

Consumer Involvement And Purchase Pattern Of Organic Food Products In Chennai City

Mrs. K. Amudha^{1*}, Dr.M. Thaiyalnayaki²

^{1*}Research scholar, Department of Commerce, VISTAS, Pallavaram, Chennai 600 117

²Professor, Department of Commerce, VISTAS, Pallavaram, Chennai 600 117

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ABSTRACT

The organic food products has become central part of the talk to provide clean environment at the same time provide nutritional food to the people of the society to stand against chronic diseases prevailing globally and to avoid severe burden to the government in terms of medical trauma and unnecessary expenditure. The main aim of this research is to identify the consumer involvement factors of organic food products and their subsequent impact on purchase intention. The researcher collected 546 samples through convenience sampling method and proved that the information involvement is primarily depending upon advertisements, celebrity advertisements, social media advertisements and the commercial advertisements. The high degree of involvement of consumers can be reflected through their engagement towards significant interest they showed towards the celebrities advertising the organic food products.

Keywords: consumer involvement, purchase intention, confirmatory factor analysis, reliability.

1.INTRODUCTION

A Indian culture food place very important role in resisting the decisions and the healthy existence of the Indian society.. It is the duty of state to provide nutritional foods to all kinds of people in the society without discrimination to ensure healthy environmental society for the overall national development. In this way the organic food products has become central part of the talk to provide clean environment at the same time provide nutritional food to the people of the society to stand against chronic diseases prevailing globally and to avoid severe burden to the government in terms of medical trauma and unnecessary expenditure.. Rezai, G.; Teng, P.K.; Shamsudin, M.N.; Mohamed, Z.; Stanton, J.L.(2017) It is the duty of the government's two ensure and improve good public health is obligatory policies for the futuristic development. Therefore in this scenario the organic food products or useful to promote innovation in the food consumption and also give encouragement to promote pollution free environment for the futuristic society and also provide healthy food choice to the people. Domínguez Díaz, L.; Fernández-Ruiz, V.; Cámara, M (2020)

At the same time the purchase intention of all the organic food products depends upon the nature of consumer involvement and attitude of the consumers. The consumer involvement for the purchase intention of organic food products is a conglomeration of information involvement, attribute involvement, health involvement and environmental involvement of consumers. The information involvement of consumers arises from their interest in getting information about the organic food products through advertisements and word-of-mouth. The attribute involvement of consumers can be identified through their interest to know the ingredients in the organic food products and their medical consequences on the health. They health involvement is a popular notion prevailing among organic food product users as it deals with personal health and hygiene of each individual regularly using the organic food products Hieke, S.; Cascanette etal (2016).

The environmental involvement of consumers shows their interest over the society and the future generation to have your pollution free environment replete with good oxygen to inhale, avoiding hazardous chemicals in the production of organic food products. These four types of consumer involvement actually changes the behaviour of consumers over the lines of their preferences, purchase intention, purchase decision and level of satisfaction. Therefore the present research encounters the research problem of determining and validating the factors responsible for consumer involvement over the purchase intention of organic food products.

2.LITERATURE REVIEWS

González-Díaz, C et al (2020) These authors clearly highlighted the relationship between consumer preferences, purchase intention and eating behaviour of consumers. The preferences and purchase intention or highly influenced by the information about the products to rice meant, credibility and advertisement and persuasive nature of celebrities involved in the advertisement. The authors also identified the negative effects of advertisements and there in appropriate and unnecessary participation of themes of advertisement.

Mohammadi-Nasrabadi et al (2020) In another study the researchers empirically proved the relationship between food consumption behaviour of consumers and the risk involved in using the specific type of food products. It is found from the research that purchase decision of food consumers depends upon their demographic variables and individual attitude towards the particular food. The demographic variables particularly age, religion, place of residence are able to change the consumption pattern consumers. The ethnic conditions and economic conditions are also playing the very important vital role in the purchase intention of food.

