

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Health Consciousness

According to Sandu (2018) health consciousness is the extent to which health problems take part of a person's daily life. The most important thing that must be considered to use a product is the impact of the product on our own health. The main reason for buying and consuming organic food is concern for health. Health awareness directs a person to engage in healthy activities. Individuals with a high level of health consciousness will consider buying products that are safe for their health (Kim and Chung, 2017). Jayanti and Burns (in Kaynak and Eksi, 2016) describe the concept of health consciousness as the extent to which health problems are integrated into a person's daily activities. Kraft & Goodell (in Hong, 2019) say that health awareness is oriented towards a healthy lifestyle.

Health awareness is considered solely as a person's psychological or mental status, including health awareness, health self-awareness, health involvement, and self-monitoring of one's health. So, it can be concluded that health awareness is an individual's assessment of his health and the involvement of individuals in maintaining their health, such as living a healthy lifestyle and seeking and using information about health. Hong (2019) re-conceptualizes the dimensions that have been made by previous researchers and finds three dimensions in health consciousness, which are:

- (1) Self-health awareness, the tendency to focus attention on healthy behaviors such as activities, interests, and opinion-oriented health;
- (2) Personal responsibility, people who are aware of health feel more responsible for maintaining health and tend not only to engage in preventive behavior and maintain health in daily life, but also actively participate in the health community;
- (3) Health motivation, an indicator of an individual's intrinsic motivation to maintain good health and its reflection or responsibility for health.

## 2.2 Attitude Towards Brand

### 1. Understanding Attitude

Attitude is also referred to as the most special and very important concept needed in contemporary social psychology. Attitude is also one of the most important concepts that marketers use to understand consumers. The definition of attitude according to Allport in Setiadi (2017: 214) is a mental and nervous connection with readiness to respond, organized through experience and has a direct and or dynamic influence on behavior. The definition put forward by Allport implies that attitude is the study of the tendency to respond to an object whether it is liked or disliked consistently. Yulistiano and Suryandari (2018: 214) divides attitudes into three components as follows:

#### a. Cognitive

Cognitive relates to the recognition and knowledge of objects and their attributes. When consumers receive the stimulation of an advertisement, the internal psychological process will work which is associated with the activation of the senses.

#### b. Affective

Affective responds to feelings about objects and their attributes. The senses who work will provide an interpretation of an object or in an advertisement are the product / brand and parts of the ad serving itself.

#### c. Konasi

In conation a person has an interest and action in a behavior. When this stage works, the consumer already has a decision on the object sound. Yulistiano and Suryandari (2019: 235) describes the dimensions of attitude as follows:

a. Valance. Leads to a positive attitude, negative attitude, or neutral.

b. Extremity. Extreme is the intensity of likes and dislikes.

c. Resistance. The degree to which attitudes are immune to change.

d. Persistence. Reflects that attitudes can change slowly / gradually.

e. Confidence. Not all attitudes are at the same level of belief.

## 2. Brand

In the process of developing a marketing strategy for a product, sellers will face brand problems. This brand can add value to a product so that it is an essential aspect of a product strategy. The following are some definitions of brands.

- a. Brand. A name, term, sign, symbol, or design, or a combination of all that is expected to identify the goods or services of one seller or group of sellers, and is expected to differentiate the goods or services from those competitors.
- b. Brand name. Part of the brand, and that can be said. For example, Fiesta.
- c. Brand mark. Some brands that are recognizable but cannot be pronounced, such as a special emblem, design, lettering, or color.
- d. Trademark mark. A brand or part of a brand that is protected by law because of its ability to produce something special.
- e. Copyright. The statutory right to produce, publish and sell written works, musical works, or works of art.

## 3. Decision Regarding Brand

The first decision that must be taken is whether or not a certain brand is needed for a product. When viewed from history, most products are marketed without a brand at all. Why did the producers decide to give a brand to their products, if it was clear the producers would spend a lot of money. The use of brand names provides several advantages for manufacturers. Benefits:

- a. Brand names make it easier for sellers to process orders and suppress problems.
- b. Brand names and trademarks will legally protect sellers from counterfeiting product features.
- c. Opportunities for consumer loyalty to the product.
- d. Assist the seller in classifying the market into segments.
- e. Company image can be built with a good brand.

