

## **REFERENCES**

- Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: A review. *British Food Journal*, 111(10), 1140-1167. <https://doi.org/10.1108/00070700910992961>
- Ahmed, R., and Rahman, K. (2015). Understanding the Consumer Behaviour towards Organic Food: A Study of the Bangladesh Market. *IOSR Journal of Business and Management (IOSR-JBM)*, 17 (4), 49-64.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52(1), 27-58. <https://doi.org/10.1146/annurev.psych.52.1.27>
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52(1), 27-58. <https://doi.org/10.1146/annurev.psych.52.1.27>
- Algharabat, R., Rana, N.P., Dwivedi, Y. K., Alalwan, A. A. and Qasem, Z. (2018). The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of nonprofit organizations. *Journal of Retailing and Consumer Services*, 40, 139-149. <https://doi.org/10.1016/j.jretconser.2017.09.011>
- Alibabic, V., Jokic, S., Mujic, I., Rudic, D., Bajramovic, M., & Jukic, H. (2011). Attitudes, behaviors, and perception of consumers' from northwestern Bosnia and Herzegovina toward food products on the market. *Procedia - Social and Behavioral Sciences*, 15, 2932-2937. <https://doi.org/10.1016/j.sbspro.2011.04.217>
- Alonso-dos-Santos, M., & Llanos-Contreras, O. and Farias, P. (2019). Family firms' identity communication and consumers' product involvement impact on consumer response. *Psychology and Marketing*. 36 (8), 791-798. <https://doi.org/10.1002/mar.21212>
- Alvensleben, R., & Altmann, M. (1987). Determinants of the demand for organic food in Germany (F.r.). *Acta Horticulturae*, 203, 235-242. <https://doi.org/10.17660/actahortic.1987.203.28>
- An Gie Yong, Sean Pearce. (2013). A Beginner's Guide to Factor Analysis: Focussing on Exploratory Factor Analysis. *Tutorials in Quantitative Methods for Psychology*, 9(2), 79-94.
- Antil, J. H. (1983). Uses of Response Certainty in Attitude Measurement. *Advances in Consumer Research*, Vol.10, eds. Richard P. Bagozzi and Alice M. Taibot, Ann Arbor, M I: Association for Consumer Research, 409-415.

- Antil, John H. (1984). Conceptualisation and Operationalisation of Involvement. *Advances in Consumer Research*, 2, Thomas C. Kinnear (ed.), Provo UT: Association for Consumer Research, 203-209.
- Argyriou, E., & Melewar, T. (2011). Consumer attitudes revisited: A review of attitude theory in marketing research. *International Journal of Management Reviews*, 13(4), 431-451. <https://doi.org/10.1111/j.1468-2370.2011.00299.x>
- Armstrong, G. (2009). *Marketing: an introduction*. 1<sup>st</sup> European ed. Harlow: Financial Times Prentice Hall.
- Asiegbu, I. F., Daubry, P. M. and Chijindu, I. H. (2012). Consumer Attitude: Some Reflections on Its Concept, Trilogy, Relationship with Consumer Behaviour, and Marketing Implications. *European Journal of Business and Management*, 4(13), 38-50.
- Attitudes and Consumer Behaviour, July 2000, Consumer Behaviour, IUP Publication, pp. 119-120
- Aygen, F.G., (2012). Attitudes and behaviour of Turkish consumers with respect to organic foods. *International Journal of Business and Social Science*, 3, 262–273.
- B. Schlegelmilch, G. M. Bohlen, A. Diamantopoulos, (1996). The link between green purchasing decisions and measures of environmental consciousness. *European Journal of Marketing*, 30, (5), 35-55. <https://www.frontiersin.org/articles/10.3389/fpsyg.2017.00248/full>
- Banwari Mittal (1989). A Theoretical Analysis of Two Recent Measures of Involvement, *Advances in Consumer Research*, 16, 697-702.
- Barge, D. S., More, D. K., & Bhola, S. S. (2015). Eco friendly products attitude towards pricing. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2589415>
- Basha, M. B., Mason, C., Shamsudin, M. F., Hussain, H. I., & Salem, M. A. (2015). Consumers attitude towards organic food. *Procedia Economics and Finance*, 31, 444-452. [https://doi.org/10.1016/s2212-5671\(15\)01219-8](https://doi.org/10.1016/s2212-5671(15)01219-8).
- Bredahl, L. (2001). Determinants of consumer attitudes and purchase intentions with regard to genetically modified food – Results of a cross-national survey. *Journal of Consumer Policy*, 24(1), 23-61. <https://doi.org/10.1023/a:1010950406128>
- Brewer, M., & Rojas, M. (2008). Consumer attitudes toward issues in food safety. *Journal of Food Safety*, 28(1), 1-22. <https://doi.org/10.1111/j.1745-4565.2007.00091.x>