Muela-Molina, C et al (2021) This research clearly identified the role of product attributes of food and their health consequences over the consumers. It is found that the consumers are highly meticulous about the ingredients present in the products. The advantage of social media and information search of consumers motivate them to have a high awareness on the food products they choose to eat. Then ethnic conditions and demographic variables are also playing the role in creating awareness, perception, attitude and the satisfaction level of consumers of food.

Holden, A.C. (2019) It is found from an innovative research that meticulous preferences, dynamic decision-making is, confidence on the food products are very essential to generate repurchase intention among the consumers of food. The environmental concern, health concern are very important for the individual consumers to choose the organic food products which will be useful for their personal health arising as well as the society. They strongly believe that continues usage of organic food products can be useful for the posterity.

Leyva-Flores, R (2001) This research clearly proved that the transcendental involvement of consumer is very important to generate strong purchase intention and attitudinal as well as behavioural changes among the consumers. The conditions, personal economic conditions and their awareness on environment and the pollution are the very important predominant factors influencing the consumers for the repeated purchase of the same type of products. The advertisement phenomenon, celebrities involved in the advertisement are found to influence the consumers significantly in purchasing the products continuously.

Chang, C.-J.; Tung, H.-J (2011) In a study these researchers segmented the involvement into three categories namely product involvement, advertisement involvement and situational involvement in influencing the purchase decision of consumers. It is found that consumers of foods are highly meticulous in understanding “really and is of the products and the celebrity as well is their credibility involved in the advertisement. The situational involvement like personal health and hygiene and environmental free society are found to influence the consumers in purchasing the..

Kendilci, E.A.; Kendilci, K.; Gunes, G. (2018) In another study researcher highlighted the degree of involvement of consumers and its subsequent impact on purchase decision. The study also revealed the role of advertisement involvement and their special stimuli from celebrities, information regarding health and hygiene. The consumer’s involvement in the pollution free environment is found to influence their purchasing behaviour largely. The consumers with responsibility for the pollution free environment subsequently emphasize the usage of selected food products.

Kim, D.; Ji, I.; Han, K.; Ng’ombe, J.N (2021) In another research the research clearly found the role of attributes of products and their consequences over their personal health. Some of the consumers strongly agreed that advertisement is very essential for them to know about the newly introduced brands as well as their influence over the health. The environmental concern of consumers is very important to decide the futuristic strategies to select the food products free from medical hazardous and dangerous chemicals.

3.RESERCH AIMS AND PROPOSITION DEVELOPMENT

Consumer involvement theory depends upon the concentration of consumers towards external stimuli particularly from the action of information search and the information gathered through advertisements.[26]. Consumers focus more on their personal needs with respect to health values, environmental values and the prestige perceived from the society. Consumer involvement generally arises from motivation of consumers based on their immediate product needs. [26]. Consumer involvement is also like consumer behaviour which is able to stimulate the customers too deeply involved in all the conducive activities leading to dynamic purchase intention. These buying decision processes can reveal the ultimate attitude of consumers towards the particular product they intended to purchase.[19]. Every consumer must pass through the four important stages of involvement namely information involvement, attributes involvement, health involvement and environmental involvement. [21]. Customers involve themselves in gathering the information about the product to purchase through advertisements, word-of-mouth and other information sources. After gathering the information about the product they microscopically involved in analysing the product attributes more suitable and appropriate for the lifestyle and personal health. The health involvement is very important for

food products to ensure its compatibility with existing health of individual customers. After all these stages of involvement nowadays consumers have certain responsibility for the society to ensure environmental safety for the future society. Hence they take special concentration and focus on environmental involvement of the products they intended to purchase. [23,24]. [25]. As far as organic food products are concerned the above mentioned before involvement saturates the customer psychology as well as their attitude towards organic food products. These involvements positively motivate the customers for the buying intention and also equip them to collect various sources through communication and promotional tools. The rapidly growing social media and other technological developments motivate the customers to have very high awareness during the purchase of organic food products. These four types of involvement prevailing among the consumers of organic food products paved the way to frame the following research proportions which can be elliptical to through the responses from the consumers of organic food products.