#### 4. Decision to Provide Brand

In deciding the branding of a product, a manufacturer has several choices regarding which party should give the brand. It is possible that the product is marketed under the manufacturer's brand or is marketed by the manufacturer under a licensed brand. Or the product is marketed to intermediary traders who then assign their own brand, which is also called an intermediary brand.

#### 5. Attitude towards Brand

Based on some of the definitions above, the attitude towards the brand according to Assael (2001: 282) is a tendency learned by consumers to evaluate the brand in a way that supports (positive) or does not support (negative) consistently. Consumer evaluations of this particular brand range from very bad to very good. Attitudes toward brands are based on schemas about the brand that have been embedded in consumers' minds. As mentioned above that there are 3 components of attitude, namely: Cognitive, Affective and Conative, then these three components of attitude are also contained in consumer attitudes towards products, namely Assael (2001: 283):

- a) Brand believe is a cognitive component (thinking).
- b) Brand evaluation is the affective component that represents all evaluations of brand by consumers. Trust in a brand is multi-dimensional because they represent brand attributes perceived by consumers.
- c) The tendency to act is a conative component (action) and in general this component by looking at the "intention to buy" from a consumer is important in developing a marketing strategy. According to Rossiter and Percy (2019: 145) there are four characteristics important in understanding attitudes towards brands, which are:
  - a. The attitude towards the brand depends on the relevant motivation of the consumer, which means that if the consumer's motivation changes along with the brand evaluation, the consumer's attitude towards the brand will change.

- b. Attitude towards the brand consists of a cognitive component/belief and an affective component (feeling) that will provide consumers in determining their attitude towards the brand.
- c. The cognitive component will ultimately provide a series of benefit beliefs that shape consumer attitudes towards the brand.
- d. Attitude towards the brand is a relative concept where every consumer must have different motivations in his attitude towards product brands.

### **2.3 Subjective Norm**

Subjective norms refer to the normative beliefs of the social environment that make individuals perform certain behaviors. This aspect is especially true for perceived social pressures from people important to someone (Montaño and Kasprzyk in Wolf et.al, 2015). According to Azjen and Driver in Munandar (2014) subjective norms are a person's feelings or assumptions about the expectations of people in his life regarding certain behaviors or not being carried out. Subjective norm (subjective norm) is a person's perception or view of the beliefs of others that will affect the intention to do or not do the behavior being considered (Jogiyanto, 2007). Muchlis H Mas'ud (2012) states that attitude is a person's positive or negative feelings towards a behavior or object.

According to Ajzen (2007, p.10), subjective norms are the extent to which a person has the motivation to follow other people's views on the behavior he or she will perform (normative belief). If the individual feels that it is his personal right to determine what he will do, not determined by other people around him, then he will ignore other people's views about the behavior he will do. Fishbein & Ajzen (1991, p.15) use the term motivation to comply to describe this phenomenon, namely whether the individual adheres to the views of others who are influential in his life or not. Subjective norms are a function of the individual's perceived expectations where one or more people around him (eg, relatives, colleagues) approve certain behaviors and motivate the individual to obey them (Ajzen, 2007, p.25)

Subjective norms are social influences that influence a person to behave. A person will have a desire for an object or behavior if he is influenced by the people around him to do it or he believes that the environment or people around him support what he does. Perceived behavioral control is related to the available resources and opportunities to do something (Tan and Thomson, 2000). According to Jogiyanto (2007 Subjective Norm) is a person's perception or view of the beliefs of others that will affect the intention to perform or not perform the behavior under consideration. Meanwhile, Subjective Norms according to Ajzen) in Mustikasari (2007) are individual perceptions of social influences in shaping certain behaviors.

In the Subjective Norm, there are individuals or groups who have an influence on a person's behavior. These individuals or groups are referred to as referents. The beliefs that underlie subjective norms are called normative beliefs, namely a person's belief that certain individuals or groups approve or disapprove of performing a behavior. According to Angelina & Japariato (2014:13) this subjective norm is formed on the basis of the following indicators:

#### 1. Normative Beliefs

Angelina & Japariato (2017) explain that normative beliefs are belief in others (preferred reference group) that they should or should not perform a behavior. Or normative beliefs about the expectations of others about what he should do. According to (Saeroji et al., 2015) this normative belief is a belief held by an individual that the environment and the people around him support what he does. individual to perform a behavior that is based on the people closest to him (preferred group) and also because the surrounding environment has an influence on what decisions will be made by an individual.

