

Family Dynamics and Buying Decision for Meat: Development & Testing of Model for Pakistani Consumer Market

By

Jamshed Khan Khattak

A research thesis submitted to the Department of Management & Social Sciences,
Capital University of Science & Technology, Islamabad
in partial fulfillment of the requirements for the degree of

**DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES
(MARKETING)**



**DEPARTMENT OF MANAGEMENT & SOCIAL SCIENCES
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**DEPARTMENT OF MANAGEMENT & SOCIAL SCIENCES
CAPITAL UNIVERSITY OF SCIENCE & TECHNOLOGY
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Dedicated to My Loving Mother

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TABLE OF CONTENTS

Certificate.....	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	xi
LIST OF FIGURES.....	xii
Chapter 1.....	1
INTRODUCTION.....	1
1.1. Background and Rationale.....	1
1.2. Gap Identified.....	5
1.2.1. Research on meat buying intention and meat buying behavior within established relationship like family.....	5
1.2.2. Research on application of TPB within established relationship like family.....	6
1.2.3 Research on determinants of pro meat/anti meat intentions of all types of meat in Pakistan.....	6
1.2.4. Research on direct or indirect effect of socio-demographic variables on the TPB variables and Meat Buying Behavior.....	7
1.2.5. Research on impact of collectivism on TPB variable in the collectivist culture of Pakistan.....	7
1.2.6. Research regarding comprehensive model of meat buying behavior for the meat market in Pakistan.....	8
1.3. Problem statement.....	8
1.4. Research Questions.....	9
<i>Research Question # 1</i>	10
<i>Research Question # 2</i>	10
<i>Research Question # 3</i>	10
<i>Research Question # 4</i>	10
<i>Research Question # 5</i>	10
<i>Research Question # 6</i>	10
<i>Research Question # 7</i>	10
<i>Research Question # 8</i>	10
1.5. Objectives.....	10
1.6. Significance.....	12
1.7. Theoretical Contribution.....	13
1.8. Managerial Implications.....	14
1.9. Supportive Theories.....	15
1.9.1. Primary Supportive Theory.....	15

1.9.1.1 Theory of Planned Behavior	15
1.9.2. Secondary Supportive Theories	16
1.9.2.1. Theory of Reasoned Action	16
1.9.2.2. Attachment Theory	17
1.9.2.3. Communal Relationship.....	18
Chapter 2.....	19
LITERATURE REVIEW	19
2.1. Family Food Choice.....	19
2.2. Model of Family Meat Buying Behavior.....	20
2.2.1. Meat Buying Behavior	21
2.2.2. Theory of Planned Behavior	24
2.2.3. Determinants of Meat Buying Behavior	25
2.2.3.1. Impact of Meat Buying Intention on Meat Buying Behavior	25
2.2.3.2. Impact of Socio-demographics on Meat Buying Behavior.....	29
2.2.4. Determinants of Meat Buying Intention	31
2.2.4.1 Attitude	31
2.2.4.2 Subjective Norm	34
2.2.4.3 Perceived Behavioral Control	37
2.2.5. Mediation Role of Meat Buying Intention between Psychographics (Attitude, Subjective Norm & PBC) and Meat Buying Behavior.....	40
2.2.6. Mediation Role of Meat Buying Intention between Socio-demographics and Meat Buying Behavior	43
2.2.7 Moderating Role of Collectivism between Determinants of Meat Buying Intention and Meat Buying Intention	44
2.3. Theoretical Model	47
Chapter 3.....	48
METHODOLOGY	48
3.1. Research Design.....	48
3.2. Population and Sample Unit	49
3.3. Participants.....	50
3.3. Sampling and Sample	50
3.4. Questionnaire	51
3.5. Questionnaire Administration	52
3.6. Sample Characteristics.....	53

3.7. Measures and Contents	55
3.7.1. Measures of Family Meat Buying Behavior	56
3.7.2. Measures of Psychographic Variables	56
3.7.3. Measures of Meat Buying Intention.....	57
3.7.4 Measures of Attitude towards Meat	57
3.7.5. Measures of Subjective Norms	58
3.7.6. Measures of Perceived Behavioral Control (PBC)	59
3.7.7. Measures of Collectivism.....	60
3.8. Reliability Analysis.....	61
3.9. Data Analysis Tools.....	63
3.9.1. Check for Missing Data	63
3.9.2. Descriptive statistical analysis	63
3.9.3. Test of Zero Order Correlation	65
3.9.4. Test of Homoscedasticity.....	65
3.9.5. Test for Unidimensionality of Construct.....	66
3.9.6. Test for Normality.....	66
3.9.7. Multicollinearity Test.....	67
3.10. Other Statistical Tools.....	68
3.10. Software	68
Chapter 4.....	69
RESULTS AND DISCUSSION	69
4.1. Socio-demographics and Meat Buying Behavior	69
4.2. Correlation Analysis	72
4.3. Regression Analysis.....	75
4.3.1. Main Effect of Meat Buying Intention on Meat Buying Behavior	75
4.3.2. Direct Effect of Socio-Demographics on Meat Buying Behavior	78
4.3.3. Main Effect of Attitude, Subjective Norms and Perceived Behavioral Control on Meat Buying Intention	81
4.3.4. Mediation Effect of Meat Buying Intention between Predictors and Meat Buying Behavior	88
4.3.5. Mediation Effect of Meat Buying Intention between Demographics and Buying Behavior	97
4.3.6. Moderation Effect of Collectivism on the relationship of Psychographics (ATT, SN and PBC) and Meat Buying Intention (MBI)	99
CHAPTER 5	108
SUMMARY, CONCLUSION AND RECOMMENDATIONS	108

5.1 Discussion.....	108
5.1.1. Determinants of Meat Buying Behavior	109
5.1.1.1 Meat Buying Intention as Determinant of Meat Buying Behavior	109
5.1.1.2 Socio-demographics as Determinant of Meat Buying Behavior.....	110
5.1.2. Determinants of Meat Buying Intention	111
5.1.3. Mediation Effect of Meat Buying Intention between (Attitude, Subjective Norm and Perceived Behavioral Control) and Meat Buying Behavior	114
5.1.4. Mediating Effect of Meat Buying Intention in the Relationship between Demographics and Meat Buying Behavior	116
5.1.5. Moderation Effect of Collectivism between Predictors (Attitude, Subjective Norm and Perceived Behavioral Control) and Meat Buying Intention.....	117
5.2. Theoretical contributions	119
5.3. Managerial Implications	121
5.4. Limitations and Future Research Direction	123
5.5. Conclusions.....	125
Bibliography	127
ANNEXURE I	145
ANNEXURE II.....	196
ANNEXURE III.....	202

LIST OF TABLES

Table 3.1 Sample Socio-Demographic Characteristics	53
Table 3.2. Summary of Reliability Analysis of Variables	62
Table 3.3. Descriptive Statistics of Study Variables.....	64
Table 3.4. VIF and Tolerance of Study Variables	67
Table 4.1. One Way ANOVA.....	70
Table 4.2. Chi-Square Test and Symmetric Measures.....	71
Table 4.3. Correlation Analysis of Study Variables	73
Table 4.4. Main Effect of Meat Buying Intention on meat buying behavior.....	76
Table 4.5. Main Effect of Socio-demographic on meat buying behavior.....	78
Table 4.6. Main Effect of Att., SN, and PBC on Meat Buying Intention	83
Table 4.7. Main Effect of Predictors on Meat Buying Behavior	89
Table 4.8. Mediation Effect of Meat Buying intention between Attitude and Meat Buying Behavior	91
Table 4.9. Mediation analysis of Beef/Mutton buying intention between predictors (ATT, PBC) and beef/mutton buying behavior	93
Table 4.10. Mediation analysis of Chicken/Fish Buying intention between predictors (ATT, SN and PBC)s and Chicken/Fish buying behavior	95
Table 4.11. Mediation Effect of Buying Intention between Education level and Buying Behavior	98
Table 4.12. Moderation of Collectivism between Attitude and Buying Intention.....	100
Table 4.13. Summary of Hypotheses in Relation to Results	103
Table of Skewness & Kurtosis.....	197

LIST OF FIGURES

Figure 1 Theoretical Model	47
Figure 2 Moderation Effect of Collectivism.....	102

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**Family Dynamics and Buying Decision for Meat
Development & Testing of Model for Pakistani Consumer Market**

ABSTRACT

The purpose of this study is to investigate determinants of meat buying behavior for family to develop a model for Pakistan consumer market, using a conceptual framework of the theory of planned behavior and informed by theory of reasoned action, attachment theory and communal model. This empirical research is aimed at to verify the application of TPB in the case of buying for group like family. The study analyzed meat buying intention and sociodemographic characteristics as determinants of meat buying behavior to find the determinants of meat buying in Pakistan. The study also aimed at finding pro-meat and anti-meat intention as whole specifically and for various meats generally. The influence of attitude towards meat, subjective norm and perceived behavioral control on the meat buying intention was also explored. The study also aims at examining the mediation role of meat buying intention between psychographic variables (Attitude, Subjective norm and Perceived Behavioral Control) and meat buying behavior and also between socio-demographics and meat buying behavior in Pakistan. The moderation role of “collectivism” as a cultural identity of Pakistan was explored. Additionally mediation role of meat buying intention was examined.

A structured questionnaire was used to incite responses from spouses using a convenience sampling technique. Through a self-administered survey of 3600 families, a cross-sectional data was collected from the four provinces of Pakistan. A total of 2313 responses were received. Discarding incomplete questionnaires, total of 1786 questionnaires were used for analysis.

Analyses have shown that meat buying intention, gender, average monthly income, educational level and family structure are the important determinants of meat buying behavior in Pakistan. Whereas no significant impact of the generation, family size, number of children and sub-culture was found. Only average monthly income and educational level resulted into a positive impact on intention to buy meat. The impact of meat buying intention on meat buying behavior was greater as compared to socio-demographics.

The finding supported the basic TPB frame work for revealing that attitude towards meat, subjective norm and perceived behavioral control are the basic determinants of meat buying intention as hypothesized by the theory of planned behavior (TPB). Results recorded positive and greater importance of attitude towards meat followed by perceived behavioral control and subjective norm. Attitude and perceived behavioral control found to be positively related to beef, mutton, and chicken and fish buying intention but the subjective norm had no effect on the beef, mutton and chicken buying intention. However subjective norm was also positively related to fish buying intention. The framework of the theory of planned behavior (TPB) proved to be equally useful in predicting buying behavior of an individual for group like family.

The result suggested mediating role of meat buying intention in the impact of average monthly income and educational level on meat buying behavior. Results also revealed partial mediating role of meat buying intention in the influence of attitude, subjective norm and perceived behavioral control on meat buying behavior. Beef buying intention fully mediated the influence of attitude on beef buying behavior, but partially mediated impact of perceived behavioral control on beef buying behavior. Mutton buying intention partially mediated the impact of both attitude and perceived behavioral control on mutton buying behavior. Chicken buying intention played a full mediation role in the influence of chicken buying attitude and chicken buying behavior but partially mediated the impact of perceived behavioral control on chicken buying behavior. Fish buying intention partially mediated the impact of attitude towards fish and perceived behavioral control on fish buying behavior.

The results for moderation suggested that collectivism significantly moderating only for relationship between subjective norm and meat buying intention. Collectivism failed to moderate relationship between attitude and meat buying intention. Similarly moderation of collectivism was not found for relationship between perceived behavioral control and meat buying intention.

Finally, the findings of this study supported and confirmed the importance of a comprehensive model to measure and relate the variable of importance to understand the intricacy of contributing factors in the area of food buying behavior by an individual for a group like family. Theoretical, Practical implications, limitations of this study and future direction of study are also discussed and explained.

Chapter 1

INTRODUCTION

1.1. Background and Rationale

Harris (2008) defines family as the real relationships that researchers can recognize, count, express, and clarify. Most of the extant literature on consumer behavior focuses on determining the characteristics of individual buying behavior. In fact most of the consumer goods are consumed by the family rather than by individual consumers (Neal, Quester, & Hawkins, 2005). It is a recognized fact that many purchases in family are joint choices and that is why buying behavior of family is different than an individual behavior. The key to success in the consumer market is to understand consumer buying behavior. Therefore it is only in the recent past that the researchers have recognized family as the important consumer market to understand (Ndubisi & Koo, 2005).

Bronnera & Hoog (2008) have concluded that family has been evolved as a consumption decision making unit. The family is considered as an important decision-making unit because it consumes large quantity of products and services on a regular. The process of decision making in family involves two or more family members either directly or indirectly (Harcar, T., & Spillan, J. E., 2006). In fact decision-making in family generally varies from individual decisions making. Marketers need to understand decision making process of the family to influence the family decision makers. Families have grown in number in the last two decades; the family is now considered a big consumer market (Neal et al., 2005; Kotler & Armstrong, 2013). Therefore in terms of the consumption of various products like food, car, the family has received considerable research attention from marketing professionals and academics. Being the most important consumer market, marketers have also become interested in understanding the family's buying behavior (Lee & Collins, 2000).

It is a well-established fact in the available literature that family is an important unit of analysis in consumer decision-making. Past consumer behavior studies mostly remained focus on the decision making roles in family for durable goods, vacation, conflict resolution and decision making styles. The major studies considered family decision making for different products

include the study of Bronner, F., & De Hoog, R., (2008) who concluded that family vacation decision has changed over the last 30 years and now evolved as a joint decision in such way that all family members take part in discussion, take part in information gathering and they also use strategies to influence each other. Similarly analyzing the impact of changes in the life of the American families Flurry, L. A. (2007), noted the influence of children in family decision-making. Examining the impact of the changing American family Makgosa, R. (2010) analyzed sex role orientation and conflict resolution in the joint purchase decisions of spouses and found significant effect for husband and wives on the conflict resolution strategies. Investigating dyadic consensus on family vacation destination, results of Kang, S. K., & Hsu, C. H. (2005) revealed significant differences on spousal conflict arousal dimensions. In their article, Harcar, T., & Spillan, J. E. (2006), analyzed family decision-making roles found that husbands are the dominant decision-maker for automobiles and life insurance, wives are dominant decision-maker for the food and appliances and joint decision making prevails in families for vacation. The study of Ndubisi & Koo (2005) shows results about joint decision of family involving purchase of furniture, vacation and aggregate products. Likewise analyzing the family decision making roles in festival tourism Kim et al. (2010) found husband making transportation related decision, wives involved in making restaurants or menus selection and no significant role of children. Kozak, M.(2010) makes the case for analyzing family holiday taking decisions and indicated that compromise is the most common tactic applied while purchasing durable as well as non-durable products like taking vacation. Investigating spousal influence strategy Bokek-Cohen, Y. A.(2008), found that triangulation strategy is associated more frequently to men than women. Less use of triangulation strategy was noted among men with longer marital relationship. The study of Chuoyan Dong, M., & Yiyan Li, S. (2007) demonstrated distinctive effects on adoption of conflict resolution strategies, and the relationships for traditional and modern families.

In the body of food buying behavior Menozzi et al. (2015) studied the behavior for traceable food of an individual consumer. Qualitative analysis by Hardcastle, & Blake (2016) revealed cost, budget, diversity, rules, socialization and cooking skills as the main factor in the food choice by mothers. Studying the intergenerational family food practices Visser, Hutter & Haisma (2016) built a frame work on food choice for family. The study of Olsen, S. O., & Tuu, H. H.

(2013), explored the roles of uncertainty, preference conflict, family identity and norms to analyze the food attitudes and choices by family. Kim, C. O. (2016) analyzed associations between social network, food choice values, and diet quality to determine food choice patterns among adults. Exploring cultural specificity in food choice Freedman (2016), argued that primary motive for food choice is variety in Japanese culture. Similarly analyzing the Role of income and price in food choice Burns, C., Cook, K., & Mavoia, H. (2013), determined that attributes of a food in relation to price and money available as the most important determinants of food purchase decision in low income families. Likewise Johnson et al. (2011) makes the case for analyzing food-related identities in family food choice by mothers and those mothers who have more health identity make healthier choices of food.

The bulk of research on family purchase decision has been engrossed with determining the role of family members and making choice in the decisions making process rather than how these decisions are made. Consequently, there is limited understanding of the dynamics of family decision making in general and particularly in buying food for the family.

There have been significant changes both in the family and at the market place that requires marketers to reexamine their marketing strategies for the products offered to the family market. Changes at micro and macro level always have an effect on the buying behavior of the consumers (Hossain ,2010). Changes have occurred in the last decade at micro and macro level generally in the world and specifically in Pakistan. Families vary temporally and geographically by their characteristics that make family a dynamic not a static market (Solomon, 2009). With changes in the micro and macro forces the family market needs and wants may have changed. Changes at micro and macro level over time in Pakistan likely have changed the lifestyles of the families and may have played a significant role in changing their buying behavior.

World Live Stock report of 2011 observed that an increase of 73% in the meat consumption from 2010 to 2050 is expected (FAO, 2011). Rapid economic growth in developing countries is increasing the share of meat consumption (Delgado, 2003). Vranken, Avermaete, Petalios, & Mathijs (2014) also make this point that projection of FAO suggests that rising trend in developing countries will move meat consumption of these countries to the current level of the

developed countries in a few decades. Meat consumption is likely to grow in future. Due to income growth and diet upgrades, it is expected that meat demand in Asia, Latin America, Middle East and developing countries become double by the year 2020 (Henchion, McCarthy, Resconi, & Troy, 2014).

Meat industry is a developing sector in Pakistan. Meat demand both inside the country and for export is consistently increasing in Pakistan. During the period of 2000-2014, the data of HIES reports significant increase in meat consumption (beef 259%, mutton by 31%, chicken by 373% and fish 66 %). During the year 2011-12 an increase of 13.9% was reported in the meat exports of Pakistan. Pakistan's poultry industry is the 2nd largest industry. Contribution of the Poultry meat is 28.5% to the total meat in country. Fisheries industry also plays significant role in the meat market of Pakistan. Although fisheries share only 0.3% to the GDP, but current trend towards fish foods portrays that it is relaxing pressure on the demand for beef, mutton and poultry (<http://zaraimedia.com/2013/01/24/livestock-sector-in-pakistan-recent-trends-and-progress/>).

Pakistan is an emerging consumer market. However little is known about the determinants of meat buying behavior in Pakistan. Although needs are universal but wants varies from country to country and understanding of these distinct differences is necessary for the national and multinational companies. Marketers are trend trackers and opportunity seekers. Marketers always keep their hands on pulse of the market for successful product developments, and bringing effective formulation and implementation marketing strategies. Therefore understanding of meat buying behavior in the meat market, the growing consumer market and the determining factors that are linked to the underlying meat buying behavior is call of the day.

Meat is the most significant food in all human societies and cultures, however research has not paid desired attention to its true societal impact (Leroy & Praet, 2015). Hayley, Zinkiewicz, & Hardiman (2015), suggested that more targeted research is required to explore beliefs, values, attitudes, and behavior to consumption of fish, red and white meat. Large number of researchers, have suggested that further research is required to be carried out in the area of family buying behavior. These researchers include, Goldsmith & Goldsmith, (2011), Abeliotis, Nikolaou, &

Sardianou, (2011); Neulinger & Simon, (2011) and Xie, Bagozzi, & Østli, (2013). Kearney (2010) asserts that meat consumption is influenced by several factors and these factors vary from country to country. However, research on meat consumption does not provide sufficient empirical evidence about the factors that determine meat consumption of different countries (Latvala et al., 2012). Vranken et al. (2014) emphasized the need for interdisciplinary research in the field of meat buying behavior in developing countries.

1.2. Gap Identified

This dissertation seeks to divulge the theoretical deficiencies of the literature and to make addition to it with empirical results. There are few gaps in the consumer buying behavior literature. Firstly there is lack of research in the area of buying behavior within established relationship like family, particularly in the area of meat buying behavior. Secondly there is deficiency of research about application of TPB in the context of buying behavior within established relationship like family. Thirdly there is dearth of research regarding determinants of pro meat/anti meat intentions affecting meat buying behavior for different types of meat in Pakistan. Fourthly there is privation of research regarding direct or indirect effect of socio-demographic variables on the TPB variables. Additionally there is a scarcity of research in the reported literature to the role and impact of collectivism on TPB variable, especially in the collectivist culture of Pakistan. The most important is the need of research regarding comprehensive model of meat buying behavior in the meat market of Pakistan.

On the bases of literature presented in chapter 2, the above mentioned theoretical gaps are addressed in this study. Detail discussion about these gaps is provided in the following:

1.2.1. Research on meat buying intention and meat buying behavior within established relationship like family

One of the most important foods consumed in the world is meat except few vegetarian cultures. Most of the previous literature on meat consumption behavior assumes that it is the individual that makes consumption or buying decisions (Kennedy, Stewart, Mitchell, & Thurnham, 2004; Berndsen & Pligt, 2004; Kubíčková & Šerhantová, 2005; Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007; Miljkovic, & Effertz, 2010; Vukasovic, 2010). The bases of consumption

choices and decision made by individuals analyzed and reported in the available literature are about individual's own beliefs, attitudes and preferences. However consumption choices and decision made in families are either made jointly or autonomous (Kim et al., 2010). In families the decision makers do not make consumption choices based on their own belief, preferences or choices rather their consumption choices are based on the presumed belief, attitude and choices of the family members and collective wellbeing (Lada, Tanakinjal, & Amin, 2009). Buying behavior in family involves thinking and feelings about the family. Very little research (Simpson, Griskevicius, & Rothman, 2012) has analyzed meat buying behavior within established relationship like family especially in Pakistan.

