Journal of Nuts
Journal homepage: ijnrs.damghan.iau.ir

ORIGINAL ARTICLE

Consumers' Perception Towards Buying Processed Cashew Nuts in India: An Investigation into Factors Determining Purchase Intension using Structural Equation Modelling

Kalee Prasanna Pattanayak[1], Brijlal Mallik[*2], Sudhakar Tripathy[3]

[1] *Research Scholar, Centurion University of Technology and Management, Odisha, 761200, India*
[2] *Assistant Professor, Symbiosis International (Deemed University), Bhandewadi, Nagpur-440035, India*
[3] *Professor, GIET University, Odisha, 765022, India*

KEYWORDS

Consumer perception;
Eating attitude;
Eating motivation;
Processed cashew nuts;
Purchase intention;
SEM

ABSTRACT

The demand for processed cashews is on the rise in today's market. Businesses and policymakers must understand the factors that influence consumer choices when purchasing processed cashew nuts. This research paper focuses on understanding these factors in Odisha, India. A confirmatory factor analysis (CFA) was conducted with a sample size of 458 individuals using non-probability convenience sampling. This established the factor structures, followed by structural equation modelling (SEM) to assess the model's accuracy and test hypotheses. The analysis results revealed that three motivational factors (competence, independence, and affinity) and three perceived value factors (wellbeing, emotive response, and expediency) had a direct and positive influence on consumers' intentions to purchase processed cashew nuts. Additionally, eating attitude mediated the relationship between all motivational factors and all perceived value factors in purchasing processed cashew nuts. However, multiple regression analysis showed no correlation between socioeconomic variables and consumers' intentions to buy processed cashew nuts. The research findings provide insights into promoting processed cashew nuts within the food industry and supporting consumers in making healthier food choices, particularly in an Indian context.

Introduction

Cashew nuts are a popular snack food around the world, like other nuts, providing vitamins, minerals, healthy fats, and protein (Chatrabnous *et al.*, 2018; Sharifkhah *et al*., 2020; Sarikhani *et al*., 2021; Chen *et al*., 2023; Zhang *et al*., 2023; Muhammad & Muhammad, 2021). Processed cashew nuts are also popular, but consumers have varying intentions when buying them (Garg *et al*., 2019). This study aims to understand the factors that influence consumers' intentions to purchase processed cashew nuts.

Several factors can influence consumers' intentions, including household income, household size, region, and the perception of quality (Capps & Dharmasena, 2021). Freshness, taste, and texture impact how consumers perceive the quality of processed cashew nuts (Wang *et al.*, 2022). Customers also pay attention to manufacturing dates, food safety labels, and taste when making purchasing decisions (Wang *et al.*, 2022). A study conducted in Tanzania by Alphonce, Waized, and Larsen (2020)

[*]**Corresponding author**: Email address: brijlalmallik@gmail.com
Received: 27 June 2023; Received in revised form: 10 September 2023; Accepted: 11 November 2023
DOI: 10.22034/jon.2023.1989910.1234

revealed that freshness, nutrition content, and naturalness are the three attributes valued by consumers when selecting packaged or processed foods. Slavica and Mirjana's (2023) study explored factors influencing consumer acceptability and food preferences in general. They found that most consumers tend to make informed choices when choosing their food, often opting for products enriched with vitamins, minerals, and dietary fibers. Additionally, they are open to trying foods that may have lower sensory appeal but offer health benefits. All the survey participants showed an understanding of nutrition and health risks, and their dietary preferences are influenced by their health needs, with some exceptions.

In a study conducted by Mahajan and Chavan (2019) in Nipani, India, price, quality, and taste were found to influence consumer choices when purchasing processed cashew nuts. However, the high prices of processed cashew nuts often lead consumers to opt for alternatives, such as cheaper nuts or other snack items. Given the wide availability of tree nuts in markets across India, consumers have flexibility in their choices (Bakhtavoryan, Capps, & Dharmasena, 2022). Therefore, producers and marketers must understand consumer preferences and tailor their marketing strategies accordingly to attract buyers of processed cashew nuts.

Rational of the study

In recent years, there has been a rise in lifestyle-related diseases, prompting the public to modify their eating habits. The objective is to improve everyday dietary practices and prioritize nutritional value when choosing snacks (Amerikanou, 2023). Studies indicate that people have an average of six eating occasions per day (Ahola *et al*., 2019), suggesting an irregular eating pattern. Snacking is often associated with "junk" food and empty calories (Sadler *et al*., 2019) and is frequently discussed about loss of appetite control, obesity, and excessive consumption. Therefore, research on foods that can help regulate appetite is essential. Opting for healthy snacking choices and including processed fruits and nuts in our regular food intake is recommended (Sadler *et al*., 2019).

Understanding why consumers make certain food choices is essential for the organized food industry (Calado *et al*., 2018). Factors such as health and environmental concerns, knowledge and awareness, eco-labels, price, and trust all play a role in influencing people's food preferences and buying habits (Dangi *et al*., 2020). Individuals consume a variety of foods for reasons that may not always align consistently (Nystrand & Olsen, 2020). People's perceptions of food are closely linked to their desire to maintain health (Hidayat *et al*., 2021), an important aspect of both social and self-regulation. Motivation helps individuals persistently engage in behaviors that reflect their intentions (Novita & Husna, 2020).

Several research studies have examined the nutritional value of cashew nuts, with most studies in India focusing on production and processing. However, limited attention has been given to consumer intentions and factors influencing the purchase of processed cashew nuts. As a leading producer, processor, exporter, and consumer of cashews worldwide, it is crucial to understand these factors in India (Ghosal, 2023; Agrawal, 2021). In fact, India consumes 40% of the global production (Ghosal, 2023). A dedicated study to explore these factors in India is essential to gain an understanding of processed cashew nut trends and consumer preferences.

Research theory

The theory of planned action suggests that our attitude towards behaviors influences our approval or disapproval of them (Ajzen, 2020). This perspective suggests that people's attitude toward food is based on their implicit evaluation, which includes preferences, beliefs, and emotions related to food (Chen & Antonelli, 2020). The intention is shaped by three interconnected factors: attitude towards the behavior

itself, subjective norms, and perceived behavioral control (Prakash *et al*., 2023). Research by Ahmed *et al*. (2021) reveals that individual attitudes, beliefs, and environmental factors play a role in dietary choices. Brinol *et al*. (2019) describe attitude strength as the level of thoughtfulness (negative or positive) an individual invests before forming an opinion on something. Our attitudes are influenced by the information we possess and the experiences we go through. When rating the outcomes of behaviours, people's attitudes can sometimes change, expressing either negative or positive views (Albarracin & Shavitt, 2018).

