

CONSUMER BEHAVIOR AND PERCEIVE TO BUY FROM READY-TO-EAT MEALS MEAT-BASED PRODUCTS: A CASE STUDY OF RENDANG TASTES PROCESSED MEATS IN INDONESIA

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ABSTRACT

Consumer behavior plays a pivotal role in the success of marketing strategies as it determines how consumers perceive and interact with products in the market. This study examines consumer behavior and perceptions in buying rendang-flavored processed meat as ready-to-eat (RTE) products in Indonesia. The research focuses on identifying the factors influencing consumers to purchase rendang taste processed meats, understanding their perceptions of the product, and assessing the impact of marketing strategies on their purchasing decisions. Data were collected using a survey with 211 final respondents, a quantitative method of Partial Least Squares - Structural Equation Modelling (PLS-SEM) was used to analyze the data. The findings of this study offer valuable insights into consumer behavior and perception towards rendang-flavored processed meats in Indonesia. The research is anticipated to have intellectual merit by exploring consumer behavior towards RTE products specific to Indonesian consumers. The practical implications of this study can aid companies in developing effective marketing strategies that capitalize on consumer preferences and ultimately increase sales and profitability.

Keywords: *consumer behaviour, ready-to-eat, food processed, case study*

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INTRODUCTION

Consumer behavior (CB) based on Kotler (1994) is the study of how people buy, what they buy when they buy, and why they buy, although recent studies from Wankhede et al. (2021) further explained that consumer behavior portrays how customers or consumers examine, choose, purchase, repurchase, use, and order ideas, products, and services to mollify their needs and wants. Adding to those theories (Roy, 2022) stated that consumer behavior refers to all of the behavior and activities of people who buy and use economic products and services. From these various theories, it can be assumed that it is essential for marketers to be able to identify consumer behavior in order to have an advantage and gain profit over other marketers.

Ready-to-eat (RTE) meals are products that are pre-cooked, packaged, and ready for consumption without additional preparation and cooking beyond simple heating (Smigic et al., 2023). RTE has become a popular food choice for consumers, especially those who are busy and have limited time to cook. Based on Secondary data the revenue in the RTE meals segment amounts to US\$7.35bn in 2023 with expected potential growth of 2.42% annually, with the consumer aged 35-44 years old being the most prominent buyer.

A previous study related to RTE meals conducted by (Hicks et al., 2009) examines the relationship between consumer awareness and willingness to pay for RTE products in the United States. Meanwhile, Anusha Siddiqui et al. (2022) conducted research that aimed to assess consumers' consumption practices of RTE food related to their knowledge of food safety and its relationship to gender and level of education. Consumer behavior is an interesting study theme considering that humans have many factors that influence the basis of their behavior and

perceptions. This is supported by previous research which states that consumer behavior will be influenced by cultural, social, personal, and emotional factors (Thienhirun & Chung, 2018).

One such popular meat-based processed food in Indonesia is rendang taste processed meats. Rendang, a popular meat dish, has been identified as one of the characteristic Minangkabau food culture dishes (Lipoeto et al., 2001). Rendang is typically made with beef, slow-cooked with various spices, and coconut milk to create a rich, flavorful dish. However, with the rise of the processed food industry, rendang tastes of processed meats have become a popular alternative to traditional rendang.

Rendang is basically one of the favorite foods for Indonesian people, but the type of presentation of rendang in the form of RTE can certainly have a certain effect on consumer behavior. Based on the CB theory is a crucial aspect of marketing as it determines how consumers perceive and interact with products in the market. Understanding consumer behavior helps companies to develop effective marketing strategies that can influence consumer buying decisions. Even though when this research was started there was no research that discussed processed rendang meat in the form of RTE related to consumer behavior in Indonesia.

This paper aims to examine consumer behavior and perceptions in buying rendang-flavored processed meat in the form of ready-to-eat products in Indonesia. The study will focus on the factors that influence consumers to buy rendang taste processed meats, their perception of the product, and the impact of marketing strategies on their purchasing decision.

