

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**THE IMPACT OF FOOD PACKAGING CUES ON PERCEIVED PRODUCT
QUALITY IN CONSUMER MARKET OF PAKISTAN**

By

ANAM JAVEED



UUM
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
UNIVERSITY UTARA MALAYSIA**

(May, 2018)

**THE IMPACT OF FOOD PACKAGING CUES ON PERCEIVED
PRODUCT QUALITY IN CONSUMER MARKET OF PAKISTAN**

ANAM JAVEED



UUM
Universiti Utara Malaysia

**A thesis submitted to School of Business Management,
Universiti Utara Malaysia,
in fulfilment of the requirement for the
degree of Doctor of Philosophy**

PERMISSION TO USE

In presenting this thesis in fulfilment of the requirement for the degree of Doctor of Philosophy from Universiti Utara Malaysia (UUM), I agree that the University Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisors or, in their absence, by the Dean of School of Business Management. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the Universiti Utara Malaysia for any scholarly use of any material from my thesis.

Request for permission to copy or make other use of materials in this thesis, in whole or in part should be addressed to:

**The Dean, School of Business Management
Universiti Utara Malaysia
06010, UUM Sintok
Kedah Darul Aman
Malaysia**



UUM
Universiti Utara Malaysia

ABSTRACT

Examining the quality perceptions of the consumers have often been recommended as an international research paradigm. This study is grounded in Pakistani consumer market to evaluate the impact of food packaging cues on perceived product quality. The moderating effect of consumer knowledge was also taken into consideration in the study. Signalling theory was used in the study for its established predictive power in consumer behaviour, marketing and various fields of research. Based on the essence of signalling theory, this study hypothesized that food packaging cues cast a positive impact on perceived product quality and consumer knowledge moderates these relationships. By using the sample of 504 consumers, data were gathered using mall intercept method following multi stages sampling technique. The responses were analyzed using Statistical Package for Social Sciences (SPSS) and Smart Partial Least Square (PLS). The SPSS was used for descriptive analysis whereas Smart PLS was used for inferential analysis. The findings of the study unveil that the extrinsic cues brand name, price, nutritional label, precautionary label and Halal logo were positively and significantly related to perceived product quality. However, country of origin casted no impact on perceived product quality. Consumer's knowledge reflected a moderate effect on the relationships of brand name and country of origin with perceived product quality whereas it exerted no moderation impact on the relationships of price, nutritional label, precautionary label and Halal logo with perceived product quality. As the results exhibit that Pakistani consumers rely on food packaging cues for perceiving about the product hence it is recommended to the marketers and policy makers to develop appropriate marketing strategies focused on the significance of food packaging cues.

Keywords: Perceived Product Quality, Food Packaging Cues, Consumer's Knowledge, Signalling Theory.

ABSTRAK

Kajian tentang persepsi kualiti pengguna sering disyorkan sebagai paradigma penyelidikan antarabangsa. Kajian ini dilaksanakan berdasarkan pasaran pengguna di Pakistan untuk menilai impak penunjuk pembungkusan makanan terhadap kualiti produk yang dilihat. Kesan penyederhanaan terhadap pengetahuan pengguna juga dititikberatkan dalam kajian ini. Teori *Signaling* digunakan dalam kajian kerana keupayaannya dalam meramal tingkah laku pengguna, pemasaran dan pelbagai bidang penyelidikan. Berdasarkan asas teori *signaling*, kajian ini beranggapan bahawa penunjuk pembungkusan makanan memberikan impak positif terhadap kualiti produk dan pengetahuan pengguna mengantarakan hubungan ini. Berdasarkan sampel 504 orang pengguna, data telah dikumpulkan dengan menggunakan kaedah *mall intercept* mengikut teknik persampelan multistap. Maklum balas pengguna dianalisis dengan menggunakan perisian Pakej Statistik untuk Sains Sosial (SPSS) dan Smart Partial Least Square (PLS). Perisian SPSS digunakan untuk analisis deskriptif, manakala PLS pula digunakan untuk analisis inferens. Penemuan kajian ini menunjukkan bahawa penunjuk jenama ekstrinsik, harga, label pemakanan, label pencegahan dan logo “Halal” adalah positif dan signifikan terhadap kualiti produk yang dilihat. Walau bagaimanapun, negara asal tidak mempengaruhi kualiti produk yang dilihat. Pengetahuan pengguna menunjukkan kesan penyederhanaan terhadap hubungan jenama dan negara asal dengan kualiti produk yang dilihat, sedangkan ia tidak memberikan kesan terhadap hubungan antara harga, label pemakanan, label pencegahan dan logo “Halal” dengan kualiti produk yang dilihat. Hasil kajian menunjukkan bahawa pengguna di Pakistan bergantung kepada penunjuk pembungkusan makanan untuk melihat produk tersebut. Oleh itu adalah disyorkan kepada pemasar dan penggubal dasar untuk membangunkan strategi pemasaran yang sesuai dan berfokus kepada kepentingan penunjuk pembungkusan makanan.

Kata kunci: Kualiti produk yang dilihat, penunjuk pembungkusan makanan, pengetahuan pengguna, Teori *Signaling*.

ACKNOWLEDGMENTS

In the name of Almighty Allah, the Most Beneficent, the Most Merciful, and May Almighty Allah bless upon our beloved Prophet Muhammad Sallallahu Alaihi Wasallam. I would express my deep gratitude to the Almighty Allah for the blessings and honoring me with His guidance in order to complete this thesis successfully.

First and foremost, I would like to extend thank you to my distinguished supervisor Prof. Dr. Sany Sanuri Mohd. Mokhtar for his guidance, knowledge and his endless efforts at each stage of my study. I would also like to extend my gratitude to Dr. Ismail Lebai Othman for his wonderful support.

I am highly indebted to Dr. Selvan Perumal and Dr. Waida Irani Binti Mohd Fauzi for their deep evaluation and feedback during my proposal defense. I am sincerely thankful to my viva examiners for accepting to review my work and improve its quality in terms of its contribution and applicability. I am also thankful to administrative and non-teaching staff of UUM for their continuous help whenever it was needed.

Finally, my sincere gratitude goes to my husband Dr. Muhammad Yar Khan who means life to me. His constant support, love and courage kept me going in this challenging journey of my life. I would also avail this opportunity to say thank you to my parents, brother and in laws for their support and prayers.

Table of Contents

TITLE PAGE	i
CERTIFICATION	ii
PERMISSION TO USE	iii
ABSTRACT	iv
ABSTRAK	v
ACKNOWLEDGMENTS	vi
Table of Contents	vii
List of Tables	xi
List of Figures	xiii
List of Abbreviations	xiv
CHAPTER 1: INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	6
1.3 Research Questions	16
1.4 Research Objectives	16
1.5 Significance of Study	16
1.6 Scope of the Study	19
1.7 Operational Definitions	20
1.7.1 Brand Name (BN)	20
1.7.2 Country of Origin (COO)	20
1.7.3 Price (PR)	21
1.7.4 Nutritional Label (NL)	21
1.7.5 Precautionary Label (PL)	21
1.7.6 Halal Logo (HL)	21
1.7.7 Perceived Quality (PQ)	21
1.7.8 Food Packaging	22
1.7.9 Food Packaging Cues	22
1.8 Organization of the Thesis	22
CHAPTER 2: LITERATURE REVIEW	23
2.1 Introduction	23
2.2 Pakistani Consumer Market	23
2.3 Perceived Quality	25
2.3 Food Packaging	26

2.4 Food Packaging Cues	30
2.5 Food Packaging Cues as Quality Signals	31
2.6 Underpinning Theory: Signalling Theory	34
2.7 Key Variables under Study and Hypotheses Development	39
2.7.1 Product Quality Perception	41
2.7.2 Brand Name	47
2.7.3 Country of Origin	54
2.7.4 Price	61
2.7.5 Nutritional Label	65
2.7.6 Precautionary Labelling	73
2.7.7 Halal Logo	79
2.7.8 Consumer Knowledge	87
2.8 Theoretical Framework	94
2.9 Summary of Chapter	99
CHAPTER 3: RESEARCH METHODOLOGY	100
3.1 Introduction	100
3.2 Research Design	100
3.2.1 Quantitative Research	102
3.2.2 Population of the Study	103
3.2.3 Sample Design	105
3.2.4 Sample Size	106
3.2.5 Sampling Technique and Data Collection Procedure	108
3.2.6 Unit of Analysis	113
3.3 Operational Definitions and Measurement	113
3.3.1 Section One: Brand Name (BN)	113
3.3.2 Section Two: Country of Origin (COO)	114
3.3.3 Section Three: Price (PR)	115
3.3.4 Section Four: Nutritional Labels (NL)	116
3.3.5 Section Five: Precautionary Label (PL)	117
3.3.6 Section Six: Halal Logo	118
3.3.7 Section Seven: Consumer Knowledge (CK)	119
3.3.8 Section Eight: Product Perceived Quality (PQ)	120
3.3.9 Section Nine: Demographics	121
3.4 Research Instrument	121
3.4.1 Measurement Scale	122
3.4.2 Scaling Design	122
3.5 Control for the Measurement of Error	122
3.6 Data Analysis Strategy	123
3.6.1 Structural Equation Modelling (SEM)	124
3.7 Content and Face Validity	125

3.8 Pilot Study	126
3.8.1 Reliability Test	127
3.8.2 Construct Validity.....	131
3.9 Summary	132
CHAPTER 4: RESULTS	133
4.1 Introduction	133
4.2 Response Rate	133
4.3 Data Screening and Preliminary Analysis.....	135
4.3.1 Handling Missing Values	135
4.3.2 Outliers	136
4.3.3 Normality.....	137
4.3.3 Multicollinearity Test	138
4.4 Test for Common Method Variance.....	139
4.5 Respondent Profile	140
4.6 Descriptive Analysis	141
4.7 Partial Least Square (PLS) Structural Equation Modelling Approach	142
4.8 Evaluation of Outer Model (Measurement Model).....	143
4.8.1 Content Validity	144
4.8.2 Convergent Validity	149
4.8.3 Discriminant Validity	152
4.9 Original and Revised Theoretical Model	154
4.10 Evaluation of Inner Model (Structural Model)	156
4.10.1 Determination of R^2	157
4.10.2 Effect Size.....	158
4.10.3 Predictive Relevance (Q^2)	159
4.10.4 Goodness of Fit (Gof) Model	161
4.10.5 Path Coefficients and Significance Test	161
4.11 Hypotheses Testing (Direct Paths).....	162
4.11.1 The Interaction Effects (Indirect Paths).....	166
4.11.2 Summary of Hypotheses Testing.....	171
4.12 Summary of Chapter	173
CHAPTER 5: DISCUSSION AND CONCLUSION	174
5.1 Recapitulations of the Study	174
5.2 Findings of the Study	180
5.3 Implications of the Study	192
5.3.1 Theoretical Contributions	192
5.3.2 Methodological Contribution	195
5.3.3 Managerial Implications.....	196

5.4 Limitations	199
5.5 Recommendations for Future Research	200
5.6 Conclusion.....	200
Appendix (A): Research Questionnaire (English)	252
Appendix (B): Correlations.....	256
Appendix(C): Total Variance Explained	270
Appendix (D): Coefficients.....	276
Appendix (E): Collinearity Diagnostics.....	277
Appendix (F): Frequencies	278
Appendix (G): Descriptive Statistics	279
PUBLICATIONS FROM RESEARCH	280



UUM
Universiti Utara Malaysia

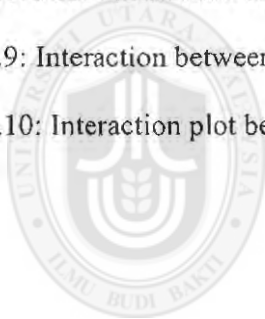
List of Tables

Table 1.1: Selected malls for data collection.....	33
Table 2.1: Summary of constructs, dimensions and sources.....	94
Table 2.2: Summary of hypotheses development.....	98
Table 3.1: Research Paradigms.....	101
Table 3.2: Total Population of Islamabad and Rawalpindi.....	106
Table 3.3: City wise Sample Size.....	107
Table 3.4: Shopping centres within city limits.....	108
Table 3.5: Sample Distribution Shopping Centre Wise.....	109
Table 3.6: Sampling Frame.....	110
Table 3.7: Proportionate sample time and day wise.....	111
Table 3.8: Systematic Sampling for drawing nth element.....	112
Table 3.9: Survey Items of Brand Name.....	114
Table 3.10: Survey Items on Country of Origin.....	115
Table 3.11: Survey items on Price.....	115
Table 3.12: Survey items of Nutritional Label	116
Table 3.13: Survey items of Precautionary Label.....	117
Table 3.14: Survey items of Halal logo.....	118
Table 3.15: Survey items of Consumer Knowledge.....	119
Table 3.16: Survey items of Product Perceived Quality.....	120
Table 3.17: Reliability Coefficient.....	127
Table 3.18: Reliability Coefficient.....	130
Table 4.1: Summary of Response Rate.....	134
Table 4.2: Summary of General Response Rate.....	135
Table 4.3: Missing Value Items.....	136
Table 4.4: Multicollinearity Test.....	139

Table 4.5: Respondent Profile.....	140
Table 4.6: Descriptive Statistics.....	141
Table 4.7: Cross loadings.....	145
Table 4.8: Factor loadings' significance.....	147
Table 4.9: Results of measurement model- convergent validity.....	150
Table 4.10: Discriminant Validity Fornell - Larcker Criterion.....	153
Table 4.10: Heterotrait-Monotrait Analysis.....	154
Table 4.11: Criteria for Assessing Coefficient of Determination (R^2).....	157
Table 4.12: R Square of Endogenous Variable.....	158
Table 4.13: Effect Size (f^2) on Perceived Product Quality.....	159
Table 4.14: Predictive Relevance (Q^2).....	160
Table 4.15: Path coefficients and significance level.....	162
Table 4.16: T-value criteria.....	165
Table 4.17: Path coefficients of Direct Paths (Main Hypotheses).....	165
Table 4.18: Interaction Path coefficients and Significance Level.....	168
Table 4.19: Summarized Results of Hypotheses Testing.....	172

List of Figures

Figure 2.1: Theoretical Framework	97
Figure 3.1: Sample Determination by G power	107
Figure 4.1: Normality Plot	138
Figure 4.2: Original Model of Study.....	155
Figure 4.3: Revised theoretical model under study	156
Figure 4.4: Blindfolding.....	160
Figure 4.5: Path coefficients and p-values	163
Figure 4.6: Path coefficients and t-values	164
Figure 4.7: B-values of moderator	167
Figure 4.8: Path coefficients and p-values	168
Figure 4.9: Interaction between brand name and perceived product quality.....	169
Figure 4.10: Interaction plot between COO and perceived product quality.....	170



UUM

Universiti Utara Malaysia

List of Abbreviations

BN	Brand Name
PR	Price
COO	Country of origin
NL	Nutritional Label
PL	Precautionary Label
HL	Halal logo
PPQ	Perceived Product Quality
CK	Consumer Knowledge
PLS	Partial Least Square
SEM	Structural Equation Modeling
SPSS	Statistical Package of Social Sciences
CSD	Cantonment Store Department
GVP Hypermart	Green Valley Premium Hyper Mart
BC	Beverly Center
ISB	Islamabad
RWP	Rawalpindi
CBSEM	Covariance Based Structural Equation Modeling
VBSEM	Variance Based Structural Equation Modeling
PCA	Principle Component Analysis
CFA	Confirmatory Factor Analysis
AVE	Average Variance Extracted
GOF	Goodness Of Fit
UUM	Universiti Utara Malaysia
KMO	Kaiser-Mayer-Olkin

CHAPTER 1

INTRODUCTION

1.1 Background of Study

The modern day concept of consumer behavior revolves around the end user considering him as the ultimate authority (Pearce, 2016). This viewpoint of thinking makes it important for the enterprises to get a deeper comprehension of the consumer perceptions for product differentiation as well as to gain competitive edge (Ravikanth & Rao, 2016). Consumer behavior is complex and the choices that are made majorly depend on the attributes of the product. The product attributes provide an opportunity to the firms to develop their products as per the needs and develop product differentiation (Charlebois *et al.*, 2016).

The quality perception in relation to the packaged food has been given considerable interest in the recent arena of consumer behavior (Ravikanth & Rao, 2016). Previously, the concept of perceived product quality has been shown to impact the value perception, product/ brand loyalty and satisfaction (Hansen, 2001). Since the perceptions of the consumers has an immense importance for food producers, marketers as well as retailers. It has become inevitable for the companies to gain an insight for perceptions of the consumers regarding the product in order to provide them with the quality which is expected by them as well as to retain its competitive position in the market (Charlebois *et al.*, 2016). According to Jover *et al.* (2004) as the process of perception is a complex process. The perceptions which are formed by the consumers is in the form of associations which are being formed by the consumers according to the stimuli which are received in a shopping situation.

