

Hakcipta © tesis ini adalah milik pengarang dan/atau pemilik hakcipta lain. Salinan boleh dimuat turun untuk kegunaan penyelidikan bukan komersil ataupun pembelajaran individu tanpa kebenaran terlebih dahulu ataupun caj. Tesis ini tidak boleh dihasilkan semula ataupun dipetik secara menyeluruh tanpa memperolehi kebenaran bertulis daripada pemilik hakcipta. Kandungannya tidak boleh diubah dalam format lain tanpa kebenaran rasmi pemilik hakcipta.



UUM
Universiti Utara Malaysia

**FAKTOR PERAMAL PEMBELIAN SEBENAR PRODUK HERBA DI MALAYSIA:
KESAN MODERATOR PERSEPSI MANFAAT DAN PERSEPSI RISIKO**



SARINA ISMAIL

UUM
Universiti Utara Malaysia

**IJAZAH DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA**
April 2016

**FAKTOR PERAMAL PEMBELIAN SEBENAR PRODUK HERBA DI MALAYSIA:
KESAN MODERTOR PERSEPSI MANFAAT DAN PERSEPSI RISIKO**



Oleh

SARINA ISMAIL

UUM
Universiti Utara Malaysia

**Tesis ini dikemukakan kepada
Pusat Pengajian Pengurusan Perniagaan
Universiti Utara Malaysia
bagi memenuhi keperluan Ijazah Doktor Falsafah**

KEBENARAN MERUJUK

Tesis ini dikemukakan sebagai memenuhi keperluan pengurniaan Ijazah Doktor Falsafah daripada Universiti Utara Malaysia. Saya dengan ini bersetuju membenarkan pihak perpustakaan Universiti Utara Malaysia mempamerkannya sebagai bahan rujukan umum. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik perlulah mendapat kebenaran daripada Penyelia Tesis atau Dekan Pusat Pengajian Pengurusan Perniagaan terlebih dahulu. Sebarang bentuk salinan dan cetakan bagi tujuan komersial adalah dilarang sama sekali tanpa kebenaran bertulis daripada penyelidik. Penyataan rujukan kepada penyelidik dan Universiti Utara Malaysia perlulah dinyatakan jika rujukan ke atas tesis ini dilakukan.

Kebenaran untuk menyalin atau menggunakan tesis ini sama ada secara sebahagian atau sepenuhnya hendaklah dipohon melalui:



Dekan Pusat Pengajian Pengurusan Perniagaan
Universiti Utara Malaysia 06010 Sintok
Kedah Darul Aman Malaysia

UUM
Universiti Utara Malaysia

PERMISSION TO USE

In presenting this thesis in fulfilment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the University Library may make it freely available for inspection. I further agree that permission for the copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor(s) or, in their absence, by the Dean College of Business. 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 Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

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

Dean of College of Business
Universiti Utara Malaysia 06010 Sintok
Kedah Darul Aman Malaysia



UUM
Universiti Utara Malaysia

ABSTRAK

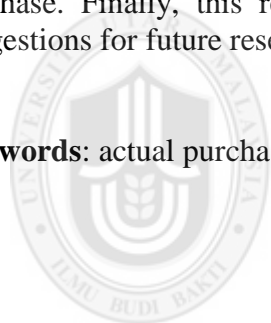
Penggunaan herba semakin mendapat tempat dalam kehidupan masyarakat moden pada masa ini dan sering digunakan sebagai perubatan alternatif. Peningkatan penggunaan ini adalah disebabkan oleh kesan dari perubahan cara hidup akibat proses modenisasi serta masalah kesihatan. Walaupun, penggunaan herba telah meningkat tetapi kajian berkaitan dengan pembelian sebenar produk berasaskan herba dilihat masih lagi kurang terutamanya dalam konteks di Malaysia. Lantaran itu, tujuan utama kajian ini adalah untuk mengenal pasti faktor-faktor di dalam mempengaruhi pembelian sebenar produk berasaskan herba. Bagi mencapai objektif kajian, satu model konseptual telah dicadangkan dengan menggunakan Teori Tingkah Laku Terancang (TPB) sebagai teori asas untuk menghuraikan hubungan di antara setiap pembolehubah yang terdapat dalam kajian ini. Sejumlah 576 borang soal selidik telah diedarkan di enam buah negeri dengan menggunakan kaedah *Mall Intercept*, tetapi hanya 473 sampel sahaja yang boleh digunakan untuk dianalisis. Proses menganalisis data kajian ini dilakukan dengan menggunakan kombinasi statistik deskriptif dan inferensi yang menggunakan perisian *Statistical Package for Social Science* (SPSS) dan SmartPLS. Hasil analisis menunjukkan bahawa terdapat 15 hipotesis yang signifikan dan menyokong dapatan kajian. Seperti yang dijangka, sikap, niat pembelian, keselamatan produk, dan pengaruh sosial berhubung secara signifikan dengan niat pembelian dan pembelian sebenar, manakala persepsi manfaat mempunyai kesan penyederhanaan yang signifikan di antara hubungan sikap dengan pembelian sebenar. Dapatan kajian ini menunjukkan bahawa niat pembelian juga merupakan perantara di antara hubungan sikap, pengaruh sosial, dan keselamatan produk dengan pembelian sebenar. Akhir sekali, kajian ini telah membincangkan sumbangan, batasan, dan cadangan untuk kajian masa hadapan yang berkaitan dengan pembelian sebenar produk berasaskan herba.

Kata Kunci: pembelian sebenar, sikap, keselamatan produk, persepsi manfaat, persepsi risiko

ABSTRACT

The usage of herbal products has gained popularity in the modern society and is often used as an alternative medicine. The increased popularity of herbal is caused by the change in lifestyle due to modernization process and health problems. Even though there is an increased demand for herbal products, however, studies on actual purchase of herbal-based products are still insufficient, particularly in Malaysian context. Hence, this research is to identify factors that influence the actual purchase of herbal-based products. In order to achieve the objective, a conceptual model based on the Theory of Planned Behaviour was proposed to explain the relationships between variable in this research. A total of 576 questionnaires were distributed in six states using Mall Intercept, however only 473 usable responses were obtained and used for data analysis. Data in this study was analyzed through a combination of descriptive and inferential statistics using Statistical Package for Social Science (SPSS) and SmartPLS. The results reveal that 15 hypotheses are significant that support the finding. As expected, attitudes, purchase intention, product safety, and social influence are significantly related to the purchase intention and actual purchase, while perceived benefits moderate the relationship between attitudes and actual purchase. The results also show that intention mediates the relationship between attitude, social influence, product safety and actual purchase. Finally, this research also discusses the contributions, limitations and suggestions for future research related to the actual purchase of herbal-based products.

Keywords: actual purchase, attitudes, product safety, perceive benefit, perceived risk



UUM
Universiti Utara Malaysia

PENGHARGAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Dengan nama Allah, Yang Maha Pemurah lagi Maha Penyayang, Selawat dan Salam kepada Junjungan Besar Nabi Muhammad SAW dan seluruh ahli keluarga Baginda. Alhamdulillah, segala pujian bagi Allah kerana lempah kurniaNya dapat saya menyiapkan tesis ini

Setinggi jutaan terima kasih buat Kementerian Pelajaran Malaysia yang telah menaja dan memberi peluang kepada saya merasai biasiswa tajaan MyBrain15. Terima kasih juga diucapkan kepada Prof. Madya Dr. Sany Sanuri selaku penyelia dan di atas segala tunjuk ajar dalam menyiapkan tesis ini, serta kedua penilai bagi tesis ini iaitu Prof Madya Dr. Mohammad Ismail dan Dr. Fairol Halim.

Penghargaan ini juga ditujukan buat Tuan Haji Zainol Abidin, Dr Haslizam, Prof Dr. Nik Kamariah selaku pensyarah kanan di UUM yang telah memberikan cadangan dan penambahbaikan, kepada Dr. Kabiru Maitama Kura yang merupakan pensyarah di *Federal Polytechnic Kaura-Namoda, Nigeria* yang banyak membantu dalam proses analisis dan dapatan kajian. Tak lupa juga kepada Dr. Jalal Hanashi yang banyak membantu dalam penulisan jurnal hanya Allah sahaja yang dapat membalas jasa kalian.

Penghargaan ini juga ditujukan kepada suamiku Mohamad Azizi Bin Aminuruddin, terima kasih atas segala pengorbananmu menjaga anak-anak. Untuk anak-anakku Dana Nur Iman, Dhia Nur Iman dan Durrani Nur Iman “Mahal na Mahal kita”. Buat kedua arwah ibubapaku Allahyarham Ismail Bin Ahmad dan Kalsom Binti Sahat. Kemarahan hati ini menyebabkan aku berusaha untuk merubah kehidupan terima kasih Mak, Abah semoga rohmu dicucuri rahmat hendaknya. Buat Ibu Mertuaku Puan Hayati Tan Binti Abdullah terima kasih kerana memahami dan menerima menantumu seadanya.

Buat Ibu Rina Darma Surya kaulah sahabat sejatiku. Buat Ibu Sri Mulyani kaulah sumber ketenanganku, “My Qatrunnada”. Buat semua teman-teman seperjuangan yang banyak mendengar keluh resah seorang yang bernama pelajar, perjalanan PhD ini akan sepi tanpa kalian.

Akhir sekali, penghargaan ini ditujukan buat insan-insan yang telah menyumbang secara langsung dan tak langsung dalam kehidupanku, sebelum dan semasa menyiapkan tesis ini. Senarainya terlampau panjang Ya Allah, rahmatilah mereka semua. Kurniakanlah kami kebahagiaan di dunia dan akhirat. Amin.

Sarina Binti Ismail

JADUAL KANDUNGAN

KEBENARAN MERUJUK	ii
PERMISSION TO USE	iii
ABSTRAK	iv
ABSTRACT	v
PENGHARGAAN	vi
JADUAL KANDUNGAN	vii
SENARAI JADUAL	xiii
SENARAI RAJAH	xv
SENARAI SINGKATAN	xvi
BAB 1 : PENGENALAN	1
1.1 Latar Belakang Kajian	1
1.2 Pernyataan Masalah	3
1.3 Persoalan Kajian	6
1.4 Objektif Kajian	7
1.5 Kepentingan Kajian	8
1.6 Skop Kajian	10
1.7 Definisi Terma Rujukan	10
1.7.1 Produk Berasaskan Herba	11
1.7.2 Herba	11
1.7.3 Pembelian Sebenar	11
1.7.4 Niat Pembelian	11
1.7.5 Sikap Terhadap Produk Berasaskan Herba	12
1.7.6 Pengaruh Sosial	12
1.7.7 Keselamatan Produk	12
1.7.8 Kepercayaan terhadap Produk Berasaskan Herba	12
1.7.9 Kepercayaan Budaya	12
1.7.10 Kepercayaan terhadap Keselamatan Produk	13
1.7.11 Persepsi Risiko	13
1.7.12 Persepsi Manfaat	13

1.8	Susun Atur Kajian	13
BAB 2 PERKEMBANGAN HERBA		16
2.0	Pengenalan	16
2.1	Herba Dulu dan Kini	16
2.2	Herba dalam Dunia Perubatan	20
2.3	Industri Herba Global dan Tempatan	22
2.4	Kajian-kajian Lepas yang Berkaitan dengan Tingkah Laku Penggunaan Produk-produk Berasaskan Herba	25
BAB 3 : SOROTAN LITERATUR		44
3.0	Pengenalan	44
3.1	Pembelian Sebenar (<i>Actual Buying</i>)	44
3.1.1	Niat Pembelian dan Pembelian Sebenar	46
3.1.2	Sikap dan Pembelian Sebenar	49
3.1.3	Norma Subjektif: Pengaruh Sosial dan Pembelian Sebenar	51
3.1.4	Persepsi Kawalan Tingkah Laku: Keselamatan Produk dan Pembelian Sebenar	52
3.2	Niat Pembelian (<i>Buying Intention</i>)	54
3.2.1	Sikap dan Niat Pembelian	56
3.2.2	Pengaruh Sosial dan Niat Pembelian	57
3.2.3	Keselamatan Produk dan Niat Pembelian	59
3.2.4	Kepercayaan Budaya dan Niat Pembelian	61
3.3	Sikap terhadap Produk-produk Berasaskan Herba (<i>Attitude</i>)	62
3.3.1	Kepercayaan dan Sikap	64
3.3.2	Pengaruh Sosial dan Sikap	65
3.3.3	Keselamatan Produk dan Sikap	66
3.4	Norma Subjektif (<i>Norm</i>): Pengaruh Sosial	67
3.4.1	Kepercayaan Budaya dan Pengaruh Sosial	70
3.5	Persepsi Kawalan Tingkah Laku (<i>Perceived Behaviour Control</i>)	72
3.5.1	Keselamatan Produk	73
3.5.2	Kepercayaan terhadap Keselamatan Produk dan Keselamatan Produk	77
3.6	Konstruk Kepercayaan Tingkah Laku, Kepercayaan Normatif, dan Kepercayaan Kawalan	78
3.6.1	Kepercayaan Tingkah Laku: Kepercayaan terhadap Produk-produk Berasaskan Herba	78
3.6.2	Kepercayaan Normatif: Kepercayaan Budaya	80
3.6.3	Kepercayaan Kawalan: Kepercayaan Terhadap Keselamatan Produk	82
3.7	Niat Pembelian sebagai Perantara (<i>Mediator</i>)	84
3.8	Persepsi Manfaat (<i>Perceived Benefit</i>)	85

3.9	Persepsi Risiko (<i>Perceived Risk</i>)	86
3.10	Peranan Persepsi Risiko dan Persepsi Manfaat Sebagai Moderator	88
3.11	Asas Teori Sokongan (<i>Underlying Theory</i>)	91
3.11.1	Teori Tindakan Bersebab (TRA)	91
3.11.2	Teori Tingkah Laku Terancang (TPB)	92
3.11.3	Model Kepercayaan Kesihatan (HBM)	95
3.11.4	Tinjauan Kritis Terhadap Teori TRA, TPB dan HBM	97
3.11.5	Batasan TRA, TPB dan HBM	101
3.12	Kerangka Konseptual Kajian	103
3.13	Hipotesis Kajian	106
3.13.1	Hubungan Kepercayaan Budaya dengan Pengaruh Sosial	107
3.13.2	Hubungan Kepercayaan terhadap Produk-produk Berasaskan Herba dengan Sikap terhadap Produk-produk Berasaskan Herba	108
3.13.3	Hubungan Kepercayaan terhadap keselamatan produk terhadap Keselamatan Produk	109
3.13.4	Hubungan Pengaruh Sosial dengan Niat Pembelian	110
3.13.5	Hubungan Sikap terhadap Produk-produk Berasaskan Herba dengan Niat Pembelian	111
3.13.6	Hubungan Keselamatan Produk dengan Niat Pembelian	112
3.13.7	Hubungan Kepercayaan Budaya dengan Niat Pembelian	113
3.13.8	Hubungan Pengaruh Sosial dengan Pembelian Sebenar	114
3.13.9	Hubungan Sikap terhadap Produk-produk Berasaskan Herba dengan Pembelian Sebenar	115
3.13.10	Hubungan Keselamatan Produk dengan Pembelian Sebenar	117
3.13.11	Hubungan Niat Pembelian dengan Pembelian Sebenar	118
3.13.12	Hubungan Pengaruh Sosial dengan Sikap terhadap Produk-produk Berasaskan Herba	119
3.13.13	Hubungan Keselamatan Produk dengan Sikap terhadap Produk-produk Berasaskan Herba	120
3.13.14	Kesan Perantaraan Niat Pembelian	121
3.13.15	Peranan <i>Moderating</i> Persepsi Manfaat dan Persepsi Risiko	122
3.14	Ringkasan	125
BAB 4 METODOLOGI KAJIAN		127
4.0	Pengenalan	127
4.1	Reka Bentuk Kajian	127
4.2	Populasi Kajian	128
4.3	Teknik Pensampelan	129
4.4	Saiz Sampel dan Analisis Kuasa (<i>Power Analysis</i>)	130
4.5	Kaedah Pengumpulan Data	133
4.6	Pembentukan Instrumen Kajian	134

4.7	Instrumen Kajian	135
4.7.1	Kepercayaan Terhadap Produk Berasaskan Herba	138
4.7.2	Kepercayaan Budaya	138
4.7.3	Kepercayaan terhadap Keselamatan Produk	139
4.7.4	Sikap Terhadap Produk Berasaskan Herba	140
4.7.5	Pengaruh Sosial	140
4.7.6	Keselamatan Produk	141
4.7.7	Niat Pembelian	142
4.7.8	Pembelian Sebenar	143
4.7.9	Persepsi Risiko	143
4.7.10	Persepsi Manfaat	144
4.8	Skala Pengukuran	145
4.9	Prauji Instrumen Kajian	145
4.10	Prosedur Pengumpulan Data	146
4.11	Teknik Penganalisan Data	147
4.12	Kajian Rintis	148
4.13	Ringkasan	151
BAB 5 : DAPATAN KAJIAN		152
5.0	Pengenalan	152
5.1	Kadar Sambutan	152
5.2	Pengimbasan Data dan Analisis Permulaan	153
5.3	Pentaksiran <i>Outliers</i>	154
5.4	Ujian Normaliti (<i>Normality Test</i>)	155
5.5	Ujian Multikolinearan (<i>Multicollinearity Test</i>)	156
5.6	Ujian Common Method Variance	158
5.7	Profil Demografi Responden	159
5.8	Maklumat Pembelian Responden	162
5.9	Analisis Deskriptif Pembolehubah Pendam	169
5.10	Penilaian Model Laluan PLS-SEM	170
5.11	Penilaian Keputusan PLS-SEM Model Pengukuran	171
5.11.1	Kebolehpercayaan Item Individu	172
5.11.2	Kebolehpercayaan Ketekalan Dalaman (<i>Internal Consistency Reliability</i>)	173
5.11.3	Kesahan Konvergen (<i>Convergent Validity</i>)	175
5.11.4	Kesahan Diskriminan (<i>Discriminant Validity</i>)	175
5.12	Penilaian Keputusan PLS-SEM Model Struktural	178
5.12.1	Penilaian Varians Pembolehubah Endogenus	182
5.12.2	Penilaian Kesan Saiz (<i>Effect Size</i>) (f^2)	183
5.12.3	Penilaian Ramalan Kerelevanan	185

5.12.4	Pengujian Perantaraan (<i>Mediation</i>)	186
5.12.5	Pengujian Penyederhana (<i>Moderation</i>)	188
5.12.6	Penentuan Kekuatan Kesan Penyederhana	191
5.13	Ringkasan Dapatan	192
5.14	Ringkasan	193
BAB 6 PERBINCANGAN DAN CADANGAN		194
6.0	Pengenalan	194
6.1	Perbincangan dan Dapatan Kajian	194
6.2	Persoalan Kajian Pertama	195
6.2.1	Pengaruh Kepercayaan Budaya ke atas Pengaruh Sosial (H1)	196
6.2.2	Pengaruh Kepercayaan terhadap Produk-produk Berasaskan Herba dan Sikap terhadap Produk-produk Berasaskan Herba (H2)	197
6.2.3	Kepercayaan terhadap Keselamatan Produk dan Keselamatan Produk (H3)	198
6.3	Persoalan Kajian yang Kedua dan Ketiga	199
6.3.1	Pengaruh Sosial akan Mempengaruhi Niat Pembelian (H4) dan Pembelian Sebenar Produk-produk Berasaskan Herba (H8)	200
6.3.2	Kesan Sikap terhadap Produk-produk Berasaskan Herba ke atas Niat Pembelian (H5) dan Pembelian Sebenar (H9)	203
6.3.3	Pengaruh Keselamatan Produk ke atas Niat Pembelian (H6) dan Pembelian Sebenar (H10)	207
6.3.4	Pengaruh Kepercayaan Budaya ke atas Niat Pembelian (H7)	209
6.3.5	Kesan Niat Pembelian ke atas Pembelian Sebenar (H11)	211
6.4	Persoalan Kajian yang Keempat	212
6.4.1	Pengaruh Sosial ke atas Sikap terhadap Produk-produk Berasaskan Herba (H12)	213
6.4.2	Kesan Keselamatan Produk ke atas Sikap terhadap Produk-produk Berasaskan Herba (H13)	214
6.5	Persoalan Kajian yang Kelima	216
6.6	Persoalan Kajian yang Keenam	217
6.7	Sumbangan Kajian	219
6.7.1	Sumbangan Literatur	220
6.7.2	Sumbangan Praktikal	221
6.8	Batasan dan Cadangan Kajian Akan Datang	223
6.9	Kesimpulan	224
RUJUKAN		226
LAMPIRAN		305
LAMPIRAN A : INSTRUMEN KAJIAN		305