#### 2. Motivation to Comply

According to Azwar (2005) explaining the motivation to obey this is motivation someone in fulfilling the expectations of those around him. Angelina & Japariato (2014) Motivation to comply is a motivation that is in

line with normative beliefs, or it can be said that this subjective norm is a motivation that is in line with other people who are the reference group.

## **2.4 Perceive Behavioral Control**

According to Wahyuni et al., (2017:12), explaining the perception of behavior control is a condition that a person feels able to determine behavior. According to Ajzen (2009, p20). The more individuals feel many supporting factors and fewer inhibiting factors to be able to perform a behavior, the greater the control they feel over the behavior and vice versa, the less individuals feel the supporting factors and many inhibiting factors to be able to perform a behavior, the individual will tend to perceive themselves as difficult to perform these behaviors. In the product category, there are several factors that can affect the perceived behavioral control of consumers, which include cleanliness, price, availability and others. Perceived Behavioral Control has an important role in creating Purchase Intention. According to Haque (2015) standard guarantees followed by manufacturers in manufacturing products increase consumer perceptions of convenience and increase product purchase intentions. The decision to buy is entirely in the hands of the consumer himself.

Perceived behavioral control is defined as the degree to which the person has control over internal and external factors that facilitate or hinder behavioral performance. Control belief is a person's belief in the factors that are present that facilitate or prevent the implementation of a behavior. rationally taking into account the ramifications of his actions. Ramayah, Lee & Lim (2012:11). From the definition above, the writer can conclude that the perception of behavioral control is an individual's perception of the control that the individual has in relation to certain behaviors which are beliefs about the presence or absence of factors that facilitate and prevent individuals from carrying out a behavior. There are 2 indicators of perceived behavioral control, which are:

1. Control beliefs, are beliefs about the resources and opportunities needed (requisite resources and opportunities) to elicit behavior

2. Perceived power, is the behavior of the individual's perception of how strong the control is to influence himself in eliciting behavior so as to facilitate or complicate the appearance of the behavior.

## **2.5 Brand Trust**

Brand trust can reduce uncertainty in an environment where consumers feel insecure, because they know they can rely on the trusted brand. Trust is built because of the expectation that the other party will act in accordance with the needs and desires of consumers. Consumer trust in a brand mostly occurs when the product brand is able to meet self-concept, needs and values. According to Lau and Lee (2017), brand trust is the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results. According to Ferrinadewi (2018), brand trust is the perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. Brand trust is the willingness of consumers to trust or rely on provide positive results. According to Chaudhuri and Holbrook (2020), brand trust is the willingness of the average consumer to rely on the ability of a brand to carry out all its uses or functions.

According to Delgado (2018) brand trust is the ability of a brand to be trusted (brand reliability), which is based on consumer confidence that the brand is able to fulfill the promised value and good intentions of the brand (brand intention) which is based on consumer confidence that the brand is able to prioritize the interests of the brand. consumer. According to Lau and Lee (2017), there are three factors that become indicators of brand trust, as follows:

- a. Brand Characteristics. Brand characteristics have an important role in determining consumer decision making to trust a brand, this because consumers make an assessment before buying it. Brand characteristics related to brand trust include:



b. Company Characteristics. The characteristics of the company can also affect the level of customer trust in a brand. Consumers' knowledge of the company is likely to affect their assessment of the company's brand.

c. Consumer-Brand Characteristics. A relationship is not one-way, each group influences each other in relation to other groups. So that the customer-brand characteristics can affect customer confidence in the brand. Characteristics in the customer relationship with the brand include similarities between customer self-concept and brand image, customer preference for the brand, customer experience, customer satisfaction, and support from colleagues.

## **2.6 Purchase Intention**

Purchase intention is a decision made by customers after analyzing the reasons for buying a certain product brand Shah et al., (2018). Customer decisions in analyzing a product brand are influenced by external and internal factors (Gogoi, 2017). Customer intentions in analyzing a product brand go through 6 processes, namely awareness of the desired product, knowledge of the brand, interests, preferences, trust, and purchase. Customers towards a product will decrease if the product is considered cheap, the product packaging is too simple, and there is a lack of information about the product. Purchase intention is a decision made by consumers to buy a product or service. Raza et al., (2017) explain that purchase intention is a process where consumers analyze their knowledge of the product, compare the product with other similar products and decide on the product to be purchased.