- Brucks, M. (1985). The effects of product class knowledge on information search behaviour. *Journal of Consumer Research*, 12 (1), 1-16.
- Carlsmith, J. M., Collins, B. E., & Helmreich, R. L. (1965). Studies in forced compliance I: The effect of pressure for compliance on attitude change produced by face-to-face role playing and Anonymous essay writing. *PsycEXTRA Dataset*. <https://doi.org/10.1037/e475852008-001>
- Carmen García, Julio Olea and Vicente Ponsoda y Derek Scott (1996). Measuring Involvement from its Consequences. *Psicothema*, 8(2), 337-349. <https://www.redalyc.org/articulo.oa?id=72780209>
- Chaudhuri, A. (2000). A macro analysis of the relationship of product involvement and information search: The role of risk. *Journal of Marketing Theory and Practice*, 8(1), 1-15. <https://doi.org/10.1080/10696679.2000>.
- Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008-1021. <https://doi.org/10.1016/j.foodqual.2007.04.004>
- Chen, M. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008-1021. <https://doi.org/10.1016/j.foodqual.2007.04.004>
- Clark, C. A. (1958). Book reviews: The measurement of meaning by Charles E. Osgood, George J. Suci, and Percy H. Tannenbaum. Urbana, Illinois: University of Illinois press, 1957. 342 P. \$7.50. *Educational and Psychological Measurement*, 18(4), 884-886. <https://doi.org/10.1177/001316445801800423>
- Clarke, K. and Belk, R. (1978). The effects of product involvement and task definition on anticipated consumer effort. Hunt, H. K. (ed.), *Advances in Consumer Research*, Ann Arbor: Association for Consumer Research, 5, 313-318.
- Conner, M.T. (1993). Understanding Determinants of Food Choice: Contributions from Attitude Research. *British Food Journal*, 95 (9), 27-31.
- Cooper, D. R. and Schindler P. S. (2008). *Business Research Methods*. Ed.10, McGraw Hill.
- Dabholkar P.A. (1994). Incorporating Choice into an Attitudinal Framework: Analysing Models of Mental Comparison Process. *Journal of Consumer Research*, 21(1), 100-18.

- Dean, M., Raats, M. M., & Shepherd, R. (2008). Moral concerns and consumer choice of fresh and processed organic Foods<sup>1</sup>. *Journal of Applied Social Psychology*, 38(8), 2088-2107. <https://doi.org/10.1111/j.1559-1816.2008.00382.x>
- Delafrooz, N., and Paim, L. H. (2011). An Integrated Research Framework to Understand Consumer's Internet Purchase Intention, *2011 International Conference on Sociality and Economics Development, IPEDR* 10, 375-378.
- Delafrooz, N., Paim L.H. and Khatibi, A. (2011). A Research Modeling to Understand Online Shopping Intention. *Australian Journal of Basic and Applied Sciences*, 5(5), 70-77.
- Dholakia, U.M. (1997). An Investigation of the Relationship Between Perceived Risk and Product Involvement. *Advances in Consumer Research*, 24, 159-167. <https://www.acrwebsite.org/volumes/8033/volumes/v24/NA-24>
- Divine, R. L. and Page, T. J. Jr. (1994). The Effect of Enduring Involvement on Evoked Set Size: A Motivational Orientation Perspective. *Asia Pacific Advances in Consumer Research*, 1, 10-16.
- Dubuisson-Quellier, S., & Lamine, C. (2008). Consumer involvement in fair trade and local food systems: Delegation and empowerment regimes. *GeoJournal*, 73(1), 55-65. <https://doi.org/10.1007/s10708-008-9178-0>
- Eagly, A. H. and Chaiken, S. (2007). The advantages of an inclusive definition of attitude. *Social Cognition*, 25 (5), 582-602. <https://doi.org/10.1521/soco.2007.25.5.582>
- Eagly, A. H., & Chaiken, S. (2007). The advantages of an inclusive definition of attitude. *Social Cognition*, 25(5), 582-602. <https://doi.org/10.1521/soco.2007.25.5.582>
- Ellen, P.S. (1994). Do we know what we need to know – objective and subjective knowledge effects on pro-ecological behaviours. *Journal of Business Research*, 30 (1), 43-52.
- Fazio R.H., Powell M.C. and Williams C.J. (1989). The Role of Attitude Accessibility in the Attitude-to-Behaviour Process, *Journal of Consumer Research*, 16, 280–88.
- Finn, W. F. (1982). It is Time to Lay the Low Involvement Hierarchy to Rest. *An Assessment of Marketing Thought and Practice*, Proceeding of 1982 Educator's Conference, B. Walker et. al. (ed.) American Marketing Association, 99-103.
- Fishbein, M. and Ajzen, I. (1975). *Belief, Attitude Intention, and Behaviour: An Introduction to Theory and Research*. Reading, MA: Addison -Wesley.