LAMPIRAN B : HISTOGRAM	310
LAMPIRAN C : DAPATAN MODEL PENGUKURAN	315
LAMPIRAN D : DAPATAN PROSEDUR BLINDFOLDING	316



SENARAI JADUAL

No Jadual		Muka Surat
Jadual 2.1	<i>Spesies Tumbuhan dan Tumbuhan Perubatan</i>	21
Jadual 2.2	<i>Nilai Pasaran Produk-produk Berasaskan Herba Dunia</i>	22
Jadual 2.3	<i>Nilai Jualan Produk-produk Berasaskan Herba/Tradisional di Malaysia</i>	24
Jadual 2.4	<i>Ringkasan Literatur bagi Tingkah Laku Penggunaan Produk-produk Berasaskan Herba</i>	36
Jadual 2.5	<i>Ringkasan Kajian Lepas yang Dilakukan Mengikut Negeri</i>	42
Jadual 3.1	<i>Perbandingan antara Teori</i>	98
Jadual 3.2	<i>Ringkasan Hipotesis</i>	124
Jadual 4.1	<i>Populasi kajian</i>	129
Jadual 4.2	<i>Saiz Sample Kajian</i>	131
Jadual 4.3	<i>Senarai Pasar Raya Mengikut Enam buah Ibu Negeri</i>	134
Jadual 4.4	<i>Taburan Item Soal Selidik</i>	136
Jadual 4.5	<i>Item dan Sumber Pengukuran Kepercayaan Terhadap Produk Berasaskan Herba</i>	138
Jadual 4.6	<i>Item dan Sumber Pengukuran Kepercayaan Budaya</i>	139
Jadual 4.7	<i>Item dan Sumber Pengukuran Kepercayaan terhadap Keselamatan Produk</i>	139
Jadual 4.8	<i>Item dan Sumber Pengukuran Sikap</i>	140
Jadual 4.9	<i>Item dan Sumber Pengukuran Pengaruh Sosial</i>	141
Jadual 4.10	<i>Item dan Sumber Pengukuran Keselamatan Produk</i>	142
Jadual 4.11	<i>Item dan Sumber Pengukuran Niat Pembelian</i>	142
Jadual 4.12	<i>Item dan Sumber Pengukuran Pembelian Sebenar</i>	143
Jadual 4.13	<i>Item dan Sumber Pengukuran Persepsi Risiko</i>	144
Jadual 4.14	<i>Item dan Sumber Pengukuran Persepsi Manfaat</i>	144
Jadual 4.15	<i>Konstruk Kebolehppercayaan dan Kesahan (n=50)</i>	149
Jadual 4.16	<i>Kolerasi Pembolehubah Pendam (Latent Variable Correlations)</i>	150
Jadual 5.1	<i>Kadar Sambutan Borang Soal Selidik</i>	153
Jadual 5.2	<i>Matriks Korelasi Pembolehubah Pendam Eksogenus</i>	157
Jadual 5.3	<i>Nilai Toleransi (Tolerance Value) dan Variance Inflated Factor (VIF)</i>	158
Jadual 5.4	<i>Deskriptif Profil Demografi Responden (n=473)</i>	160
Jadual 5.5	<i>Deskriptif Maklumat Pembelian Responden</i>	162
Jadual 5.6	<i>Statistik Deskriptif Pembolehubah Pendam</i>	169
Jadual 5.7	<i>Standardized Loading, Kebolehppercayaan Komposit, dan Average Variance Extracted</i>	173
Jadual 5.8	<i>Korelasi Pembolehubah Pendam dan Punca Kuasa Dua Average Variance Extracted</i>	176
Jadual 5.9	<i>Jadual Muatan Silang (Cross Loading)</i>	177
Jadual 5.10	<i>Model Struktural Perantaraan dan Pembolehubah Sederhana (Model Keseluruhan)</i>	181
Jadual 5.11	<i>Variance Explained dalam Pembolehubah Pendam Endogenus</i>	183
Jadual 5.12	<i>Kesan saiz Pembolehubah Pendam Menurut Cadangan Cohen (1988)</i>	184
Jadual 5.13	<i>Konstruk Cross-Validated Redundancy</i>	185
Jadual 5.14	<i>Dapatan Analisis Hubungan Perantaraan</i>	188

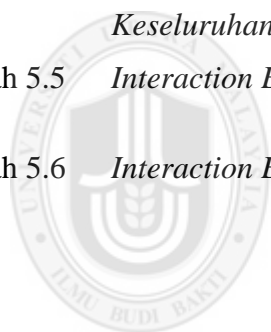
Jadual 5.15 *Kekuatan Kesan Penyederhana*
Jadual 5.16 *Ringkasan Dapatan*

192
192



SENARAI RAJAH

No Rajah		Muka Surat
Rajah 3.1	<i>Teori Tindakan Bersebab (TRA)- Fishbein & Ajzen (1975)</i>	92
Rajah 3.2	<i>Teori Tingkah Laku Terancang (TPB)-Ajzen (1991)</i>	93
Rajah 3.3	<i>Teori Tingkah Laku Terancang (TPB) – Ajzen (2005b)</i>	94
Rajah 3.4	<i>Model Kepercayaan Kesihatan (HBM)- Rosenstock, Strecher, & Becker (1994)</i>	95
Rajah 3.5	<i>Kerangka Konseptual Kajian</i>	105
Rajah 4.1	<i>Dapatan Priori Analisis Kuasa</i>	132
Rajah 4.2	<i>Aliran Proses</i>	137
Rajah 5.1	<i>Plot Histogram dan Kebarangkalian Normal</i>	156
Rajah 5.2	<i>Pendekatan Dua Langkah Penilaian Model Laluan PLS</i>	171
Rajah 5.3	<i>Model Pengukuran</i>	172
Rajah 5.4	<i>Model Struktural, Pengantaraan dan Pembolehubah Sederhana (Model Keseluruhan)</i>	179
Rajah 5.5	<i>Interaction Effect Sikap dan Persepsi Manfaat ke atas Belian Sebenar</i>	190
Rajah 5.6	<i>Interaction Effect Sikap dan Persepsi Risiko ke atas Belian Sebenar</i>	191



UUM
Universiti Utara Malaysia

SENARAI SINGKATAN

A	<i>Attitude</i>
ANOVA	<i>Analysis of Variance</i>
AVE	<i>Average Variance Extracted</i>
BI	<i>Buying Intention</i>
BPFK	Biro Pengawalan Farmaseutikal Kebangsaan
CAM	Perubatan Pelengkap dan Alternatif (<i>Complementary Alternative Medicine</i>)
CMV	<i>Common Method Variance</i>
CR	Pekali kebolehpercayaan komposit (<i>Composite Reliability</i>)
ECER	Wilayah Ekonomi Pantai Timur (<i>East Cost Economic Region</i>)
ETP	Program Transformasi Ekonomi (<i>Economic Transformation Programme</i>)
FRIM	<i>Forest Research Institute Malaysia</i>
GoF	<i>Goodness-of-fit</i>
GTP	Program Trasformasi Kerajaan (<i>Government Transformation Programme</i>)
HBM	Model Kepercayaan Kesihatan (<i>Health Belief Model</i>)
IBM	<i>International Business Machines Corporation</i>
M	<i>Mean</i>
NEM	Model Ekonomi Baru (<i>New Economic Model</i>)
NKEA	Bidang Ekonomi Utama Negara (<i>National Key Economic Areas</i>)
PCB	<i>Perceived Behaviour Control</i>
PLS-SEM	<i>Partial Least Square- Structural Equation Model</i>
RMKe10	Rancangan Malaysia ke-10
S.A.W	Sallallahualaihiwasallam
SAS	<i>Statistical Analysis Software</i>
SBM	Sekolah Pengurusan Perniagaan
SD	<i>Standard Deviation</i>
SEM	Pemodelan Persamaan Struktur (<i>Structural Equation Modelling</i>)
SM	Sebelum Masihi
SmartPLS	<i>Smart Partial Least Squares-SmartPLS</i>
SN	<i>Subjective Norm</i>
SPSS	<i>Statistical Package for the Social Sciences</i>
TPB	Teori Tingkah Laku Terancang (<i>Theory Planned Behaviour</i>)
TRA	Teori Tindakan Bersebab (<i>Theory Reason Action</i>)
UUM	Universiti Utara Malaysia
VIF	Faktor Inflasi Varian (<i>Variance Inflated Factor</i>)
WHO	<i>World Health Organization</i>

BAB 1

PENGENALAN

1.1 Latar Belakang Kajian

Penggunaan herba telah digunakan di serata dunia sejak beribu-ribu tahun yang lalu, di mana sejumlah 80% atau 4 bilion penduduk dunia didapati menggunakan herba sebagai perubatan alternatif (Hasan *et al.*, 2010; Pertubuhan Kesihatan Dunia, 2011). Peningkatan penggunaan herba adalah disebabkan oleh perubahan gaya hidup akibat dari proses modenisasi dan masalah kesihatan (Gupta, 2014; Khan, Hassali, & Al-Haddad, 2011; Rezai, Teng, Mohamed, & Shamsudin, 2012). Di samping itu terdapat beberapa faktor lain yang mempengaruhi penggunaan herba seperti faktor mudah didapati, murah, rawatan sendiri, selamat digunakan, menjadi sebahagian daripada budaya serta kepercayaan dan pengetahuan pengguna (Hassali, Khan, Shafie, & Nazir, 2009; Kara, 2009; Mazhar, Harkin, Foster, & Harris, 2016; Raghavendra *et al.*, 2009). Banyak kajian telah membuktikan bahawa pengguna yang mengambil berat tentang kesihatan akan berusaha untuk mengekalkan kehidupan yang sihat dengan menggunakan produk-produk yang boleh memberikan manfaat kepada kesihatan mereka (Kim & Chung, 2011; Newsom, McFarland, Kaplan, Huguet, & Zani, 2005). Lantaran kesedaran orang ramai terhadap penggunaan herba dan juga sebagai penjagaan kesihatan serta perubatan alternatif, nilai pasaran global produk-produk berasaskan herba telah mencatat hasil sebanyak USD29.3 juta pada tahun 2010 dan nilai tersebut telah meningkat kepada USD35.7 juta pada tahun 2015 (Euromonitor International, 2016).

The contents of
the thesis is for
internal user
only

RUJUKAN

- Ab Karim, M. ., Nasouddin, S. ., Othman, M., Mohd Adzahan, N., & Hussin, S. . (2011). Consumers ' knowledge and perception towards Melicope ptelefolia (Daun Tenggek Burung): A preliminary qualitative study. *International Food Research Journal*, 18(4), 1481–1488.
- Abdualmjid, R. J., & Sergi, C. (2013). Hepatotoxic Botanicals - An Evidence-based Systematic Review. *Pharmaceutical Pharmaceut Science*, 16(3), 376–404.
- Abdul Jamil, N. (2012). *The Integration of Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM) in Determining Online Purchasing Behaviour in Malaysia*. (Unpublished PhD thesis) Universiti Utara Malaysia.
- Abdul Khalek, A. (2014). Young Consumers' Attitude towards Halal Food Outlets and JAKIM's Halal Certification in Malaysia. *Procedia - Social and Behavioral Sciences*, 121, 26–34. doi:10.1016/j.sbspro.2014.01.1105
- Abdullah, N., & Salleh, S. (2010). Factors Related to the Use of Herbal Products and Derivatives from Consumers ' Perspective in Kota Kinabalu , Sabah : An Initial Study. *Sosiohumanika*, 3(1), 143–154.
- Adams, M., Alther, W., Kessler, M., Kluge, M., & Hamburger, M. (2011). Malaria in the Renaissance: Remedies From European Herbals From the 16th and 17th Century. *Journal of Ehnopharmacology*, 133, 278–288. doi:10.1016/j.jep.2010.10.060
- Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & Huylenbroeck, G. Van. (2011). The influence of Subjective and Objective Knowledge on Attitude, Motivations and Consumption of Organic Food. *British Food Journal*, 113(11), 1353–1378. doi:10.1108/00070701111179988
- Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal

- Determinants of Organic Food Consumption : A Review. *British Food Journal*, 111(10), 1140–1147.
- Agyeman, C. M. (2014). Consumers' Buying Behavior Towards Green Products : an Exploratory Study. *International Journal of Management Research and Business Strategy*, 3(1), 188–197.
- Ahmad, Habib Ali Shah, I., & Ahmad, K. (2010). Factors in Environmental Advertising Influencing Consumer ' s Purchase Intention. *European Journal of Scientific Research*, 48(2), 217–226.
- Ahmad, F., Zaidi, M. A. S., Sulaiman, N., & Abdul Majid, F. A. (2015). Issues and Challenges in the Development of the Herbal Industry in Malaysia. In *Prosiding Perkem* (Vol. 10, pp. 227–238).
- Ahmad, S. N. B., & Juhdi, N. (2008a). Consumer Perception and Purchase Intention Towards Organic Food Product: Exploring the Attitude Among Malaysia Consumers. In *16th Annual Conference on Pasific Basin Finance Economics Accounting Management* (pp. 1–15).
- Ahmad, S. N. B., & Juhdi, N. (2008b). Consumer's Perception and Purchase Intentions Towards Organic Food Products: Exploring the Attitude Among Malaysian Consumers. In *16th Annual Conference on Pasific Basin Finance Economics Accounting Management* (pp. 1–15).
- Ahmad, S. N. B., & Juhdi, N. (2010). Organic Food : A Study on Demographic Characteristics and Factors Influencing Purchase Intentions among Consumers. *International Journal of Business and Management*, 5(2), 105–118.
- Ahmed Al-Qasa, K. M. (2013). *Factors Determining The Purchase Intention Of Bank Services in The Republic of Yamen*. (Unpublished PhD thesis) Universiti Utara Malaysia.

- Ahmed, A., Rehman, U., Rizwan, M., Rafiq, M. Q., Nawaz, M., & Mumtaz, A. (2013). Moderating Role of Perceived Risk and Innovativeness between Online Shopping Attitude and Intention. *Journal of Basic and Applied Scientific Research*, 3(11), 310–323.
- Ajzen, I. (1985). From Intention to Actions: A Theory of Planned Behaviour. In *Springer Series in Social Psychology* (pp. 11–39). Verlag Berlin Heidelberg: Springer Berlin Heidelberg.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. doi:10.1016/0749-5978(91)90020-T
- Ajzen, I. (1998). Models of Human Social Behavior and Their Application to Health Psychology. *Psychology & Health*, 13(4), 735–739. doi:10.1080/08870449808407426
- Ajzen, I. (2001). Nature and Operation of Attitude. *Annual Reviews Psychology*, 52, 27–58.
- Ajzen, I. (2002). Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior. *Journal of Applied Social Psychology*, 32(4), 665–683.
- Ajzen, I. (2005a). *Attitude, Personality and Behavior* (Second Edi.). Two, Penn Plaza, New York, NY: Open University Press.
- Ajzen, I. (2005b). *Attitudes, Personality and Behaviour*.
- Ajzen, I. (2006). Behavioral Interventions Based on the Theory of Planned Behavior. Retrieved June 27, 2014, from <http://people.umass.edu/~ajzen/>
- Ajzen, I. (2011). The Theory of Planned Behaviour: Reactions and Reflections. *Psychology & Health*, 26(9), 1113–27. doi:10.1080/08870446.2011.613995
- Ajzen, I. (2012). Martin Fishbein's Legacy: The Reasoned Action Approach. *The*

ANNALS of the American Academy of Political and Social Science, 640(1), 11–27. doi:10.1177/0002716211423363

Ajzen, I. (2015). The Theory of Planned Behaviour Is Alive and Well, And Not Ready To Retire: A Commentary On Sniehotta, Pesseau, and Araújo-Soares. *Health Psychology Review*, 9(2), 1–7. doi:10.1080/17437199.2014.883474

Ajzen, I., Brown, T. C., & Carvajal, F. (2004). Explaining the discrepancy between intentions and actions: the case of hypothetical bias in contingent valuation. *Personality & Social Psychology Bulletin*, 30(9), 1108–1121. doi:10.1177/0146167204264079

Ajzen, I., & Fishbein, M. (1977). Attitude-Behavior Relations : A Theoretical Analysis and Review of Empirical Research. *Psychological Bulletin*, 84(5), 888–918.

Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice Hall.

Ajzen, I., & Fishbein, M. (2005). The Influence of Attitudes on Behavior. In *The Handbook of Attitudes* (pp. 173–221). Retrieved from http://www.bm.ust.hk/~mark790b/readings/T5bR2_ajzen2005.pdf

Ajzen, I., & Madden, T. J. (1986). Prediction of Goal-Directed Behavior: Attitudes, Intentions, and Perceived Behavioral Control. *Journal of Experimental Social Psychology*, 22, 453–474. doi:10.1016/0022-1031(86)90045-4

Ajzen, I., & Sheikh, S. (2013). Action Versus Inaction: Anticipated Affect in the Theory of Planned Behavior. *Journal of Applied Social Psychology*, 43(1), 155–162. doi:10.1111/j.1559-1816.2012.00989.x

Ajzen, I., & Timko, C. (1986). Correspondence Between Health Attitudes and Behavior. *Basic and Applied Social Psychology*, 7(4), 259–276. doi:10.1207/s15324834basp0704

- Akbar, H., Anderson, D., & Gallegos, D. (2015). Predicting Intentions and Behaviours in Populations with or At-Risk of Diabetes: A Systematic Review. *Preventive Medicine Reports*, 2, 270–282. doi:10.1016/j.pmedr.2015.04.006
- Akehurst, G., Afonso, C., & Gonçalves, H. M. (2012). Re-Examining Green Purchase Behaviour and The Green Consumer Profile: New Evidences. *Management Decision*, 50(5), 972–988. doi:10.1108/00251741211227726
- Akter, S., D'Ambra, J., & Ray, P. (2011). An Evaluation of PLS Based Complex Models: The Roles of Power Analysis, Predictive Relevance and GOF Index. In *AMCIS 2011 Proceedings* (pp. 1–7).
- Alam, S. S., Mohamed Sayuti, N., & Sayuti, N. M. (2011). Applying The Theory of Planned Behavior (TPB) in Halal Food Purchasing. *International Journal of Commerce and Management*, 21(1), 8–20. doi:10.1108/10569211111111676
- Albayrak, T., Aksoy, S., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, 31(1), 27–39. doi:10.1108/02634501311292902
- AlBraik, F. A., Rutter, P., & Brown, D. (2008). A cross-sectional Survey Of Herbal Remedy Taking by United Arab Emirate (UAE) Citizens in Abu Dhabi. *Pharmacoepidemiology and Drug Safety*, 17, 725–732. doi:10.1002/pds
- Al-Ekam, J. M. E. (2013). *Actual Purchase Behavior of Local Brand Antecedents in Yemen: The Mediating Effect of Purchase Intention*. (Unpublished PhD thesis) Universiti Utara Malaysia.
- Alhakami, A. S., & Slovic, P. (1994). A Psychological Study of the Inverse Relationship Between Perceived Risk and Perceived Benefit. *Risk Analysis*, 14(6), 1085–1096. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/7846317>
- Ali, A., Ali Khan, A., & Ahmed, I. (2011). Determinants of Pakistani Consumers '

- Green Purchase Behavior: Some Insights from a Developing Country. *International Journal of Business and Sosial Science*, 2(3), 217–226.
- Ali, A. M., & Said, A. M. (2012). Socio Economic Background and Purchasing Pattern of Natural Cosmetic Products. In *UMT 11th International Annual Symposium on Sustainability Science and Management* (pp. 304–309).
- Alkhateeb, F. M., Doucette, W. R., & Ganther-Urmie, J. M. (2006). Influences on Consumer Spending For Herbal Products. *Research in Social & Administrative Pharmacy*, 2, 254–65. doi:10.1016/j.sapharm.2006.03.001
- Al-Majali, M. M. (2011). *The Antecedents of Internet Banking Services Adoption in Jordan Using Decomposed Theory of Planned Behaviour*. (Unpublished PhD thesis) Universiti Utara Malaysia.
- Al-Naggar, R. A., & Chen, R. (2011). Prevalence of Vitamin-Mineral Supplements Use and Associated Actors Among Young Malaysians. *Asian Pacific Journal of Cancer Prevention*, 12, 1023–1029. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/21790245>
- Alqasa, K. M., & Mohd Isa, F. (2014). The Impact of Students' Attitude and Subjective norm on the Behavioural Intention to Use Services of Banking System. *International Journal Business Information Systems*, 15(1), 105–122. doi:10.1504/IJBIS.2014.057967
- Al-Qasa, K., Ms Isa, F., & Othman, S. N. (2013). Factor Affecting Intention to Use Banking Services in Yemen. *Journal of Internet Banking and Commerce*, 18(2), 1–11. doi:10.1007/978-3-531-92534-9_12
- Al-Rawi, S., & Fetters, M. D. (2012). Traditional Arabic & Islamic Medicine: A Conceptual Model for Clinicians and Researchers. *Global Journal of Health Science*, 4(3), 164–169. doi:10.5539/gjhs.v4n3p164

- Al-Shafi, S., & Weerakkody, V. (2010). Factors Affecting E-Government Adoption in The State of Qatar. In *European and Mediterranean on Informaton Systems* (Vol. April 12–1, pp. 1–23). Retrieved from <http://bura.brunel.ac.uk/handle/2438/4395>
- Amin, L., Ahmad, J., Md. Jahi, J., Md. Nor, A. R., Osman, M., & Mahadi, N. M. (2011). Factor Influencing Malaysian Public Attitude to Argo-Biotechnology. *Public Understanding of Science*, 20(5), 674–689. doi:10.1177/0963662512440220
- Ang, H.-H., Lee, E. L., & Kiyoshi, M. (2003). Analysis of Lead Content in Herbal Preparations in Malaysia. *Human & Experimental Toxicology*, 22, 445–451. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/12948085>
- Ang, H.-H., Lee, K.-L., & Kiyoshi, M. (2005). Determination of Lead in Smilax Luzonensis Herbal Preparations in Malaysia. *International Journal of Toxicology*, 24, 165–171. doi:10.1080/10915810590952942
- Aprile, M. C., Caputo, V., & Nayga, R. M. J. (2015). Consumers' Preferences and Attitudes Toward Local Food Products. *Journal of Food Products Marketing*, 1–26. doi:10.1080/10454446.2014.949990
- Arab, L. (2000). Epidemiologic Challenges in the Study of The Efficacy and Safety of Medicinal Herbs. *Public Health Nutrition*, 3(4A), 453–457. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/11276293>
- Archer, E. L., & Boyle, D. K. (2008). Herb and Supplement Use Among The Retail Population of An Independent, Urban Herb Store. *Journal of Holistic Nursing*, 26(1), 27–35. doi:10.1177/0898010107305326
- Arcury, T. A., Grzywacz, J. G., Bell, R. A., Neiberg, R. H., Lang, W., & Quandt, S. A. (2007). Herbal Remedy Use As Health Self-Management Among Older Adults. *The Journals of Gerontology*, 62B(2), S142–S149. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/17379684>