Fisbein and Ajzen (2015:15) illustrate purchase intention as a person's situation before carrying out an action, which can be used as a basis for predicting the behavior or action. Purchase intention or customer purchase priority begins with collecting product information based on personal experience and the surrounding environment. After obtaining information to a certain level, the customer arrives at the process of estimating and evaluating, then makes a purchasing decision after comparing and making judgments. One of the causes of purchase intention is subjective norms which

are a function of the individual's perceived expectations where one or more people around him (eg, relatives, colleagues) approve certain behaviors and motivate the individual to obey them. Purchase intention is a choice made by customers after analyzing several similar products. Customers will make product selection according to behavior, analysis results (product function) and habits.

Purchase intention is an intention to buy, consider buying and recommend buying the product to others. Purchase intentions are routinely measured and used by marketing practitioners as inputs for sales or market share estimates. Fishbein and Ajzen as quoted by Asakdiyah (2018) explain the relationship between attitudes, intentions and behavior known as the behavioral intention model (Fishbein's Behavioral Intentions Model) or known as the Reasoned Action theory. This theory explains that a person's behavior is highly dependent on his interests. While the intention to behave is very dependent on attitudes and subjective norms of behavior. Beliefs on the consequences of behavior greatly affect attitudes and subjective norms. Beliefs show the information a person has about an object. Based on the information, attitude or behavior towards an object is a favorable or detrimental (unfavorable). Purchase Intention is a behavior that appears in response to an object. Thus, purchase intention can be seen as a favorable behavioral intention because intention is a behavior that shows the customer's desire to make a purchase.

## 2.7 Previous Studies

**Table 2.1 Previous Study**

Author and Title of Articles	Variables	Analysis tool	Conclusion
The Effect of Attitude, Health Consciousness, and Environmental Concern on the Purchase Intention of Organic Food in	1. Attitude 2. Health Consciousness 3. Purchase	SmartPLS 3.0	1. According to the findings of this study, attitude, health consciousness, and environmental concern all have a positive and significant impact on the purchase intention of organic food in Jakarta. This research is expected to

<p>Jakarta</p> <p>(Steffen Jonatha, Miharni Tjokrosaputro 2022)</p>	<p>Intentions</p>		<p>filling research gaps on consumer purchase intentions for organic food which is still relatively minimal among practitioners and academics with the impact of the COVID-19 pandemic.</p> <p>2. This research is also expected to provide contribution to academics and practitioners about the effect of attitudes, health consciousness, and environmental concern and their effects on consumers purchase intention.</p>
<p>How Health &amp; Social Consciousness Affect Young Consumers Purchase Intention towards Organic Foods</p> <p>(Syed Ali Aza et al, 2017)</p>	<p>1. Food safety</p> <p>2. Health consciousness</p> <p>3. Attitude toward brand</p> <p>4. Purchase Intentions</p>	<p>SmartPLS 3.2.9, bootstrapping method</p>	<p>1. The results shows Findings demonstrate that characteristics of products and concerns of consumers significantly affect young consumers' health and social consciousness. However, such health and social consciousness have an influence on attitude young consumers.</p> <p>2. The findings also show that attitude is positively linked with young consumers' purchase frequency towards organic foods. Outcomes also approve moderation of environmental awareness between attitude and organic food purchasing intention.</p>
<p>Analisis Pengaruh Subjective Norms, Percieved Behavioral Control Melalui Attitude Sebagai Intervening Terhadap Purchase Intention Pada Coffee Shop Di Batam</p> <p>(Johny Budiman,</p>	<p>1. Subjective Norms</p> <p>2. Percieved Behavioral Control</p> <p>3. Attitude</p> <p>4. Purchase</p>	<p>SmartPLS 3.0 and IBM SPSS Statistic 26</p>	<p>The results showed that Subjective norms and perceived behavioral control significantly influence on purchase intention through attitude. Subjective norms and perceived be havioral control have a significant effect on attitude. Attitude has a significant</p>

