented lifestyle. The higher a person's level of Health Consciousness, the greater their interest in products perceived as health-enhancing, such as organic foods or natural herbal products.

According to Gould (1990), Health Consciousness consists of several key dimensions, including health awareness, which refers to awareness of one's health condition and the importance of maintaining health; health involvement, which reflects active engagement in health-related behaviors; and health motivation, defined as the internal drive to take actions aimed at maintaining or improving health. Health Consciousness

is a psychological construct that reflects the degree of attention, concern, and orientation toward personal health, as expressed through cognitive processes, attitudes, and behaviors. Individuals with high Health Consciousness tend to view health as a vital aspect of life, which, in turn, influences their consumption decisions, lifestyle choices, and disease-prevention behaviors. Health Consciousness is not limited to health knowledge; it also involves sensitivity to bodily changes, proactive health information seeking, careful evaluation of consumed products, and a strong motivation to select healthier alternatives (Remr et al., 2023).

Purchase Intention (PI) represents consumers' tendency to purchase a product based on their attitudinal and perceptual evaluations (Fishbein & Ajzen, 1975). In the context of green marketing, Purchase Intention refers to consumers' readiness to purchase products with environmental and health-related attributes (Chen, 2010). Purchase Intention is a primary dependent variable in consumer behavior models, as it reflects behavioral intention that precedes actual purchase (Ajzen, 1991). In the context of herbal products, Purchase Intention is influenced by perceived product quality, trust in health-related benefits, and social recommendations, particularly word-of-mouth (WOM). These factors are especially salient given the higher perceived risk and credence nature of herbal products.

Purchase Intention comprises several key dimensions. According to Li et al. (2022), PI encompasses willingness to consider, desire to buy, and possibility of purchasing, indicating that purchase intention involves both rational evaluation and affective responses toward a product. Other scholars conceptualize PI as comprising dimensions such as future purchase intention, preference for a specific brand over alternatives, and choice intention during decision-making.

For herbal products, particularly those claimed to deliver health benefits, Purchase Intention is strongly shaped by trust in herbal authenticity, perceived health effectiveness, perceived consumption safety, consumer reviews, and perceived risk. Kung, Wang, and Liang (2021) found that functional herbal-based products are often perceived as safer alternatives to synthetic medicines, thereby enhancing consumers' purchase intentions.

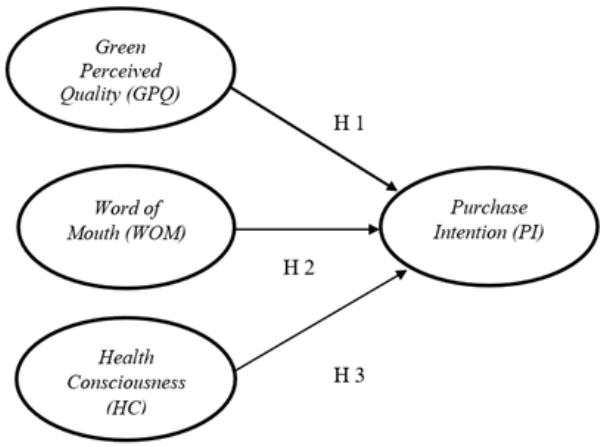


Figure 1. Research Framework
Source : Author, 2026

Methodology

This study employs a quantitative approach, employing two main methods: descriptive and verificatory. A quantitative approach is selected because the research aims to measure the strength of relationships among variables and empirically test the proposed hypotheses using numerical data. The verificative method is applied to test the causal relationships among variables in accordance with the research hypotheses, namely the effects of Green Perceived Quality (GPQ), Word of Mouth (WOM), and Health Consciousness (HC) on Purchase Intention (PI). This approach is explanatory, as it not only describes observed phenomena but also explains how and why one variable influences another.

The data are analyzed using multiple linear regression analysis. The sampling technique employed in this study is purposive nonprobability sampling, with respondents defined as community members in West Manokwari District who had prior awareness of or experience with packaged red fruit herbal products. The sample size of 135 respondents fulfills the minimum requirement stipulated by Green's (1991) formula for

multiple regression, which specifies a minimum of 50 + 8m respondents (where m equals the number of predictor variables), yielding a minimum of 74 respondents for this study's three predictors.

Result and Discussion

The descriptive method is used to characterize the research variables and the respondents' profiles. Data collected through questionnaires are summarized using descriptive statistics, presented as tables and percentages. This analysis aims to provide an overall picture of how consumers in Manokwari perceive the Green Perceived Quality (GPQ) of red fruit products, the role of Word-of-Mouth (WOM) communication, their Health Consciousness (HC), and their Purchase Intention (PI).