- Armitage, C. J., & Conner, M. (1999). The Theory of Planned Behaviour: Assessment of Predictive Validity and 'Perceived Control. *British Journal of Social Psychology*, 38(1), 35–54. doi:10.1348/014466699164022
- Armitage, C. J., & Conner, M. (2000). Social Cognition Models and Health Behaviour : A Structured Review. *Psychology & Health*, 15(2), 173–189.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the Theory of Planned Behaviour: A Meta-Analytic Review. *British Journal of Social Psychology*, 40, 471–499. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/11795063>
- Arvanitoyannis, I. S., & Krystallis, A. (2005). Consumers' beliefs, attitudes and intentions towards genetically modified foods, based on the “perceived safety vs. benefits” perspective. *International Journal of Food Science and Technology*, 40(4), 343–360. doi:10.1111/j.1365-2621.2004.00916.x
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähtenmäki, L., & Shepherd, R. (2008). Predicting Intentions to Purchase Organic Food: The Role of Affective and Moral Attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2-3), 443–54. doi:10.1016/j.appet.2007.09.010
- Aschemann, J., & Hamm, U. (2008). Determinants of Choice Regarding Food with Nutrition and Health Claims. In *12th Congress of the European Association of Agricultural Economists* (pp. 1–6).
- Astin, J. A. (1998). Why Patients Use Alternative Medicine Results of a National Study. *American Medical Association*, 279(19), 1548–1553. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/9605899>
- Astrachan, C. B., Patel, V. K., & Wanzenried, G. (2014). A Comparative Study of CB-SEM and PLS-SEM for Theory Development in Family Firm Research. *Journal of Family Business Strategy*, 5(1), 116–128. doi:10.1016/j.jfbs.2013.12.002

- Athiyaman, A. (2002). Internet users' intention to purchase air travel online: an empirical investigation. *Marketing Intelligence & Planning*, 20(4), 234–242. doi:10.1108/02634500210431630
- Ayed, A.-M. (2010). *Antecedent And Mediator Of Actual Visit Behavior Amongst International Tourist in Jordan*. (Unpublished PhD thesis) Universiti Utara Malaysia.
- Azaizeh, H., Saad, B., Cooper, E., & Said, O. (2010). Traditional Arabic and Islamic Medicine, a Re-emerging Health Aid. *Complementary and Alternative Medicine*, 7(4), 419–24. doi:10.1093/ecam/nen039
- Aziz, Z. (2004). Herbal medicines : predictors of recommendation by physicians. *Journal of Clinical Pharmacy and Therapeutics*, 29, 241–246.
- Aziz, Z., & Tey, N. P. (2009). Herbal medicines: prevalence and predictors of use among Malaysian adults. *Complementary Therapies in Medicine*, 17, 44–50. doi:10.1016/j.ctim.2008.04.008
- Babbie, E. R. (2010). *The Practice of Social Research* (Twelfth Ed.). Wadsworth: Wadsworth Cengage Learning.
- Bagheri, J. S. (2014). Green Marketing and Its Impacts Consumer Behavior in Sports Shops. *Annals of Applied Sport Science*, 2(2), 75–82.
- Bagherzad, A., Chavosh, A., & Soheilrad, S. (2011). The Impact of Culture on Young Consumer's Intention Towards Online Shopping in Malaysia. *International Conference on Business and Economics Research*, 1, 120–123.
- Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Bagozzi, R., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.

- Balammal, G., Babu, M. S., & Reddy, P. J. (2012). Analysis Of Herbal Medicines By Modern Chromatographic Techniques. *Pharmaceutical Research*, 3(1), 50–63.
- Bandura, A. (1977). Self-Efficacy: Toward a Unifying Theory of Behavioral Change. *Psychological Review*, 84(2), 191–215.
- Bandura, A. (1982). Self-Efficacy Mechanism in Human Agency. *American Psychologist*, 37(2), 122–147.
- Bao, Y. Y., Sheng, S., & Stewart, D. (2011). Assessing quality perception of private labels: intransient cues and consumer characteristics. *Journal of Consumer Marketing*, 28(6), 448–458. doi:10.1108/07363761111165967
- Barnes, J. (2003). Quality, Efficacy and Safety of Complementary Medicines: Fashions, Facts and The Future. Part II: Efficacy and Safety. *British Journal of Clinical Pharmacology*, 55(4), 331–340. Retrieved from <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1884225&tool=pmcentrez&rendertype=abstract>
- 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), 1173–1182. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/3806354>
- Bartlett, J. E., Kotrlik, J. W., & Higgins, C. C. (2001). Organizational Research: Determining Appropriate Sample Size in Survey Research, 19(1), 43–50.
- Barton, B. K., Kologi, S. M., & Siron, A. (2016). Distracted Pedestrians in Crosswalks: An Application of the Theory of Planned Behavior. *Transportation Research Part F*, 37, 129–137. doi:10.1016/j.trf.2015.12.012
- Basch, E., Ulbricht, C., & Smith, M. (2003). Therapeutic Applications of Fenugreek. *Alternative Medicine Review*, 8(1), 20–27. doi:10.1007/978-1-60327-295-7

- Baumgartner, H., & Weijters, B. (2012). Commentary on “Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies.” *Journal of Retailing*, 88(4), 563–566. doi:10.1016/j.jretai.2012.10.003
- Bearth, A., & Siegrist, M. (2016). Are Risk or Benefit Perceptions More Important for Public Acceptance of Innovative Food Technologies: A Meta-Analysis. *Trends in Food Science & Technology*, 49, 14–23. doi:10.1016/j.tifs.2016.01.003
- Bellman, L. M., Teich, I., & Clark, S. D. (2009). Fashion Accessory Buying Intentions Among Female Millennials. *Review of Business Research*, 46–58.
- Bent, S. (2008). Herbal medicine in the United States: review of efficacy, safety, and regulation: grand rounds at University of California, San Francisco Medical Center. *Journal of General Internal Medicine*, 23(6), 854–859. doi:10.1007/s11606-008-0632-y
- Berbegal-Mirabent, J., Mas-Machuca, M., & Marimon, F. (2016). Antecedents of Online Purchase Behaviour in the Tourism Sector. *Industrial Management & Data Systems*, 116(1), 87–102.
- Bernama. (2010). RM4.9 Million Worth Of Health Supplements With Scheduled Poison Seized. *Bernama*, p. 23.
- Bhatnagar, A., & Ghose, S. (2004). Segmenting Consumers Based on the Benefits and Risks of Internet Shopping. *Journal of Business Research*, 57, 1352–1360. doi:10.1016/S0148-2963(03)00067-5
- Bhatnagar, A., Misra, S., & Rao, H. R. (2000). On risk, convenience, and Internet shopping behavior. *Communications Of The ACM*, 43(11), 98–105. doi:10.1145/353360.353371
- Bian, Q., & Forsythe, S. (2012). Purchase Intention for Luxury Brands: A Cross Cultural Comparison. *Journal of Business Research*, 65, 1443–1451.

doi:10.1016/j.jbusres.2011.10.010

- Bijttebier, P., Delva, D., Vanoost, S., Bobbaers, H., Lauwers, P., & Vertommen, H. (2000). Reliability and Validity of the Critical Care Family Needs Inventory in a Dutch-Speaking Belgian Sample. *The Journal of Critical Care, 29*(4), 278–86. doi:10.1067/mhl.2000.107918
- Bilic, B. (2005). The Theory of Planned Behaviour and Health Behaviours: Critical Analysis of Methodological and Theoretical Issues. *Hellenic Journal of Psychology*. Retrieved from <http://www.pseve.org/journal/upload/bilic2c.pdf>
- Biro Pengawasan Farmaseutikal Kebangsaan. (2010). *Laporan Tahunan 2010*.
- Bish, A., Sutton, S., & Golombok, S. (2000). Predicting Uptake of a Routine Cervical Smear Test: A Comparison of the Health Belief Model and the Theory of Planned Behaviour. *Psychology & Health, 15*(1), 35–50. doi:10.1080/08870440008400287
- Biswas, A., & Roy, M. (2016). A Study of Consumers' Willingness to Pay for Green Products. *Journal of Advanced Management Science, 4*(3), 211–215. doi:10.12720/joams.4.3.211-215
- Bonne, K., Vermeir, I., Bergeaud-blackler, F., & Verbeke, W. (2007). Determinants of halal meat consumption in France. *British Food Journal, 109*(5), 367–386. doi:10.1108/0070700710746786
- Borenstein, M., Rothstein, H., & Cohen, J. (2001). *Power and Precision*. Englewood, NJ: Biostat, Inc.
- Borzooei, M., & Asgari, M. (2013). The Halal Brand Personality and Its Effect on Purchase Intention. *Interdisciplinary Journal of Contemporary Research in Business, 5*(3), 481–491.
- Boullata, J. I., & Nace, A. M. (2000). Safety Issues With Herbal Medicine.

Pharmacotherapy, 20(3), 257–69. Retrieved from
<http://www.ncbi.nlm.nih.gov/pubmed/10730682>

Bredahl, L., Grunert, K. G., & Frewer, L. J. (1998). Consumer Attitudes and Decision-Making With Regard to Genetically Engineered Food Products – A Review of the Literature and a Presentation of Models for Future Research. *Journal of Consumer Policy*, 21, 251–277.

Brewer, N. T., Chapman, G. B., Gibbons, F. X., Gerrard, M., McCaul, K. D., & Weinstein, N. D. (2007). Meta-Analysis of the Relationship Between Risk Perception and Health Behavior: The Example of Vaccination. *Health Psychology*, 26(2), 136–145. doi:10.1037/0278-6133.26.2.136

Brienza, R. S., Stein, M. D., & Fagan, M. J. (2002). Delay in Obtaining Conventional Healthcare by Female Internal Medicine Patients Who Use Herbal Therapies. *Journal of Women Health & Gender-Based Medicine*, 11(1), 79–87.

Brislin, R. W. (1970). Back-Translation for Cross-Cultural Research. *Journal of Cross-Cultural Psychology*, 1(3), 185–216. doi:10.1177/135910457000100301

Brislin, R. W. (1976). Comparative Research Methodology: Cross-Cultural Studies. *International Journal of Psychology*, 11(3), 215–229. doi:10.1080/00207597608247359

Brown, B. S., Emmett, D., & Chandra, A. (2009). Attitudes and Behavior of African-Americans Regarding the Consumption of Herbal Products-An Exploratory Study. *Journal of Hospital Marketing & Public Relations*, 19(1), 40–51. doi:10.1080/15390940802581655

Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing?: An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11/12), 1666–1684. doi:10.1108/03090560310495401

- Bruno, J. J., & Ellis, J. J. (2005). Herbal use among US elderly: 2002 National Health Interview Survey. *The Annals of Pharmacotherapy*, 39(4), 643–8. doi:10.1345/aph.1E460
- Budiman, S. (2012). Analysis of Consumer Attitudes to Purchase Intentions of Counterfeiting Bag Product in Indonesia. *International Journal of Management, Economics and Social Sciences*, 1(1), 1–12.
- Bush, A. J., & Hair, J. F. (1985). An Assessment of the Mall Intercept as a Data Collection Method, XX(May).
- Business Dictionary.com. (n.d.). Retrieved from <http://www.businessdictionary.com/definition/purchase-intention.html>
- Campbell, M. C., & Goodstein, R. C. (2001). The Moderating Effect of Perceived Risk on Consumers' Evaluations of Product Incongruity: Preference for the Norm. *Journal of Consumer Research*, 28(3), 439–449.
- Carneiro, J. D. D. S. J. C. S., Minim, V. P. R., Deliza, R., Silva, C. H. O., & Leão, F. P. (2005). Labelling effects on consumer intention to purchase for soybean oil. *Food Quality and Preference*, 16(3), 275–282. doi:10.1016/j.foodqual.2004.05.004
- Carrington, M. J., Neville, B. a., & Whitwell, G. J. (2010). Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers. *Journal of Business Ethics*, 97(1), 139–158. doi:10.1007/s10551-010-0501-6
- Cassel, C., Hackl, P., & Westlund, A. H. (1999). Robustness of Partial Least-Squares Method for Estimating Latent Variable Quality Structures. *Journal of Applied Statistics*, 4, 435–446.

- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied Business Research Qualitative and Quantitative Methods* (3rd Editio.). Milton: Johd Wiley & Sons Ltd.
- Chai Wen, T., & Mohd. Noor, N. A. (2015). What Affects Malaysian Consumers' Intention to Purchase Hybrid Car? *Asian Social Science*, 11(26), 52–63. doi:10.5539/ass.v11n26p52
- Chan, K. (2003). Some Aspects of Toxic Contaminants in Herbal Medicines. *Chemosphere*, 52, 1361–1371. doi:10.1016/S0045-6535(03)00471-5
- Chan, R. Y. K. (2001). Determinants of Chinese Consumers' Green Purchase Behavior. *Psychology & Marketing*, 18(4), 389–413.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64(October), 65–81.
- Chang, M. K. (1998). Predicting Unethical Behavior : A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior. *Journal of Business Ethics*, 17, 1825–1834.
- Chaniotakis, I. E., & Lympelopoulou, C. (2009). Service Quality Effect on Satisfaction and Word of Mouth in the Health Care Industry. *Managing Service Quality*, 19(2), 229–242. doi:10.1108/09604520910943206
- Chaniotakis, I. E., Lympelopoulou, C., & Soureli, M. (2010). Consumers' Intentions of Buying Own-Label Premium Food Products. *Journal of Product & Branding Management*, 19(5), 327–334. doi:10.1108/10610421011068568
- Chatterjee, S., & Yilmaz, M. (1992). A Review of Regression Diagnostics for Behavioral Research. *Applied Psychological Measurement*, 16(3), 209–227. doi:10.1177/014662169201600301
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and

- Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2).
- Chekima, B., Chekima, S., Syed Khalid Wafa, S. A. W., Igau, O. @ A., & Sondoh, S. L. (2015). Sustainable Consumption: the Effects of Knowledge, Cultural Values, Environmental Advertising, and Demographics. *International Journal of Sustainable Development and World Ecology*, 1–11. doi:10.1080/13504509.2015.1114043
- Chekima, B., Syed Khalid Wafa, S. A. W., Igau, O. A., & Chekima, S. (2015). Determinant Factors of Consumers' Green Purchase Intention: The Moderating Role of Environmental Advertising. *Asian Social Science*, 11(10), 318–329. doi:10.5539/ass.v11n10p318
- Chekima, B., Syed Khalid Wafa, S. A. W., Igau, O. A., Chekima, S., & Sondoh, S. L. (2015). Examining Green Consumerism Motivational Drivers: Does Premium Price and Demographics Matter to Green Purchasing? *Journal of Cleaner Production*, 112(Part 4), 3436–3450. doi:10.1016/j.jclepro.2015.09.102
- Chelliah, S., & Chin, K. K. (2011). A Study of the Relationship Between Marketing Mix and Customer Retention for Herbal Coffee in Malaysia. In *2nd International Conference on Business and Economic Research (2nd ICBER 2011) Proceeding* (pp. 1541–1553).
- Chen, C.-C., Chen, P.-K., & Huang, C.-E. (2012). Brands and Consumer Behavior. *Social Behavior and Personality*, 40(554), 105–114.
- Chen, F. F. (2013, October 17). Measurement Invariance. doi:10.1002/9781118339893.wbeccp354
- Chen, M. F. (2009). Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a

- healthy lifestyle. *British Food Journal*, 111(2), 165–178.
doi:10.1108/00070700910931986
- Chen, M. F. (2013). Influences of health consciousness on consumers' modern health worries and willingness to use functional foods. *Journal of Applied Social Psychology*, 43, E1–E12. doi:10.1111/jasp.12033
- Chen, M.-F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008–1021. doi:10.1016/j.foodqual.2007.04.004
- Chen, M.-F. (2008). Consumer Trust in Food Safety-A Multidisciplinary Approach and Empirical Evidence from Taiwan. *Risk Analysis*, 28(6), 1553–1569.
doi:10.1111/j.1539-6924.2008.01115.x
- Chen, W. (2013). The effects of different types of trust on consumer perceptions of food safety: An empirical study of consumers in Beijing Municipality, China. *China Agricultural Economic Review*, 5(1), 43–65.
doi:10.1108/17561371311294757
- Chen, Y.-S., & Chang, C.-H. (2012). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502–520. doi:10.1108/00251741211216250
- Cherian, J., & Jacob, J. (2012). Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products. *Asian Social Science*, 8(12), 117–126.
doi:10.5539/ass.v8n12p117
- Chernick, M. R. (2008). *Bootstrap Methods: A Guide for Practitioners and Researchers* (Second Edi.). Hoboken, New Jersey: John Wiley & Sons Inc.
- Chi, Hsinkuang Yeh, Ren Huery Tsai, Y. C. (2011). The Influences of Perceived Value on Consumer Purchase Intention : The Moderating Effect of Advertising Endorser.

Journal of International Management Studies, 6(1), 92–97.

- Chiang, D.-A., Wang, Y.-H., & Chen, S.-P. (2010). Analysis on repeat-buying patterns. *Knowledge-Based Systems*, 23(8), 757–768. doi:10.1016/j.knosys.2010.04.012
- Chidlow, A., Plakoyiannaki, E., & Welch, C. (2014). Translation in Cross-Language International Business Research: Beyond Equivalence. *Journal of International Business Studies*, 45(5), 1–21. doi:10.1057/jibs.2013.67
- Chiew, S. W., Md Ariff, M. S., Zakuan, N., Mohd Tajudin, M. N., Ismail, K., & Ishak, N. (2014). Consumers Perception , Purchase Intention and Actual Purchase Behavior of Organic Food Products. *Review of Integrative Business & Economics*, 3(2), 378–397.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In *Modern Methods for Business Research* (pp. 295–336). New Jersey: Laurence Erlbaum Associates.
- 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 Concept, Methods and Applications* (pp. 655–690). Springer Berlin Heidelberg.
- Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A Partial Least Squares Latent Variable Modeling Approach for Measuring Interaction Effects : Results from a Monte Carlo Simulation Study and an Electronic-Mail Emotion/Adoption Study. *Information Systems Research*, 14(2), 189–217.
- Ching, S. M., Zakaria, Z. A., Paimin, F., & Jalalian, M. (2013). Complementary alternative medicine use among patients with type 2 diabetes mellitus in the primary care setting: a cross-sectional study in. *BMC Complementary and Alternative Medicine*, 13(148), 1. doi:10.1186/1472-6882-13-148
- Chiu, W., & Leng, K. H. (2016). Customers' Intention to Purchase Counterfeit Sporting

- Good in Singapore and Taiwan. *Asia Pacific Journal of Marketing and Logistics*, 28(1), 23–36.
- Choo, H., Chung, J.-E., & Pysarchik, D. T. (2004). Antecedents to New Food Product Purchase Behavior Among Innovator Groups in India. *European Journal of Marketing*, 38(5/6), 608–625.
- Chou, C. H., Wang, Y. S., & Tang, T. I. (2015). Exploring the Determinants of Knowledge Adoption in Virtual Communities: A social Influence Perspective. *International Journal of Information Management*, 35, 364–376. doi:10.1016/j.ijinfomgt.2015.02.001
- Chow, M. M., Chen, L. H., Yeow, J.-A., & Wong, P. W. (2012). Conceptual Paper : Factors Affecting the Demand of Smartphone among Young Adult. *Social Science Economics & Art*, 2(2), 44–49.
- Chua, Y. P. (2011). *Kaedah Dan Statistik Penyelidikan Buku 1* (Edisi Kedu.). Malaysia: McGraw-Hill (Malaysia) Sdn Bhd.
- Cleveland, M., Kalamas, M., & Laroche, M. (2005). Shades of Green: Linking Environmental Locus of Control and Pro-Environmental Behaviors. *Journal of Consumer Marketing*, 22(4), 198–212. doi:10.1108/07363760510605317
- Cleveland, M., & Laroche, M. (2007). Acculturaton to the Global Consumer Culture: Scale Development and Research Paradigm. *Journal of Business Research*, 60(3), 249–259. doi:10.1016/j.jbusres.2006.11.006
- Cohen, E. S., & Fromme, K. (2002). Differential Determinants of Young Adult Substance Use and High-Risk Sexual Behavior1. *Journal of Applied Social Psychology*, 32(6), 1124–1150.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*. Hillsdale, New Jersey: Laurence Erlbaum Associates.