Motivation is the driving force behind behavior (Sitopu *et al*., 2021). Self-determination theory (SDT), one of the most popular theories on motivation, suggests that our behavior is motivated by a desire to fulfil our fundamental and innate needs, thereby promoting personal growth, development, and well-being (Deci & Ryan, 2002). SDT argues that people often engage in behaviours for their own benefit, enjoyment, or personal interest (Deci & Ryan, 2002). Smit *et al*. (2018) also acknowledge the significance of SDT in understanding behavioural changes. Moreover, SDT not only helps us comprehend how individuals behave in a variety of contexts, including education, work, leisure activities, and parenting, but it also guides interventions and applications aimed at improving people's lives (McCallum *et al*., 2019; Villalobos-Zúñiga & Cherubini, 2020).

SDT recognizes three needs: competence, relatedness (affinity), and autonomy (independence) (Verstuyf, 2012). Competence refers to the need to feel capable and accomplished in achieving desired outcomes. This need has been emphasized in theories of motivation, even though it may not explicitly be identified as an intrinsic requirement. Relatedness pertains to the importance of feeling connected to and valued by individuals, as well as the desire to fit in with peers, family, and the community. Finally, autonomy refers to the aspiration of perceiving oneself as the initiator of one's actions while engaging in an activity.

The meaning of perceived value can vary depending on the context. It is often described from the consumer perspective, referring to how consumers assess the usefulness of goods and services based on the exchange between what they receive and give in return (Jiang *et al*., 2016; Frances & Piqueras Tomas, 2019; DemiR *et al*., 2020). Although what consumers receive or give may differ, perceived value entails a trade-off between benefits and sacrifices. Itani *et al*. (2019) argue that value represents a financial compromise made by the firm during the consumption process of a product or service, while Dastane *et al*. (2023) define value as a balance between consumer perceptions of the positive and negative outcomes associated with using a product or service. Some scholars have explored perceived value as a uni-dimensional concept primarily focused on factors such as cost, price, or financial considerations (Cronin *et al*., 2000; Howat & Assaker, 2013; Jiang *et al*., 2017). However, other researchers argue that perceived value is a multi-dimensional concept that encompasses convenience, emotional satisfaction, and social status, along with price and quality considerations (El-Adly & Eid, 2016; Gallarza *et al*., 2016; Yu *et al*., 2017; El-Adly, 2019). They emphasize the importance of considering the customer experience and overall satisfaction when evaluating the value of a product or service.

According to Tran and Le (2020), consumer perceived value strongly influences their behavioral intentions. It is important to note that health and well-being are important factors when examining consumer attitudes towards functional foods (Nystrand & Olsen, 2020). When products are perceived as healthy and have information about their nutritional value, consumers' perceptions of them improve, leading to an increased desire to purchase them (Franco Arellano *et al*., 2020). Additionally, the emotional (emotive) value associated with certain foods, such as feelings

of happiness or the release of anger and frustration upon consumption, also influences consumers' food choices. Watanabe *et al*. (2020) further suggests that perceived emotional value impacts purchase intention. Finally, expediency values, such as ease of purchase (Janssen, 2018), accessibility (Dhillon *et al*., 2019), and ease of eating and storage (Brennan *et al*., 2013), largely stem from consumers' sense of convenience in using the product.

Formulation of Null Hypothesis based on the above research theory

Based on the above discussion and research theory, the following null hypotheses were developed. These hypotheses will serve as the basis for conducting analysis and evaluating the results obtained.

$H_0$1.: Consumer attitudes toward consuming cashews negatively affect purchase intentions.

$H_0$2a: Competence motivation for consuming cashews negatively affects eating attitudes.

$H_0$2b: Independence motivation for consuming cashews negatively affects eating attitudes.

$H_0$2 c: Affinity motivation for consuming cashews negatively affects eating attitudes.

$H_0$3a: Competence motivation for consuming cashews negatively and indirectly affects purchase intentions.

$H_0$3b: Independence motivation for consuming cashews negatively and indirectly affects purchase intentions.

$H_0$3c: Affinity motivation for consuming cashews negatively and indirectly affects purchase intention.

$H_0$4a: The perceived well-being value of consuming cashews negatively and indirectly affects purchase intentions.

$H_0$4b: The perceived emotive value of consuming cashews negatively and indirectly affects purchase intention.

$H_0$4c: The perceived expediency value of consuming cashew negatively and indirectly affects purchase intention.

$H_0$5a: The perceived well-being value of consuming cashew negatively affects eating attitudes.

$H_0$5b: The perceived emotive value of consuming cashews negatively affects eating attitudes.

$H_0$5c: The perceived expediency value of consuming cashews negatively affects eating attitudes.

Materials and Methods

The study was conducted using a quantitative research approach, involving the collection of data from a group of consumers through a structured questionnaire. The questionnaire covered aspects such as the participants' demographics, their opinions on processed cashew nuts, and their intentions to purchase the product. A convenience sampling technique was used to select the participants. The collected data was analysed using descriptive and inferential statistics, as well as structural equation modelling (SEM) in combination with confirmatory factor analysis (CFA). The data for this study was collected during January and February 2023 in the state of Odisha, India. Convenience sampling was used to select participants from five districts: Gajapati, Rayagada, Koraput, Nabarangpur, and Ganjam. Convenience sampling is a probability technique that enables researchers to select individuals or units from populations, even though it has its limitations (Etikan *et al*., 2016). This method is useful in situations where randomization is not feasible and resources are scarce, making it a practical approach for studying large populations (Etikan *et al*., 2016).

A total of 600 survey questionnaires were distributed to potential consumers, of which 470 (78%) were returned. After reviewing the responses, 458 error-free questionnaires were selected as the sample size for the study. Kline (2011) recommends a minimum of ten cases for each parameter or item to ensure the accuracy of a statistical estimate. With 34 items in the current research, a minimum of 340 responses were required. Therefore, a sample size of

458 was deemed sufficient. Confirmatory factor analysis (CFA) was conducted on this sample to validate the existing factor structures. Additionally, structural equation modelling (SEM) was used to test the hypotheses outlined in the study on the same sample. Scales based on a scale developed by Sun & Liang (2020) (Table 1) were used in the investigation. It is important to note, however, that our study focused on processed cashew nuts, while the mentioned scale was originally designed to gather data about types of dried fruits. A principal axis factoring (PAF) analysis was conducted to determine the dimensionality of motivation, perceived value, eating attitude, and purchase intention (Table 1). Participants responded to a survey created using the Google Forms platform. The survey link was shared with respondents via email and WhatsApp between January and February 2023. Participation in the survey was completely optional, private, and confidential.