H1. Information involvement of consumers is one of the measurable components of consumer involvement in the purchase of organic products.

H2. Attributes involvement of consumers is one of the measurable components of consumer involvement in the purchase of organic products.

H3. Health involvement of consumers is one of the measurable components of consumer involvement in the purchase of organic products.

H4. Environmental involvement of consumers is one of the measurable components of consumer involvement in the purchase of organic products.

The above mentioned researches proportions are clear enough to explain the importance of consumer involvement in the purchase intention of organic food products. Therefore it leads to one important proportion relating consumer involvement in the selection of organic food products and the purchase intention of consumers regarding organic food products. Hence the following proposition is also considered for the present research.

H5: Consumer involvement regarding organic food products is affecting the purchase intention of the organic food products.

4. RESEARCH METHODS.

The main aim of this research is to validate the four consumer involvement factors namely information involvement, attributes involvement, health involvement and environmental involvement respectively. After validating these consumer involvement factors the researcher intended to measure the degree of effectiveness consumer involvement creates over purchase intention of organic products. This research aims can be achieved through testing the five research proportions proposed by the researcher based on the gaps in the literature pertaining to consumer involvement as well as purchase intention with regard to organic food products. The development of questionnaire became predominant to obtain the exact and rational opinion of organic food buyers in the great metropolitan city of Chennai. The main target respondents are the organic food product consumers living in all the 15 zones of Chennai city. In this technologically augmented world online data collection is also found possible to reach the consumers of organic food products. The researcher is able to collect 546 responses from all the 15 zones through personal interaction as well as online interactions. The field survey is found very much useful to ascertain the exact opinion of organic food product consumers. In order to get rational responses, their validity decision is taken to meet at least 50 consumers in all the 15 zones. It took one month for the researcher to cover all the zones in the limitation of Chennai city. After circulation and regular interaction to clear the doubts in the questionnaire, it is found that 546 respondents are very sincere to express their rational opinion regarding organic food product involvement and their intention to purchase. The randomization of population is not possible as some of the organic food product consumers are not willing to give their demographic details and opinion regarding organic food products. Therefore purposive sampling method is found suitable and appropriate to interact with organic food product consumers. At the very first stage of inception the researcher interacted with each and every respondent to know their interest to fill the questionnaire. During these interactions some of the consumers expressed their willingness and some of them expressed their unwillingness for the research interaction. Therefore the random sampling method is failed and makes the researcher to adopt purposive sampling method to collect rational opinion from organic food users. After a month interaction and the clearance of doubts raised by the respondents, they started filling the information with full concentration and special care is taken to avoid bias in their opinion. An unbiased estimation become possible through the application of reliability and validated tools to cross verify the opinion of respondents and their demographic background.

The questionnaire is systematically framed as an outcome of gaps in the literature reviews. The questionnaire comprises demographic part followed by customer involvement part and purchase intention part respectively.

I. In this demographic part the respondents completely gave their opinion regarding the gender, age, income, marital status, educational qualification, nature of family, type of family place of living and monthly expenditure.

II. In the second part the five-point scale statements are given for the four factors information involvement attributes involvement, health involvement and environmental involvement. All these four factors consist of four individual statements which would pave the way for the respondents to give their deal of involvement.

Information involvement consists of four statements 1. I collect information regarding organic food products through advertisement. 2. Word-of-mouth is my only resource of information regarding organic food products. 3. Advertisement gives more information. 4. Celebrity advertisement gives credibility for the organic food products. Similarly attributes involvement also comprises four items in five-point scale 1. I am very meticulous in ascertaining the ingredients of organic food products. 2. The contention organic food products will not harm the health. 3. It doesn't contain any hazardous materials. 4. The ingredients add extra value for taste. The health involvement also comprises four items regarding the gender health of consumers 1. Food can be easily maintained by the organic food product consumption. 2. Healthcare is the main aim of organic food product usage. 3. Consumers take special care for the health. 4. The rationalized food for health is found in the organic food products. The environmental involvement of consumers is also depending upon food items in five-point scale 1. The environmental pollution is bad for the society. 2. Organic food products help for pollution free environment 3. Unpolluted environment is very much needed for the future. 4. I can for my posterity with good environment without pollution by using organic food products.