- Cohen, J. (1992). A Power Primer. *Psychological Bulletin*, 112(1), 155–159.
- Conner, M. (2013). Health Cognitions, Affect and Health Behaviours. *The European Health Psychologist*, 15(2), 33–39.
- Conner, M., & Armitage, C. J. (1998). Extending the Theory of Planned Behavior: A Review and Avenues for Further Research. *Journal of Applied Social Psychology*, 28(15), 1429–1464. doi:10.1111/j.1559-1816.1998.tb01685.x
- Conner, M., Godin, G., Sheeran, P., & Germain, M. (2013). Some Feelings Are More Important: Cognitive Attitudes, Affective Attitudes, Anticipated Affect, and Blood Donation. *Health Psychology*, 32(3), 264–272. doi:10.1037/a0028500
- Conner, M., Kirk, S. F., Cade, J. E., & Barrett, J. H. (2001). Why do women use dietary supplements? The use of the theory of planned behaviour to explore beliefs about their use. *Social Science & Medicine*, 52(4), 621–33. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/11206658>
- Conner, M., Kirk, S. F., Cade, J. E., & Barrett, J. H. (2003). Dietary Supplement Use in Women : Current Status and Future Directions Environmental Influences : Factors Influencing a Woman ' s Decision to Use Dietary Supplements 1 , 2. *The Journal of Nutrition*, (4), 1978–1982.
- Conner, M., & Norman, P. (2005). *Predicting Health Behaviour: Research And Practice With Social Cognition Models* (Second Edi.). Two, Penn Plaza, New York, NY: Open University Press.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (11th Editi.). New York: McGraw-Hill Irwin.
- Coutino, M. (2009). Legal and Regulatory Review The Regulation of Herbal Medicine. *Journal of Management & Marketing*, 2(4), 442–447.
- Creswell, J. W. (2008). *Planning, Conducting and Evaluating Quantitative and*

- Qualitative Research* (Third Edit.). Upper Saddle River, New Jersey: Prentice Hall.
- Cronin, J. J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions In Service Environments. *Journal of Retailing*, 76(2), 193–218. doi:10.1016/S0022-4359(00)00028-2
- Cunningham, L. F., Gerlach, J., & Harper, M. D. (2004). Assessing Perceived Risk of Consumers in Internet Airline Reservations Services. *Journal of Air Transportation*, 9(1), 21–25.
- Currás-Pérez, R., Ruiz-Mafé, C., & Sanz-Blas, S. (2013). Social Network Loyalty: Evaluating the Role of Attitude, Perceived Risk and Satisfaction. *Online Information Review*, 37(1), 61–82. doi:10.1108/14684521311311630
- Cuzzolin, L., Zaffani, S., & Benoni, G. (2006). Safety Implications Regarding Use of Phytomedicines. *European Journal of Clinical Pharmacology*, 62(1), 37–42. doi:10.1007/s00228-005-0050-6
- Dardak, R. A., Zairy, A., Abidin, Z., & Ali, A. K. (2009). Consumers' perceptions, consumption and preference on organic product: Malaysian perspective. *Economic and Technology Management Review*, 4, 95–107.
- Davis, R., Campbell, R., Hildon, Z., Hobbs, L., & Michie, S. (2015). Theories of Behaviour and Behaviour Change Across the Social and Behavioural Sciences: A Scoping Review. *Health Psychology Review*, 9(3), 323–344. doi:10.1080/17437199.2014.941722
- Dawes, J. (2008). Do data characteristics change according to the number of scale points used? *International Journal of Market Research*, 50(1), 61–78.
- Dawson, J. F. (2013). Moderation in Management Research: What, Why, When, and

- How. *Journal of Business and Psychology*, 29(1), 1–19. doi:10.1007/s10869-013-9308-7
- De Cannière, M. H., De Pelsmacker, P., & Geuens, M. (2009). Relationship Quality and the Theory of Planned Behavior models of behavioral intentions and purchase behavior ☆. *Journal of Business Research*, 62(1), 82–92. doi:10.1016/j.jbusres.2008.01.001
- de Jonge, J., van Trijp, H., Jan Renes, R., & Frewer, L. (2007). Understanding Consumer Confidence in the Safety of Food : Its Two-Dimensional Structure and Determinants. *Risk Analysis*, 27(3), 729–740. doi:10.1111/j.1539-6924.2007.00917.x
- De La Robertie, C. L. C. (2016). Prescribed Consumption and Customers' Decision-Making Style: A Cross-Cultural Comparison Between Europe and Asia. *International Journal of Retail & Distribution Management*, 44(3), 1–28.
- de Mooij, M., & Hofstede, G. (2002). Convergence and Divergence in Consumer Behavior: Implications for International Retailing. *Journal of Retailing*, 78(1), 61–69. doi:10.1016/s0022-4359(01)00067-7
- De Silva, P. H. G. J., & Sandika, A. L. (2011). Quality Standard Labeling Information on Meat Packs Demanded by Consumers and Relationships with Purchasing Motives. *The Journal of Agricultural Science*.
- de Vries, H., Dijkstra, M., & Kuhlman, P. (1988). Self-Efficacy: The Third Factor Besides Attitude and Subjective Norm as a Predictor of Behavioural Intentions. *Health Education Research*, 3(3), 273–282. doi:10.1093/her/3.3.273
- Deng, J., Sun, P., Zhao, F., Han, X., Yang, G., & Feng, Y. (2016). Analysis of the Ecological Conservation Behavior of Farmers in Payment for Ecosystem Service Programs in Eco-Environmentally Fragile Areas Using Social Psychology

- Models. *The Science of the Total Environment*, 550, 382–390.
doi:10.1016/j.scitotenv.2016.01.152
- Dentoni, D., Tonsor, G. T., Calantone, R. J., & Peterson, H. C. (2009). The Direct and Indirect Effects of “ Locally Grown ” on Consumers ’ Attitudes towards Agri-Food Products. *Agricultural and Resource Economics Review*, 38(3), 384–396.
- Dergal, J. M., Gold, J. L., Laxer, D. A., Lee, M. S. W., Binns, M. A., Lanctôt, K. L., ... Rochon, P. A. (2002). Potential Interactions Between Herbal Medicines and Conventional Drug Therapies Used by Older Adults Attending A Memory Clinic. *Drugs & Aging*, 19(11), 879–886. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/12428996>
- Deshpande, S., Basil, M. D., & Basil, D. Z. (2009). Factors Influencing Healthy Eating Habits Among College Students: An Application of the Health Belief Model. *Health Marketing Quarterly*, 26(2), 145–64. doi:10.1080/07359680802619834
- Dindyal, S. (2003). How Pesonal Factor, Including Culture and Ethnicity, Affect the Choice and Selection of Food We Make. *The Internet Journal of Third World Medicine*, 1(2), 27–33.
- Dixit, S. (2001). Fragrance Selection in Consumer Care Products. *Chemical Weekly*, 173–175.
- Doll, J., & Ajzen, I. (1992). Accessibility and Stability of Predictors in the Theory of Planned Behavior. *Journal of Personality and Social Psychology*, 63(5), 754–765.
doi:10.1037//0022-3514.63.5.754
- Dolnicar, S., Grun, B., Leisch, F., & Rossiter, J. (2011). *Three Good Reasons NOT To Use Five and Seven Point Likert Items. Reseach Online.*
- Dong, S., Dickson, M. A., Lennon, S., Montalto, C., & Li, Z. (2005). Cultural Influences on Chinese Consumers ’ Intentions to Purchase Apparel : Test and

- Extension of the Fishbein Behavioral Intentional Model. *International Textile & Apparel Association*, 21, 89–99.
- Dosman, D. M., Adamowicz, W. L., & Hrudey, S. E. (2001). Socioeconomic Determinants of Health- and Food Safety-Related Risk Perceptions. *Risk Analysis*, 21(2), 307–317. doi:10.1111/0272-4332.212113
- Dowling, G. R., & Staelin, R. (1994). Model of Perceived Risk and Intended Risk-Handling Activity. *Journal of Consumer Research*, 21(1), 119–134.
- Duarte, P. A. O., & Raposo, M. L. B. (2010). A PLS Model to Study Brand Preference: An Application to the Mobile Phone Market. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares Concept, Methods and Applications* (pp. 449–485). Springer Berlin Heidelberg.
- Dufault, R. J., Hassell, R., Rushing, J. W., McCutcheon, G., Shepard, M., & Keinath, A. (2000). Revival of Herbalism and its Roots in Medicine. *Journal of Agromedicine*, 7(2), 21–29. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/19785233>
- Dziegielewski, S. F. (2003). Complementary Practices and Herbal Healing: A New Frontier in Counseling Practice. *Social Work in Mental Health*, 1(4), 123–139.
- Elbanna, S., Child, J., & Dayan, M. (2013). A Model of Antecedents and Consequences of Intuition in Strategic Decision-making: Evidence from Egypt. *Long Range Planning*, 46(1-2), 149–176. doi:10.1016/j.lrp.2012.09.007
- Elliott, A. C., & Woodward, W. A. (2007). *Statistical Analysis Quick Reference Guidebook with SPSS Examples*. Thousand Oaks, California: Sage Publication Ltd.
- Esmaili, E., Desa, M. I., Moradi, H., & Hemmati, A. (2011). The Role of Trust and Other Behavioral Intention Determinants on Intention toward Using Internet

- Banking. *International Journal of Innovation, Management and Technology*, 2(1), 95–100. Retrieved from <http://www.ijimt.org/papers/111-E00102.pdf>
- Euromonitor International. (2016). *Herbal/Traditional Products-Market Size*. Retrieved from <http://www.euromonitor.com/herbal-traditional-products-in-Malaysia>
- Eves, A., & Cheng, L. (2007). Cross-Cultural Evaluation of Factors Driving Intention to Purchase New Food Products – Beijing , China and South-East England. *International Journal of Consumer Studies*, 31, 410–417. doi:10.1111/j.1470-6431.2007.00587.x
- Facchinetti, F., Pedrielli, G., Benoni, G., Joppi, M., Verlato, G., Dante, G., ... Cuzzolin, L. (2012). Herbal Supplements in Pregnancy: Unexpected Results From a Multicentre Study. *Human Reproduction*, 27(11), 3161–3167. doi:10.1093/humrep/des303
- Falk, F. R., & Miller, N. B. (1992). *A Primer for Soft Modeling*. Akron, Ohio: The University of Akron Press.
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A.-G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149–1160. doi:10.3758/BRM.41.4.1149
- Faul, F., Erdfelder, E., Lang, A.-G., Buchner, A., & Bunchner, A. (2007). G*Power 3 : A flexible statistical power analysis program for the social , behavioral , and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/17695343>
- Field, A. (2009). *Discovering Statistics Using SPSS* (Third Edit.). London: Sage Publications.
- Fischer, A. R. H., van Dijk, H., de Jonge, J., Rowe, G., & Frewer, L. J. (2013). Attitudes

- and Attitudinal Ambivalence Change Towards Nanotechnology Applied to Food Production. *Public Understanding of Science*, 22(7), 817–831. doi:10.1177/0963662512440220
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behaviour: The Introduction to Theory and Research*. Addison-Wesley Publishing Company, Inc.
- Fitzmaurice, J. (2005). Incorporating consumers' motivations into the theory of reasoned action. *Psychology and Marketing*, 22(11), 911–929. doi:10.1002/mar.20090
- Forest Research Institute. (2011). *FRIM in Focus. March*.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variable and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50.
- Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). Development of A Scale to Measure the Perceived Benefits and Risks of Online Shopping. *Journal of Interactive Marketing*, 20(2), 55–75. doi:10.1002/dir
- Forsythe, S. M., & Shi, B. (2003). Consumer patronage and risk perceptions in Internet shopping. *Journal of Business Research*, 56, 867–875. doi:10.1016/S0148-2963(01)00273-9
- Frewer, L. J., Howard, C., & Shepherd, R. (1997). Public Concern in the United Kindom About General and Kingdom of Genetic Specific Applications Risk , Benefit , and Ethics. *Science, Technology, & Human Value*, 22(1), 98–124.
- Fu, P. P., Chiang, H.-M., Xia, Q., Chen, T., Chen, B. H., Yin, J.-J., ... Yu, H. (2009). Quality Assurance and Safety of Herbal Dietary Supplements. *Journal of Enviromental Science and Health*, 27(2), 91–119. doi:10.1080/10590500902885676

- Fuiyeng, W., & Yazdanifard, R. (2015). Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products. *Global Journal of Management and Business Research: E Marketing*, 15(5 Version 1), 1–8.
- Furnham, A., & Lovett, J. (2001). Predicting the Use of Complementary Medicine : A Test of the Theories of Reasoned Action and Planned Behavior. *Journal of Applied Social Psychology*, 31(12), 2588–2620.
- Gay, L. R., Millis, G. E., & Airasian, P. W. (2011). *Educational Research: Competencies for Analysis and Application*. New Jersey: Pearson Education Inc.
- Geisser, S. (1974). A Predictive Approach to the Random Effect Model. *Biometrika*, 61(1), 101. doi:10.2307/2334290
- Geladi, P., & Kowalski, B. R. (1986). Partial Least-Squares Regression: A Tutorial. *Analytica Chimica Acta*, 185, 1–17.
- Ghazali, E., Mutum, D., & Lee, L. C. (2006). Dietary Supplement Users Vs Non-Users in Malaysia: Profile Comparisons For Marketing Purposes. In *Proceedings of AGBA 3rd World Congress, Advancess in Global Business Research* (Vol. 3, pp. 43–54).
- Giles, E. L., Kuznesof, S., Clark, B., Hubbard, C., & Frewer, L. J. (2015). Consumer Acceptance of and Willingness to Pay for Food Nanotechnology: A Systematic Review. *Journal of Nanoparticle Research*, 17(12), 467. doi:10.1007/s11051-015-3270-4
- Girelli, L., Hagger, M., Mallia, L., & Lucidi, F. (2016). From Perceived Autonomy Support to Intentional Behaviour: Testing an Integrated Model in Three Healthy-Eating Behaviours. *Appetite*, 96, 280–292. doi:10.1016/j.appet.2015.09.027
- Godin, G., & Kok, G. (1996). The Theory of Planned Behaviour: A Review of Its Applications to Helath-related Behaviors. *American Journal of Health Promotion*,

11(2), 87–98.

- Goldstein, M. S., Lee, J. H., Ballard-Barbash, R., & Brown, E. R. (2008). The Use and Perceived Benefit of Complementary and Alternative Medicine Among Californians with Cancer. *Psycho-Oncology*, *17*, 19–25. doi:10.1002/pon
- Gomes, D., & Neves, J. (2011). Organizational Attractiveness and Prospective Applicants' Intentions to Apply. *Personnel Review*, *40*(6), 684–699. doi:10.1108/00483481111169634
- Gopi, M., & Ramayah, T. (2007). Applicability of theory of planned behavior in predicting intention to trade online Some evidence from a developing country. *International Journal of Emerging Markets*, *2*(4), 348–360. doi:10.1108/17468800710824509
- Gotz, O., Liehr-Gobbers, K., & Krafft, M. (2010). Evaluation of Structural Equation Models Using the Partial Least Squares (PLS) Approach. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares Concept, Methods and Applications* (pp. 691–711). Springer Berlin Heidelberg.
- Grunert, K. G. (2005). Food quality and safety: consumer perception and demand. *European Review of Agricultural Economics*, *32*(3), 369–391. doi:10.1093/eurrag/jbi011
- Gupchup, G. V., Abhyankar, U. L., Worley, M. M., Raisch, D. W., Marfatia, A. A., & Namdar, R. (2006). Relationships between Hispanic ethnicity and attitudes and beliefs toward herbal medicine use among older adults. *Research in Social & Administrative Pharmacy*, *2*, 266–279. doi:10.1016/j.sapharm.2006.02.002
- Gupta, V. (2014). Examining The Purchase and Post-Purchase Behaviour Among Male Youth Towards Herbal Product. *International Journal of Research in Management & Social Science*, *2*(2 (V)), 78–85.

- Gurhan-Canli, Z., & Batra, R. (2004). When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk. *Journal of Marketing Research*, *XLI*(May), 197–205.
- Hadiwijaya, K. K. (2015). Consumer Intention of Purchasing Original and Counterfeit Products ; A Case Study of Louis Vuitton Wallet. *iBuss Management*, *3*(2), 272–284.
- Hagger, M. S., Chatzisarantis, N. L. D., Barkoukis, V., Wang, J. C. K., Hein, V., Pihu, M., ... Karsai, I. (2007). Cross-Cultural Generalizability of the Theory of Planned Behavior Among Young People in a Physical Activity Context. *Journal of Sport & Exercise Psychology*, *29*, 1–20.
- Hair, J. F. J., Black, W. C., Babin, B., & Anderson, R. E. (2010). *Multivariate Data Analysis A Global Perspective* (Seventh Ed.). Prentice Hall.
- Hair, J. F. J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer On Partial Least Squares Structure Equation Modeling (PLS-SEM)*. Sage Publications Inc.
- Hair, J. F. J., Money, A. H., Samouel, P., & Page, M. (2007). *Research Methods For Business*. West Sussex: John Wiley & Sons Ltd.
- Hair, J. F. J., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications , Better Results and Higher Acceptance. *Long Range Planning*, *46*, 1–12. doi:10.1016/j.lrp.2013.01.001
- Hair, J. F. J., Wolfinbarger Celsi, M., Ortinau, D. J., & Bush, R. P. (2013). *Essentials Of Marketing Research* (Third Edit.). New York: McGraw-Hill.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *The Journal of Marketing Theory and Practice*, *19*(2), 139–152. doi:10.2753/MTP1069-6679190202
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. a. (2012). An assessment of the use

- of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. doi:10.1007/s11747-011-0261-6
- Halberstein, R. A. (2005). Medicinal Plants: Historical and Cross-Cultural Usage Patterns. *Annals of Epidemiology*, 15, 686–699. doi:10.1016/j.annepidem.2005.02.004
- Ham, M., Jeger, M., & Ivkovic, A. F. (2015). The Role of Subjective Norms in Forming the Intention to Purchase Green Food. *Economic Research-Ekonomska Istrazivanja*, 28(1), 738–748. doi:10.1080/1331677X.2015.1083875
- Hamid, S. A. R., Ghafoor, H. A., & Shah, T. Z. (2012). Analysis of Attitude Towards Green Purchase:Pakistan in Context. *International Journal of Business and Social Science*, 3(6), 112–116.
- Hansen, T., Møller, J., Stubbe, H., Møller Jensen, J., & Stubbe Solgaard, H. (2004). Predicting online grocery buying intention: a comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, 24(6), 539–550. doi:10.1016/j.ijinfomgt.2004.08.004
- Hanson, J. A., & Benedict, J. A. (2002). Use of the Health Belief Model to Examine Older Adults' Food-Handling Behaviours. *Journal of Nutrition Education and Behavior*, 34, 25–30.
- Haque, A. (2010). Islamic Banking in Malaysia : A Study of Attitudinal Differences of Malaysian Customers. *European Journal of Economics, Finance and Administrative Sciences*, 18(18).
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase Intention of Foreign Products: A Study on Bangladeshi Consumer Perspective. *SAGE Open*, April-June(10), 1–12. doi:10.1177/2158244015592680

- Hasan, S. S., Keong See, C., Lee, C. K. C., Ahmed, S. I., Ahmadi, K., & Anwar, M. (2010). Reasons, Perceived Efficacy, and Factors Associated With Complementary and Alternative Medicine Use Among Malaysian Patients with HIV/AIDS. *Journal of Alternative and Complementary Medicine*, 16(11), 1171–1176. doi:10.1089/acm.2009.0657
- Hashjin, S. T., VakilaRoaia, Y., & Hemati, M. (2014). The Study of Factors Influencing the Accepting of Internet Banking (Case Study : Bank Sepahin Alborz Province). *Arabian Journal of Business and Management Review (OMAN Chapter)*, 3(7), 85–98.
- Hassali, M. A., Khan, T. M., Shafie, A. A., & Nazir, M. (2009). Public Knowledge About Herbal Beverages in Penang, Malaysia. *Australasian Medical Journal*, 1(6), 1–11.
- Hassan, S. H. (2011a). Consumption of functional food model for Malay Muslims in Malaysia. *Journal of Islamic Marketing*, 2(2), 104–124. doi:10.1108/175908311111139839
- Hassan, S. H. (2011b). Managing conflicting values in functional food consumption: the Malaysian experience. *British Food Journal*, 113(8), 1045–1059. doi:10.1108/00070701111153788
- Hassan, S. H. (2014). The Role of Islamic Value on Green Purchase Intention. *Journal of Islamic Marketing*, 5(3), 379–395. doi:10.1108/09574090910954864
- Hassan, Y., & Mohd Nor, M. N. A. (2013). Understanding Consumer Decision Making Towards Green Electronic Product. *South East Asia Journal of Comtemporary Business Economic and Law*, 2(1), 27–33.
- Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International*

Journal of Human-Computer Studies, 65, 689–708.
doi:10.1016/j.ijhcs.2006.11.018

Hayes, A. F., & Preacher, K. J. (2010). Quantifying and Testing Indirect Effects in Simple Mediation Models When the Constituent Paths Are Nonlinear. *Multivariate Behavioral Research*, 45, 627–660.
doi:10.1080/00273171.2010.498290

Head, K. J., & Noar, S. M. (2014). Facilitating Progress in Health Behaviour Theory Development and Modification: The Reasoned Action Approach As A Case Study. *Health Psychology Review*, 8(1), 34–52.
doi:10.1080/17437199.2013.778165

Head, K. J., Noar, S. M., Iannarino, N. T., & Grant Harrington, N. (2013). Efficacy of Text Messaging-Based Interventions for Health Promotion: A Meta-Analysis. *Social Science and Medicine*, 97, 41–48. doi:10.1016/j.socscimed.2013.08.003

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: A Multidisciplinary Journal*, 17(1), 82–109. doi:10.1080/10705510903439003

Henseler, J., & Fassott, G. (2010). Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares Concept, Methods and Applications* (pp. 713–735). Springer Berlin Heidelberg.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing. *Advance in International Marketing*, 20, 277–319. doi:10.1108/S1474-7979(2009)0000020014

Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit Indices for Partial Least Squares

- Path Modeling. *Computational Statistics*, 28, 565–580. doi:10.1007/s00180-012-0317-1
- Henseler, J., Wilson, B., Gotz, O., & Hautvast, C. (2007). Investigating the Moderating Role of Fit on Sports Sponsorship and Brand Equity. *International Journal of Sport Marketing & Sponsorship*, 8(4), 321–329.
- Herman, H. H. (1967). *Modern Factor Analysis*. Chicago Illinois: University of Chicago Press.
- Hernandez, J. M. C., & Mazzon, J. A. (2007). Adoption of Internet Banking: Proposition and Implementation of an Integrated Methodology Approach. *International Journal of Bank Marketing*, 25(2), 72–88.
- Hobbs, J. E., & Goddard, E. (2015). Consumers and Trust. *Food Policy*, 52, 71–74. doi:10.1016/j.foodpol.2014.10.017
- Hochbaum, G. M. (1958). *Public Participation in Medical Screening Programs: A Sociopsychological Study*. U.S. Department of Health, Education, and Welfare, Public Health Service, Bureau of State Services, Division of Special Health Services, Tuberculosis Program.
- Hofstede, G. (1991). *Cultures and Organizations Software of The Mind*.
- Hollands, G. J., Marteau, T. M., & Fletcher, P. C. (2016). Non-Conscious Processes in Changing Health-Related Behaviour : A Conceptual Analysis and Framework. *Health Psychology Review*, 1–28. doi:10.1080/17437199.2015.1138093
- Hooft, E. A. J. Van, Ph, M., Taris, T. W., Flier, H. Van Der, Blonk, R. W. B. B., van Hooft, E. a. J., ... van der Flier, H. (2005). Bridging the gap between intentions and behavior: Implementation intentions, action control, and procrastination. *Journal of Vocational Behavior*, 66(2), 238–256. doi:10.1016/j.jvb.2004.10.003
- Hosking, W., Borland, R., Yong, H.-H., Fong, G., Zanna, M., Laux, F., ... Omar, M.