1.2.2. Research on application of TPB within established relationship like family

The most frequently used theory to explain consumption behavior is (TPB) Theory of Planned Behavior (Xie et al., 2013). However TPB is applied in the present literature to explain intention of the individual consumer and very little attention is paid to spouse's buying intention for family in the light of TPB (Simpson et al., 2012; Grønhøj, Bech-Larsen, Chan, & Tsang, 2013). Most of the existing literature explains individual meat consumption behavior in the light of the theory of planned behavior (Simpson et al., 2012), leaving gap for the application of TPB in the context of spouse buying intention and meat buying behavior for family. Lobb, Mazzocchi & Traill, (2006) suggested that TPB model developed for chicken meat consumption in their study provides a remarkable base for future research.

1.2.3 Research on determinants of pro meat/anti meat intentions of all types of meat in Pakistan

In the prevailing literature, most of the studies appear to have been analyzing meat (Berndsen & Pligt, 2004; Ortega, Wang, & Eales, 2009) or taking only beef (McCarthy et al., 2004) mutton, chicken (Kennedy et al., 2004; Yildirim & Ceylan, 2008; Vukasovic, 2010) or fish meat (Verbeke & Vackier, 2005). Very little attention is paid to take all the meat types to understand the variation in choice, and pro meat/anti meat intentions affecting meat buying behavior for different types of meat. Based on their limitation of study, Al-Swidi, Huque, Hafeez, & Shariff, (2014) recommended further research in emerging concept of TPB for different food buying decision by taking a representative sample from Pakistan.

1.2.4. Research on direct or indirect effect of socio-demographic variables on the TPB variables and Meat Buying Behavior

Families have different personal, social and economic factors that determine their needs and wants. The family taste, choice and preferences vary with respect to their socio-demographics factors (Solomon, 2009). Most of the research studies have given very little attention to the integration of socio-demographic variables into the TPB (Bonne et al., 2007; Baker, Gahtani, Hubona, 2007; Aertsens, Verbeke, Mondelaers, & Huylenbroeck, 2009; Abrahamse & Steg, 2011; Chang et al., 2012). Hasbullah et al. (2016) suggested that future research in framework of TPB, include factors like demographic variables. This study address this issue by taking all major socio-demographic factors of family that can likely explain in a better way the change in the family's meat buying behavior.

1.2.5. Research on impact of collectivism on TPB variable in the collectivist culture of Pakistan

It is likely and indicated in available literature that relationship of TPB variables is not absolutely straightforward but may be moderated by other variables, especially culture of the decision maker (Kim & Choi, 2005; Hong & Lee, 2012). Studying the effect of collectivism Priour et al. (2014) recommend investigation of the effect of different cultural values in other countries for different types of products. Most of the studies analyzed collectivism and individualism, Frank, Enkawa & Schvaneveldt (2015) suggest that scholars should contribute to the evolving field of research examining the moderating effect of individualism and collectivism as a national dimension . Freedman (2016) suggested analysis of cultural insights to find out factors that are cultural specific in food choice. Monga, & Williams (2016) also recommend need for research in the area of cultural aspect that may drive specific consumption behaviors.

Leroy & Praet, (2015), proposed that cultural expression of meat is a factor that needs attention while analyzing society's meat buying behavior. It is suggested by Hong & Lee, (2012) that testing such variables in the context of TPB is required for enhancing knowledge about cross cultural differences in the current age of modern marketing. Most of the studies applied TPB in the western, individualist and non-muslim countries (Alam & Sayuti, 2011).The cultural grain in Pakistan is different than the western culture. Pakistan is a country of collectivists. Very little attention is paid in the reported literature to the role and impact of collectivism (Lee & Kacen,

2007) in application of theory of planned behavior, especially in the collectivist culture of Pakistan (Jalees, 2009).

1.2.6. Research regarding comprehensive model of meat buying behavior for the meat market in Pakistan

Additionally there is a gap in the extant literature on family consumption is insufficient understanding of the family's meat market buying behavior and its implication to marketing in Pakistan. Dowd & Burke (2013) recommend that future research could develop more comprehensive model of buying behavior by testing the possible relationship between variables of TPB and additional constructs in the domain of buying behavior. Comprehensive model can help the meat industry and marketers to understand meat buying intention and meat buying behavior in Pakistan. However there is a lack of any comprehensive model that could explain meat buying behavior of the meat market and its determinants in the collectivistic culture of Pakistan.

1.3. Problem statement

Available literature related to meat buying behavior has many deficiencies. It includes lack of research on meat buying intention and meat buying behavior within established relationship like family. It also provides negligible evidence of research on application of TPB to predict buying behavior of individual buying for a group like family. Most of the studies on application of the theory of planned behavior are carried out in the west but literature does not provide any evidence of its application in eastern countries specially Pakistan a south Asian country. Moreover majority of the studies focused on one or just few types of meat and did not include all types of meat in determining the causes of buying intention and buying behavior. Additionally the direct and indirect effect of the socio-demographic variables on the TPB variable is given very little attention in the extant literature of the application of TPB. There are also cultural obstructions, which also put limitation on the universality of the theory of planned behavior. The relative impact of attitude towards meat, subjective norms and behavioral control may vary through cultures. The cultural grain in Pakistan is different than the western culture. Very little attention is paid to integrate impact of cultural variation in the theory of planned behavior (TPB), especially in the collectivist culture like Pakistan. The meat buying behavior research is also

lacking of an integrated model of meat buying behavior, including variables of TPB, socio-demographic variables and collectivism.

The latest Family Income and Expenditure Survey (HIES, 2013-14) of the Government of Pakistan have reported certain recent trends which have characterized the today's family. These trends and characteristics include: decreasing trend in the family size; significant differences in the size of rural and urban family size; decreasing number of earners in the family, both in rural and urban areas; increase in the number of paid employees; higher level of consumption in urban areas as compared to the rural areas; increase in rural income; more wealth concentration in urban areas as compared to the rural areas; changes in level of education and significant increase in expenditure on food. In the last 20 years many changes have taken place in the family of Pakistan which has changed the buying behavior in families. These general trends probably also has implications for meat buying intention and meat buying behavior of the buyer who buys meat for the family.

Pakistan is the world sixth populous country and a biggest consumer market that consists of 186 million consumers. The large number of consumers makes Pakistan as the most attractive consumer market in the world. Understanding of family buying behavior is hallmark of marketing strategies in every market. However, there is no clearly established buying behavior model for meat market in the discipline of marketing to gain more knowledge on buying behavior and its determinants in the world generally and in Pakistan particularly, for the meat market.

This lack of research noted above calls for research about determinants of meat buying behavior in the light of the Theory of Planned Behavior (TPB). The current study is an attempt to examine family buying behavior in the light of TPB and building a model for the meat market in Pakistan.

1.4. Research Questions

Consumer scientists are persistently trying in their research to improve the well-being of individual consumers, family consumers and to bring solution to the problems of the family market. This study aims to provide a concise picture of meat (beef, mutton, chicken and fish)

buying behavior of the spouses' buying meat for family and to develop a model for family market in Pakistan. The purpose of the study is to identify the key factors that influence the buying behavior of spouses buying for family for this food group and to formulate a model in the light of TPB. The study also aims at examining the effect of socio-demographics and collectivism on the original variables of TPB. In order to accomplish the purpose of this study an effort will be made to answer the following research questions:

Research Question # 1

Does spouse meat buying intention, predicts the meat buying behavior of spouse?

Research Question # 2

How and to what extent does meat buying intention, predicts the meat buying behavior?

Research Question # 3

Do socio-demographic characteristics serve as predictors for meat buying behavior?

Research Question # 4

Do attitude towards meat, subjective norm and perceived behavioral control significantly predict meat buying intention?

Research Question # 5

How and to what extent, attitude towards meat, subjective norm and perceived behavioral control predict meat buying intention?

Research Question # 6

Does the effect of psychographics (Attitude, Subjective Norm and Perceived Behavioral Control) on meat buying behavior is mediated by meat buying intention?

Research Question # 7

Does the effect of socio-demographics on meat buying behavior is mediated by meat buying intention?

Research Question # 8

Does collectivism moderate the effect of psychographics (Attitude, Subjective Norm and Perceived Behavioral Control) on meat buying intention?

1.5. Objectives

This study aims to develop an integrated model by investigating the predictive power of psychological variables, socio-demographics and collectivism in explaining the buying behavior

of spouse who buys meat for family. The broader objective of this study is to advance our understanding of spouse's meat buying behavior in the context of the framework of TPB and spot out the significant factors influencing buying behavior for meat group in Pakistan to develop a model for the family meat market.

The explicit objectives of this research study are:

- I. To examine the effect of meat buying intention on the meat buying behavior of spouses buying meat for family.
- II. To determine the extent of variation in the buying behavior of meat as explained by meat buying intention in Pakistan.
- III. To determine the effect of major socio-demographic factors on the meat buying behavior.
 - a. To determine the effect of spouse's status on the meat buying behavior in Pakistan.
 - b. To determine the effect of spouse's generation on the meat buying behavior in Pakistan.
 - c. To determine the effect of spouse's family size on the meat buying behavior in Pakistan.
 - d. To determine the effect of spouse's number of children in family on the meat buying behavior in Pakistan.
 - e. To determine the effect of spouse's average monthly income on the meat buying behavior in Pakistan.
 - f. To determine the effect of spouse's education level on the meat buying behavior in Pakistan.
 - g. To determine the effect of spouse's household structure on the meat buying behavior in Pakistan.
 - h. To determine the effect of spouse's subculture on the meat buying behavior in Pakistan.
- IV. To examine the effect of determinants of buying intention on buying intention towards meat in Pakistan.
 - a. To examine the effect of spouse's attitude towards meat on the meat buying intention in Pakistan.

- b. To examine the effect of spouse's subjective norm on the meat buying intention in Pakistan.
 - c. To examine the effect of spouse's perceived behavioral control on the meat buying intention in Pakistan.
- V. To determine pro-meat or anti-meat buying intention towards meat in Pakistan.
 - VI. To examine the mediation of meat buying intention between psychographic variables (Attitude, Subjective norm and Perceived Behavioral Control) and meat buying behavior in Pakistan.
 - VII. To examine the mediation of meat buying intention between socio-demographics and meat buying behavior in Pakistan.
 - VIII. To examine the moderation effect of collectivism between psychographic variables (Attitude, Subjective norm and Perceived Behavioral Control) and meat buying intentions in Pakistan.

In order to achieve the objectives of the study the household level data would be accessed on the psychographic factors, current socio-demographics, collectivism and current consumption behavior of the family market in Pakistan by conducting a survey using closed-ended questionnaire. The target population of the study is the families living in the urban areas of Pakistan. One of the spouses generally takes the responsibility of buying meat for the family. In line with the study of Menozzi et al. (2015) the respondent for this study is either spouse who makes decision of buying meat for the family.

1.6. Significance

The overarching idea of testing and developing a model in the field of meat buying intention and meat buying behavior for meat market in Pakistan is describing the main psychological, socio-demographics and cultural causes of these intentions and behaviors. From a theoretical perspective, findings of the study will provide an empirical evidence of the application of the theory of planned behavior in predicting meat buying intention and meat buying behavior for buying in established relationship like family.

Additionally the knowledge generated from the integrated model of this study will also provide valuable information to the meat industry and marketers regarding the causes of meat buying

intention and meat buying behavior. These findings can be used for formulating marketing strategies to influence buying attitude, subjective norm, perceived behavioral control, meat buying intention and meat buying behaviors in Pakistan meat market.

The key contributions of this study are many fold. These contributions are provided in the following.

1.7. Theoretical Contribution

The extant literature on consumer behavior is individual centric and assumes that individual make decisions based on the personal beliefs, attitude and preferences. As pointed out by Simpson et al. (2012) theory of planned behavior is the most widely used theory to explain individual consumer decision making. However many buying decisions involve more than simply one person thinking and feelings, especially while buying for the group like family.

Hence many consumption behaviors of individuals are shaped by the group to which we belong. Therefore this study examines the meat buying intention and meat buying behavior of spouse who buys meat for the family. The core contributions of this study will be to explain buying behavior made by the spouse for the family as an outcome of meat buying intention formed by the attitude towards meat group, subjective norms and perceived behavioral control of this spouse. This study will provide a valuable input into buying behavior literature by developing an integrated model of meat buying behavior in the context of buying by an individual for group. The model that will be developed in this study by taking micro and macro factors influencing meat buying behavior of the spouses' and the effect mechanism of these factors in Pakistan, will be a novel contribution and head start in this discipline.

Evidence regarding the application of the theory of planned behavior suggests that it is widely tested in western cultures. The application of the theory of planned behavior in this study in the eastern culture of Pakistan will provide its understanding and further development in different cultural contexts.

This study will also extend both behavioral science and marketing literature by relating the effect of attitude of spouses, subjective norm and perceived behavioral control on their meat buying intention for family. The study will also contribute to the marketing literature by linking the effect of meat buying intention of spouses to their meat buying behavior for family.

Past research has paid limited attention to the indirect effect of meat buying intention between the relationship of psychographic variables and meat buying behavior of spouses' buying meat for family. This study will add to the behavioral science and marketing literature by analyzing the unexplored phenomenon of indirect effect of meat buying intention.

Previous studies did not measure the influence of collectivism in the TPB variables. Exploring the effect of collectivism in the domain of TPB for group buying in the collectivist culture like Pakistan will be a noteworthy contribution of this study both to the body of knowledge and marketing literature.

Previous studies remained focused, on the psychographic variables of the theory of planned behavior and very little attention is paid to the effect of socio-demographics of the respondents on their buying behavior. By inclusion of socio-demographics in the model for analysis will be a worth mentioning contribution of this study for developing a comprehensive model in this area and adding to the body of knowledge.

Previous studies in the area of testing theory of planned behavior have taken only homogenous samples, from specific regions. Therefore these studies lack generalizability. This study also contributes to the available literature on meat buying behavior by collecting data from all regions of Pakistan with different sub cultures and consumption patterns.

1.8. Managerial Implications

Meat market is a huge market by volume of its consumption and its tremendous growth rate in Pakistan. The findings of this study will help meat industry and marketers to understand meat buying behavior, by providing answers to the questions like, how and why spouse make choices of meat for family to satisfy their needs and wants for meat.

Finding about this study about the effect of psychographic variables on the meat buying intentions for different types of meat will enable marketing managers to design meat market oriented strategies. The findings regarding the influence of psychographic variables on the meat buying intention will also enable marketing managers to design strategies for building and holding positive intentions regarding different types of meat.

Finding of this study regarding direct and indirect effect of socio demographics on the meat buying behavior will be useful to the meat industry and marketing managers for the purpose of segmentation and targeting of meat buyers. The outcome of this study with regards to the socio-demographic variables will also enable marketing managers to reach different market more efficiently.

The possible influence of collectivism on the meat buying behavior in Pakistan in this study will bring the obvious difference in the meat buying behaviour of western and eastern culture and will guide marketers who are doing or wishing to do business in the collectivist culture like Pakistan.

Findings of this study will help marketing manager to design their communication messages, and other promotion activities around the psychographics of the meat buyers in the meat market. The findings of this study will also help marketing managers to plan awareness campaigns and to educate public about making choice of good meat and its availability.

1.9. Supportive Theories

1.9.1. Primary Supportive Theory

1.9.1.1 Theory of Planned Behavior

The most popular and frequently used theory to explain antecedents of behavior is Theory of Planned Behavior (Xie et al., 2013; Dowd, & Burke, 2013). It is noted by Visser, Hutter & Haisma (2016) that the most relevant decision making model for those research studies which are focused on investigating single behavior, is the theory of planned behavior (Ajzen, 1991). Extant literature provides consistent support about the predictive power of the theory of planned behavior. In the meta analytic review of 185 studies, Armitage & Conner (2001) reported

explanatory power of 27% and 39% of the variance in specific behaviors and their intention. Therefore the theory of planned behavior (Ajzen, 1991) is a theoretical foundation for this study.

The underlying principle of the theory of the planned behavior is impact of intention on the behavioral performance of the decision maker (Ajzen, 1991). Behavioral intentions are the outcome of the interplay of how the decision maker evaluate the outcomes of the behavior (attitudes), the social pressures the decision maker perceives (subjective norms) and belief of the decision maker about availability of sufficient resources and opportunities to perform the behavior (perceived behavioral control) (Collins & Mullan, 2011).

Buying behavior in the TPB is recognized as the extent to which buyers are engaged in purchasing some product (Vukasovic, 2010; Verbeke & Vackier, 2005). Buying intention reveals consumers' likely behavior in short-term future buying decisions or more precisely, future prediction of consumer buying behavior (Fandos & Flavia'n, 2006). There are three antecedents to intention i.e. attitude towards the behavior, subjective norms and perceived behavioral control (Ajzen, 1991). Attitude towards buying is an evaluation of a particular purchase of particular product with some degree of favor or disfavor (Zhou, Thøgersen, Ruan, & Huang, 2013). Subjective norms in the TPB, is the influence of social elements, especially the social pressure the decision maker feel about embracing or not embracing certain buying behavior (Fishbein and Ajzen, 1975; Bagozzi et al., 2000). An individual's perception about his or her own ability to perform certain behavior is called perceived behavior control (Aertsens et al., 2009).

Ajzen & Fishbein(1980) and Ajzen I.(1991) suggested an approach of TACT (target, action, context, time) that optimizes the validity and reliability of the research design. In this study, the action (Behavior) is meat buying behavior, the target is meat buyer for family, the time frame is 2015, and the context is Pakistan.

1.9.2. Secondary Supportive Theories

1.9.2.1. Theory of Reasoned Action

Theory of reasoned action (Ajzen and Fishbein, 1980; Fishbein & Ajzen, 1975) states that behavior of an individual is determined by the behavioral intention and behavioral intention is a

result of attitude toward performing the behavior and subjective norm of the individual. The two components vary in their importance with respect to the behavior in question, prevailing situation and differences in individuals (Ajzen & Fishbein, 1980)

Theory of reasoned action provides a very rationale and simple framework for understanding the relationship between beliefs, and intentions of individuals for different behaviors (Grønhøj et al., 2013). The theory of reasoned action has been applied in many research studies. Drawn on the theory of reasoned action Motyka, et al. (2014) developed a model that explains regulatory fit across three stages of decision making i.e. evaluation, behavioral intention, and behavior. Similarly Zhou et al. (2013) also made use of theory of reasoned action in analyzing consumer's intention towards organic food. Likely Cheng et al. (2012) analyzed the impact of perceived risk and social influence on online group buying intentions Bagozzi, et al. (2000) analyzed fast food restaurants patronage to investigate the practicality of the theory of reasoned action.

1.9.2.2. Attachment Theory

Theory states that humans are naturally motivated to bond with those who are important them (Bowlby 1980) and in turn develop different types of orientation towards those relationships, that guide their behavior. The attachment orientation of humans towards those relations is either of anxiety or avoidance. Those who are anxious always have more emotional intimacy with important relations and thus try to accommodate and gratify them. On the other hand individuals with avoidance orientation towards relationships will try to remain independent of those relationships (Mikulincer & Shaver, 2007).

Individual variations with respect to attachment have significant effects for the feelings, thinking and behavior of people in those important relationships (Simpson et al., 2012). The theory support this study in the context that individual always have very strong bond with their family member, therefore their buying behaviors should be inclined to accommodate and please family members.

1.9.2.3. Communal Relationship

Theory postulates that in communal relationships, individuals are motivated to offer benefits to the relationships like family members, based on their immediate desires and needs (Clark and Mills, 1979). Individuals that have communal relationships are assumed to be more sturdily influenced by the attitudes, beliefs, and preferences of their relationships (Simpson et al., 2012).

This theory supports that relationship of individuals in collectivist culture like Pakistan are especially of communal nature. It can be inferred that individuals who make decision for families will be guided by the communal principle and should act on the attitudes, beliefs and preferences of the family members (Fiske, 1992).

Chapter 2

LITERATURE REVIEW

2.1. Family Food Choice

Consumption is a vital activity in all human societies. When individuals or families buy goods and services for their personal consumption they form consumer markets (Kotler et al., 2010). The fact that the number of families are growing and will continue to grow, make it important for the marketers to consider it as unit of analysis for the purpose of effective marketing strategies (Neal et al., 2005). The prevailing literature on family consumption treated family as the most relevant unit of buying behavior analysis (Shamima & Ahmad, 2007; Ulker, 2008; Niehof, 2011). The families market is a shared thread between marketing and consumption economics, where both discipline tries to understand the consumption behavior both at micro and macro level (Abdel-Ghany, 2001). Understanding of how and why consumers buy and consume products and services is the pivotal point of marketer's effort for the purpose of effective marketing strategies (Neal et al., 2005).

The most frequently consumed product in families is food. Making choice of food for the family is a complex issue that is related to the product, the consumer and perspective (Hough, & Sosa, 2015). The food buying decision-making within a family is affected by many factors like the family dynamics, psychographics, demographics, resources, preferences and expectations (Beagan, & Chapman, 2004).

Buying food for family is different than individual food buying behavior because the decision makers do not buy food for themselves but for the whole family (Olsen & Grunent, 2010). Food buying behavior in family is not an individual phenomenon, but requires decision makers to recognize feelings of others and to meet the expectation of other family members (Olsen, & Tuu, 2013). Therefore, the food buying behavior in the context of family is a complex phenomenon. However family is the biggest food market therefore it is important to understand how the buyer of food buys different kinds of food for the family. Food choice also varies with respect to culture; therefore it is imperative to understand food buying behavior in different cultures. It is also important to consider the factors that explain food buying behavior in different cultures (Olsen, et al., 2008).

During the past five decades, dramatic change in the food consumption patterns was observed at global level. Major shifts in the diet and nutrition was noted by many studies (Vranken et al., 2014). Changes in the food consumption patterns were also noticed in Asia. In the past two decades Asians have adopted more processed food and food of animal origin (Sheng, Shamsudin, Mohamed, Abdullah, & Radam, 2010). Based on these changes and trends in the food market, it is imperative to expand the understanding of the food buying behavior in family due to the marketing challenges that marketers are facing in the regional and global food market (Freedman, 2016).