III. Similarly the purchase intention of organic food products can be ascertained through five items in five-point scale namely 1. I have the intention to purchase the organic food products because of my awareness. 2. Price and quality are very important for the purchase of organic food products. 3. Availability is very important for the repurchase of the organic food products. 4. The ingredients in taste stimulate my purchase. 5. purchasing organic food product indirectly help the consumer's society.

The demographic variables and their options are given in the form of closed ended questions so that the respondents can choose the appropriate one. The item statements are given in psychological scaling technique and assigned with the numerical natural number 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree and the five for strongly agree. The psychological scales are used for both consumer involvement and the purchase intention of consumers.

After collecting the 546 usable responses from the organic food buyers through both off-line and online survey their opinion are coded with the help of natural numbers based on the options in a SPSS version 23 software to thoroughly investigate the opinion of respondents through sophisticated statistical tools namely confirmatory factor analysis, linear multiple regression analysis and structural equation model. The sampling adequacy of 546 respondents is also verified through KMO Bartlett's test for sampling adequacy. In order to estimate the influence of demographic variables on consumers perception towards their involvement in the purchase of organic products a one-way analysis of variance is used.

5. ANALYSIS AND DISCUSSION.

The whole research depends upon the two important aspects namely consumer involvement under purchase intention over organic food products therefore they have to be ascertained appropriately from the respondents using the technical items in both direct and indirect ways. Therefore it is the duty of the researcher to check the reliability of the statements generated based on the literature reviews or well understood by the respondents so that they can give you true and rational opinion. The reliability can be achieved through the statistical tool namely cronbach alpha for all the four factors information involvement, attributes involvement, health involvement, environmental involvement and the unit dependent factor purchase intention. In this research the consumer involvement factors are considered as independent variables and the purchase intention maintain the status of dependent factor. The following table indicates the reliability coefficients for all the independent and dependent variables.

Table 1-Reliability analysis for the consumer involvement and purchase intention

Factors	Number of items	Cron bach alpha values	Sig
Information involvement	4	0.812	0.000
Attributes Involvement	4	0.901	0.000
Health involvement	4	0.877	0.000
Environmental involvement	4	0.845	0.000
Purchase intention	5	0.889	0.000

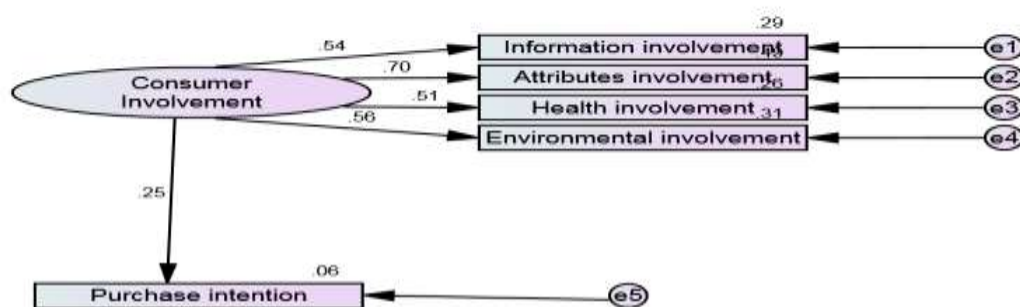
From the above table it is found that the reliability coefficients for the four factors of consumer involvement and the unit dependent factor purchase intention are above the required benchmark value of 0.75 which indicates that all the statements generated by the researcher from the source of literature review or well understood by the consumers of organic food products and also useful to serve the purpose of reaching the point of combination in research. After obtaining the reliability and the significance the researcher intended to confirm the four factors of consumer involvement under the subsequent influence over the dependent factor purchase intention of organic products. The representation of four factors of consumer involvement in the datasheet can be obtained through the computation of total average score of the underlying variables of four independent factors and the unique dependent factor namely information involvement, attributes involvement, health involvement, environmental involvement and purchase intention. From the about table it is found that all the suitable fit indices satisfy all the criteria proposed by different researchers demonstrate the

