

# Consumers Mindset Shifting from Using Refined Sugar to Jaggery Products

Nandha Bharathi<sup>1</sup>, Niranchana shri Viswanathan<sup>2</sup>, Ramesh Kumar<sup>3</sup>

<sup>1</sup>*Student, Hallmark Business School, Trichy, Tamil Nādu, India*

<sup>2</sup>*Assistant professor, Hallmark Business School, Trichy, Tamil Nādu, India*

<sup>3</sup>*Director Hallmark Business School, Trichy, Tamil Nādu, India*

**Abstract-Indian civilization has a rich and extensive history of using organic materials. It has veered off course in recent years due to social pressures and training, but people are starting to see the benefits of using natural and organic alternatives again. We looked at how consumers' frames of mind affect their purchasing decisions across health consciousness and cost considerations. Two hundred sixty-five people participated in our three separate trials, each of which involved a survey on their purchasing habits. The findings revealed that consumers are knowledgeable about organic foods and products, but they do not place a high value on organic jaggery. Efforts to reverse these tendencies toward plant-based diets may help lessen the load that the food system has on the environment while also lowering the rates of chronic disease and hunger. customers that have a favorable impression of novel items because they are perceived to be beneficial to their health, environmentally friendly, and financially lucrative. These findings highlight the more conventional outlook prevalent within Spanish industrial systems, in stark contrast to the ever-evolving preferences of consumers and the possible legislative leanings of politicians. To better manage the complex choices that affect the future of food systems throughout their necessary evolution, this study urges enhanced knowledge and collaboration amongst stakeholders. The survey will be conducted using a questionnaire designed following reviews of related literature. Convenience sampling is used to collect a total of 265 samples, and SPSS is used to analyze each one. After running several statistical tests in SPSS, including a reliability analysis, a chi-square test, and a correlation analysis, the researcher made an evaluation of the results.**

**Keywords: shifting mindset, healthy, organic, jaggery, sustainability, vegetarian substitute, awareness.**

## 1. INTRODUCTION

People across the world, but particularly in India, have been giving their penchant for sweets some serious thought by switching from refined sugar to jaggery as a component of their daily diets. The mindset of Indian consumers has been steadily evolving toward a larger emphasis on maintaining a healthy lifestyle. This movement in thinking has occurred alongside a general trend in the country. People are highly aware of the state of their own health, which is a direct result of the considerable impact that research and development operations have on people. In recent years, only an organic diet has been pushed toward consumers in terms of ingesting goods with high nutritional and medicinal worth. This is since organic foods are more beneficial. The production of the majority of jaggery in India is distributed throughout the states of Tamil Nadu, Maharashtra, Uttar Pradesh, Karnataka, and Andhra Pradesh. The purpose of this study is to investigate how consumers think about maintaining their health in the modern environment and making the switch to organic and natural products. A potential mechanism to improve the environmental condition of production systems, achieve sustainable food and nutrient security, and increase public health can be found in the promotion of healthy and sustainable food consumption.(Blanco-Gutiérrez et al., 2020a) Several seminal studies have suggested alternative diets that, if widely adopted, may realign food systems towards more sustainable pathways. These studies have been cited in several other studies as well. According to the findings of these studies, traditional meals from the Mediterranean region or vegetarian diets are the best ways to ensure enough nutrition and prevent negative effects on the environment. In Indian civilization, the consumption of natural and organic items is rooted in a long and

storied cultural and historical tradition.(Septianto, 2020) It has deviated from its original course in recent years because of social pressures and training, but people are increasingly becoming aware of how much more beneficial it is to make use of alternatives that are natural and organic. In recent years, it has deviated from its original course because of social pressures and training. In recent years, as a response to societal influences and training, it has taken a path that is significantly different from the one it first intended to take. For the researcher to conduct this survey, they will make use of a questionnaire that was developed because of earlier analyses of the pertinent literature. (Bandyopadhyay et al., 2021)These assessments were carried out in advance of carrying out this survey to prepare. A total of 265 samples were collected using convenience sampling, and SPSS was applied to conduct the analysis on each one of those samples. The researcher analyzed the data based on their findings after running several statistical tests in SPSS, including a reliability analysis, a chi-square test, and a correlation test. The tests were carried out in order.