Novianti Andriani (2021)	intentions		effect on purchase intention.
The effect of Attitude Factors on Consumer Purchase Intention of Counterfeit Products (J. Nor, 2014)	<ol style="list-style-type: none"> <li>1. Attitude Factors (Price, Brand awareness, Risk, Integrity, Grafication)</li> <li>2. Purchase intentions</li> </ol>	SPSS 25	The findings of this study revealed that attitude factors have significant influence on purchase intention towards counterfeit products. Hence the findings significantly important to the manufacturers and marketers to give more attention and understand the attitude factors of consumers behavior and therefore, able to create effective marketing strategies in the future.
The Influence of Attitude and Subjective Norms Towards The Purchase Intention as Potential Consumer of Mouthwash Product (Fea Prihapsara, Rosyta Velayanti, 2017)	<ol style="list-style-type: none"> <li>1. Attitude</li> <li>2. Subjective Norms</li> <li>3. Purchase intentions</li> </ol>	SPSS, Multiple Linear Regression	The result of the research shows that consumers attitude partially influences toward mouthwash purchase intention, subjective norm partially influences toward mouthwash purchase intention, and attitude and subjective norm simultaneously influence toward mouthwash purchase intention.
The Role of Brand Trust as a Mediator in the Relationship between Social Media Marketing and Purchase Intentions	<ol style="list-style-type: none"> <li>1. Social Media Marketing</li> <li>2. Purchase intentions</li> <li>3. Brand Trust</li> </ol>	SmartPLS 3.29	The findings reveal that social media marketing has a positive effect on purchase intention through brand trust.
The Influence of Attitude, Subjective Norm and Perceived Behavioral Control towards Organic Food Purchase Intention (Hana Novita Hasan,	<ol style="list-style-type: none"> <li>1. Attitude</li> <li>2. Subjective Norms</li> <li>3. Perceived Behavioral Control</li> </ol>	SPSS, Multiple Linear Regression	Based on the results of the study conclusions can be drawn as follows: adherence to organic food and perceived behavioral control significantly influence buying intention in organic food, while subjective norms are found to have no significant effect on buying intention in organic food. Attitudes toward

Sentot Suciarto 2020)	4. Buying Intention 5. Buying Behavior		organic food have the strongest influence among the other two variables. Subjective norms have the lowest influence.
Pengaruh attitude, subjective norm, dan perceived behavior control terhadap purchase intention makanan sehat di Crunchaus Surabaya.  (Hanjaya Siaputra1, Enrico Isaac 2020)	1. Attitude 2. Subjective norms 3. Perceived behavioral control 4. Purchase Intention	SPSS, Multiple Linear Regression	The result of this study shows that attitude, subjective norm, and perceived behavior control have positive and significant influence toward purchase intention in Crunchaus Surabaya. Attitude is the most dominant variable toward purchase intention of healthy food in Crunchaus Surabaya.

Sources: Primary data 2023

## 2.8 Hypothesis Development

### 2.8.1 Relationship between Health Consciousness and Purchase Intention

In March 2020, the World Health Organization (WHO) declared COVID-19 as a global pandemic. The decision was taken because the corona virus has spread in one hundred and eighteen countries and infected more than one hundred twenty-one thousand people in Asia, Europe, the Middle East, and America (World Health Organization, September 2021). Despite the fact that the situation is expected to improve in the coming years, the COVID-19 pandemic has unquestionably had widespread effects on society and consumers, pointing to market dynamic changes.

One of these effects is a change in consumption patterns in the community or consumers who start to like to consume healthier and more nutritious food because it is believed to increase the body's immunity. In recent years, the consumption of healthy and organic food has increased, especially during the COVID-19 pandemic. This

phenomenon can be seen from a survey by Herbalife Nutrition in 2020 on 8000 consumers in 8 Asia Pacific countries including Indonesia, where 79 percent of Indonesian respondents said that they agreed to take advantage of the pandemic as a momentum to change their diet and lifestyle to become healthier. Previous research has suggested that attitude is one of the key factors influencing purchase intention (Yadav, R.; Pathak, G. S. 2017). Health consciousness is described as the degree to which a person is willing to take health actions. Being healthy is one of the foremost aspects of individual life.