existence of best fit of the proposed model using the responses from the consumers of organic food products. The factor loadings of the underlying variables and their convergent validity, composite validity, discriminant validity or simultaneously verified by these fit indices. These computations are also useful to confirm the components of consumer involvement through confirmatory factor analysis. This analysis simultaneously confirms the factors of consumer involvement through producing the fit indices of confirmatory factor analysis. This model fit indices have their own benchmark to reveal the best fit of model and its compatibility with the proposed model at more than 95% confidence level. The following table indicates the model fit coefficients under the respective benchmark

Table 2-Validity analysis for the consumer involvement and purchase intention

Fit Indices	Values	Bench mark values
Chi-square value	10.235	-
p-value	0.547	>0.05
Comparative fit index (CFI)	0.985	>0.950
Goodness of Fit index (GFI)	0.982	>0.950
Normed fit index (NFI)	0.980	>0.950
Root mean square error of approximation (RMSEA)	0.07	<=0.08

The threshold limit and benchmark values are very useful to cross verify the statistical values computed by the fit indices. These computed values clearly revealed the sufficient evidences that the four factors of consumer involvement or able to reveal the consumer involvement during the purchase of organic food products in the study area. In structural expression model which is the combination of linear multiple regression analysis to prove the overall relationship between set of all independent variables and set of all dependent variables as full as confirmation of factors among the set of all independent variables and set off all dependent variables. The maximum likelihood estimator is very important to prove the factors of consumer involvement and its subsequent influence over the purchase intention of organic food products. These maximum likelihood ratios can be identified through the computation of fit indices namely comparative fit index, goodness of fit index, normed fit index and root mean square error of approximation.



These estimations are able to reveal the nature of relationships and the significance in testing the hypothesis. The chi-square computed value is very important to test the proposed relationships stated in the hypothesis. This is clearly indicated that all the computed values are good enough to satisfy the required benchmark values. It confirms the consumer involvement is not unique whereas it is a combination of four factors information involvement, attributes involvement, health involvement and environmental involvement. After the confirmation and the representation of consumer involvement through these four factors their subsequent influence on purchase intention of organic food products is also estimated through the fit indices estimated through maximum likelihood ratios. Therefore it can be concluded that the proposed model of the researcher is significant and it supports all the research proposition and hypotheses H1, H2, H3, H4 and H5. Further analysis focused on the estimation of influence of demographic variables of consumers on their involvement and effects over purchase intention of organic food products. In order to carry out the influence of demographic variables the researchers used the appropriate tool called one-way analysis of variance. In this analysis the segmentation is of demographic variables and then mean values along with standard deviation and standard error are estimated to compare one among them. The demographic variables gender, age, educational qualification, income, marital status, type of family are considered and their influences over consumer involvement and purchase intention are measured through one-way analysis of variance. The influence of independent demographic variables and the dependent factors consumer involvement and purchase intention is computed and presented in the following one-way analysis of variance table. In the table the mean values of a particular segment of the demographic variables highlight the strong agreeability of consumers towards the factors of their involvement and purchase intention.

