

## DAFTAR PUSTAKA

- Ajzen, I., Fishbein, M., 1980. *Understanding Attitudes and Predicting Social Behaviour*. Prentice-Hall, Inc., Englewood Cliffs, NJ.
- Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*. In: Kuhl J., Beckmann J. (ed.) Action Control. Springer, Berlin, Heidelberg. pp. 11-39.
- Ajzen, I. (1991). *The theory of planned behavior*. Organizational Behavior and Human Decision Processes. pp.179 211.
- Ajzen, I. (2002a). *Constructing a TPB questionnaire: Conceptual and methodological considerations*. Retrieved from [www.people.umass.edu/aizen/pdf/tpb.measurement.pdf](http://www.people.umass.edu/aizen/pdf/tpb.measurement.pdf).
- Ajzen, I. (2002). Perceived behavioural control, self-efficacy, locus of control, and the theory of planned behaviour. *Journal of Applied Social Psychology*, Vol. 32No. 4, pp. 665-683.
- Ajzen, I. (2015). The theory of planned behaviour is alive and well, and not ready to retire: a commentary on Sniehotta, Presseau, and Ara\_ujo-Soares. *Health Psychology Review*, Vol. 9, pp. 131-137.
- Ajzen, I., & Schmidt, P. (2020). Changing behavior using the theory of planned behavior. In M. S. Hagger, L. D. Cameron, K. Hamilton, N. Hankonen, & T. Lintunen (Eds.), *The handbook of behavior change* (pp. 17–31). Cambridge University Press. <https://doi.org/10.1017/9781108677318.002>.
- Allen, M., Titsworth, S., & Hunt, S. (2013). Introduction to Quantitative Research. *Quantitative Research in Communication*, 1–16. <https://doi.org/10.4135/9781452274881.n1>.
- Al Mamun, A., Mohamad, M. R., Yaacob, M. R. Bin, & Mohiuddin, M. (2018). Intention and behavior towards green consumption among low-income households. *Journal of Environmental Management*, 227(August), 73–86. <https://doi.org/10.1016/j.jenvman.2018.08.061>.
- Aschemann-Witzel, J., Gantriis, R. F., Fraga, P., & Perez-Cueto, F. J. A. (2020). Plant-based food and protein trend from a business perspective: markets, consumers, and the challenges and opportunities in the future. *Critical Reviews in Food Science and Nutrition*, 0(0), 1–10. <https://doi.org/10.1080/10408398.2020.1793730>.
- Ashraf, M. A., Joarder, M. H. R., & Ratan, S. R. A. (2019). 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>.

Aziz, F. S. A., Salleh, A., Ismail, M. A., & Mustafa, M. (2016). Safety Performance: The Role of Safety Commitment. *2nd International Conference on Business Management (ICBM) 2016*. Baldwin, R., di Mauro, B.W., 2020. *Mitigating the COVID economic crisis: Act fast and do whatever it takes*. VoxEU.org eBook.

Bangun, A. P. (2003). *Vegetarian: pola hidup sehat berpantang daging*. AgroMedia.

Basha, M. B., & Lal, D. (2019). Indian consumers' attitudes towards purchasing organically produced foods: An empirical study. *Journal of Cleaner Production*, 215, 99-111. <https://doi.org/10.1016/j.jclepro.2018.12.098>.

Puspitasari, C. ajeng. (2022). *Pengaruh Green Marketing, Kesadaran Lingkungan Dan Kesehatan terhadap Keputusan Pembelian Produk pangan organik melalui sikap (Studi Kasus : Pt Bionic Farm)*. Repository Sekolah Bisnis IPB. Retrieved December 3, 2022, from <http://repository.sb.ipb.ac.id/3826/>.

Chang, C.C., Chou, Y.J., 2008. *Goal Orientation and comparative valence in persuasion*. J.Advert. 37 (1), 73-87.

Chang, K. C., Hsu, C. L., Hsu, Y. T., & Chen, M. C. (2019). How green marketing, perceived motives and incentives influence behavioral intentions. *Journal of Retailing and Consumer Services*, 49(April), 336–345. <https://doi.org/10.1016/j.jretconser.2019.04.012>.

Chen, H.C., Yang, C.H., 2019. Applying a multiple criteria decision-making approach to establishing green marketing audit criteria. *Journal of Cleaner Production*, 210, 256–265.