The contents of
the thesis is for
internal user
only

REFERENCES

- Aaker, D. A., & Joachimsthaler, E. (2000). The brand relationship spectrum: The key to the brand architecture challenge. *California management review*, 42(4), 8-23.
- Aaron, J. I., Mela, D. J., & Evans, R. E. (1994). The influences of attitudes, beliefs and label information on perceptions of reduced-fat spread. *Appetite*, 22(1), 25-37.
- Aazim, (2015), Upgrading packaged food industry, Available at: <http://www.dawn.com/news/1210879>
- Abdul Latiff, Z. A., Mohamed, Z. A., Reza, G., & Kamaruzzaman, N. H. (2013). The impact of food labeling on purchasing behavior among non-Muslim consumers in Klang Valley. *Australian Journal of Basic and Applied Sciences*, 7(1), 124-128.
- Acebrón, L. B., & Dopico, D. C. (2000). The importance of intrinsic and extrinsic cues to expected and experienced quality: an empirical application for beef. *Food Quality and Preference*, 11(3), 229-238.
- Afifah, N., & Helmi, A. (2017). The Influence of Product Perceived Quality and Group Reference toward the Intention Formation moderated By Consumers Ethnocentrism (Study on Indonesian Student Behavior in Watching National Movie). *Jurnal Ekonomi Dan Bisnis Terapan*, 13(1).
- Argo, J. J., & White, K. (2012). When do consumers eat more? The role of appearance self-esteem and food packaging cues. *Journal of Marketing*, 76(2), 67-80.
- Ahire, S. L., Golhar, D. Y., & Waller, M. A. (1996). Development and validation of TQM implementation constructs. *Decision Sciences*, 27(1), 23-56.
- Ahmad, M., (2013) Factors Effecting Consumer Brand Preferences In Automobile Industry, Available At: [Http://121.52.153.178:8080/Xmloi/Bitstream/Handle/123456789/6344/Upload-Maira%20zubair%20thesis%20-July%201-13.Pdf?Sequence=3&Isallowed=Y](http://121.52.153.178:8080/Xmloi/Bitstream/Handle/123456789/6344/Upload-Maira%20zubair%20thesis%20-July%201-13.Pdf?Sequence=3&Isallowed=Y)
- Ahmed, A. (2008). Marketing of halal meat in the United Kingdom: Supermarkets versus local shops. *British Food Journal*, 110(7), 655-670.
- Ahmed, S. A., & d'Astous, A. (1996). Country-of-origin and brand effects: a multi-dimensional and multi-attribute study. *Journal of International Consumer Marketing*, 9(2), 93-115.
- Aiello, G., Donvito, R., Godey, B., Pederzoli, D., Wiedmann, K. P., Hennigs, N., ... & Ivanovna, S. I. (2009). An international perspective on luxury brand and country-of-origin effect. *Journal of Brand Management*, 16(5-6), 323-337.

- Aizat, M.J. and C.W.J.W.M. Radzi, 2009. Theory of Istihalah in Islamic and Science Perspective: Application for Several Food Processing Products. *Shariah Journal*, 17 (1): 169-193.
- Akhtar, N., Siddiqi, U. I., Ashraf, A., & Latif, M. (2016). Impact of a Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products. *International Review of Management and Business Research*, 5(3), 808.
- Alfred, O. (2013). Influences of price and quality on consumer purchase of mobile phone in the Kumasi metropolis In Ghana a comparative study.
- Al-Swidi, A. K. (2012). The Moderating Effect of Organizational Culture on the Relationship between Total Quality Management, Entrepreneurial Orientation and the Performance of Banks in Yemen (Doctoral dissertation). Retrieved from <http://etd.uum.edu.my/3781/>
- Ambali, A. R., & Bakar, A. N. (2014). Halal food and products in Malaysia: People's awareness and policy implications. *Intellectual Discourse*, 21(1), 7.
- Amine, L. S., Chao, M. C., & Arnold, M. J. (2005). Executive insights: Exploring the practical effects of country of origin, animosity, and price-quality issues: Two case studies of Taiwan and Acer in China. *Journal of International Marketing*, 13(2), 114-150.
- Annunziata, A., Pomarici, E., Vecchio, R., & Mariani, A. (2016). Nutritional information and health warnings on wine labels: Exploring consumer interest and preferences. *Appetite*.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Akbari, M., Gholizadeh, M. H., & Zomorodi, M. (2017). Islamic symbols in food packaging and purchase intention of Muslim consumers. *Journal of Islamic Marketing*, (just-accepted), 00-00.
- Akbiyik, F., & Eroğlu, H. (2016). A Study to Determine Consumers' Attitudes, Expectations and Perceptions for Halal Certified Products: Isparta Province as an Example. *International Journal of Social Science Studies*, 4(4), 56-68.
- Akdeniz, B., Calantone, R. J., & Voorhees, C. M. (2013). Effectiveness of marketing cues on consumer perceptions of quality: The moderating roles of brand reputation and third-party information. *Psychology & Marketing*, 30(1), 76-89.

- Akdeniz, M. B., & Calantone, R. J. (2017). A longitudinal examination of the impact of quality perception gap on brand performance in the US Automotive Industry. *Marketing Letters*, 28(1), 43-57.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, 13(4), 411-454.
- Alba, J. W., & Hutchinson, J. W. (2000). Knowledge calibration: What consumers know and what they think they know. *Journal of Consumer Research*, 27(2), 123-156.
- Ali, S., Saleem, M., Ahmed, M. E., Khan, M. M., Shah, N., & Rafiq, S. (2017). Models for Online Grocery Shopping—A Study of Pakistani Online Market.
- Ali, R., Marzuki, S. Z. S., & Halim, R. A. (2014). Certified Halal Logo: The Importance Towards Muslim Customers in Bandar Pusat Jengka, Pahang. In *Proceedings of the International Conference on Science, Technology and Social Sciences (ICSTSS) 2012* (pp. 155-160). *Springer*, Singapore.
- Allen, K. J., Turner, P. J., Pawankar, R., Taylor, S., Sicherer, S., Lack, G., & Beyer, K. (2014). Precautionary labelling of foods for allergen content: are we ready for a global framework?. *World Allergy Organization Journal*, 7(1), 1.
- Alserhan, B. A. (2010). On Islamic branding: brands as good deeds. *Journal of Islamic Marketing*, 1(2), 101-106.
- Al-Sulaiti, K. I., & Baker, M. J. (1998). Country of origin effects: a literature review. *Marketing Intelligence & Planning*, 16(3), 150-199.
- Al Zahrani, A. A. (2015). Quality Management (HALAL certification not only a religious requirement but a hygienic practice).
- Andéhn, M., Andéhn, M., L'Espoir Decosta, P., & L'Espoir Decosta, P. (2016). The variable nature of country-to-brand association and its impact on the strength of the country-of-origin effect. *International Marketing Review*, 33(6), 851-866.
- Anselmsson, J., Vestman Bondesson, N., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product & Brand Management*, 23(2), 90-102.
- Aprile, M. C., & Gallina, G. (2008). Quality perception using signals on food labels: an analysis on Italian consumers. In *Annual IAMA Symposium*.
- Ares, G., & Deliza, R. (2010). Studying the influence of package shape and colour on consumer expectations of milk desserts using word association and conjoint analysis. *Food Quality and Preference*, 21(8), 930-937.

- Aschemann-Witzel, J., Grunert, K. G., van Trijp, H. C., Bialkova, S., Raats, M. M., Hodgkins, C., & Koenigstorfer, J. (2013). Effects of nutrition label format and product assortment on the healthfulness of food choice. *Appetite*, 71, 63-74.
- Asian Review., Pakistan proving irresistible to Western brands (2014) Available at: <http://asia.nikkei.com/Business/Trends/Pakistan-proving-irresistible-to-Western-brands?page=1>
- Asif, M., Xuhui, W., Nasiri, A., & Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and Preference*, 63, 144-150.
- Asim. B., Food Safety in Pakistan (2012) Available at: <http://www.pakistantoday.com.pk/2012/03/09/food-safety-in-pakistan/>
- Asgher (2015). Govt brings bill to promote Halaal food. Available at: <http://www.dawn.com/news/1197494>
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35, 639-643.
- Atkinson, L., & Rosenthal, S. (2014). Signaling the green sell: the influence of eco-label source, argument specificity, and product involvement on consumer trust. *Journal of Advertising*, 43(1), 33-45.
- Ayyub, R. M., & Bilal, M. (2011). Status Of Pakistani Halal Meat Export And Forecasting Its Export Revenue, Implications And Opportunities. *Interdisciplinary Journal Of Contemporary Research In Business*, 3(1), 1081.
- Ayyub, R. M., Rana, A., Bagi, A. R. A., & Al-Thomaly, A. A. (2013). Exploring future markets for Pakistani Halal meat export. *International Journal of Social Entrepreneurship and Innovation* 2, 2(1), 11-20.
- Azam, A., & Azam, A. (2016). An empirical study on non-Muslim's packaged halal food manufacturers: Saudi Arabian consumers' purchase intention. *Journal of Islamic Marketing*, 7(4), 441-460.
- Aziz, Y.A, Vui, C.N, (2012), The Role of Halal Awareness and Halal Certification in Influencing Non-Muslim's Purchase Intention, *3rd International Conference on Business and Economic Research*, Bandung, Indonesia, paper 1822.
- Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-

Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23.

Azman, N., & Sahak, S. Z. (2014). Nutritional label and consumer buying decision: a preliminary review. *Procedia-Social and Behavioral Sciences*, 130, 490-498.

Babčanová, D., Prajová, V., & Marková, P. (2012). Brand Management-the Part of Integrated Marketing Communication of Industrial Enterprises. In ECMLG2012-*Proceedings of the 8th European Conference on Management, Leadership and Governance*: ECMLG (p. 15). Academic Conferences Limited.

Back, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, 27(7), 662-678.

Baltas, G. (2001). Nutrition labelling: issues and policies. *European journal of marketing*, 35(5/6), 708-721.

Bandara, B. E. S., De Silva, D. A. M., Maduwanthi, B. C. H., & Warunasinghe, W. A. A. I. (2016). Impact of food labeling information on consumer purchasing decision: with special reference to faculty of Agricultural Sciences. *Procedia Food Science*, 6, 309-313.

Bandyopadhyay, S., & Banerjee, B. (2003). A country of origin analysis of foreign products by Indian consumers. *Journal of International Consumer Marketing*, 15(2), 85-109.

Barber, N., Almanza, B., & Dodd, T. (2008). Relationship of wine consumers' self-confidence, product involvement, and packaging cues. *Journal of Foodservice Business Research*, 11(1), 45-64.

Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.

Barclay, D., Higgins, C., & Thompson, R. (1995). The partial least squares (PLS) approach to causal modeling: personal computer adoption and use as an illustration. *Technology Studies*, 2(2), 285-309.

Bauer, H. H., Heinrich, D., & Schäfer, D. B. (2013). The effects of organic labels on global, local, and private brands: More hype than substance?. *Journal of Business Research*, 66(8), 1035-1043.

- Busenitz, L. W., Fiet, J. O., & Moesel, D. D. (2005). Signaling in Venture Capitalist—New Venture Team Funding Decisions: Does It Indicate Long-Term Venture Outcomes? *Entrepreneurship Theory and Practice*, 29(1), 1-12.
- Baixauli, R., Salvador, A., Hough, G., & Fiszman, S. M. (2008). How information about fibre (traditional and resistant starch) influences consumer acceptance of muffins. *Food Quality and Preference*, 19, 628–635.
- Barreiro Hurlé, J., Gracia, A., & De Magistris, T. (2010). The effects of multiple health and nutrition labels on consumer food choices. *Journal of Agricultural Economics*, 61(2), 426-443.
- Bergeaud-Blackler, F. (2006). Halal food consumption in France, Report published by Blackwell, RD, Miniard, PW, & Engel, JF (2001). Consumer behavior.
- Bernabéu, R., Díaz, M., & Olmeda, M. (2010). Origin vs organic in Manchego cheese: which is more important?. *British Food Journal*, 112(8), 887-901.
- Bentler, P. M., & Chou, C. P. (1987). Practical issues in structural modeling. *Sociological Methods & Research*, 16(1), 78-117.
- Bernabéu, R., Rabadán, A., El Orche, N. E., & Díaz, M. (2018). Influence of quality labels on the formation of preferences of lamb meat consumers. A Spanish case study. *Meat science*, 135, 129-133.
- Berry, B. (2008). Global Halal food market brief. Government of Canada.
- Berry, B. (2011). Health and Wellness Trends for Canada and the World. Agriculture and Agri-food Canada. Retrieved on December, 10, 2013.
- Bhukya, R., & Singh, S. (2016). Factors Affecting Shoppers' Brand Preference Towards Choosing Retail Stores. *IUP Journal of Brand Management*, 13(2), 75.
- Bialkova, S., Sasse, L., & Fenko, A. (2016). The role of nutrition labels and advertising claims in altering consumers' evaluation and choice. *Appetite*, 96, 38-46.
- Bloemer, J., Brijs, K., & Kasper, H. (2009). The CoO-ELM model: A theoretical framework for the cognitive processes underlying country of origin-effects. *European Journal of Marketing*, 43(1/2), 62-89.
- Bogue, J., & Ritson, C. (2004). Understanding consumers' perceptions of product quality for lighter dairy products through the integration of marketing and sensory information. *Food Economics-Acta Agriculturae Scandinavica*, Section C, 1(2), 67-77.

- Bohrnstedt, G. W. (1970). Reliability and validity assessment in attitude measurement. In G. F. Summers (Ed.), *Attitude measurement* (pp. 80–99). London: Rand McNally.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 17(4), 375-384.
- Bolton, L. E., Keh, H. T., & Alba, J. W. (2010). How do price fairness perceptions differ across culture? *Journal of Marketing Research*, 47(3), 564-576.
- Bonne, K., & Verbeke, W. (2008). Muslim consumer trust in halal meat status and control in Belgium. *Meat science*, 79(1), 113-123.
- Bonsmann, S. S., Celemin, L. F., & Grunert, K. G. (2010). Food labelling to advance better education for life. *European journal of clinical nutrition*, 64, S14-S19.
- Boyle, M., & Schmierbach, M. (2015). Applied communication research methods: getting started as a researcher. Routledge.
- Brand, J., Wansink, B., & Cohen, A. (2017). Frosting On The Cake: Pictures On Food Packaging Bias Serving Size–Corrigendum. *Public Health Nutrition*, 1-2.
- Brandt, M., Moss, J., & Ferguson, M. (2009). The 2006–2007 Food Label and Package Survey (FLAPS): nutrition labeling, trans fat labeling. *Journal of Food Composition and Analysis*, 22, S74-S77.
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of consumer research*, 1-16.
- Brucks, M., Zeithaml, V. A., & Naylor, G. (2000). Price and brand name as indicators of quality dimensions for consumer durables. *Journal of the academy of marketing science*, 28(3), 359-374.
- Bruwer, J., Bruwer, J., Chrysochou, P., Chrysochou, P., Lesschaeve, I., & Lesschaeve, I. (2017). Consumer involvement and knowledge influence on wine choice cue utilisation. *British Food Journal*, 119(4), 830-844.
- Bredahl, L. (2003) Cue utilisation and quality perception with regard to branded beef. *Food and Quality Preference*, 15(1): 65-75.
- Brunso, K., Bredahl, L., Grunert, K. G., & Scholderer, J. (2005). Consumer perception of the quality of beef resulting from various fattening regimes. *Livestock Production Science*, 94(1), 83-93.

- Bruwer, J., & House, M. (2003). Has the era of regional branding arrived for the Australian wine industry? Some perspectives. *Some Perspectives* (December 1, 2003). The Australian & New Zealand Grapegrower & Winemaker.
- Bucchini, L., Guzzon, A., Poms, R., & Senyuva, H. (2016). Analysis and critical comparison of food allergen recalls from the European Union, USA, Canada, Hong Kong, Australia and New Zealand. *Food Additives & Contaminants: Part A*, 33(5), 760-771.
- Burgman, R., & Roos, G. (2007). The importance of intellectual capital reporting: evidence and implications. *Journal of Intellectual Capital*, 8(1), 7-51.
- Burns, R. B. (2000). *Introduction to Research Methods*, 4th ed. London: Sage Publications
- Byrne, B. (2010). *Structural Equation Modeling With AMOS* (2nd ed.): Taylor & Francis Group.
- Campbell, M. C. (2007). "Says who?!" How the source of price information and affect influence perceived price (un) fairness. *Journal of marketing research*, 44(2), 261-271.
- Campos, S., Doxey, J., & Hammond, D. (2011). Nutrition labels on pre-packaged foods: a systematic review. *Public health nutrition*, 14(08), 1496-1506.
- Carsana, L., Carsana, L., Jolibert, A., & Jolibert, A. (2017). The effects of expertise and brand schematicity on the perceived importance of choice criteria: a Bordeaux wine investigation. *Journal of Product & Brand Management*, 26(1), 80-90.
- Carsana, L., & Jolibert, A. (2018). Influence of iconic, indexical cues, and brand schematicity on perceived authenticity dimensions of private-label brands. *Journal of Retailing and Consumer Services*, 40, 213-220.
- Carson, D., Gilmore, A., Perry, C. and Gronhaug, K. (2001). *Qualitative Marketing Research*. London: Sage
- Carrillo, E., Varela, P., & Fiszman, S. (2012). Packaging information as a modulator of consumers' perception of enriched and reduced-calorie biscuits in tasting and non-tasting tests. *Food Quality and Preference*, 25(2), 105-115.
- Canavari, M., Castellini, A., & Spadoni, R. (2010). Challenges in marketing quality food products. *Journal of International Food & Agribusiness Marketing*, 22(3-4), 203-209.

- Chadwick, S., & Holt, M. (2015). Utilising Latent Brand Equity as a Foundation for Building Global Sports Brands. In *Proceedings of the 2007 Academy of Marketing Science (AMS) Annual Conference* (pp. 90-98). Springer International Publishing.
- Chamorro, A., Rubio, S., & Miranda, F. J. (2015). The region-of-origin (ROO) effect on purchasing preferences: The case of a multiregional designation of origin. *British Food Journal*, 117(2), 820-839.
- Chamhuri, N., & Batt, P. J. (2013). Understanding the relationship between perceived quality cues and quality attributes in the purchase of meat in Malaysia. *Journal of international food & agribusiness marketing*, 25(3), 187-208.
- Chan, Y. H. (2003). Biostatistics 104: correlational analysis. *Singapore Med J*, 44(12), 614-9.
- Chan T-S, Geng C and Zhou N (2009), "Competition Between Foreign and Domestic Brands: A Study of Consumer Purchases in China", *Journal of Global Marketing*, Vol. 22, No. 3, pp. 181-197
- Chandon, P., & Wansink, B. (2007). The biasing health halos of fast-food restaurant health claims: lower calorie estimates and higher side-dish consumption intentions. *Journal of Consumer Research*, 34(3), 301-314.
- Charness, N., Reingold, E. M., Pomplun, M., & Stampe, D. M. (2001). The perceptual aspect of skilled performance in chess: Evidence from eye movements. *Memory & cognition*, 29(8), 1146-1152.
- Charlebois, S., Schwab, A., Henn, R., & Huck, C. W. (2016). Food fraud: An exploratory study for measuring consumer perception towards mislabeled food products and influence on self-authentication intentions. *Trends in Food Science & Technology*, 50, 211-218.
- Chattalas, M., Kramer, T., & Takada, H. (2008). The impact of national stereotypes on the country of origin effect: A conceptual framework. *International Marketing Review*, 25(1), 54-74.
- Chatterjee, S., & Yilmaz, M. R. (1992). Chaos, fractals and statistics. *Statistical Science*, 49-68.
- Chaudhary, S. (2014). The Role of Packaging in Consumer's Perception of Product Quality. *International Journal of Management and Social Sciences Research*, 3(3), 17-21.
- Chen, H. L. (2004). Testing the role of country of origin in consumer adoption of new products. *International Advances in Economic Research*, 10(3), 245-245.