The study's findings will provide valuable insights into consumer behavior and perception towards the taste of processed meats in Indonesia, rendang. This research is expected to have intellectual merit which explores consumer behavior towards RTE products for Indonesian consumers. Then companies can use the practical implications of this study to develop effective marketing strategies that can increase sales and profits.

The study will use a mixed-methods approach, which involves both quantitative and qualitative data collection and analysis methods. The research sample population is Indonesian consumers who have purchased rendang-flavored processed meat. Data will be collected through online surveys and in-depth interviews.

METHOD

Data Collection

In this research, data collection is primarily conducted through the use of surveys and questionnaires. The questionnaire designed for this study encompasses various sections, including profiling respondents, exploring their food core values, assessing their attitude towards Rendang Ready-to-Eat (RTE) products, and measuring their intention to buy (Thienhirun & Chung, 2018).

By employing a comprehensive questionnaire that covers profiling, food core values, attitude towards Rendang RTE, and intention to buy, this research aims to gain a holistic understanding of consumers' perspectives, preferences, and purchase intentions related to Rendang RTE products, the variable operations used in this research is shown in Table 1.

Table 1. The Variable Operations Used in this Research

Variable	Questionnaire (Code)	Purpose	Indicator	Scale	Reference
Profile Respondent	Please Classify Your Gender and Age?	Segmentation.	Gender	Dichotomous scales	
	How long do you work normally in 1 day (Monday-Friday)?	Segmentation	Job Hour	Multiple Choice	
	Mention your last Education	Segmentation	Education	Multiple Choice	
	The budget prepared for food every month	Segmentation	Food Expense	Multiple Choice	
	Please state how many people live in the house.	Segmentation	Family Size	Multiple Choice	
	Who is responsible for/decides on preparing the food?	Segmentation	Food Serve Responsibility	Multiple Choice	
	Do you generally like rendang? (A)	Segmentation	Rendang Food Acceptability	Dichotomous scales	
Perceived of Sensory Appeal - Taste	How important is the influence of taste on the desire to buy Rendang RTE	Formative Construct for Perceived of Sensory Appeal	Preference	Likert Scale	(Verbeke et al., 2015), (Imtiyaz et al., 2021)
Perceived of Sensory Appeal - Aroma	How important is the effect of aroma on the desire to buy RTE rendang?	Formative Construct for Perceived of Sensory Appeal	Preference	Likert Scale	(Verbeke et al., 2015), (Imtiyaz et al., 2021)
Perceived of Sensory Appeal - Visual	How important is visual influence on the desire to buy rendang?	Formative Construct for Perceived of Sensory Appeal	Preference	Likert Scale	(Verbeke et al., 2015), (Imtiyaz et al., 2021)
Perceived of Sensory Appeal - Texture	How important is the effect of texture on the desire to buy rendang?	Formative Construct for Perceived of Sensory Appeal	Preference	Likert Scale	(Verbeke et al., 2015), (Imtiyaz et al., 2021)
Perceived of Quality - Durability	How important is the influence of durability on the desire to buy rendang?	Formative Construct for Perceived of Quality Appeal	Preference	Likert Scale	(Kotler, 1994), (Rust & Oliver, 1994)
Perceived of Quality - Nutritional Value	How important do you think is the existence of nutritional information or nutritional content in processed rendang products for the desire to buy these products?	Formative Construct for Perceived of Quality Appeal	Preference	Likert Scale	(Kotler, 1994), (Rust & Oliver, 1994)
Perceived of Quality - Price/Money	How important is price to the desire to buy processed rendang?	Formative Construct for Perceived of Quality Appeal	Preference	Likert Scale	(Kotler, 1994), (Rust & Oliver, 1994)
Perceived of Quality - Safety	Management standards/food safety certificates are important in increasing the desire to buy ready-to-eat	Formative Construct for Perceived of Quality Appeal	Preference	Likert Scale	(Kotler, 1994), (Rust & Oliver, 1994)