## 2. THEORETICAL BACKGROUND

People's mindsets and changing behaviors are their thoughts, feelings, and actions. We are discussing changing mindsets. One fundamental truth about behavior is that telling others what to do rarely works. This illustrates how giving orders rarely works. Theories of behavior modification help people comprehend how internal, environmental, and interpersonal factors affect their behavior. (Blanco-Gutiérrez et al., 2020a)Stern's 1962 buying theory divides decisions into planned, impulsive, and unplanned categories, which helps us understand ecologically responsible purchase behavior.(Liu et al., 2018) Unplanned shopping behavior, on the other hand, is impacted by store-related cues like promotions and posters and context-based habits. Impulsive purchases are done fast and without much thought due to impulsivity (i.e., a sudden, irresistible urge). Mood fluctuations, eagerness, and uncomfortable situations can cause impulsive behavior. Helme Falk and Hult'en (2017) found that sensory cues like fragrance and music can affect customers' moods and impulsivity. We use a theory-based framework to account for the intricacies of customer behavior and the many processes required

before making a purchase (Zhao et al., 2021) 1. which considers what drives ; 2. Triandis' (1977), which incorporates emotions; and 3. Stern's (1962) Impulsive Buying Theory (IBT), which explains impulsive shopping.This framework allows a comprehensive investigation into purchasing decisions in various settings (for example, a purchasing sugar towards the jaggery), an understanding of how context affects action (for example, quality and price), the identification of potentials to influence preferences (for example, limited pesticides), and the closing of the intention-behavior gap(Niranchana Priya Viswanathan, 2022).

## 3. REVIEW OF LITERATURE

The Ministry of Food Processing Industry reports that India produces 55% of the world's jaggery in an unorganized Argo-processing sector. Due to demand, 14.2% of India's sugarcane harvest went to jaggery in 2016. In 2021, the jaggery market will be worth INR 48.7 billion, according to IMARC. and estimates that market to reach 107.6 billion by 2027, growing 14.2% from 2022 to 2027.(Boca, 2021; Cruz-Cárdenas et al., 2021)

Gender is described by gender difference and function. Gender identity can be defined by how much gender identifies with male or female mindset.theirfore disparities include men's and women's roles, privileges,(Liu et al., 2018) and duties, according to Fischer and Arnold (1994). Men and women react differently to advertising stimuli and products because they have various roles, obligations, and privileges. Demographics and occupation structures; desires; feelings; are the main FBBr.(Chopra et al., 2021; Sama, 2019) Research links consumer pleasure to macroeconomics and national consumption. Ye-unget et al. (2013) examined US consumer purchasing after ACSI changes using an asymmetric growth model. Understanding how cross-country differences affect national CMMs and consumer spending is a difficult but important study. Firms must study, assess, and improve CMMs based on cultures, socioeconomic situations, economic structures, and political-economic challenges to increase customer purchasing.(Zhao.etal.2021)This study explores how—customer aware about refined sugar and jaggrey is the healthier options, perceived service quality, and loyalty intentions—affect consumer spending in 10