Results

Results of the regression analysis and the relationship between socioeconomic factors and purchase intention

Upon examining sociodemographic factors, we found that the age groups of the participants were divided into four categories: those under 25 years old (31.09%), those between 25 and 35 years old (29%), those between 36 and 45 years old (15.07%), and those who were 46 years old or older (23.04%). The majority of the participants (64.2%) were male, while 59.8% were unmarried, as shown in Table 2.

Tables 3 and 4 show that when examining the relationship between socioeconomic variables and purchase intention through multiple regression analysis, both the R-square and adjusted R-square values are below 0.09. According to Ozili (2023), a social science empirical model with an R-square value between 0 and 0.09 (or between 0% and 9%) is considered too low. Therefore, we can conclude that the model is not suitable for further research and interpretation. Additionally, the coefficients from the multiple regression output are not significant enough for further analysis.

Results of Confirmatory Factor Analysis (CFA)

The sample size used in CFA is influenced by many factors, including the number of relationships between types of estimators, the reliability of indicators, data scaling, the amount of missing data, and the complexity and patterns within the model (Brown, 2015). Researchers use power analysis to determine a sample size (Byrne, 2012; Wang & Wang, 2012; Brown, 2015; Kline, 2016). Additionally, when conducting Monte Carlo simulations to obtain unbiased estimates or standard errors and reduce the likelihood of non-convergence issues, it is recommended to have minimum sample sizes. However, Tabachnick and Fidell (2013) observe that having a large enough sample size or adequate sample power is crucial when planning research endeavors.

Table 1. Principal Axis Factoring (PAF), Loadings, Mean & Standard Deviation of Scale (n-458).

Factor/Item	Mean	Std. deviation	Loading
Individual motivation (Independence motivation)			
I buy cashews just for the purpose of eating them	4.14	.887	.406
I Eat to pass time	3.61	1.063	.569
I Eat to enjoy the chewiness	3.63	1.039	.594
Individual motivation (Competence motivation)			
It may be a substitute for staple foods	3.56	1.043	.468
It may be a substitute for candy or chocolate	3.78	1.105	.621
It could be used as a substitute for crispy foods	3.68	1.026	.576
It could be used in place of fruits	3.66	1.128	.547
It could be a good vegetarian option	3.81	.979	.495
It may help me stop eating unhealthy snacks	3.83	.997	.451
It may meet daily nutrition needs	3.92	.946	.544
Individual motivation (Affinity motivation)			
Sharing with family members	3.86	.971	.447
Manufacturers may customize nut products they want	3.77	.955	.386
As a gift that is unique to the area.	3.69	.972	.456
As a snack at a celebration or festival.	3.83	.986	.491
Perceived value (Wellbeing value)			
The cashew nut may be beneficial to one's health.	4.02	.912	.581
Cashew nuts are nutritious nuts.	4.00	.955	.650
Cashew nuts get digested easily	3.82	.951	.437
Cashew nuts contain vitamins	4.01	.886	.559
Cashew nuts contain protein	3.97	.966	.587
Cashew nuts contain prebiotics	3.81	.938	.439
Cashew nuts contain antioxidants	3.82	.907	.483
Cashew nuts reduce the risk of heart disease	3.76	.934	.509
Perceived value (Emotive value)			
I eat cashew nuts when I feel happy	3.70	1.085	.544
I eat cashew nuts when I feel frustrated	3.33	1.195	.712
I eat cashew nuts when I feel angry	3.31	1.252	.693
Perceived value (Expediency value)			
Cashew nuts are easily eaten	3.87	.925	.546
Cashew nuts are easy to store	3.87	.936	.559
Cashew nut are easy to carry	3.95	.930	.602
Eating attitude			
Eating cashew nut is interesting	3.73	1.010	.592
Eating cashew nuts is fashionable	3.50	1.131	.609
Eating cashew nuts is wise	3.59	1.017	.527
Purchase intention			
I'm thinking about buying cashew nuts.	3.93	.969	.659
I am willing to purchase cashew nuts	3.83	.881	.714
I will purchase cashew nuts	3.88	.960	.634

CFA typically utilizes large sample sizes (Kline, 2016). However, models with trustworthy parameter

estimates and variables can still yield results with smaller samples (Tabachnick & Fidell, 2013). Generally, sample sizes exceeding 200 are considered appropriate for CFA (Bandalos, 2014; Singh, Junnarkar, & Kaur, 2016). In CFA analysis, a loading of 0.5 is typically used as a cut-off point. The R software package was used to assess the validity of factor structures using maximum likelihood estimation of CFA. Model fit was determined using recommended indicators by Hair *et al*. (1998) and Browne & Cudeck (1993): SRMR ≤ 0.10, RMSEA ≤ 0.08, CFI ≥ 0.90, TLI ≥ 0.95, NFI ≥ 0.90. The three-factor solution produced a good fit for the motivation variable ($\chi 2$ = 327.23, df = 73, p < .005, RMSEA = 0.071, SRMR = 0.071, CFI = 0.92, NFI = 0.93, TLI = 0.97). The composite reliability findings and factor loadings are displayed in Table 5. In this research study, construct validity was determined by examining both discriminant validity and convergent validity. Convergent validity of each factor was evaluated by analysing their standardized factor loadings (Shrestha, 2021). Discriminant validity refers to how one latent variable differs from other constructs in the model (Hair Jr. *et al*., 2014). Discriminant validity was assessed by generating confidence intervals for inter-factor correlation estimations (Voorhees *et al*., 2016).

Researchers have recently found that the heterotrait-monotrait ratio of correlations (HTMT) is an improved criterion for assessing discriminant validity compared to existing methods like the Fornell-Larcker criterion (Alam *et al*., 2019). HTMT was therefore used to test the discriminant validity of the three-factor model in this study. All HTMT values were below 1.0, indicating that the variables have both convergent and discriminant validity. Specifically, the correlation between factors one and two was .641, between factors two and three it was .692, and between factors one and three it was .731. These results confirm that the variables have convergent validity, as the factor loadings are all above 0.5. Additionally, the HTMT values for all factor pairs are below 1.0, indicating that the variables have discriminant validity. Overall, the three-factor model demonstrated a suitable fit for assessing the perceived value variable ($\chi 2$ = 387.161, df = 73, p <.005, SRMR = .063, RMSEA = .073, CFI = .93, NFI = .95, TLI = .98). Table 5 presents the results of factor loadings and composite reliability. Each factor demonstrated convergent validity based on the criteria defined by Hair *et al*. (2019). The correlations between the factors were all below 1.0, indicating that the results satisfied the discriminant validity criteria of HTMT (Alam *et al*., 2019).

Table 2. Analysis of socio demographics (n = 458).