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Variable	Questionnaire (Code)	Purpose	Indicator	Scale	Reference
	rendang?				
Perceived of Variety	How big is the desire to buy processed rendang other than beef? Like Lamb, Chicken, Mushrooms, tempeh, eggs, or vegetarian?	Formative Construct for Perceived of Variety Appeal	Preference	Likert Scale	(Ramana et al., 2010), (2005),(Ailawadi et al., 2001) (Eroglu & Machleit, 1990)
Perceived of Design/Aesthetic	The design of the packaging is important in increasing the desire to buy ready-to-eat rendang.	Formative Construct for Perceived of Aesthetic Appeal	Preference	Likert Scale	(Zhang et al., 2022); (Löfgren & Witell, 2005)
Attitude Towards RTE Rendang	Do you think serving rendang in RTE form is more beneficial to you?	Reflective Construct of Attitude towards RTE Rendang	Preference	Likert Scale	
	Are you going to choose RTE rendang products as an alternative to the rendang you usually buy?	Reflective Construct of Attitude towards RTE Rendang	Preference	Likert Scale	
	Are you going to tell people you know about RTE's rendang products?	Reflective Construct of Attitude towards RTE Rendang	Preference	Likert Scale	
	In your opinion, can processed rendang be used as a souvenir?	Reflective Construct of Attitude towards RTE Rendang	Preference	Likert Scale	
Purchase Intention	Are you interested in buying Rendang RTE?	Reflective Construct of Purchase Intention	Preference	Likert Scale	
	Are you looking for information about Rendang RTE with the intention of buying this product?	Reflective Construct of Purchase Intention	Preference	Likert Scale	
	Will you switch from serving regular rendang to RTE rendang if RTE products are easily available in your environment?	Reflective Construct of Purchase Intention	Preference	Likert Scale	

In this study, respondents were sorted based on several criteria that must be owned so that data from the results of the respondent survey can be used, some of the criteria include:

1. Is an Indonesian
2. Like Rendang
3. Over 15 years old
4. Able to read and understand the survey questions asked

The survey in this study was made using a Google Form which was then distributed via social media and WoM, while data processing used the PLS-SEM method with Smart-PLS as the tools.

Measurement Model

The conceptual model of this study involves both types of measurement models (Reflective and Formative) while formative variables consist of Aesthetic Appeal, Quality Appeal, Sensory Appeal, and Variety Appeal. Thus, reflective variables include Attitude Towards Rendang RTE and Intention to Buy Rendang RTE. A questionnaire was developed to test the model and the items were measured on a Likert scale. A four-point has been chosen, from 1 'strongly disagree' to 4 'strongly agree' with a total of 17 questionnaires.

For formative measurement models, there are different statistical assessment criteria compared to reflective measurement models (Hair et al., 2019). Because formative measurement scale components are likely to reflect an independent cause and are not always highly associated with one another, the idea of internal consistency is not accurate for formative measurement models (Chin, 1998). In contrast, reflective measurement model elements must be associated and must show meaningful outer loading values (Hair et al., 2019). The two types of measuring models reflective and formative were assessed independently for the purposes of this study. All reflective measurement models (such as Attitude Towards Rendang RTE and Intention to Buy Rendang RTE) were examined for construct validity and reliability according to the guidelines provided by ((Hair et al., 2019), whereas formative measurement models (such as Aesthetic Appeal, Sensory Appeal, Quality Appeal, and Variety Appeal) were examined for convergent validity and discriminant validity.

Data Analysis and Findings

In this research, the data collected through the survey and questionnaire will be analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The first step in the data analysis process will involve assessing the reliability and validity of the measurement model, once the measurement model has been validated, the analysis will proceed to examine the structural relationships between the constructs. Through the use of PLS-SEM, this research aims to uncover and analyze the complex relationships between food core values, attitude towards Rendang RTE, and intention to buy.