- (2009). The effects of smoking norms and attitudes on quitting intentions in Malaysia, Thailand and four Western nations: a cross-cultural comparison. *Psychology & Health, 24*(1), 95–107. doi:10.1080/08870440802385854
- Hossein, R. D., & Hamed, D. (2012). Comparative Study Effect of Culture from Hofstede Perspective on Purchasing Mobile Phone in Iran and Thailand Society. *International Journal of Business & Social Science, 3*(6), 146–154. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=73311631&site=ehost-live>
- Hsu, S.-Y., Chang, C.-C., & Lin, T. T. (2016). An Analysis of Purchase Intentions Towards Organic Food on Health Consciousness and Food Safety/Under Structural Equation Modeling. *British Food Journal, 118*(1), 200–216. doi:10.1108/02656710210415703
- Huda, M. M., & Sultan, P. (2013). Buying Motives of Herbal Skin Care Products : The Case of Generation Y in Bangladesh. *International Review of Business Research Paper, 9*(5), 68–80.
- Hulland, J. (1999). Use of Partial Least Squares (PLS) in Strategic Management Research: A Review of Four Recent Studies. *Strategic Management Journal, 20*, 195–204.
- Hussain, I., Rahman, S. ur, 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. doi:10.1080/08974438.2015.1006973
- Hussin, A. H. (2001). Adverse Effects Of Herbs And Drug-Herbal Interactions. *Malaysian Journal of Pharmacy, 1*(2), 39–44.

- Huy Tuu, H., Ottar Olsen, S., & Thi Thuy Linh, P. (2010). The Moderator Effect of Perceived Risk, Objective Knowledge and Certainty in the Satisfaction-Loyalty Relationship. *Journal of Consumer Marketing*, (July), 1–40.
- Ibrahim, H., & Najjar, F. (2008). Assessing The Effects of Self-Congruity, Attitudes and Customer Satisfaction on Customer Behavioural Intentions in Retail Environment. *Marketing Intelligence & Planning*, 26(2), 207–227. doi:10.1108/02634500810860638
- Ibrahim, Y., & Vignali, C. (2005). Predicting Consumer Patronage Behaviour in the Egyptian Fast Food Business. *Innovative Marketing*, 1(2), 60–76.
- Ismail, S., & Mohd Mokhtar, S. S. (2015a). Moderating Effect of Perceived Risk on the Relationship Between Product Safety and Intention. *Management Science Letters*, 5, 205–212. doi:10.5267/j.msl.2014.12.016
- Ismail, S., & Mohd Mokhtar, S. S. (2015b). The Antecedents of Herbal Product Actual Purchase in Malaysia. *Management Science Letters*, 5, 771–780. doi:10.5267/j.msl.2015.5.011
- Ismail, S., & Mohd Mokhtar, S. S. (2015c). The Moderating Effect of Perceived Benefit on the Relationship Between Attitude and Actual Purchase of Herbal Product in Malaysia. *International Journal of Business and Technopreneurship*, 5(3), 343–356. doi:10.5267/j.msl.2015.5.011
- Ivanova-Gongne, M. (2015). Culture in Business Relationship Interaction: An Individual Perspective. *Journal of Business & Industrial Marketing*, 30(5), 608–615. doi:10.1108/JBIM-01-2013-0002
- Jaafar, S. N., Pan, E. L., & Mohamad @Naba, M. (2012). Consumers' Perceptions, Attitudes and Purchase Intention Towards Private Label Food Products in Malaysia. *Asian Journal of Business and Management Sciences*, 2(8), 73–90.

- Jaafar, S. N., Pan, E. L., & Mohamed@Naba, M. (2012). Customers' Perceptions, Attitude and Purchase Intention Towards Private Label Food Products in Malaysia. *Asian Journal of Business and Management Sciences*, 2(8), 73–90.
- Jabatan Perangkaan Malaysia. (2015). *Malaysia At A Glance*. Retrieved from https://www.statistics.gov.my/index.php?r=column/cone&menu_id=ZmVrN2FoYnBvZE05T1AzK0RLcEtiZz09
- Jamal, J. A. (2006). Malay Traditional Medicine An Overview of Scientific and Technological Progress. *Tech Monitor*, (Nov/Dec), 37–49.
- Janssen, M., Heid, A., Hamm, U., Lucas, M. R., Röhrich, K., Marreiros, C., ... Böhm, S. (2009). Is There A Promising Market “In Between” Organic and Conventional Food? Analysis of Consumer Preferences. *Renewable Agriculture and Food Systems*, 24(03), 205–213. doi:10.1017/S1742170509990056
- Jantan, I. (2006). The Scientific Values of Malaysian Herbal Products. *Jurnal Sains Kesihatan Malaysia*, 4(1), 59–70.
- Janz, N. K., & Becker, M. H. (1984). The Health Belief Model: A Decade Later. *Health Education & Behavior*, 11(1), 1–47. doi:10.1177/109019818401100101
- Johri, L. M., & Sahasakmontri, K. (1998). Green marketing of cosmetics and toiletries in Thailand. *Journal of Consumer Marketing*, 15(3), 265–281. doi:10.1108/07363769810219134
- Joshi, Y., & Rahman, Z. (2015). *Factors Affecting Green Purchase Behaviour and Future Research Directions*. *International Strategic Management Review* (Vol. 3). Holy Spirit University of Kaslik. doi:10.1016/j.ism.2015.04.001
- Jr, J. F. H., Sarstedt, M., Hopkins, L., Kuppelwieser, V. G., & Hair, J. F. J. (2014). Partial least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26(2), 106–121.

doi:10.1108/EBR-10-2013-0128

Kacen, J. J., & Lee, J. A. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology, 12*(2), 163–176.

doi:10.1207/S15327663JCP1202_08

Kah, J. A., Lee, C.-K., & Lee, S.-H. (2016). Spatial- Temporal Distances in Travel Intention-Behavior. *Annals of Tourism Research, 57*, 160–175.

doi:10.1016/j.annals.2015.12.017

Kai, C., & Haokai, L. (2016). Factors Affecting Consumers ' Green Commuting. *Eurasia Journal of Mathematics, Science & Technology Education, 12*(3), 527–

538. doi:10.12973/iser.2016.2001a

Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green Marketing and Ajzen ' s Theory of Planned Behaviour : A Cross-Market Examination. *Journal of Consumer Marketing, 16*(5), 441–460.

Kamboj, V. P. (2000). Herbal Medicine. *Current Science, 78*(1), 35–51.

Kanchanapibul, M., Lacka, E., Wang, X., & Chan, H. K. (2014). An Empirical Investigation of Green Purchase Behaviour Among The Young Generation.

Journal of Cleaner Production, 66, 528–536. doi:10.1016/j.jclepro.2013.10.062

Kang, S.-Y., Deren, S., Andia, J., Colón, H. M., & Robles, R. (2004). Effects of Changes in Perceived Self-Efficacy on HIV Risk Behaviors Over Time. *Addictive Behaviors, 29*, 567–574. doi:10.1016/j.addbeh.2003.08.026

Kanodia, A. K., Legedza, A. T. R., Davis, R. B., Eisenberg, D. M., & Phillips, R. S.

(2010). Perceived Benefit of Complementary and Alternative Medicine (CAM) for Back Pain: A National Survey. *Journal of the American Board of Family*

Medicine : JABFM, 23(May-June), 354–362. doi:10.3122/jabfm.2010.03.080252

Kara, B. (2009). Herbal product use in a sample of Turkish patients undergoing

- haemodialysis. *Journal of Clinical Nursing*, 18(15), 2197–205.
doi:10.1111/j.1365-2702.2008.02730.x
- Kaufmann, H. R., Ali Khan Panni, M. F., & Orphanidou, Y. (2012). Factors Affecting Consumers' Green Purchasing Behavior: An Integrated Conceptual Framework. *Amfiteatru Economic*, XIV(31), 50–69.
- Kaur, R., Sharma, A., Kumar, R., & Kharb, R. (2011). Rising Trends towards Herbal Contraceptives. *Journal of Natural Product and Plant Resource*, 1(4), 5–12.
- Kautsar, A. P., Ayunovani, M. F. S., & Surahman, E. (2016). The Influence of Demographic, Social System, Communication System, and Herbal Characteristics on Purchase Decisions of Herbal Medicine in Indonesia. *Journal of Economics, Business and Management*, 4(3), 235–238. doi:10.7763/JOEBM.2016.V4.396
- Kavaliauske, M., & Ubartaite, S. (2014). Ethical Behaviour: Factors Influencing Intention To Buy Organic Products in Lithuania. *Economics & Management*, 19(1), 72–83. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=18226515&AN=95278294&h=Nv/s/g6vEbxtza2YC+fyADRDjRVk3s1Ft5w1EFtPYS8iXbLe5uGWp4qQv95TbOQFQwrVN1jc8hF06UOICR7CWw==&crl=c>
- Keh, H. T., & Sun, J. (2008). The Complexities of Perceived Risk in Cross-Cultural Services Marketing. *Journal of International Marketing*, 16(1), 120–146.
doi:10.1509/jimk.16.1.120
- Kelley, K., & Maxwell, S. E. (2003). Sample Size for Multiple Regression: Obtaining Regression Coefficients That Are Accurate, Not Simply Significant. *Psychological Methods*, 8(3), 305–321. doi:10.1037/1082-989X.8.3.305
- Kelly, J. P., Kaufman, D. W., Kelley, K., Rosenberg, L., Anderson, T. E., & Mitchell,

- A. A. (2005). Recent trends in use of herbal and other natural products. *Archives of Internal Medicine*, 165(3), 281–6. doi:10.1001/archinte.165.3.281
- Kemp, E., & Bui, M. (2011). Healthy brands: establishing brand credibility, commitment and connection among consumers. *Journal of Consumer Marketing*, 28/6(6), 429–437. doi:10.1108/073637611111165949
- Kevin, J., & Harter, J. K. (1997). *The Psychometric Utility of the Midpoint on a Likert Scale*.
- Khan, M. R. ., Chamhuri, S., & Farah, H. . (2015). Green Food Consumption in Malaysia: A Review of Consumers' Buying Motives. *International Food Research Journal*, 22(1), 131–138.
- Khan, T. M., Hassali, M. A., & Al-Haddad, M. S. M. (2011). Nutraceuticals Use Among the Inhabitants of Penang , Malaysia. *International Journal of Collaborative Research on Internet Medicine & Public Health*, 3(5), 402–414. Retrieved from <http://www.iomcworld.com/ijcrimph/ijcrimph-v03-n05-08.htm>
- Khang, H., Ki, E.-J., Park, I.-K., & Baek, S.-G. (2012). Exploring Antecedents of Attitude and Intention toward Internet Piracy Among College Students in South Korea. *Asian Journal of Business Ethics*, 1, 177–194. doi:10.1007/s13520-012-0017-5
- Khoo, S. T., & Ainley, J. (2005). Attitudes, Intentions and Participation. *Australian Council for Educational Research*, 41, 1–29.
- Kim, C., Ko, E., & Koh, J. (2016). Consumer Attitudes and Purchase Intentions Toward Fashion Counterfeits: Moderating the Effects of Types of Counterfeit Goods and Consumer Characteristics. *Journal of Global Fashion Marketing*, 7(1), 15–29. doi:10.1080/20932685.2015.1105109
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A Trust-Based Consumer Decision-

- Making Model in Electronic Commerce: The Role of Trust, Perceived Risk, and Their Antecedents. *Decision Support Systems*, 44, 544–564. doi:10.1016/j.dss.2007.07.001
- Kim, H. Y., & Chung, J.-E. (2011). Consumer Purchase Intention For Organic Personal Care Products. *Journal of Consumer Marketing*, 28(1), 40–47. doi:10.1108/07363761111101930
- Kim, J., & Lennon, S. J. (2013). Effects of Reputation and Website Quality on Online Consumers' Emotion, Perceived Risk and Purchase Intention: Based on the Stimulus-Organism-Response Model. *Journal of Research in Interactive Marketing*, 7(1), 33–56. doi:10.1108/17505931311316734
- Kim, M.-J., Lee, C.-K., Kim, W. G., & Kim, J.-M. (2013). Relationships between lifestyle of health and sustainability and healthy food choices for seniors. *International Journal of Contemporary Hospitality Management*, 25(4), 558–576. doi:10.1108/09596111311322925
- Kim, S., & Seock, Y.-K. (2009). Impacts of Health and Environmental Consciousness on Young Female Consumers' Attitude Towards and Purchase of Natural Beauty Products. *International Journal of Consumer Studies*, 33(6), 627–638. doi:10.1111/j.1470-6431.2009.00817.x
- Klepser, T. B., Doucette, W. R., Horton, M. R., Buys, L. M., Ernst, M. E., Ford, J. K., ... Klepser, M. E. (2000). Assessment of Patients' Perceptions and Beliefs Regarding. *Pharmacotherapy*, 20(1), 83–87.
- Ko, R. J. (2004). A U.S. perspective on the adverse reactions from traditional Chinese medicines. *Journal of the Chinese Medical Association : JCMA*, 67(3), 109–16. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/15181962>
- Kock, N. (2014). Advanced Mediating Effects Tests, Multi-Group Analyses, and

- Measurement Model Assessments in PLS-Based SEM. *International Journal of E-Collaboration*, 10(1), 1–13. doi:10.4018/ijec.2014010101
- Kok, G., & Ruiter, R. A. C. (2014). Who Has The Authority to Change A Theory? Everyone! A Commentary on Head and Noar. *Health Psychology Review*, 8(1), 61–64. doi:10.1080/17437199.2013.840955
- Kongsompong, K., Green, R. T., & Patterson, P. G. (2009). Collectivism and Social Influence in the Buying Decision: A Four-Country Study of Inter- and Intra-national Differences. *Australasian Marketing Journal*, 17, 142–149. doi:10.1016/j.ausmj.2009.05.013
- Koubaa, Y., Ulvoas, G., & Chew, P. (2011). The Dual Impact of Traditional and National Cultural Values on Expatriate Ethnic Groups' Attitudes and Willingness to Buy. *Asia Pacific Journal of Marketing and Logistics*, 23(5), 626–640. doi:10.1108/13555851111183066
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size For Research Activities. *Educational And Psychological Measurement*, 38, 607–610.
- Kriwy, P., & Mecking, R.-A. (2012). Health and Environmental Consciousness, Costs of Behaviour and The Purchase of Organic Food. *International Journal of Consumer Studies*, 36(1), 30–37. doi:10.1111/j.1470-6431.2011.01004.x
- Krosnick, J. A., & Fabrigar, L. R. (1997). Survey Measurement and Process Quality. In L. Lyberg, P. Biemer, M. Collins, E. De Leeuw, C. Dippo, N. Schwarz, & D. Trewin (Eds.), *Survey Measurement and Process Quality* (pp. 141–164). New York: John Wiley & Sons, Inc. doi:10.1002/9781118490013
- Kumar, M., Abdul Talib, S., & Ramayah, T. (2013). *Business Research Methods*. Shah Alam, Selangor: Oxford Fajar Sdn Bhd.
- Kura, K. M. (2014). *Organisational Formal Controls, Group Norms And Workplace*

- Deviance: The Moderating Role of Self-Regulatory Efficacy*. (Unpublished PhD thesis) Universiti Utara Malaysia.
- Kura, K. M., Mohd. Shamsudin, F., Chauhan, A., Own, S. Y., & Me, N. (2014). Influence of Organisational Formal Control, Group Norms, Self-Regulatory Efficacy on Workplace Deviance in the Nigerian Universities : Data Screening and Preliminary Analysis. In *The Seventh National Human Resource Management Conference* (pp. 127–135).
- Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting Intention to Choose Halal Products Using Theory of Reasoned Action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66–76.
doi:10.1108/17538390910946276
- Ladhari, R., Pons, F., Bressolles, G., & Zins, M. (2011). Culture and personal values: How they influence perceived service quality. *Journal of Business Research*, 64(9), 951–957. doi:10.1016/j.jbusres.2010.11.017
- Lai, C. K. M., & Cheng, E. W. L. (2015). Green Purchase Behavior of Undergraduate Students in Hong Kong. *The Social Science Journal*, 1–10.
doi:10.1016/j.soscij.2015.11.003
- Lalwani, A. K., & Shavitt, S. (2013). You Get What You Pay For? Self-Construal Influences Price-Quality Judgments. *Journal of Consumer Research*, 40(August), 255–267. doi:10.1086/670034
- Lasuin, C. A., & Ching, N. Y. (2014). Factors Influencing Green Purchase Intention among University Students. *Malaysian Journal of Business and Economics*, 1(2), 1–14.
- Lee, E. M., Jeon, J. O., Li, Q., & Park, H. H. (2015). The Differential Effectiveness of Scarcity Message Type on Impulse Buying: A Cross-Cultural Study. *Journal of*

Global Scholars of Marketing Science, 25(May), 142–152.
doi:10.1080/21639159.2015.1012811

Lee, J. A., & Kacen, J. J. (2008). Cultural Influences on Consumer Satisfaction With Impulse and Planned Purchase Decisions. *Journal of Business Research*, 61(3), 265–272. doi:10.1016/j.jbusres.2007.06.006

Lee, K.-H. (2000). Research and Future Trends In The Pharmaceutical Development Of Medicinal Herbs From Chinese Medicine. *Public Health Nutrition*, 3(4A), 515–22. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/11276300>

Lee, M.-C. (2009). Factors influencing the adoption of internet banking : An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications*, 8(3), 130–141. doi:10.1016/j.elerap.2008.11.006

Lee, S., Khang, Y.-H., Lee, M.-S., & Kang, W. (2002). Knowledge of, attitudes toward, and experience of complementary and alternative medicine in Western medicine- and oriental medicine-trained physicians in Korea. *American Journal of Public Health*, 92(12), 1994–2000. Retrieved from <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1447365&tool=pmcentrez&rendertype=abstract>

Leerapong, A., & Mardjo, A. (2013). Applying Diffusion of Innovation in Online Purchase Intention through Social Network : A Focus Group Study of Facebook in Thailand. *Information Management and Business Review*, 5(4), 144–154. doi:10.7763/JOEBM.2013.V1.68

Li, N., Robson, A., & Coates, N. (2013a). Chinese consumers' purchasing: impact of value and affect. *Journal of Fashion Marketing and Management*, 17(4), 486–508. doi:10.1108/JFMM-03-2013-0030

Li, N., Robson, A., & Coates, N. (2013b). Chinese consumers' purchasing: impact of

- value and affect. *Journal of Fashion Marketing and Management*, 17(4), 486–508.
doi:10.1108/JFMM-03-2013-0030
- Lim, N. (2003). Consumers' perceived risk: sources versus consequences. *Electronic Commerce Research and Applications*, 2, 216–228.
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35, 401–410. doi:10.1016/S2212-5671(16)00050-2
- Lin, P., Simoni, J. M., & Zemon, V. (2005). The Health Belief Model, Sexual Behaviors, and HIV Risk Among Taiwanese Immigrants. *AIDS Education and Prevention*, 17(5), 469–83. doi:10.1521/aeap.2005.17.5.469
- Lin, W.-B. (2008). Construction of On-line Consumer Behaviour Models: A Comparative Study of Industries in Taiwan. *Journal of Commerce and Management*, 18(2), 123–149.
- Lindell, M. K., & Whitney, D. J. (2001). Accounting for Common Method Variance in Cross-Sectional Research Designs. *Journal of Applied Psychology*, 86(1), 114–121. doi:10.1037//0021-9010.86.1.114
- Liobikienė, G., Mandravickaitė, J., & Bernatoniene, J. (2016). Theory of Planned Behavior Approach to Understand the Green Purchasing Behavior in the EU: A Cross-Cultural Study. *Ecological Economics*, 125, 38–46. doi:10.1016/j.ecolecon.2016.02.008
- Liu, M. T., Brock, J. L., Shi, G. C., Chu, R., & Tseng, T.-H. (2013). Perceived benefits, perceived risk, and trust: Influences on consumers' group buying behaviour. *Asia Pacific Journal of Marketing and Logistics*, 25(2), 225–248. doi:10.1108/13555851311314031