Variables	Descriptions				
Gender	294			164	
	Male (64.2%)			Female (35.8%)	
Age	Below 25 = 146 (31.9%)	25 to 35 = 133 (29%)	36 to 45 = 72 (15.7%)	46 and above = 107 (23.4%)	
Marital status	274			184	
	Single (59.8%)			Married (40.2%)	
Type of family	302			156	
	Nuclear family (65.9%)			Joint family (34.1%)	
Highest educational qualification	36	91	207	124	
	High school (7.9%)	Intermediate (19.9%)	Graduation (45.2%)	Post-graduation (27.1%)	
Occupation	124	102		232	
	Salaried (27.1%)	Self-employed (22.3%)		Non-employed (50.7%)	
Family annual income	155	188	88	27	
	Less than 1 lac (33.8%)	1 lac to 5 lac (41.0%)	5 lac to 10 lac (19.2%)	10 lac & above (5.9%)	
Frequency of Purchase	44	99	163	152	
	Daily (9.6 %)	Weekly (21.6 %)	Monthly (35.6%)	Occasionally (33.2 %)	
Preferred time of consumption in a day	187	47	169	55	
	Morning (40.8%)	Afternoon (10.3%)	Evening (36.9%)	Night (12%)	
Purpose of purchasing	262	27		169	
	Consuming at home (57.2%)	Gifting (5.9%)		Both (36.9%)	
Place of residence	125	109	71	84	69
	Rayagada (27.3%)	Gajapati (23.8%)	Ganjam (15.5%)	Koraput (18.3%)	Nabarangpur (15.1%)

Table 3. Multiple regression analysis of socio-economic variables with purchase intention.

Coefficients [a]					
Model	**Unstandardized coefficients**		**Standardized coefficient**	**t**	**Sig.**
	B	**Std. error**	**Beta**		
(Constant)	109.700	8.813		12.448	.000
Age	1.595	1.250	.091	1.276	.203
Gender	-.226	2.016	-.005	-.112	.911
Current place of residence	.087	.664	.006	.131	.896
Marital status	-2.254	3.007	-.055	-.750	.454
Food preference	-.644	2.182	-.014	-.295	.768
Type of family	5.789	1.976	.136	2.929	.004**
Highest education qualification	.779	1.139	.034	.684	.494
Occupation	1.978	1.322	.084	1.497	.135
Family annual income	2.532	1.138	.110	2.224	.027*
a. Dependent variable: purchase intention					

Table 4. Regression model summery.

Model summary				
Model	**R**	**R square**	**Adjusted R square**	**Std. error of the estimate**
1	.199[a]	.040	.020	19.93418

a. Predictors: (Constant), Family Annual Income, Current place of Residence, Type of family, Food Preference, Gender, Marital Status, Highest Education Qualification, Occupation, Age

Table 5. CFAs of variables (n = 458).

Variables	**Motivation**				**Perceived value**			
Factor items	**Independence**	**Competence**	**Affinity**	**Wellbeing**	**Emotive**	**Expediency**	**Attitude**	**Intention**
1	0.798	0.628	0.798	0.718	0.798	0.796	0.686	0.896
2	0.645	0.669	0.736	0.721	0.893	0.845	0.790	0.850
3	0.798	0.788	0.698	0.751	0.852	0.747	0.689	0.892
4		0.658	0.796	0.673				
5		0.789		0.764				
6		0.692		0.792				
7		0.788		0.662				
8				0.599				
Comp Reliability	0.793	0.881	0.844	0.891	0.885	0.839	0.766	0.911
AVE	0.563	0.517	0.575	0.508	0.720	0.635	0.523	0.774

Results of Structural Equation Modelling (SEM)

We examined the proposed hypotheses using the SEM feature in the R software package. We followed the methods described by Williams *et al*. (2009) to investigate the mediating effects of the three components. The variables of eating attitude and purchase intention displayed significant levels of variance in their outcomes (R^2 = .590 and .470, respectively), and the overall model demonstrated a satisfactory fit (χ^2 = 1339.37, df = 492, $p < .005$, SRMR = .076, RMSEA = .062, CFI = .94, TLI = .96, NNFI = .90, NFI = .92). Figure 1 illustrates the path analysis of the mediation model. In social science research, the squared multiple correlation (R^2) is commonly used to measure the cumulative effect size of explanatory variables on dependent variables and to predict specific phenomena. An R^2 value between 0.10 and 0.50 (or between 10% and 50%) is considered acceptable when most or some of the explanatory variables are statistically significant. An R^2 value between 0 and 0.09 (or between 0% and 9%) is considered low for an empirical model in social science research (Ozili, 2023). Ozili (2023) also highlights that an R^2 value ranging from 0.50 to 0.99 is appropriate in a social science study, particularly when most of the explanatory factors are statistically significant. Based on the findings of this study, the structural correlations in the final model accounted for 41% of the variance in eating attitudes and around 53% of the variance in purchasing intentions.

Based on the results of hypothesis testing, we have determined that all of the null hypotheses in this study have been rejected. Consequently, we can conclude that the corresponding alternative hypotheses are supported and accepted

The alternative hypothesis, H1, was supported (Table 7). The structural model shows that eating attitude positively influenced purchase intention (Figure 1, Table 6), supporting H1. H3a, H3b, H3c, H4a, and H4c were also supported, indicating that motivation factors (competence, independence, and affinity) and perceived values (well-being, emotive response, and expediency) all had a direct and positive impact on purchase intention for processed cashew nuts (Table 7). H4b was also supported, as purchase intention was significantly influenced by perceived emotive value. Furthermore, eating attitude was favourably influenced by motivations related to competence, independence, perceived well-being value, and perceived emotive value, supporting H2a, H2b, H5a, and H5b. Affinity motivation and perceived expediency value had a substantial influence on eating attitude, supporting H2c and H5c. These observations are all detailed in Table 7.

Perceived emotive value had the highest positive and direct effect on eating attitude (0.644), whereas competence motivation had the highest positive and direct effect on purchase intention (0.571) (Figure 1, Table 6). Competence motivation (0.551), independence motivation (0.495), affinity motivation (0.519), perceived wellbeing value (0.561), and perceived expediency value (0.611) also had a direct and positive effect on eating attitude. Independence motivation (0.452), Affinity motivation (0.538), perceived wellbeing value (0.521), perceived emotive value (0.504), and perceived expediency value (0.554) also had a direct and positive effect on purchase intention. These results indicate that perceived expediency value and competence motivation were significant contributors to purchase intention, and perceived emotive value was the most significant contributor to eating attitude. Figure 1 and Table 6 demonstrate that eating attitude mediates the effects of all three motivation constructs (independence, competence, and affinity) and all three perceived value constructs (well-being, emotive response, and expediency) on purchase intention toward processed cashew nuts.