- Chen, C. W., Chiang, M. H., & Yang, C. L. (2014). New product preannouncements, advertising investments, and stock returns. *Marketing Letters*, 25(2), 207-218.
- Chiesi, H. L., Spilich, G. J., & Voss, J. F. (1979). Acquisition of domain-related information in relation to high and low domain knowledge. *Journal of verbal learning and verbal behavior*, 18(3), 257-273.
- Chiou, J. S. (2003). The impact of country of origin on pretrial and posttrial product evaluations: The moderating effect of consumer expertise. *Psychology & Marketing*, 20(10), 935-954.
- Cho, C. Y., Nowatzke, W., Oliver, K., & Garber, E. A. (2015). Multiplex detection of food allergens and gluten. *Analytical and bioanalytical chemistry*, 407(14), 4195-4206.
- Choi, J., Choi, J., Choi, A., & Choi, A. (2016). Perceptions of food labelling about allergens in food products in South Korea. *British Food Journal*, 118(12), 2842-2854.
- Chou, H. Y., Chou, H. Y., Wang, T. Y., & Wang, T. Y. (2017). Hypermarket private-label products, brand strategies and spokesperson persuasion. *European Journal of Marketing*, 51(4), 795-820.
- Chovanová, H. H., Korshunov, A. I., & Babčanová, D. (2015). Impact of Brand on Consumer Behavior. *Procedia Economics and Finance*, 34, 615-621.
- Churchill, G. A., & Iacobucci, D. (2006). *Marketing research: methodological foundations*. New York: Dryden Press.
- Chung, J. E., Pil Yu, J., & Thorndike Pysarchik, D. (2006). Cue utilization to assess food product quality: a comparison of consumers and retailers in India. *International Review of Retail, Distribution and Consumer Research*, 16(02), 199-214.
- Cioffi, C. E., Levitsky, D. A., Pacanowski, C. R., & Bertz, F. (2015). A nudge in a healthy direction. The effect of nutrition labels on food purchasing behaviors in university dining facilities. *Appetite*, 92, 7-14.
- Cheftel, J. C. (2005). Food and nutrition labelling in the European Union. *Food Chemistry*, 93(3), 531-550.
- Chin, W. W., & Dibbern, J. (2010). An introduction to a permutation based procedure for multi-group PLS analysis: Results of tests of differences on simulated data and a cross cultural analysis of the sourcing of information system services between Germany and the USA. *Handbook of partial least squares*, 171-193.
- Chin, W. W. (2010). How to write up and report PLS analyses. In V.E. Vinzi, W.W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares*, Springer

- Chiuve, S. E., Fung, T. T., Rexrode, K. M., Spiegelman, D., Manson, J. E., Stampfer, M. J., & Albert, C. M. (2011). Adherence to a low-risk, healthy lifestyle and risk of sudden cardiac death among women. *Jama*, 306(1), 62-69.
- Cochrane, S. A., Gowland, M. H., Sheffield, D., & Crevel, R. W. R. (2013). Characteristics and purchasing behaviours of food-allergic consumers and those who buy food for them in Great Britain. *Clinical and translational allergy*, 3(1), 31.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum.
- Copinath, A. (2007). Branding faith, The Edge, July 7. France Leclerc, Bernd H. Schmitt & Laurette D. (1994). Foreign branding and its effects on product perceptions and attitudes. *Journal of Marketing Research*, May.
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39-67.
- Cornelisse-Vermaat, J. R., Pfaff, S., Voordouw, J., Chryssochoidis, G., Theodoridis, G., Woestman, L., & Frewer, L. J. (2008). The information needs and labelling preferences of food allergic consumers: the views of stakeholders regarding information scenarios. *Trends in food science & technology*, 19(12), 669-676.
- Cowburn, G., & Stockley, L. (2005). Consumer understanding and use of nutrition labelling: a systematic review. *Public health nutrition*, 8(01), 21-28.
- Cowley, E., & Mitchell, A. A. (2003). The moderating effect of product knowledge on the learning and organization of product information. *Journal of Consumer Research*, 30(3), 443-454.
- Creswell, J. W. (2014). *A concise introduction to mixed methods research*. Sage Publications.
- Cristo, M., Saerang, D. P., & Worang, F. (2017). The Influence Of Price, Service Quality, And Physical Environment On Customer Satisfaction. Case Study Markobar Cafe Mando. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 5(2).
- Crutchfield, S., Kuchler, F., & Variyam, J. N. (2001). The economic benefits of nutrition labeling: A case study for fresh meat and poultry products. *Journal of Consumer Policy*, 24(2), 185-207.
- Dall'Olmo Riley F., Pina J.M. et Bravo R. (2013), Downscale extensions: Consumer evaluation and feedback effects, *Journal of Business Research*, 66, 2, 196-206.

- Darby, M. R., & Karni, E. (1973). Free competition and the optimal amount of fraud. *Journal of Law and Economics*, 16, 67-88.
- Darkwa, S. (2014). Knowledge of nutrition facts on food labels and their impact on food choices on consumers in Koforidua, Ghana: a case study. *South African Journal of Clinical Nutrition*, 27(1), 13-17.
- Darwar, N., & Parker, P. (1994). Marketing universals: consumer use of brand name, price, physical appearance, and retailer reputation, as signals of product quality. *Journal of Marketing Research*, 58, 81-95.
- Davis, R. J. (2000). Signal transduction by the JNK group of MAP kinases. *Cell*, 103(2), 239-252.
- Davidson, A., Schröder, M. J., & Bower, J. A. (2003). The importance of origin as a quality attribute for beef: results from a Scottish consumer survey. *International Journal of Consumer Studies*, 27(2), 91-98.
- DeAndrea, D. C. (2014). Advancing warranting theory. *Communication Theory*, 24(2), 186-204.
- De Blok, B. M., Vlieg Boerstra, B. J., Oude Elberink, J. N. G., Duiverman, E. J., DunnGalvin, A., Hourihane, J. B., ... & Dubois, A. E. (2007). A framework for measuring the social impact of food allergy across Europe: a EuroPrevall state of the art paper. *Allergy*, 62(7), 733-737.
- Delener, N. (1994). Religious contrasts in consumer decision behaviour patterns: their dimensions and marketing implications. *European Journal of Marketing*, 28(5), 36-53.
- Deliza, R., & MacFie, H. J. (1996). The generation of sensory expectation by external cues and its effect on sensory perception and hedonic ratings: a review. *Journal of Sensory Studies*, 11(2), 103-128.
- Deliza, R., Macfie, H. J. J., & Hedderley, D. (1999). An investigation of the package features affecting consumer perception of fruit juice using repertory grid and focus group methods. *Brazilian Journal of Food Technology*, 2, 63-71.
- Delmas, M. A., & Grant, L. E. (2014). Eco-labeling strategies and price-premium: the wine industry puzzle. *Business & Society*, 53(1), 6-44.
- Demirci, M. N., Soon, J. M., & Wallace, C. A. (2016). Positioning food safety in Halal assurance. *Food Control*.

- De Winter, J. C., & Dodou, D. (2010). Five-point Likert items: t test versus Mann-Whitney-Wilcoxon. *Practical Assessment, Research & Evaluation*, 15(11), 1-12.
- Diamantopoulos, A., & Zeugner Roth, K. P. (2010). "Country of Origin" as Brand Element. *Wiley international encyclopedia of marketing*.
- Diallo, M. F. (2015). Drivers of store brand usage in an Asian emerging market: evidence from Vietnam. *International Journal of Retail & Distribution Management*, 43(12), 1144-1161.
- Diallo, M. F., Diallo, M. F., Cliquet, G., & Cliquet, G. (2016). Store image perceptions and customer knowledge cues in emerging markets: A cross-country investigation in Brazil and Vietnam. *International Journal of Retail & Distribution Management*, 44(12), 1182-1205.
- Diallo, M. F., & Seck, A. M. (2017). How store service quality affects attitude toward store brands in emerging countries: Effects of brand cues and the cultural context. *Journal of Business Research*.
- Dimara, E., & Skuras, D. (2005). Consumer demand for informative labeling of quality food and drink products: a European Union case study. *Journal of consumer marketing*, 22(2), 90-100.
- Dickson, P. R., & Sawyer, A. G. (1990). The price knowledge and search of supermarket shoppers. *The Journal of Marketing*, 42-53.
- Ditcher, E. (1957). The Man in the Package.
- Drichoutis, A. C., Nayga, R. M., & Lazaridis, P. (2011). The role of training in experimental auctions. *American Journal of Agricultural Economics*, aaq141.
- Dodds, W. B. (1995). Market cues effect on consumers' product evaluations. *Journal of Marketing Theory and Practice*, 3(2), 50-63.
- Dopico, D. C., Mendes, R., Silva, H. A., Verrez-Bagnis, V., Pérez-Martín, R., & Sotelo, C. G. (2016). Evaluation, signalling and willingness to pay for traceability. A cross-national comparison. *Spanish Journal of Marketing-ESIC*, 20(2), 93-103.
- DunnGalvin, A., Chan, C. H., Crevel, R., Grimshaw, K., Poms, R., Schnadt, S., & Baka, A. (2015). Precautionary allergen labelling: perspectives from key stakeholder groups. *Allergy*, 70(9), 1039-1051.
- Edwards, J. R., & Lambert, L. S. (2007). Methods for integrating moderation and mediation: a general analytical framework using moderated path analysis. *Psychological methods*, 12(1), 1.

- Edwards, P., Roberts, I., Clarke, M., DiGuseppi, C., Prata, S., Wentz, R., & Kwan, I. (2002). Increasing response rates to postal questionnaires: systematic review. *Bmj*, 324(7347), 1183.
- Eigenmann, P. A. (2001). Food allergy: a long way to safe processed foods. *Allergy*, 56(12), 1112-1113.
- El-Bassiouny, N. (2016). Where is "Islamic marketing" heading?: A commentary on Jafari and Sandikci's (2015) "Islamic" consumers, markets, and marketing. *Journal of Business Research*, 69(2), 569-578.
- Elliott, G. R., & Cameron, R. C. (1994). Consumer perception of product quality and the country-of-origin effect. *Journal of international Marketing*, 49-62.
- Elitzur, R., & Gaviols, A. (2003). Contracting, signaling, and moral hazard: a model of entrepreneurs, 'angels,' and venture capitalists. *Journal of Business Venturing*, 18(6), 709-725.
- Ennis, C. D. (1999). A theoretical framework: The central piece of a research plan. *Journal of Teaching in Physical Education*, 18, 129-140.
- Ericsson, K. A., & Kintsch, W. (1995). Long-term working memory. *Psychological review*, 102(2), 211.
- Erickson, G. M., Johansson, J. K., & Chao, P. (1984). Image variables in multi-attribute product evaluations: country-of-origin effects. *Journal of consumer research*, 11(2), 694-699.
- Ergin, E. A., & Akbay, H. Ö. (2014). Factors Influencing Young Consumers' Preferences Of Domestic And International Fast Food Brands.
- Etilé, F., Lusk, J. L., Roosen, J., & Shogren, J. F. (2011). Food consumption and health. *The Oxford Handbook of the economics of food consumption and policy*, 716-746.
- Espejel, J., Fandos, C., & Flavian, C. (2007). The role of intrinsic and extrinsic quality attributes on consumer behaviour for traditional food products. *Managing Service Quality: An International Journal*, 17(6), 681-701.
- Esso, N., & Dibb, S. (2004). Religious contrasts in consumer decision behavior. *European Journal of Marketing*, 28(5), 36-53.
- Essoussi, L.H. and Merunka, D. (2007) Consumers' product evaluations in emerging markets- Does country of design, country of manufacture, or brand image matter? *International Marketing Review*, 24(4): 409-426.

- Eun Lee, J., & Stoel, L. (2014). High versus low online price discounts: effects on customers' perception of risks. *Journal of Product & Brand Management*, 23(6), 401-412.
- Euromonitor International (2015) Packaged food in Pakistan, Available at: <http://www.euromonitor.com/packaged-food-in-pakistan/report>
- Euromonitor International (2016) Households: Pakistan, Available at: <http://www.euromonitor.com/households-pakistan/report>
- Euromonitor International (2017) Households: Pakistan, Available at: <http://www.euromonitor.com/households-pakistan/report>
- Fassnacht M., Kluge P.N. et Mohr H. (2012), Do Luxury Pricing Decisions Create Price Continuity?, in C. Burmann, V. König et J. Meurer (Coord.), *Identitätsbasierte Luxusmarkenführung*, Wiesbaden: Springer Fachmedien Wiesbaden, 121-137.
- Feick, L. F., R O. Herrmann, and R. H. Warland. (1986). "Search for Nutrition Information: A Probit Analysis of the Use of Different Information Sources." *Journal of Consumer Affairs*, 20(2): 173-192.
- Fischer, J. (2011). The halal frontier. In *The Halal Frontier* (pp. 1-30). *Palgrave Macmillan US*.
- Fischer, J. (2016). Markets, religion, regulation: Kosher, halal and Hindu vegetarianism in global perspective. *Geoforum*, 69, 67-70.
- Fenko, A., Kersten, L., & Bialkova, S. (2016). Overcoming consumer scepticism toward food labels: The role of multisensory experience. *Food quality and preference*, 48, 81-92.
- Fernqvist, F., & Ekelund, L. (2014). Credence and the effect on consumer liking of food—A review. *Food Quality and Preference*, 32, 340-353.
- Fink, A. (1995). *How to Design Surveys: The Survey Kit*.
- Fitzgerald, N., Damio, G., Segura-Pérez, S., & Pérez-Escamilla, R. (2008). Nutrition knowledge, food label use, and food intake patterns among Latinas with and without type 2 diabetes. *Journal of the American Dietetic Association*, 108(6), 960-967.
- Flach, L. (2016). Quality upgrading and price heterogeneity: Evidence from Brazilian exporters. *Journal of International Economics*, 102, 282-290.

- Fletcher-Brown, J., Pereira, V., & Nyadzayo, M. W. (2017). Health marketing in an emerging market: The critical role of signaling theory in breast cancer awareness. *Journal of Business Research*.
- Flinterman, A. E., Pasmans, S. G., Hoekstra, M. O., Meijer, Y., van Hoffen, E., Knol, E. F., et al. (2006). Determination of no-observed adverse- effect levels and eliciting doses in a representative group of peanut-sensitised children. *Journal of Allergy and Clinical Immunology*, 117, 448-454.
- Fornell, C., & Cha, J. (1994). Partial least squares. *Advanced Methods of Marketing Research*, 407, 52-78. 255
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 39-50.
- Forza, C. (2002). Survey research in operations management: a process-based perspective. *International journal of operations & production management*, 22(2), 152-194.
- Fotopoulos, C., Krystallis, A., & Ness, M. (2003). Wine produced by organic grapes in Greece: using means—end chains analysis to reveal organic buyers' purchasing motives in comparison to the non-buyers. *Food quality and preference*, 14(7), 549-566.
- Fox, M., Mugford, M., Voordow, J., Cornelisse, J., Antonides, G., & Frewer, L. J. (2009). Social and economic costs of food allergies in Europe: The development of a socioeconomic impact questionnaire. *Health Services Research*, 44 (5) (Part I) 1662-1678.
- Fraccaro A. et Macé D. (2014), Odd Pricing and Even Pricing Practices in Luxury Goods, 2014 Monaco Symposium on Luxury, Monaco, April 10th – 11th.
- Freling, T. H., & Forbes, L. P. (2005). An examination of brand personality through methodological triangulation. *Journal of brand management*, 13(2), 148-162.
- Fulgoni, V. L., Keast, D. R., & Drewnowski, A. (2009). Development and validation of the nutrient-rich foods index: a tool to measure nutritional quality of foods. *The Journal of nutrition*, 139(8), 1549-1554.
- Galarraga Gallastegui, I. (2002). The use of eco labels: a review of the literature. *European Environment*, 12(6), 316-331.
- Garvin, D. A. (1987). Competing on the 8 dimensions of quality. *Harvard business review*, 65(6), 101-109.

- Gao, H., & Knight, J. (2007). Pioneering advantage and product-country image: evidence from an exploratory study in China. *Journal of Marketing Management*, 23(3-4), 367-385.
- Gay, L. R., Mills, G. E., & Airasian, P. (2006). Educational research: competencies for analysis and applications (8th ed.). Uppersaddle River, New Jersey: Pearson Education International.
- Gefen, D., & Straub, D. (2005). A practical guide to factorial validity using PLS-Graph: Tutorial and annotated example. *Communications of the Association for Information systems*, 16(1), 5.
- Gelici-Zeko, M. M., Lutters, D., & ten Klooster, R. (2012). Understanding consumers' responses toward food packaging and their behavioural underpinnings using Kansei engineering and Focus group. submitted for publication.
- Geyskens, K., Pandelaere, M., Dewitte, S., & Warlop, L. (2007). The backdoor to overconsumption: The effect of associating "low-fat" food with health references. *Journal of Public Policy & Marketing*, 26(1), 118-125.
- Ghani, U., & Kamal, Y. (2010). *Interdisciplinary Journal Of Contemporary Research In Business*.
- Ghasemi, M., Matta, I., & Esposito, F. (2016). The Effect of Competition among Brokers on the Quality and Price of Differentiated Internet Services.
- Gillani, S. H. B., Khan, M. M. S., & Ijaz, F. (2017). Factors Reinforcing Pakistan Halal Food Industry to Be the World Halal Food Hub.
- Glitsch, K. (2000). Consumer perceptions of fresh meat quality: cross-national comparison. *British Food Journal*, 102(3), 177-194.
- Goodhue, D., Lewis, W., & Thompson, R. (2007). Research note—Statistical power in analyzing interaction effects: Questioning the advantage of PLS with product indicators. *Information Systems Research*, 18(2), 211-227.
- Gracia, A., & de-Magistris, T. (2016). Consumer preferences for food labeling: What ranks first?. *Food Control*, 61, 39-46.
- Greener, S. (2008). Business research methods. Book Boon.
- Grewal D., Krishnan R., Baker J. et Borin N. (1998), The effects of store name, brand name and price discounts on consumers' evaluations and purchase intentions, *Journal of Retailing*, 74, 3, 331-352.