Chen, M. F. (2020). The impacts of perceived moral obligation and sustainability self-identity on sustainability development: A theory of planned behavior purchase intention model of sustainability-labeled coffee and the moderating effect of climate change skepticism. *Business Strategy and the Environment*, 29(6), 2404–2417. <https://doi.org/10.1002/bse.2510>.

Chou, S.F., Horng, J.S., Liu, C.H.S., Lin, J.Y., 2020. Identifying the critical factors of customer behavior: an integration perspective of marketing strategy and components of attitudes. *Journal Retailing Consumer Service*, 55, 102113.

Cochran, W.G. (1977). *Sampling Techniques*. John Wiley&Sons, Inc. New York.

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Mahwah: Lawrence Erlbaum Associates.

Conner, M., & Sparks, P. (2015). The theory of planned behaviour and reasoned action approach. In M. Conner and P. Norman (Eds.), *Predicting and changing health behaviour: Research and practice with social cognition models* (3rd ed., pp. 142-188).

Conner, M. (2020). Theory of Planned Behavior. *Handbook of Sport Psychology*, 1–18. <https://doi.org/10.1002/9781119568124.ch1>

Dagnelie, P. C., & Mariotti, F. (2017). Vegetarian Diets: Definitions and Pitfalls in Interpreting Literature on Health Effects of Vegetarianism. In *Vegetarian and Plant-Based Diets in Health and Disease Prevention*. Elsevier. <https://doi.org/10.1016/B978-0-12-803968-7.00001-0>

Dangelico, R.M., Vocalelli, D., 2017. “Green Marketing”: an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *J. Clean. Prod.* 165, 1263–1279.

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>

De Magistris, T. and Gracia, A. (2008).The decision to buy organic food products in Southern Italy. *British Food Journal*, Vol. 110, pp. 929-947.

Diamantopoulos A, Sarstedt M, Fuchs C, et al. (2012) Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective. *Journal of the Academy of Marketing Science* 40(3): 434-449.

Dorce, L. C., da Silva, M. C., Mauad, J. R. C., de Faria Domingues, C. H., & Borges, J. A. R. (2021). Extending the theory of planned behavior to understand consumer purchase behavior for organic vegetables in Brazil: The role of perceived health benefits, perceived sustainability benefits and perceived price. *Food Quality and Preference*, 91(January). <https://doi.org/10.1016/j.foodqual.2021.104191>

Drolet AL and Morrison DG. (2001). Do We Really Need Multiple-Item Measures in Service Research. *Journal of Service Research*, 3(3): 196-204.

Dwipamurti, I. G. A. N., Mawardi, M. K., & Nuralam, I. P. (2018). The Effect Of Green Marketing on Brand Image and Purchase Desicion (Study on Consumer of Starbucks Café Ubud, Gianyar Bali). *Jurnal Administrasi*

*Bisnis (JAB)*, 61(3), 57–64. www.starbucks.com

Franklin, Joshua & Sen, Anirban. (2019). Exclusive: Impossible Foods Eyes Doubling Valuation with New Funding. *Reuters*. <https://www.reuters.com/article/us-impossible-foods-fundraising-exclusiv/exclusive-impossible-foods-eyes-doubling-valuation-with-new-funding-idUSKBN1XZ2BW>

Fishbein, M. & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.

Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: the reasoned action approach*. New York: Psychology Press.

Food and Agriculture Organization of the United Nations (FAO). (2020). Climate Change. Livestock. [Accessed 6th February 2020]. Available: <http://www.fao.org/climate-change/our-work/areas-of-work/livestock/en/>

Foodreview.co.id/blog-5670023-Potensi-Plant-based-Food-di-Industri-Kuliner-Indonesia.html

Keller, KL (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57 (1), 1-22. <https://doi.org/10.1177%2F002224299305700101>

Gahlot Sarkar, J., Sarkar, A., & Yadav, R. (2019). Brand it green: young consumers' brand attitudes and purchase intentions toward green brand advertising appeals. *Young Consumers*, 20(3), 190–207. <https://doi.org/10.1108/YC-08-2018-0840>

Geetika, Pandey, Shivendra K., Das, Gopal, 2017. Impact of Social Influence and Green Consumption Values on Purchase Intention of Organic Clothing: a Study on Collectivist Developing Economy. *Global Business Review*, 18 (2), 478–492.

Geisser, S. (1974). A predictive approach to the random effects model. *Biometrika*, 61(1), 101–107.

Gocer, A. and Sevil Oflaç, B. (2017). Understanding young consumers' tendencies regarding eco-labeled products. *Asia Pacific Journal of Marketing and Logistics*, Vol. 29 No. 1, pp. 80-97.