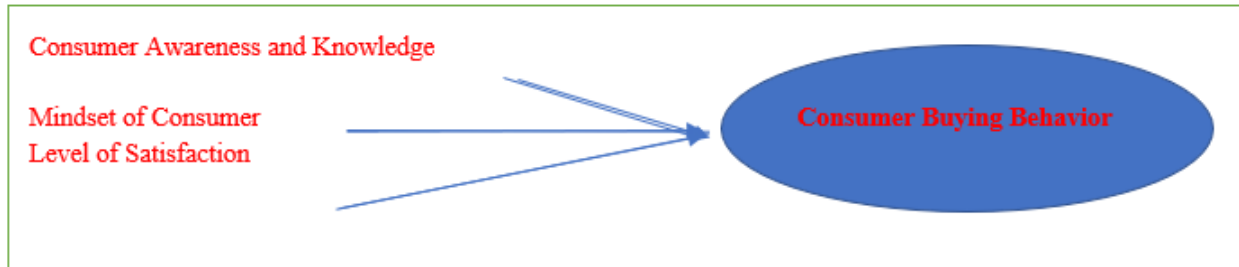
European countries. answers two important questions: Do CMMs predict consumer spending across societies? Does consumer mindset affect consumer purchasing differently across societies? Why? Figure 1 depicts our research model These modifiers fit 2022 customer research and theories. BMJ Management, John Wiley & Sons Ltd(Niranchana Priya Viswanathan, 2022; White et al., 2019). Chartrand (2005) argues that the first step toward controlling, modifying, eliminating, or changing human behaviours and decisions is consumers' knowledge of those habits and decisions. Effective consumer behaviour, then, can only materialize in the context of knowledge.

#### 4. CONSUMER KNOWLEDGE AND AWARENESS

The model analyzes how demographic area awareness(Sama, 2019) and knowledge affect consumer behavior. The Consumer Protection Act of 1999 institutionalizes government consumer protection (Act 599). This study covers food-based businesses; hence, the Food Act of 1983 and the Food Hygiene Regulations of 2009 are also important.(Niranchana Priya Viswanathan, 2022) Consumers have learned about their rights through numerous consumer education programs. Consumer actions should follow knowledge and awareness. Demographic factors like education and gender may also reduce the impact of awareness and knowledge on customer behavior.

H0: There is no correlation between the awareness and Knowledge Vs Consumer Buying Behavior of jaggery.

Conceptual model



#### 4.1 MINDSET SHIFTING FROM SUGAR TO JAGGERY

Buying intention is a conative reaction because it focuses on what consumers plan to buy or are likely to buy (Chang and Ming Lu, 2009). (Boca, 2021)Purchase intention is supposed to reflect customers' actual brand purchase behaviours because it focuses on what customers plan to buy or are likely to buy. Several studies on brand equity employ purchase intention as a measure of brand equity (cf. Cobb-Walgreen et al., 1995; Niemeier et al., 2004; Lehmann et al., 2008). These studies all assume that there is a link between performance and brand equity. Both Ambler (2000) and Anselm son and Benderson (2001) present the desire to make a purchase as one of the most prevalent MSMs in their respective studies (2013).(Saccardo et al., 2015)

H1: There is an association between mindset shifting Vs buying behaviour of the consumer.

#### 4.2 LEVEL OF SATISFACTION

It is quite reasonable to suppose, given the increasingly technological nature of our society and the world in which we live, that the consumer decision-making process can be influenced at every point by various parts of web technology.(Lee et al., 2020) Needs can be provoked through marketing stimuli that are based on the internet. There are instances when the development of new technologies and the applications of those technologies themselves give rise to requirements that were not previously known. When compared(Blanco-Gutiérrez et al., 2020b) to traditional purchasing channels, one of the most notable advantages that the World Wide Web possesses is its superiority as a tool for conducting informational (Taghikhah et al., 2021)searches and performing comparative analyses of available options. This advantage is widely acknowledged as being among the most important. Consumers' purchasing decisions are influenced not only by factors such as trust, transaction safety, privacy, and payment processes, but also by the marketing channel they use. Alternate approaches to employing web technology in

customer assistance have the potential to influence evaluations made after a purchase has been made.

H2: There is no association among the level of satisfaction with the consumer Vs Consumer Buying Behavior of jaggery.