With rising concerns about health and growing fitness challenges, there is a general increase in health consciousness among people, including what foods and drinks they consume (Rankin et al., 2018). Health consciousness has corresponded to “self-awareness about an individual’s health and the willingness to be involved in wellness and health-promoting behaviors.” Extant literature studies have shown that consumers look for hedonic properties of the foods that they are consuming from hedonistic cues like the product name and the color of its packaging (Mai & Hoffmann, 2018). This is the reason why providing information about nutritional value is fundamental. Also, vendors have become highly aware and provide food with high nutritional value.

Health consciousness may impact attitudes, and ultimately, food choices (Hoque et al., 2018). Keeping in mind the values and preferences of health-conscious people, fast food companies have begun introducing new products. On the contrary, to make individuals take responsibility for their diets and help them make well-informed choices for nutritional food, food marketers have introduced several communication strategies. The most common approach is one that involves food labels. Food labels provide essential elements that help conscious people control their diets (Watson et al., 2018).

H1: Health consciousness have effect on branded meat purchase intentions

H2: Health consciousness have effect on attitude toward branded meat

### **2.8.2 The Relationship between Attitude towards Brand and Purchase Intentions**

To understand how the individual makes decisions, it is essential first to understand their intention. Sense to perform a particular behavior by an individual is dependent on three factors, their attitude toward the behavior, perceived social pressure, which is known as the SBN, and an individual's perception about their abilities and sense of control over their behavior. Attitude explains an individual evaluation of specific behavior, whether it is good or bad for them. This evaluation is based on personal beliefs about what will result from doing that particular behavior.

Purchase Intention is defined as predisposition to buy a certain brand or product. (MacKenzie 2018) Purchase Intention also indicates how likely it is that the individual would purchase a product. Previous studies examine the relationship of attitude with purchase intentions in specific dimensions, such as attitude towards advertiser, attitude towards advertisement and attitude towards brand (MacKenzie & Lutz, 2018). The current study focuses on the concept of attitude toward brand. Attitude toward brand has profound and important role in influencing consumer's purchase intentions. Similarly, Batra and Ray (2018) suggest that attitude toward brand significantly affect intentions of consumers. Till and Busler investigate the source credibility (endorser) dimensions: expertise and likability impact on attitude toward brand and purchase intentions of consumer and propose that both dimensions are positively associated with purchase intentions. Choi and Rifon (2022) argue that attitude toward brand and purchase intentions are positively associated with each other. Several studies in adult and children's samples (Phelps & Hoy, 2018) support that attitude toward brand has positive and significant effect on purchase intentions of consumers.

According to Theory of Reasoned Action, (Fishbein and Ajzen, 2017) attitude toward brand has a positive influence on the purchase intentions and it works as an antecedent of purchase intentions. Similarly prior research empirically investigates the

concept and demonstrates a significant positive relationship between attitude toward brand and purchase intentions of consumers. Numerous studies have used the TPB to understand how to perform a specific behavior. Essential elements can determine a person's attitude toward food and its choice. For instance, people have an affirmative perception for personalizing nutrition by observing its benefits concerning the body, health, fitness, and weight.

According to TPB, attitudes are among the most prime aspects defining plans to implement a specific behavior. Zagata (2017) also found that the primary determinant intended to consume hygienic food is a favorable attitude. Another case carried out showed that “intention to buy food is linked to individual attitude, social pressure, and perceived behavioral control, meaning the theory of planned behavior applies to understand the determinants of branded meat purchase intention.”

Research also found that eating healthy foods is related to how individuals behave to dietary and lifestyle requirements. Most frequent frameworks to understand and measure attitude is Fishbein behavioral model. Attitude is measured as the product of a “belief's strength and evaluation of the object's attributes”. The theory states that individuals will perform a behavior if they have a dense intention to perform that specific behavior but only when they have favorable attitudes. (Ajzen, 2017)

H3: Attitude toward branded meat influences branded meat purchase intentions

### **2.8.3 Relationship between Subjective Norms and Purchase Intentions**

These beliefs concentrate on perceived pressure from society from particular referent increased by the individual's tendency to conform to referees. SBNs measure the importance of other food choices when enacting or not expressing one specific selection and the willingness to follow these references. The theory describes how easy or difficult it is to behave in an individual's performance by measuring subjective norms associated with it (Prapavessis et al., 2018). Social pressures from others and other motives behind a particular food category that follows their views shape an



individual's subjective norms. Various studies have found a strong relationship between consumers' willingness to buy or choose foods and personal criteria (Dean et al., 2018; Thøgersen, 2019). Their research pointed out that there is strong evidence that SBN plays a far more prominent role in generating positive PI than previously believed. Studies have found that individuals undertake criteria such as willingness toward their food choices (Voon et al., 2021).