Hardcastle, & Blake (2016) also recommend that future studies should focus on changing attitudes and habits in the area of food consumption by families. Casini, Contini, Romano, & Scozzafava (2016) also persuade that future study could enlarge the food buying behavior discipline by exploring food preferences among the new generations.

Theory of planned behavior is successfully applied in large number of studies to predict food choice of individual consumers (Dowd, & Burke, 2013). Very limited attention is paid to extend application of the theory of planned behavior in the context of food buying behavior of the buyer, who buys for the family. Dowd & Burke (2013) also recommend that future research could develop more comprehensive model of buying behavior by testing the possible relationship between variables of TPB and additional constructs in the domain of buying behavior.

Another common criticism of studies on the food buying behavior is that most of the consumer behavior studies are carried out in developed countries and very little attention is paid to the food buying behavior in developing country like Pakistan.

2.2. Model of Family Meat Buying Behavior

Producer and distributor of products always need information about the consumption behavior of their markets to develop, improve their products and minimize or remove the barriers in marketing. Previous studies emphasized the need for thorough understanding of food choice decisions and in particular about meat buying. The future direction recommended factors like context, socio-demographics, psychographics, extending the scope to other countries, large

samples, additional variables, extending the conceptual framework of the theory of planned behavior in the area of food choice for comprehensive understanding of consumer behavior (Olsen et al., 2008; Rong-Da Liang, & Lim, 2011; Henschion et al., 2014; Gracia & Maza, 2015 and Yadav, & Pathak, 2016).

2.2.1. Meat Buying Behavior

Meat is irrefutably a big and high quality source of proteins. Meat is considered an essential source of protein in diets in all parts of the world (Verbeke et al., 2010). Increasing meat consumption is an indicator of improved spending power and an evidence of strong eating meat behavior for nutrition and pleasure (Gandhi & Zhou, 2014). Therefore it is the more frequently purchased food by families to meet protein requirements of the family members in Western and Eastern countries (Furnols and Guerrero, 2014).

Religiosity is also considered an important factor that administers behavior of an individual (Soesilowati, 2011). Farouk et al. (2015) described the influence of the spiritual aspect of meat eating behavior in Judaism, Christianity and Islam and maintained that religious laws have implications for the production, distribution and eating of food in general and especially for meat. The study is qualitative and reviews only the influence of the spiritual aspect of Abrahamic faiths. Alqudsi (2014) investigated the feelings of satisfaction and dissatisfaction of buyers for halal meat and established that there is a potential demand for halal meat in Singapore, Malaysia and Australia. The study also found that consumers of halal meat are willing to pay premium price for halal meat. The study is narrow with respect to considering only religiosity feelings of individual consumers.

Kearney (2010) remarked that consumption of meat is country- specific phenomenon and determined by numerous factors. Furnols and Guerrero (2014) also make this point that consumer behavior towards meat is influenced by multiple determinants. Furnols and Guerrero (2014) also believe that meat buying behavior is complex issue, but understanding it can help meat industry to bring marketing strategies that may enhance competitiveness and increase market share.

Latvala et al. (2012), who have studied the changes in meat consumption and its causes among the Finnish consumers, point out that the most salient factor that determines the changing consumption habits is healthiness while environmental effects of meat and animal welfare issues are also some important reasons for change. The study lacks an underlying theory and considered only reasons for the changing meat consumption habits of individuals.

de Andrade, de Sobral, Ares, & Deliza (2016), examined Brazilian consumers' perception of lamb meat and found strong association between lamb meat consumption and eating occasions. The authors also believe that sensory characteristics and positive hedonic attitudes are the main motivators for eating lamb meat. The study lacks underlying theory and is only product specific, leaving gap for context and customer characteristics.

McCarthy et al. (2003), explored the influence of attitude and subjective norms on the beef buying intention and found significant effect of both attitude and subjective norm on the beef buying intention of Irish adults. However the scope of this study is limited with respect to its context, sample and product. Demographics and cultural aspects are also not considered as influencing factors.

Berndsen & Pligt (2004), point out attitude and subjective norm, and ambivalence are the predictors of current meat consumption and intention to reduce meat consumption. The study is limited to the consumption of meat by individual consumer and considered only students as their unit of analysis. Behavioral control is an important variable of the TPB but study lacks this variable in its analysis.

Vukasovic (2010), analyzed decision making factors in the poultry meat markets of Slovenia, Bosnia Herzegovina and Serbia. Positive perception of poultry meat was revealed in the results. The results also have shown that meat of known origin is the critical decision factor. The study is only limited to one meat type, individual consumer decision making process and lack the underlying theory.

Using qualitative methodology Kennedy et al. (2004) analyzed factors that are perceived as important for the selection of chicken meat. Result indicated that product appearance, freshness, sensory and health related factors are the important indicators of meat quality. The study is qualitative, considering individual consumer, one meat type and lack the underlying theory to explain consumption behavior.

In the analysis of secondary data Kubičková & Šerhanová (2005), confirmed healthy lifestyle and information as the critical factors that are changing trend in the meat consumption of Czech consumer. Another time series analysis of meat consumption was conducted by Ortega et al. (2009) and established that in the budget allocation of the Chinese households pork meat is considered as necessity while poultry, beef, mutton, and fish are considered luxuries. Results also predicted future increase in the meat expenditure for pork meat. Secondary data have many disadvantages, especially it lacks human sentiments. The first study is also silent about any underlying theory to explain the changing behavior of meat consumption. The second study is silent about the psychographic factors that may be the cause of changing trend and future meat intentions.

Yildirim & Ceylan (2008) reported that increase in income will increase chicken meat consumption of both rural and urban consumers. Preference of chicken meat is determined in urban areas by their habit and nutrition value while cheapness is a major factor for rural households. The study is limited only to understand the structure of consumption of individual consumer in one province of Turkey. Income is the major variable of study and lacks any underlying theory.

Buying behavior regarding a product is the extent to which buyers are engaged in purchasing that product. Meat buying behavior is the measure of the frequency of monthly or weekly meat purchase (Wu, 2003; Kim & Choi, 2005; Vukasovic, 2010; Verbeke & Vackier, 2005)

$$\text{Meat Buying Behavior} = \text{Frequency of purchase of meat} \quad (2.1)$$

Being at the cross road of various disciplines like biology, psychology, and culture, food is profoundly the most important aspect of understanding human behavior (Johnson et al., 2011).

Large numbers of studies have been conducted on the food consumption in different context in various cultures. Very limited research is carried out in the food sector of Pakistan (Awan, Siddiquei and Haider, 2015). In all human societies and cultures meat is the most significant food, however research has not paid desired attention to its true societal impact (Leroy & Praet, 2015). Most of the studies considered individual meat consumption behavior in their analysis. Large number of researchers, have suggested that research is required to be carried out in the area of family meat buying behavior (Goldsmith & Goldsmith, 2011; Abeliotis et al., 2011; Neulinger & Simon, 2011 and Xie et al., 2013). Kearney (2010) proclaims that meat consumption is influenced by several factors and these factors vary from country to country. However, research on meat consumption does not provide sufficient empirical evidence about the factors that determine meat consumption of different countries (Latvala et al., 2012). Vranken et al. (2014) emphasized the need for interdisciplinary research in the field of meat buying behavior in developing countries. However there are very limited studies of family meat consumption behavior in Pakistan as compared to the western countries and underdeveloped countries.

2.2.2. Theory of Planned Behavior

The most widely used theory to explain behavior and change in behavior is Ajzen, 1985; Ajzen & Fishbein, 1980's theory of planned behavior. Theory of planned behavior provides a strong base to predict consumption behavior and interventions of consumers' socio-demographics because the constructs through which behavior is hypothesized are very clear. Second, meta-analytic reviews of correlational studies using the TPB have provided empirical support in terms of its capacity to predict many behaviors (Armitage & Conner, 2001; Conner & Sparks, 2005). Large number of studies provides empirical evidence to support its predicative capacity of human behaviors in different context. The extant literature also supports its efficacy for research involving family buying behavior (Simpson et al., 2012). Many studies like Bagozzi et al. (2000), Kidwell & Jewel (2003), Strack, Werth, & Deutsch (2006), Gollwitzer & Sheeran (2009), Troung (2009), Marin, Reimann, & Castaño (2013), Fennis, Adriaanse, Stroebe, & Pol (2011), Motyka, et al. (2014) used theory of planned behavior and suggested that their model provide good understanding of the dynamics in the buying behavior. Based on these arguments this study develops upon the emergent body of literature particularly related to the application of

TPB with a new emphasis on family intention to buy for the family. Therefore theory of planned behavior (Ajzen, 1991) is a theoretical foundation for this study.

The underlying principle of the theory of the planned behavior is impact of intention on the behavioral performance of the decision maker (Ajzen, 1991). While behavioral intentions are the outcome of the interplay of how the decision maker evaluate the outcomes of the behavior (attitudes), the social pressures the decision maker perceives (subjective norms) and belief of the decision maker about availability of sufficient resources and opportunities to perform the behavior (perceived behavioral control) (Collins & Mullan, 2011). These components of the theory of planned behavior are discussed in detail in the following.

2.2.3. Determinants of Meat Buying Behavior

2.2.3.1. Impact of Meat Buying Intention on Meat Buying Behavior

The behavior of consumer whether it is individual or group always remained a major concern to marketers for formulating effective marketing strategies. The researchers have extensively adapted TRA and the TPB to predict human behavior in different context including consumer behavior. Based on the assumption of TPB, intention is the best predictor of behavior (Ajzen, 1991).

The Theory of planned behavior suggests that intentions to act are determined by the evaluative judgments of individuals that form their attitude towards an act and attitude. The subjective norms are the perceived social pressures that guide to perform or not to perform the behavior and thus it needs approval. Similarly behavior also depend on availability of essential opportunities and resources like time, money, skills and cooperation of others and these are collectively known actual control over the behavior (Xie et al., 2013; Ajzen, 1991).

The notion of buying intentions reveals consumers' likely behavior in short-term future buying decisions or more precisely, future prediction of consumer buying behavior is called buying intention (Fandos & Flavia'n, 2006). Behavioral intention is a measure of the strength of a decision maker drive to execute a specific behavior (Fishbein and Ajzen, 1975).

When consumer finds valued outcomes of behavior it is likely that consumers repeats that behavior. Like if family purchase decision maker finds that purchasing beef, poultry, mutton and fish is beneficial for the wellbeing of the family, it is likely that such behavior will be repeated in future. Based on these valued outcomes, consumers likely form intentions to repeat such behavior in the future. Hence consumers repeat to purchase products and services because they form intention to do so (Wood & Neal, 2009).

Intention is a measure of performing the behavior in short term future buying decision (Berndsen & Pligt, 2004). More precisely, buying intention is a future prediction of consumer behavior (Fandos & Flavia'n, 2006)

Intention to Buy meat = Perception to buy meat in short term future (2.2)

The study of Kim, Kim, & KathyWachter (2013), investigated mobile user engagement model and explained user engagement intentions. Grønhøj et al. (2013) cited perceived behavioral control and attitudes as the most important factors in predicting behavioral intention of adolescents' for healthy eating in Denmark. Bang, Odio, & Reio, (2014) examined the influences of theory of planned behavior (TPB) for future sporting events intention of volunteers, and also investigated the effect of brand reputation and moral obligation as moderators between TPB constructs and volunteer intention.

The study of Collins & Mullan (2011) investigated benefit behavior of fruit and vegetable consumption and hedonic behavior of snack consumption based on the theory of planned behavior. Results of Collins & Mullan (2011) derived from multiple and hierarchical regression brought into light that theory of planned behavior significantly predict intention of the consumers to perform both behaviors. Alam & Sayuti, (2011) tested the model of TPB to explain halal food purchasing intention and results demonstrated robustness of the TPB. Many research studies measured consumer's purchase intention regarding Halal food in Muslim and Non-Muslim countries (Yunus, Rashid, Ariffin & Rashid, 2014; Nazahah & Sutina, 2012; Shah & Mohamed , 2011). Other studies have investigated the intention of consumers towards organic food (Lee & Yun 2015, Zagata, 2012).

Saba & Natale (1998) claimed that Intention has significant effect on actual consumption of red, white and preserved meat. McCarthy et al. (2004) investigated beef buying intention of Irish consumer and significantly predicted its impact on the actual consumption behavior of beef. Olsen, et al. (2008), described and explains consumers' intention regarding to new fish product, using framework of the theory of planned behavior. Zagata (2012) confirmed significance impact ($\beta=0.21$) of buying intention on buying behavior. Gracia & Maza (2015) provided an evidence for consumer purchase intention to purchase lamb meat from a local breed in Spain.

Drawing on the theory of planned behavior Motyka, et al. (2014) developed a model about regulatory fit across three variables evaluation, behavioral intention and performance. The findings of the study by Motyka, et al. (2014) suggests that fit effect is strong and affects measures like evaluation, behavioral intention and finally the behavior.

Marin, Reimann, & Castaño (2013) using theory of planned behavior argue that it is one's plan that determines the level of effort one will put in, to perform a particular behavior. Analyzing the intention-behavior gap Fennis, Adriaanse, Stroebe, & Pol (2011) making use of theory of planned behavior argue that the core interpreter of goal directed behavior of consumer is intention. The empirical findings of Faqih & Jaradat (2015) on the investigation of mobile e-commerce adaptation in Jordan concluded that individual's adoption intentions significantly predict e-commerce use behavior.

The decisions outcome of the consumer is influenced by many factors. Roster & Richins (2009) based on the theory of planned behavior examined attitudes in consumer replacement decisions. The theory of planned behavior (Ajzen, 1991) confirms that consumer's intentions are determined by attitude of the consumer towards the behavior, subjective norms, and perceived behavioral control. In turn the intentions formed by these three factors with the extent of control over the behavior are transformed into final behavior (Roster & Richins, 2009).

Behavioral intentions are the outcome of the interplay of how the decision maker evaluate the outcomes of the behavior (attitudes), the social pressures the decision maker perceives

(subjective norms) and belief of the decision maker about availability of sufficient resources and opportunities to perform the behavior (perceived behavioral control) (Collins & Mullan, 2011).

Intention is predicted by three independent antecedents i.e. attitude towards the behavior, subjective norms and perceived behavioral control (Ajzen, 1991). The above mentioned variables in the TPB model are psychological in nature with the exception of behavior. If the variables are represented as AB (attitude towards the behavior), PBC (Perceived Behavioral Control), SN (Subjective Norms) and BI (Behavioral Intention) then the TPB can be expressed in the following equation:

$$BI = \alpha \pm \beta AB \pm \beta PBC \pm \beta SN \quad (2.3)$$

The above stated constructs bring a very clear understanding of consumption decision making, therefore are always of interest to marketing researchers. An act is performed by the consumer based on behavioral intention, like making a purchase and that is actual behavior of the consumer (Motyka, et al., 2014). Collins & Mullan (2011) noted that intention to perform a behavior is a significant predictor of actual behavior.

The TPB theorizes that behavioral intention is the core determining factor of behavior and suggests that intention is the direct antecedent of behavior (Ajzen, 2002). Available literature on purchase intention also suggests that it is a robust predictor of real purchase (e.g. Brown, Pope, & Voges, 2003; Cheng, Tsai, Cheng, & Chen, 2012; Walsh, Shiu, & Hassan, 2012; Chang et al., 2012; Frostling-Henningsson, Hedbom, & Wilandh, 2014). Intention is considered by the marketing managers as a key driver of long term profitability of firm, because it is the purchase intention that leads to actual behavior (Frank et al., 2015). However very little is known about meat buying intention in the meat market of Pakistan, therefore based on the arguments presented in the stated literature the study put forward the following research hypothesis.

H_{1a}: Meat buying intention of decision maker has a positive effect on meat buying behavior in Pakistan.

H_{1b}: Beef buying intention of decision maker has a positive effect on beef buying behavior in Pakistan.

H_{1c}: Mutton buying intention of decision maker has a positive effect on mutton buying behavior in Pakistan.

H_{1d}: Chicken buying intention of decision maker has a positive effect on chicken buying behavior in Pakistan.

H_{1e}: Fish buying intention of decision maker significantly has a positive effect on fish buying behavior in Pakistan.

2.2.3.2. Impact of Socio-demographics on Meat Buying Behavior

Cultural, social, personal and psychological characteristics of consumer strongly influence consumer buying behavior. Although marketers cannot control such factors, however for understanding of consumer behavior these factors must be taken into account (Kotler et al., 2010).

Relationship between the socio-demographics and consumer behavior is emphasized by the previous research but providing mixed evidence on their significance to determine consumption behavior. The impact of gender, age, presence of children, family size, income, education and region as socio-demographics on fish consumption was examined by Verbeke & Vackier (2005). The results revealed that gender, age, region and presence of children significantly contribute towards fish consumption decision. Ndubisi & Koo (2005) analyzed the influence of family structure on joint purchase decisions of spouses for furniture, vacation in Malaysia and found significant effect on family buying decision. Hearty et al. (2007) argue that gender, age, social class are significant predictors of healthy eating and dietary behavior in the Irish food market. Yildirim & Ceylan (2008) reported income and urbanization as determinant of households' chicken meat behavior. Aertsens et al. (2009) suggested that the role of socio-demographic variables in predicting organic food consumption is limited. The study also reported effect of gender but no effect of age and education. Vukasovic (2010) considered gender, age, region, education level, marital status, profession, size of family, number of children and monthly income as socio demographic variables in her study of buying decision process for poultry meat. Lively Staus (2011) show in his research that sociodemographic variables like age, gender, age and income have significant influence on the consumer store choice for meat. The study of Walsh et al. (2012) concluded that age significantly moderate the relationship between perceived quality and intention to buy manufacturer brands. Chang et al. (2012) analyzed the effect of

gender, age, occupation, education and income as demographics on consumer's online food group-buying satisfaction and confirmed their effect. Authors Kyutoku et al. (2012), who research analyzed food choice motives among Japanese also states that age significantly, affect food choice but gender effect is not significant. Similarly the findings of Daniels & Glorieux (2015) shows that single living households as compared to the household with children like more convenience in food preparation patterns. The authors also point out that nuclear household with lower education level spend more budget on non-convenient food stuff. Kim et al. (2010) summarized that family structure is an influential factor in festival participation consumption behavior. In their study Contini et al. (2015) point out that gender has a predictive capability; age is weak significant predictor and no influence of education on the healthy food choice behavior.

Authors Menozzi et al. (2015) also make this point that some socio-demographic variables like family size and number of children are significant predictors of traceable food purchase intention. Similarly Panzone, Hilton, Sale, & Cohen (2016) conclude that male have lower pro-environmental attitudes than female, age has negative effect and positively influence on green environmental action, education is positively and significantly related and income not related to sustainable consumption behavior. There have been mixed results in the extant literature about family size on buying behavior (Flurry, 2007).

There are four bases of subculture i.e. national, religious, racial and geographical region. Out of the four subcultures the most influential determinant of human behavior out of the four is religion (Alam & Sayuti, 2011). Race and social stratification are two additional bases of subculture identification in developed countries (Vrontis & Thrassou, 2007). Results of the analysis of Alam & Sayuti (2011) indicated that subculture aspect of religion significantly influence muslim consumer buying behavior. Similarly Chattaraman & Lennon (2008) established that ethnic identification is a significant predictor of apparel consumption behavior. Bernués, Ripoll, & Panea (2012) consider place of residence, age and level of education are more related to lamb meat consumption behavior than gender and income.

Knowledge about the socio-demographic characteristics of the spouse and his or her family who buys meat for the family provide only descriptive information. The challenge is to identify these

variables as explanatory factors of the behavior. The theory that is perhaps best suited to addressing this challenge is the theory of planned behavior (Ajzen, 1991) . Theory of Planned Behavior posited a complete model of social behavior in which socio-demographics are thought to be the components of the behavioral model. Existent literature also reveals that buying behavior of family likely depends on many other factors such as family socio-demographic characteristics (Heiman, Just, McWilliams, & Zilberman, 2001). Hasbullah et al. (2016) suggested a need to account for the effect of socio-demographic variables in determining the buying behavior in future research.

The most prominent documented family's characteristics are gender of decision maker, age of decision maker, status of decision maker, family size, family structure, number of children, location, education level, occupation of decision maker, and income, that are likely to change over a period of time and thus may impact the consumption behavior of the family. The following hypothesis is proposed on the arguments in the existent literature:

H₂: Socio-demographics (gender, generation, family size, number of children, monthly income, and level of education, family structure and sub culture) of the decision maker have positive effect on the meat buying behavior.

2.2.4. Determinants of Meat Buying Intention

2.2.4.1 Attitude

Behavioral intention is determined by an individual attitude toward engaging in the behavior, social pressure felt (subjective norm) and perception regarding control over the behavior (Gracia & Maza, 2015). Intention is a function of three basic factors i.e. attitude, subjective norm and perceived behavioral control. A comprehensive description of human behavior requires all three elements to be taken into consideration (Zagata, 2012). Menozzi, et al. (2015) found 60% to 28% variation accounted for the TPB variables in the intention for traceable food choice in their two sub samples of France and Italy. Meta-analysis of Armitage and Conner's meta-analysis (2001) reported 39% average variance explained by TPB variables in intention while McEachan et al. (2011) stated 44.3% of variance. Analyzing determinants of fish buying consumption Verbeke & Vackier (2005) noted that 30.8% of the variance in intention is explained by attitude, subjective norm and perceived behavioral control.

Attitude denotes an individual's assessment of a given behavior as favorable or unfavorable and made up of the beliefs of individual regarding the consequences of behavior and their evaluations of those consequences (Ajzen, 1991). The constructs of attitude towards buying behavior is an evaluation of a particular purchase of particular product with some degree of favor or disfavor (Zhou et al., 2013). Attitude can also be defined as the degree of favorableness and unfavorableness of the buyer feelings towards a product (Ajzen and Fishbein, 2000). The attitude in turn forms behavioral intention that determines readiness of the decision maker to perform a specific behavior (Ajzen, 2002).