4.3 CONSUMER BUYING BEHAVIOUR

In 1969, two experts in the field of consumer behavior named Howard and Sheath created a widely used model of consumer behavior. The model is significant because it proposes how customers classify these inputs before making a purchase choice and highlights the significance of the input variables (inputs) in the purchasing process. Because of this, the model is crucial. An extensive study using real-world data led to the development of the Howard-Sheath model. The input variables are comprised of four distinct types of stimuli: a) environmental sources of information; b) significant stimuli, through which information on the product's physical characteristics is provided, such as quality, price, service, and distinctive features; c) symbolic stimuli, through which information about the product's features is transmitted visually and verbally; and d) social stimuli, such as recommendations from friends and family. Most consumer behavior models, say Schiffman and Kanuk (1997), have their roots in economics. These models assume that consumers will make rational decisions in an effort to derive the greatest possible value from the goods and services they invest in.

4. MEASUREMENT

One interval level of measurement was used for both the independent and dependent variables. The demographics portion, the consumer awareness

section, the consumer knowledge section, and the consumer activities section are the four main parts of the questionnaire. Both consumer insight and consciousness were tested using a 10-item scale, while consumer conduct was evaluated using a 12-item instrument. A 5-point Likert scale anchored at 1 (strongly disagree) and 5 (strongly agree) was used to gauge consumers' levels of knowledge and actions. However, the scale used to gauge familiarity only included two points: (1) "knows" and (2) "does not know." From these 265 responses, we were able to calculate the Cronbach's alpha, a reliability coefficient that indicates how confident we can be in the results of our investigation. Cronbach's alpha values between 0.74 and 1 indicate good internal consistency. very trustworthy information.

(Table 1).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.020	.747	8

5.1 SAMPLING

Respondents in the Trichy area of Tamil Nadu, India, filled out the questionnaires on their own time. Out of a total of 300 records, 265 were used for analysis. Two areas close to Tamil Nadu were chosen to have their citizens fill out the survey. The purpose of this method of selection was to guarantee that a large proportion of urban people would be included in the study, as it is generally accepted that urbanites are the most well-informed members of society. Table 2 displays the descriptive statistics of the respondents.

TABLE 2. DESCRIPTIVE STATISTIC OF RESPONDENTS

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		44	14.2	14.2	14.2
	Female	85	27.5	27.5	41.7
	Male	180	58.3	58.3	100.0
	Total	309	100.0	100.0	

In this statistics the Male respondents percentage as 58.3 shown greater interest in purchasing of organic food products compared to female as 27.5 percent.

Age	
-----	--

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		44	14.2	14.2	14.2
	20-30	201	65.0	65.0	79.3
	31-40	39	12.6	12.6	91.9
	41-50	17	5.5	5.5	97.4
	51-60	7	2.3	2.3	99.7
	Above 60	1	.3	.3	100.0
	Total	309	100.0	100.0	

In this table the questioner has been collected by various respondents like the age group which it starts from 20 to 60 and above 60, in this the respondents are mostly belongs to the age group of 20 to 30 that means the percentage as 65% younger generation are more aware of the refined and shifting to the jiggery products, this table clearly shows the age group of 20 to 30 shows more interest to wards organic shifting.

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		44	14.2	14.2	14.2
	Business	35	11.3	11.3	25.6
	Homemaker	7	2.3	2.3	27.8
	others	6	1.9	1.9	29.8
	Students	137	44.3	44.3	74.1
	Working in Government Sector	17	5.5	5.5	79.6
	Working in private Sector	63	20.4	20.4	100.0
	Total	309	100.0	100.0	

In the above table the occupation is taken as a criteria because the researcher wants to know which occupation people are more lively hood towards the buying behaviour and the purchasing behaviour among the respondents, here comes the students plays a major role in the research because they shows more interest towards the influencing factor, as 44%.

### 5.2 ANALYSIS

The hypothesized connection was investigated via a correlation study. After adjusting for confounding factors like age, marital status, and occupation, a

second-order correlation was performed to confirm the existence of a false positive between the independent variables. Furthermore, a t-test was used to analyze regional, sex, and educational disparities in consumers' level of insight.