- Grewal, D., Ailawadi, K. L., Gauri, D., Hall, K., Kopalle, P., & Robertson, J. R. (2011). Innovations in retail pricing and promotions. *Journal of Retailing*, 87, S43-S52.
- Grey, D. E. (2004). *Doing Research in the Real World*. London: Sage Publications
- Grigoriou, N., Davcik, N., & Sharma, P. (2016). Exploring the Influence of Brand Innovation on Marketing Performance Using Signaling Framework and Resource-Based Theory (RBT) Approach. In *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era* (pp. 813-818). Springer, Cham.
- Go'kariksel B and Secor A (2010) Between fashion and tesettu'r: Marketing and consuming women's Islamic dress. *Journal of Middle East Women's Studies* 6: 118–148.
- Grunert, K. G., Bredahl, L., & Brunsø, K. (2004). Consumer perception of meat quality and implications for product development in the meat sector—a review. *Meat science*, 66(2), 259-272.
- Grunert, K. G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health*, 15(5), 385-399.
- Grunert, K. (2002). Current issues in the understanding of consumer food choice. *Trends in Food Science & Technology*, 13, 275–285.
- Guo, X., & Jiang, B. (2016). Signaling through price and quality to consumers with fairness concerns. *Journal of Marketing Research*, 53(6), 988-1000.
- Gürhan-Canli, Z., & Batra, R. (2004). When corporate image affects product evaluations: The moderating role of perceived risk. *Journal of marketing research*, 41(2), 197-205.
- Guthrie, J. F., J. J. Fox, L. E. Cleveland, and S. Welsh. 1995. "Who Uses Nutrition Labeling, and What Effect Does Label Use Have on Diet Quality." *Journal of Nutrition Education*, 27 (4): 163–172.
- Hair, J. F. (2010). Black, WC, Babin, BJ, & Anderson, RE (2010). *Multivariate data analysis*, 7.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.

- Hasenbeck, A., Cho, S., Meullenet, J. F., Tokar, T., Yang, F., Huddleston, E. A., & Seo, H. S. (2014). Color and illuminance level of lighting can modulate willingness to eat bell peppers. *Journal of the Science of Food and Agriculture*, 94(10), 2049-2056.
- Haenlein, M., & Kaplan, A. M. (2004). A beginner's guide to partial least squares analysis. *Understanding Statistics*, 3(4), 283-297.
- Hamilton, M. B. (2009). Online survey response rates and times: background and guidance for industry. Tercent, Inc. Retrieved July, 12, 2014 from www.supersurvey.com
- Hawkes, C., Smith, T. G., Jewell, J., Wardle, J., Hammond, R. A., Friel, S., & Kain, J. (2015). Smart food policies for obesity prevention. *The Lancet*, 385(9985), 2410-2421.
- Hayati, T. A., Habibah, M. A., Anuar, K., & Jamaludin K. R. (2008). Quality assurance in halal food manufacturing in Malaysia: A preliminary study. Proceedings of International Conference on Mechanical & Manufacturing Engineering (ICME2008), 21–23 May 2008, Johor Bahru, Malaysia.
- Hefle, S. L., Furlong, T. J., Niemann, L., Lemon-Mule, H., Sicherer, S., & Taylor, S. L. (2007). Consumer attitudes and risks associated with packaged foods having advisory labeling regarding the presence of peanuts. *Journal of Allergy and Clinical Immunology*, 120(1), 171-176.
- Henseler, J. (2010). On the convergence of the partial least squares path modeling algorithm. *Computational Statistics*, 25(1), 107-120.
- Henseler, J., & Chin, W. W. (2010). A comparison of approaches for the analysis of interaction effects between latent variables using partial least squares path modeling. *Structural Equation Modeling*, 17(1), 82-109.
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 1-16.
- Heide, M., & Olsen, S. O. (2017). Influence of packaging attributes on consumer evaluation of fresh cod. *Food Quality and Preference*.
- Hersleth, M., Monteleone, E., Segtnan, A., & Næs, T. (2015). Effects of evoked meal contexts on consumers' responses to intrinsic and extrinsic product attributes in dry-cured ham. *Food Quality and Preference*, 40, 191-198.
- Herz, M., & Diamantopoulos, A. (2017). I Use it but Will Tell You that I Don't: Consumers' Country-of-Origin Cue Usage Denial. *Journal of International Marketing*.

- Hersleth, M., Lengard, V., Verbeke, W., Guerrero, L., & Næs, T. (2011). Consumers' acceptance of innovations in dry-cured ham: Impact of reduced salt content, prolonged aging time and new origin. *Food Quality and Preference*, 22, 31–41.
- Hidalgo-Baz, M., Martos-Partal, M., & González-Benito, Ó. (2017). Attitudes vs. purchase behaviors as experienced dissonance: The roles of knowledge and consumer orientations in organic market. *Frontiers in psychology*, 8.
- Higginson, C. S., Kirk, T. R., Rayner, M. J., & Draper, S. (2002). How do consumers use nutrition label information?. *Nutrition & Food Science*, 32(4), 145-152.
- Hislop, C. (2006). In the Shoes of the Fisher: Commercial Fishers and the Tasmanian Marine Protected Area Policy Journey. *Ocean Yearbook Online*, 20(1), 283-304.
- Holbrook, M. B., Lehmann, D. R., & O'Shaughnessy, J. (1986). Using versus choosing: the relationship of the consumption experience to reasons for purchasing. *European Journal of Marketing*, 20(8), 49-62.
- Holloway, L. (1997). Basic concepts for qualitative research. Wiley-Blackwell.
- Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69(2), 84-96.
- Honea, H., & Horsky, S. (2012). The power of plain: Intensifying product experience with neutral aesthetic context. *Marketing Letters*, 23(1), 223-235.
- Hong, Y., & Pavlou, P. A. (2014). Product fit uncertainty in online markets: Nature, effects, and antecedents. *Information Systems Research*, 25(2), 328-344.
- Horner, S., & Swarbrooke, J. (2016). Consumer behaviour in tourism. Routledge.
- Hourihane, J. O., Kilburn, S. A., Nordlee, J. A., Hefle, S. L., Taylor, S. L., & Warner, J. O. (1997). An evaluation of the sensitivity of subjects with peanut allergy to very low doses of peanut protein: a randomized, double-blind, placebo-controlled food challenge study. *Journal of Allergy and Clinical Immunology*, 100, 596-600.
- Howlett, M., McConnell, A., & Perl, A. (2015). Streams and stages: Reconciling Kingdon and policy process theory. *European Journal of Political Research*, 54(3), 419-434.
- Hsieh, M. H. (2004). An investigation of country-of-origin effect using correspondence analysis: a cross-national context. *International Journal of Market Research*, 46(3), 267-296.

- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145-152.
- Huang, Y., Han, S., & Lin, Z. (2017). Product Catalog Density of Online Stores: How Space Influences Store Price Perception and Consumer Preference.
- Hultén, B., Broweus, N. and van Dijk, M. (2009), *Sensory Marketing*, Palgrave Macmillan, Basingstoke.
- Hulshof, K. F. A. M., Brussaard, J. H., Kruizinga, A. G., Telman, J., & Löwik, M. R. H. (2003). Socio-economic status, dietary intake and trends: the Dutch National Food Consumption Survey. *European Journal of Clinical Nutrition*, 57(1), 128-137.
- Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, 7(2).
- Hussain, I., Rahman, S. U., Zaheer, A., & Saleem, S. (2016). Integrating Factors Influencing Consumers' Halal Products Purchase: Application of Theory of Reasoned Action. *Journal of international food & agribusiness marketing*, 28(1), 35-58.
- Hwang, J., Lee, K., & Lin, T. N. (2016). Ingredient labeling and health claims influencing consumer perceptions, purchase intentions, and willingness to pay. *Journal of Foodservice Business Research*, 1-16.
- Jacoby, J., Speller, D. E., & Berning, C. K. (1974). Brand choice behavior as a function of information load: Replication and extension. *Journal of consumer research*, 1(1), 33-42.
- Jacoby, J., Olson, J. C., & Haddock, R. A. (1971). Price, brand name and product composition characteristics as determinants of perceived quality. *Journal of Applied Psychology*, 55, 570-579.
- Jaeger, S. -R. (2006). Non-sensory factors in sensory science research. *Food Quality and Preference*, 17, 132-144.
- Janda, S., & Rao, C. P. (1997). The Effect of Country-of-Origin Related Stereotypes and Personal Beliefs on Product Evaluation. *Psychology & Marketing* (1986-1998), 14(7), 689.
- Jamal, A. (2003). Marketing in a multi-cultural world: The interplay of marketing, ethnicity and consumption. *European Journal of Marketing*, 37, 70-78.

- Jamal, A., & Sharifuddin, J. (2015). Perceived value and perceived usefulness of halal labeling: The role of religion and culture. *Journal of Business Research*, 68(5), 933-941.
- Janssen, M., & Hamm, U. (2012). Product labelling in the market for organic food: Consumer preferences and willingness-to-pay for different organic certification logos. *Food Quality and Preference*, 25(1), 9-22.
- Jarvis, C. B., MacKenzie, S. B., & Podsakoff, P. M. (2003). A critical review of construct indicators and measurement model misspecification in marketing and consumer research. *Journal of Consumer Research*, 30(2), 199-218.
- Johansson, S. G. O., Hourihane, J. B., Bousquet, J., Brujnzeel-Koomen, C., Dreborg, S., Haahtela, T., & Hage Hamsten, V. (2001). A revised nomenclature for allergy: an EAACI position statement from the EAACI nomenclature task force. *Allergy*, 56(9), 813-824.
- Joiya, S. A., & Shahzad, A. A. (2013). Determinants of High Food Prices: The Case of Pakistan. *Economic and Social Review*, 51(1), 93.
- Jöreskog, K. G., & Sörbom, D. (1996). LISREL 8: User's reference guide. Scientific Software International.
- Jha, S., Deitz, G. D., Babakus, E., & Yavas, U. (2013). The role of corporate image for quality in the formation of attitudinal service loyalty. *Journal of Service Research*, 16(2), 155-170.
- Jhang, Ji H., Susan J. Grant, and Margaret C. Campbell (2012), "Get It?? Got It. Good! Enhancing New Product Acceptance by Facilitating Resolution of Extreme Incongruity," *Journal of Marketing Research*, 49 (2), 247-59.
- Joshi, P., Mofidi, S., & Sicherer, S. H. (2002). Interpretation of commercial food ingredient labels by parents of food-allergic children. *Journal of allergy and clinical immunology*, 109(6), 1019-1021.
- Jover, A. J. V., Montes, F. J. L., & Fuentes, M. D. M. F. (2004). Measuring perceptions of quality in food products: the case of red wine. *Food Quality and Preference*, 15(5), 453-469.
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36.
- Kastanakis, M. N., & Balabanis, G. (2012). Between the mass and the class: Antecedents of the "bandwagon" luxury consumption behavior. *Journal of Business Research*, 65(10), 1399-1407.

- Kattan, J. D., Cocco, R. R., & Järvinen, K. M. (2011). Milk and soy allergy. *Pediatric Clinics of North America*, 58(2), 407-426.
- Kalicharan, H. D. (2014). The Effect And Influence Of Country-Of-Origin On Consumers' Perception Of Product Quality And Purchasing Intentions. *The International Business & Economics Research Journal (Online)*, 13(5), 897.
- Kant, A. K., & Graubard, B. I. (2004). Eating out in America, 1987–2000: trends and nutritional correlates. *Preventive medicine*, 38(2), 243-249.
- Kapferer J.-N. (2012), Abundant rarity: The key to luxury growth, *Business Horizons*, 55, 5, 453-462.
- Karaduman, İ. (2016), The Role of Religious Sensibilities on The Relationship Between Religious Rules And Hedonic Product Consumption Behavior In Turkey.
- Kardes, F. R., Cronley, M. L., Kellaris, J. J., & Posavac, S. S. (2004). The role of selective information processing in price-quality inference. *Journal of Consumer Research*, 31(2), 368-374.
- Kardes, F. R., Posavac, S. S., & Cronley, M. L. (2004). Consumer inference: A review of processes, bases, and judgment contexts. *Journal of Consumer Psychology*, 14(3), 230-256.
- Kardes, F. R., Kim, J., & Lim, J. (2001). Consumer expertise and the perceived diagnosticity of inference. *Advances in Consumer Research*, 19(1), 409-410.
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, 137-147.
- Kaya, I. H. (2016). Consumers' Perception and Attitudes toward Packaged Milk in Turkey—A Descriptive Study. *Food and Nutrition Sciences*, 7(06), 405.
- Kauppinen-Räsänen, H., Owusu, R. A., & Abeeku Bamfo, B. (2012). Brand salience of OTC pharmaceuticals through package appearance. *International Journal of Pharmaceutical and Healthcare Marketing*, 6(3), 230-249.
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands.
- Keren, R., Helfand, M., Homer, C., McPhillips, H., & Lieu, T. A. (2002). Projected cost-effectiveness of generic marks and labels *Pediatrics*, 110(5), 855-864.

- Kerlinger, F. N., & Lee, H. B. (2000). Survey research. *Foundations of behavioral research*, 599-619.
- Kuester, D. D., Dirk Mateer, G., & Youderian, C. J. (2014). The economics of the office. *The Journal of Economic Education*, 45(4), 392-392.
- Kim, J. S., Kaye, J., & Wright, L. K. (2001). Moderating and mediating effects in causal models. *Issues in Mental Health Nursing*, 22(1), 63-75.
- Kim, K. J., & Hwang, S. J. (2016). The Influence of Price Sensitivity, Bundle Discount Type and Price Level of Male Cosmetics on Quality Perception. *Journal of the Korean Society of Costume*, 66(2), 1-14.
- Khan, H., & Bamber, D. (2008). Country of origin effects, brand image, and social status in an emerging market. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 18(5), 580-588.
- Khan, G., & Khan, F. (2017). The role of packaging and labelling in determining 'halalness': an exploratory study of Muslims in two countries. *International Journal of Islamic Marketing and Branding*, 2(2), 85-99.
- Khan, S., & Nasr, M. (2010). Women as a consumer force and decision maker in Pakistani household. Research for Rethinking, Proceedings 12th International Business Research Conference of the World Business Institute Australia, Dubai, United Arab Emirates.
- Khan & Nasr (2011). Food allergies: forbidden feasts. Available at: <http://tribune.com.pk/story/196767/food-allergies-forbidden-feasts/>
- Khan, M. M., Schlegelmilch, B. B., & Shabbir, H. (2012, June 1–4). Marketing across cultures: Exploring UK consumer reactions to religious endorsements. *Proceedings of the 39th European Marketing Academy*, Copenhagen.
- Khan, S., & Ullah, T. (2015), Does Packaging Influence Consumer Buying Behavior? A Measure from Cosmetic Products Of Peshawar Region Pakistan.
- Khan, H., Lee, R., & Lockshin, L. (2015). Localising the packaging of foreign food brands: a case of Muslim consumers in Pakistan. *Journal of Product & Brand Management*, 24(4), 386-398.
- Khan, G., & Khan, F. (2017). The role of packaging and labelling in determining 'halalness': an exploratory study of Muslims in two countries. *International Journal of Islamic Marketing and Branding*, 2(2), 85-99.

- Kemp, E., Bui, M. and Grier, S. (2011), "Eating their feelings: examining emotional eating in at-risk groups in the United States", *Journal of Consumer Policy*, Vol. 34 No. 2, pp. 211-229.
- Knibb, R. C., Booth, D. A., Platts, R., Armstrong, A., Booth, I. W., & MacDonald, A. (2000). Consequences of perceived food intolerance for welfare, lifestyle and food choice practices, in a community sample. *Psychology, health & medicine*, 5(4), 419-430.
- Kinney, T. C. and Taylor, J. R. (1996). *Marketing Research: An Applied Approach*, 5th ed. NY: McGraw Hill
- Kirmani, A., & Rao, A. R. (2000). No pain, no gain: A critical review of the literature on signaling unobservable product quality. *Journal of marketing*, 64(2), 66-79.
- Kostyra, D. S., Reiner, J., Natter, M., & Klapper, D. (2016). Decomposing the effects of online customer reviews on brand, price, and product attributes. *International Journal of Research in Marketing*, 33(1), 11-26.
- Kotler, P. (2009). *Marketing management: A south Asian perspective*. Pearson Education India.
- Kozup, J. C., Creyer, E. H., & Burton, S. (2003). Making healthful food choices: the influence of health claims and nutrition information on consumers' evaluations of packaged food products and restaurant menu items. *Journal of Marketing*, 67(2), 19-34.
- Kleef, E. V., & Dagevos, H. (2015). The growing role of front-of-pack nutrition profile labeling: a consumer perspective on key issues and controversies. *Critical reviews in food science and nutrition*, 55(3), 291-303.
- Kline, R. B. (2005). *Methodology in the social sciences*.
- Kluge P.N. et Fassnacht M. (2014), Selling Luxury Goods Online? Effects of Making the Inaccessible Accessible, 2014 Monaco Symposium on Luxury, Monaco, April 10th – 11th.
- Krause, F. G., Gathmann, S., & Gorschwsky, O. (2008). The use of intramedullary helix wire for the treatment of proximal humerus fractures. *Journal of Orthopaedic Trauma*, 22(2), 96-101.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
- Krishna, A. (2010). *Sensory marketing*. New York, NY.