Attitude is significant antecedent of behaviors. Attitude consists of cognitive and affective components. The cognitive components of attitudes in the case of food shows the positive or negative belief about the attributes of food like nutritional value, healthiness, trust and safety while the affective components reflect the feeling and emotions about food like taste, excitement and variety (Monnery, Marty, Nicklaus & Chambaron , 2016). Audebert, Deiss & Rousset (2006), claimed on the bases of their results that affective component is a factor that determines an individual's attitude towards meat.

Numerous studies endorse that individual's attitudes towards behavior are the most significant predictor of intention. Olsen, et al. (2008) validated significant relationship of attitude ($\beta=0.21$) with intention to consume new fish product. Hasbullah et al. (2016) affirmed that intention to buy online is significantly predicted ($\beta=0.14$, $p < .01$) by attitude towards online shopping. Yadav, & Pathak (2016) also affirmed that attitude is the most significant predictor ($\beta=0.198$) of intention. Dowd & Burke (2013) reported highest beta value for attitude ($\beta=0.25$). Results of Menozzi, et al. (2015) have shown the impact of attitude in France ($\beta=0.44$) and ($\beta=0.36$) in Italy followed by Perceived Behavioral Control (France: $\beta=0.27$) and (Italy: $\beta=0.20$) and subjective norm. Gracia & Maza (2015), found that attitude towards the lamb meat significantly predict ($\beta=0.27$) intention to purchase lamb meat. McCarthy et al. (2003), maintained that attitude influence intention ($\beta=0.74$) to consume beef, and the influence of attitude was greater than subjective norm. Similarly Al-Swidi et al. (2014) established the positive effect of attitude ($\beta=0.59$, $p < .001$) on organic food buying intention. Kim et al. (2013) found that attitude is a significant ($\beta=0.81$, $p < .001$) predictor of behavioral intention to nutritional labeling use.

Similarly Zagata (2012) also makes this point that main determinant of intention to purchase organic food ($\beta=0.32$) is the positive attitude. The study of Lada et al. (2009) also bring out attitude as significant predictor ($\beta=0.288, p < .01$) of intention to choose halal product. Likewise the results of Olsen, et al. (2008), also indicated that attitude explained intention of Spanish consumers to buy new fish product. Consumer's intention to purchase food is associated to consumer's attitude, social pressure and behavioral control (Khalek, 2014). The study of Hearty et al. (2007), confirmed that attitude towards healthy eating behavior is significantly related to dietary and lifestyle behavior. Many studies on food intention and food behavior propose that the consumer's attitude is the most significant predictor of intention and behavior than subjective norm and perceived behavioral control (Olsen, et al., 2008)

Fishbein behavioral model is the most widely used model in the marketing literature for measuring attitude (Wu, 2003). The attitudes towards an object in the Fishbein model can be derived on the bases of the person's belief and feelings about a particular object. The person overall attitude towards an object is the strength of his or her belief that object possesses certain attribute and his or her feelings about that attribute. Overall attitude of a person is the product of the strength of belief (B) and subjective evaluation (E) about the attributes of the product (Wu, 2003). The following equation shows the calculation of attitude (A) towards meat.

Attitude towards meat = (Cognitive Belief about meat attributes \times Subjective evaluation of each Belief) + (Affective Belief about meat attributes \times Subjective evolution of each Belief)

$$\text{Or } A = \sum B_i \times E_i \quad (2.4)$$

This study defines attitude toward meat (Beef, Mutton, Chicken and Fish) as the tendency to respond to meat in a favorable or unfavorable way. The decision maker with more favorable attitudes toward buying meat (beef, mutton, chicken and fish) tends to exhibit strong intention to buy meat.

According to the TPB (Ajzen, 1991), the main determinant of behavior is intention. Intention in turn is determined by attitude, subjective norm, and perceived behavioral control. Among the basic propositions of the TPB is that, the people will perform a behavior if they have positive

possess strong intentions and they will have strong intention when they possess favorable attitudes (Ajzen, 1991). Thus, the TPB proposes that the more positive people's attitudes towards meat, the stronger are their meat buying intentions to perform the meat buying behavior. Over the last eight years consumer attitude has gained an active attention in the field of consumer research (Hamlin, 2016). Many studies have revealed the noteworthy influence of attitude towards intention (George, 2004; Gopi & Ramayah, 2007; Meng & Xu, 2010; Alam & Sayuti, 2011; Walsh et al., 2012; Zhou et al., 2013; Ferdous & Polonsky, 2013). However the extant literature lack noteworthy evidence of study in the area of consumers attitude towards meat in Pakistan. On the bases of support provided by the above reviewed literature this study put forward the following hypothesis:

H_{3a}: Attitude towards meat has a positive impact on meat buying intention in Pakistan.

H_{3b}: Attitude towards beef has a positive impact on beef buying intention in Pakistan.

H_{3c}: Attitude towards mutton has a positive impact on mutton buying intention in Pakistan.

H_{3d}: Attitude towards chicken has a positive impact on chicken buying intention in Pakistan.

H_{3e}: Attitude towards fish has a positive impact on fish buying intention in Pakistan.

2.2.4.2 Subjective Norm

This has been established by consumer behavior and marketing research that subjective norm is important predictor of buyer behavioral intention (Ajzen, 1991; Cheng et al., 2005; Baker et al., 2007; Rong et al., 2011).

Consumption behaviors are directly or indirectly shape by the people with whom we have relationship (Simpson et al., 2012). Subjective norm is the assessment of a person about thinking of people to whom he or she is closely related to perform a particular behavior (Ajzen & Fishbein, 1980). Social pressure an individual feels in some situations can be more significant factor of the behavior than the individual's own attitude towards a particular behavior (Ajzen and Fishbein, 1980). The subjective norm in the theory of planned behavior brings social pressure on the decision maker as what other members in the group think the decision maker should do (Lin & Huang, 2012). The opinion of the people very close to the individual is a strong determinant of performing or not performing a behavior.

The construct of subjective norms in the TPB, measure the influence of social elements, especially the social pressure the decision maker feel about embracing or not embracing a certain buying behavior (Fishbein and Ajzen, 1975; Bagozzi et al., 2000). It is the construct of the subjective norm in the theory of planned behavior that leads to perceived social pressure and lead decision maker to endorse and accept a style of behavior that is acceptable (Ajzen, 1991).

McCarthy et al. (2004) reported significant impact of subjective norm ($\beta = -0.15$) on buying intention. Schepers, & Wetzels (2007) also confirmed big effect of subjective norm on the behavioral intention to accept technology. The study of Lada et al. (2009) also draw out that subjective norm is a significant predictor ($\beta = 0.814, p < .01$) of intention to choose halal product. The study of Yang, & Jolly (2009) predicted significant effect of subjective norms on consumers' mobile data service adaptation intention. Kim et al. (2009) established that subjective norm meaningfully predict the customers' reuse intention of airline services. Dowd & Burke (2013) confirmed beta value of ($\beta = 0.16$) for subjective norm to predict intention to purchase sustainably sourced food. The results of Kaushik, Agrawal & Rahman (2015)'s study indicated that subjective norm significantly predict ($\beta = 0.69, p < .05$) self-service hotel technology's behavioral intention of customers. Hasbullah et al. (2016) found significant positive relationship ($\beta = 0.25, p < .001$) of subjective norm with on line buying intention.

O'Connor & White (2010) also make this point by providing support for the significant effect of subjective norm on the buyers' intention to trial functional food. Rong et al. (2011) explored specialty food shoppers' behavior and established that subjective norm influence purchase intention. Making use of the subjective norm construct of the theory of planned behavior in the theory of consumption values Lin & Huang, (2012) analyzed the factors that influence consumer choice behavior about green products. The study of Zagata (2012) also observed subjective norm as positive predictor of behavioral intentions ($\beta = 0.37$) towards organic food in the Czech Republic.

Dowd & Burke (2013) found that subjective norm is a significant predictor of buying intention. Contrary to the past research Al-Swidi et al. (2014) found superior effect of subjective norm ($\beta = 0.36, p < .001$) in shaping organic food buying intention. The study of Menozzi et al. (2015)

demonstrated that people's pressure, which are important for the consumer have a positive significant effect on the consumers' buying intention of traceable chicken in France. In their examination of consumer intention to purchase sustainably source food Liobikienė, Mandravickaitė & Bernatoniene (2016) analyzed green purchase behavior in European Union countries and claimed that subjective norm significantly determine green products purchase intention in all countries.

Several studies did find a stronger influence of subjective norm on the intention, however contrary to these findings several studies in the field of food purchase behavior have contended that the subjective norm component is hardly capable of predicting intention (Armitage & Conner, 2001; Menozzi, et al., 2015). Studying determinants of intention to consume new fish product Olsen, et al. (2008) confirmed very low significant impact of subjective norm ($\beta=0.12$). Likewise Kim et al. (2013) make the case that perceived social pressure (subjective norm) is not a significant ($\beta=0.063$, $p >.01$) predictor of behavioral intention to nutritional labeling use. Gracia & Maza (2015) analyzed intention to purchase lamb meat and refute the effect of subjective norm ($\beta=-0.0056$) to explain buying intention. Likewise Yadav, & Pathak (2016) also reported that subjective norm failed ($\beta=-0.045$, $t=0.759$) to determine buying intention to purchase organic food.

Subjective norm is a measure of person's perception of the social pressure and his or her motivation to comply with it. Overall a subjective norm of a person is the product of the scores of the perceived social pressure (P) and motivation to comply (M) with that pressure. The equation provided in the following represents measure of the subjective norms for meat.

Subjective Norms = (Social Norms \times Motivation to comply) + (Personal Norms \times Motivation to comply)

Or

$$SN = \sum P_i \times M_i \tag{2.5}$$

Influence of subjective norms on buying intention is well documented in the literature (Berndsen & Pligt, 2004; McCarthy et al., 2004; Verbeke & Vackier, 2005; Bonne et al., 2007; Cheng et al., 2011; Zhou et al., 2013; Al-Swidi et al., 2014). But most of the studies are conducted in the

Western cultures and explaining individual buying behavior. These cultures are individualistic and people prioritized personal goals. In behavioral decision the people of the Western cultures make use of their personal attitude and social norms instead of subjective norms. Contrary to the Western cultures the perception of the people in the collectivistic culture specially the Muslim cultures are mostly characterize by interdependence with the groups. The people in the collectivist cultures prefer to achieve group goals against their personal goals (Alam & Sayuti, 2011). Therefore understanding effect of subjective norm in influencing the meat buying intention in a collectivistic culture like Pakistan an emerging consumer market is essential. The TPB postulates that attitude toward the behavior, subjective norm, and perceived behavioral control is the three major determinants of intention to perform behavior. Subjective norms are the belief of the person who is supposed to perform the behavior about the extent to which important others want the person to perform a behavior (Ajzen, 1991). According to the postulation of theory of planned behavior the more positive people's subjective norms, the stronger will be their meat buying intentions to perform meat buying behavior. Based on these arguments, this study put forward the following hypothesis:

H_{4a}: Subjective norms have a positive impact on meat buying intention in Pakistan.

H_{4b}: Subjective norms have a positive impact on beef buying intention in Pakistan.

H_{4c}: Subjective norms positive impact on mutton buying intention in Pakistan.

H_{4d}: Subjective norms positive impact on chicken buying intention in Pakistan.

H_{4e}: Subjective norms positive impact on fish buying intention in Pakistan.

2.2.4.3 Perceived Behavioral Control

Perception of individual about lack of time, money and skills will lead to very trivial intention to perform the behavior, irrespective of the prevailing objective conditions (Ajzen, 1989; Zhou et al., 2013). There are number of factors intervening between intention and behavior. Thus, a positive attitude to perform a behavior does not automatically result into a more favorable behavior. Non motive factors like time, money and skills are also considered by the TPB for possible influence on behavior. Although the time, money and skills needed to take certain action exist objectively but a person decision to act is guided by his or her perception about the control over the action to be taken. This perception of a person's about his or her own ability to perform certain behavior is referred to as perceived behavioral control (Aertsens et al., 2009). Increase

perceived control of the person who performs behavior can influence the relationship between intention and behavior (Motyka, et al.,2014).

In their Study of analyzing intention to consume new fish product Olsen, et al. (2008) confirmed very high significant impact of perceived behavioral control ($\beta=0.43$). Study of Verbeke & Vackier (2005) concluded that attitude, subjective norm and perceived behavioral control ($\beta=0.26, p < .001$) towards eating fish have positively and significant impact on intention to eat fish. Olsen, et al. (2008) declare perceived behavioral control as the more important determinant of intention to consume the fish burger in Spain and Norway than other variables of TPB. Exploring the online buying behavior Rong et al. (2011) found that perceived behavioral control as the more important predictor of intention to consume the fish burger than other TPB variables in Spain and Norway. Kim, Ham, Yang, & Choi (2013) also sustain that perceived behavioral control influences ($\beta= 0.159, t = 5.133$) behavioral intention to read menu labels. Dowd & Burke (2013) also supported perceived behavioral control as significant predictor of intention to buy sustainably sourced food. Results of the Zhou et al. (2013) revealed insignificant variation into intention. Khalek (2014) analyzed young consumer attitude towards halal food outlets in Malaysia and maintained that perceived behavioral control of young consumer significantly influence their intention to choose halal food outlet. Vlontzos, & Duquenne (2014) reach the conclusion that perceived behavioral control satisfactorily explain consumers' olive oil purchasing in Greek. Similarly Menozzi et al. (2015) who has studied motives towards traceable food choice, point out that second main predictor of consumers' buying intention in Italy and France is perceived behavioral control. Likewise studying the applicability of theory of planned behavior Yadav, & Pathak (2016) provided, support for the significant influence of perceived behavioral control ($\beta= 0.229, t =3.346$) on purchase intention of organic food in India. In their analysis to understand the green purchasing behavior Liobikienė et al. (2016), maintained that perceived behavioral control is an important determinant of green purchase intention.

O'Connor & White (2010) does not support perceived behavioral control as predictor to trial intention of health products. Findings of Zagata (2012) suggest that perceived behavioral control accounts for comparatively smaller value ($\beta=0.18$) of intention towards organic food in the Czech Republic. However Kuijer, & Boyce (2014) reported lower level effect of perceived

behavioral control on intention of healthy eating. On the other hand results of Al-Swidi et al. (2014) also provide evidence that perceived behavioral control is not a significant predictor ($\beta = -0.001, p > .05$) of organic food buying intentions in Pakistan. Contrary to the theory of planned behavior Gracia & Maza (2015), found no significant relationship ($\beta = -0.0601$) between intention to purchase lamb meat and perceived behavioral control.

In the extant literature, Behavioral control is considered as a measure of person's perception of control belief (C) about meat buying and perceived power (P) to exercise that belief. Overall Behavioral control of a person is the sum of the product of the scores of the perceived control belief (C) and perceived power (P) of the belief (Verbeke & Vackier, 2005; Grønhoj et al., 2013; Zhou et al., 2013; Bang et al., 2014).

The following equation provides the measure of the behavioral control for meat.

$$\text{Behavioral control} = (\text{control belief} \times \text{perceived power})$$

$$\text{Or } BC = \sum C_i \times P_i \quad (2.6)$$

Massive literature is available that both validate and contradict the relationship between perceived behavior control, intention and actual behavior (Vermeir, Bergeaud-Blackler, & Verbeke, 2007; Gopi & Ramayah, 2007; Aertsens et al., 2009; Lada et al., 2009; O'Connor, L., White, & M, 2010; Bang et al., 2014).

Very little attention is paid to describe and explain the effect of perceived behavioral control on buying intention especially in the meat market of Pakistan. Al-Swidi et al. (2014) have noted compliance of Pakistani consumer with their reference groups but they lack perceived behavioral control in making trial or purchase of new products. It is also suggested by Al-Swidi et al. (2014) that perceived behavioral control is an emerging concept in Pakistan and need attention to be explored in different area of the consumer buying behavior.

The most widely used theory in the consumer behavior research is TPB that predicts intention and behavior (Ajzen, 199). The TPB proposes three determinants of intention i.e. attitude towards the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). Therefore, the basic hypotheses of the TPB are that favorable attitudes, subjective norm, and strong PBC, will lead to formation of strong intention and in turn will perform the behavior

(Ajzen, 1991). Perceived behavioral control is determined by beliefs of the person related to the factors that may prevent or facilitate performance of the behavior. Based on the basic premise of the theory of planned behavior, it is inferred that strong perceived behavioral control enhances behavioral intention to buy meat for the family. Consistent with the theory of planned behavior and available literature this study expect that increase in perceived behavioral control will lead to more favorable intention towards meat and more frequent behavior to buy meat. The study put forward the following hypothesis

H_{5a}: Perceived Behavioral control has positive impact on meat buying intention.

H_{5b}: Perceived Behavioral control has positive impact on beef buying intention.

H_{5c}: Perceived Behavioral control has positive impact on mutton buying intention.

H_{5d}: Perceived Behavioral control has positive impact on chicken buying intention.

H_{5e}: Perceived Behavioral control has positive impact on fish buying intention.

2.2.5. Mediation Role of Meat Buying Intention between Psychographics (Attitude, Subjective Norm & PBC) and Meat Buying Behavior

According to the Theory of Planned Behavior (TPB) (Ajzen, 1991), intention to perform certain behavior is the main factor of behavior. In turn, intention to perform behavior is determined by three independent constructs i.e. attitude, subjective norm and perceived behavioral control (Norman, P., & Conner, M., 2005).

The TPB has been applied to analyze extensive range of social and consumption behaviors. Despite this fact one issue is worthy to pay attention to the indirect effect of the determinant of intention via intention on the behavior. Ajzen (1991) acknowledges this fact that TPB is open to inclusion of additional factors and analyses that could capture significant change in intention or behavior. *Hagger et al.* (2002) suggested significant mediation of attitude and PBC in autonomous motives to perform physical activity on physical activity intentions. Intention is regarded as the core factor in the TPB that determine behavior. Intention is also hypothesized to mediate the effect of the attitude, subjective norms and PBC on the actual behavior (*Hagger et al.*, 2002). The results of Elliott, M. A., Armitage, C. J., & Baughan, C. J. (2003) have suggested that intention works as a mediator between the relationship of demographics and behavior. Available literature consider intentions as an important mediating variables between the act of

starting a business venture and potential exogenous influences in the entrepreneurial intention models (Krueger, N. F., Reilly, M. D., & Carsrud, A. L., 2000). Martin et al. (2010) also predicted mediation of intention to gamble, between the relationships of psychographic variables (attitude, subjective norms and perceived behavioral control) and gambling behavior. Hagger et al. (2007) applying the theory of planned behavior in the context of physical activity confirmed indirect effects of the attitude, subjective norms, and PBC through intention on the physical activity behavior

In the existent literature (George, 2004; McCarthy et al., 2004; Gopi & Ramayah, 2007; Lada et al., 2009; Meng & Xu, 2010; Ferdous & Polonsky, 2013) direct influence of the consumer's intention on the actual behavior is determined. However the significant correlations between psychographic variables (Attitude, Subjective Norm and Perceived Behavioral Control) with buying behavior and buying intention and similarly significant correlation between buying intention and buying behavior, suggest that psychographic variables (Attitude, Subjective Norm and Perceived Behavioral Control) have both direct and indirect effect on buying behavior through buying intentions. Theory of Planned Behavior also proposes that behavioral intention is determined by the three independent variables (Attitude, Subjective Norm and Perceived Behavioral Control) and intention in turn predict performance of a particular behavior (Ajzen, 1991; Fishbein and Ajzen, 2005; Zhou et al., 2013). Saba & Natale (1998) found indirect effect of attitude and habit on red, white and preserved meat behavior by means of intention. Several studies involving application of TPB for prediction of different types of behavior have failed to demonstrate the mediating effect of intentions between its determinants and actual behavior.

A number of studies in the available literature have suggested the analyses of the mediation role of the intention between its determinants and actual behavior. According to Shepherd, (1985) intention may be mediated by the beliefs and attitude of the people. Attitude towards the behavior and subjective norm determine the behavioral intention of a person which in turn significantly impact behavior (McCarthy et al., 2004; Aertsens et al., 2009). Using TPB Gopi & Ramayah, (2007) found that positive attitude increase the behavior intention and that lead to actual behavior towards internet stock trading. Some research have also examined the direct effect of attitude, subjective norm and perceived behavioral control on behavior (Verbeke &

Vackier, 2005). Ajzen (2002) suggests that intention is the direct predictor of behavior, and intentions also mediate the influence of attitude, subjective norm and perceived behavioral control on the behavior. The models developed by De Cannière et al.(2009), have shown that intentions mediate the influence of the antecedent constructs on actual behavior.

However empirical research on the mediation models have rarely been studied so far. In view of this research gap this study therefore additionally explores mediation effect of the meat buying intention between the three constructs of TPB (i.e., attitude, subjective norm, and PBC) and meat buying behavior. Based on the arguments stated in the literature this study tests the mediation hypotheses by investigating whether increasing scores of attitude, subjective norm, and PBC, increases meat buying behavior if intention scores have been increased.

H_{6a}: Attitude has an indirect effect on meat buying behavior through a positive meat buying intention

H_{6b}: Subjective norms have an indirect effect on meat buying behavior through a positive meat buying intention

H_{6c}: PBC has an indirect effect on meat buying behavior through a positive intention

H_{7a}: Attitude has an indirect effect on beef buying behavior through a positive beef buying intention.

H_{7b}: Subjective norms have an indirect effect on beef buying behavior through a positive beef buying intention.

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H_{7c}: PBC has an indirect effect on beef buying behavior through a positive beef buying intention.

H_{8a}: Attitude has an indirect effect on mutton buying behavior through a positive mutton buying intention.

H_{8b}: Subjective norms have an indirect effect on mutton buying behavior through a positive mutton buying intention.

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H_{8c}: PBC has an indirect effect on mutton buying behavior through a positive mutton buying intention.