RESULTS AND DISCUSSION

Descriptive Respondent

Data analysis and discussion of research findings begin with a brief description of the demographic attributes of respondents in terms of their age, gender, and education level; moreover, out of the total of 211 respondents, 25.6% were male, whereas 74.4% were female. The majority of the respondents (almost 55.9%) were aged between 26 and 35 years. Furthermore, 55.9% of the respondents had a high school certificate or below, 10.4% had a diploma, 28.0% had a Bachelor's, 4.3% had a master's, and 1.4% had a Doctoral or Ph.D.

Table 2. Data Demographic Respondent

Attributes	Characteristics	Frequency	Percentage
Gender	Male	54	25.6%
	Female	157	74.4%
Age	15 - 25 years old	43	20.4%
	26 - 35 years old	118	55.9%
	36 - 55 years old	47	22.3%
	Over 55 years old	3	1.4%
Education	High School or below	118	55.9%
	Diploma	22	10.4%
	Bachelor	59	28.0%
	Master	9	4.3%
	Doctoral, Phd	3	1.4%
Prepare Budget Monthly (IDR -Rp)	below 2.000.000	76	36.0%
	2.000.001 -5.000.000	109	51.7%
	5.000.000 - 8.000.000	23	10.9%
	Above 8.000.000	3	1.4%
time devoted to activities	Below 4 hours	21	10.0%
	5 - 8 hours	101	47.9%
	9 - 12 hours	68	32.2%
	Above 13 hours	21	10.0%
the number of people living in the house	Alone	9	4.3%
	2 -3 person	82	38.9%
	4 -6 person	110	52.1%
	7 - 9 person	9	4.3%
	10 - 12 person	0	0.0%
	Above 12 person	1	0.5%
person in charge or decision-making in preparing the food	Alone	126	59.7%
	Wife -Husband	53	25.1%
	Son	1	0.5%
	Parents	29	13.7%
	Housemaid	2	0.9%

Variable Analysis (Description Construct to find most influence)

Table 3. Description Construct to Find the Most Influence

Construct Code	Construct	Construct Type	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation
B3	Taste	Formative	3.711	4.000	1.000	4.000	1.000	4.000	0.595

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Construct Code	Construct	Construct Type	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation
C2	Aroma	Formative	3.498	4.000	1.000	4.000	1.000	4.000	0.677
D4	Visual	Formative	3.632	4.000	1.000	4.000	1.000	4.000	0.634
E6	Texture	Formative	3.667	4.000	1.000	4.000	1.000	4.000	0.626
F1	Durability	Formative	3.667	4.000	1.000	4.000	1.000	4.000	0.567
G1	Nutritional Value	Formative	3.657	4.000	1.000	4.000	1.000	4.000	0.659
H1	Price/ Money	Formative	3.721	4.000	1.000	4.000	1.000	4.000	0.548
I3	Safety	Formative	3.831	4.000	1.000	4.000	1.000	4.000	0.436
J1	Variety	Formative	3.080	3.000	1.000	4.000	1.000	4.000	0.932
K6	Aesthetic	Formative	3.677	4.000	1.000	4.000	2.000	4.000	0.509
L1	Attitude Towards RTE Rendang	Reflective	3.687	4.000	1.000	4.000	1.000	4.000	0.561
L2	Attitude Towards RTE Rendang	Reflective	3.552	4.000	1.000	4.000	2.000	4.000	0.645
L3	Attitude Towards RTE Rendang	Reflective	3.493	4.000	1.000	4.000	1.000	4.000	0.677
L4	Attitude Towards RTE Rendang	Reflective	3.562	4.000	1.000	4.000	1.000	4.000	0.644
M1	Purchase Intention	Reflective	3.557	4.000	1.000	4.000	1.000	4.000	0.704
M2	Purchase Intention	Reflective	3.468	4.000	1.000	4.000	1.000	4.000	0.760
M3	Purchase Intention	Reflective	3.398	4.000	1.000	4.000	1.000	4.000	0.792