Research findings

The findings indicate that people's eating attitude has an impact on their intention to buy processed cashew nuts, supporting previous research (Di Renzo

et al., 2020; Kumar & Smith, 2018). These studies show that consumers who enjoy eating processed cashew nuts perceive themselves as wise, interesting, and fashionable, and are more likely to purchase the product. Moreover, the current study confirms research by Lee and Yang (2013) and Ahmad *et al.* (2020) showing that eating attitude mediates the relationship between motivation and purchase intention. Additionally, we found that attitudes influence perceived value and purchase intention, supporting studies such as those by Salehzadeh and Pool (2017) and Lukito and Yustini (2019).

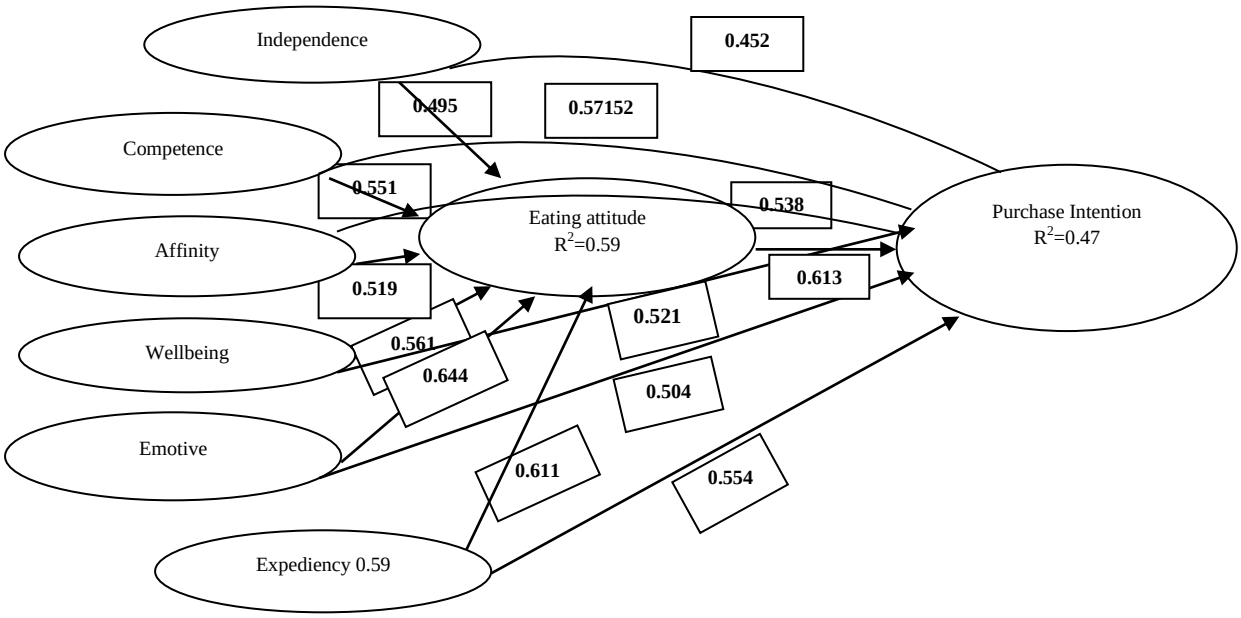

Fig. 1. Mediation model path analysis diagram for processed cashew nuts (n = 458).

Table 6. The effects of latent independent variables & Correlation coefficients (n = 458).

Sl. No	Variables	1	2	3	4	5	6	7	Intention			
									8	Direct effect	Indirect effect	Total effect
1	Independence	1								.051	0.199	.250*
2	Competence	.625**	1							.092	0.197	.289*
3	Affinity	.518**	.646**	1						.026	0.236*	.262*
4	Wellbeing	.390**	.547**	.634**	1					.026	0.241*	.267*
5	Emotive	.585**	.600**	.545**	.413**	1				.054	0.209	.263*
6	Expediency	.364**	.448**	.475**	.631**	.373**	1			.156	0.146	.302**
7	Attitude	.495**	.551**	.519**	.561**	.644**	.611**	1		.086	0.217	.303*
8	Intention	.452**	.571**	.538**	.521**	.504**	.554**	.613**	1	-.030	0.27*	.240*

Table 7. Results of Hypothesis testing

	Hypotheses	Results
$H_0$1.	Consumer attitudes toward consuming cashews negatively affect purchase intentions.	Rejected
$H_0$2a:	Competence motivation for consuming cashews negatively affects eating attitudes.	Rejected
$H_0$2b:	Independence motivation for consuming cashews negatively affects eating attitudes.	Rejected
$H_0$2 c:	Affinity motivation for consuming cashews negatively affects eating attitudes.	Rejected
$H_0$3a:	Competence motivation for consuming cashew negatively and indirectly affects purchase intention.	Rejected
$H_0$3b:	Independence motivation for consuming cashew negatively and indirectly affects purchase intention.	Rejected
$H_0$3c:	Affinity motivation for consuming cashew negatively and indirectly affects purchase intention.	Rejected
$H_0$4a:	The perceived well-being value of consuming cashews negatively and indirectly affects purchase intentions.	Rejected
$H_0$4b:	The perceived emotive value of consuming cashews negatively and indirectly affects purchase intention.	Rejected
$H_0$4c:	The perceived expediency value of consuming cashews negatively and indirectly affects purchase intention.	Rejected
$H_0$5a:	The perceived well-being value of consuming cashews negatively affects eating attitudes.	Rejected
$H_0$5b:	The perceived emotive value of consuming cashews negatively affects eating attitudes.	Rejected
$H_0$5c:	The perceived expediency value of consuming cashews negatively affects eating attitudes.	Rejected

The study found that consumers' intention to buy processed cashew nuts is positively influenced by three motivations: competence, independence, and affinity. Additionally, all three perceived values—well-being, emotive response, and expediency—also have a positive impact on purchase intention. The study indicates that perceived expediency value and competence motivation play important roles in determining purchase intention. Specifically, perceived emotive value primarily affects eating attitude (see Figure 1 and Table 6). The study's findings confirmed the importance of perceived expediency value for purchase intention. The research also suggests that consumers view processed cashew nuts as an alternative to staple foods, candies, crispy snacks, and unhealthy snacks due to the importance of competence motivation toward purchase intention. When individuals consume cashew nuts, they tend to feel satisfied and happy due to the significance of perceived emotive value toward eating attitude. Additionally, the study's findings confirm that compared to other perceived value and motivation constructs, independence and affinity motivations have a relatively less significant impact on both eating attitudes and purchase intention, although they do have a direct influence on them.