Subjective norms are based on a person's perception of what must be done and what may be done in accordance with what might be obtained from carrying out the behavior. Subjective Norms are an important determination of a product's Purchase Intention. According to Wang et al., (2013) subjective norms are seen as opinions from outsiders including family, friends, peers in society, and also the government has influence in individual decision making in carrying out actions of purchase intention. Jains (2020); Pisitsankhakarn and Vassanadumrongdee (2020); Pop et al.,(2020); Sreen et al., (2018) stated that subjective norms are determinants that influence consumer buying intentions for a product, where the main indicators are mostly influenced by opinions from family, friends or social groups that influence individuals to take action on purchase intentions for a particular product.

Subjective norms have two aspects, personal standards and social norms. Individuals' feelings toward their ethical and moral responsibility toward carrying out specific behavior are known as personal norms. Subjective criteria that promote typical behavior include internal factors such as individual attitude that individual project behavior. On the contrary, the social norm is the pressure an individual feels to conform to external social influence on whether to perform a particular behavior or not (Verbeke & Vackier, 2017). It indicates that consumer with similar sociocultural values and background form social norms (Shahzad et al., 2018). Studies have reported that social norms affect consumer purchase intention (Eshghi et al., 2019). Therefore, the following hypotheses can be postulated:

H4: Subjective norms influences branded meat purchase intentions

#### **2.8.4 The Relationship between Perceived Behavioral Control and Purchase Intentions**

The commonly approved act is that the “complete set of achievable control beliefs measures behavioral control, which is perceived.” These philosophies relate to an individual’s conception of the current opportunities and resources demanded to enact a particular behavior and monitor the level of significance of such opportunities and resources for the attainment of results (Ajzen, 2021). In the context of food selection behavior, many past researchers determined the association between intention to enact a specific behavior and PBC (Pawlak & Malinauskas, 2018; Wong & Mullan, 2019). Research stated that self-efficacy concerning an alteration of habits related to dietary is a factor of positive nature that influences individual food choices. However, past research discovered that the shaping of behavioral information regarding food choices is impacted by perceived control of behavior. This is predicted that external factors facilitate or intervene in how an individual behaves (Ajzen, 2021).

Various factors may interfere between behavior and intention. Therefore, an excellent behavioral disposition does not automatically lead to a more desirable activity. The PBC often recognizes non-motive factors such as time, skill, and money as a possible influence on behavior. However, there is theoretically the resources, expertise, and time needed to conduct any action. A person’s commitment to act is driven by the action taken, influenced by one’s senses. This understanding of a person’s ability to perform such activities is known as perceived-behavioral-control (Aertsens et al., 2009). When an individual chooses a food, his or her behavior is triggered by intents, which in turn are affected by beliefs and attitudes about individuals’ control possibilities, own attributes, and about the decisions of others whose views seem significant to the involved individual.

H5: Perceived Behavioral Control influences branded meat Purchase Intentions

### **2.8.5 Brand Trust as a Mediator between Attitude Towards Brand, Subjective Norm, Perceived Behavioral Control, towards Purchase Intention**

Brand trust is “the willingness of the consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook, 2021). As defined, “trust is the extent to which a customer has faith that their self-confidence in a particular brand gratifies their needs and wants” (Carroll & Ahuvia, 2018). Brand trust plays an important role in consumer relationship building. The relationship between brand trust and consumer decision-making is widely established. Trust is an “eagerness to rely upon another gathering because of the desire coming about because of the gathering’s unwavering quality, kindness and capacity”.

In addition to this, more attachment to a brand from a customer leads to more brand loyalty. Besides, it is significant to attain customer loyalty due to its relation to preference, purchase, allegiance, and commitment. Based on the literature on social psychology, there are two kinds of brand trust which apply to the product or the brand, and they are termed affective trust and cognitive trust.