The mean score for all constructs was 3.63, which is somewhat higher than the scale's midpoint indicating that all of those constructs were preferable based on the potential consumer. The results were then enhanced with the median score where the score for all categories was 4.00, indicating that the majority of respondents assessed the construct as influenced or very influenced by the chosen constructs. Taste (3.71), Aroma (3.49), Visual

(3.63), Texture (3.67), Durability (3.67), Nutritional Value (3.66), Price/Money (3.72), Safety (3.83), and Aesthetic (3.68) scored the highest mean score. Where Variety (3.08) was the construct with the lowest mean score. The construct with the greatest mean, according to the mean values, is "Safety" (3.83), followed by "Price/Money" (3.72). The average ratings for these two constructions are the highest of all the structures considered. Indicating that those constructs are the most influencing consumer perception.

Thus, the standard deviation for all constructs was 0.60, indicating that there was some heterogeneity in the assessments. In terms of standard deviation Variety (0.93) had the biggest standard deviation, followed by Aroma (0.68) and Visual (0.64). While the construct with the lowest standard deviation (0.44) was Safety.

Analysis of the Measurement Model

Aesthetic Appeal, Sensory Appeal, Quality Appeal, and Variety Appeal were four constructs with reflective measurement models that were individually analyzed while taking into account the recommendations of Hair et al. (2019) and Henseler et al. (2009). All constructs were evaluated for reliability and validity in order to assess the reflected measurement models. The findings showed that all constructs had factor loading values that are generally acceptable (above 0,70). Additionally, Cronbach's alpha values for all constructs were evaluated and found to be greater than the 0.70 crucial level proposed by Cohen (1988) and their composite reliability (CR). All constructs' average variance extracted (AVE) values exceeded Hair et al. (2017)'s indicated critical threshold of 0.50.

According to (Chin, 1998), Hair et al. (2019), Henseler et al. (2009), the evaluation procedure for formative constructions is different from that for reflective constructs. This study uses two formative measuring models, Attitude Towards Rendang RTE and Intention to Buy Rendang RTE, as was indicated in the preceding part. The route coefficient thresholds for determining the validity of formative conceptions should be 0.80 or above.

Instrument Development

From a total of 17 constructs (Fig. 1) that have been tested for validity and reliability, 15 final indicators (Fig. 2) have been produced based on the value of loading factor where B3, C2, H1, I3, and L1 are not eligible to be used. Meanwhile, the path value for formative constructs has a satisfactory path coefficient value with a value of 0.912 (above 0.8).