- Kristensen, K., & Eskildsen, J. (2010). Design of PLS-based satisfaction studies. In V.E. Vinzi, W.W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares*, Springer Handbooks of Computational Statistics (pp. 247-277). Springer-Verlag Berlin Heidelberg. doi 10.1007/978-3-540-32827-8_12
- Kroonenberg-Vyth, E. (2012). Evaluation of a front-of-pack nutrition label. Effects on consumer behavior, product development and public health (Doctoral dissertation, PhD Thesis. Amsterdam: EMGO+ Institute for Health and Care Research, VU University).
- Krutulyte, R., Costa, A. I., & Grunert, K. G. (2009). A cross-cultural study of cereal food quality perception. *Journal of Food Products Marketing*, 15(3), 304-323.
- Kumar, P. (2015). Antecedents and consequences of female consumer's attitude and lifestyle in facial care market (Doctoral dissertation, Universiti Utara Malaysia).
- Kumar, R. (1999). *Research Methodology: A Step-by-Step Guide for Beginners*. London: Sage Publications Ltd.
- LaBarbera, P. (1987). Consumer behavior and born again Christianity. *Research in consumer behavior*, 2, 193-222.
- Lähteenmäki, L., Lampila, P., Grunert, K., Boztug, Y., Ueland, Ø., Åström, A., & Martinsdóttir, E. (2010). Impact of health-related claims on the perception of other product attributes. *Food Policy*, 35(3), 230-239.
- Lähteenmäki, P., Paraoanu, G. S., Hassel, J., & Hakonen, P. J. (2013). Dynamical Casimir effect in a Josephson metamaterial. *Proceedings of the National Academy of Sciences*, 110(11), 4234-4238.
- Latif, A. A., Sibghatullah, A., & Siddiqui, K. A. (2016). Repositioning Horlicks in Pakistan.
- Lee, H. M., Lee, C. C., & Wu, C. C. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7/8), 1091-1111.
- Lee, J. K., Lee, B. K., & Lee, W. N. (2013). Country-of-origin fit's effect on consumer product evaluation in cross-border strategic brand alliance. *Journal of Business Research*, 66(3), 354-363.
- Lee, H. J., & Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food quality and preference*, 39, 259-267.

- Lee, S. (2004). College student's perception and preference of brand name foodservices in university dining operations (Doctoral dissertation, Oklahoma State University).
- Legault, L., Brandt, M. B., McCabe, N., Adler, C., Brown, A. M., & Brecher, S. (2004). 2000–2001 food label and package survey: an update on prevalence of nutrition labeling and claims on processed, packaged foods. *Journal of the American Dietetic Association*, 104(6), 952-958.
- Lewis, K. E., Grebitus, C., & Nayga, R. M. (2016). The impact of brand and attention on consumers' willingness to pay: Evidence from an eye tracking experiment. *Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie*, 64(4), 753-777.
- Lindberg, U., Salomonson, N., Sundström, M., & Wendin, K. (2018). Consumer perception and behavior in the retail foodscape—A study of chilled groceries. *Journal of Retailing and Consumer Services*, 40, 1-7.
- Lindblom, A., Lindblom, T., Lehtonen, M. J., & Wechtler, H. (2018). A study on country images, destination beliefs, and travel intentions: A structural equation model approach. *International Journal of Tourism Research*, 20(1), 1-10
- Lindstrom, M. (2005). Brand Sense: How to build powerful brands through touch, taste, smell, sight & sound. *Kogan Page Publishers*.
- Lin, L. W., & Sternquist, B. (1994). Taiwanese consumers' perceptions of product information cues: Country of origin and store prestige. *European Journal of Marketing*, 28(1), 5-18.
- Lindley, P., & Walker, S. N. (1993). Theoretical and methodological differentiation of moderation and mediation. *Nursing Research*, 42(5), 276-279.
- Listiana, E. (2015). Country of Origin Image and It's Impact on Brand Association, Perceived Quality and Brand Loyalty. *Journal of Marketing and Consumer Research*, Vol (10)
- Liu, S. S., Johnson, K. F., & Johnson, K. F. (2005). The automatic country-of-origin effects on brand judgments. *Journal of Advertising*, 34(1), 87-97.
- Liu, R., Hooker, N. H., Parasidis, E., & Simons, C. T. (2017). A Natural Experiment: Using Immersive Technologies to Study the Impact of “All-Natural” Labeling on Perceived Food Quality, Nutritional Content, and Liking. *Journal of Food Science*, 82(3), 825-833.

- Loebnitz, N., & Grunert, K. G. (2018). Impact of self-health awareness and perceived product benefits on purchase intentions for hedonic and utilitarian foods with nutrition claims. *Food Quality and Preference*, 64, 221-231.
- Loureiro, M. L., Gracia, A., & Nayga, R. M. (2006). Do consumers value nutritional labels?. *European Review of Agricultural Economics*, 33(2), 249-268.
- Loken, B., Ahluwalia, R., & Houston, M. J. (Eds.). (2010). Brands and brand management: Contemporary research perspectives. Psychology Press.
- Lowry, P. B., & Gaskin, J. (2014). Partial Least Squares (PLS) Structural Equation Modeling (SEM) for Building and Testing Behavioral Causal Theory: When to Choose It and How to Use It. *IEEE Transactions on Professional Communication*, 57(2), 123-146.
- Luceri, B., Luceri, B., Latusi, S., Latusi, S., Zerbini, C., & Zerbini, C. (2016). Product versus region of origin: which wins in consumer persuasion?. *British Food Journal*, 118(9), 2157-2170.
- Lwin, M. O. (2015). Comparative practices of food label claims from US, EU and selected Southeast Asian countries. *Journal of Consumer Marketing*, 32(7), 530-541.
- Machiels, C. J., & Karnal, N. (2016). See how tasty it is? Effects of symbolic cues on product evaluation and taste. *Food Quality and Preference*, 52, 195-202.
- MacKenzie, S. B., & Podsakoff, P. M. (2012). Common method bias in marketing: causes, mechanisms, and procedural remedies. *Journal of Retailing*, 88(4), 542-555.
- Majid, M. A. A., Abidin, I. H. Z., Majid, H. A. M. A., & Chik, C. T. (2015). Issues of Halal Food Implementation in Malaysia. *Journal of Applied Environmental and Biological Sciences*, 5(6S), 50-56.
- Main, Jeremy. 1994. Quality Wars. New York: Free Press
- Magnusson, M. K., Arvola, A., Koivisto Hursti, U. K., Åberg, L., & Sjöden, P. O. (2001). Attitudes towards organic foods among Swedish consumers. *British food journal*, 103(3), 209-227.
- Magnier, L., Schoormans, J., & Mugge, R. (2016). Judging a product by its cover: Packaging sustainability and perceptions of quality in food products. *Food Quality and Preference*, 53, 132-142.
- Maheswaran, D., Sternthal, B., & Guerhan, Z. (1996). Acquisition and impact of consumer expertise. *Journal of Consumer Psychology*, 5(2), 115-133.

- Malhotra, N. K. and Birks, D. F. (1999). *Marketing Research: An Applied Approach*. Essex: Pearson Education Ltd.
- Mandle, J., Tugendhaft, A., Michalow, J., & Hofman, K. (2015). Nutrition labelling: a review of research on consumer and industry response in the global South. *Global health action*, 8.
- Mannell, A., Brevard, P., Nayga Jr, R., Combris, P., Lee, R., & Gloeckner, J. (2016). French consumers' use of nutrition labels. *Nutrition & Food Science*, 36(3), 159-168.
- Manrai, L. A., Lascu, D. N., & Manrai, A. K. (1998). Interactive effects of country of origin and product category on product evaluations. *International Business Review*, 7(6), 591-615.
- Mantonakis, A., Schwarz, N., Wudarczywski, A., & Yoon, C. (2017). Malleability of taste perception: biasing effects of rating scale format on taste recognition, product evaluation, and willingness to pay. *Marketing Letters*, 28(2), 293-303.
- Marchisotto, M. J., Harada, L., Kamdar, O., Smith, B. M., Wasserman, S., Sicherer, S., & Gupta, R. S. (2016). Food Allergen Labeling And Purchasing Habits In The United States And Canada. *The Journal of Allergy And Clinical Immunology: In Practice*.
- Martin, I. M., & Eroglu, S. (1993). Measuring a multi-dimensional construct: country image. *Journal of business research*, 28(3), 191-210.
- Maruyama, M. and Trung, L.V. (2012), "Modern retailers in transition economies: the case of Vietnam" , *Journal of Macromarketing*, 32(1), 31-51.
- Mathe-Soulek, K., Krawczyk, M., Harrington, R. J., & Ottenbacher, M. (2016). The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices. *Journal of Food Products Marketing*, 22(1), 100-117.
- Mavlanova, T., Benbunan-Fich, R., & Koufaris, M. (2012). Signaling theory and information asymmetry in online commerce. *Information & Management*, 49(5), 240-247.
- Maynes, E. (1976). *Decision making for consumers*. New York: Macmillan Publishing Co.
- McCall, M., & Lynn, A. (2008). The effects of restaurant menu item descriptions on perceptions of quality, price, and purchase intention. *Journal of Foodservice Business Research*, 11(4), 439-445.

- McColl, E., Jacoby, A., Thomas, L., Soutter, J., Bamford, C., Steen, N., & Bond, J. (2001). Design and use of questionnaires: a review of best practice applicable to surveys of health service staff and patients. *Core Research*.
- Méjean, C., Macouillard, P., Péneau, S., Hercberg, S., & Castetbon, K. (2013). Perception of front-of-pack labels according to social characteristics, nutritional knowledge and food purchasing habits. *Public health nutrition*, 16(3), 392-402.
- Menapace, L., Colson, G., Grebitus, C., & Facendola, M. (2011). Consumers' preferences for geographical origin labels: evidence from the Canadian olive oil market. *European Review of Agricultural Economics*, jbq051.
- Menger-Ogle, A. D., & Graham, D. J. (2017). The influence of front-of-package nutrition claims on food perceptions and purchase intentions among Nepali consumers. *Food Quality and Preference*.
- Menhas, R., Umer, S., Akhtar, S., & Shabbir, G. (2015). Impact Of Modernization On Religious Institution: A Case Study Of Khyber Pakhtun Khwa, Pakistan. *European Review Of Applied Sociology*, 8(10), 23-28.
- Menichelli, E., Vefl en Olsen, N., Meyer, C., & Næs, T. (2012). Combining extrinsic and intrinsic information in consumer acceptance studies. *Food Quality and Preference*, 23, 148–159.
- Morgan, N. A., & Vorhies, D. W. (2001). Product quality alignment and business unit performance. *Journal of Product Innovation Management*, 18(6), 396-407.
- Murniece, I., & Straumite, E. (2014). The information presented on labels for bread produced in Latvia. *Food chemistry*, 162, 117-121.
- Mellahi, K. (2003). National culture and management practices: The case of GCCs. *International Management: Theory and Practices*. London: Prentice-Hall, 87-105.
- Mfueni, E., Gama, A. P., Kabambe, P., Chimbaza, M., Matita, G., & Matumba, L. (2018). Food allergen labeling in developing countries: Insights based on current allergen labeling practices in Malawi. *Food Control*, 84, 263-267.
- Miao, L., & Mattila, A. S. (2013). Impulse buying in restaurant food consumption. *Journal of Foodservice Business Research*, 16(5), 448-467.
- Mishra, S., Mishra, S., Singh, S. N., Singh, S. N., Fang, X., Fang, X., & Yin, B. (2017). Impact of diversity, quality and number of brand alliance partners on the perceived quality of a new brand. *Journal of Product & Brand Management*, 26(2), 159-176.

- Miyazaki, A. D., Grewal, D., & Goodstein, R. C. (2005). The effect of multiple extrinsic cues on quality perceptions: A matter of consistency. *Journal of consumer research*, 32(1), 146-153.
- Miles, S., Fordham, R., Mills, C., Valovirta, E., & Mugford, M. (2005). A framework for measuring costs to society of IgE-mediated food allergy. *Allergy*, 60(8), 996-1003.
- Misra, K. B. (2012). Reliability analysis and prediction: A methodology oriented treatment (Vol. 15). *Elsevier*.
- Mitchell, V. W., & Boustani, P. (1993). Market development using new products and new customers: a role for perceived risk. *European Journal of Marketing*, 27(2), 17-32
- Mohamad, A.B., N.M. Sidik, A.F. Omar, M.I.A.M. Kashim and A.H.M. Nor, (2012). Changing in the Aspect of Nature and Name (Istihalah): Its Point of View in the Islamic Law. *Research Journal of Applied Science*, 7 (2): 113-118.
- Mohd, R. S., Jacqueline, J. P., Suhardi, W. M., & Shamsul, J. E. (2010). Purchase intention of organic food; perceived value. *Canadian Social Science*, 6(1), 70-79.
- Mokhlis, S. (2009). Relevancy and measurement of religiosity in consumer behavior research. *International Business Research*, 2(3), 75.
- Moorman, C. (1996). A quasi experiment to assess the consumer and informational determinants of nutrition information processing activities: The case of the nutrition labeling and education act. *Journal of Public Policy & Marketing*, 28-44.
- Moslehpour, M., & Le Huyen, N. T. (2014). The Influence of Perceived Brand Quality and Perceived Brand Prestige on Purchase Likelihood of iPhone and HTC Mobile Phone in Taiwan. *Research in Business and Management*, 1(1), 62-77.
- Moss, T. W., Neubaum, D. O., & Meyskens, M. (2015). The effect of virtuous and entrepreneurial orientations on microfinance lending and repayment: A signaling theory perspective. *Entrepreneurship Theory and Practice*, 39(1), 27-52.
- Moisescu, O. I. (2009). The Importance of Brand Awareness in Consumers' Buying Decision and Perceived Risk Assessment. *Management and Marketing*, 7(1), 103-110.
- Mørkbak, M. R., Christensen, T., & Gyrd-Hansen, D. (2010). Choke price bias in choice experiments. *Environmental and resource economics*, 45(4), 537-551.

- Mueller, S., & Szolnoki, G. (2010). The relative influence of packaging, labelling, branding and sensory attributes on liking and purchase intent: Consumers differ in their responsiveness. *Food Quality and Preference*, 21, 774–783.
- Muhamad, N., Muhamad, N., Leong, V. S., Leong, V. S., Md Isa, N., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484-500.
- Muñoz-Furlong, A. (2003). Daily coping strategies for patients and their families. *Pediatrics*, 111(Supplement 3), 1654-1661.
- Naeem, W. (2014) How does brand image influence purchase intention of the consumers in the UK clothing sector? (Doctoral dissertation, University of East London).
- Nakyinsige, K., Che Man, Y. B., Sazili, A. Q., Zulkifli, I., & Fatimah, A. B. (2012). Halal meat: A niche product in the food market. In *2nd International Conference on Economics, Trade and Development IPEDR* (Vol. 36, pp. 167-173).
- Nayga, R. M. (1999). Toward an understanding of consumers' perceptions of food labels. *The International Food and Agribusiness Management Review*, 2(1), 29-45.
- Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Sage Publications
- Newman, C. L., Turri, A. M., Howlett, E., & Stokes, A. (2014). Twenty Years of Country-of-Origin Food Labeling Research A Review of the Literature and Implications for Food Marketing Systems. *Journal of Macromarketing*, 34(4), 505-519.
- Nilforushan, S., & Haeri, F. A. (2015). The effect of packaging design on customers' perception of food products' quality, value, and brand preference (Case study: Pegah pasteurized cheese, in Isfahan city). *Walia Journal*, 31, 127-132.
- Noh, B., & Borges, A. (2015). The Paradox of a Warranty: Can No Warranty Really Signal Higher Quality?. *Psychology & Marketing*, 32(11), 1049-1060.
- Norazmir, M. N., Norazlanshah, H., Naqieyah, N., & Anuar, M. K. (2012). Understanding and use of food package nutrition label among educated young adults. *Pakistan Journal of Nutrition*, 11(10), 836.
- Nunamaker Jr, J. F., Chen, M., & Purdin, T. D. (1990). Systems development in information systems research. *Journal of management information systems*, 7(3), 89-106.
- Nunnally, J. C., & Bernstein, I. H. (1978). *Psychometric theory*.

- O'Cass, A., & Lim, K. (2002). Understanding the younger Singaporean consumers' views of western and eastern brands. *Asia Pacific Journal of Marketing and Logistics*, 14(4), 54-79.
- Ollberding, N. J., Wolf, R. L., & Contento, I. (2011). Food label use and its relation to dietary intake among US adults. *Journal of the American Dietetic Association*, 111(5), S47-S51.
- Oliveira, D., Ares, G., & Deliza, R. (2018). The effect of health/hedonic claims on consumer hedonic and sensory perception of sugar reduction: Case study with orange/passionfruit nectars. *Food Research International*, 108, 111-118.
- Olson, J. C., & Jacoby, J. (1972). Cue utilization in the quality perception process. In SV-proceedings of the third annual conference of the association for consumer research.
- Oliveira, D., Ares, G., & Deliza, R. (2017). Influence of intrinsic and extrinsic factors on consumer liking and wellbeing perception of two regular and probiotic milk products. *Journal of Sensory Studies*, 32(3).
- Ophuis, P. A. O., & Van Trijp, H. C. (1995). Perceived quality: A market driven and consumer oriented approach. *Food quality and Preference*, 6(3), 177-183.
- O'Shaughnessy, J., & O'Shaughnessy, N. J. (2000). Treating the nation as a brand: Some neglected issues. *Journal of Macro marketing*, 20(1), 56-64.
- Othman, H. (2017). Consumer Awareness on Halal Cosmetic Products and Effect on Purchase Intention (Doctoral dissertation, Multimedia University).
- Paasche-Orlow, M. K., Parker, R. M., Gazmararian, J. A., Nielsen Bohlman, L. T., & Rudd, R. R. (2005). The prevalence of limited health literacy. *Journal of general internal medicine*, 20(2), 175-184.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement-empirical evidence. *Journal of Product & Brand Management*, 14(3), 143-154.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, 64(1), 12.
- Parguel, B., Delécolle, T., & Valette-Florence, P. (2016). How price display influences consumer luxury perceptions. *Journal of Business Research*, 69(1), 341-348.
- Parguel, B., Delécolle, T., & Valette-Florence, P. (2014). Effect of price display on brand luxury perceptions (No. 123456789/14326). Paris Dauphine University.