### 5.3 RESULT

CKA refers to consumer insight into the market trend away from refined sugar and toward jaggery, seen in the table. Knowledge and understanding on the part of consumers are the dependent variables, while their purchasing habits are the independent variables.

		Crosstab					Total
		CBB Health Factors					
		1	2	3	4	5	
CKA State your level of interest in buying organic products	High	3	4	15	24	24	70
	Low	4	8	11	15	3	41
	Moderate	4	5	36	41	16	102
	Very High	5	3	4	3	28	43
	Very Low	1	1	3	3	1	9
Total		17	21	69	86	72	265

Table 3

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.413 <sup>a</sup>	16	.000
Likelihood Ratio	68.507	16	.000

N of Valid Cases	265		
------------------	-----	--	--

\*A correlation exists with a significance level of.01 (2-tailed). A correlation analysis found that informed consumers are more likely to act (p 0.0001). Blanco-Gutiérrez et al. (2020b) found no significant correlation between knowledge and behavior. As shown, consumer action requires consciousness. Self-aware people are responsible and active. Education does not lead to wisdom or insight. Consciousness and information are distinct. One can be knowledgeable without having the morality to handle ethical challenges. www.ccsenet.org/ass Volume 8, Issue 13,

Pages 112 (2012) Asian Social Science However, even someone who does not know their rights may protect them and act in a way that proves they're entitled to them. A partial correlation analysis examined how demographic variables moderated the apparent association. Second-order partial correlation analysis showed that the connection strengthened and remained significant (p = 0.00) when controlling for gender and education (Table 3). Controlling for gender and education confirms the connection.

Count		CBB Health Factors					Total
		1	2	3	4	5	
FIBB Value for money	A	0	0	1	1	0	2
	Agree	6	9	26	28	23	92
	DA	0	1	0	0	0	1
	Disagree	4	6	12	11	5	38
	N	0	0	0	1	0	1
	Neutral	1	5	22	37	10	75
	SA	1	0	1	0	3	5
	Strongly Agree	5	0	6	7	27	45
	Strongly disagree	0	0	1	1	4	6
Total		17	21	69	86	72	265

(FIBB) Mindset shifting from refined sugar to buying behaviour of jaggery.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	78.863 <sup>a</sup>	32	.000
Likelihood Ratio	75.948	32	.000
N of Valid Cases	265		

\*A correlation is considered to exist at the.01 level of significance (2-tailed). A T-test was used to assess differences in respondents' awareness levels regarding the switch from refined sugar to jaggery based on gender and level of education. According to Table 4, there was a statistically significant (p = 0.000) difference in the respondents' awareness between different educational backgrounds. The findings reveal a material variation in approach to jaggery replacement. Greater education has a higher mean level of awareness, at 4.2, than lesser education does,

at 3.89. A "lower education group" would be people who just have a primary or secondary school diploma, while those in a "higher education group" would have completed some form of post-secondary education. These findings corroborated those of Darden et al. (1994), who hypothesized that higher levels of education would reduce the number of complaints about products' legal liabilities from certain demographics of buyers. However, there were no discernible differences between the sexes.

	Mean	Std. Deviation	N
CBB Rank the reasons for preferring Jaggery	3.24	1.159	265
CBB Pesticides / chemical free	3.56	1.093	265
CBB Eco-Friendly	3.59	1.030	265

CBB More Nutritious	3.68	1.118	265
CBB Competitive Price	3.44	1.093	265
CBB Traditional based	3.59	1.118	265
CBB Health Factors	3.66	1.147	265