Table 1. Descriptive Analysis

Category	Percentage
Gender	
Male	51.9%
Woman	48.1%
Age	
<25 years	20.7%
25-30 years	23.7%
31-35 years old	10.4%
36-40 years old	16.3%
>40 years	28.9%
Education	
Junior High School	5.9%
Senior High School	43.7%
S1	41.5%
S2/S3	8.9%
Business fields	
Students / University Students	19.3%
Employees	23.0%
Homemakers	6.7%
Medical / Nursing Staff	3.7%
Lecturers / Teachers	13.3%
Healthcare Professionals	6.7%
Entrepreneurs	4.4%
Others	23.0%

Source: SPSS-26

In the validity test, the questionnaire will be tested for its validity. The validity test was conducted using the product-moment correlation method in SPSS-26.

Table 2. Validity Test Results

Items	r_{count}	r_{table}	Decision
GPQ1	0,810	0.2801	Valid
GPQ2	0,812	0.2801	Valid
GPQ3	0,862	0.2801	Valid
GPQ4	0,883	0.2801	Valid
GPQ5	0.825	0.2801	Valid
GPQ6	0,796	0.2801	Valid
WOM1	0,816	0.2801	Valid
WOM2	0,832	0.2801	Valid
WOM3	0,856	0.2801	Valid
WOM4	0,865	0.2801	Valid
WOM5	0,875	0.2801	Valid
WOM6	0,854	0.2801	Valid
HC1	0,895	0.2801	Valid
HC2	0,903	0.2801	Valid

HC3	0,927	0.2801	Valid
HC4	0,899	0.2801	Valid
HC5	0,889	0.2801	Valid
HC6	0,824	0.2801	Valid
PI1	0,911	0.2801	Valid
PI2	0,920	0.2801	Valid
PI3	0,944	0.2801	Valid
PI4	0,940	0.2801	Valid
PI5	0,920	0.2801	Valid
PI6	0,882	0.2801	Valid

Source: SPSS-26

The calculated r values (rcount) for all questionnaire items of the research variables exceed the critical r value (rtable). Therefore, the questionnaire items for all variables are considered valid and can be used for further analysis in this study.

Table 3. Reliability Test Results

No	Variable	*Cronbach Alfa (CA)*	Requirement	Judgment
1	*Green Perceived Quality (*GPQ)	0,909	CA > 0.6	Reliable
2	*Word of Mouth* (WOM)	0.922		Reliable
3	*Health Consciousness* (HC)	0.947		Reliable
4	*Purchase Intention* (PI)	0.963		Reliable

Source: SPSS-26

The Cronbach's Alpha values for all research variables are greater than 0.60. Therefore, the measurement items of all research variables are considered reliable and are suitable for further analysis in this study.

According to Sugiyono (2017), multiple linear regression analysis is applied when the number of independent variables is at least two. The multiple linear regression equation used in this study is as follows:

$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$$

Table 4 presents the results of the multiple linear regression analysis processed using SPSS version 26.

Table 4. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.752	.853		-3.228	.002		
	GPQ	-.042	.056	-.033	-.751	.454	.349	2.865
	WOM	.430	.067	.370	6.387	.000	.206	4.853
	HC	.715	.055	.647	13.103	.000	.284	3.525

a. Dependent Variable: PI

Source: SPSS-26

Based on Table 4, the multiple linear regression equation in this study is formulated as follows:

$$Y = -2.752 + (-0.042X_1) + 0.430X_2 + 0.715X_3 + e$$

It can be concluded that:

a. The constant value (α) is -2.752. This indicates that if Green Perceived Quality (GPQ), Word of Mouth (WOM), and Health Consciousness (HC) are equal to zero, the value of Purchase Intention (PI) is -2.752.

b. The regression coefficient for Green Perceived Quality (GPQ) (β_1) is negative, indicating that an increase in Green Perceived Quality is associated with a decrease in Purchase Intention.

c. The regression coefficient for Word of Mouth (WOM) is positive, indicating that an increase in Word-of-Mouth leads to an increase in Purchase Intention.

d. The regression coefficient for Health Consciousness (HC) is also positive, indicating that higher levels of Health Consciousness are associated with higher Purchase Intention.

The F-test is conducted to examine the overall fit of the multiple linear regression model. The F-value is obtained from the SPSS output. In this study, an F-test is used to assess whether the independent variables, Green Perceived Quality (GPQ), Word of Mouth (WOM), and Health Consciousness (HC) simultaneously have a significant effect on Purchase Intention (PI), the dependent variable.

Table 5. Results of the F-test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3069.011	3	1023.004	438.488	.000[b]
	Residual	305.626	131	2.333		
	Total	3374.637	134			

a. Dependent Variable: PI

b. Predictors: (Constant), HC, GPQ, WOM

Source: SPSS-26

Based on Table 5, the probability value (Sig.) is 0.000, and the calculated F value is 438.488. Since the probability value (Sig.) is less than the significance level (α), H_0 is rejected. The F-test results indicate that the multiple linear regression model is statistically significant and has an adequate fit.