- Park, C. Whan, David L. Mothersbaugh, and Lawrence Feick. (1994). "Consumer Knowledge Assessment." *Journal of Consumer Research* 21 (1): 71-82.
- Park, J., Chae, H., & Choi, J. N. (2017). The need for status as a hidden motive of knowledge-sharing behavior: An application of costly signaling theory. *Human Performance*, 30(1), 21-37.
- Parkvithee, N., & Miranda, M. J. (2012). The interaction effect of country-of-origin, brand equity and purchase involvement on consumer purchase intentions of clothing labels. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 7-22.
- Parvin, N. and Chowdhury, M.H. (2006) Consumer Evaluations of Beautification Products: Effects of Extrinsic Cues. *Asian Academy of Management Journal*, 11(2): 89-104
- Pearce, P. L. (2016). Trends in Consumer Behaviour. *Entrepreneurship und Tourismus: Unternehmerisches Denken und Erfolgskonzepte aus der Praxis*, 2251.
- Pecotich, A., & Ward, S. (2007). Global branding, country of origin and expertise: An experimental evaluation. *International Marketing Review*, 24(3), 271-296.
- Pedersen, P. B., Lonner, W. J., Draguns, J. G., Trimble, J. E., & Scharron-del Rio, M. R. (2015). Counseling across cultures. *Sage Publications*.
- Petrucelli, P.J. (1996) Consumer and marketing implications of information provision: the case of the Nutrition Labeling and Education Act of 1990. *Journal of Public Policy & Marketing* 15(1), 150-3.
- Petter, S., Straub, D., & Rai, A. (2007). Specifying formative constructs in information systems research. *MIS Quarterly*, 31(4), 623-656.
- Pezzulo, G., Donnarumma, F., & Dindo, H. (2013). Human sensorimotor communication: A theory of signaling in online social interactions. *PloS one*, 8(11), e79876.
- Peterson, R. A. (1994). A meta-analysis of Cronbach's coefficient alpha. *Journal of consumer research*, 21(2), 381-391.
- Piqueras-Fiszman, B., & Spence, C. (2015). Sensory expectations based on product-extrinsic food cues: an interdisciplinary review of the empirical evidence and theoretical accounts. *Food Quality and Preference*, 40, 165-179.

- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, 88(5), 879.
- Poulsen, C. S., Juhl, H. J., Kristensen, K., Bech, A. C., & Englelund, E. (1996). Quality Guidance and quality formation. *Food Quality and Preference*, 7(2), 127-135.
- Primeau, M. N., Kagan, R., Joseph, L., Lim, H., Dufresne, C., Duffy, C., & Clarke, A. (2000). The psychological burden of peanut allergy as perceived by adults with peanut allergy and the parents of peanut-allergic children. *Clinical and Experimental Allergy*, 30(8), 1135-1143.
- Pumphrey, R. S. H. (2000). Lessons for management of anaphylaxis from a study of fatal reactions. *Clinical and experimental allergy*, 30(8), 1144-1150.
- Qadeer, M. (2006). Pakistan-social and cultural transformations in a Muslim nation. Routledge.
- Qasem, A., Baharun, R., & Yassin, A. (2016). The Role Of Extrinsic Product Cues In Consumers' Preferences And Purchase Intentions: Mediating And Moderating Effects. *Tem Journal-Technology Education Management Informatics*, 5(1), 85-96.
- Qasem, A. and Baharun, R. (2012) The role of country image in automotive brands preferences. *Technics Technologies Education Management*, 7(3): 1404- 1410.
- Qureshi, (2014). Halaal food authority Pakistan. Available at: <http://www.dawn.com/news/1165897>
- Quintavalle, A. (2012). Retailing in the luxury industry. In *Luxury Strategy in Action* (pp. 74-107). *Palgrave Macmillan UK*.
- Rahman, A. A., Singhry, H. B., Hanafiah, M. H., & Abdul, M. (2017). Influence of perceived benefits and traceability system on the readiness for Halal Assurance System implementation among food manufacturers. *Food Control*, 73, 1318-1326.
- Rajagopal, S., Ramanan, S., Visvanathan, R., & Satapathy, S. (2011). Halal certification: Implication for marketers in UAE. *Journal of Islamic Marketing*, 2(2), 138-153.
- Ramayah, T., Nasurdin, A. M., Noor, M. N., & Sin, Q. B. (2004). The Relationships between belief, attitude, subjective norm, and behavior towards infant food formula selection: the views of the Malaysian mothers. *Gadjah Mada International Journal of Business*, 6(3), 405-418.

- Randhawa, P., Kirca, A. H., Talay, M. B., & Akdeniz, M. B. (2017). Interactive Effects of Product and Brand Portfolios on Firm Value. In *Creating Marketing Magic and Innovative Future Marketing Trends* (pp. 95-98). *Springer*, Cham.
- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of marketing Research*, 351-357.
- Ramanathan, S., & Menon, G. (2006). Time-varying effects of chronic hedonic goals on impulsive behavior. *Journal of Marketing Research*, 43(4), 628-641.
- Rarick, C., Falk, G., Barczyk, C., & Feldman, L. (2012). Marketing to Muslims: The growing importance of halal products. *Journal of the International Academy for Case Studies*, 18(1), 81-86.
- Rashid, M. S. (2017). Weakening the Effect of Unfavorable Country of Origin: A Process- and Parameter-Associated Theoretical Framework. *Journal of Global Marketing*, 30(2), 87-98.
- Rattray, J., & Jones, M. C. (2007). Essential elements of questionnaire design and development. *Journal of clinical nursing*, 16(2), 234-243.
- Raza, A., Karim, E., Abbas, O., (2013) Effect of Branded Components on Consumer Perception of Quality and Brand Preference, Available at: https://mpr.ub.uni-muenchen.de/75463/1/MPRA_paper_75463.pdf
- Ravikanth, M., & Rao, P. V. (2016). Buying Behaviour Of Electronic Products In Andhra Pradesh—A Study Of Selected Electronic Consumer Product.
- Rebollar, R., Gil, I., Lidón, I., Martín, J., Fernández, M. J., & Rivera, S. (2017). How material, visual and verbal cues on packaging influence consumer expectations and willingness to buy: The case of crisps (potato chips) in Spain. *Food Research International*.
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing*, 26(4), 332-344.
- Renwick, D. W., Redman, T., & Maguire, S. (2013). Green human resource management: A review and research agenda. *International Journal of Management Reviews*, 15(1), 1-14.
- Remington, B. C., Baumert, J. L., Blom, W. M., Houben, G. F., Taylor, S. L., & Kruizinga, A. G. (2015). Unintended allergens in precautionary labelled and unlabelled products pose significant risks to UK allergic consumers. *Allergy*, 70(7), 813-819.

- Rezaei, G., Mohamed, Z. A., Shamsudin, M. N., & Chiew, E. F. C. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. *International Food Research Journal*, 17(3), 667-674.
- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A conceptual study on the country of origin effect on consumer purchase intention. *Asian Social Science*, 8(12), 205.
- Riaz-Ul-Haq., (2014), The Halaal food sector. Available at: <http://tribune.com.pk/halal-food-sector/>
- Riaz, M. N., & Chaudry, M. M. (2004). The value of Halal food production-Mian N. Riaz and Muhammad M. Chaudry define what Halal and kosher foods are, describe why they are not the same thing, and what is required of processors and. *Inform-International News on Fats Oils and Related Materials*, 15(11), 698-701.
- Richardson, P. S., Dick, A., & Jain, A. K. (1994). Extrinsic and intrinsic cue effects on perception of store brand quality. *Journal of Marketing*, 58, 28-36.
- Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). A critical look at the use of PLS-SEM in MIS Quarterly. *MIS Quarterly*, 36(1), 3-14.
- Risch, S. J. (2009). Food packaging history and innovations. *Journal of agricultural and food chemistry*, 57(18), 8089-8092.
- Riley, F. D. O., Lomax, W., & Blunden, A. (2004). Dove vs. Dior: Extending the brand extension decision-making process from mass to luxury. *Australasian Marketing Journal (AMJ)*, 12(3), 40-55.
- Riley, F. D. O., Pina, J. M., & Bravo, R. (2013). Downscale extensions: Consumer evaluation and feedback effects. *Journal of Business Research*, 66(2), 196-206.
- Roberto, C. A., Bragg, M. A., Schwartz, M. B., Seamans, M. J., Musicus, A., Novak, N., & Brownell, K. D. (2012). Facts up front versus traffic light food labels: a randomized controlled trial. *American journal of preventive medicine*, 43(2), 134-141.
- Roberto, C. A., Shivaram, M., Martinez, O., Boles, C., Harris, J. L., & Brownell, K. D. (2012). The Smart Choices front-of-package nutrition label. Influence on perceptions and intake of cereal. *Appetite*, 58(2), 651-657.
- Robertson, O. N., Hourihane, J. O. B., Remington, B. C., Baumert, J. L., & Taylor, S. L. (2013). Survey of peanut levels in selected Irish food products bearing peanut

- allergen advisory labels. *Food Additives & Contaminants: Part A*, 30(9), 1467-1472.
- Roe, B.E., Levy, A.S., Derby, B.M., 1999. The impact of health claims on consumer search and product evaluation outcomes: results from FDA experimental data. *Journal of Public Policy & Marketing* 18 (1), 89–115.
- Romano, C. (1996). Master marketer. *Management Review*, 85(4), 19.
- Roselli, L., Carlucci, D., Rover, O. J., & De Gennaro, B. (2018). The Effects of Extrinsic Cues on Olive Oil Price in Brazil. *Journal of International Food & Agribusiness Marketing*, 30(1), 70-87.
- Ross, S. A. (1977). The determination of financial structure: the incentive-signalling approach. *The bell journal of economics*, 23-40.
- Roth, S., & Himbert, L. (2015). Does Salami for 10€/kg Taste Better than Salami for 1€/100 g? Empirical Evidence for the Influence of Unit Price Format on Price-Level Perception, Quality Perception, and Purchase Intention. *Marketing ZFP*, 37(3), 137-152.
- Rothschild, M. L., and W. C. Gaidis (1981), "Behavioral Learning Theory: Its Relevance to Marketing and Promotions." *Journal of Marketing*, 45 (Spring), 70-78.
- Roth, M. S., & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of international business studies*, 23(3), 477-497.
- Rubio, N., Oubiña, J., & Villaseñor, N. (2014). Brand awareness–Brand quality inference and consumer's risk perception in store brands of food products. *Food quality and preference*, 32, 289-298.
- Rundh, B. (2013). Linking packaging to marketing: how packaging is influencing the marketing strategy. *British Food Journal*, 115(11), 1547-1563.
- Sadiq Sohail, M. (2005). Malaysian consumers' evaluation of products made in Germany: The country of origin effect. *Asia Pacific Journal of Marketing and Logistics*, 17(1), 89-105.
- Saeed, M. N. R. M. K., & Aslam, (2013), A. Consumer's Brand Purchase Intention in Emerging Markets Like Pakistan.
- Sáenz-Navajas, M. P., Campo, E., Sutan, A., Ballester, J., & Valentin, D. (2013). Perception of wine quality according to extrinsic cues: The case of Burgundy wine consumers. *Food Quality and Preference*, 27(1), 44-53.

- Saleem, M. A., Wasaya, A., & Zahra, S. (2017). Determinants of frozen food purchase intentions: Insights from a developing country. *Indian Journal of Marketing*, 47(7), 47-59.
- Samiee, S., Shimp, T. A., & Sharma, S. (2005). Brand origin recognition accuracy: its antecedents and consumers' cognitive limitations. *Journal of international Business studies*, 36(4), 379-397.
- Sanz Cañada, J., & Muchnik, J. (2011). Ancrage Et Identité Territoriale Des Systèmes Agroalimentaires Localisés-Introduction Au Dossier. *Économie Rurale*, (322), 4.
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105-115.
- Satia, J. A., Galanko, J. A., & Neuhouser, M. L. (2005). Food nutrition label use is associated with demographic, behavioral, and psychosocial factors and dietary intake among African Americans in North Carolina. *Journal of the American Dietetic Association*, 105(3), 392-402.
- Sampson, H. A. (2001). Utility of food-specific IgE concentrations in predicting symptomatic food allergy. *Journal of Allergy and Clinical Immunology*, 107(5), 891-896.
- Sampson, H. A. (2004). Update on food allergy. *Journal of Allergy and Clinical Immunology*, 113(5), 805-819.
- Sandicki, S., Jones, R., Stern, P., & Robinson, M. (2011). 'Shockvertising': An exploratory investigation into attitudinal variations and emotional reactions to shock advertising. *Journal of Consumer Behaviour*, 12(2), 112-121.
- Sandvik, P., Nydahl, M., Kihlberg, I., & Marklinder, I. (2018). Consumers' health-related perceptions of bread—Implications for labeling and health communication. *Appetite*, 121, 285-293.
- Šebečić, B., Vedrinar, I., Vitali, D., Hečimović, M., & Dragičević, I. (2007). Raw materials in fibre enriched biscuits production as source of total phenols. *Agriculturae Conspectus Scientificus*, 72(3), 265-270.
- Sekaran, U., & Bougie, R. (2010). Research methods for business: A skill building approach. Wiley.
- Sekaran, U. (1992). Research Methods for Business, 2nd ed. New York: John Wiley and Sons.

- Sekaran, U. (2003). *Research method for business: a skill building approach* (4th ed.). Singapore: John Wiley & Sons.
- Schaefer, A. (1997). Consumer knowledge and country of origin effects. *European Journal of Marketing*, 31(1), 56-72.
- Schlosser, E. (2002). *Fast food nation: What the all-American meal is doing to the world*. Penguin UK.
- Schnettler, B., Ruiz, D., Sepúlveda, O., & Sepúlveda, N. (2008). Importance of the country of origin in food consumption in a developing country. *Food Quality and Preference*, 19(4), 372-382.
- Schultz, T. W. (1975). The value of the ability to deal with disequilibria. *Journal of economic literature*, 13(3), 827-846.
- Schumacker, R. E., & Lomax, R. G. (2004). *A beginner's guide to structural equation modeling*. Psychology Press.
- Schnurr, B., Brunner-Sperdin, A., & Stokburger-Sauer, N. E. (2017). The effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity. *Marketing Letters*, 28(2), 241-253.
- Shaari, J. A. N., & Arifin, N. S. (2010). Dimension of halal purchase intention: A preliminary study. *International Review of Business Research Papers*, 6(4), 444-456.
- Shafie, S., & Othman, M. N. (2006, September). Halal Certification: an international marketing issues and challenges. In *Proceeding at the International IFSAM VIIIth World Congress* (pp. 28-30).
- Shah Alam, S., & Mohamed Sayuti, N. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.
- Sharma, R., Mummareddy, S., Hershey, J., Kamat, A., & Ahlers, C. (2011). U.S. Patent No. 7,930,204. Washington, DC: U.S. Patent and Trademark Office.
- Sharma, K., & Garg, S. (2016). An Investigation into Consumer Search and Evaluation Behaviour: Effect of Brand Name and Price Perceptions. *Vision*, 20(1), 24-36.
- Shariff, S. M., & Lah, N. A. A. (2014). Halal certification on chocolate products: A case study. *Procedia-Social and Behavioral Sciences*, 121, 104-112.

- Shehzad, U., Ahmad, S., Iqbal, K., Nawaz, M., & Usman, S. (2014). Influence of Brand Name on Consumer Choice & Decision. *IOSR Journal of Business and Management (IOSR-JBM)*, 16(6), 72-76.
- Shende, W. 2014. Analysis of Research in Consumer Behaviour of Automobile Passenger Car Customer. *International Journal of Scientific and research Publications*, Vol. 4, Issue 2, 1 – 8 p. [online] Available on: <http://www.ijsrp.org/research-paper-0214/ijsrp-p2670.pdf>
- Sheth, S. S., Waserman, S., Kagan, R., Alizadehfar, R., Primeau, M. N., Elliot, S., & Dufresne, C. (2010). Role of food labels in accidental exposures in food-allergic individuals in Canada. *Annals of Allergy, Asthma & Immunology*, 104(1), 60-65.
- Shepherd, R., Sparks, S., & Raats, M. (1991). The effects on information on sensory ratings and preferences: The importance of attitudes. *Food Quality and Preference*, 3, 147–155.
- Shirai, M. (2017). Effects of price reframing tactics on consumer perceptions. *Journal of Retailing and Consumer Services*, 34, 82-87.
- Siegrist, M., Leins-Hess, R., & Keller, C. (2015). Which front-of-pack nutrition label is the most efficient one? The results of an eye-tracker study. *Food Quality and Preference*, 39, 183-190.
- Sinha, I., & Batra, R. (1999). The effect of consumer price consciousness on private label purchase. *International journal of research in marketing*, 16(3), 237-251.
- Silayoi, P. & Speece, M., (2004). An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106, pp.607-28.
- Silverstein, M. J., & Fiske, N. (2003). Luxury for the masses. *Harvard business review*, 81(4), 48-57.
- Silvestri, C., Piccarozzi, M., Aquilani, B., & Ruggieri, A. (2017, December). How quality cues and attributes affect consumer quality perception in traditional food? An analysis on grated Parmigiano Reggiano cheese. In *Toulon-Verona Conference" Excellence in Services"*.
- Simmonds, G., Woods, A. T., & Spence, C. (2018). 'Show me the goods': Assessing the effectiveness of transparent packaging vs. product imagery on product evaluation. *Food Quality and Preference*, 63, 18-27.