Govender JP, Govender TL. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*. 7(2): 77-85.

The Good Food Institute. (2019). *Cultivated Meat: 2019 State of the Industry Report*.

The Good Food Institute. (2019). *Plant-Based Meat, Eggs, and Dairy: U.S. State of the Industry Report*.

Theurer, Benjamin M. & Hernandez, Antonio. (2019). “Carving up the alternative meat market.” *Barclays*. <https://www.investmentbank.barclays.com/our-insights/carving-up-the-alternative-meat-market.html>.

Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris*. Semarang: Badan Penerbit UNDIP.

Groening, C.; Sarkis, J.; Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848–1866.

Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). In SAGE Publications,

Hair JF, Risher JJ, Sarstedt M, Ringle CM (2019) When to use and how to report the results of PLS-SEM. *Eur. Bus. Rev.* 31:2–24

Hasan, H. N., & Suciarto, S. (2020). The Influence of Attitude, Subjective Norm and Perceived Behavioral Control towards Organic Food Purchase Intention. *Journal of Management and Business Environment (JMBE)*, 1(2), 132. <https://doi.org/10.24167/jmbe.v1i2.2260>

He, J., Evans, N. M., Liu, H., & Shao, S. (2020). A review of research on plant-based meat alternatives: Driving forces, history, manufacturing, and consumer attitudes. *Comprehensive Reviews in Food Science and Food Safety*, 19(5), 2639–2656. <https://doi.org/10.1111/1541-4337.12610>

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In R. R. Sinkovics & P. N. Ghauri (Eds.), *Advances in international marketing* (Vol. 20, pp. 277–320). Bingley: Emerald.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.

- Hsu, C.L., Yu, L.C., Chang, K.C. (2017). Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: perceived justice as a moderator. *Comput. Hum. Behav.* 69, 335–346.
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41(November 2017), 60–69. <https://doi.org/10.1016/j.jretconser.2017.11.008>
- Kopplin, C. S., & Rausch, T. M. (2022). Above and beyond meat: the role of consumers' dietary behavior for the purchase of plant-based food substitutes. *Review of Managerial Science*, 16(5), 1335–1364. <https://doi.org/10.1007/s11846-021-00480-x>
- Kotler, P., Armstrong, G. (2015). *Principles of Marketing*. Pearson.
- Kumar, P., Chatli, M., Mehta, N., Singh, P., Malav, O., & Verma, A. K. (2017). Meat analogues: Health promising sustainable meat substitutes. *Critical Reviews in Food Science Nutrition*, 57(5), 923–932.
- Lai, C.K.M., Cheng, E.W.L., 2016. Green purchase behavior of undergraduate students in Hong Kong. *Journal of Social Science*. 53 (1), 67–76.
- Lin, H.M., 2011. Effect of regulatory focus on advertising persuasion: the role of information processing. *International Journal Strategic Communication*, 3 (1), 39–52.
- Lin, J., Lobo, A., Leckie, C., 2017. The role of benefits and transparency in shaping consumers' green perceived value, self-brand connection and brand loyalty. *Journal of Retailing Consumer Service*, 35, 133–141.
- Liobikiene, G., Mandravickaite, J., & Bernatoniene, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. *Ecological Economics*, 125, 38–46. <https://doi.org/10.1016/j.ecolecon.2016.02.008>
- Liu, D., Guo, X., & Xiao, B. (2019). What causes growth of global greenhouse gas emissions? Evidence from 40 countries. *Science of the Total Environment*, 661, 750–766. <https://doi.org/10.1016/j.scitotenv.2019.01.197>
- Malav, O. P., Talukder, S., Gokulakrishnan, P., & Chand, S. (2015). Meat analog: A review. *Critical Reviews in Food Science Nutrition*, 55(9), 1241–1245
- Miller, N. & Colman, D.E. (1981). Methodological issues in analyzing the cognitive mediation of persuasion. In R. E. Petty, T. M. Ostrom, & T. C.

Brock, Eds., *Cognitive responses in persuasion*. Hillsdale, NJ: Lawrence Erlbaum Associates

Mousel, T., & Tang, X. (2016). Analysis of Consumer Behavior Towards Plant-Based Meat and Dairy Alternatives Market in Sweden. *Appetite*, 2, 370–373. <https://linkinghub.elsevier.com/retrieve/pii/B9780081005965220751%0Ahttps://dx.doi.org/10.1016/B978-0-12-803968-7.000113%0Ahttps://doi.org/10.1016/j.appet.2018.01.004>

Nadathur, S. R., J. P. D. Wanasundara, and L. Scanlin. (2017). Sustainable protein sources. Chennai: Elsevier, Academic Press.

Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability (Switzerland)*, 12(19), 1–31. <https://doi.org/10.3390/su12197880>

Nguyen, Hoang Viet, Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores. *International Journal of Environmental Research and Public Health*, 16(6). <https://doi.org/10.3390/ijerph16061037>

Nguyen, Hung Vu, Nguyen, C. H., & Hoang, T. T. B. (2019). Green consumption: Closing the intention-behavior gap. *Sustainable Development*, 27(1), 118–129. <https://doi.org/10.1002/sd.1875>

Nurlan, F. (2019). *Metodologi penelitian kuantitatif*. CV. Pilar Nusantara.

Ostfeld, R. J. 2017. Definition of a plant-based diet and overview of this special issue. *Journal of Geriatric Cardiology*: JGC 14 (5):315. doi: 10.11909/j.issn.1671-5411.2017.05.008.

Paul, Justin, Modi, Aswin, Patel, Jayesh, 2015. Predicting green product consumption using theory of planned behavior and reasoned action. *Journal Retailing Consumer Services*. <http://dx.doi.org/10.1016/J.JRETCONSER.2015.11.006>.

Pacho, F. (2020). What influences consumers to purchase organic food in developing countries? *British Food Journal*, 122(12), 3695–3709. <https://doi.org/10.1108/BFJ-01-2020-0075>

Paço, A. do, Shiel, C., & Alves, H. (2019). A new model for testing green consumer behaviour. *Journal of Cleaner Production*, 207, 998–1006. <https://doi.org/10.1016/j.jclepro.2018.10.105>

- Peter, JP, Olson, JC, & Grunert, KG (1999). *Consumer behavior and marketing strategy* (pp. 329-48). London: McGraw-Hill.
- Petermann-Rocha, F., Parra-Soto, S., Gray, S., Anderson, J., Welsh, P., Gill, J., Sattar, N., Ho, F. K., Celis-Morales, C., & Pell, J. P. (2021). Vegetarians, fish, poultry, and meat-eaters: Who has higher risk of cardiovascular disease incidence and mortality? A prospective study from UK Biobank. *European Heart Journal*, 42(12), 1136–1143. <https://doi.org/10.1093/eurheartj/ehaa939>
- Photcharoen, C., Chung, R., & Sann, R. (2020). Modelling Theory of Planned Behavior on Health Concern and Health Knowledge towards Purchase Intention on Organic Products. *International Business Research*, 13(8), 100. <https://doi.org/10.5539/ibr.v13n8p100>
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2016). *Partial least squares structural equation modeling (PLS-SEM) using SmartPLS 3.0: An updated and practical guide to statistical analysis*. Singapore: Pearson.
- Rigdon EE. (2012) Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods. *Long Range Planning* 45(5-6): 341-358.
- Rigdon, E. E. (2014b). Rethinking partial least squares path modeling: Breaking chains and forging ahead. *Long Range Planning*, 47(3), 161–167.
- Rojas-Downing, M. M., Nejadhashemi, A. P., Harrigan, T., & Woznicki, S. A. (2017). Climate change and livestock: Impacts, adaptation, and mitigation. *Climate Risk Management*, 16, 145–163. <https://doi.org/10.1016/j.crm.2017.02.001>
- Roseira, C., Teixeira, S., Barbosa, B., & Macedo, R. (2022). How Collectivism Affects Organic Food Purchase Intention and Behavior: A Study with Norwegian and Portuguese Young Consumers. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127361>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. john wiley & sons.
- Scalco, A., Noventa, S., Sartori, R., & Ceschi, A. (2017). Predicting organic food consumption: A meta-analytic structural equation model based on the theory of planned behavior. *Appetite*, 112, 235–248. <https://doi.org/10.1016/j.appet.2017.02.007>
- Shin, Y. H., Im, J., Jung, S. E., & Severt, K. (2018). The theory of planned behavior and the norm activation model approach to consumer behavior regarding organic menus. *International Journal of Hospitality Management*, 69(March 2017), 21–29. <https://doi.org/10.1016/j.ijhm.2017.10.011>

Shmueli G and Koppius OR. (2011) Predictive Analytics in Information Systems Research. *MIS Quarterly*, 35(3): 553-572.