H_{9a}: Attitude has an indirect effect on chicken buying behavior through a positive chicken buying intention.

H_{9b}: Subjective norms have an indirect effect on chicken buying behavior through a positive chicken buying intention.

H_{9c}: PBC has an indirect effect on chicken buying behavior through a positive chicken buying intention.

H_{10a}: Attitude has an indirect effect on fish buying behavior through a positive fish buying intention.

H_{10b}: Subjective norms have an indirect effect on fish buying behavior through a positive fish buying intention.

H_{10c}: PBC has an indirect effect on fish buying behavior through a positive fish buying intention.

2.2.6. Mediation Role of Meat Buying Intention between Socio-demographics and Meat Buying Behavior

A number of studies have included both socio-demographics and psychological variables in the TPB models to predict particular behavior. However many studies found direct effect of socio demographic on the buying behavior (Kyutoku et al., 2012; Contini et al., 2015). Hearty et al. (2007) found the effect of socio-demographics on the buying attitude. Similarly the study of Panzone et al., (2016) also reported relationship between socio-demographics and attitude towards sustainable consumption. Likely Grønhøj et al., 2013 found significant effect of gender on the behavioral intention. Contrary to these findings Ferdous & Polonsky (2013) indicated no effect of demographic characteristics on the TPB variable and thus did not integrated into the model. It is only Panzone et al., (2016) who pointed in their regression test that attitude is a possible mediator between the relation of socio-demographics and sustainable consumption behavior. An important underlying assumption of the TPB is that the effect of the variables like socio-demographic is indirect on intention and behavior (Ajzen & Fishbein, 1980). In other words TPB assumes that psychological variables mediate between socio-demographic variables and behavior (Abrahamse & Steg, 2011).

According to Ajzen (1991) variables that bring changes to the key determinants of TPB can in turn increase the likelihood of change in behavior. The variables in TPB are considered to

mediate the influence of socio-demographic factors such as age, gender etc. on the actual behavior.(Conner & Abraham, 2001). The socio-demographic factor determines intention that in turn determines behavior. In other words, the influence of socio-demographic factors on meat buying behavior will be explained by an indirect path: socio-demographics influence intentions, which influences meat buying behavior. The results of Elliott, M. A., Armitage, C. J., & Baughan, C. J., 2003 confirmed that intention had a mediating effect on the relationship between demographics and behavior. Studies on such mediation models have rarely been conducted. In view of this research gap, this study pursued to test socio-demographics of the decision maker and meat buying intention as predictors of meat buying behavior and investigation of possible mediation effects. Very little attention in the existing literature is paid to study mediation of TPB constructs for quantitatively measured behavior. This argument in turn indicates that there is a need to test in depth the underlying assumptions of the TPB by exploring mediational effects. These arguments lead to put forward the following hypothesis

H₁₁: The effect of socio-demographics on meat buying behavior is mediated via behavioral intention

2.2.7 Moderating Role of Collectivism between Determinants of Meat Buying Intention and Meat Buying Intention

Finding of the application of TPB are very encouraging in the prediction of an extensive range of social consumption behaviors. Despite its encouraging findings, there is considerable variation in the effect and strength of relationship between the TPB variables. This heterogeneity in the findings suggests a need for identifying variables other than TPB variable that could possibly moderate the relationships between psychographics and intention. Ajzen (1991) admits, that TPB is open to the insertion of additional predictors to capture more significant proportion of the variation in intentions or by taking into account the main variables of TPB.

No doubt theory of planned behavior is an excellent model that provides insight into the food behavior but making a food choice involves many other different perspectives. There are still impediments in predicting behavior using the model of TPB. The theory of trying states recognizes that additional factors might intervene between the variables of TPB (Solomon,

2009). In addition to the psychographic variables, Ajzen and Fishbein (1980) also suggested that the decision maker value priorities may regulate the relative impact of the personal attitude and subjective norm on the consumer's intention development.

In order to gain a clear insight of the complexity in the food choice decision it is imperative to take these perspectives into account. Consumers may be encouraged or hinder to make food choices by the cultural factor. Consumers' decision making about food is filtered through broader cultural meanings that form schemas in the mind of the consumers like collectivism. Consumer uses cultural schemas like collectivism as mechanism to direct their behavior (Visser et al., 2016). It is suggested (Visser et al., 2016) that recognizing the role of culture in the food buying decision making is important. Visser et al. (2016) also argued that both micro and macro factor needs to be considered in the theoretical framework of consumer food choice decision.

Moon, Chadee, & Tikoo (2008) report that individualism significantly affects consumers' purchase intention and consumers from individualistic cultures purchase more customized products online than those consumers from collectivistic culture. Likewise Magnini (2010) provide evidence that collectivism vs. individualism influences restaurant selection in US. Cho et al. (2013) concluded that collectivism has positive impact on perceived consumer effectiveness. Providing useful insight for marketers, Badgaiyan, & Verma (2014) found significant impact of collectivism on the impulse buying behavior in India. The study of Faqih & Jaradat (2015) recognizes the importance of cultural values of individualism and collectivism to adopt m-commerce in Jordan. It is argued in the study of Frank et al. (2015) individualism vs. collectivism) cause significant changes in purchase decisions. Study of Richard & Habibi (2016) provides an evidence of the interactive influence of culture on the online consumer behavior.

The value of collectivism motivates the decision makers to make an effort for the collective benefit rather than preferring individual welfare. Literature on collectivism consider at as the most important differentiating factor of social behavior (Hong & Lee, 2012). In general, people belonging to collectivistic cultures tend to be more interdependent and group-oriented as compared to those who belong to individualistic cultures (Kim & Choi, 2005).

Testing collectivism as moderating variable the study of Hong & Lee(2012) concluded that the effect of collectivism to trust and satisfaction on their relationship to cross buying intention is somewhat different in Korea and Taiwan. It was also noticed that collectivism does not moderate relationship between image and cross buying intention. Kacen & Lee (2002) analyzed the moderating effect of culture in their study about impulse buying behavior.

The fact that collectivist culture depicts different buying behavior is confirmed by several studies in the available literature (Kacen & Lee, 2002; Kim & Choi, 2005; Wang, Zhang, Zang, & Ouyang, 2005; Lee & Kacen, 2007; Jalees, 2009; Yoo & Donthu, 2005). However, research studies exploring culturally-unique food choice factors are rather scarce (Fang, T. (2012). Plethora of scholars has encouraged investigating the cultural influence on consumers' behavior which is an important area of concern for marketing researchers and practitioners (Patterson, & Mattila, 2008; Hammerich, 2012). Monga, & Williams (2016) emphasize a need for research in thinking style in different culture as driving force of specific consumption behavior.

Most of the studies reviewed in this dissertation are concerning the direct effect of collectivism, however in contrast there is a lack of studies considering the moderating effect of collectivism on purchase intention (Frank, Abulaiti, & Enkawa, 2012). Similarly Luo, et al. (2014) also established the moderating effect of collectivism between information sidedness and information credibility Likewise Frank et al. (2015) have noted that moderating effect of collectivism on the formation of purchase intention need to be provide due attention. Although Frank et al. (2012) have found the moderating effect of collectivism on buying intention, but collectivism was examined as a personal value not as a dimension of national culture. Hofstede's cultural dimension is the most acceptable theory that confirms that cultural values will remain consistent (Hong & Lee, 2012). Yang, & Jolly (2009) also make this point that Hofstede's cultural dimensions on future studies can effectively explain the cultural differences in consumer behavior through countries.

Asian countries in general and Pakistan in specific is recognized for its collectivistic culture. Pakistan is recognized for its collectivistic cultures in Asian countries (Shi & Wang, 2011). However, little research considered the moderating role of collectivism on meat buying intention

of Pakistan. Therefore based on the argument in the available literature the study tests the following hypothesis:

H_{12a}: Collectivism significantly increases the strength of the association between attitude and meat buying intention.

H_{12b}: Collectivism significantly increases the strength of the association between subjective norms and meat buying intention.

H_{12c}: Collectivism significantly increases the strength of the association between perceived behavioral control and meat buying intention.

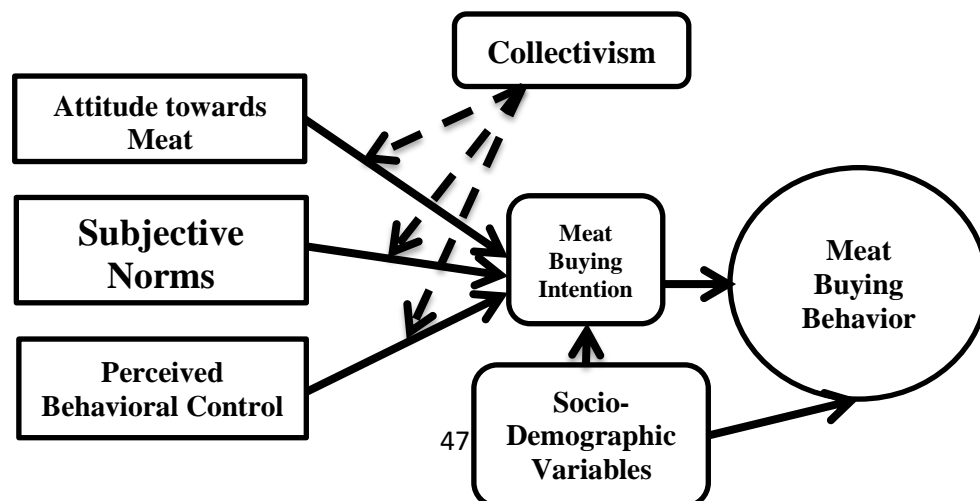
2.3. Theoretical Model

Based on the review of extant literature to test the hypothesis the following theoretical model is proposed. Analysis of the model enables this study to assess whether the proposed variations and hypothesized relationships hold in general and specifically for Pakistan. The proposed models show meat buying behavior of the families' as dependent variable and families' psychographics, socio-demographics and collectivism as explanatory variable.

Meat buying intention is also proposed to serve as mediating variable in association between attitude towards meat, subjective norms about meat, behavioral control over buying meat, socio-demographics and family's meat buying behavior. Attitude, subjective norms and behavioral control are proposed as predicting variables of buying intention. Collectivism is proposed as moderating the relationship between all psychographics and meat buying intention.

The general theoretical model is presented in the following.

Figure 1 Theoretical Model



Chapter 3

METHODOLOGY

The aim of this study is to investigate the predictive power of psychological variables, socio-demographics and collectivism in explaining the buying behavior of spouse who buys meat for family. The broader objective of this study is to advance our understanding of spouse's meat buying behavior in the context of the framework of TPB and spot out the significant factors influencing buying behavior for meat group in Pakistan to develop a model for the family meat market.

The purpose of this chapter is to theoretically comprehend the methodology that is used in this study. The chapter will continue with a discussion on the research design. After the research design population and sampling plan is explained. The chapter also includes measures of dependent variables, independent variables, moderating variables, mediating variables and subject variables. The chapter also illustrates questionnaire of the study, its administration and collection of the data. The chapter is concluded with theoretical arguments for the types of analyses that are used in this study.

3.1. Research Design

Pakistan is an emerging market and family is a big consumer market in Pakistan. Marketers respond to satisfy needs and wants of the market in the light of consumption behavior of the market. Keeping in view the stated fact the purpose of the study is to investigate the family meat consumption behavior in the context of TPB by concurrently examining socio-demographic and collectivism with TPB variables for the meat market in Pakistan. Previous research (Ajzen and Fishbein, 1980; Alam & Sayuti, 2011; Collins & Mullan, 2011; Walsh et al., 2012; Zhou et al., 2013; Xie et al., 2013; Kim et al., 2013, Grønhøj et al., 2013; Al-Swidi et al., 2014; Bang et al., 2014) found the TPB variables as the influencing factors in buying intention, but most of the studies measured individual intention of individual buying behavior and limited attempt is made to analyse TPB in the context of buying for the group like family.

The study adopted a deductive approach (Saunders, Lewis, & Thornhill, 2007). The study tests theoretical hypotheses on the bases of empirical data which is predominantly used in positivistic approach that allows quantitative study and use of a structured questionnaire (Hammerich, 2012). Although human feelings are not tangible but human feelings are frequently measured and analyzed by using statistical tools. Alam & Sayuti (2011), Ferdous & Polonsky (2013), Zhou et al. (2013), Al-Swidi et al. (2014), Menozzi, et al., (2015) and Liobikienė et al. (2016) all used quantitative analytics for application of the theory of planned behavior. The above mentioned studies employed a positivistic world view and therefore this study is in line with earlier literature. According to Hofstede (2009), culture may be observed from both a positivistic as well as an interpretivist world view. However large number of studies measure culture and other variables from a quantitative perspective, the study take positivistic approach. In line with similar studies of Alam & Sayuti (2011), Bang et al. (2014), Kuijer, & Boyce (2014) and Gracia & Maza (2015), this study is cross-sectional in its nature.

In order to collect data on the psychographic factors, current socio-demographics, collectivism and current consumption behavior of the family market in Pakistan this study collected primary data similar to studies of Rong et al. (2011), Zagata (2012), Al-Swidi et al. (2014), Awan, Siddiquei and Haider (2015) Menozzi et al. (2015) by conducting a survey using questionnaire.

3.2. Population and Sample Unit

The target population of the study is the families living in the urban areas of Pakistan. To provide for a country representativeness according to the procedure adopted by Vlontzos, & Duquenne (2014) and Menozzi et al. (2015) by subdividing population into four provinces (Baluchistan, KPK, Punjab and Sindh) and eighteen cities of Pakistan (HIES, 2013-14). Al-Swidi et al. (2014) also suggested collecting data from different parts of Pakistan.

A family generally consists of a head, his spouse(s), children, and possibly other blood relation (Beaman & Dillon, 2012). The desires and tastes of individual's are measured by his or her own rational choices to determine his or her behavior. However traditional approach take up the view that a family act as a single decision making unit, even if it consists of different individuals with different preferences (Vermeulen, 2002). Keeping in view these arguments and procedure

adopted by Bernués et al. (2012), Vlontzos, & Duquenne (2014) and Menozzi et al. (2015) family was taken as the sampling unit.

3.3. Participants

In our society, it is an admitted fact that the married couple is the basic decision-making unit. Literature categorized decision making in family as wife-dominate, husband-dominate, joint. The decision that are wife dominant involve food and appliances and husband dominant decisions involve automobile and insurance (Harcar, T., & Spillan, J. E., 2006). One of the spouses generally takes the responsibility of buying meat for the family. In a more recent study by Menozzi et al. (2015) respondent was taken as person responsible for food purchase. In line with the study of Menozzi et al. (2015) the respondent for this study is either spouse who makes decision of buying meat for the family. The study of McCarthy et al. (2003), also considered primary purchaser as the respondent in the household. Most of the studies on families selected the spouse who is responsible for purchase of the item under study (Nagla, 2007). Keeping in view this fact the study contacted those wives or husbands, and asked them to complete the questionnaire by asking them to answer the filter question regarding buying meat for the family in order to respond to the questionnaire (Bernués et al., 2012).

3.3. Sampling and Sample

Virtually the size of the target population is massive as it runs in millions therefore drawing a representative sample in short span of time is in uphill task. Probability sampling is an ideal technique to avoid biases and furnishes ground for sampling errors. Due to the massive size of the original target population, limited resources and short span of time, administering the questionnaire of the study to the randomly selected representative population is not possible. Bearing on this fact, and evidence from the available literature this study applies a convenience sampling technique to administer questionnaire to available and welling families in the selected cities of Pakistan. Although convenience sampling put limitation to the generalizability of the findings, there are evidences from literature (Bernués et al., 2012; Dowd & Burke, 2013; Yadav, & Pathak, 2016) that suggest the usage of this technique for data collection.

The population size of families in Pakistan as well as major cities selected is not documented and therefore is unknown. The study used method of determining sample size for unknown population to find sample size of the study. The two key factors suggested in the Cochran's (1977) are the margin of error i.e. the error researcher is willing to accept and alpha level i.e. the level of acceptable risk by the researcher. Alpha levels of 0.05 or 0.01 are the most commonly used alpha levels in the research studies. The maximum acceptable level of margin of error for continuous data is 3% (Kotrlík, & Higgins, 2001). Percentage of the respondents that pick a particular answer is also one of the factors that determine accuracy of the sample. The worst case percentage recommended to be considered for the sample size is 50%. Similar procedure was used by Vlontzos, & Duquenne (2014), taking a response distribution of 50% , 3% margin of error and 98 % confidence interval to determine their sample size of 2000. Likely Gracia & Maza (2015) also adopted the same procedure.

Based on these arguments this study calculated sample size of 1537 using an online (<http://sampsizemethod.sourceforge.net/cgi-bin/si.cgi>) sample size calculator (Jamshed, et al., 2011), following the suggested procedure for a representative sample size (Kotrlík, & Higgins, 2001). Online Sample Size Calculator uses the following formula:

$$SS = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where: Z = 1.96 (for 95% confidence level), p = percentage picking a choice (50 % Of 0.5) and c = ± 2.5 % (confidence interval)

3.4. Questionnaire

Following the procedure suggested in Ajzen (2006), this study develops a closed-ended questionnaire. The questionnaire sought respondent's views on matters about their psychographic, culture and demographics in relation to their meat buying behavior and meat buying intention. These factors relating to the family meat buying were distilled from the literature on food choice, meat consumption and theory of planned behavior and adapted for this study. Questionnaire was borrowed particularly from the studies conducted by Chan and Tsang (2011); Alam, & Sayuti (2011); Rong et al. (2011); Grønhøj et al., (2013); Bang et al. (2014); Gracia & Maza (2015) and Yadav, & Pathak (2016). Questionnaire also included a narrative of

the research study's purpose and promise of confidentiality for participants of study. The Cronbach alpha reliability of the scale was 0.9 and considered excellent according to the rule of thumb provided by George and Mallery (2003).

3.5. Questionnaire Administration

The questionnaire consisted of 55 items about measures of meat buying behavior, psychographics (behavioral intention, attitude, subjective norm, and perceived behavioral) of the decision maker, socio-demographics of family and cultural value of the decision maker. Questionnaire of the study is self-administered (Ferdous & Polonsky, 2013; Al-Swidi et al., 2014) because meat and its types are well known food products in Pakistan and because the study wanted respondents to answer without any influence. Except for the construct of buying behavior that uses buying frequency scale (McCarthy et al., 2003; Tarkiainen & Sundqvist, 2005; Grønhøj et al., 2013) all items measuring psychographics and collectivism uses five point Likert scale (Grønhøj et al., 2013; Gracia & Maza, 2015).

The study selects a focal person in each province (Dowd & Burke, 2013) and asks him or her to distribute and collect questionnaire. The data were collected between December 2015 and January 2016.

Questionnaire for each type (Beef = 387, Mutton = 373, Chicken= 461 and Fish = 565) of meat was designed inculcating the same variables in each (Menozzi et al. 2015). After designing the questionnaires these were translated into Urdu, the national language of Pakistan (Olsen, et al., 2008; Johnson et al., 2011). Questionnaires in English and Urdu that study used for collection of primary data are provided in Annexure I.

Questionnaire of the study was distributed in 18 cities (HIES, 2013-14), of the four provinces of Pakistan. The total number of questionnaire distributed was 3600 keeping in view the poor response rate in the third world countries. The total sample size was 1537. Total number of questionnaires received was 2313. Pohjolainen et al., (2016) considered response rate of 47.3% as satisfactory. Response rate of this study remained at 64%. After discarding incomplete or blank questionnaires, remaining of 1786 questionnaires were used for analysis.

3.6. Sample Characteristics

In the compilation of the referent literature various socio-demographic elements of the population of study was identified as influencer of the buying behavior. The socio-demographics that plays an important role in the buying behavior are status of the decision maker in family, his/her generation, family size, number of children in family, family average monthly income, education level of the decision maker, family structure of the decision maker and sub-culture of the decision maker (Verbeke & Vackier, 2005; Vukasovic, 2010; Walsh et al., 2012).

Table 3.1 Sample Socio-Demographic Characteristics

Socio Demographics	Categories	Sample Size	Frequency Distribution (%)
Gender	Husband	1033	57.8
	Wife	753	42.2
Generation	Baby boomer	322	18.0
	Generation X	603	33.8
	Generation Y	861	48.2
Family Size	1 to 2	124	6.9
	3 to 4	434	24.3
	5 and more	1228	68.8
Number of Children	0	150	8.4
	1	135	7.6
	2	360	20.2
	3	311	17.4
	4	304	17.0
	5 and more	526	29.5
Income	<Rs.10000	56	3.1
	Rs.10000-Rs.20000	333	18.6
	Rs.20000-Rs.50000	675	37.8
	Rs.50000-Rs.100000	458	25.6
	>Rs.100000	264	14.8
Education	Illiterate	38	2.1
	Primary	86	4.8
	Matriculate	196	11.0
	Intermediate	306	17.1
	Graduate	544	30.5
	Master & above	616	34.5
Family Structure	Traditional Family	892	49.9
	Modern Family	894	50.1
Province	Baluchistan	401	22.5
	KPK	368	20.6
	Punjab	744	41.7
	Sindh	273	15.3

Note: N= 1786

Table 3.1 lists the sample socio-demographic characteristics. The sample consisted of (57.8%) husbands and (42.7 %) wives. Generational distribution showed that most of the respondents were belonging to generation Y (48.2%) followed by Generation X (33.8%) and Baby boomer generation were (18.0%).

Table 3.1 shows that more than one half of the families of the respondents were large in size (68.8 %) i.e. with 5 and more members in family. Families with 1 to 2 members were (6.9%) and with 3 to 4 members were 24.3%.

Frequency distribution of the number of children in the respondents' families' shows that majority of the families (29.5 %) were having 5 or more children. Families with 2 children were (20.2%), families with 3 children were (17.4%), families with 4 (17.0%), families with 1 child were (7.6%) and families with no children were (8.4%).