Discussion

The findings of the study suggest that strategies for increasing the intention to buy processed cashew nuts should focus on satisfying motivations and eating attitudes. Consuming processed cashew nuts is generally perceived as a behavior that reflects high levels of perceived value and eating attitudes. These sentiments have a significant impact on the marketing of processed cashew nuts. Consumers perceive processed cashew nuts as a convenient and portable food option. Therefore, marketing efforts should emphasize the simplicity of consuming and carrying processed cashew nuts. Additionally, marketing campaigns should highlight how processed cashew nuts can easily replace staple foods and unhealthy snacks, such as candies and crispy snacks. Furthermore, consumers appreciate processed cashew nuts as a vegetarian and nutritious snack option. Individuals who enjoy processed cashew nuts often experience satisfaction and happiness.

Consumers do not view processed cashew nuts as a product to casually test for taste, texture, and chewiness. This results from the minor influence of independence motivation on eating attitude. With their high cost compared to other nuts and snacks in India, consumers hesitate to try processed cashews (Babu, 2022). Reflecting the limited impact of affinity

motivation, Indian consumers prefer sharing or gifting more affordable, convenient treats over cashews (Jain & Wadhwa 2019). Additionally, due to the high price, consumers are disinclined to sample cashews to determine preferences, relating to the minor effect of independence motivation on purchase intention (Azam & Judge 2001). Considering the limited influence of affinity motivation on purchase intention, Indian consumers often choose cereal-based snacks over cashews for social gatherings and festivals (Deka & Sit, 2022). To fully capitalize on India's processed cashew market, relevant organizations must account for these factors when devising marketing and advertising strategies.

Conclusions

Based on this study the perceived expediency value and competence motivation were the two most important factors influencing consumers' purchase intention. Indian consumers view processed cashew nuts as a convenient, portable, and healthy food option, which is reflected in the significant impact of perceived expediency value on purchase intention. Additionally, processed cashews are seen as a substitute for unhealthy snacks, which further supports the role of competence motivation in purchase intention. Considering that processed cashew nuts can also meet the nutritional requirements of vegetarians, their significance in terms of competence motivation is even greater. These findings suggest that organizations involved in marketing and selling processed cashew nuts in India should prioritize perceived expediency value and competence motivation when developing policies and strategies.

Conflict of interest

The authors hereby declare that they have no conflicts of interest.

Funding

No grants, funds, or other supports were received by the authors while preparing this manuscript.

References

Agrawal K (2021) Export & export potential of cashew kernels to Belgium, Germany & Netherlands -. Elementary Education Online. 20(1), 2546–2559.

Ahmed N, Li C, Khan A, Qalati SA, Naz S, Rana, F (2021) Purchase intention toward organic food among young consumers using theory of planned behavior: role of environmental concerns and environmental awareness. Journal of Environmental Planning and Management. 64(5), 796-822. doi: 10.1080/09640568.2020.1785404

Ahola AJ, Mutter S, Forsblom C, Harjutsalo V, Groop PH (2019) Meal timing, meal frequency, and breakfast skipping in adult individuals with type 1 diabetes – associations with glycaemic control. Scientific Reports. 9(1), 20063. doi:10.1038/s41598-019-56541-5

Ahmad MS, Jamil A, Latif KF, Ramayah T, Ai Leen JY, Memon M, Ullah R (2020) Using food choice motives to model Pakistani ethnic food purchase intention among tourists. British Food Journal. 122(6), 1731-1753. doi: 10.1108/bfj-01-2019-0024

Alam MZ, Kousar S, Rehman CA (2019) Role of entrepreneurial motivation on entrepreneurial intentions and behaviour: theory of planned behaviour extension on engineering students in Pakistan. Journal of Global Entrepreneurship Research. 9(1), 1-20. doi:10.1186/s40497-019-0175-1

Albarracin D, Shavitt S (2018) Attitudes and attitude change. Annual Review of Psychology. 69, 299-327. doi: 10.1146/annurev-psych-122216-011911

Alphonce R, Waized BM, Larsen MN (2020) Consumer preference for novelty in processed foods: a developing country perspective. Journal of Agribusiness in Developing and

Emerging Economies. 10(4), 429-446. doi: 10.1108/jadee-03-2019-0036

Amerikanou C, Tagkouli D, Tsiaka T, Lantzouraki DZ, Karavoltsos S, Sakellari A, Kaliora AC (2023) Pleurotus eryngii Chips—Chemical Characterization and Nutritional Value of an Innovative Healthy Snack. Foods. 12(2), 353. doi: 10.3390/foods12020353

Azam-Ali SH, Judge EC (2001) Small-scale cashew nut processing. Coventry (UK): ITDG Schumacher Centre for Technology and Development Bourton on Dunsmore. 1-70.

Ajzen I (2020) The theory of planned behavior: Frequently asked questions. Human Behavior and Emerging Technologies. 2(4), 314–324. doi:10.1002/hbe2.195.

Babu D (2022) A Study on Marketing Mix of Delicious Cashew Company.

Bakhtavoryan R, Capps O, Dharmasena S (2022) A household-level demand system analysis of nuts in the United States. Agricultural and Resource Economics Review. 51(2), 283-310. doi: 10.1017/age.2022.11

Bandalos DL (2014) Relative performance of categorical diagonally weighted least squares and robust maximum likelihood estimation. Structural Equation Modeling. 21(1), 102–116. doi:10.1080/10705511.2014.859510

Brennan MA, Derbyshire E, Tiwari BK, Brennan CS (2013) Ready-to-eat snack products: the role of extrusion technology in developing consumer acceptable and nutritious snacks. International Journal of Food Science & Technology. 48(5), 893-902. doi: 10.1111/ijfs.12055

Brinol P, Petty RE, Guyer, JJ (2019) A historical view on attitudes and persuasion. In Oxford Research Encyclopedia of Psychology.

Brown TA (2015) Confirmatory factor analysis for applied research. Guilford publications.

Browne MW, Cudeck R (1993) Alternative ways of assessing model fit. In Bollen, KA and Long JS (Eds.), Testing structural equation models. Newbury Park, CA: Sage. pp. 136-162.

Byrne BM (2012) Structural equation modeling with Mplus: Basic concepts, applications, and programming.

Calado R, Leal MC, Gaspar H, Santos S, Marques A, Nunes ML, Vieira H (2018) How to succeed in marketing marine natural products for nutraceutical, pharmaceutical and cosmeceutical markets. Grand Challenges in Marine Biotechnology. 317-403. doi: 10.1007/978-3-319-69075-9_9

Capps O, Dharmasena S (2021) Demand analysis of peanuts and tree nuts in the United States: A micro-perspective. International Food and Agribusiness Management Review. 24(3), 523-544. doi: 10.22434/ifamr2020.0090

Chatrabnous N, Yazdani N, Vahdati K (2018) Determination of nutritional value and oxidative stability of fresh walnut. Journal of Nuts. 9(1),11-20.