- Liu, R., Pieniak, Z., & Verbeke, W. (2013). Consumers' Attitudes and Behaviour Towards Safe Food in China: A Review. *Food Control*, 33(1), 93–104. doi:10.1016/j.foodcont.2013.01.051
- Lobb, A. E., Mazzocchi, M., & Traill, W. B. (2006). Risk Perception and Chicken Consumption in the Avian Flu Age: A Consumer Behaviour Study on Food Safety Information. In *American Agricultural Economics Association Annual Meeting* (pp. 23–26). Retrieved from <http://ageconsearch.umn.edu/bitstream/21464/1/sp06lo05.pdf>
- Lobb, A. E., Mazzocchi, M., & Traill, W. B. (2007). Modelling Risk Perception and Trust in Food Safety Information Within the Theory of Planned Behaviour. *Food Quality and Preference*, 18, 384–395. doi:10.1016/j.foodqual.2006.04.004
- Lockie, S., Lyons, K., Lawrence, G., & Mummery, K. (2002). Eating “Green”: Motivations Behind Organic Food Consumption in Australia. *Sociologia Ruralis*, 42(1), 23–40. doi:10.1111/1467-9523.00200
- Lodorfos, G. N., Mulvana, K. L., & Temperley, J. (2006). Consumer Behaviour: Experience, Price, Trust and Subjective Norm in OTC Pharmaceutical Market. *Special Edition on Customer Satisfaction - Global Perspective*, 41–66.
- Lohr, S. L. (2010). *Sampling: Design and Analysis* (Second Edi.). Boston, MA: Brooks/Cole.
- López-Mosquera García, N. (2016). Gender Differences, Theory of Planned Behavior and Willingness to Pay. *Journal of Environmental Psychology*, 45, 165–175. doi:10.1016/j.jenvp.2016.01.006
- Lustria, M. L. A., Noar, S. M., Cortese, J., Van Stee, S. K., Glueckauf, R. L., & Lee, J. (2013). A Meta-Analysis of Web-Delivered Tailored Health Behavior Change Interventions. *Journal of Health Communication*, 18(9), 1039–1069.

doi:10.1080/10810730.2013.768727

Lynch, N., & Berry, D. (2007). Differences in perceived risks and benefits of herbal , over-the-counter conventional , and prescribed conventional , medicines , and the implications of this for the safe and effective use of herbal products. *Complementary Therapies in Medicine*, 15, 84–91. doi:10.1016/j.ctim.2006.06.007

MacKenzie, S. B., & Podsakoff, P. M. (2012). Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies. *Journal of Retailing*, 88(4), 542–555. doi:10.1016/j.jretai.2012.08.001

Mackinnon, D. P., Lockwood, C. M., & Williams, J. (2004). Confidence Limits for the Indirect Effect: Distribution of the Product and Resampling Methods. *Multivariate Behavioral Research*, 39(1), 99–128. doi:10.1207/s15327906mbr3901

Magistris, T. De, & Gracia, A. (2008). The Decision To Buy Organic Food Products in Southern Italy. *British Food Journal*, 110(9), 929–947. doi:10.1108/00070700810900620

Magkos, F., Arvaniti, F., & Zampelas, A. (2006). Organic Food : Buying More Safety or Just Peace of Mind? A Critical. *Critical*, 56, 23–56. doi:10.1080/10408690490911846

Magnusson, M. K., Arvola, A., Hursti, U.-K. K., Åberg, L., & Sjöden, P.-O. (2003). Choice of organic foods is related to perceived consequences for human health and to environmentally friendly behaviour. *Appetite*, 40(2), 109–117. doi:10.1016/S0195-6663(03)00002-3

Mahomoodally, M. F., & Ramalingum, N. (2015). An Investigation Into the Consumption Patterns, Attitude, and Perception of Mauritians Towards Common

- Medicinal Food Plants. *Journal of Herbal Medicine*, 5(2), 99–112.
doi:10.1016/j.hermed.2015.04.006
- Maiyaki, A. A. (2012). *Influence of Service Quality, Corporate Image, Perceived Value, Switching Cost and Culture on Customer Behavioural Responses in the Nigerian Banks*. (Unpublished PhD thesis) Universiti Utara Malaysia.
- Maiyaki, A. A., & Mohd Mokhtar, S. S. (2011). Determinants of Customer Behavioural Responses : A Pilot Study. *International Business Research*, 4(1), 193–197.
- Maldonado, U. P. T., Khan, G. F., Moon, J., & Rho, J. J. (2011). E-learning Motivation and Educational Portal Acceptance in Developing Countries. *Online Information Review*, 35(1), 66–85. doi:10.1108/14684521111113597
- Malhotra, N. K. (2009). *Basic Marketing Research A Decision-Making Approach* (Third Edit.). Upper Saddle River, New Jersey: Prentice Hall.
- Malhotra, N. K. (2015). *Essentials of Marketing Research A Hands-On Orientation* (Student Ed.). Upper Saddle River, New Jersey: Pearson Education Inc.
- Malviya, S., Saluja, M. S., & Thakur, A. S. (2013). A Study on the Factors Influencing Consumer' s Purchase Decision towards Smartphones in Indore. *International Journal of Advance Research in Computer Science and Management Studies*, 1(6), 14–21.
- Mansoor, D., Durra, M., & Jalal, A. (2011). The Global Business Crisis and Consumer Behavior : Kingdom of Bahrain as a Case Study. *International Journal of Business and Management*, 6(1).
- Mao, J. J., Palmer, S. C., Desai, K., Li, S. Q., Armstrong, K., & Xie, S. X. (2012). Development and Validation of an Instrument for Measuring Attitudes and Beliefs about Complementary and Alternative Medicine (CAM) Use Among Cancer Patients. *Evidence-Based Complementary and Alternative Medicine*, 1–8.

doi:10.1155/2012/798098

- Mariana, C. L., Raluca, G. I., & Gratiela, G. (2009). Culture - Major Determinant of The European Consumer Behavior. *Annales Universitatis Apulensis Series Oeconomica*, *11*(2), 1019–1024.
- Marinac, J. S., Buchinger, C. L., Godfrey, L. A., Wooten, J. M., Sun, C., & Willsie, S. K. (2007). Herbal Products and Dietary Supplements: A Survey of Use, Attitudes, and Knowledge Among Older Adults. *World Health*, *107*(1), 13–23.
- Mason, W. A., Conrey, F. R., & Smith, E. R. (2007). Situating Social Influence Processes: Dynamic, Multidirectional Flows of Influence Within Social Networks. *Personality and Social Psychology Review*, *11*, 279–300.
doi:10.1177/1088868307301032
- Mat Ali, R. (2005). Harnessing the Cures from Malaysian Rain-Forest. In *Proceedings of the 6th National Congress on Genetics* (pp. 4–9).
- Mazhar, H., Harkin, E. F., Foster, B. C., & Harris, C. S. (2016). Complementary and Alternative Medicine use in Pediatric Attention-Deficit Hyperactivity Disorder (ADHD): Reviewing the Safety and Efficacy of Herbal Medicines. *Current Developmental Disorders Reports*, 1–10. doi:10.1007/s40474-016-0074-x
- Mazzocchi, M., Lobb, A., Traill, W. B., & Cavicchi, A. (2008). Food Scares and Trust: A European Study. *Journal of Agricultural Economics*, *59*(1), 2–24.
doi:10.1111/j.1477-9552.2007.00142.x
- McCarthy, M., de Boer, M., O'Reilly, S., & Cotter, L. (2003). Factors Influencing Intention to Purchase Beef In The Irish Market. *Meat Science*, *65*(3), 1071–1083.
doi:10.1016/S0309-1740(02)00325-X
- McCarthy, M., & Henson, S. (2005). Perceived Risk and Risk Reduction Strategies in the Choice of Beef by Irish Consumers. *Food Quality and Preference*, *16*, 435–

445. doi:10.1016/j.foodqual.2004.08.003

- McClenahan, C., Shevlin, M., Adamson, G., Bennett, C., & O'Neill, B. (2007). Testicular Self-Examination: A Test of the Health Belief Model and the Theory of Planned Behaviour. *Health Education Research*, 22(2), 272–284. doi:10.1093/her/cyl076
- McCole, P., Ramsey, E., & Williams, J. (2010). Trust Considerations on Attitudes Towards Online Purchasing: The Moderating Effect of Privacy and Security Concerns. *Journal of Business Research*, 63(9-10), 1018–1024. doi:10.1016/j.jbusres.2009.02.025
- McEachan, R. R. C., Conner, M., Taylor, N. J., & Lawton, R. J. (2011). Prospective Prediction of Health-Related Behaviours With The Theory of Planned Behaviour: A Meta-Analysis. *Health Psychology Review*, 5(2), 97–144. doi:10.1080/17437199.2010.521684
- Meyer-Höfer, M. Von, Olea-Jaik, E., Padilla-Bravo, C., & Spiller, A. (2015). Mature And Emerging Organic Markets: Modelling Consumer Attitude And Behaviour With Partial Least Square Approach. *Journal of Food Product Marketing*, 1–28. doi:10.1080/10454446.2014.949971
- Michaelidou, N., & Hassan, L. M. (2008). The Role of Health Consciousness , Food Safety Concern and Ethical Identity On Attitudes and Intentions Towards Organic Food. *Internal Journal of Consumer Studies*, 32, 163–170. doi:10.1111/j.1470-6431.2007.00619.x
- Mihaela-Roxana, I., & Yoon, C. C. (2010). Analyzing The Effects Of Product Label Message On Consumers' Attitude and Intention. *Journal of Business & Economic Research*, 8(11), 125–136.
- Millan, E., De Pelsmacker, P., & Wright, L. T. (2013). Clothing Consumption in Two

- Recent EU Member States: A Cross-Cultural Study. *Journal of Business Research*, 66(8), 975–982. doi:10.1016/j.jbusres.2011.12.020
- Mitchell, V.-W. (1999). Consumer Perceived Risk: Conceptualisations and Models. *European Journal of Marketing*, 33(1/2), 163–195. doi:10.1108/03090569910249229
- Mitha, S., Nagarajan, V., Gohar Babar, M., Ahmad Siddiqui, M. J., & Qasim Jamshed, S. (2013). Reasons of using complementary and alternative medicines (CAM) among elderly Malaysians of Kuala Lumpur and Selangor states : An exploratory study. *Journal of Young Pharmacists*, 5, 50–53. doi:10.1016/j.jyp.2013.05.002
- Mohamed Omar, K., Nik Mat, N. K., Ahmed Imhemed, G., & Mahdi Ahamed Ali, F. (2012). The Direct Effects of Halal Product Actual Purchase Antecedents among the International Muslim Consumers. *American Journal of Economics*, 2(4), 87–92. doi:10.5923/j.economics.20120001.20
- Mohammed Esmail Al-Ekam, J., Nik Mat, N. K., Md. Salleh, S., Baharom, N., Tuan Teh, T. R., & Noh, Noor Aida Hussain, N. E. (2012). The Influence of Trust, Advertising, Family on Intention and Actual Purchase of Local Brand in Yemen. *American Journal of Economics*, 2(June), 64–68. doi:10.5923/j.economics.20120001.15
- Mohd Noor, N. A., Salleh, H. S., Mohd Nafi, N., & Muhammad, A. (2014). Functional Food Product Consumption Among Malaysia Consumers: The Relationship Between Intention and Actual Behaviour. In *Proceedings of the Australia Academy of Business and Sosial Science Conference* (pp. 1–7).
- Mohd Suki, N. (2014). Students' Demand for Smartphone: Structural Relationship of Product Features, Brand Name, Product Price and Social Influence. *Campus-Wide Information Systems*, 30(4), 236–248. Retrieved from

<http://dx.doi.org/10.1108/CWIS-11-2013-0062>

- Mohd Suki, N., & Abang Salleh, A. S. (2016). Does Halal Image Strengthen Consumer Intention to Patronize Halal Store? Some Insights From Malaysia. *Journal of Islamic Marketing*, 7(1), 1–12. doi:10.1108/17590831311306336
- Mohd Zahran, M. Z., Rezai, G., & Mohamed, Z. (2012). Predicting Consumer Intention to Shop Herbal Products Online: An Empirical Investigation. In *2nd International Conference On Management (2nd ICM 2012) Proceeding* (pp. 984–995).
- Mokhtar, N., & Chan, S. C. (2006). Use of Complementary Medicine Amongst Asthmatic Patients in Primary Care. *Medical Journal Malaysia*, 61(1), 125–127.
- Mondelaers, K., Verbeke, W., & Van Huylenbroeck, G. (2009). Importance Of Health And Environment As Quality Traits In The Buying Decision of Organic Products. *British Food Journal*, 111(10), 1120–1139. doi:10.1108/00070700910992952
- Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, Product Type, and Price Influences on Consumer Purchase Intention to Buy Personalized Products Online. *Journal of Business Research*, 61(1), 31–39. doi:10.1016/j.jbusres.2006.05.012
- Moon, S., & Song, R. (2015). The Roles of Cultural Elements in International Retailing of Cultural Products: An Application to the Motion Picture Industry. *Journal of Retailing*, 91(1), 154–170. doi:10.1016/j.jretai.2014.12.002
- Moradi Kor, N., Didarshetaban, M. B., & Saeid Pour, H. R. (2013). Fenugreek (*Trigonella Foenum-Graecum L.*) As a Valuable Medicinal Plant. *International Journal of Advanced Biological and Biomedical Research*, 1(8), 922–931.
- Retrieved from www.ijabbr.com/pdf_7851_bbd8fa7701b237d7746306a9df24e736.html
- Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do purchase intentions predict sales? *International Journal of Forecasting*, 23, 347–364.

doi:10.1016/j.ijforecast.2007.05.015

- Mostafa, M. M. (2007). A Hierarchical Analysis of the Green Consciousness of the Egyptian Consumer. *Psychology & Marketing*, 24(5), 445–473. doi:10.1002/mar
- Ms, Y. W., Raab, C., Georgiou, C., Dunton, N., & Yao-lin, W. (2004). Herbal and Vitamin / Mineral Supplement Use by Retirement Community Residents : Preliminary Findings. *Journal of Nutrition for The Elderly*, 23(3), 37–41.
- Mukhtar, A., & Butt, M. M. (2012). Intention to Choose Halal products: The Role of Religiosity. *Journal of Islamic Marketing*, 3(2), 108–120. doi:10.1108/17590831211232519
- Muthusamy, G. (2011). *Behavioral Intention to Use Forensic Accounting Services for the Detection and Prevention of Fraud by Large Malaysian Companies*. Curtin University.
- Natchaya, C., & Siriluck, R. (2010). Determining the Online Purchasing Loyalty for Thai Herbal Products. *World Academy of Science Engineering and Technology*, 64, 453–456.
- Ndubisi, N. O., & Chew, T. M. (2006). Awereness and Usage of Promotion Tools by Malaysian Consumers: The Case of Low Involment Products. *Management Research News*, 29(1/2), 28–40.
- Nejad, L. M., Wertheim, E. H., & Greenwood, K. M. (2005). Comparison of the Health Belief Model and the Theory of Planned Behaviour in the Prediction of Dieting and Fasting Behaviour . *E-Journal of Applied Psychology: Social Section*, 1(1), 63–74.
- Neuman, L. W. (2009). *Social Research Methods: Qualitative and Quantitative Approaches* (Seventh Ed.). Pearson.
- New Strait Times. (2012). Dangerous sex, slimming aids seized. *New Strait Times*.

- Newsom, J. T., McFarland, B. H., Kaplan, M. S., Huguet, N., & Zani, B. (2005). The Health Consciousness Myth: Implications of the near independence of major health behaviors in the North American population. *Social Science & Medicine* (1982), 60(2), 433–7. doi:10.1016/j.socscimed.2004.05.015
- Nguyen, P. T. (2009). A Comparative Study Of The Intention To Buy Organic Food Between Consumers In Northern And Southern Vietnam.
- Nilsson, M., Trehn, G., & Asplund, K. (2001). Use of complementary and alternative medicine remedies in Sweden . A population-based longitudinal study within the northern Sweden MONICA Project. *Journal of Internal Medicine*, 250, 225–233.
- Noar, S. M., Benac, C. N., & Harris, M. S. (2007). Does Tailoring Matter? Meta-Analytic Review of Tailored Print Health Behavior Change Interventions. *Psychological Bulletin*, 133(4), 673–693. doi:10.1037/0033-2909.133.4.673
- Noar, S. M., & Head, K. J. (2014). Mind the Gap: Bringing Our Theories in Line With the Empirical Data – A Response To Commentaries. *Health Psychology Review*, 8(1), 65–69. doi:10.1080/17437199.2013.855593
- Noar, S. M., & Zimmerman, R. S. (2005). Health Behavior Theory and Cumulative Knowledge Regarding Health Behaviors: Are We Moving in the Right Direction? *Health Education Research*, 20(3), 275–90. doi:10.1093/her/cyg113
- Nor Azila, M. N., Sheau-Fen Yap, Liew, K.-H., & Rajah, E. (2014). Consumer Attitudes Toward Dietary Supplements Consumption. *International Journal of Pharmaceutical and Healthcare Marketing*, 8(1), 6–26. doi:10.1108/IJPHM-04-2013-0019
- Nunnally, J. C. (1978). *Psychometric Theory* (2nd Editio.). New York: McGraw-Hill.
- O'Connor, E. L., & White, K. M. (2009). Intentions and willingness to use complementary and alternative medicines: what potential patients believe about

- CAMs. *Complementary Therapies in Clinical Practice*, 15(3), 136–40.
doi:10.1016/j.ctcp.2009.03.003
- Omar, U. H., & Putit, L. (2012). Consumer Behavioral Intention to use Complementary Alternative Medicine. In *3rd International Conference on Business and Economic Research - 3rd ICBER 2012* (pp. 116–120). doi:10.7763/IPEDR.
- Omondi, D. O., Walingo, M. K., Mbagaya, G. M., & Othuon, L. O. A. (2010). Advancing the Theory of Planned Behavior within Dietary and Physical Domains among Type 2 Diabetics: A Mixed Methods Approach. *World Academy of Science Engineering and Technology*, 4(7), 64–71.
- Onwezen, M. C., Bartels, J., & Antonides, G. (2014). Environmentally friendly consumer choices: Cultural differences in the self-regulatory function of anticipated pride and guilt. *Journal of Environmental Psychology*, 40, 239–248.
doi:10.1016/j.jenvp.2014.07.003
- Orji, R., Vassileva, J., & Mandryk, R. (2012). Towards an Effective Health Interventions Design: An Extension of the Health Belief Model. *Online Journal of Public Health Informatics*, 4(3). doi:10.5210/ojphi.v4i3.4321
- P.Pomsanam, K.Napompech, & S.Suwanmaneepong. (2014). An Exploratory Study on the Organic Food Purchase Intention Among Thai-Cambodian Cross-Border Consumers. *Asian Journal of Applied Sciences*, 7(5), 294–305.
doi:10.3923/ajaps.2014.294.305
- Pal, S. K. (2002). Complementary and Alternative Medicine: An overview. *Current Science*, 82(5), 518–524.
- Pallant, J. (2005). *SPSS Survival Manual*. Crown Nest, NSW: Allen & Unwin.
- Pappas, N. (2016). Marketing Strategies, Perceived Risks, and Consumer Trust in Online Buying Behaviour. *Journal of Retailing and Consumer Services*, 29, 92–

103. doi:10.1016/j.jretconser.2015.11.007

Parle, M., & Bansap, N. (2005). Herbal Medicines: Are they safe? *Natural Product Radiance*, 5(1), 6–14.

Paul, J., Modi, A., & Patel, J. (2016). Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action. *Journal of Retailing and Consumer Services*, 29, 123–134. doi:10.1016/j.jretconser.2015.11.006

Paul, J., & Rana, J. (2012). Consumer Behavior and Purchase Intention For Organic Food. *Journal of Consumer Marketing*, 29(6), 412–422. doi:10.1108/07363761211259223

Pavlou, P. A., & Chai, L. (2002). What Drives Electronic Commerce Across Cultures? Across-Cultural Empirical Investigation of the Theory of Planned Behavior. *Journal of Electronic Commerce Research*, 3(4), 240–253. doi:10.1.1.144.1549

Pavlou, P. A., & Fygenon, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behaviour. *MIS Quarterly*, 30(1), 115–143.