Table 3.1 also represented frequency distribution of the average monthly income of the respondents. Average monthly incomes of the majority of the families (37.8 %) were in the range of Rs.20000-Rs.50000. Incomes in the range of Rs.50000-Rs.100000, were (25.6%), in the range of Rs.10000-Rs.20000, were (18.6%), in the range of more than Rs.100000, were (14.8%) and in the range of less than Rs.10000, were (3.1%).

Frequency distribution of spouses' level of education in Table 3.1 shows that the largest group (34.5%) had education level of master or above, followed by bachelor level education (30.5%), intermediate level of education (17.1%) and matriculation level of education (11.0%). Very smaller proportions of the spouses' had an educational level of primary or illiterate (4.8%, 2.1%) respectively.

The family structure of the respondents in Table 3.1 shows distribution of two types of families i.e. traditional family ((husband, wife, children, grandparents and other relations living together) and modern family (husband, wife and children only living together). Both types of families are equally represented in the sample. Nearly one half of the families (49.9%) were traditional families and one half of the families (50.1%) were modern.

The sample is representative of the population of Pakistan as it consisted of all the four sub cultures (provinces) of Pakistan. The frequency distribution of respondents' sub cultures shows that nearly one-half of the respondents (41.7 %) were from densely populated province of Punjab, followed by (22.5 %) from Baluchistan, (20.6%) from KPK and (15.3 %) were from Sindh.

3.7. Measures and Contents

The measures on the psychographics, collectivism and socio-demographics used in this study are adopted from existing and validated measures. Different behavioral beliefs about attitude, subjective norms, perceived behavioral control about meat and collectivism were collected from the available literature.

3.7.1. Measures of Socio-Demographics of Family

The research questionnaire starts with questions that are related to the socio-demographics of the family. Few sociodemographic characteristics are considered by this study which likely influences meat consumption behavior of the family. These socio demographic characteristics are collected from previous studies (Verbeke & Vackier, 2005; Yildirim & Ceylan, 2008; Aertsens et al., 2009; Kattiyapornpong & Miller, 2009; Vukasovic, 2010; Kotler et al., 2010; Staus, 2011; Walsh et al., 2012; Chang et al., 2012; Contini et al., 2015). These characteristics and their measurement are provided in the following.

Meat buyer status is measured as spouse i.e. husband and wife (Contini et al., 2015). Generation of the decision maker refers to his or her age group and is considered for this study as baby boomers (born from 1946-1964), generation X (born from 1965 to 1976) and Y generation those who born during 1977-2000 (Shahzad et al., 2015; Kotler et al., 2010). Family size is measured as categorical variable by taking three categories, 1 or 2 persons, 3 to 4 persons and 5 or more (Verbeke & Vackier, 2005; Kotler et al., 2010, Vedovato et al., 2015). The existence of children is measured by asking about number of children in family, from the respondents (Verbeke & Vackier, 2005; Vukasovic, 2010; Menozzi et al., 2015). Income class of the family is measured by asking about monthly average income providing categories of <10000, 10000-20000, 20000-50000, 50000-100000 and >100000 (Kotler, Armstrong, Agnihotri, & Haque, 2010; Chang et al., 2012; Menozzi et al. 2015). Education of the decision maker is measured by asking the level of education attained ranging from illiterate, primary, matriculate, intermediate,

graduate and master and above (Chang et al., 2012; Vukasovic, 2010; Menozzi et al. 2015). Family structure is taken as categorical variable into two categories i.e. traditional family and modern family (Ingram, 2005; Ndubisi & Koo , 2005). National, religious, racial and geographical region are the four bases of subculture (Alam & Sayuti, 2011). For the purpose of this study subculture is measured by asking about the province of the respondents (Chang et al., 2012)

3.7.1. Measures of Family Meat Buying Behavior

Buying behavior regarding a product is the extent to which buyers are engaged in purchasing that product (Wu, 2003; Verbeke & Vackier, 2005; Kim & Choi, 2005; Vukasovic , 2010). Frequencies of consumption of meat i.e. beef, mutton, chicken and fish is taken as a measure of the family meat consumption. The single item measure of meat buying behavior is adapted from the study of Vukasovic (2010), Verbeke & Vackier, (2005) and Menozzi et al. (2015). The response to buying behavior about meat is a five point scale with alternatives “never”, “rarely”, “ocassionally” “once a week”, and “several times a week”. The scale is applied to measure meat buying behavior for beef, mutton, chicken and fish. Scale consist of single item. hhowever a single item measure in the literature (Ginns, and Barrie, 2004) is considered appropriate when the variable of interest is relatively narrow and instantly recognizable to the respondents. Reliability for the scale was not estimated because research studies noted that reliability of single item cannot be estimated (Wanous, and Hudy, 2001).

3.7.2. Measures of Psychographic Variables

There are four variables in TPB. Variable of behavioral intention is predicted by three independent variables i.e. attitude, subjective norms and perceived behavioral control.

To collect data on the psychographics of the family the study adapted measures of meat buying intention, attitude towards meat, subjective norm and perceived behavioral control. Ajzen and Fishbein (1980) recommended Likert scale as the best scale to use for the TPB survey. To meet the criteria suggested by Ajzen and Fishbein (1980) this study measure all the psychographic variables on the 5-point Likert scales (Grønhøj et al., 2013; Gracia & Maza, 2015).

3.7.3. Measures of Meat Buying Intention

Behavioral intention is considered as the best predictor of behavior (Kim & Han, 2010). In the original model behavioral intention refers to carrying out certain behavior in future. Intention is defined as an indicated chance of some individual to engage in certain behavior (Rong et al., 2011). Buying intention is a measure of the strength of a decision maker drive to execute buying of a certain product in future. It is a measure of the readiness of a person to perform specific product's buying (Fishbein and Ajzen, 1975; Ajzen 2000; Cronin, Brady, & Hult, 2000; Berndsen & Pligt, 2004; Fandos & Flavia'n, 2006). For the purpose of this study, meat buying intention refers to likelihood of family to engage in meat buying behavior.

Measure of the meat buying intention was adapted from Ajzen and Fishbein, (1980); Cronin, Brady, & Hult, (2000); Berndsen & Pligt, (2004); Verbeke & Vackier, (2005); Cheng et al. (2011); Walsh et al. (2012); Zhou et al. (2013) and consist of 4 items on 5 point Likert scale ranging from "Extremely unlikely" to "Extremely likely". Items included "I intend to buy meat in the near future", "I will buy meat in the near future", "Next time I will buy the same amount of meat as I buy now" and "Next time I will buy more meat as I buy now". The variable of meat buying intention was built by accumulating and taking average of the four questionnaire items measuring intention. Cronbach reliability of the scale was 0.7.

3.7.4 Measures of Attitude towards Meat

Attitude towards certain behavior is the degree to which the relevant person has a positive or negative assessment of the behavior under consideration. Attitude towards meat is a cumulative function of the behavioral beliefs about meat (B), multiplied by the evaluation judgment (E) for each behavioral belief about meat i.e. $A = \sum BE$ (Fishbein and Ajzen, 1975; Berndsen & Pligt, 2004; Verbeke & Vackier, 2005). Olsen, et al. (2008) noted that number of studies maintains that clear distinction between cognitive belief and affective belief must be made. This study hence considers meat buying intention of the respondents as the target behavior therefore the attitude is cognitive judgment and affective judgment about the meat.

Attitudes towards meat was measured with four items of cognitive belief (Healthiness, Nutritional value, Trustworthiness, Safety), four items of importance for each evaluative belief, three items of affective belief (taste, excitement and variety of meals) and three items of

importance for each affective belief. All items measuring cognitive beliefs include Likert-type item responses ranged from 1 indicating strong disagreement and 5 indicating, strong agreement (Gracia & Maza, 2015) . Respondents were asked to assess the importance of each belief on a scale anchored in from (1) Not at all Important to (5) Extremely Important. The scale is adapted from Cronin, Brady, & Hult, (2000); Berndsen & Pligt, (2004); Verbeke & Vackier, (2005); Walsh et al. (2012); Zhou et al. (2013) and Al-Swidi et al. (2014) and Gracia & Maza, (2015).

Each cognitive belief (C_i) and affective (A_i) belief was multiplied to their respective importance score i.e. (I_{C_i}) and (I_{A_i}). Sum of these products was calculated i.e. $\sum C_i \times I_{C_i}$ and $\sum A_i \times I_{A_i}$. Average of the sum ($\sum C_i \times I_{C_i}$)/4 & $\sum A_i \times I_{A_i}$ /3 for each were calculated and then the average of these scores was calculated to measure the variable of meat buying attitude as following (Berndsen & Pligt, 2004; Verbeke & Vackier, 2005):

$$ATT = (\sum C_i \times I_{C_i} + \sum A_i \times I_{A_i})/2 \quad (3.1)$$

3.7.5. Measures of Subjective Norms

Subjective norm denotes an individual's perceived social pressure to execute or not execute a behavior in question. Subjective norm is a function of the extent of belief about the approval or disapproval of the performance of the behavior and a motivation to comply with others' opinions (Awan, Siddiquei and Haider, 2015; Gracia & Maza, 2015). The people whose opinion consumer believe is important may include family, friends, peer groups, professionals. These people may favor or disfavor certain behaviors, and this belief of individual in turn influence behavioral intentions (Yang, & Jolly, 2009)

There are two aspects of subjective norms, namely “social norm” and “personal norm”. Social norm refers to the external social pressure that is the belief about performing or not performing behavior because of the approval or disapproval of others. While personal norm is the feeling of an individual about the moral obligation or responsibility to perform behavior in question (Verbeke & Vackier, 2005).

Social norms were measured by asking respondents to mark their response for five items. All items were measured on a five-point Likert scale from “strongly disagree” to “strongly agree” (Vermeir, Bergeaud-Blackler, & Verbeke, 2007). These items include appreciation from family,

suggestion of friends, doctors' advice, stimulation by advertisements and food industry encouragement. Motivation to comply with these social norms is measured by asking respondents to rate on five point Likert Scale from "Not at all Important" to "Extremely Important" (Verbeke & Vackier, 2005).

To find the variable of social norm, score of each of the social norm (S_i) is multiplied to its respective motivation score (M_{Si}). The mean score of the product ($\sum S_i \times M_{Si}$)/5 made the measure of social norm.

Respondent were asked to rate three items on a five point Likert scale to measure personal norms. Likert-type scale ranged from "strongly disagree" to "strongly agree". The items include questions regarding giving family healthy meal, nutritious meal and to offer family variety of meals. Respondents were also asked to rate their motivation to comply with these personal norms on a Likert scale from "Not at all Important" to "Extremely Important". The variable of personal norms was calculated by first taking product ($P_i \times M_{Pi}$) of the scores of personal norms (P_i) to their respective scores of motivation (M_{Pi}). Mean score was calculated ($\sum P_i \times M_{Pi}$)/3, to form the variable of personal norms (Verbeke & Vackier, 2005).

Finally average of the measures of the social norms and personal norms, formed the measure of the subjective norms as following:

$$SN = (\sum S_i \times M_{Si} + \sum P_i \times M_{Pi})/2 \quad (3.2)$$

The scale for a subjective norm is adapted from the scale used by Verbeke & Vackier, (2005); Grønhøj et al., 2013; and Al-Swidi et al. (2014); Bang et al. (2014); Gracia & Maza (2015); Kaushik et al. (2015). In total sixteen items measure subjective norm with a Cronbach's alpha of 0.9 indicating high internal validity.

3.7.6. Measures of Perceived Behavioral Control (PBC)

Perceived behavioral control refers to the persons' own judgment about their abilities to engage in a specific behavior (Ajzen, 1991).The perception of the consumer about the control of buying

something is referred to as perceived behavioral control (Gracia & Maza, 2015). Perceived behavioral control consists of internal factors like self-efficacy and knowledge, external factors like time, opportunity and dependence (Kim et al., 2013).

Perceived behavioral control depicts the confidence of the respondents in their ability to perform certain behavior. For this study, PBC is a perception of the person regarding ease or difficulty to buy meat.

Perceived behavioral control was measured with four items for control beliefs (knowledge, choice, availability and ease of buying) and 1 item for perceived power of each control belief. Respondent were asked to rate five items of control belief on a five point Likert scale from strongly disagree (1) to strongly agree (5). The Likert scale ranging from (1) not at all important to (2) Extremely Important was asked to measure perceived power of the respondents (Kim et al., 2013).

Using the expectancy-value approach proposed by Ajzen (1991), the variable of the PBC was obtained by multiplying all items for each control belief (C_i) with corresponding perceived power (P_i) component (Kim et al., 2013). The mean score of the products formed the measure of PBC.

$$PBC = (\sum C_i \times P_i)/4 \quad (3.3)$$

The scale of perceived behavioral control is adapted from Verbeke & Vackier, (2005); Grønhøj et al., 2013; Zhou et al. (2013); Kim et al. (2013) and Bang et al. (2014). Cronbach's alpha, value for perceived behavioral control was 0.6 indicating an acceptable level of reliability.

3.7.7. Measures of Collectivism

A strong desire by an individual to interact with the group and recognize by the group is referred to as collectivism (Hofstede, 2001). A condition in which an individual's individuality is immersed in the wider society or group to which that individual belongs is called collectivism (Frank et al., 2015). Collectivism is the degree of interdependence of individuals who think about themselves as part of the group (Hofstede et al., 2010). For the purpose of this study

collectivism is the state wherein a person values, cohesiveness, faithfulness, and pride, in their families.

Collectivism was assessed by asking respondents to rate three items on a five point Likert scale. All items measuring collectivism were anchored in from “strongly disagree” to “strongly agree” (Priour et al., 2014; Jamal,& Sharifuddin, 2015). The items include “respect for the decisions made by family”, “maintaining harmony in family” and “following the norms and values of family”. The scale was adapted from various published sources (Kim & Choi, 2005; Yoo & Donthu, 2005; Jalees, 2009; Priour et al., 2014; Badgaiyan, & Verma, 2014; and Jamal & Sharifuddin, 2015).

The mean score formed the construct of collectivism. The results of the reliability test have shown the Cronbach’s a coefficient was 0.8 that sufficiently exceed the minimum level of acceptability of 0.6.

3.8. Reliability Analysis

One of the measures of the quality of the measuring instrument is reliability. The focus of the analysis of reliability is to ensure the stability (repeatability) and internal consistency (equivalence) of the instrument and measures of the different variables of the study (Zemljič & Hlebec, 2005). The scales for variables are drawn from the previous studies therefor it is expected that these scales perform in the same coin. Table 3.2 reports the Cronbach α reliabilities for scales used in this study.

Table 3.2 Summary of Reliability Analysis of Variables

S. No	Research Variable	Number of Items	Cronbach's Alpha Reliability
1	Meat Buying Behavior	1	None
2	Meat Buying Intention	4	0.7
3	Attitude Towards Meat	14	0.9
	<i>Cognitive Belief</i>	4	0.8
	<i>Affective Belief</i>	3	0.5
	<i>Importance of Cognitive Belief</i>	4	0.9
	<i>Importance of Affective Belief</i>	3	0.7
4	Subjective Norm	16	0.9
	<i>Social Norm</i>	5	0.7
	<i>Personal Norm</i>	3	0.8
	<i>Motivation to Comply with Social Norm</i>	5	0.8
	<i>Motivation to Comply with Personal Norm</i>	3	0.8
5	Perceived Behavioral Control	8	0.6
	<i>Control Belief</i>	4	0.6
	<i>Perceived Power of Control Belief</i>	4	0.7
6	Collectivism	3	0.8

Good inter item consistency tests were produced by the inter item consistency analysis. Cronbach α for all the items of the questionnaire is 0.9 that shows an excellent consistency of items in the scale.

There is mixed support for a single item construct in the behavioral sciences. However a single item measure can be appropriate when the variable of interest is relatively narrow and instantly recognizable to the respondents (Ginns, and Barrie, 2004). Many research studies noted that reliability of single item cannot be estimated (Wanous, and Hudy, 2001). Therefore the reliability for the scale of meat buying behavior was not estimated in this study.

Cronbach α for intention was 0.7, Cronbach α for attitude was 0.9, and Cronbach α for subjective norms was 0.9, Cronbach α for perceived behavioral control was 0.6 and Cronbach α for collectivism was 0.8 respectively. According to the rule of thumb provided by George &

Mallery (2003), all Cronbach α value for study variables provided in Table 3.2 fall within excellent, good and acceptable range. Liobikienė et al. (2016) noted that value of Cronbach's alpha from 0.5 to 0.8 is suitable for generalized linear regression model.

3.9. Data Analysis Tools

The generalized linear regression model and hierarchical multiple regression model was employed to examine the main direct determinants of meat purchase intention, meat purchase behavior and mediation and moderation effect (Liobikienė et al., 2016; Dowd & Burke, 2013). Most studies (Grønhoj et al., 2013; Kuijer, & Boyce, 2014 and Yadav, & Pathak, 2016) testing the theory of planned behavior used regression model.

Some preliminary checks are always required for the regression analysis to be valid. These include check for the missing data, descriptive statistics of variables, test of zero order correlation, test for uni-dimensionality, test for normality, test of homogeneity of variance, test of homoscedasticity, test of linearity, multicollinearity test and data independence test.

3.9.1. Check for Missing Data

Missing data extremely influences the analysis and may be resolved. A missing data check was carried out and as a result no missing value was found.

3.9.2. Descriptive statistical analysis

Descriptive statistical analysis was carried out to describe the structure of the data and to understand each variable in this study in a better way. For better understanding of the variables in this study, descriptive statistics of mean, standard deviation are calculated.

Arithmetic means and standard deviations for all study variables are illustrated in Table 3.3. The arithmetic means of all study variables were compared with their scales on criteria of (High >3 , Neutral $=3$ and Low <3).

Table 3.3 Descriptive Statistics of Study Variables

	Mean	Std. Deviation
Meat Buying Behavior	3.68	1.36
Meat Buying Intention	3.70	0.71
Attitude	3.54	0.47
<i>Cognitive Belief</i>	3.63	0.82
<i>Affective Belief</i>	3.64	0.72
<i>Importance of Cognitive Belief</i>	3.70	0.74
<i>Importance of Affective Belief</i>	3.68	0.73
Subjective Norms	3.33	0.63
<i>Social Norm</i>	3.09	0.80
<i>Personal Norm</i>	3.69	0.84
<i>Motivation for Subjective Norm</i>	3.09	0.81
<i>Motivation for Personal Norm</i>	3.69	0.78
Perceived Behavioral Control	3.50	0.53
<i>Perceived Control</i>	3.78	0.78
<i>Perceived Power</i>	3.37	0.69
Collectivism	4.09	0.62

Results in Table 3.3 revealed that respondent’s opinion for all variables except “subjective norm” was greater than the agreement point (>3). Subjective Norm did not fall under the category of “Low” i.e. (<3) but was found very close to the neutral point (=3). Higher mean value reported in Table 3.3 for meat buying behavior (Mean= 3.68) indicated that respondents are more frequent buyers of meat. Mean value of 3.68 for meat buying intention on the Likert scale of 1 to 5 indicated that spouses’ had positive intention towards meat and it is most likely that they will purchase meat in the near future. Attitude of spouses’ towards meat, who make meat buying decision also shown (Mean = 3.54) agreement for positive attitude towards meat. The average result of Subjective Norms (Mean=3.32) displayed that spouses are somewhat agreeing that they feel the pressure of influence of social elements, to buy meat for their families. The mean value of Perceived Behavioral Control (Mean= 3.50) pointed out that the spouses’ had a strong perception about his or her own ability to buy meat for family. Higher mean values of “attitude”, “Perceived Behavioral Control” and “subjective norm” for more-frequent meat buyers and higher mean value for meat buying intention are in line with the practicality of the theory of

planned behavior. The mean scores of the respondents shown in Table 3.3 apparently indicated that Pakistani consumers who buy meat more frequently for their families have more positive attitudes toward meat, feel social pressure to purchase meat and have greater perceived ability to purchase meat. The mean value of collectivism ($4.09 > 3$), which indicated that sample of the study population was more prone toward collectivist society.

To understand spread of the individual scores of respondent from their arithmetic average, standard deviation of the study variables were calculated. Standard deviation measures the average degree to which data values deviate from the mean. All standard deviations values are low and thus indicated the precision of a measurement.

3.9.3. Test of Zero Order Correlation

Spearman correlation coefficient was applied to evaluate the relationship between values of TPB variables, collectivism, socio-demographic variables, meat buying intention and meat buying behavior. Results are provided in Table 4.2.

All relationship of TPB variables are significant ($p < .01$) with meat buying intention and meat buying behavior and thus are in line with the rationality of TPB. However few socio-demographic variables were found to be significantly related to meat buying intention and meat buying behavior. These results are also in line with the findings of previous studies.

3.9.4. Test of Homoscedasticity

When the relationship between independent variables and dependent variable for the entire range of the dependent variable is the same then it is called homoscedasticity. Homoscedasticity can easily be determined through a scatterplot diagram of standardized predicted dependent variable against standard residuals. If residuals in the scatterplot, form pattern less cloud of dots then homoscedasticity assumption of regression is met (Garson, 2012).

To check for homoscedasticity of the study data a scatterplot of the standardized residuals against the fitted values was obtained using SPSS. The scatterplots of all independent variables have depicted a pattern less cloud of dots, thus confirm homoscedasticity of the data. Scatterplots are shown in Annexure III.

3.9.5. Test for Unidimensionality of Construct

Before testing the hypotheses it is essential to ensure the validity and reliability of the measures. The content validity of the measures was determined by asking opinion of the professional professors in the field of human resource management, behavioral finance and marketing at the Capital University of Science and Technology Islamabad. The opinion of these experts regarding the content of the measures used in the questionnaire was satisfactory.