Table 6. Results of the T-test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2.752	.853		-3.228	.002		
	GPQ	-.042	.056	-.033	-.751	.454	.349	2.865
	WOM	.430	.067	.370	6.387	.000	.206	4.853
	HC	.715	.055	.647	13.103	.000	.284	3.525

a. Dependent Variable: PI

Source: SPSS-26

T-test result:

a. The regression coefficient β_1 is not significant, indicating that Green Perceived Quality (GPQ) does not have a partial effect on Purchase Intention (PI).

b. The regression coefficient β_2 is significant, indicating that Word of Mouth (WOM) has a partial effect on Purchase Intention (PI).

c. The regression coefficient β_3 is significant, indicating that Health Consciousness (HC) has a partial effect on Purchase Intention (PI).

Table 7. Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.954[a]	.909	.907	1.52742

a. Predictors: (Constant), HC, GPQ, WOM
b. Dependent Variable: PI
Source: SPSS-26

The Adjusted R-square value is 0.907 (90.7%), indicating that Green Perceived Quality (GPQ), Word of Mouth (WOM), and Health Consciousness (HC) collectively explain 90.7% of the variance in Purchase Intention (PI). The remaining 9.3% is attributable to factors not examined in this study, such as price, distribution, and other unmeasured variables.

Conclusion

Based on the data analysis, this study concludes that Green Perceived Quality (GPQ) does not have a significant effect on Purchase Intention (PI) toward packaged red-fruit herbal products in Manokwari Regency, West Papua. This indicates that green attributes such as naturalness, environmental friendliness, and green product image have not yet become primary determinants of consumers' purchase intentions. In contrast, Word of Mouth (WOM) and Health Consciousness (HC) have significant positive effects on Purchase Intention, suggesting that consumers are more strongly influenced by social recommendations, shared experiences, and awareness of health benefits when deciding to purchase red-fruit herbal products. These findings highlight that experiential trust and health-oriented considerations play a more dominant role than green quality perceptions in shaping consumers' purchase intentions in the local context.

References

Arifin, M. (2025). Antioxidant Activity of Red Fruit Juice (Pandanus conoideus). Jurnal Farmasi UMI.

Airaha Journal. (2024). Potential of red fruit oil as functional food ingredient. Airaha: Jurnal Kesehatan dan Pembangunan, Politeknik Kesehatan Sorong.

Cheung, C. M. K., & Thadani, D. R. (2012). The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model. Decision Support Systems, 53(1), 218–22

Escobar-Farfán, M., et al. (2025). Psychological Determinants of Healthy Food Purchase Intention. Nutrients, 17(7), 1140.

Fenta, Y. (2024). Antecedents of consumers' green product purchase intention. Cogent Business & Management, 11(1), 1–15.

Green, S. B. (1991). How many subjects does it take to do a regression analysis? Multivariate Behavioral Research, 26(3), 499–510.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate data analysis (7th ed.). Pearson Education Limited.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (4th ed.). SAGE Publications.

Hashish, M. E.-S., et al. (2022). The Nexus between Green Perceived Quality, Green Satisfaction, Green Trust, and Customers' Green Behavioral Intentions. International Journal of Environmental Research and Public Health, 19(23), 16195.

Huang, Y. (2022). Health consciousness and consumers' purchase intention toward healthy food. Frontiers in Nutrition, 9, 1–10.

Iqbal, M. (2021). Impact of health consciousness on purchase intention of healthy food products. Journal of Consumer Behaviour, 20(4), 1–12.

Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth characteristics on consumer behaviour: A meta-analysis. Information Systems Frontiers, 22(5), 1203–1233.

Khan, S. A., Ramzan, N., Shoaib, M., & Mohyuddin, A. (2015). Impact of word of mouth on consumer purchase intention. Sci.Int. (Lahore), 27(1), 479–482.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

Li, R. (2024). The Impact of Food Packaging Design on Users' Perception of Green Awareness. Sustainability, 16(18), 8205.

Nagaraj, S. (2021). Role of health consciousness in shaping purchase intention of healthy food products. International Journal of Consumer Studies, 45(5), 1–12.

Osei, G., et al. (2023). Customer satisfaction and willingness to pay more: Mediating effects of perceived herbal quality and brand trust. Journal of Consumer Behaviour, 22(2), 1–14.

Park, G., et al. (2021). A study of antecedents and outcomes of social media word of mouth. Journal of Business Research, 134, 1–12.

Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? Qualitative Market Research, 8(4), 357–370.

Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill-building approach (7th ed.). John Wiley & Sons.

Sulestiyoko, R. (2024). The Effect of Electronic Word of Mouth on Food and Beverage Purchase Intention: A Systematic Review 2014–2024. Review of Hospitality and Tourism.

Wan, X., Li, Y., Zhu, Q., & Sun, Y. (2017). Impact of positive word of mouth on purchase intentions and brand attitude. International Journal of Marketing Studies, 9(2), 23–34.

Wang, X., et al. (2023). Health Consciousness and Sustainable Food Purchase Behavior: The Mediating Role of Attitude. Sustainability, 15(9), 7720.