- Fishbein, Martin E. (1967) Readings in attitude theory and measurement. Wiley & Sons, 477-492.
- Fishbein, M. (1963). An investigation of the relationships between beliefs about an object and the attitude toward that object. *Human Relations*, 16(3), 233-239. <https://doi.org/10.1177/001872676301600302>
- Fishbein, M. (1976). A behavior theory approach to the relations between beliefs about an object and the attitude toward the object. *Lecture Notes in Economics and Mathematical Systems*, 87-88. [https://doi.org/10.1007/978-3-642-51565-1\\_25](https://doi.org/10.1007/978-3-642-51565-1_25)
- Fotopoulos, C. and Chrysochoidis, G. (2001). Factors Affecting the Decision to Purchase Organic Food. *Journal of Euro marketing*, 9(3), 45-66.
- Freedman, J. L. (1964). Involvement, discrepancy, and change. *The Journal of Abnormal and Social Psychology*, 69(3), 290-295. <https://doi.org/10.1037/h0042717>
- Gabbott, M., & Hogg, G. (1999). Consumer involvement in services. *Journal of Business Research*, 46(2), 159-166. [https://doi.org/10.1016/s0148-2963\(98\)00019-8](https://doi.org/10.1016/s0148-2963(98)00019-8)
- Ganguly, B., Dash, S., Cyr, D. and Head, M. (2010). The effects of website design on purchase intention in online shopping: the mediating role of trust and the moderating role of culture. *International Journal of Electronic Business*, 8 (4/5), 302-330. <https://doi.org/10.1504/ijeb.2010.035289>
- García, C., Olea, J., Ponsoda, V. and Scott, D. (1996). Measuring Involvement from Its Consequences. *Psicothema*, 8 (2), 337-349.
- George M. Zinkhan, Aydin Muderrisoglu. (1985). Involvement, Familiarity, Cognitive Differentiation, And Advertising Recall: A Test of Convergent and Discriminant Validity. *Advances In Consumer Research*, 12, Eds. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT: Association for Consumer Research, 356-361.
- Hair, J. F., Black, W. C., Babin, B. J. and Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective*. Seventh Edition, Pearson Education, Upper Saddle River.
- Hair, J. F., Money, A. H., Page, M. and Samouel P. (2007). *Research Methods for Business*, John Wiley and Sons Inc., New Jersey.
- Hassan, Siti & Yee, Loi & Ray, Kok. (2015). Purchasing Intention towards Organic Food among Generation Y in Malaysia. *Journal of Agribusiness Marketing*, 7, 16-32. <https://www.mdpi.com/2071-1050/10/12/4690/pdf>

- Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: Contributions from technology and trust perspectives. *European Journal of Information Systems*, 12(1), 41-48. <https://doi.org/10.1057/palgrave.ejis.3000445>
- Hornik, J, and Tali, T, (2010). Factors Influencing Product Involvement Among Young Consumers. *Journal of Consumer Marketing*, 27(6), 499-506. <https://doi.org/10.1108/07363761011078235>
- Hsu, C., & Chen, M. (2014). Explaining consumer attitudes and purchase intentions toward organic food: Contributions from regulatory fit and consumer characteristics. *Food Quality and Preference*, 35, 6-13. <https://doi.org/10.1016/j.foodqual.2014.01.005>
- Hupfer N. and Gardner, D. M. (1971). Differential Involvement with Products and Issues: An Exploratory Study. *Proceedings of the Second Annual Conference of the Association for Consumer Research*, eds. David M. Gardner, College Park, MD: Association for Consumer Research, 262-270. <https://www.scirp.org/journal/paperinformation.aspx?paperid=75855>
- Hustvedt, G. (2006). Consumer Preferences in Blended Organic Cotton Apparel. Ph.D. Dissertation, Kansas State University.
- Kapuge, K. D. L. R. (2016). Determinants of Organic Food Buying Behaviour: Special Reference to Organic Food Purchase Intention of Sri Lankan Customers. *Procedia Food Science*, 303-308. <https://www.mdpi.com/2071-1050/10/12/4690/pdf>
- Kassirjian, H. H. (1981). "Low Involvement: A Second Look", *Advances In Consumer Research*. 08, Eds. Kent B. Monroe, Ann Arbor: Association For Consumer Research, 31-34.
- Kassirjian, H. H. (1981). Low Involvement – A Second Look. *Advances in Consumer Research* K. B. Monroe (ed.) Ann Arbor MI: Association for Consumer Research, 31-34.
- Kautsar, A. P., Widiyanto, S., Abdulah, R., & Amalia, H. (2012). Relationship of consumer involvement, credibility of the source of information and consumer satisfaction on purchase decision of non-prescription drugs. *Procedia - Social and Behavioral Sciences*, 65, 449-454. <https://doi.org/10.1016/j.sbspro.2012.11.147>
- Khalid, I.A.Q., Zainuddin, Y. (2011). The influence of media exposure, safety and health concerns, and self-efficacy on environmental attitudes towards electronic green

products. *Asian Academy of Management Journal*, 16(2). 167-186.  
[http://web.usm.my/aamj/16.2.2011/AAMJ\\_16.2.8.pdf](http://web.usm.my/aamj/16.2.2011/AAMJ_16.2.8.pdf)

- Kiesler, C.A., B.E. Collins, N. Miller, (1969). *Attitude Change: A Critical Analysis of Theoretical Approaches*, New York: Wiley.
- Kokkinaki, F. and Lunt, P. (1997). The Relationship between Involvement, Attitude Accessibility and Attitude- Behaviour Consistency. *British Journal of Social Psychology*, 36 (4), 497-509.
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques* (2<sup>nd</sup> Revised Edition). New Delhi: New Age International Pvt. Ltd., Publishers
- Kothari, C.R. and Garg, G. (2019). *Research Methodology Methods and Techniques*, Fourth Edition, New Age International Publishers, New Delhi, 29.
- Kotler, P. (1996), *Marketing Management, Analysis, planning, implementation and control*, Prentice Hall of India, New Delhi, 190-192.
- Kotler, P. (1996). *Marketing Management. Analysis, planning, implementation and control*. Prentice-Hall of India, New Delhi, 190-192.
- Kotler, P., Keller, K.L., Koshy, A. and Jha, M., (2015). *Marketing Management: A South Asian Perspective*. *Pearson Education India*, New Delhi, India.
- Krugman, H. E. (1966). The measurement of advertising involvement. *Public Opinion Quarterly*, 30(4), 583–596. <https://doi.org/10.1086/267457>
- Krugman, H. E. (1965). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29(3), 349. <https://doi.org/10.1086/267335>
- Laroche, M., Bergeron, J., & Goutaland, C. (2003). How intangibility affects perceived risk: The moderating role of knowledge and involvement. *Journal of Services Marketing*, 17(2), 122-140. <https://doi.org/10.1108/08876040310467907>
- Lastovicka, J. L. (1979). Questioning the concept of involvement defined product classes. *Advances in Consumer Research*, 6, eds. William L. Wilkie, Ann Arbor: Association for Consumer Research, 174-179.
- Laurent, G., & Kapferer, J. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22(1), 41. <https://doi.org/10.2307/3151549>
- Ling, T. P., Dominic F. L. and Shanmugam, A. et.al, (2018). The Purchase Intention of Organic Foods among Working Adults in Penang. Malaysia. *IOSR Journal of Business and Management*, 20(3), 48-59.