Table 3-Influence of demographic variables on consumer involvement and purchase intention

Independent variables	Segment	Dependent variables	F-values	Sig	Mean
Gender	Male	Information involvement	11.202	0.000	4.521
Age	30-40	Attributes Involvement	5.741	0.000	3.965
Education	UG	Health involvement	6.231	0.000	4.012
Income	25000-50000	Environmental Involvement	5.111	0.000	4.112
Type of family	Nuclear	Purchase Intention	6.388	0.000	3.951
Marital status	Married	Attributes Involvement	8.347	0.000	4.127

From the about table of one-way analysis of variance it can be ascertained that gender of the consumers is found to influence information involvement and it is followed by age influencing attributes involvement and educational qualification of consumers is found to influence health involvement. Particularly male consumers strongly agree for information involvement during the purchase of organic food products. The consumers in the age-group 30 to 40 have more inclination towards attributes involvement in the purchase of organic food products. The consumers with usual qualification are meticulous about health involvement in the purchase of organic for products. Similarly income of the consumers particularly the consumers in the income group 25,000 to 50,000 strongly agree for the existence of environmental involvement during the purchase of organic food products. The nuclear family consumers strongly agree for their purchase intention regarding organic food products and the married consumers strongly agree for the attributes involvement in the purchase of organic products.

6.FINDINGS, SUGGESTIONS AND CONCLUSION.

The consumer involvement in the purchase of organic food products spontaneously initiated among the consumers in order to obtain information regarding organic food products through advertisements and word of mouth. The consumers immerse themselves in analysing all the ingredients present in the organic food products. The consumer involvement is well associated with information involvement, attributes involvement, health involvement and environmental involvement of the consumers. The consumer involvement is significantly influencing the purchase intention of organic food product consumers as they perceived highly involved consumers are taking dynamic purchase decision.

The word of mouth is considered as a powerful to 4 organic food product consumers in retrieving and evaluating all the information regarding product attributes, health concerns as well as the environmental concern. The consumers of product in the form of ingredients, taste, price, quality and perceived prestige in their lifestyle. The emotional marketing and celebrity advertisements are motivating the consumers consequently increase their purchase intention and innovatively change their purchase pattern pertaining to organic food products. The degree of involvement of consumers in the purchase of organic food products can be easily ascertained through their quick purchase decision as well as brand knowledge, product knowledge and awareness.

It is concluded from the research that information involvement is primarily depending upon advertisements, celebrity advertisements, social media advertisements and the commercial advertisements. The high degree of involvement of consumers can be reflected through their engagement towards significant interest they showed towards the celebrities advertising the organic food products. The transcendental involvement of consumers is

mainly on health concerns as well as attributes involvement, most of the consumers perceived that the usage of organic food products ensures good health to the individual consumers and good health to the society around them. The result also proved that the consumer involvement significantly induce the changes in the purchase behaviour and also motivate the consumers to purchase the organic products continuously. The consumers experienced a strong persuasiveness from the advertisements as well as the ingredients during the process of their involvement in purchasing the organic food products. The consumers always meet specific situations of health concern to relate their individual health improvement in the continuous usage of organic products. In fact they devote more involvement process for verifying the various ingredients in the manufacturing of organic food products. The demographic variables like gender, age, education, income, place of living are found to influence the degree of consumer involvement in the purchase of organic food products as well as their dynamic decision-makings.

It is suggested from the study that the marketers of organic food products should have transparent and appropriate advertisements through celebrity endorsements so that they can motivate the consumers to involve in the practice of organic food products. The study revealed the deep association between consumer involvement and the purchase intention therefore organic food product manufacturers as full as the marketers should have their marketing strategies towards improvising and increasing the consumer involvement process which would increase the selling of organic food products. The demographic variables are found very important to decide the measure of consumer involvement in the purchase of organic products therefore the manufacturers should take special care to produce organic food products more suitable and appropriate for the consumers with various demographic backgrounds.

7.LIMITATIONS OF THE RESEARCH.

The study has its own restrictions and limitations to have its practical implications namely the present research disputant depending upon primary data and opinion of respondents in the study area. The study is also limited to the demographic background of consumers in the metropolitan city of Chennai which is entirely different from semi urban and rural population of Tamil Nadu India. The research mainly focuses on only four involvement factors namely information involvement, attributes involvement, health involvement and environmental involvement. The study is only focusing on organic food products popular among the consumers of Chennai city. The study has its limitations on the conceptual model which encounters the relationship between consumer involvements consequently its effect over purchase intention.

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