Convergent validity was measured through the correlation matrix of the items of the construct. Correlations of all items of all construct were found significant. Test for the presence of discriminant validity was not conducted because all construct of TPB, and collectivism are validated by plethora of studies (Grønhøj et al., 2013; Bang et al., 2014) being separate construct.

Scales are drawn from the previous studies, therefore it is expected that these scales are reliable. However reliability of the scales used in this study was tested using the Cronbach's Alpha. These reliability measures are shown in Table 3.2 and all fall within the range of commonly accepted cut off point 0.6.

Two ways cross tables are also drawn to understand meat buying behavior of the respondents with respect to their demographic profiles. To test the significance of relationship between respondent profiles and meat buying behavior this study also uses Chi-square test.

3.9.6. Test for Normality

One of the essential assumptions of regression analysis is that the data must maintain a normal distribution. Garson (2012) suggested descriptive statistics of skewness and kurtosis and recommended value of + 2 to – 2 for normal distribution of the data. For more rigorous measure of normality some authors recommended value of + 1 to – 1 for normal distribution of the data (Garson, 2012). The assumption of normal distribution is also checked with a histogram of variables, histogram of residuals and Q-Q-Plot.

Normality of the data was reviewed using descriptive analysis and graphical analysis. Descriptive analysis and graphical analysis (histogram, normal plot of residual & Q-Q-Plot) is provided in Annexure II. Skewness and Kurtosis for all variables fall within the range of + 2 to – 2 and most of values also fall in the more strict range + 1 to – 1 of checking for normal distribution of the data. The results of descriptive statistics and graphical representations have shown that the data used for the study had a very clear normal distribution.

3.9.7. Multicollinearity Test

Another important statistical test required before conducting regression, is test of multicollinearity. Multicollinearity is diagnosed in the light of the values of variance inflation factors (VIFs) and Tolerance. Variance inflation factors (VIFs) and Tolerances are calculated for each of the predictor variables. The recommended value for VIF for the absence of multicollinearity is VIF <10 and Tolerance > 0.2.

Results of VIF and Tolerance are summarized in Table 3.4. It is apparent from the results that all VIFs and Tolerance values meet the recommended threshold values.

Table 3.4 VIF and Tolerance of Study Variables

	VIF	Tolerance
Attitude	1.995	0.501
Subjective Norms	1.949	0.513
Perceived Behavioral Control	1.207	0.828

The results in Table 3.4, strongly point out the absence of multicollinearity among the predictor variables of the study model.

In conclusion, the data of this study meet all assumption of the regression model and thus demonstrate that the proposed model is fit for regression analysis.

3.10. Other Statistical Tools

The stated hypotheses of this study suggest various statistical tests to be run. For the hypotheses (H_{1a} to H_{1e}), (H_{7a} to H_{7e}), (H_{8a} to H_{8e}), (H_{9a} to H_{9e}) and (H_{11a} to H_{11d}) separate hierarchical multiple regressions was conducted to study the direct influence of meat buying intention on the meat buying behavior, the predictive value of TPB variables (attitude, subjective norm and PBC) for meat buying intention and the impact of demographic variables on the meat buying behavior.

To test for the hypotheses regarding mediation effect of meat buying intention (H_{2a} to H_{2c}), (H_{3a} to H_{3c}), (H_{4a} to H_{4c}), (H_{5a} to H_{5c}), (H_{6a} to H_{6c}) and (H₁₂) hierarchical regression techniques were used.

Hypotheses H_{10a} through H_{10c} are about the interaction effects of collectivism. Hierarchical regression model were conducted first to find the unmoderated relationship and then to find the moderated relationship.

3.10. Software

The study makes use of Microsoft Excel for preliminary organization of data. The package of SPSS is used for statistical analysis of the theoretical framework.

Chapter 4

RESULTS AND DISCUSSION

This chapter is arranged into two sections. The first part of the chapter provides cross tabulation analysis of the respondent characteristics with the dependent variable of the study.

Second part of the chapter depicts impact of the variables of the study using series of regression analysis. These analyses were conducted to test our hypotheses. These variables include attitude of the meat buyer (ATT), subjective norm of the buyer (SN), perceived behavioral control of the buyer (PBC), meat buying intention of the buyer (MBI), collectivism (COLL) and meat buying behavior (MBB) and demographic variables. This section also shows the descriptive statistics, and zero order correlation.

4.1. Socio-demographics and Meat Buying Behavior

Previous research on consumption behavior has been directed on considering these socio-demographic factors. This study retained most of the socio-demographics of the decision maker to assess the influence of these factors. This section explains the relationship of the socio-demographic characteristics with the buying behavior of the decision maker through crosstabs analysis.

One important factor among the socio-demographic factors is the respondent status in the family. The respondent status in the family was determined by asking about whether the respondent is husband or wife. The variation in the buying behavior for different products of the husband and wife is well documented in the literature.

The study conducted a one way ANOVA test to find out whether there is statistically significant variation in the buying behavior for meat in the two groups of respondents' i.e. husband and wife. Results of one way ANOVA test are shown in the Table 4.1.

Table 4.1 One Way ANOVA

Meat Buying Behavior					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.502	1	12.502	6.739	.010
Within Groups	3309.393	1784	1.855		
Total	3321.895	1785			

Based on the results in Table 4.1 there was statistically significant difference ($F(1,1784) = 6.739$, $p = .010$) for meat buying behavior between the groups of respondents (Husbands & Wives) as determined by one way ANOVA.

Results are consistent with the findings of Hearty et al. (2007). Results are also in line with the findings of Contini et al., (2015) who noted that gender has a predictive capability of buying behavior. Ajzen & Fishbein (1980) in the theory of planned behavior also recommended the effect of gender of the respondent as one of the factor influencing the behavior in question.

While formulating hypothesis regarding influence of the socio-demographics of the buyer of meat, it was noticed that buyer's status in family, generation of the buyer, family size, number of children, average monthly income of the family, educational level of the buyer and family structure of the buyer might affect his or her meat buying behavior. An important approach to analyze and explain the relationship between variables is cross-tabulation.

Using crosstab tabulation approach, Chi Square test and symmetric measures were calculated and their results are presented in Table 4.1. This analysis is carried out to determine that possible relationship between the demographic variables of the sample and dependent variable of the study is not due to chance.

Table 4.2 Chi-Square Test and Symmetric Measures

		Value	df	Asymp. Sig. (2-sided)	Approx. Sig.
Status of the Respondent	Pearson Chi-Square	9.613	4	0.047	
	Phi	.073			.047
	Cramer's V	.073			.047
	Contingency Coefficient	.073			.047
Generation of the respondent	Pearson Chi-Square	14.556	8	0.068	
	Phi	.090			.068
	Cramer's V	.064			.068
	Contingency Coefficient	.090			.068
Family Size	Pearson Chi-Square	11.214	8	0.190	
	Phi	0.079			0.190
	Cramer's V	0.056			0.190
	Contingency Coefficient	0.079			0.190
Number of Children	Pearson Chi-Square	30.073	20	0.069	
	Phi	0.130			0.069
	Cramer's V	0.065			0.069
	Contingency Coefficient	0.129			0.069
Average Monthly Income	Pearson Chi-Square	67.300	16	0.000	
	Phi	0.194			0.000
	Cramer's V	0.097			0.000
	Contingency Coefficient	0.191			0.000
Educational Level	Pearson Chi-Square	46.850	20	0.001	
	Phi	0.162			0.001
	Cramer's V	0.081			0.001
	Contingency Coefficient	0.160			0.001
Family Structure	Pearson Chi-Square	7.179	4	0.127	
	Phi	0.067			0.127
	Cramer's V	0.067			0.127
	Contingency Coefficient	0.067			0.127
Sub-Culture (Province)	Pearson Chi-Square	38.586	12	0.000	
	Phi	0.147			0.000
	Cramer's V	0.085			0.000
	Contingency Coefficient	0.145			0.000
Number of Valid Cases		1786			

The results in Table 4.2 showed that only four demographic characteristics of the respondents are significantly associated with meat buying behavior i.e. Status of the Decision Maker ($\chi^2 = 9.613$, $p < .05$), average monthly income ($\chi^2 = 97.300$, $p < .05$), education level ($\chi^2 = 46.850$, $p < .05$) and sub culture ($\chi^2 = 38.586$, $p < .05$).

Values of symmetric measures (Phi, Cramer's V & Contingency Coefficient) provide the strength of the association. Results in table 4.2 depicted that the association between income and meat buying behavior was stronger (Phi= 0.194 Cramer's V= 0.097 & Contingency Coefficient =0.191, $p < .001$) followed by association of education level and meat buying behavior (Phi= 0.162 Cramer's V= 0.081 & Contingency Coefficient =0.160, $p < .01$), association between sub-culture and meat buying behavior (Phi= .147 Cramer's V= 0.085 & Contingency Coefficient =0.145, $p < .001$) and association between status of the decision maker and meat buying behavior (Phi= 0.073 Cramer's V= 0.073 & Contingency Coefficient =0.073, $p < .05$).

These demographic characteristics of the respondents were used for further analysis in this study.

4.2. Correlation Analysis

Correlation analysis is a test of the chance that observed correlation is significantly different from zero correlation. Results reported in Table 4.5 shows correlation analysis of the study variables.

Table 4.3 Correlation Analysis of Study Variables

	1	2	3	4	5	6	7	8	9	10	11	12	13
1 MBB	1												
2 MBI	.355**	1											
3 ATT	.238**	.498**	1										
4 SN	.144**	.416**	.690**	1									
5 PBC	.308**	.343**	.393**	.366**	1								
6 COLL	.113**	.189**	.318**	.309**	.215**	1							
7 SDM	.061**	.009	.076**	.072**	.006	.059*	1						
8 GDM	.003	-.011	.032	.041	-.046	.007	.135**	1					
9 FS	.031	.019	-.028	-.029	-.007	-.026	.064**	.078**	1				
10 NoC	.031	-.015	-.037	-.007	-.020	-.039	.098**	-.124*	.300**	1			
11 AMI	.122**	.067**	.017	.036	.072**	.002	-.037	-.074**	-.003	-.018	1		
12 EL	.081**	.059*	.035	.008	.020	.011	-.025	.156**	.017	-.108**	.184**	1	
13 SF	.052*	.032	.043	.026	.041	.015	.084**	-.046	.087**	-.073**	.040	-.008	1
14 SC	-.023	.033	-.057*	-.083**	.020	-.043	-.110**	-.075**	-.012	-.095**	.114**	-.032	.054*

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

MBB=Meat Buying Behavior, MBI=Meat Buying Intention, ATT= Attitude, SN=Subjective Norms, PBC= Perceived Behavioral Control,

COLL= Collectivism, SDM= Status of the Decision Maker, GDM= Generation of Decision Maker, FS = Family Size, NoC= Number of Children,

AMI= Average Monthly Income, EL= Education Level, SF = Structure of Family, SC= Sub-culture

Results in Table 4.3 reported that all predictor variables (MBB=Meat Buying Behavior, MBI=Meat Buying Intention, ATT= Attitude, SN=Subjective Norms, PBC= Perceived Behavioral Control, COLL= Collectivism) had a significant ($p < .01$) zero-order correlation with dependent variable (beef buying behavior).

Demographic variables that have shown significant ($p < .01$) zero-order correlation with beef buying behavior (Dependent Variable) were Status of the Decision Maker (SDM), Average Monthly Income (AMI), Education Level (EL) and Structure of Family (SF). Other demographic variables i.e. Generation of Decision Maker(GDM), Family Size (FS), Number of Children (NoC) and Sub-culture (SC) were found insignificant ($p > .05$) on their relation with the dependent variable (Meat Buying Behavior = MBB).

Similarly attitude (ATT), subjective norms (SN), perceived behavioral control (PBC), collectivism (COLL) had a significant ($p < .01$) correlation with meat buying intention (MBI). Most of the socio-demographic variables (SDM, GDM, FS, NoC, SF and SC) had insignificant

($p > .05$) relationship with meat buying intention (MBI), while Average Monthly Income (AMI), and Education Level (EL) had a significant ($p < .01$) zero-order correlation with meat buying intention (MBI).

The results revealed that meat buying intention (MBI) had the most noticeable zero-order correlation (0.355) with meat buying behavior, followed by perceived behavioral control (PBC = .308), attitude (ATT= .230), subjective norms (SN=.144), collectivism (COLL=.113), average monthly income (AMI =.122), education level (EL = .081), status of the decision maker (SDM = .061) and family structure (SF = .052).

Similarly results in Table 4.3 also indicated that attitude (ATT= 0.498) had the most salient zero-order correlation with meat buying intention, followed by subjective norms (SN= 0.416), perceived behavioral control (PBC=0.343), collectivism (COLL. =.189), education level (EL = .062) and family average monthly income (AMI = .061) .

The results of zero-order correlation shown in Table 4.3 between TPB variables, socio-demographic variables and collectivism was used to describe the general pattern of relationship between dimensions. These patterns were found in line with the TPB (Ajzen, 1991) and hypotheses of the study. The TPB states that human behavior is guided by the human intention to carry out that behavior while human intention to perform certain behavior is a function of attitude towards the outcome of the behavior, subjective norms and perceived behavioral control. All these variables were found statistically significantly correlated. The theory also states that socio-demographics and culture of the respondent also plays role in the behavior of the person. Statistically significant correlation coefficients of most of the socio-demographics and collectivism were revealed by the results.

The results in Table 4.3 prove the ability of the model to predict the buying behavior and buying intentions of the Pakistani consumers to buy meat for the family.

4.3. Regression Analysis

4.3.1. Main Effect of Meat Buying Intention on Meat Buying Behavior

Hierarchical multiple regression analysis was carried out, while controlling for the socio-demographic variables of the study to test the direct effect of meat buying intention on meat buying behavior. These analyses were used to test the following hypothesis:

H_{1a}: Meat buying intention of decision maker has a positive effect on meat buying behavior in Pakistan.

H_{1b}: Beef buying intention of decision maker has a positive effect on beef buying behavior in Pakistan.

H_{1c}: Mutton buying intention of decision maker has a positive effect on mutton buying behavior in Pakistan.

H_{1d}: Chicken Buying intention of decision maker has a positive effect on chicken buying behavior in Pakistan.

H_{1e}: Fish buying intention of decision maker significantly has a positive effect on fish buying behavior in Pakistan.

Table 4.4 shows results of the hierarchical multiple regression analysis for meat buying intention as the predictor variable of meat buying behavior.

A significant regression model was found, $F(7, 1780) = 59.133, p < .001$ for Meat Buying Intention (MBI). Results in Table 4.3 have shown that the predictor (Meat Buying Intention) was capable to explain 14.2 % of the variance in spouses' meat buying behavior. Results in Table 4.3 reported (Model 2) that one unit of meat buying intention significantly ($\beta = 0.352, p < .001$) increased meat buying behavior of the spouses by 0.352 unit.

Table 4.4 Main Effect of Meat Buying Intention on meat buying behavior

Meat Type	Predictors	R^2	<i>Meat Buying Behavior</i>		
			ΔR^2	B	B
Meat (All Types)	Model 1 (CV)	0.025			
	Model 2	.142	.118***		
Beef	Model 1(CV)	0.019		.663	.345
	Model 2	0.153	.134***		15.636***
Mutton	Model 1(CV)	0.035		.742	.369
	Model 2	0.102	0.067***		7.765***
Chicken	Model 1(CV)	.029		.528	.260
	Model 2	.177	.148***		5.221***
Fish	Model 1(CV)	.022		.596	.387
	Model 2	.150	.129***		9.046***
	FBI			.679	.360
					9.195***

* $p < .05$, ** $p < .01$, *** $p < .001$, MBI = Meat Buying Intention, BBI = Beef Buying Intention, MTBI = Mutton Buying Intention, CBI = Chicken Buying Intention, FBI = Fish Buying Intention

A significant regression model was originated, $F(5, 381) = 13.774$, $p < .001$ for Beef Buying Intention (BBI) that explained 15.3 % of the variance in spouse's beef buying behavior. Similarly results in Table 4.3 also revealed that a unit of beef buying intention significantly increased ($\beta = 0.365$, $p < .001$) beef buying behavior by 0.365 units.

A significant regression model was created, $F(5, 367) = 8.330$, $p < .001$ for Mutton Buying Intention (MTBI) that explained 10.2 % of the variance in spouse's Mutton Buying Behavior. Results in Table 4.4 also brought to the notice that a unit of Mutton Buying Intention (MTBI) significantly increased ($\beta = 0.260$, $p < .001$) Mutton Buying Behavior by 0.260 units.

A significant regression model was produced, $F(5, 455) = 19.515$, $p < .001$ for Chicken Buying Intention (CBI) that explained 17.7 % of the variance in spouse's Chicken Buying Behavior. Results in Table 4.3 also found that a unit of Chicken Buying Intention (MTBI) significantly increased ($\beta = 0.387$, $p < .001$) Chicken Buying Behavior by 0.387 units.

A significant regression model was formed, $F(5, 559) = 19.764, p < .001$ for Fish Buying Intention (FBI) that explained 15.0 % of the variance in spouse's Fish Buying Behavior. Results in Table 4.4 also established that a unit of Fish Buying Intention (FBI) significantly increased ($\beta = 0.360, p < .001$) Fish Buying Behavior by 0.360 units.

Results in Table 4.4 indicated that the Meat/Beef/Mutton/Chicken/Fish Buying Intention (MBI, BBI, MTBI, CBI and FBI) scale had significant positive regression weights, indicating spouses' with higher scores on this scale were expected to have higher Meat/Beef/Mutton/Chicken/Fish Buying Frequency, after controlling for the subjective variables.

Magnitude of *t*-statistics revealed that spouses' Fish Buying Intention ($t = 9.195, p < .001$) had more impact on Fish Buying Behavior as compared to Chicken Buying Intention ($t = 9.046, p < .001$), Beef Buying Intention ($t = 7.765, p < .001$) and Mutton Buying Intention ($t = 5.221, p < .001$) on their respective buying behavior.

According to the TPB (Ajzen, 1988) intentions are the precursors of behavior. The theory proposes that a person's intention towards a behavior is the most important instantaneous determinant of that behavior (Ajzen, 1991). Ajzen (1991) consider intention as the cognitive depiction of a person's readiness to execute a given behavior. It can be said that, the stronger the intention of a person to engage in behavior, the more likely that a person could perform that behavior. Results of the study are consistent with theory and indicated that the spouse who buys meat for the family has a positive intention to buy meat and is a determinant of the meat buying behavior in Pakistan. Results indicated that intention behavior model accounted for 14.2 per cent of variation in meat buying behavior, as compared to 28.4 percent variation in meat buying intention (Table 4.8). However this low level of variation in meat buying behavior is consistent with the study of Armitage and Conner's (2001), which established that the intention is more strongly explained by TPB than behavior. The results are also consistent with Collins & Mullan (2011) who noted 13.4% of variance accounted for in snacking behavior by buying intention.

Results in Table 4.4 provided support for all hypotheses H_{1a}, H_{1b}, H_{1c}, H_{1d} and H_{1e}. Results were consistent with the Theory of Planned Behavior (Ajzen, 1991) which states that the possibility of

a performing certain behavior is a function of the individual's cognizant intention to perform that behavior. The findings were in line with the theory and findings of previous studies (Collins & Mullan, 2011; Alam & Sayuti, 2011; Motyka, et al., 2014; Gracia & Maza, 2015; Faqih & Jaradat, 2015), who noted that intention to perform a behavior is a significant predictor of actual behavior.

4.3.2. Direct Effect of Socio-Demographics on Meat Buying Behavior

Regression analysis for testing direct effect of socio-demographic variables on Meat Buying Behavior (MBB) was carried out to test the following hypotheses:

H₂: Socio-demographics (gender, generation, family size, number of children, monthly income, and level of education, family structure and sub culture) of the decision maker have positive effect on the meat buying behavior.

A significant regression model [$F(8, 1777) = 6.22, p < .001$] was found for Meat Buying Behavior by socio-demographic with a significant portion of the total variation 2.7 % in Meat Buying Behavior was explained by these variables for meat. Result is consistent with the finding of Grønhøj et al.(2013) who have recorded 4 % of the variation by demographic variables and concluded that psychological variables explain more variation in behavior as compared to the demographic variables. The findings are contrary to Abrahamse & Steg (2011) who found 23% of variation in energy use behavior by socio-demographic factors. The findings are also consistent with Huylenbroeck (2009), who suggested that the role of socio-demographic variables in predicting organic food consumption is limited.

Table 4.5 Main Effect of Socio-demographic on meat buying behavior

Predictors	R^2	F	B	T
SDM	0.027	6.222***	.056*	2.348
GDM			-.005	-.191
FS			.023	.912
NoC			.028	1.124
AMI			.113***	4.693
EL			.065**	2.661
SF			.049*	2.046
SC			-.028	-1.176

*SDM: Status of the Decision Maker, GDM: Generation of the Decision Maker, FS: Family Size, NoC: Number of Children, AMI: Average Monthly Income, EL: Educational Level, SF: Family Structure, SC: Sub Culture, * $p < .05$, ** $p < .01$, *** $p < .001$*

Results recorded in Table 4.4 revealed that standardized partial slope ($\beta=.056$) for gender (G) is statistically significant ($t = 2.348, p < .05$) for meat buying behavior. Result is consistent with the findings of (Verbeke & Vackier,2005; Hearty et al., 2007; and Staus, 2011).

Likewise results noted in Table 4.5 offered that standardized partial slope ($\beta=-0.005$) for generation of the decision maker (GDM) is statistically insignificant ($t = -0.191, ns$) for meat buying behavior. Result is contrary to the finding of, Daniels & Glorieux (2015) who found negative effect of generation on behavior for food that can be continently prepared. However Contini et al. (2015) point out that age is weak significant predictor of healthy food choice behavior. The result is in line with Aertsens et al. (2009) who reported no effect of age on organic food consumption behavior.