- Madhavaiah, C., & Shashikiran, L. (2016). Review of consumer behavior towards organic food products in Bangalore city. *Adarsh Journal of Management Research*, 9(1), 29. <https://doi.org/10.21095/ajmr/2016/v9/i1/103775>
- Magnusson, E., & Cranfield, J. A. (2005). Consumer demand for pesticide free food products in Canada: A probit analysis. *Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie*, 53(1), 67-81. <https://doi.org/10.1111/j.1744-7976.2005.00354.x>
- Maichum, K., Parichatnon, S. and Peng, K. C. (2017). Factors Affecting on Purchase Intention towards Green Products: A Case Study of Young Consumers in Thailand. *International Journal of Social Science and Humanity*, 7, 330-335.
- Makanyeza, C. (2014). Measuring consumer attitude towards imported poultry meat products in a developing market: An assessment of reliability, validity and dimensionality of the tri-component attitude model. *Mediterranean Journal of Social Sciences*, 5(20), 874-881. <https://doi.org/10.5901/mjss.2014.v5n20p874>
- McQuarrie, E. F. and Munson, J. M. (1987). The Zaichkowsky personal involvement inventory: modification and extension. *Advances in Consumer Research* 14, eds. Melanie Wallendorf and Paul Anderson, Provo, UT: Association for Consumer Research, 36-40.
- McWilliam, G. (1997). Low involvement brands: Is the brand manager to blame? *Marketing Intelligence & Planning*, 15(2), 60-70. <https://doi.org/10.1108/02634509710165867>
- Michael L. Rothschild. (1984). Perspectives on Involvement: Current Problems and Future Directions. *Advances in Consumer Research*, Eds. Thomas C. Kinnear Provo, UT: Association for Consumer Research, 11, 216-217.
- Michaelidou, N., & Dibb, S. (2008). Consumer involvement: A new perspective. *The Marketing Review*, 8(1), 83-99. <https://doi.org/10.1362/146934708x290403>
- Mitchell, A. (1979). "Involvement: A Potentially Important Mediator of Consumer Behaviour". *Advances in Consumer Research*, eds. William L. Wilkie, Ann Arbor: Association for Consumer Research, 6, 191-196.
- Morwitz, V. G., Steckel J. H., and Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23 (3), 347-364.
- Morwitz, V. (2012). Consumers' purchase intentions and their behavior. *Foundations and Trends in Marketing*, 7(3), 181-230. <https://doi.org/10.1561/17000000036>

- Muncy, James A. and Shelby D. Hunt, (1984). Consumer Involvement: Definitional Issues and Research Directions. *Advances in Consumer Research*, Thomas C. Kinnear (ed.), Provo UT: Association for Consumer Research, 11, 193-196.
- N. Lennox and N. McClaren. (2003). Measuring Consumer Involvement: A Test of The Automobile Involvement Scale. *ANZMAC 2003 Conference Proceedings Adelaide*, 364-370. <https://dro.deakin.edu.au/view/DU:30005177>
- Naresh, K. (2014). Green Marketing and the Indian Consumer. *International Journal of Business and Management Invention*, 3 (3), 58-62.
- Nysveen, H. and Pedersen, P.E. (2005). Search Mode and Purchase Intention in Online Shopping Behaviour. *International Journal of Internet Marketing and Advertising*, 2(4), 288-306
- *Organic products.* (n.d.). [https://apeda.gov.in/apedawebsite/organic/Organic\\_Products.htm](https://apeda.gov.in/apedawebsite/organic/Organic_Products.htm)
- Oroian, C., Safirescu, C., Harun, R., Chiciudean, G., Arion, F., Muresan, I., & Bordeanu, B. (2017). Consumers' attitudes towards organic products and sustainable development: A case study of Romania. *Sustainability*, 9(9), 1559. <https://doi.org/10.3390/su9091559>
- Osgood, C. E., & Tannenbaum, P. H. (1955). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62(1), 42-55. <https://doi.org/10.1037/h0048153>
- Pan, M.C. (2007). The Effects of Payment Mechanism and Shopping Situation on Purchasing Intention - the Moderating Effect of Product Involvement. *13th Asia Pacific Management Conference*, Melbourne, Australia, 1-10.
- Paul, J. and Rana, J. (2012). Consumer Behaviour and Purchase Intention for Organic Food. *Journal of Consumer Marketing*, 29(6), 412-422.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- *Peter H Bloch (1982)*. Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation. in NA, *Advances in Consumer Research*, 09, eds. Andrew Mitchell, Ann Abor, MI : Association for Consumer Research, 413-417.