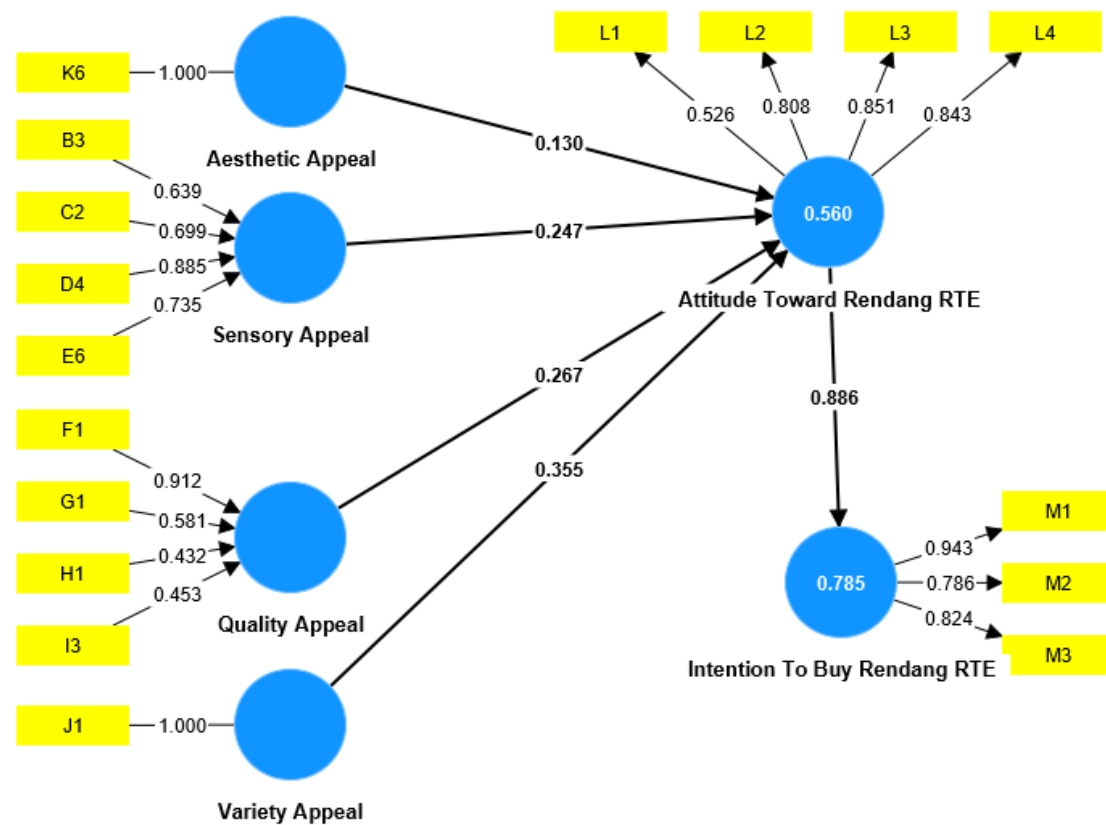


Figure 1. Initial Model

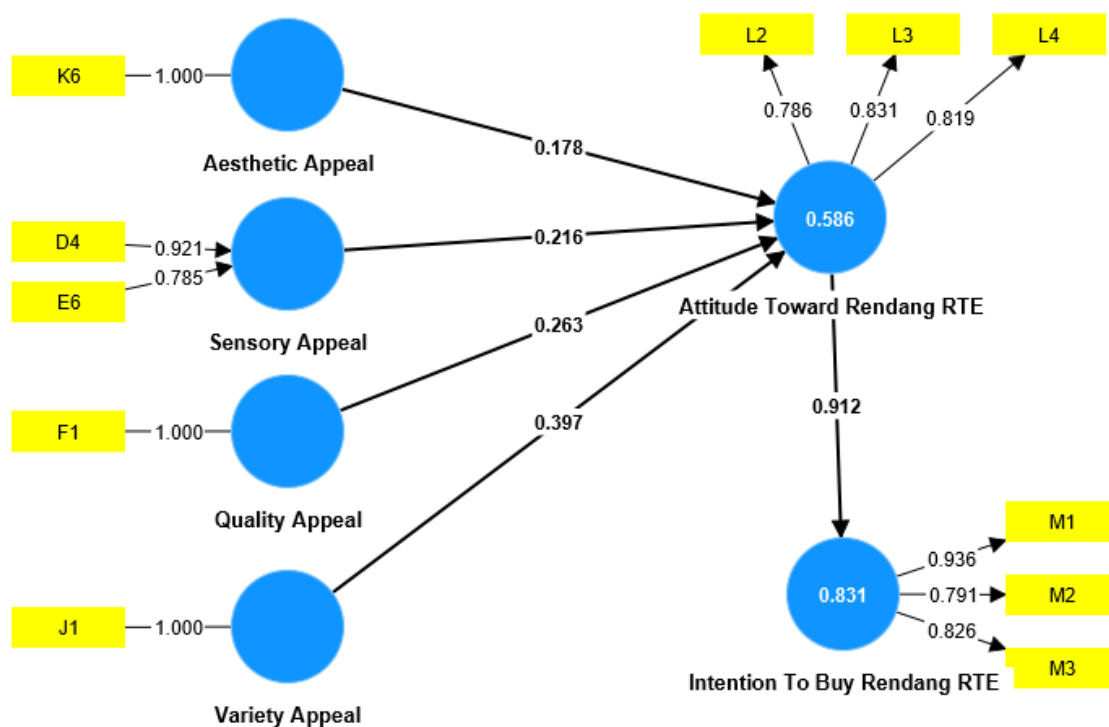


Figure 2. Final Model

Analysis Structural Model

The structural model was assessed for the overall explanatory power of constructs through R2 value, predictive relevance through Q2 value, and path coefficient β -values. The findings of the structural model are presented in Fig. 2.

These results indicate that the proposed model has 83.1% of explanatory power for Intention to Buy Rendang RTE (IBRR) with $R^2 = 0,831$, while the food core value construct forming the Attitude Towards Rendang RTE (ATTR) with 58.6% of explanatory power with $R^2 = 0,586$. Moreover, it is found that the relationship between all the food core values including Aesthetic Appeal ($\beta = 0.178$), Sensory Appeal ($\beta = 0.216$), Quality Appeal ($\beta = 0.263$), Variety Appeal ($\beta = 0.397$) is positively correlated with ATTR. Thus, Variety Appeal and Quality Appeal are the strong coefficients towards ATTR.

From the results of data processing using PLS-SEM, it shows that all constructs have positive values. This proves that all hypotheses in this study are proven and can be accepted. thus, some constructs have little significance to the overall model so some of these constructs are ignored even though the hypotheses are acceptable, this aims to increase the accuracy of the models produced in this study, shown in Table 4.

Table 4. The Accuracy of The Models Produced

Construct Code	Question/Construct	Path Coefficients Initial Model	Path Coefficients Final Model	Hypotheses
B3	Taste	0,639	Ignored	Accepted
C2	Aroma	0,699	Ignored	Accepted
D4	Visual	0,885	0,921	Accepted
E6	Texture	0,735	0,785	Accepted
F1	Durability	0,912	1	Accepted
G1	Nutritional Value	0,581	Ignored	Accepted