Chen PJ, Antonelli M (2020) Conceptual models of food choice: influential factors related to foods, individual differences, and society. Foods. 9(12), 1898. doi: 10.3390/foods9121898

Chen YY, Li NY, Guo X, Huang HJ, Garcia-Oliveira P, Sun J. Y., Liu C (2023) The nutritional and bio-active constituents, functional activities, and industrial applications of cashew (*Anacardium occidentale*): A review. Food Frontiers. doi: 10.1002/fft2.250

Cronin JJ, Brady MK, Hult GTM (2000) Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. Journal of Retailing. 76(2), 193–218.

Dangi N, Gupta SK, Narula SA (2020) Consumer buying behaviour and purchase intention of organic food: A conceptual framework. Management of Environmental Quality: An International Journal. 31(6), 1515-1530. doi:

10.1108/meq-01-2020-0014

Dastane O, Goi CL, Rabbanee FK (2023) The development and validation of a scale to measure perceived value of mobile commerce (MVAL-SCALE). Journal of Retailing and Consumer Services. 71. doi: 10.1016/j.jretconser.2022.103222

Deci EL, Ryan RM (2002) Overview of self-determination theory: An organismic dialectical perspective, p. 3–33. In: E.L. Deci and R.M. Ryan (eds.). Handbook of self-determination research. Rochester University Press, Rochester, NY.

Deka P, Sit N (2022) A review of the traditional cereal-based foods and beverages of north-east India. International Journal of Gastronomy and Food Science. 100632.

DemiR A, Maroof L, Khan NUS, Ali BJ (2020) The role of E-service quality in shaping online meeting platforms: a case study from higher education sector. Journal of Applied Research in Higher Education. 13(5), 1436–1463. doi: 10.1108/jarhe-08-2020-0253

Dhillon J, Diaz R, L. K, Aldaz KJ, De LC, N, Vu, E, Asad A, S., Ortiz RM (2019) We don't have a lot of healthy options: Food environment perceptions of first-year, minority college students attending a food desert campus. Nutrients. 11(4), 816. doi:10.3390/nu11040816

Di Renzo L, Gualtieri P, Pivari F, Soldati L, Attinà A, Cinelli G, De Lorenzo A (2020) Eating habits and lifestyle changes during COVID-19 lockdown: an Italian survey. Journal of Translational Medicine. 18(1), 1-15. doi: 10.1186/s12967-020-02399-5

El-Adly, Eid R (2016) An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. Journal of Retailing and Consumer Services. 31, 217–227. doi:10.1016/j.jretconser.2016.04.002

El-Adly MI (2019) Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. Journal of Retailing and Consumer Services. 50, 322–332. doi:10.1016/j.jretconser.2018.07.007

Etikan I, Musa SA, Alkassim RS (2016) Comparison of convenience sampling and purposive sampling. American Journal of Theoretical and Applied Statistics. 5(1), 1-4. doi:10.11648/j.ajtas.20160501.11

Frances DS, Piqueras-Tomas L (2019) The effects of corporate social responsibility on consumer loyalty through consumer perceived value. Ekonomska Istrazivanja-economic Research. 32(1), 66–84. doi: 10.1080/1331677x.2018.1547202

Franco-Arellano B, Vanderlee L, Ahmed M, Oh A, L'Abbé M. (2020) Influence of front-of-pack labelling and regulated nutrition claims on consumers' perceptions of product healthfulness and purchase intentions: A randomized controlled trial. Appetite. 149, 104629. doi: 10.1016/j.appet.2020.104629

Gallarza MG, Arteaga F, Del Chiappa G, Saura IG (2016) Intrinsic value dimensions and the value-satisfaction-loyalty chain: a causal model for services. Journal of Services Marketing. 30(2), 165–185. doi:10.1108/jsm-07-2014-0241

Garg N, Bharti A, Sharma A, Bhalla S (2019) Plant-mycorrhizal and plant-rhizobial interfaces: Underlying mechanisms and their roles in sustainable agroecosystems. Plant Microbe Interface. 27-67. doi: 10.1007/978-3-030-19831-2_2

Ghosal S (2023) Crisil sees revenue of India's cashew processing industry surging beyond Rs 30,000 cr next fiscal. The Economic Times. https://economictimes.indiatimes.com/news/economy/agriculture/crisil-sees-revenue-of-indias-cashew-processing-industry-surging-beyond-rs-30000-cr-next-fiscal / articleshow

/97122978.cms.

Hair JF Jr, Sarstedt M, Hopkins L, Kuppelwieser VG (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.

Hair JF, Anderson RE, Tatham RL, Black WC (1998) Multivariate data analysis with readings prentice-hall international inc.

Hair JP, Black JP, Babin JP, Anderson RE (2019) Multivariate Data Analysis, Eighth Edition. Harlow: Cengage Learning.

Hidayat A, Wıjaya T, Ishak A, Ekasasi SR, Zalzalah GG (2021) Model of the consumer switching behavior related to healthy food products. Sustainability. 13(6), doi: 10.3390/su13063555

Howat G, Assaker G (2013) The hierarchical effects of perceived quality on perceived value, satisfaction, and loyalty: Empirical results from public, outdoor aquatic centres in Australia. Sport Management Review. 16(3), 268–284. doi:10.1016/j.smr.2012.10.001

Itani OS, Kassar AN, Loureiro SM C (2019) Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. International Journal of Hospitality Management. 80, 78-90. doi: 10.1016/j.ijhm.2019.01.014

Jain S, Wadhwa R (2019) Study of Changing Pattern of Preference and Purchase Decision at the Time of Festivals:(Empirical Study of Purchase Decision of Edible Gift Items).

Janssen M (2018) Determinants of organic food purchases: Evidence from household panel data. Food Quality and Preference. 68, 19-28. doi: 10.1016/j.foodqual.2018.02.002

Jiang L, Jun M, Yang Z (2016) Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce? Service Business. 10(2), 301-317. doi: 10.1007/s11628-015-0269-y

Jiang H, Lin P, Hsieh, P (2017) The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch. Computers in Human Behavior. 67, 264–272. doi:10.1016/j.chb.2016.11.001

Kline RB (2011) Principles and Practice of Structural Equation Modeling, 3rd ed., The Guildford Press, New York, NY.

Kline RB (2016) Principles and practice of structural equation modeling.