- Pillai, P., & Meghrajani, I. (2013). Consumer attitude towards eco-friendly goods – A study of electronic products in Ahmedabad city. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3757230>
- Punyatoya, P. (2011). How Brand Personality affects Products with different Involvement Levels? *European Journal of Business and Management*, 3(2), 104-107. <https://core.ac.uk/download/pdf/234624012.pdf>
- Quester, P. G., Karunaratne, A., and Lim, A.L. (2001). The Product Involvement / Brand Loyalty Link: An Empirical Examination. ANZMAC Conference Auckland, New Zealand.
- Rajeev Batra, Michael L. Ray. (1983). Operationalizing involvement as depth and quality of cognitive response, *Advances in Consumer Research*, 10, 309-313.
- Rao, D. S., Chiranjeevi, K. and Pandurangarao, D. (2016). A Study on Consumers' Attitude towards Organic Food Products. *IOSR Journal of Business and Management*, 18, (6), 25-31
- Robertson, Thomas S., Joan Zielinski, and Scott Ward (1984). *Consumer Behaviour*. Glenview, IL: Scott, Foresman and Company.
- Robinson, L. (2018, November 2). *Organic foods: What you need to know*. HelpGuide.org. <https://www.helpguide.org/articles/healthy-eating/organic-foods.htm>
- Rodriguez, K.P. (2008). Apparel brand endorsers and their effects on purchase intentions: A study of Philippine consumers. *Philippine Management Review*, 15, 83-99.
- Samadi, M. and Nejadi, A. Y. (2009). A survey of the effect of consumers' perceived risk on purchasing intention in E-shopping, *Business Intelligence Journal*, 2(2), 262-275.
- Samadi, M., Nejadi, A.Y. (2009). A survey of the effect of consumers' perceived risk on purchase intention in e-shopping. *Business Intelligence Journal*, 2, 261-275.
- Sandhe, A. and Joshi, A. (2017). Consumers' Attitude towards Organic Food Products in Vadodara – An Exploratory Study. *Pacific Business Review International*, 10 (01), 32-40.
- Sandhe, A. (2015). A comparative study of product involvement in Gujarat. *Revista de Administração de Roraima - RARR*, 5(1), 124. <https://doi.org/10.18227/2237-8057rarr.v1i1.2680>

- Sarnoff, I. (1960). Psychoanalytic theory and social attitudes. *Public Opinion Quarterly*, 24(2, Special Issue: Attitude Change), 251. <https://doi.org/10.1086/266948>
- Schiffman, L., Wisenblit, J. and Kumar, S. R. (2016). *Consumer Behaviour*. Pearson India Edu Services India Pvt. Ltd., Ed. 11, 168
- Schiffman, L., Wizenblit, J. and Kumar S.R. (2016). *Consumer Behaviour*, Pearson India Education Services India Pvt. Ltd., 11, 174-176.
- Schneider, K. C. and Rodgers, W. C. (1996). An Importance Subscale for The Consumer Involvement Profile. *Advances in Consumer Research*, Provo, UT: Association for Consumer Research, 23, 249-254.
- Seyed, S., Sadati, A., Fami, H. and Del, P. (2010). Survey Consumer Attitude toward Barriers of Organic Products (OP) in Iran: A Case Study in Gorgan City. *World Applied Sciences Journal*, 8 (11), 1298-1303.
- Sharma Kavita. (2000). *Impact of Consumer Involvement on Consumer Behaviour: A Case study of India*, New Delhi.
- Sharma, K. (2000). *Impact of Consumer Involvement on Consumer Behaviour: A Case Study of India*. New Century Publications.
- Sharma, Kavita, (2000), *Impact of Consumer Involvement on Consumer Behaviour: A Case Study of India*, New Delhi, New Century Publications.
- Sharma, N. and Singhvi, R. (2018). Consumers' perception and Behaviour towards organic food: A systematic review of literature. *Journal of Pharmacognosy and Phytochemistry*, 7(02), 2152-2155.
- Sherif, M., & Cantril, H. (1947). The psychology of ego-involvements: Social attitudes and identifications. <https://doi.org/10.1037/10840-000>.
- Sheriff, C., Sheriff, M. and Nebergall, R. (1965). *Attitude and Attitude Change: The Social Judgement Involvement Approach*. Philadelphia: Saunders.
- Sherrell, D.L., T.A. Shimp, (1982), Consumer Involvement in a Laboratory Setting, An Assessment of Marketing Thought and Practice, *AMA Educator's Conference Proceedings*, B. Walker et.al., 104-108.
- Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An online prepurchase intentions model. *Journal of Retailing*, 77(3), 397-416. [https://doi.org/10.1016/s0022-4359\(01\)00051-3](https://doi.org/10.1016/s0022-4359(01)00051-3)
- Solomon, M. R., Bamossy G., Askegaard, S. and Hogg, M. K. (2010). *Consumer behaviour: a European perspective*. 4th ed., New York: Prentice Hall/Financial Times.