Pawlak, R., Brown, Æ. D., Kay, Æ. M., Connell, C., Yadrick, Æ. K., & Blackwell, A. (2008). Theory of Planned Behavior and Multivitamin Supplement Use in Caucasian College Females. *Journal Primary Prevention*, 29(1), 57–71. doi:10.1007/s10935-007-0112-x

Pemer, F., Sieweke, J., Werr, A., Birkner, S., & Mohe, M. (2014). The Cultural Embeddedness of Professional Service Purchasing-A Comparative Study of German and Swedish Companies. *Journal of Purchasing and Supply Management*, 20(4), 273–285. doi:10.1016/j.pursup.2014.05.002

Peng, D. X., & Lai, F. (2012). Using Partial Least Squares in Operations Management Research: A Practical Guideline and Summary of Past Research. *Journal of*

- Operations Management*, 30(6), 467–480. doi:10.1016/j.jom.2012.06.002
- Picón, A., Castro, I., & Roldán, J. L. (2014). The Relationship Between Satisfaction and Loyalty: A Mediator Analysis. *Journal of Business Research*, 67(5), 746–751. doi:10.1016/j.jbusres.2013.11.038
- Pino, G., Amatulli, C., De Angelis, M., & Peluso, A. M. (2015). The Influence of Corporate Social Responsibility on Consumers' Attitudes and Intentions Toward Genetically Modified Foods: Evidence from Italy. *Journal of Cleaner Production*, 112(Part 4), 2861–2869. doi:10.1016/j.jclepro.2015.10.008
- Pino, G., Peluso, A. M., & Guido, G. (2012). Determinants of Regular and Occasional Consumers' Intentions to Buy Organic Food. *Journal of Consumer Affairs*, 46(1), 157–169. doi:10.1111/j.1745-6606.2012.01223.x
- 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. *The Journal of Applied Psychology*, 88(5), 879–903. doi:10.1037/0021-9010.88.5.879
- Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of Method Bias in Social Science Research and Recommendations on How to Control It. *Annual Review of Psychology*, 63, 539–569. doi:10.1146/annurev-psych-120710-100452
- Podsakoff, P. M., & Organ, D. W. (1986). Self-Reports in Organizational Research: Problems and Prospects. *Journal of Management*, 12, 531–544. doi:10.1177/014920638601200408
- Poon, P., Albaum, G., & Chan, P. S.-F. (2012). Managing trust in direct selling relationships. *Marketing Intelligence & Planning*, 30(5), 588–603. doi:10.1108/02634501211251070

- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models. *Behavior Research Methods, Instrument, & Computera*, 36(4), 717–731.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891. doi:10.3758/BRM.40.3.879
- Qing, P., Lobo, A., & Chongguang, L. (2012). The impact of lifestyle and ethnocentrism on consumers' purchase intentions of fresh fruit in China. *Journal of Consumer Marketing*, 29(1), 43–51. doi:10.1108/07363761211193037
- Raghavendra, H., Yogesh, H., Gopalakrishna, B., Chandrashekhara, V., Sathis Kumar, B., & Kumar, V. (2009). An Overview Of Herbal Medicine. *International Journal of Pharmaceutical Sciences*, 1(1), 1–20.
- Rahbar, E., & Wahid, N. A. (2010). The Malaysian Consumer and the Environment : Purchase Behavior. *Global Business and Management Research: An International Journal*, 2(4), 323–336.
- Rajamma, R. K., & Pelton, L. E. (2010). Choosing Non-Conventional Treatments: Consumers' Attempt At Controlling Health Care. *Journal of Consumer Marketing*, 27(2), 127–138. doi:10.1108/07363761011027231
- Ramayah, T., Lee, J. W. C., & In, J. B. C. (2011). Network Collaboration and Performance in the Tourism Sector. *Service Business*, 5(4), 411–428. doi:10.1007/s11628-011-0120-z
- Ramayah, T., Lee, J. W. C., Mohamad, O., Wai, J., & Lee, C. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419–1427. doi:10.1016/j.resconrec.2010.06.007

- Ramayah, T., Mohd Aizzat, N., Mohd Nasser, N., & Quah, B. S. (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.
- Ramayah, T., Yeap, J. A. ., & Ignatius, J. (2013). An Empirical Inquiry on Knowledge Sharing Among Academicians in Higher Learning Institutions. *Minerva*, 51(2), 131–154. doi:10.1007/s11024-013-9229-7
- Ramli, N., & Abdul, N. (2001). Awareness of Eco-label in Malaysia ' s Green Marketing Initiative, 4(8), 132–141.
- Randall, D. M., & Wolff, J. A. (1994). The Time Interval in the Intention-Behaviour Relationship: Meta-Analysis. *British Journal of Social Psychology*, 33, 405–418. doi:10.1111/j.2044-8309.1994.tb01037.x
- Rashotte, L. (2007). Social Influence. In G. Ritzer (Ed.), (pp. 4426–4429). Oxford: Blackwell Publishing.
- Raynor, D. K., Dickinson, R., Knapp, P., Long, A. F., & Nicolson, D. J. (2011). Buyer beware? Does the information provided with herbal products available over the counter enable safe use? *BMC Medicine*, 9(94), 1–8. doi:10.1186/1741-7015-9-94
- 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, 332–344. doi:10.1016/j.ijresmar.2009.08.001
- Rezai, G., Mohamed, Z. A., Shamsudin, M. N., & Chiew, F. E. (2009). Concerns for halalness of halal-labelled food products among Muslim consumers in Malaysia : Evaluation of selected demographic factors. *Economic and Technology Management Review*, 4, 65–73.
- Rezai, G., Mohamed, Z., & Shamsudin, M. N. (2011). Malaysian Consumer's

- Perceptive Towards Purchasing Organically Produce Vegetable. In *2nd International Conference on Business and Economic Research* (pp. 1774–1783).
- Rezai, G., Mohamed, Z., & Shamsudin, M. N. (2015). Can Halal Be Sustainable? Study on Malaysian Consumers' Perspective. *Journal of Food Products Marketing*, (June), 1–13. doi:10.1080/10454446.2014.883583
- Rezai, G., Mohamed, Z., Shamsudin, M. N., Chiew, F. E., Nasir, M., & Chiew, E. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. *International Food Research*, 17, 667–674.
- Rezai, G., Phuah, K. T., Mohamed, Z., & Shamsudin, M. N. (2013). Consumer Willingness to Pay for Green Food in Malaysia. *Journal of International Food & Agribusiness Marketing*, 25, 1–18. doi:10.1080/08974438.2013.798754
- Rezai, G., Sumin, V., Mohamed, Z., Shamsudin, M. N., & Sharifuddin, J. (2016). Implementing Green Practices as Sustainable Innovation Among Herbal-Based SME Entrepreneurs. *Journal of Food Products Marketing*, 22(1), 1–18. doi:10.1080/10454446.2015.1048030
- Rezai, G., Teng, P. K., Mohamed, Z., & Shamsudin, M. N. (2012). Functional Food Knowledge and Perceptions among Young Consumers in Malaysia. *International Journal of Economic and Management Sciences*, 6, 28–33.
- Rezai, G., Zahran, M. Z. M., & Mohamed, Z. (2013). Factors Influencing Malaysian Consumers Online Purchase of Herbal Products. *Pertanika Journal Social Science & Human*, 21(S), 109–122.
- Rhodes, R., & Courneya, K. (2004). Differentiating Motivation and Control in the Theory of Planned Behavior. *Psychology, Health & Medicine*, 9(2), 205–215. doi:10.1080/13548500410001670726
- Rhodes, R. E. (2014). Improving Translational Research in Building Theory: A

- Commentary on Head and Noar. *Health Psychology Review*, 8(1), 57–60.
doi:10.1080/17437199.2013.814921
- Rhodes, R. E., & De Bruijn, G. J. (2013). How Big is the Physical Activity Intention-Behaviour Gap? A Meta-Analysis Using the Action Control Framework. *British Journal of Health Psychology*, 18(2), 296–309. doi:10.1111/bjhp.12032
- Richards, I., Tesson, S., Porter, D., Phillips, K.-A., Rankin, N., Musiello, T., ... Butow, P. (2016). Predicting Women's Intentions for Contralateral Prophylactic Mastectomy: An Application of an Extended Theory of Planned Behaviour. *European Journal of Oncology Nursing*, 21, 57–65.
doi:10.1016/j.ejon.2015.12.002
- Rifie, H. A., Turner, S., Rojas-Guyler, L., & Riffe, H. A. (2008). The Diverse Faces of Latinos in the Midwest: Planning for Service Delivery and Building Community. *Health & Social Work*, 33(2), 101–110. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/18510124>
- Rimal, A. (2005). Meat Labels: Consumer Attitude and Meat Consumption Pattern. *International Journal of Consumer Studies*, 29, 47–54.
- 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), iii–xiv.
- Ringle, C. M., Wende, S., & Becker, J.-M. (2015). SmartPLS. Boenningstedt, Germany: SmartPLS GmbH. Retrieved from www.smartpls.com
- Ritho, M., Klepser B., T., Doucette R., W., & Itho, M. I. R. (2002). Influence On Consumer Adoption Of Herbal Therapies. *Drug Information Journal*, 36(3), 179–186.
- Ritter, Á. M., Borchardt, M., Vaccaro, G. L. R., Pereira, G. M., & Almeida, F. (2015). Motivations for Promoting the Consumption of Green Products in an Emerging

- Country: Exploring Attitudes of Brazilian Consumers. *Journal of Cleaner Production*, 106, 507–520. doi:10.1016/j.jclepro.2014.11.066
- Rivis, A., & Sheeran, P. (2003). Descriptive Norms as an Additional Predictor in the Theory of Planned Behaviour: A Meta-Analysis. *Current Psychology*, 22(3), 218–233. doi:10.1007/s12144-003-1018-2
- Rizal, H., Jeng, D. J. F., & Chang, H. H. (2015). The Role of Ethnicity in Domestic Intercultural Service Encounters. *Service Business*, 1–20. doi:10.1007/s11628-015-0267-0
- Rosenstock, I. M. (1974). Historical Origins of the Health Belief Model. *Health Education Monographs*, 2(4), 328–335.
- Rosenstock, I. M., Strecher, V. J., & Becker, M. H. (1988). Social Learning Theory and the Health Belief Model. *Health Education & Behavior*, 15(2), 175–183. doi:10.1177/109019818801500203
- Rosenstock, I. M., Strecher, V. J., & Becker, M. H. (1994). The Health Belief Model and HIV Risk Behavior Change. In *Preventing AIDS Theories and Methods of Behavioral Interventions* (pp. 2–24). New York: Springer Science+Business Media,LLC.
- Rotblatt, M. D. (1999). Herbal Medicine: A Practical Guide To Safety and Quality Assurance. *The Western Journal of Medicine*, 171, 172–175. Retrieved from <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1305803&tool=pmcentrez&rendertype=abstract>
- Rowe, R., Andrews, E., Harris, P. R., Armitage, C. J., McKenna, F. P., & Norman, P. (2016). Identifying Beliefs Underlying Pre-Drivers' Intentions to Take Risks: An Application of the Theory of Planned Behaviour. *Accident Analysis & Prevention*, 89, 49–56. doi:10.1016/j.aap.2015.12.024

- Ruiz de Maya, S., López-López, I., & Munuera, J. L. (2011a). Organic food consumption in Europe: International segmentation based on value system differences. *Ecological Economics*, 70(10), 1–9. doi:10.1016/j.ecolecon.2011.04.019
- Ruiz de Maya, S., López-López, I., & Munuera, J. L. (2011b). Organic Food Consumption in Europe: International Segmentation Based on Value System Differences. *Ecological Economics*, 70(10), 1767–1775. doi:10.1016/j.ecolecon.2011.04.019
- Ruiz, D. M., Gremler, D. D., Washburn, J. H., & Cepeda, G. C. (2010). Reframing Customer Value in a Service-Based Paradigm: An Evaluation of a Formative Measure in a Multi-industry, Cross-cultural Context. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares Concept, Methods and Applications* (pp. 535–566). Springer Berlin Heidelberg.
- Saad, B., Azaizeh, H., Abu-Hijleh, G., & Said, O. (2006). Safety of Traditional Arab Herbal Medicine. *Complementary and Alternative Medicine*, 3(4), 433–439. doi:10.1093/ecam/nel058
- Saad, B., Azaizeh, H., & Said, O. (2005). Tradition and Perspectives of Arab Herbal Medicine: A Review. *Complementary and Alternative Medicine*, 2(4), 475–479. doi:10.1093/ecam/neh133
- Saba, A., & Messina, F. (2003). Attitudes Towards Organic Foods and Risk/Benefit Perception Associated with Pesticides. *Food Quality and Preference*, 14(8), 637–645. Retrieved from <http://www.sciencedirect.com/science/article/pii/S095032930200188X>
- Sadati, S. A., & Mohammadi, Y. (2012). Key Values Influence Consumer Intention Towards Organic Food in Iran. *Research Journal of Applied Sciences*,

- Engineering and Technology*, 4(14), 2055–2060.
- Sahoo, N., Manchikanti, P., & Dey, S. (2010). Herbal drugs: standards and regulation. *Fitoterapia*, 81(6), 462–471. doi:10.1016/j.fitote.2010.02.001
- Sakaran, U. (2003). *Research Methods For Business: Skill Building Approach*. Singapore: Johd Wiley & Sons Ltd.
- Salazar, H. A., Oerlemans, L., & Van Stroe-Biezen, S. (2013). Social Influence on Sustainable Consumption: Evidence From A Behavioural Experiment. *International Journal of Consumer Studies*, 37(2), 172–180. doi:10.1111/j.1470-6431.2012.01110.x
- Saleki, Z. S., Seyedsaleki, S. M., & Rahimi, M. R. R. (2012). Organic Food Purchasing Behaviour in Iran. *International Journal of Business and Social Science*, 3(13), 278–285.
- Salkind, N. J. (2012). *Exploring Research* (8th Editio.). Upper Saddle River, New Jersey: Pearson Education Inc.
- Salleh, H. S., Mohd Noor, N. A., Nik Mat, N. H., Yusof, Y., & Mohamed, W. N. (2015). The Consumption Of Functional Food In Malaysia: Their Profiles And Behaviours. *International Business & Economic Research Journal*, 14(4), 726–734.
- Sassenberg, K., Matschke, C., & Scholl, A. (2011). The Impact of Discrepancies from Ingroup Norms on Group Members ' Well-Being and Motivation. *European Journal of Social Psychology*, 41, 886–897.
- Satyapan, N., Patarakitvanit, S., Temboonkiet, S., Vudhironarit, T., & Tankanitlert, J. (2010). Herbal Medicine: Affecting Factors and Prevalence of Use Among Thai Population in Bangkok. *Journal of the Medical Association of Thailand*, 93(6), S139–S144. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/21284139>

- Savory-posselius, M. (2004). Herbology. *Home Health Care Management & Practice*, 16(6), 456–463. doi:10.1177/1084822304265855
- Schiffman, L. ., & Kanuk, L. . (1994). *Consumer Behavior* (5th ed.). New Jersey: Prentice Hall.
- Schippmann, U., Leaman, D., & Cunningham, A. B. (2006). A Comparison Of Cultivation and Wild Collection of Medical and Aromatic Plants Under Sustainability Aspects. *Medicinal and Aromatic Plants*, 75–95.
- Schippmann, U., Leaman, D. J., & Cunningham, A. B. (2002). Impact of Cultivation and Gathering of Medicinal Plants on Biodiversity: Global Trends and Issues. *Biodiversity and the Ecosystem Approach in Agriculture, Forestry and Fisheries*, 1–21.
- Schmidt, K., Jacobs, P. A., & Barton, A. (2002). Cross-Cultural Differences in GPs ' Attitudes Towards Complementary And Alternative Medicine: A Survey Comparing Regions Of The UK and Germany. *Complementary Therapies in Medicine*, 10, 141–147. doi:10.1016/S0965-2299(02)00056-0
- Schumacker, R. E., & Lomax, R. G. (2010). *A Beginner's Guide to Structural Equation Modeling* (Third Edit.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Sekaran, U., & Bougie, R. (2009). *Research Methods For Business A Skill-Building Approach* (Fifth Edit.). West Sussex: Johd Wiley & Sons Ltd.
- Selya, A. S., Rose, J. S., Dierker, L. C., Hedeker, D., & Mermelstein, R. J. (2012). A Practical Guide to Calculating Cohen's f^2 , A Measure of Local Effect Size, from PROC MIXED. *Method Article*, 3, 1–6. doi:10.3389/fpsyg.2012.00111
- Seol, S., Lee, H., & Zo, H. (2016). Exploring Factors Affecting the Adoption of Mobile Office in Business: An Integration of TPB With Perceived Value. *International Journal of Mobile Communications*, 14(1), 1. doi:10.1504/IJMC.2016.073341

- Shafiq, R., Raza, I., & Zia-ur-rehman, M. (2011). Analysis of the factors Affecting Customers' Purchase Intention: The Mediating Role of Perceived Value. *African Journal of Business Management*, 5(26), 10577–10585. doi:10.5897/AJBM10.1088
- Shagal, M. H., Kubmarawa, D., & Idi, Z. (2012). Phytochemical Screening and Antimicrobial Activity of Roots, Stem-Bark and Leave Extracts of *Grewia Mollis*. *African Journal of Biotechnology*, 11(51), 11350–11353. doi:10.5897/AJB11.3938
- Shaharudin, M. R., Pani, J. J., Wan Mansor, S., & Jamel Elias, S. (2010). Factors Affecting Purchase Intention of Organic Food in Malaysia 's Kedah State. *Cross-Cultural Communication*, 6(2), 105–116.
- Sharaf, M. A., Isa, F. M., & Al-Qasa, K. (2015). Young Consumers' Intention Towards Future Green Purchasing in Malaysia. *Journal of Management Research*, 7(2), 468–480. doi:10.5296/jmr.v7i2.6998
- Sharma, M., & Trivedi, P. (2016). Various Green Marketing Variables and Their Effects on Consumers' Buying Behaviour for Green Products. *IJLTEMAS*, V(1), 1–8.
- Sheeran, P. (2002). Intention-Behavior Relations: A Conceptual and Empirical Review. *European Review of Social Psychology*, 12(1), 1–36. doi:10.1080/14792772143000003
- Sheeran, P., & Taylor, S. (1999). Predicting Intentions to Use Condoms : A Meta-Analysis and Comparison of the Theories of Reasoned Action and Planned Behavior'. *Journal of Applied Social Psychology*, 29(8), 1624–1675.
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The Theory of Reasoned Past Action : Meta-Analysis of with Modifications for Recommendations and Future

- Research. *Journal of Consumer Research*, 15(3), 325–343. Retrieved from <http://www.jstor.org/stable/2489467>
- Shobeiri, S., Mazaheri, E., & Laroche, M. (2015). Creating the Right Customer Experience Online: The Influence of Culture. *Journal of Marketing Communications*, 1–21. doi:10.1080/13527266.2015.1054859
- Sian, F., Chuan, S., Kai, B., & Chen, B. (2010). Culture and Consumer Behaviour : Comparisons between Malays and Chinese in Malaysia. *International Journal of Innovation Management and Technology*, 1(2), 180–185.
- Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in a corporate brand. *European Journal of Marketing*, 41(9/10), 999–1015. doi:10.1108/03090560710773318
- Siegrist, M. (2000). The influence of Trust and Perceptions of Risks and Benefits on the Acceptance of Gene Technology. *Risk Analysis*, 20(2), 195–203. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/10859780>
- Siegrist, M., & Cvetkovich, G. (2000). Perception of Hazards: The role of Social Trust and Knowledge. *Risk Analysis*, 20(5), 713–719. doi:10.1111/0272-4332.205064
- Şimşekoğlu, Ö., & Lajunen, T. (2008). Social Psychology of Seat Belt Use: A Comparison of Theory of Planned Behavior and Health Belief Model. *Transportation Research*, 11, 181–191. doi:10.1016/j.trf.2007.10.001
- Singer, L., William, P. G., Ridges, L., Murray, S., & McMahon, A. (2006). Consumer reactions to different health claim formats on food labels. *Food Australia*, 58(3), 92–97.
- Slovic, P. (1993). Perceived Risk, Trust, and Democracy. *Risk Analysis*, 13(6), 675–682. doi:10.1111/j.1539-6924.1993.tb01329.x
- Smed, S., Andersen, L. M., Kærgård, N., & Daugbjerg, C. (2013). A Matter of Trust:

- How Trust Influence Organic Consumption. *Journal of Agricultural Science*, 5(7), 91–106. doi:10.5539/jas.v5n7p91
- Smith, J. R., & Terry, D. J. (2003). Group Norm, Attitude Accessibility and Mode of Behavioural Decision-Making. *European Journal of Social Psychology*, 33, 591–608.
- Smolinske, S. C. (2005). Herbal Product Contamination and Toxicity. *Journal of Pharmacy Practice*, 18(3), 188–208. doi:10.1177/0897190005277217
- Sniehotta, F. F., Presseau, J., & Araújo-Soares, V. (2014). Time to Retire The Theory of Planned Behaviour. *Health Psychology Review*, 8(1), 1–7. doi:10.1080/17437199.2013.869710
- Snyder, F. J., Dundas, M. L., Kirkpatrick, C., & Neill, K. S. (2009). Use and Safety Perceptions Regarding Herbal Supplements: A Study of Older Persons in Southeast Idaho. *Journal of Nutrition for the Elderly*, 28, 81–95. doi:10.1080/01639360802634043
- Sobel, E. (1982). Asymptotic Confidence Intervals for Indirect Effect in Structural Equation Model. *Sociological Methodology*, 13, 290–312.
- Sok Foon, Y., & Chan Yin Fah, B. (2011). Internet Banking Adoption in Kuala Lumpur: An Application of UTAUT Model. *International Journal of Business and Management*, 6(4), 161–167. doi:10.5539/ijbm.v6n4p161
- Son, J., Jin, B., & George, B. (2013). Consumers' Purchase Intention Toward Foreign Brand Goods. *Management Decision*, 51(2), 434–450. doi:10.1108/00251741311301902
- Soyez, K., Francis, J. N. P., & Smirnova, M. M. (2012). How individual, Product and Situational Determinants Affect The Intention To Buy And Organic Food Buying Behavior: A Cross-National Comparison In Five Nations. *International Journal*

of Marketing, 51(1), 27–35. doi:10.1007/s12642-011-0073-8

Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26(2), 53–66. doi:10.1080/10641734.2004.10505164

Spector, P. E. (2011). The Relationship of Personality to Counterproductive Work Behavior (CWB): An Integration of Perspectives. *Human Resource Management Review*, 21(4), 342–352. doi:10.1016/j.hrmr.2010.10.002

Srivastava, K., & Sharma, N. K. (2013). Consumer attitude towards brand extension: A comparative study of fast moving consumer goods, durable goods and services. *Journal of Indian Business Research*, 5(3), 177–197. doi:10.1108/JIBR-07-2012-0057

Stanton Emms & Sia. (2011). *Malaysia's Markets for Functional Foods, Nutraceuticals and Organic Foods : An Introduction for Canadian Producers and Exporters.*

Stenton, S. B., Bungard, T. J., & Ackman, M. L. (2001). Interactions between Warfarin and Herbal Products , Minerals , and Vitamins : A Pharmacist's Guide. *Canadian Journal of Hospital Pharmacy*, 54(3), 186–192.