- Simons, E., Weiss, C. C., Furlong, T. J., & Sicherer, S. H. (2005). Impact of ingredient labeling practices on food allergic consumers. *Annals of Allergy, Asthma & Immunology*, 95(5), 426-428.
- Song, D., & Morton, C. R. (2016). The Influence of Regulatory Focus on the Effect of Product Cues. *Psychology & Marketing*, 33(11), 917-933.
- Soon, J. M., & Manning, L. (2017). "May Contain" Allergen Statements: Facilitating or Frustrating Consumers?. *Journal of Consumer Policy*, 1-26.
- Spence (1973), Job Makret Siganlling, *Quarterly Journal of Economics*, 8(3), 355-374.
- Smith, P.R. & Taylor, J., (2004). Packaging. In *Marketing Communications*. London: Kogan Page Limited. pp.543- 74.
- Sommer, B., & Sommer, R. (1991). A practical guide to behavioral research: Tools and techniques. Oxford University Press.
- Spector, P. E. (2006). Method variance in organizational research: truth or urban legend?. *Organizational research methods*, 9(2), 221-232.
- Spence, S. H. (1998). A measure of anxiety symptoms among children. *Behaviour research and therapy*, 36(5), 545-566.
- Spence, C., & Fiszman, B. P. (2012). The multisensory packaging of beverages. In *Food packaging: Procedures, management and trends* (pp. 187-233). Nova Science Publishers.
- Spence, C., & Wan, X. (2015). Beverage perception and consumption: the influence of the container on the perception of the contents. *Food Quality and Preference*, 39, 131-140.
- ST Wang, E. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail & Distribution Management*, 41(10), 805-816.
- Steenhuis, I. H. M., Kroeze, W., Vyth, E. L., Valk, S., Verbauwen, R., & Seidell, J. C. (2010). The effects of using a nutrition logo on consumption and product evaluation of a sweet pastry. *Appetite*, 55(3), 707-709.
- Steenkamp, J.-B. E. M. (1990). Conceptual model of the quality perception process. *Journal of Business Research*, 21, 309-333.

- Steenkamp, J.-B. E. M., & Van Trijp, H. C. M. (1996). Quality guidance: a consumer-based approach to food quality improvement using partial least squares. *European Review of Agricultural Economics*, 23(2), 195-215.
- Steenkamp, J. -B. -M., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. *Journal of Consumer Research*, 25, 78-90.
- Stiglitz, J. E. (2002). Information and the Change in the Paradigm in Economics. *The American Economic Review*, 92(3), 460-501.
- Sudman, S. (1980). Improving the quality of shopping center sampling. *Journal of Marketing research*, 423-431.
- Sudman, S., & Bradburn, N. M. (1982). Asking questions: a practical guide to questionnaire design.
- Sulaiman, Y., Mat, N. K. N., & Ghani, N. H. A. (2018). Halal Consumption Pattern Model: A Conceptual Framework. In Proceedings of the 3rd International Halal Conference (INHAC 2016) (pp. 415-427). Springer, Singapore.
- Sultan, F., Rohm, A. J., & Gao, T. T. (2009). Factors influencing consumer acceptance of mobile marketing: a two-country study of youth markets. *Journal of Interactive Marketing*, 23(4), 308-320.
- Sumali, A. (2006, November). Halal-new market opportunities. In Proceedings of the 9th Efficient Consumer Response (ECR), Kuala Lumpur Convention Center (KLCC), Malaysia (Vol. 15).
- Suryonaningih, E., Paramita, P. D., & Hasiholan, L. B. (2016). Effect Of Price And Image Brand On Consumer Satisfaction With Buying Decision As Intervening (Study at Gamis Clothes Consumer in Toko Lana Semarang). *Journal of Management*, 2(2).
- Suter, M. B., Borini, F. M., Floriani, D. E., da Silva, D., & Polo, E. (2018). Country-of-origin image (COI) as a country-specific advantage (CSA): Scale development and validation of COI as a resource within the firm perspective. *Journal of Business Research*, 84, 46-58.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203-220.
- Syed, S.A. & Nazura, M. S. (2011). Applying the theory of planned behaviour (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.

- Szbillo, G. J. and J. Jacoby (1974). "Intrinsic versus extrinsic cues as determinants of perceived product quality." *Journal of Applied Psychology* 59(1): 74 - 78.
- Tabachnick, B. G., & Fidell, L. S. (2007). Multivariate analysis of variance and covariance. Using multivariate statistics, 3, 402-407.
- Tajdar, S., Ahmad, S., Ahmad, J., & Khan, A. (2015). Customers' prescription of foreign versus local brands in the pharmaceutical industry of Peshawar (Pakistan). *Review of Integrative Business and Economics Research*, 4(2), 378.
- Talati, Z., Pettigrew, S., Hughes, C., Dixon, H., Kelly, B., Ball, K., & Miller, C. (2016). The combined effect of front-of-pack nutrition labels and health claims on consumers' evaluation of food products. *Food Quality and Preference*, 53, 57-65.
- Tariq (2016), A Door To Knock: Pakistan's Consumer Market, Available at: <http://blogs.dunyanews.tv/12421/door-knock-pakistans-consumer-market>
- Taylor, S. L., & Hefle, S. L. (2001). Will genetically modified foods be allergenic?. *Journal of Allergy and Clinical Immunology*, 107(5), 765-771.
- Taylor, S. L., & Hefle, S. L. (2006). Food allergen labeling in the USA and Europe. *Current opinion in allergy and clinical immunology*, 6(3), 186-190.
- Teas, R. K., & Agarwal, S. (2000). The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. *Journal of the Academy of marketing Science*, 28(2), 278-290.
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational Statistics & Data Analysis*, 48(1), 159-205.
- Thakor, M. V., & Lavack, A. M. (2003). Effect of perceived brand origin associations on consumer perceptions of quality. *Journal of Product & Brand Management*, 12(6), 394-407.
- The world bank annual report (2015), Retrieved from: <http://www.worldbank.org/en/about/annual-report-2015>
- Thøgersen, J., Thøgersen, J., Pedersen, S., Pedersen, S., Paternoga, M., Paternoga, M., & Aschemann-Witzel, J. (2017). How important is country-of-origin for organic food consumers? A review of the literature and suggestions for future research. *British Food Journal*, 119(3), 542-557.
- Tieman, M. (2009). Halal transportation: the building blocks of a halal transportation system. *The Halal Journal*, 30-31.

- Tiwari, R., & Herstatt, C. (2012). Assessing India's lead market potential for cost-effective innovations. *Journal of Indian Business Research*, 4(2), 97-115.
- Tobler, C., Visschers, V. H., & Siegrist, M. (2011). Eating green. Consumers' willingness to adopt ecological food consumption behaviors. *Appetite*, 57(3), 674-682.
- Torriti, J. (2012). Demand Side Management for the European Supergrid: Occupancy variances of European single-person households. *Energy Policy*, 44, 199-206.
- Tran, T. P., & Fabrice, R. O. (2013). The effect of the foreign brand on consumer perception. *Journal of Marketing Development and Competitiveness*, 7(2), 23.
- Transparency Inc., 2005. The Value Proposition of Identity and Brand Management. [online]. Available on <http://www.ignyte.ms/whitepapers/brandvalue.pdf>
- Truong, Y., McColl, R., & Kitchen, P. J. (2009). New luxury brand positioning and the emergence of masstige brands. *Journal of Brand Management*, 16(5-6), 375-382.
- Tsikriktsis, N. (2005). A review of techniques for treating missing data in OM survey research. *Journal of Operations Management*, 24(1), 53-62.
- Tudoran, A., Ottar-Olsen, S., & Dopico, D. (2009). The effect of health benefit information on consumers health value, attitudes and intentions. *Appetite*, 52, 568-579.
- Tuorila, H., Cardello, A. V., & Leshner, L. L. (1994). Antecedents and consequences of expectations related to fat-free and regular-fat foods. *Appetite*, 23(3), 247-263.
- Tuorila, H., and R. Pangborn. 1988. "Prediction of Reported Consumption of Selected Fat-Containing Foods. *Appetite*, 11: 81-95.
- Turnbull, J. L., Adams, H. N., & Gorard, D. A. (2015). Review article: the diagnosis and management of food allergy and food intolerances. *Alimentary pharmacology & therapeutics*, 41(1), 3-25.
- Ul Haque, I. (2015). Rethinking industrial policy (No. 183). United Nations Conference on Trade and Development.
- Türkekul, B., Günden, C., Abay, C., & Miran, B. (2010). The competitiveness of Turkish olive oil on the world market. *Journal of Food, Agriculture & Environment*, 8(2), 68-73.
- Uma, S., & Roger, B. (2003). Research methods for business: A skill building approach. book.

- Underwood, R. A. (2003). U.S. Patent No. 6,601,233. Washington, DC: U.S. Patent and Trademark Office.
- Underwood, R. L., & Ozanne, J. L. (1998). Is your package an effective communicator? A normative framework for increasing the communicative competence of packaging. *Journal of Marketing Communications*, 4(4), 207-220.
- Urala, N., Arvola, A., Lähteenmäki, L., (2003). Strength of health-related claims. *International Journal of Food Science and Technology* 38, 1-12.
- Van Doorn, J., & Verhoef, P. C. (2011). Willingness to pay for organic products: Differences between virtue and vice foods. *International Journal of Research in Marketing*, 28(3), 167-180.
- Van Ittersum, K., Candel, M. J., & Meulenberg, M. T. (2003). The influence of the image of a product's region of origin on product evaluation. *Journal of Business research*, 56(3), 215-226.
- van Ooijen, I., Fransen, M. L., Verlegh, P. W., & Smit, E. G. (2017). Packaging design as an implicit communicator: effects on product quality inferences in the presence of explicit quality cues. *Food Quality and Preference*.
- Van Putten, M. C., Frewer, L. J., Gilissen, L. J., Gremmen, B., Peijnenburg, A. A., & Wichers, H. J. (2006). Novel foods and food allergies: a review of the issues. *Trends in food science & technology*, 17(6), 289-299.
- Van Trijp, H.C.M., van der Lans, I.A., 2007. Consumer perceptions of nutrition and health claims. *Appetite* 48, 305-324.
- Veale, R. (2008). Sensing or knowing? Investigating the influence of knowledge and self-confidence on consumer beliefs regarding the effect of extrinsic cues on wine quality. *International Journal of Wine Business Research*, 20(4), 352-366.
- Veale, R., & Quester, P. (2009). Do consumer expectations match experience? Predicting the influence of price and country of origin on perceptions of product quality. *International business review*, 18(2), 134-144.
- Varela, P., Ares, G., Giménez, A., & Gámbaro, A. (2010). Influence of brand information on consumers' expectations and liking of powdered drinks in central location tests. *Food Quality and Preference*, 21, 873-880.
- Verbeke, W. (2005). Consumer acceptance of functional foods: socio-demographic, cognitive and attitudinal determinants. *Food quality and preference*, 16(1), 45-57.

- Verbeke, W., & Ward, R. W. (2006). Consumer interest in information cues denoting quality, traceability and origin: An application of ordered probit models to beef labels. *Food quality and preference*, 17(6), 453-467.
- Verhoef, P. C., Nijssen, E. J., & Sloot, L. M. (2002). Strategic reactions of national brand manufacturers towards private labels: An empirical study in the Netherlands. *European Journal of Marketing*, 36(11/12), 1309-1326.
- Vidigal, M., Minim, V., Carvalho, N., Milagres, M. -P., & Goncalves, A. (2011). Effect of a health claim on consumer acceptance of exotic Brazilian fruit juices: Açaí (*Euterpe oleracea* Mart.), Camu-camu (*Myrciaria dubia*), Cajá (*Spondias lutea* L.) and Umbu (*Spondias tuberosa* Arruda). *Food Research International*, 44, 1988–1996.
- Vigneron, F., & Johnson, L. W. (2017). Measuring perceptions of brand luxury. In *Advances in Luxury Brand Management* (pp. 199-234). Palgrave Macmillan, Cham.
- Vinzi, V. E., Trinchera, L., & Amato, S. (2010). PLS path modeling: from foundations to recent developments and open issues for model assessment and improvement.
- Vinzi, W.W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares*, Springer Handbooks of Computational Statistics (pp. 47-82). Springer-Verlag Berlin Heidelberg. doi 10.1007/978-3-540-32827-8_3
- Voordouw, J., Cornelisse-Vermaat Pfaff, S., Antonides, G., Niemietz, D., Linardakis, M., et al. (2011). Preferred information strategies for food allergic consumers. A study in Germany, Greece, and the Netherlands. *Food Quality and Preference*, 22(4), 384–390.
- Wartella, E. A., Lichtenstein, A. H., & Boon, C. S. (2010). Examination of front-of-package nutrition rating systems and symbols. Institute of Medicine National Academy Press, Washington DC, 140.
- Wahab, S., Al-Momani, K., & Noor, N. A. M. (2015). The relationship between e-service quality and ease of use on customer relationship management (CRM) performance: an empirical investigation in Jordan mobile phone services. *The Journal of Internet Banking and Commerce*, 2010.
- Walley, K., Parsons, S., & Bland, M. (1999). Quality assurance and the consumer: a conjoint study. *British Food Journal*, 101(2), 148-162.
- Walters, A., & Long, M. (2012). The effect of food label cues on perceptions of quality and purchase intentions among high-involvement consumers with varying levels of nutrition knowledge. *Journal of nutrition education and behavior*, 44(4), 350-354

- Wang, C. L., Li, D., Barnes, B. R., & Ahn, J. (2012). Country image, product image and consumer purchase intention: Evidence from an emerging economy. *International Business Review*, 21(6), 1041-1051.
- Wansink, B., Park, S. B., Sonka, S. T., & Morganosky, M. (2000). How soy labeling influences preference and taste.
- Wansink, B. (2003). How do front and back package labels influence beliefs about health claims?. Wansink, Brian." 305-316.
- Wardy, W., Chonpracha, P., Chokumnoyporn, N., Sriwattana, S., Prinyawiwatkul, W., & Jirangrat, W. (2017). Influence of Package Visual Cues of Sweeteners on the Sensory-Emotional Profiles of Their Products. *Journal of Food Science*.
- Wardy, W., Jack, A. R., Chonpracha, P., Alonso, J. R., King, J. M., & Prinyawiwatkul, W. (2018). Gluten-free muffins: effects of sugar reduction and health benefit information on consumer liking, emotion, and purchase intent. *International Journal of Food Science & Technology*, 53(1), 262-269.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS quarterly*, 373-396.
- Weisstein, F. L., Monroe, K. B., & Kukar-Kinney, M. (2013). Effects of price framing on consumers' perceptions of online dynamic pricing practices. *Journal of the Academy of Marketing Science*, 41(5), 501-514.
- Wetzels, M., Odekerken-Schroder, G., & Van-Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: guidelines and empirical illustration. *Management Information Systems Quarterly*, 33(1), 11.
- Why is retail sector booming in Pakistan? (2012, 12 July) Retrieved from <http://tribune.com.pk/story/406355/the-rise-of-the-pakistani-middle-class-why-is-the-retail-sector-in-pakistan-booming/>.
- White, K., Lin, L., Dahl, D. W., & Ritchie, R. J. (2016). When Do Consumers Avoid Imperfections? Superficial Packaging Damage as a Contamination Cue. *Journal of Marketing Research*, 53(1), 110-123.
- Widyastuti, S., & Said, M. (2017). Consumer Consideration in Purchase Decision of Specs Sports Shoes Product through Brand Image, Product Design and Price Perception. *International Journal of Supply Chain Management*, 6(4), 199-207.

- Wierenga, B. (1983). Model and Measurement Methodology For The Analysis Of Consumer Choice Of Food Products1. *Journal of Food Quality*, 6(2), 119-137.
- Winkielman, P., McIntosh, D. N., & Oberman, L. (2009). Embodied and disembodied emotion processing: Learning from and about typical and autistic individuals. *Emotion Review*, 1(2), 178-190.
- Wills, J. M., Schmidt, D. B., Pillo-Blocka, F., & Cairns, G. (2009). Exploring global consumer attitudes toward nutrition information on food labels. *Nutrition reviews*, 67(suppl 1), S102-S106.
- Wilson, B. J. (2011). An investigation into three consumer constructs: Explaining the nature of relations influencing brand relationship quality (Doctoral dissertation). Retrieved from <https://researchbank.rmit.edu.au/eserv/rmit:160083/Wilson.pdf>
- Wilson, E. V., Hall-Phillips, A., & Djasasbi, S. (2015). Cognitive predictors of consumers' intention to comply with social marketing email appeals. *Computers in Human Behavior*, 52, 307-314.
- Wirtz, J., & Mattila, A. S. (2003). The effects of consumer expertise on evoked set size and service loyalty. *Journal of Services Marketing*, 17(7), 649-665.
- Wong, N. Y. (2004). The role of culture in the perception of service recovery. *Journal of business research*, 57(9), 957-963.
- Worldometer (2016), Available at: <http://www.worldometers.info/world-population/pakistan-population/>
- World population review (2016), Available at: <http://worldpopulationreview.com/>
- Wulf, K. D., & Odekerken-Schröder, G. (2001). A critical review of theories underlying relationship marketing in the context of explaining consumer relationships. *Journal for the Theory of Social Behaviour*, 31(1), 73-101.
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of marketing*, 68(4), 1-15.
- Yoon, V. Y., Hostler, R. E., Guo, Z., & Guimaraes, T. (2013). Assessing the moderating effect of consumer product knowledge and online shopping experience on using recommendation agents for customer loyalty. *Decision Support Systems*, 55(4), 883-893.
- Zafar, M., Hashim, N. A., & Halim, F. B. (2016). The Pivotal Role of User-Friendly Food Label and Personality Traits on Intention to Consume Packaged Food Products. *Journal of Food Products Marketing*, 1-22.