- Soodan, V. and Pandey, A. C. (2016). Evaluating the Impact of Consumers' Attitude and Subjective Norms on Purchase Intentions in FMCG Purchases. *International Research Journal of Social Sciences*, 5(4), 21-25.
- Sørensen, E. G., Bech-Larsen, T., Nielsen, N. A. and Grunert, K. (1996). The development of models for understanding and predicting consumer food choice — individual progress report 1996 AIR contract PL 921315, Aarhus: The Aarhus School of Business.
- Sridhar, G. (2007). Consumer Involvement in Product Choice – A Demographic Analysis. *Vitakshan, XIMB Journal of Management*, 131-148.
- Stephanie Glen, “Kaiser-Meyer-Olkin” (KMO) Test for Sampling Adequacy from Statistics How To: Elementary Statistics for the rest of us! <https://www.statisticshowto.com/kaiser-meyer-olkin/>
- Stone, Robert. N. (1984). The Marketing Characteristics of Involvement. *Advances in Consumer Research*, Eds. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 11, 210-215.
- Suh, B. W., Eves, A., & Lumbers, M. (2012). Consumers' attitude and understanding of organic food: The case of South Korea. *Journal of Foodservice Business Research*, 15(1), 49-63. <https://doi.org/10.1080/15378020.2012.650524>
- Sun, B., & Morwitz, V. G. (2010). Stated intentions and purchase behavior: A unified model. *International Journal of Research in Marketing*, 27(4), 356-366. <https://doi.org/10.1016/j.ijresmar.2010.06.001>
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808-822. <https://doi.org/10.1108/00070700510629760>
- The behavior of attitudes. *Psychological Review*, 54(3), 135-156. <https://doi.org/10.1037/h0058371>
- Thøgersen, J. (2002). Direct experience and the strength of the personal norm-behavior relationship. *Psychology & Marketing*, 19(10), 881-893. <https://doi.org/10.1002/mar.10042>
- Traylor, M. B. (1981). Product involvement and brand commitment. *Journal of Advertising Research*, 6, 51-56.
- Traylor, M.B. (1984). Ego Involvement and Brand Commitment: Not necessarily the same. *Journal of Consumer Marketing*, 1(2), 75-79.