Stephen, A. (2009). The Concept And Measurement Of Perceived Risk : A Marketing Application In The Context Of The New Product Development Process, 16(1), 1-9.

Stewart, G. G. (1967). History of The Medicinal Use of Tobacco. *Medical History*, 11(3), 228–268.

Stone, M. (1974). Cross-Validatory Choice and Assessment of Statistical Predictions. *Journal of the Royal Statistical Society. Series B (Methodology)*, 36(2), 111–147.

Stone, R. N., & Gronhaug, K. (1993). Perceived Risk: Further Considerations For The

- Marketing Discipline. *European Journal of Marketing*, 27(3), 39–50.
- Strecher, V. J., & Rosenstock, I. M. (1997). The health belief model. In *Cambridge handbook of psychology, health and medicine* (Second Edi., pp. 113–117). Two, Penn Plaza, New York, NY: Open University Press. Retrieved from <http://books.google.com/books?hl=en&lr=&id=zVh30FrAuDsC&oi=fnd&pg=PA113&dq=STRECHER++health+belief+model&ots=Ij4VizAGzo&sig=1EyKhaZpdMUekOTz0y4xTLrueAk#v=onepage&q=STRECHER health belief model&f=false>
- Sukato, B. N., & Elsey, B. (2009). A Model Of Male Consumer Behaviour in Buying Skin Care Products in Thailand. *ABAC Journal*, 29(1), 39–52.
- Suki, N. M. (2013). Students' Dependence on Smart Phones Influences and Convenience Students' Dependence on Smart Phones: The influence of Social Needs, Social Influences and Convenience. *Campus-Wide Information Systems*, 30(2), 124–134. doi:10.1108/10650741311306309
- Sumngern, C., Azeredo, Z., Subgranon, R., Matos, E., & Kijjoa, A. (2011). The Perception Of The Benefits Of Herbal Medicine Consumption Among The Thai Elderly. *The Journal of Nutrition, Health & Aging*, 15(1), 59–63.
- Sun, C., Su, S., & Huang, J. (2013). Cultural value, perceived value, and consumer decision-making style in China: A comparison based on an urbanization dimension. *Nankai Business Review International*, 4(3), 248–262. doi:10.1108/NBRI-07-2013-0026
- Sun, W., Chou, C.-P., Stacy, A. W., & Ma, H. (2007). SAS and SPSS Macros to Calculate Standardized Cronbach's Alpha Using the Upper Bound of the Phi Coefficient for Dichotomous Items. *Behavior Research Methods*, 39(1), 71–81.
- Suprpto, B., & Wijaya, T. (2012). Model of Consumer ' s Buying Intention towards

- Organic Food : A Study among Mothers in Indonesian. In *2012 International Conference on Economics, Business and Marketing Management* (Vol. 29, pp. 173–180).
- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The Role of Perceived Risk in the Quality-Value Relationship: A Study in a Retail Environment. *Journal of Retailing*, 75(1), 77–105. doi:10.1016/S0022-4359(99)80005-0
- Syed, I. B. (2002). Islamic Medicine : 1000 years ahead of its times. *Journal of The International Society For The History of The Islamic Medicine*, 2, 2–9.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using Multivariate Statistics*. Boston, MA: Pearson Education Inc.
- Tam, J. L.-M. (2012). The Moderating Role of Perceived Risk in Loyalty Intentions: an Investigation in a Service Context. *Marketing Intelligence & Planning*, 30(1), 33–52. doi:10.1108/02634501211193903
- Tan, P. L., & Paim, L. (2015). Mediating Effects of Intention On The Factors Affecting Organic Food Products Consumption Among Chinese Generation Y In Malaysia. *International Journal of Business Research and Management*, 6(1), 1–19.
- Tan, T. H. (2013). Use of Structural Equation Modeling to Predict the Intention to Purchase Green and Sustainable Homes in Malaysia. *Asian Social Science*, 9(10), 181–191. doi:10.5539/ass.v9n10p181
- Tangkiatkumjai, M., Boardman, H., Praditpornsilpa, K., & Walker, D. M. (2013). Prevalence of herbal and dietary supplement usage in Thai outpatients with chronic kidney disease : a cross-sectional survey. *BMC Complementary and Alternative Medicine*, 13(153), 1–9. doi:10.1186/1472-6882-13-153
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808–

822. doi:10.1108/00070700510629760

- Tassiopoulos, D., & Haydam, N. (2008). Golf Tourists in South Africa : A Demand-Side Study of A Niche Market in Sports Tourism. *Tourism Management*, 29, 870–882. doi:10.1016/j.tourman.2007.10.005
- Taylor, D., Bury, M., Campling, N., Carter, S., Garfield, S., Newbould, J., & Rennie, T. (2006). *A Review of the use of the Health Belief Model (HBM), the Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB) and the Trans-Theoretical Model (TTM) to study and predict health related behaviour change.*
- Taylor, S., & Todd, P. A. (1995). Understanding Information Technology Usage: A Test of Competing Models. *Information Systems Research*, 6(2), 144–176. doi:10.1287/isre.6.2.144
- Teng, C.-C., & Wang, Y.-M. (2015). Decisional Factors Driving Organic Food Consumption. *British Food Journal*, 117(3), 1066–1081. doi:http://dx.doi.org/10.1108/02683940010305270
- Teo, T., & Lee, C. B. (2010). Explaining the Intention to Use Technology Among Student Teachers: An Application of the Theory of Planned Behavior (TPB). *Campus-Wide Information Systems*, 27(2), 60–67. doi:10.1108/10650741011033035
- Thanisorn, R., Byaporn, N., & Bunchapattanasakda, C. (2012). Thai Consumers ' Perception on Herbal Cosmetic Products : A Comparative Study of Thai and Imported Products. *Information Management and Business Review*, 4(1), 35–40.
- Thongruang, C. (2008). Consumer Purchasing Behavior for Herbal Medicine in Drugstore in Bangkok. *Naresuan University Journal*, 16(3), 195–202.
- Thorbjørnsen, H., Pedersen, P. E., & Nysveen, H. (2007). “ This Is Who I Am ”: Identity Expressiveness and the Theory of Planned Behavior. *Psychology & Marketing*,

24(9), 763–785. doi:10.1002/mar

- Tilburt, J. C., & Kaptchuk, T. J. (2008). Herbal Medicine Research and Global Health: An Ethical Analysis. *Bulletin of the World Health Organization*, 86, 594–599. doi:10.2471/BLT.07.042820
- Tonsor, G. T., Schroeder, T. C., & Pennings, J. M. E. (2009). Factors Impacting Food Safety Risk Perceptions. *Journal of Agricultural Economics*, 60(3), 625–644. doi:10.1111/j.1477-9552.2009.00209.x
- Triandis, H. C. (1989). The Self and Social Behavior in Differing Cultural Contexts. *Psychological Review*, 96(3), 506–520. doi:10.1037/0033-295X.96.3.506
- Truong, Y. (2009). An Evaluation of the Theory of Planned Behaviour in Consumer Acceptance of Online Video and Television Services. *The Electronic Journal Information System Evaluation*, 12(2), 177–186.
- Tsai, M.-T., Chin, C.-W., & Chen, C.-C. (2010). The Effect of Trust Belief and Salesperson's Expertise on Consumer's Intention to Purchase Nutraceuticals: Applying the Theory of Reasoned Action. *Social Behavior and Personality*, 38(2), 273–287. doi:10.2224/sbp.2010.38.2.273
- Tsang, K. K. (2012). The Use of Midpoint on Likert Scale: The Implications for Education Research. *Hong Kong Teachers' Center Journal*, 11, 121–130.
- Tseng, S. C., & Hung, S. W. (2013). A Framework Identifying the Gaps Between Customers' Expectations and Their Perceptions in Green Products. *Journal of Cleaner Production*, 59, 174–184. doi:10.1016/j.jclepro.2013.06.050
- Tuu, H. H., & Olsen, S. O. (2012). Certainty, risk and knowledge in the satisfaction-purchase intention relationship in a new product experiment. *Asia Pacific Journal of Marketing and Logistics*, 24(1), 78–101. doi:10.1108/13555851211192713
- Twing-Kwong, S., Albaum, L. G., & Fullgrabe, L. (2013). Trust in Customer-

- Salesperson Relationship in China's Retail Sector. *International Journal of Retail & Distribution Management*, 41(3), 226–248. doi:10.1108/09590551311306264
- Tyler, V. E. (2000). Herbal medicine: from the past to the future. *Public Health Nutrition*, 3(4A), 447–52. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/11276292>
- Utusan Malaysia. (2013a). Produk Kesihatan Lelaki Guna Selebriti Sebagai Duta Dirampas. *Utusan Malaysia*.
- Utusan Malaysia. (2013b). Ubat Rangsang Seks Dirampas. *Utusan Malaysia*.
- Utusan Malaysia. (2015). Produk kesihatan termasuk perangsang seks dirampas. Retrieved from <http://www.utusan.com.my/berita/jenayah/produk-kesihatan-termasuk-perangsang-seks-dirampas-1.60989>
- Utusan Malaysia. (2016). 390 ubat tidak berdaftar dirampas. Retrieved from <http://www.utusan.com.my/berita/wilayah/390-ubat-tidak-berdaftar-dirampas-1.208629>
- Van Den Putte, B., Yzer, M. C., & Brunsting, S. (2005). Social Influences on Smoking Cessation: A Comparison of the Effect of Six Social Influence Variables. *Preventive Medicine*, 41(1), 186–193. doi:10.1016/j.ypmed.2004.09.040
- Vani, G., Ganesh Babu, M., & Panchanatham, N. (2010). Toothpaste products-Analysis of consumer behavior in Bangalore city. *Journal of Economics and Behavioral Studies*, 1(1), 27–39.
- Vanlandingham, M. J., Suprasert, S., Grandjean, N., & Sittirai, W. (1995). Two Views of Risky Sexual Practices Among Northern Thai Males : The Health Belief Model and the Theory of Reasoned Action. *Journal of Health and Sosial Behaviour*, 36(2), 195–212.
- Vazifehdoust, H., Taleghani, M., Esmaeilpour, F., Nazari, K., & Khadang, M. (2013).

- Purchasing Green to Become Greener: Factor Influence Consumers' Green Purchase Behaviour. *Management Science Letters*, 3, 2489–2500. doi:10.5267/j.msl.2013.08.013
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Towards A Unified View. *MIS Quarterly*, 27(3), 425–478.
- Verardi, V., & Croux, C. (2009). Robust Regression in Stata. *The Stata Journal*, 9(3), 439–453.
- Verma, S., Sheetal, V., & Singh, S. . (2008). Current and future status of herbal medicines. *Veterinary World*, 1(11), 347–350.
- Viswanathan, M., & Kayande, U. (2012). Commentary on “Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies.” *Journal of Retailing*, 88(4), 556–562. doi:10.1016/j.jretai.2012.10.002
- Voon, J. P., Sing, K. N., & Agrawal, A. (2011). Determinants of Willingness to Purchase Organic Food: An Exploratory Study Using Structural Equation Modeling. *International Food and Agribusiness Management Review*, 14(2), 103–120.
- Vos, L., & Brennan, R. (2010). Complementary and Alternative Medicine: Shaping a Marketing Research Agenda. *Marketing Intelligence & Planning*, 28(3), 349–364. doi:10.1108/02634501011041462
- Waines, D. (1999). Dietetics in Medieval Islamic culture. *Medical History*, 43(2), 228–240. doi:10.1017/S0025727300065108
- Walley, K., Custance, P., Orton, G., Parsons, S., Lindgreen, A., & Hingley, M. (2009). Longitudinal attitude surveys in consumer research: A case study from the agrifood sector. *Qualitative Market Research: An International Journal*, 12(3),

260–278. doi:10.1108/13522750910963791

- Wang, E. S. T. (2015). Effect of Food Service-Brand Equity on Consumer-Perceived Food Value, Physical Risk and Brand Preference. *British Food Journal*, 117(2), 553–564. doi:10.1108/02656710210415703
- Wang, P., Liu, Q., & Qi, Y. (2014). Factors Influencing Sustainable Consumption Behaviors: A Survey of the Rural Residents in China. *Journal of Cleaner Production*, 63, 152–165. doi:10.1016/j.jclepro.2013.05.007
- Wang, Y.-S., & Shih, Y.-W. (2009). Why do People Use Information Kiosks? A Validation of the Unified Theory of Acceptance and Use of Technology. *Government Information Quarterly*, 26(1), 158–165. doi:10.1016/j.giq.2008.07.001
- Warner, H. W., & Forward, S. (2016). The Effectiveness of Road Safety Interventions Using Three Different Messages: Emotional, Factual or a Combination of Both Messages. *Transportation Research Part F*, 36, 25–34. doi:10.1016/j.trf.2015.11.002
- Wells, T. N. (2011). Natural products as starting points for future anti-malarial therapies: going back to our roots? *Malaria Journal*, 10 Suppl 1(Suppl 1), S3. doi:10.1186/1475-2875-10-S1-S3
- Wetzels, M., & Odekerken-Schröder, G. (2009). Using PLS Path Modeling For Assessing Hierarchical Construct Models: Guideline and Empirical Illustration. *MIS Quarterly*, 33(1), 177–195.
- WHO. (2011). *The World Medicines Situation 2011. Journal of alternative and complementary medicine (New York, N.Y.)* (Vol. 16). doi:10.1089/acm.2009.0657
- Wikipedia. (2015). List Of Shopping Mall in Malaysia. Retrieved from http://en.wikipedia.org/wiki/List_of_shopping_malls_in_Malaysia

- Wilayah Ekonomi Pantai Timur. (2011). *Investment and Business Opportunities in Herbal and Biotechnology Cluster Development in East Coast Economic Region (ECER)*.
- Wilcock, A., Pun, M., Khanona, J., & Aung, M. (2004). Consumer Attitudes, Knowledge and Behaviour: A Review of Food Safety Issues. *Trends in Food Science & Technology*, 15, 56–66. doi:10.1016/j.tifs.2003.08.004
- Wilden, R., Gudergan, S. P., Nielsen, B. B., & Lings, I. (2013). Dynamic Capabilities and Performance: Strategy, Structure and Environment. *Long Range Planning*, 46, 72–96. doi:10.1016/j.lrp.2012.12.001
- Wilhoite, A. P., Knell, J. K., & González-Espada, W. (2014). Use Of Herbal Supplements among College Students in Eastern Kentucky: Impact Factors. *Journal of the Kentucky Academy*, 75(1), 53–68.
- William, B., Kent, B., Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Wold, H. (1985). *Systems analysis by partial least squares. Measuring the unmeasurable*.
- World Health Organization. (2001). News Features Herbs for Health, But How Safe Are They? *Bulletin of the World Health Organization*, 79(7).
- World Health Organization. (2011). *The World Medicine Situation 2011 Traditional Medicine: Global Situation, Issues and Challenges*.
- Wu, H.-C., & Cheng, C.-C. (2013). A Hierarchical Model of Service Quality in the Airline Industry. *Journal of Hospitality and Tourism Management*, 20, 13–22. doi:10.1016/j.jhtm.2013.05.001
- Wu, S.-I. (2003). The Relationship Between Consumer Characteristics and Attitude

- Toward Online Shopping. *Marketing Intelligence & Planning*, 21(1), 37–44.
doi:10.1108/02634500310458135
- Xu, J. (David), Cenfetelli, R. T., & Aquino, K. (2015). Do Different Kinds of Trust Matter? An Examination of the Three Trusting Beliefs on Satisfaction and Purchase Behavior in the Buyer-Seller Context. *The Journal of Strategic Information Systems*, 1–17. doi:10.1016/j.jsis.2015.10.004
- Yadav, R., & Pathak, G. S. (2016). Intention to Purchase Organic Food Among Young Consumers: Evidences From a Developing Nation. *Appetite*, 96, 122–128.
doi:10.1016/j.appet.2015.09.017
- Yang, H.-D., Moon, Y. J., & Rowley, C. (2009). Social Influence on Knowledge Worker's Adoption of Innovative Information Technology. *Journal of Computer Information Systems, Fall*, 25–36.
- Yap, S. F., Mohammad Noor, N. A., Marshall, R., & Liew, K. H. (2014). Promoting Preventive Health Behaviour Among Young Malaysian Consumers: Toward an Integrated Conceptual Framework. *Australasian Marketing Journal*, 22(3), 268–278. doi:10.1016/j.ausmj.2014.08.011
- Yazdanpanah, M., & Forouzani, M. (2015). Application of the Theory of Planned Behaviour to Predict Iranian Students' Intention to Purchase Organic Food. *Journal of Cleaner Production*, 107, 342–352. doi:10.1016/j.jclepro.2015.02.071
- Yazdanpanah, M., Forouzani, M., & Hojjati, M. (2015). Willingness of Iranian Young Adults to Eat Organic Foods: Application of the Health Belief Model. *Food Quality and Preference*, 41, 75–83. doi:10.1016/j.foodqual.2014.11.012
- Yazdanpanah, M., Komendantova, N., Shirazi, Z. N., & Linnerooth-Bayer, J. (2015). Green or In Between? Examining Youth Perceptions of Renewable Energy in Iran. *Energy Research & Social Science*, 8, 78–85.

doi:<http://dx.doi.org/10.1016/j.erss.2015.04.011>

- Yee, W. M. S., Yeung, R. M. W., & Morris, J. (2005). Food safety: building consumer trust in livestock farmers for potential purchase behaviour. *British Food Journal*, 107(11), 841–854. doi:10.1108/00070700510629788
- Yeung, R. M. W., & Morris, J. (1986). Food safety risk. *British Food Journal*, 103(3), 170–186.
- Yeung, R. M. W., & Morris, J. (2001). Food Safety Risk Consumer Perception and Purchase Behaviour. *British Food Journal*, 103(3), 170–186.
- Yi Jin, L., Osman, A., Romle, A. R., & Othman, Y. (2015). Attitude towards Online Shopping Activities in Malaysia Public University. *Mediterranean Journal of Social Sciences*, 6(2), 456–462. doi:10.5901/mjss.2015.v6n2s1p456
- Zaffani, S., Cuzzolin, L., & Benoni, G. (2006). Herbal products : behaviors and beliefs among Italian women. *Pharmacoepidemiology and Drug Safety*, 15, 354–359.
- Zaid, H., Rayan, A., Said, O., & Saad, B. (2010). Cancer Treatment by Greco-Arab and Islamic Herbal Medicine. *The Open Nutraceuticals Journal*, 3, 203–212.
- Zainudin, N. (2013). Attitude Toward Energy Efficient Product: The Influence of Eco-Literacy and Social Influence. In *WCIK E-Journal of Integration Knowledge 2013* (pp. 117–124).
- Zakersalehi, M., & Zakersalehi, A. (2012). Consumers ' attitude and purchasing intention toward green packaged foods ; A Malaysian perspective. In *2012 International Conference on Economics Markerting and Management* (Vol. 28, pp. 1–5).
- Zamri, N., & Idris, I. (2013). The Effects of Attitude, Social Influences and Perceived Behavioural Control on Intention to Purchase Online Shopping Apparels in Malaysia: Case Study on Zalora. In *3rd International Conference On Management*

(pp. 124–144). doi:978-967-5705-11-3

- Zemore, S. E., & Ajzen, I. (2014). Predicting Substance Abuse Treatment Completion Using A New Scale Based on the Theory of Planned Behavior. *Journal of Substance Abuse Treatment, 46*, 174–182. doi:10.1016/j.jsat.2013.06.011
- Zhang, L., Tan, W., Xu, Y., & Tan, G. (2012). Dimensions of Consumers' Perceived Risk and Their Influences on Online Consumers' Purchasing Behavior. *Communications in Information Science and Management Engineering, 2*(7), 8–14.
- Zhao, L., Yin, J., & Song, Y. (2016). An Exploration of Rumor Combating Behavior on Social Media in the Context of Social Crises. *Computers in Human Behavior, 58*, 25–36. doi:10.1016/j.chb.2015.11.054
- Zia-ur-Rehman, & Dost, M. K. (2013). Conceptualizing Green Purchase Intention in Emerging Markets: An Empirical Analysis on Pakistan. In *The 2013 WEI International Academic Conference Proceedings* (pp. 99–120).
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods* (Eighth Edd.). South-Western: Cengage Learning.