Correlation

	Rank the reasons for preferring Jaggery	CBB Pesticides / chemical free	CBB Eco-Friendly	CBB More Nutritious	CBB Competitive Price	CBB Traditional based
CBB Rank the reasons for preferring Jaggery	1	.342	.346	.312	.310	.299
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products	354.543	114.257	109.083	106.770	103.743	102.325
	1.343	.433	.413	.404	.393	.388
	265	265	265	265	265	265
CBB Pesticides / chemical free	.342	1	.398	.307	.202	.331
Sig. (2-tailed)	.000	.000	.000	.000	.001	.000
Sum of Squares and Cross-products	114.257	315.343	118.317	99.030	63.657	106.875
	.433	1.194	.448	.375	.241	.405
	265	265	265	265	265	265
CBB Eco-Friendly	.346	.398	1	.368	.292	.380
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products	109.083	118.317	279.985	111.951	86.683	115.577
CBB More Nutritious	.310	.307	.368	1	.504	.491
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products	106.770	99.030	111.951	330.091	132.970	129.626
	.404	.375	.424	1.250	.504	.491
	265	265	265	265	265	265
CBB Competitive Price	.310	.202	.292	.412	1	.335
Sig. (2-tailed)	.000	.001	.000	.000	.000	.000
Sum of Squares and Cross-products	103.743	63.657	86.683	132.970	315.343	108.125
	.393	.241	.328	.504	1.194	.410
	265	265	265	265	265	265
CBB Traditional based	.299	.331	.380	.393	.335	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products	102.325	106.875	115.577	129.626	108.125	330.166
	.388	.405	.438	.491	.410	1.251
	265	265	265	265	265	265
CBB Health Factors	.227	.315	.402	.360	.292	.416
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products	79.736	104.264	125.321	121.792	96.736	140.981
	.302	.395	.475	.461	.366	.534
	265	265	265	265	265	265

Significant at  $p > 0.05$  The result was also supported by some comments made by respondents from urban area. The CBB represents the consumer buying behavior compared with the pre-season preferencing the purchasing of jaggery.

5. DISCUSSION

Consumer awareness is linked to effective mindset shifts, according to the report. Effective consumers' behavior was more influenced by awareness than knowledge (Eyinade et al., 2021). Consumers can actively defend their rights from dishonest market operators through self-awareness. Awareness of customers' rights creates a more responsible business

society. Government-emphasized consumer protection regulations can be improved by increasing consumer awareness. Society's focus has shifted from materialism to survival in a somewhat urban environment. Compared to lower-educated groups, higher-educated groups have higher awareness. Higher education levels usually expose people to more data and figures that raise awareness (Wunderlich &

Smoller, 2019). Ethnicity may affect consumer knowledge and successful consumer protection. Knowing something does not automatically lead to constructive steps to safeguard one's rights but knowledge alone cannot build internal forces to preserve rights. The responders may have system knowledge but lack action-related and effective information, making it difficult to address consumer rights abuses. Therefore, customers' knowledge and successful behaviors did not correlate. The type of awareness and mindset that may lead to effective consumer inference behaviors could be studied in the future. To confirm the relationship between knowledge and awareness, mindset, and buying behavior of the respondents, should be examined.

## 6. CONCLUSION

Awareness and successful consumer behavior are strongly correlated. The finding shows that awareness precedes effective consumer action, while unawareness leads to ignorance and less capacity to protect and uphold rights against seller scams. Consumer rights awareness is a soft-control mechanism that promotes business responsibility. *www.ccsenet.org/Science*, Vol. 8, No. 13, 2012, 114 Consumer awareness can boost government-promoted consumer protection laws.