Cognitive trust relies upon good logical reasons. That is why the aim of the trust is a qualified trust. In addition, this kind of trust emphasizes examining the competence and consistency of the products or the brand, which leads the person to reach a logical decision (Kitapci et al., 2018). Furthermore, as per Munuera-Aleman et al. (2017), the brand’s reliability is the initial point for describing the term BT. In a recent study, BT was seen as a vital factor to build consumer trust in vegetable buying behavior. Trust in food brands ascribes to the confidence that is invested. It implies that consumer trust is straightforwardly influenced by confidence in the food framework (administrative bodies and market players) and belief in food stuffs and brands. In contrast, where the customer is happy with the brand or trusts a particular retailer, the confidence (possibility of dissatisfaction and uncertainty) converts into trust (information and conviction). An essential element of public faith in food is considered a matter of confidence in food actors and price labels.

Subjective norms have an effect on brand trust, this is in line with research findings that subjective norms have a positive effect on brand trust (Gong, et al., 2019). After the customer feels confident in the brand, they will have the intention to make a purchase, as stated by Ha, et al. (2019), trust has a positive influence on customer value for online shopping. In addition, it was found that subjective norms can directly affect purchase intentions (Ajzen, 2015; Hasbullah, et al., 2016; Ham, et al., 2015)

H6: Attitude toward branded meat influence brand trust

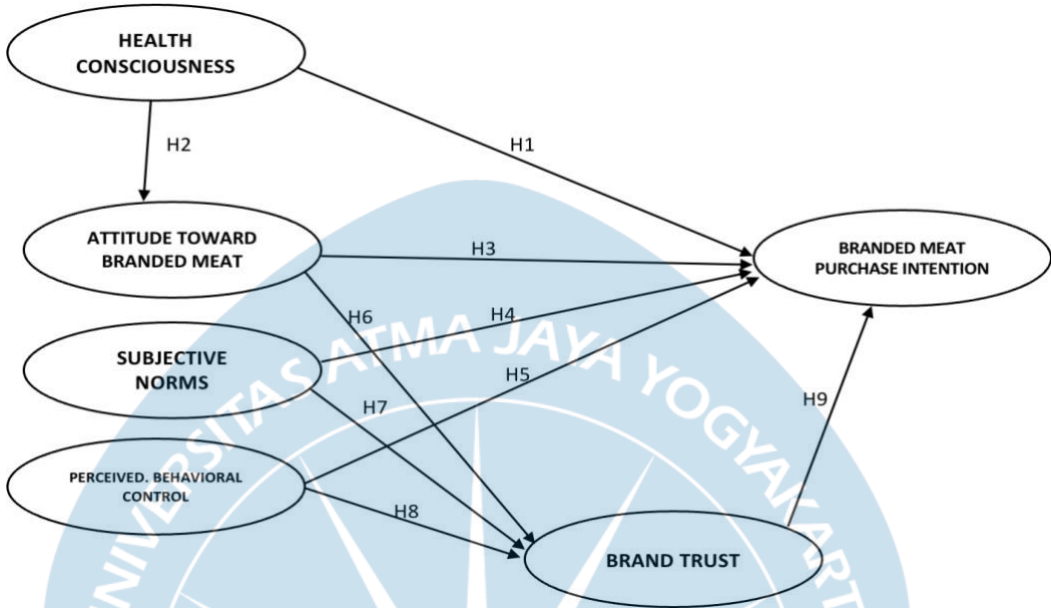
H7: Subjective norms influence brand trust

H8: Perceived behavioral control influence brand trust

Brand validity is portrayed as the authenticity of the data present in the brand, which enables customers to comprehend that the brand has the capacity and eagerness to deliver consistently what is advertised and promoted. Brands help purchasers assemble quality guidelines by urging customers to depend on their past involvement in the product. Pleasing customer experience after one buy can make ready for potential repurchase. To investigate whether brand trust mediated between the customer psychographics and branded meat buying intention, researcher propose that:

H9: Brand trust mediates attitude toward branded meat, subjective norms, and perceived behavioral control to purchase intention

**2.9 Conceptual Framework**



Source: Primary data 2023

**Figure 2.1 Conceptual Framework**