Siddique, M. Z. R., & Hossain, A. (2018). Sources of Consumers Awareness toward Green Products and Its Impact on Purchasing Decision in Bangladesh. *Journal of Sustainable Development*, 11(3), 9. <https://doi.org/10.5539/jsd.v11n3p9>

Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41(July 2017), 177–189. <https://doi.org/10.1016/j.jretconser.2017.12.002>

Sugiyono (2019). *Statistika untuk Penelitian*. Bandung : Alfabeta, CV.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabet, CV.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.

Supardi. (2013) *Aplikasi Statistika dalam Penelitian Konsep Statistika yang Lebih Komprehensif*. Jakarta: Change Publication.

Suki, N.M., Suki, N.M., Azman, N.S., 2016. Impacts of corporate social responsibility on the links between green marketing awareness and consumer purchase intentions. *Procedia Econ. Finance*, 37, 262–268.

Shi, H., Wang, S. and Zhao, D. (2017). Exploring urban resident's vehicular PM<sub>2.5</sub> reduction behavior application of the extended theory of planned behavior. *Journal of Cleaner Intentions to Production*, Vol. 147 No. 1, pp. 603-613

Stone, M. (1974). Cross-validatory choice and assessment of statistical predictions. *Journal of the Royal Statistical Society*, 36(2), 111–147.

Sun, Y., Wang, S., Li, J., Zhao, D. and Fan, J. (2017). Understanding consumers' intention to use plastic bags: using an extended theory of planned behavior model. *Natural Hazards*, Vol. 89 No. 3, products pp. 1327-1342

Sultan, P., Tarafder, T., Pearson, D., & Henryks, J. (2020). Intention-behaviour gap and perceived behavioural control-behaviour gap in theory of planned behaviour: moderating roles of communication, satisfaction and trust in organic food consumption. *Food Quality and Preference*, 81, 103838. <https://doi.org/10.1016/j.foodqual.2019.103838>

Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105–115.

Sarstedt M, Ringle CM and Hair JF. (2017a) *Partial Least Squares Structural Equation Modeling*. In: Homburg C, Klarmann M and Vomberg A (eds) *Handbook of Market Research*. Heidelberg: Springer.

Soerjanatamihardja KA, Fachira I. 2017. Study of perception and attitude towards green marketing of indonesian cosmetics consumers. *Journal of Business and Management*. 6(1): 160-172

The World Bank Group, 2018. World Development Indicators. <https://data.worldbank.org/>.

Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, 56(March), 102162. <https://doi.org/10.1016/j.jretconser.2020.102162>

Vesanto Melina, R. D., & Brenda Davis, R. D. (2008). *Becoming vegetarian: The complete guide to adopting a healthy vegetarian diet*. John Wiley & Sons.

Wang, S., Fan, J., Zhao, D., Yang, S. and Fu, Y. (2016). Predicting consumers' intention to adopt hybrid electric vehicles: using an extended version of the theory of planned behavior model. *Transportation*, Vol. 43 No. 1, pp. 123-143.

Wang, S., Lin, S. and Li, J. (2018). Exploring the effects of non-cognitive and emotional factors on household electricity saving behavior. *Energy Policy*, Vol. 115 No. 7, pp. 171-180.

Wong, S. S., & Aini, M. S. (2017). Factors influencing purchase intention of organic meat among consumers in Klang Valley, Malaysia. *International Food Research Journal*, 24(2), 767–778.

Wold H. O. A. (1982). Soft modeling: The basic design and some extensions. In K. G. Jöreskog & H. O. A. Wold (Eds.), *Systems under indirect observations: Part II* (pp. 1–54). Amsterdam:North-Holland.

Yadav, Rambalak, Pathak, Govind, 2017. Determinants of consumers' green purchase behavior in a developing nation: applying and extending the theory of planned behavior". *Ecol. Econ.* 134, 114–122. <http://dx.doi.org/10.1016/j.ecolecon.2016.12.019>.

Yasin S, Ghafoor A, Lodhi AS, Ahmed M, Kausar R. 2015. Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products. *Sci. Tech.* 4(1): 109-116.

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35(December 2016), 150–162. <https://doi.org/10.1016/j.jretconser.2016.12.013>

Zhang, M., Zhang, G.Y., Gursoy, D., Fu, X.R., 2018. Message framing and regulatory focus effects on destination image formation. *Tourism Manag.* 69, 397–407.