## REFERENCE

- [1] Bandyopadhyay, A., Septianto, F., & Nallaperuma, K. (2021). How scolding can encourage consumer engagement with plastic waste issue? The moderating role of consumers' mindset. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102671>
- [2] Blanco-Gutiérrez, I., Varela-Ortega, C., & Manners, R. (2020a). Evaluating animal-based foods and plant-based alternatives using multi-criteria and SWOT analyses. *International Journal of Environmental Research and Public Health*, 17(21), 1–26. <https://doi.org/10.3390/ijerph17217969>
- [3] Blanco-Gutiérrez, I., Varela-Ortega, C., & Manners, R. (2020b). Evaluating animal-based foods and plant-based alternatives using multi-criteria and SWOT analyses. *International Journal of Environmental Research and Public Health*, 17(21), 1–26. <https://doi.org/10.3390/ijerph17217969>
- [4] Boca, G. D. (2021). Factors influencing consumer behavior in sustainable fruit and vegetable consumption in maramures county, Romania. *Sustainability (Switzerland)*, 13(4). <https://doi.org/10.3390/su13041812>
- [5] Chopra, A., Avhad, V., & Jaju, and S. (2021). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1). <https://doi.org/10.1177/2278533720923486>
- [6] Cruz-Cárdenas, J., Zabelina, E., Guadalupe-Lanas, J., Palacio-Fierro, A., & Ramos-Galarza, C. (2021). COVID-19, consumer behavior, technology, and society: A literature review and bibliometric analysis. *Technological Forecasting and Social Change*, 173. <https://doi.org/10.1016/j.techfore.2021.121179>
- [7] Eyinade, G. A., Mushunje, A., & Yusuf, S. F. G. (2021). The willingness to consume organic food: A review. In *Food and Agricultural Immunology* (Vol. 32, Issue 1, pp. 78–104). Taylor and Francis Ltd. <https://doi.org/10.1080/09540105.2021.1874885>
- [8] Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7). <https://doi.org/10.1080/09669582.2021.1903019>
- [9] Lee, S. Y., Lee, J. Y., Ahn, H., & Moon, J. H. (2020). How implicit mindset influences consumers' perception of company engagement with product complaints online. *Social Behavior and Personality*, 47(10). <https://doi.org/10.2224/SBP.8451>
- [10] Liu, X., Mao, L., & Deng, W. (2018). The influence of consumer mindset and corporate social responsibility on purchase intention. *Social Behavior and Personality*, 46(10), 1647–1656. <https://doi.org/10.2224/sbp.7025>
- [11] Niranchana Priya Viswanathan, R. K. (2022). *THE DETERMINANTS OF THE GREEN ENVIRONMENT: AN EMPIRICAL INVESTIGATION IN TO THE LINKAGE BETWEEN GREEN PURCHASING BEHAVIOR OF YOUNG CONSUMERS AND*



*ENVIRONMENTAL SUSTAINABILITY.*

<https://doi.org/10.5281/ZENODO.7049609>

- [12] Saccardo, S., Li, C., Samek, A., & Gneezy, A. (2015). Shifting Mindset in Consumer Elective Pricing. *Advances in Consumer Research*, 43, 7–11.  
<http://www.acrwebsite.org/volumes/1020219/volumes/v43/NA-43>
- [13] Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1).  
<https://doi.org/10.1177/0973258618822624>
- [14] Septianto, F. (2020). Do past scandals influence the present performance? The moderating role of consumer mindset. *Journal of Business Research*, 106, 75–81.  
<https://doi.org/10.1016/j.jbusres.2019.09.011>
- [15] Taghikhah, F., Voinov, A., Shukla, N., & Filatova, T. (2021). Shifts in consumer behavior towards organic products: Theory-driven data analytics. *Journal of Retailing and Consumer Services*, 61.  
<https://doi.org/10.1016/j.jretconser.2021.102516>
- [16] White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3).  
<https://doi.org/10.1177/0022242919825649>
- [17] Wunderlich, S., & Smoller, M. (2019). Consumer awareness and knowledge about food sources and possible environmental impact. *International Journal of Environmental Impacts: Management, Mitigation and Recovery*, 2(1), 85–96.  
<https://doi.org/10.2495/ei-v2-n1-85-96>
- [18] Zhao, J., Xue, F., Khan, S., & Khatib, S. F. A. (2021). Consumer behaviour analysis for business development. In *Aggression and Violent Behavior*.  
<https://doi.org/10.1016/j.avb.2021.101591>