- Tung, S., Shih, C., Wei, S., & Chen, Y. (2012). Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior. *British Food Journal*, 114(7), 997-1015. <https://doi.org/10.1108/00070701211241581>
- Tyebjee, T.T. (1979). Refinement of the Involvement Concept: An Advertising Planning Point of View. *Attitude Research Plays for High Stakes*, J.C. Maloney and B. Silverman, eds. Chicago: American Marketing Association, 94-111.
- Verbeke, W., & Vackier, I. (2004). Profile and effects of consumer involvement in fresh meat. *Meat Science*, 67(1), 159-168. <https://doi.org/10.1016/j.meatsci.2003.09.017>
- Walster, E., Aronson, V., Abrahams, D., & Rottman, L. (1966). Importance of physical attractiveness in dating behavior. *Journal of Personality and Social Psychology*, 4(5), 508-516. <https://doi.org/10.1037/h0021188>
- Wandel, M. and Bugge, A. (1997). Environmental concern in consumer evaluation of food Quality. *Food Quality and Preference*, 8 (1), 19-26. <https://www.frontiersin.org/articles/10.3389/fpsyg.2017.00248/full>
- Wee, C.S., Ariff, M. S. B. M., Zakuan, N. and Tajudin, M. N. M. (2014). Consumers Perception. Purchase Intention and Actual Purchase Behaviour of Organic Food Products. *Review of Integrated Business and Economics Research*, 3(2), 378-397.
- Wilcock, A., Pun, M., Khanona, J., & Aung, M. (2004). Consumer attitudes, knowledge and behaviour: A review of food safety issues. *Trends in Food Science & Technology*, 15(2), 56-66. <https://doi.org/10.1016/j.tifs.2003.08.004>
- Wilson T.D., Dunn D.S., Kraft D. and Lisle D.J. (1989). Introspection, attitude change, and attitude-behaviour consistency: The disruptive effects of explaining why we feel the way we do. L. Berkowitz (Ed.), *Advances in experimental social psychology*, 22, Orlando, FL: Academic Press, 287-343.
- Xue, F. (2008). The moderating effects of product involvement on situational brand choice. *Journal of Consumer Marketing*, 25(2), 85-94. <https://doi.org/10.1108/07363760810858828>
- Yadav, R., & Pathak, G. S. (2016). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Appetite*, 96, 122-128. <https://doi.org/10.1016/j.appet.2015.09.017>

- Yusof, J. M., Singh, G. K., & Razak, R. A. (2013). Purchase intention of environment-friendly automobile. *Procedia - Social and Behavioral Sciences*, 85, 400-410. <https://doi.org/10.1016/j.sbspro.2013.08.369>
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341-352. <https://doi.org/10.1086/208520>
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341-352. <https://doi.org/10.1086/208520>
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341. <https://doi.org/10.1086/208520>
- Zaichkowsky, J. L. (1986). Conceptualizing involvement. *Journal of Advertising*, 15(2), 4-34. <https://doi.org/10.1080/00913367.1986.10672999>
- Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising*, 23(4), 59-70. <https://doi.org/10.1080/00913367.1993.10673459>
- Zaichkowsky, J. L. (1994). The personal involvement inventory: Reduction, revision, and application to advertising. *Journal of Advertising*, 23(4), 59-70. <https://doi.org/10.1080/00913367.1993.10673459>
- Zinoubi, Z.G. and Toukabri, M. (2019). The antecedents of the consumer purchase intention: Sensitivity to price and involvement in organic product: Moderating role of product regional identity. *Trends in Food Science & Technology*, Vol. 90, pp.175-179. <https://doi.org/10.1016/j.tifs.2019.02.028>

## Websites

- [https://www3.nd.edu/~wevans1/econ30331/Durbin\\_Watson\\_tables.pdf](https://www3.nd.edu/~wevans1/econ30331/Durbin_Watson_tables.pdf)
- *GSDP of Gujarat, economic growth presentation and reports*. (n.d.). Business Opportunities in India: Investment Ideas, Industry Research, Reports | IBEF. <https://www.ibef.org/states/gujarat-presentation>.
- *About Ahmedabad : Ahmedabad municipal Corporation*. (n.d.). Amdavad Municipal Corporation. [https://ahmedabadcity.gov.in/portal/jsp/Static\\_pages/introduction\\_of\\_ahmedabad.jsp](https://ahmedabadcity.gov.in/portal/jsp/Static_pages/introduction_of_ahmedabad.jsp)
- *Introduction*. (n.d.). Surat Municipal Corporation. <https://www.suratmunicipal.gov.in/TheCity/Introduction>

- [www.apeda.gov.in/apedawebsite/orgaic/NPOP\\_certification\\_bodies.pdf](http://www.apeda.gov.in/apedawebsite/orgaic/NPOP_certification_bodies.pdf)
- [www.apeda.gov.in/apedawebsite/Organic\\_Products.htm](http://www.apeda.gov.in/apedawebsite/Organic_Products.htm)
- [www.helpguide.org/articles/healthy-eating/organic-foods.htm](http://www.helpguide.org/articles/healthy-eating/organic-foods.htm)
- [www.ibef.org](http://www.ibef.org)
- [https://apeda.gov.in/apedawebsite/organic/Organic\\_Products.htm](https://apeda.gov.in/apedawebsite/organic/Organic_Products.htm)
- <https://www.ibef.org/states/gujarat-presentation>