H1	Price/Money	0,432	Ignored	Accepted
I3	Safety	0,453	Ignored	Accepted
J1	Variety	1	1	Accepted
K6	Aesthetic	1	1	Accepted
L1	Attitude Towards RTE Rendang 1	0,526	Ignored	Accepted
L2	Attitude Towards RTE Rendang 2	0,808	0,786	Accepted
L3	Attitude Towards RTE Rendang 3	0,851	0,831	Accepted
L4	Attitude Towards RTE	0,843	0,819	Accepted

Construct Code	Question/Construct	Path Coefficients Initial Model	Path Coefficients Final Model	Hypotheses
Rendang 4				
M1	Purchase Intention 1	0,943	0,936	Accepted
M2	Purchase Intention 2	0,786	0,791	Accepted
M3	Purchase Intention 3	0,824	0,826	Accepted

CONCLUSION

Consumer behavior is one of the important factors for compiling and determining a strategy by a business entity, as is the case with businesses in the RTE food sector. In this study, taking the perspective of food core values consisting of Aesthetic Appeal, Sensory Appeal, Quality Appeal, and Variety Appeal, tries to explain the effect of these constructs on the attitude and intention to buy from prospective consumers. This research was conducted in Indonesia with the type of Rendang food as the research object, resulting in several conclusions regarding this research, first, Variety Appeal and Quality Appeal are the most dominant constructs influencing the decision of prospective consumers in buying RTE rendang products. Second, potential consumers have good impressions and responses to RTE-type food products seen from the results of this study which show that the attitude of prospective consumers toward Rendang RTE is positive. Third, the RTE rendang product has considerable potential considering the positive and significant Intention to Buy measurement value from this study.

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