- Zannierah Syed Marzuki, S., Hall, C. M., & Ballantine, P. W. (2012). Restaurant managers' perspectives on Halal certification. *Journal of Islamic Marketing*, 3(1), 47-58.
- Zaidi, S. H. A., & Muhammad, B. (2012). Awareness of Pakistani consumers towards nutritional labeling on product packaging in terms of buying behavior. *International Journal of Business and Social Science*, 3(16).
- Zbib, I. J., Wooldridge, B. R., Ahmed, Z. U., & Benlian, Y. (2010). Purchase of global shampoo brands and the impact of country of origin on Lebanese consumers. *Journal of Product & Brand Management*, 19(4), 261-275.
- Zeb, H., Rashid, K., & Javeed, M. B. (2011). Influence of Brands on Female Consumer's Buying Behavior in Pakistan. *International Journal of Trade, Economics and Finance*, 2(3), 225.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of marketing*, 2-22.
- Zia, N., Sohail, M. (2016). Factors Effecting Consumer Brand Preferences In Automobile Industry. *Singapore Journal Of Business, Economics And Management Studies* 5(3).
- Zikmund, W. G. (2000). *Business Research Methods*, 6th ed. Orlando, FL: The Dryden Press
- Zikmund, W.G., & Babin, B.J. (2010). *Essentials of marketing research* (4th ed.). Mason, OH: South-Western, Cengage Learning.
- Zurina, M. B. (2004). Standardization for halal food. *Standards and Quality News*, 11(4).
- Zurzolo, G. A., Koplin, J. J., Allen, K. J., Courten, M., Mathai, M. L., & Peters, R. L. (2017). Are food allergic consumers ready for informative precautionary allergen labelling?. *Allergy, Asthma & Clinical Immunology*, 13(1), 42.

Appendix (A): Research Questionnaire (English)

Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Darul Aman, Malaysia

Dear Mr /Mrs /Ms,

ACADEMIC RESEARCH QUESTIONNAIRE

I am the PhD candidate at the above mentioned university and I am currently working on my PhD thesis title “The impact of extrinsic food packaging cues on perceived product quality in Pakistani consumer market”.

Thank you in advance for your valuable time in filling this questionnaire. Please be assured that your responses will only be used for academic purpose. Hence, your identity will never be known throughout any part of the research process.

Thank you very much in anticipation of your responses.

Sincerely

PhD Candidate Anam Javeed

Email: anam_javeed@oyagsb.uum.edu.my

Your kind cooperation and participation is highly appreciated in filling out the brief questionnaire about perceive product quality.

Please indicate your responses to the following statements by **ticking (/) for the best answer that reflects your perceptions regarding the food packaging cues** in one of the boxes which rates your level of agreement from number 1 to 5. Number 1 means strongly disagree and number 5 means strongly agree.

Strongly disagree (1)	Disagree (2)	Uncertain (3)	Agree (4)	Strongly agree (5)
------------------------------	---------------------	----------------------	------------------	---------------------------

SECTION ONE: BRAND NAME

No	Survey items	1	2	3	4	5
1	Popular brand name can describe the quality of the product.					
2	The branded food product makes me want to buy it.					
3	I enjoy eating branded foods.					
4	The branded food product has an acceptable standard of quality.					
5	The branded food product has a consistent quality.					
6	The branded food consumption makes me feel accepted in peers.					
7	The branded food gives me social approval.					
8	The brand label on the food package guarantees quality.					
9	Even though, the branded foods are a little expensive but they are better in quality.					

SECTION TWO: COUNTRY OF ORIGIN

No	Survey items	1	2	3	4	5
1	Country of origin promotes the positive image of the source country.					
2	I am concerned about the country of origin of the food product.					
3	When purchasing the food product, I believe that COO will determine sophistication and quality					
4	To make sure what I buy is high in quality, I seek for the source country label					

SECTION THREE: PRICE

No	Survey items	1	2	3	4	5
1	Higher quality is the consequence of higher price.					
2	Packaged food items have an acceptable sale price.					
3	Packaged food items offer value for money.					
4	Packaged food items have a good quality for the price paid.					
5	I check the price while shopping for the packaged food.					
6	Regardless of other labels, price is very important quality indicator for me.					
7	Price labels effect my purchase decision					
8	I am concerned about low price but I am equally concerned about the quality,					
9	The old saying "you get what you pay for" is generally true.					

SECTION FOUR: NUTRITIONAL LABEL

No	Survey items	1	2	3	4	5
1	Comprehensive nutritional information helps me to decide which food pack to buy.					
2	I read the nutritional label when I buy food package.					

3	I use nutritional label to choose and compare the packaged food items.					
4	Would you sacrifice health for taste					
5	Nutritional label provides awareness about food product quality.					
6	I believe nutritional label leads to quality food choice.					
7	The food product with nutritional label is safe and high in quality.					

SECTION FIVE: PRECAUTIONARY LABEL

No	Survey items	1	2	3	4	5
1	Precautionary Label is the source of information regarding potential allergens.					
2	I read the Precautionary Label when I buy food package.					
3	Product with Precautionary Label with high risk of inducing an allergic reaction is higher in quality.					
4	Product with Precautionary Label with low or no risk of inducing any allergic reaction is higher in quality.					
5	There is an increased use of Precautionary Label in packaged food industry.					
6	Presence of Precautionary Label can improve the quality perceptions of the consumer regarding food					
7	Precautionary Label assists in making healthier and safer food choices					
8	I seek Precautionary Label very carefully on food packaging.					
9	I have strong interest in Precautionary Label as it is related to my health.					
10	Precautionary Label guarantees quality of food.					

SECTION SIX: HALAL LOGO

No	Survey item	1	2	3	4	5
1	Halal logo is important for me when purchasing packaged food items.					
2	The food products which have Halal logo on it have a better quality then competing products.					
3	The food products with Halal logo are in compliance with Shariah.					
4	Halal symbolized foods are reliable.					
5	Quality, safety and compliance with Islamic laws are the ultimate consequences of foods with Halal logo.					
5	I only prefer to buy products with Halal logo on it.					
7	I will choose Halal certified food product even at a higher price.					
8	Halal consumption makes a good impression of me in peers					
9	The packaged foods available in market with Halal logo are high in quality					
10	Halal packaged food has a better taste then conventional foods					
11	Buying Halal symbolized food gives me inner satisfaction and peace					

SECTION SEVEN: CONSUMER KNOWLEDGE

No	Survey item	1	2	3	4	5
----	-------------	---	---	---	---	---

APPENDIX (B): Correlations

Correlations									
		PQ	BN	COO	PR	NL	PL	HL	CK
PQ	Pearson Correlation	1	.420**	.379**	.506**	.494**	.586**	.590**	.130**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.005
	N	478	478	478	478	478	478	478	478
BN	Pearson Correlation	.420**	1	.332**	.416**	.431**	.464**	.408**	.069
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.132
	N	478	478	478	478	478	478	478	478
COO	Pearson Correlation	.379**	.332**	1	.431**	.391**	.455**	.517**	.086
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.059
	N	478	478	478	478	478	478	478	478
PR	Pearson Correlation	.506**	.416**	.431**	1	.561**	.581**	.550**	.091*
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.047
	N	478	478	478	478	478	478	478	478

Correlations									
		PQ	BN	COO	PR	NL	PL	HL	CK
NL	Pearson Correlation	.494**	.431**	.391**	.561**	1	.641**	.504**	.083
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.071
	N	478	478	478	478	478	478	478	478
PL	Pearson Correlation	.586**	.464**	.455**	.581**	.641**	1	.637**	.131**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.004
	N	478	478	478	478	478	478	478	478
HL	Pearson Correlation	.590**	.408**	.517**	.550**	.504**	.637**	1	.148**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.001
	N	478	478	478	478	478	478	478	478
CK	Pearson Correlation	.130**	.069	.086	.091*	.083	.131**	.148**	1
	Sig. (2-tailed)	.005	.132	.059	.047	.071	.004	.001	
	N	478	478	478	478	478	478	478	478
** Correlation is significant at the 0.01 level (2-tailed).									
*Correlation is significant at the 0.05 level (2-tailed).									

Appendix(C): Total Variance Explained

Total Variance Explained							
	Component	Initial Eigen values			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Raw	1	17.463	25.542	25.542	17.463	25.542	25.542
	2	5.687	8.318	33.860			
	3	3.009	4.402	38.261			
	4	2.811	4.111	42.373			
	5	2.530	3.700	46.073			
	6	2.444	3.575	49.648			
	7	2.059	3.012	52.660			
	8	1.646	2.408	55.068			
	9	1.589	2.325	57.392			
	10	1.420	2.077	59.469			
	11	1.293	1.891	61.361			
	12	1.266	1.852	63.213			
	13	1.149	1.680	64.893			
	14	1.072	1.568	66.461			
	15	1.038	1.518	67.979			
	16	1.002	1.465	69.444			
	17	.965	1.411	70.855			
	18	.880	1.286	72.142			
	19	.871	1.274	73.415			
	20	.837	1.224	74.639			
	21	.769	1.124	75.764			

22	.737	1.078	76.842			
23	.714	1.044	77.886			
24	.660	.966	78.851			
25	.652	.954	79.806			
26	.641	.938	80.744			
27	.581	.850	81.594			
28	.561	.821	82.414			
29	.549	.804	83.218			
30	.541	.792	84.010			
31	.513	.751	84.761			
32	.504	.737	85.498			
33	.488	.714	86.213			
34	.476	.697	86.910			
35	.462	.675	87.585			
36	.444	.650	88.235			
37	.434	.635	88.870			
38	.424	.620	89.490			
39	.399	.583	90.073			
40	.388	.567	90.640			
41	.359	.525	91.165			
42	.356	.521	91.685			
43	.354	.518	92.203			
44	.337	.493	92.696			
45	.329	.481	93.176			
46	.324	.473	93.650			
47	.304	.445	94.094			
48	.294	.429	94.524			
49	.282	.413	94.937			
50	.270	.395	95.332			
51	.243	.355	95.688			

52	.241	.353	96.041			
53	.231	.338	96.379			
54	.225	.329	96.708			
55	.218	.318	97.027			
56	.215	.315	97.342			
57	.205	.300	97.642			
58	.201	.294	97.935			
59	.193	.282	98.217			
60	.190	.278	98.495			
61	.174	.254	98.749			
62	.171	.250	98.998			
63	.153	.224	99.223			
64	.150	.220	99.442			
65	.140	.204	99.647			
66	.130	.191	99.837			
67	.111	.163	100.000			
68	1.010E-013	1.015E-013	100.000			
69	1.003E-013	1.005E-013	100.000			
70	1.003E-013	1.004E-013	100.000			
71	1.001E-013	1.001E-013	100.000			
72	-1.000E-013	-1.000E-013	100.000			
73	-1.002E-013	-1.002E-013	100.000			
74	-1.004E-013	-1.006E-013	100.000			

	75	-1.013E-013	-1.019E-013	100.000			
	76	-1.015E-013	-1.022E-013	100.000			
	77	-1.045E-013	-1.066E-013	100.000			
Rescaled	1	17.463	25.542	25.542	20.512	26.639	26.639
	2	5.687	8.318	33.860			
	3	3.009	4.402	38.261			
	4	2.811	4.111	42.373			
	5	2.530	3.700	46.073			
	6	2.444	3.575	49.648			
	7	2.059	3.012	52.660			
	8	1.646	2.408	55.068			
	9	1.589	2.325	57.392			
	10	1.420	2.077	59.469			
	11	1.293	1.891	61.361			
	12	1.266	1.852	63.213			
	13	1.149	1.680	64.893			
	14	1.072	1.568	66.461			
	15	1.038	1.518	67.979			
	16	1.002	1.465	69.444			
	17	.965	1.411	70.855			
	18	.880	1.286	72.142			
	19	.871	1.274	73.415			
	20	.837	1.224	74.639			
	21	.769	1.124	75.764			
	22	.737	1.078	76.842			
	23	.714	1.044	77.886			
	24	.660	.966	78.851			

25	.652	.954	79.806			
26	.641	.938	80.744			
27	.581	.850	81.594			
28	.561	.821	82.414			
29	.549	.804	83.218			
30	.541	.792	84.010			
31	.513	.751	84.761			
32	.504	.737	85.498			
33	.488	.714	86.213			
34	.476	.697	86.910			
35	.462	.675	87.585			
36	.444	.650	88.235			
37	.434	.635	88.870			
38	.424	.620	89.490			
39	.399	.583	90.073			
40	.388	.567	90.640			
41	.359	.525	91.165			
42	.356	.521	91.685			
43	.354	.518	92.203			
44	.337	.493	92.696			
45	.329	.481	93.176			
46	.324	.473	93.650			
47	.304	.445	94.094			
48	.294	.429	94.524			
49	.282	.413	94.937			
50	.270	.395	95.332			
51	.243	.355	95.688			
52	.241	.353	96.041			
53	.231	.338	96.379			
54	.225	.329	96.708			

55	.218	.318	97.027			
56	.215	.315	97.342			
57	.205	.300	97.642			
58	.201	.294	97.935			
59	.193	.282	98.217			
60	.190	.278	98.495			
61	.174	.254	98.749			
62	.171	.250	98.998			
63	.153	.224	99.223			
64	.150	.220	99.442			
65	.140	.204	99.647			
66	.130	.191	99.837			
67	.111	.163	100.000			
68	1.010E-013	1.015E-013	100.000			
69	1.003E-013	1.005E-013	100.000			
70	1.003E-013	1.004E-013	100.000			
71	1.001E-013	1.001E-013	100.000			
72	-1.000E-013	-1.000E-013	100.000			
73	-1.002E-013	-1.002E-013	100.000			
74	-1.004E-013	-1.006E-013	100.000			
75	-1.013E-013	-1.019E-013	100.000			

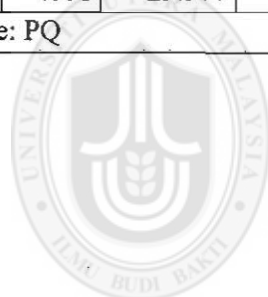
	76	-1.015E-013	-1.022E-013	100.000			
	77	-1.045E-013	-1.066E-013	100.000			
Extraction Method: Principal Component Analysis.							
a. When analyzing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.							

Appendix (D): Coefficients

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.486	.196		2.485	.013		
BN	.128	.047	.109	2.719	.007	.725	1.380
COO	.004	.033	.005	.115	.909	.684	1.462
PR	.125	.048	.119	2.590	.010	.547	1.828
NL	.093	.048	.091	1.923	.055	.521	1.920
PL	.229	.054	.220	4.208	.000	.423	2.362
HL	.310	.052	.291	6.027	.000	.496	2.014
a. Dependent Variable: PQ							

Appendix (E): Collinearity Diagnostics

Collinearity Diagnostics											
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	BN	COO	PR	NL	PL	HL	
1	1	6.911	1.000	.00	.00	.00	.00	.00	.00	.00	.00
	2	.030	15.286	.03	.03	.88	.01	.02	.00	.00	.00
	3	.018	19.511	.24	.17	.01	.02	.28	.06	.00	.00
	4	.013	23.338	.00	.14	.07	.17	.41	.02	.30	.00
	5	.011	24.519	.00	.01	.01	.74	.00	.17	.20	.00
	6	.010	26.797	.59	.57	.00	.05	.14	.07	.01	.00
	7	.008	29.577	.14	.08	.02	.00	.14	.66	.49	.00
a. Dependent Variable: PQ											



Universiti Utara Malaysia

Appendix (F): Frequencies

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
1	285	59.6	59.6	59.6
Valid 2	193	40.4	40.4	100.0
Total	478	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
1	160	33.5	33.5	33.5
2	167	34.9	34.9	68.4
Valid 3	117	24.5	24.5	92.9
4	34	7.1	7.1	100.0
Total	478	100.0	100.0	

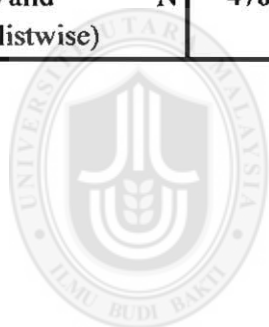
Acadmq

	Frequency	Percent	Valid Percent	Cumulative Percent
1	58	12.1	12.1	12.1
2	206	43.1	43.1	55.2
3	194	40.6	40.6	95.8
4	20	4.2	4.2	100.0
Total	478	100.0	100.0	

Appendix (G): Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BN	478	1.00	5.00	4.10396	.57469
COO	478	1.00	5.00	3.8666	.76058
PR	478	1.000	5.00	3.9979	.6455
NL	478	1.00	5.00	3.95636	.69091
PL	478	1.0	5.0	3.975	.6527
HL	478	1.000	5.00	4.0827	.63688
CK	478	1.3	5.0	4.106	.7077
PQ	478	1.000	5.00	4.0553	.6787
Valid N (listwise)	478				



UUM

Universiti Utara Malaysia

PUBLICATIONS FROM RESEARCH

- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I. (2018). Conceptualizing the Relation between Halal Logo, Perceived Product Quality and the Role of Consumer Knowledge. *Journal of Islamic Marketing*, 09 (4). (Scopus, ISI)
- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I. (2017). The impact of food packaging cues on Perceived Product Quality. *Journal of Business Management and Accounting*, 07 (1). (Refereed)
- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I., & Khan, M. Y. (2018). Impact of Extrinsic Cues on Perceived Product Quality: Developing Country Perspective. *Journal of Indian Business Research* (Under Review Scopus, ISI)
- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I., & Khan, M. Y. (2018). Cues Speak Louder Than Words: An Empirical Evidence from Pakistani Consumer Market. *South Asian Journal of Business Studies* (Under Review ISI)
- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I., & Khan, M. Y. (2018). Perceived Product Quality: Role of Extrinsic Cues. *Higher Education Commission of Pakistan recognized journal* (Under Review)
- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I., & Khan, M. Y. (2017). Effect of Consumer Knowledge on Usage of Nutritional Labels. *ELK's International Journal of Marketing* - UGC Approved, 08(2)1-21 Retrieved from <http://www.elkjournals.com/> (Refereed)
- Javeed, M. A., Mokhtar, S. S. B. M., Bin Lebai Othman, I., & Khan, M. Y. (2017). Role of Halaal Logo in Product Quality Perceptions of Consumers: A Literature Perspective. *International Journal of Emerging Research in Management & Technology*, 6 (4) ISSN: 2278-9359. (Refereed)b