Kumar A, Smith S (2018) Understanding local food consumers: Theory of planned behavior and segmentation approach. Journal of Food Products Marketing. 24(2), 196-215. doi: 10.1080/10454446.2017.1266553

Lee YJ, Haley E, Yang K (2013) The mediating role of attitude towards values advocacy ads in evaluating issue support behaviour and purchase intention. International Journal of Advertising. 32(2), 233-253. doi: 10.2501/ija-32-2-233-253

Lukito LP, Yustini R (2019) The mediation effect of customer perceived value and Attitude Toward advertisement on social media influencer's credibility on purchase intention. Journal of Management and Business Environment 1(1), 36-60. doi: 10.24167/jmbe.v1i1.2049

Mahajan V, Chavan P (2019) An empirical analysis of factors affecting on preference for cashew in Nipani. International Journal of Trend in Scientific Research and Development, Special Issue (Special Issue-FIIIIPM2019), 207–211. doi: 10.31142/ijtsrd23104

McCallum M, Gray CM, Hanlon P, O'Brien R, Mercer SW (2019) Exploring the utility of self-determination theory in complex interventions in multimorbidity: A qualitative analysis of patient experiences of the CARE Plus intervention. Chronic Illness 17(4), 433–

450. doi: 10.1177/1742395319884106

Muhammad A, Muhammad T (2021) Medicinal uses of cashew (Anacardium occidentale): Review. Journal of Science Technology and Research. 2(1), 1-10

Novita D, Husna N (2020) The influence factors of consumer behavioral intention towards online food delivery services. Technobiz: International Journal of Business. 3(2), 40-42. doi: 10.33365/tb.v3i2.840

Nystrand BT, Olsen SO (2020) Consumers' attitudes and intentions toward consuming functional foods in Norway. Food Quality and Preference 80.

Ozili PK (2023). The acceptable R-square in empirical modelling for social science research. In Social research methodology and publishing results: A guide to non-native English speakers IGI Global. doi: 10.4018/978-1-6684-6859-3.ch009. pp. 134-143.

Prakash G, Singh PK, Ahmad A, Kumar G (2023) Trust, convenience and environmental concern in consumer purchase intention for organic food. Spanish Journal of Marketing-ESIC. 27(3), 367–388. doi: 10.1108/sjme-09-2022-0201

Sadler MJ, Gibson S, Whelan K, Ha MA, Lovegrove J, Higgs J (2019) Dried fruit and public health–what does the evidence tell us?. International Journal of Food Sciences and Nutrition. 70(6), 675-687. doi: 10.1080/09637486.2019.1568398

Salehzadeh R, Pool JK (2017) Brand attitude and perceived value and purchase intention toward global luxury brands. Journal of International Consumer Marketing. 29(2), 74-82. doi: 10.1080/08961530.2016.1236311

Sarikhani S, Vahdati K, Ligterink W (2021) Biochemical properties of superior persian walnut genotypes originated from southwest of Iran. International Journal of Horticultural Science and Technology. 8(1), 13-24. doi: 10.22059/ijhst.2020.309363.392

Singh K, Junnarkar M, Kaur J (2016) Measures of Positive Psychology, Development and Validation. Berlin: Springer. doi: 10.1007/978-81-322-3631-3

Sitopu YB, Sitinjak KA, Marpaung FK (2021) The influence of motivation, work discipline, and compensation on employee performance. Golden Ratio of Human Resources Management. 1(2), 72–83.

Slavica G, Mirjana G (2023) Factors affecting consumer preference for healthy diet and functional foods. Foods and Raw Materials. 11(2), 259-271

Smit CR, de Leeuw RN, Bevelander KE, Burk WJ, Buijs L, van Woudenberg TJ, Buijzen M (2018) An integrated model of fruit, vegetable, and water intake in young adolescents. Health Psychology. 37(12), 1159–1166. doi: 10.1037/hea0000691.

Sharifkhah M, Bakhshi D, Pourghayoumi M, Abdi S, Hokmabadi H (2020) Effect of pollination time on yield and antioxidant properties of some pistachio cultivars. International Journal of Horticultural Science and Technology. 7(1), 51-58.

Shrestha N (2021) Factor analysis as a tool for survey analysis. American Journal of Applied Mathematics and Statistics. 9(1), 4–11. doi.10.12691/ajams-9-1-2

Sun Y, Liang C (2020) Factors determining consumers' purchase intentions towards dried fruits. International Journal of Fruit Science. 20(sup2), S1072-S1096.

Tabachnick B, Fidell L (2013) Using Multivariate Statistics. Boston, MA: Pearson Education Inc.

Tran VD, Le NMT (2020) Impact of Service Quality and Perceived Value on Customer Satisfaction and Behavioral Intentions: Evidence from Convenience Stores in

Vietnam. The Journal of Asian Finance, Economics and Business. 7(9), 517–526. doi: 10.13106/jafeb.2020.vol7.no9.517

Verstuyf J, Patrick H, Vansteenkiste M, Teixeira PJ (2012) Motivational dynamics of eating regulation: a self-determination theory perspective. International Journal of Behavioral Nutrition and Physical Activity 9(1), 1-16. doi: 10.1186/1479-5868-9-21

Villalobos-Zúñiga G, Cherubini M (2020) Apps That Motivate: a Taxonomy of App Features Based on Self-Determination Theory. International Journal of Human-Computer Studies, 140. doi:10.1016/j.ijhcs.2020.102449

Voorhees CM, Brady MK, Calantone R, Ramirez E (2016). Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies. Journal of the Academy of Marketing Science. 44, 119-134. doi: 10.1007/s11747-015-0455-4

Wang E, Gao Z, Chen X (2022) Chinese consumer preference for processed food quality attributes and the impact of trust in information sources. British Food Journal 124(3), 871-884. doi: 10.1108/bfj-01-2021-0041.

Wang J, Wang X (2012) Structural equation modeling. Higher Education, 2012.

Watanabe EADM, Alfinito S, Curvelo ICG, Hamza KM (2020) Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. British Food Journal. 122(4), 1070-1184. doi: 10.1108/bfj-05-2019-0363

Williams LJ, Vandenberg RJ, Edwards JR (2009) 12 structural equation modeling in management research: A guide for improved analysis. The Academy of Management Annals. 3(1), 543-604. doi: 10.5465/19416520903065683

Yu J, Lee H, Ha I, Zo H (2017) User acceptance of media tablets: An empirical examination of perceived value. Telematics and Informatics. 34(4), 206–223.

Zhang A, Zhao H, Pei S, Chi Y, Fan X, Liu J (2023) Identification and Structure of Epitopes on Cashew Allergens Ana o 2 and Ana o 3 Using Phage Display. Molecules. 28(4). Doi: 10.3390/molecules28041880