Similarly results in Table 4.5 disclosed that standardized partial slope ($\beta= 0.023$) for Family Size (FS) is statistically insignificant ($t = 0.912, ns$) for Meat Buying Behavior. Result is conflicting with the finding Vukasovic (2010) who reported significant effect of family size on the poultry meat buying behavior. The result is inconsistent with the Menozzi et al. (2015) who make this point that family size is significant predictors of traceable food purchase behavior. However result is consistent with (Flurry, 2007) who noted mixed result about the effect of family size.

Results in Table 4.5 unveiled that standardized partial slope ($\beta= 0.028$) for Number of Children in family (NoC) is statistically insignificant ($t = 1.124, ns$) for Meat Buying Behavior. The result is consistent with the Daniels & Glorieux (2015) who established that existent of children in family does not affect behavior of convenience in food preparation. However result contradicts the finding of Menozzi et al. (2015) who pointed out that number of children is significant predictor of traceable food purchase behavior.

Results in Table 4.4 uncovered that standardized partial slope ($\beta= 0.113$) for Average monthly income of family (AMI) is statistically significant ($t = 4.693, p < .001$) for Meat Buying Behavior. Result is consistent with the finding of Yildirim & Ceylan (2008), Staus (2011) and Chang et al. (2012) but contradict the finding of Menozzi et al. (2015).

Results in Table 4.5 exposed that standardized partial slope ($\beta= 0.065$) for Educational Level (EL) is statistically significant ($t = 4.693, p < .01$) for Meat Buying Behavior. Result is consistent with the finding of Bernués et al. (2012) and Panzone, Hilton, Sale, & Cohen (2016) but conflicting with the finding Huylenbroeck (2009) and Contini et al. (2015).

Results in Table 4.5 pointed out that standardized partial slope ($\beta= 0.049$) for Family Structure (SF) is statistically significant ($t = 2.046, p < .05$) for Meat Buying Behavior. Result is consistent with findings of Daniels & Glorieux (2015) and Kim et al. (2010).

Results in Table 4.5 shown that standardized partial slope ($\beta= -0.028$) for Sub Culture (SC) is statistically insignificant ($t = -1.176, ns$) for Meat Buying Behavior. Result is conflicting with the finding of Bernués et al. (2012) who reported significant effect of the place of residence on lamb meat consumption behavior. Results are also dissimilar to the findings of Vrontis & Thrassou (2007) and Chattaraman & Lennon (2007). Although result is opposite to available evidence in literature but is valid by taking note of a study of who consider that religion significantly influence Muslim consumer food buying behavior. Subculture in Pakistan does not account for any significant variation in meat buying behavior because the religious forces for all these subcultures are similar.

Results are consistent with the (Ajzen, 1991) recommendation of analyzing for possible background factors like socio demographic that the investigator believes may be importance for the behavior under investigation. The results of the study in Table 4.5 brought an evaluation of the utility of these socio-demographic measures. The results demonstrated that status of the person (Husband or Wife) who buys meat for the family statistically significantly influences meat buying behavior. From results wives seems to be more frequent buyer of meat as compared to the husbands. Similarly positive statistically significant influence of income on the meat buying behavior also reveals that with increase in income the frequency of meat increases. In the same coin positive statistically significant impact of education level also highlighted that frequency of meat increases with increasing level of education. As the family structure has statistically significant influence on the meat buying behavior therefore it can be deduce that modern families are more frequent buyer of meat as compared to the traditional families.

The support of results for H₂ is mixed like the available literature. Results have supported H₂ for the significant effect of gender (G), average monthly income (AMI), education level (EL) and family structure (SF). However results failed to support H₂ for generational (GDM), family size (FS), number of children in family (NoC) and subcultural (SC) effect on meat buying behavior.

4.3.3. Main Effect of Attitude, Subjective Norms and Perceived Behavioral Control on Meat Buying Intention

Hierarchical multiple regression analysis was carried out, while controlling for the socio-demographic variables of the study to test the direct effect of Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) on Buying Intention (BI). These analyses were used to test the following hypotheses:

H_{3a}: Attitude towards meat has a positive impact on meat buying intention in Pakistan.

H_{3b}: Attitude towards beef has a positive impact on beef buying intention in Pakistan.

H_{3c}: Attitude towards mutton has a positive impact on mutton buying intention in Pakistan.

H_{3d}: Attitude towards chicken has a positive impact on chicken buying intention in Pakistan.

H_{3e}: Attitude towards fish has a positive impact on fish buying intention in Pakistan.

H_{4a}: Subjective norms have a positive impact on meat buying intention in Pakistan.

H_{4b}: Subjective norms have a positive impact on beef buying intention in Pakistan.

H_{4c}: Subjective norms positive impact on mutton buying intention in Pakistan.

H_{4d}: Subjective norms positive impact on chicken buying intention in Pakistan.

H_{4e}: Subjective norms positive impact on fish buying intention in Pakistan.

H_{5a}: Perceived Behavioral control has positive impact on meat buying intention.

H_{5b}: Perceived Behavioral control has positive impact on beef buying intention.

H_{5c}: Perceived Behavioral control has positive impact on mutton buying intention.

H_{5d}: Perceived Behavioral control has positive impact on chicken buying intention.

H_{5e}: Perceived Behavioral control has positive impact on fish buying intention.

Socio-demographic variables of the study were entered in the first block to control for their effect and predictor variables Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) were entered in the second block. Hierarchical multiple regression analysis was

carried out to predict Meat Buying Intention with Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC).

A significant regression model [$F(7, 1778) = 100.613, p < .001$] was found for Meat Buying Intention by Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) with a significant portion of the total variation 28.4 % in Meat Buying Intention was explained by these variables for meat (all types).

Results listed in Table 4.6 presented that standardized partial slope ($\beta=0.359$) for Attitude (ATT) are statistically significant ($t = 12.637, p < .001$) in case of meat buying intention. With every one point increase in the Attitude (ATT), Meat Buying Intention of the spouses' will increase by 0.359 points.

Likewise results recorded in Table 4.6 offered that standardized partial slope ($\beta=0.110$) for Subjective Norms (SN) is statistically significant ($t = 3.938, p < .001$) in case of Meat Buying Intention. With every one unit increase in the Subjective Norms (SN), Meat Buying Intention of the spouses' will increase by 0.110 units.

Similarly results noted in Table 4.6 disclosed that standardized partial slope ($\beta= 0.158$) for Perceived Behavioral Control (PBC) is statistically significant ($t = 7.154, p < .001$) in case of Meat Buying Intention. With every one unit increase in the Perceived Behavioral Control (PBC), Meat Buying Intention of the spouses' will increase by 0.158 units.

Results in Table 4.6 showed that Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) scales had significant positive regression weights, indicating spouses' with higher scores on these scales had higher Meat Buying Intention, after controlling for the other subjective variables. Magnitude of t -statistics revealed that spouses' Attitude (ATT) had more impact on Meat Buying Intention, followed by Perceived Behavioral Control (PBC) and Subjective Norms (SN).

Table 4.6 Main Effect of Att., SN, and PBC on Meat Buying Intention

Meat Type	Predictors	R^2	<i>Buying Intention</i>			
			ΔR^2	B	<i>B</i>	<i>T</i>
Meat (All)	Model 1 (CV)	0.008				
	Model 2	0.284	0.276***			
	ATT			0.061	0.359	12.637***
	SN			0.018	0.110	3.938***
	PBC			0.029	0.158	7.154***
Beef	Model 1(CV)	0.015				
	Model 2	0.229	0.214***			
	ATT			.065	0.367	6.338***
	SN			.013	0.074	1.311
	PBC			.019	0.103	2.077*
Mutton	Model 1(CV)	0.016				
	Model 2	0.291	0.275***			
	ATT			.064	.400	6.401***
	SN			.016	.099	1.603
	PBC			.018	.102	2.005*
Chicken	Model 1(CV)	.009				
	Model 2	.272	.263***			
	ATT			.064	.375	6.535***
	SN			.011	.064	1.150
	PBC			.032	.167	3.769**
Fish	Model 1(CV)	.006				
	Model 2	.318	.312***			
	ATT			.054	.319	6.224***
	SN			.037	.229	4.376***
	PBC			.019	.100	2.470*

*CV: Control Variable, ATT: Attitude, SN: Subjective Norms, PBC: Perceived Behavioral Control, * $p < .05$, ** $p < .01$, *** $p < .001$*

Additionally, the result in Table 4.6 also revealed the following for four types of meat (Beef, Mutton, Chicken and Fish).

1. A significant regression model [$F(7, 379) = 16.067, p < .001$] was originated for Beef Buying Intention by Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) with a significant portion of the total variation 22.9 % in Beef Buying Intention was explained.

For beef, the standardized partial slope ($\beta=0.367$) of Attitude (ATT) is statistically significant ($t = 6.338, p < .001$), standardized partial slope ($\beta=0.074$) for Subjective

Norms (SN) is statistically insignificant ($t = 1.311$, *ns*), standardized partial slope ($\beta=0.103$) for Perceived Behavioral Control (PBC) is statistically significant ($t = 2.077$, $p < .05$). With every one point increase in the Attitude (ATT), Perceived Behavioral Control (PBC), Beef Buying Intention of the spouses' will increase by 0.367 points and 0.103 points respectively.

Magnitude of *t*-statistics revealed that spouses' Attitude (ATT) had more impact on Beef Buying Intention as compared Perceived Behavioral Control (PBC). Subjective Norms (SN) did not impact Beef Buying Intention.

2. A significant regression model [$F(7, 365) = 21.394$, $p < .001$] was created for Mutton Buying Intention by Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) with a significant portion of the total variation 29.1 % in Mutton Buying Intention was explained.

For Mutton Buying Intention the standardized partial slope ($\beta= 0.400$) of Attitude (ATT) is statistically significant ($t = 6.401$, $p < .001$), standardized partial slope ($\beta= 0.099$) for Subjective Norms (SN) is statistically insignificant ($t = 1.630$, *ns*), standardized partial slope ($\beta= 0.102$) for Perceived Behavioral Control (PBC) is statistically significant ($t = 2.005$, $p < .05$).

With every one point increase in the Attitude (ATT), and Perceived Behavioral Control (PBC) Mutton Buying Intention of the spouses' will increase by 0.400 points and 0.102 points respectively.

Magnitude of *t*-statistics shown that spouses' Attitude (ATT) had more impact on Mutton Buying Intention as compared Perceived Behavioral Control (PBC). Subjective Norms (SN) did not impact Mutton Buying Intention.

3. A significant regression model [$F(7, 453) = 24.159$, $p < .001$] was generated for Chicken Buying Intention by Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral

Control (PBC) with a significant portion of the total variation 27.2 % in Chicken Buying Intention was explained.

For Chicken Buying Intention the standardized partial slope ($\beta= 0.375$) of Attitude (ATT) is statistically significant ($t = 6.535, p < .001$), standardized partial slope ($\beta= 0.064$) for Subjective Norms (SN) is statistically insignificant ($t = 1.150, p > .05$), standardized partial slope ($\beta= 0.167$) for Perceived Behavioral Control (PBC) is statistically significant ($t = 3.769, p < .001$).

With every one point increase in the Attitude (ATT), and Perceived Behavioral Control (PBC) Chicken Buying Intention of the spouses' will increase by 0.375 points and 0.167 points respectively. Subjective Norms (SN) did not impact Chicken Buying Intention.

Magnitude of *t*-statistics presented that spouses' Attitude (ATT) had more impact on chicken buying intention as compared to Perceived Behavioral Control.

4. A significant regression model [$F(7, 557) = 37.140, p < .001$] was generated for Fish Buying Intention by Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PBC) with a significant portion of the total variation 31.8 % in Fish Buying Intention was explained.

For Fish Buying Intention the standardized partial slope ($\beta= 0.319$) of Attitude (ATT) is statistically significant ($t = 6.224, p < .001$), standardized partial slope ($\beta= 0.229$) for Subjective Norms (SN) is statistically significant ($t = 4.376, p < .001$), standardized partial slope ($\beta= 0.100$) for Perceived Behavioral Control (PBC) is statistically significant ($t = 2.470, p < .05$).

With every one point increase in the Attitude (ATT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) Fish Buying Intention of the spouses' will increase by 0.319 points, 0.229 points and 0.100 points respectively.

Magnitude of *t*-statistics had shown that spouses' Attitude (ATT) had more impact on fish buying intention as compared to Subjective Norms (SN) and Perceived Behavioral Control (PBC).

According to the TPB (Ajzen 1991) Intention is a function of three basic determinants i.e. attitude toward the behavior, subjective norm and perceived behavioral control. This fact implies that peoples' intention to behave in a specific way is propped by positive evaluation of the activity, by perceived pressure of others to perform such behavior and by a subjective belief of possessing ability to perform such behavior. The TPB model rests on these three beliefs (behavioral beliefs, normative beliefs, and control beliefs) of the person who is supposed to perform the behavior.

Results clearly revealed that Intention to purchase meat specifically and all types of meat generally are determined by the attitude towards meat, social pressure to purchase meat (based on subjective belief) and perceived control over the purchase of meat. The actual attitude towards meat is formed by cognitive beliefs (Healthiness, Nutritional value, Trustworthiness, Safety) and affective belief (taste, excitement and variety of meals) about the meat and their significance to the person who buys meat for the family.

Similarly subjective norms are formed by the social norms, personal norms and motivation of the person to comply with these norms, who buys meat for the family. In the same coin the perceived behavioral control consist of control beliefs (knowledge, choice, availability and ease of buying) and perceived power of the person who buys meat for the family to exercise that control. These important determinants form the intention to buy meat of the person who makes decision to buy meat for the family Zagata, L., 2012).

Results in Table 4.6 confirmed that the person's attitudes towards the meat attributes attribute, subjective norms and perceived behavioral control are the most important factors that explain consumer' decisions decision-making for meat and its types.

Results provided in Table 4.5 supported study's hypotheses H_{3a}, H_{3b}, H_{3c}, H_{3d}, H_{3e}, H_{4a}, H_{4e}, H_{5a}, H_{5b}, H_{5c}, H_{5d}, and H_{5e}. Results did not support hypotheses H_{4b}, H_{4c}, and H_{4d}.

The impact of attitude, subjective norms and perceived behavioral control on meat buying intention provides that the results are consistent with the attitude-behavior models of Fishbein and Ajzen (1975) and Ajzen (2000). The results noted in Table 4.4 are consistent with the theory of planned behavior and previous studies (Berndsen & Pligt, 2004; Verbeke & Vackier, 2005; Bonne et al., 2007; Gopi & Ramayah, 2007; Walsh et al., 2012; Zhou et al., 2013), which affirmed that Attitude (ATT), Subjective Norms (SN) and Perceived Behavioral Control (PB) are the three most common determinants of consumers' buying intention .

The study established a support for the predictions that spouses with more positive attitude towards meat/beef/mutton/chicken/fish will purchase more meat/beef/mutton/chicken/fish, in the future. Results also revealed that meat buying intention is predicted by subjective norms of spouses and hence brought to the notice that spouses feel pressure of family/ friends/ doctors/advertising/food industry to buy meat in the near future.

However results did not support prediction of beef/mutton/chicken buying intention by subjective norms. As there is mixed support for the effect of subjective norm (Armitage & Conner, 2001; Menozzi, et al., 2015) therefore these results are also consistent with the previous studies (Gracia & Maza, 2015).

Results of Subjective Norms are consistent with extant literature (McCarthy et al., 2004) which state that most important predictor was attitude towards the behavior in the prediction of food consumption behavior as compared to the subjective norms. In most of the studies attitude seemed to be a robust predictor of intention than subjective norm and perceived behavioral control. The stated superiority of the attitudinal element over the subjective norm in determining behavioral intention is because of personal considerations of individual that dominate the influence of social pressure (Harland, Staats, & Wilke, 1999).

Results had shown that positive perceived behavioral control is predictor of meat/beef/mutton/chicken/fish buying intention. Positive prediction of perceived behavioral control uncovered that spouses perceives that they have the necessary ability to buy meat in the near future. The impact of perceived behavioral control is in line with the theory of planned behavior and consistent with the earlier research work (Zhou et al., 2013; Khalek, 2014; Menozzi et al., 2015; Yadav, & Pathak, 2016)

4.3.4. Mediation Effect of Meat Buying Intention between Predictors and Meat Buying Behavior

The mediation of the relation between the psychographic variables (attitude, subjective norm, perceived behavioral control) and meat buying behavior by the meat buying intention was confirmed using the procedures advocated by Baron and Kenny (1986). According to the procedure suggested by Baron and Kenny (1986), when three conditions are satisfied then mediation is said to occur. These conditions are (1) the independent variables (Attitude, Subjective Norms and Perceived Behavioral Control) should be associated with the dependent variable (Meat Buying Behavior); (2) the independent variable (Attitude, Subjective Norms and Perceived Behavioral Control) should be associated with the mediating variable (Meat Buying Intention); (3) in a regression of the dependent variable on both the independent variables (Attitude, Subjective Norms and Perceived Behavioral Control) and the mediator (Meat Buying Intention), the independent variables (Attitude, Subjective Norms and Perceived Behavioral Control) should be reduced to non-significance whereas the mediator (Meat Buying Intention) should be significant (Abraham, C., & Sheeran, P., 2003).

Regression tests were carried out to test for the mediation effect of the meat buying intention between the predictor variables (Attitude, Subjective Norms and Perceived Behavioral Control) and dependent (Meat Buying Behavior) variable.

In step 1 regression was run to test for the significant effect of all predictor variables (Attitude, Subjective Norms and Perceived Behavioral Control) on the explained variable of (Meat Buying Behavior).

Table 4.7 Main Effect of Predictors on Meat Buying Behavior

Meat Type	Predictors	R^2	R^2 Change	β
Meat (All)	Model 1	0.023		
	Model 2	0.130	0.107***	
	ATT			0.193***
	SN			-0.093*
	PBC			0.259***

CV: Control Variable, ATT: Attitude, SN: Subjective Norms, PBC: Perceived Behavioral Control, *** $p < .001$, ** $p < .01$, * $p < .05$

Results in Table 4.6 revealed that all predictor variables (Attitude, Subjective Norm, Perceived Behavioral Control) were significantly related to the mediator (Meat Buying Intention; $R^2=.28$, $F(7, 1778) = 100.61$, $p < .001$) and results in Table 4.7 pointed out that predictor variables are also significantly related to the outcome variable (Meat Buying Behavior); $R^2=.130$, $F(11, 1774) = 25.328$, $p < .001$. Additionally results reported in Table 4.4 have shown that mediating variable (Meat Buying Intention) was significantly related to Meat Buying Behavior; $R^2=.14$, $F(7, 1780) = 59.133$, $p < .001$.

All conditions for mediation were satisfied by the results. However the effect of Subjective Norms (SN) on Beef Buying Behavior, Mutton Buying Behavior and Chicken Buying Behavior was found insignificant. Mediation analyses were conducted for all variables by excluding Subjective Norms (SN) for beef, mutton, chicken and fish.

To test for the following hypotheses, hierarchal regression analysis was conducted entering Attitude (ATT) Subjective Norms (SN), Perceived Behavioral Control (PBC) as predictor variables, and Meat Buying Intention as mediating variable and Meat Buying Behavior as the outcome variable.

H_{6a}: Attitude has an indirect effect on meat buying behavior through a positive meat buying intention

H_{6b}: Subjective norms have an indirect effect on meat buying behavior through a positive meat buying intention

H_{6c}: PBC has an indirect effect on meat buying behavior through a positive intention

Socio-demographic variables were controlled that includes status of the decision maker, age, family size, number of children in family, average monthly income, education level, family structure and sub-culture. Several studies show that these socio-demographical variables affect the relationship between the variables considered for analysis. Therefore in the first step socio-demographic variables were entered as control variables in the first block. In the second step mediator (Meat Buying Intention) was entered in the second block. Lastly all independent variables (Attitude, Subjective Norms and Perceived Behavioral Control) were entered in the third bloc. Regression was run to find the indirect effect of the psychographic variables (Attitude, Subjective Norms and Perceived Behavioral Control) on Meat Buying Behavior through the Meat Buying Intention.

Results for the mediation analysis of Meat Buying Intention between Attitude (ATT)/Subjective Norms (SN)/Perceived Behavioral Control and Meat Buying Behavior are listed in Table 4.8 below.

Table 4.8 Main Effect and Mediation Regression Analysis of Meat Buying intention between Attitude, Subjective Norm and Perceived Behavioral Control and Meat Buying Behavior

	Meat Buying Behavior			
	β	R^2	ΔR^2	T
<u>Main effect:</u>				
(ATT/SN/PBC)				
Step 1		.027		
CV (All Socio-Demographics)				
Step 2		.136	.109***	
ATT	.193***			6.157
SN	-.093*			-3.012
PBC	0.259***			10.613
<u>Mediation</u> (Meat Buying Intention)				
Step 1		.027		
CV				
Step 2		.146	.119***	
MBI	.346**			15.681
Step 3		.191	.045***	
ATT	.092**			2.907
SN	-.126***			-4.188
PBC	0.216***			9.024

CV: Control Variable, ATT: Attitude, SN: Subjective Norms, PBC: Perceived Behavioral Control, *** $p < .001$, ** $p < .01$, * $p < .05$

The overall equation was significant; $R^2 = .191$, $F(12, 1773) = 34.947$, $p < .001$. Mediator (MBI)'s relationship with Meat Buying Behavior remained significant even while controlling for predictor variables (ATT, SN and PBC); $\beta = 0.346$, $t = 15.681$, $p < .001$.

The results in Table 4.7 had shown that the mediator (Meat Buying Intention) added significant variation ($\Delta R^2 = .045^{***}$) to the variance accounted for in the meat buying behavior between predictors (ATT, SN and PBC) and Meat Buying Behavior. However, the relationships between predictors (ATT, SN and PBC) variables and Meat Buying Behavior was weaker in this analysis (ATT; $\beta = 0.092$, $t = 2.907$, $p < .01$, SN; $\beta = -0.126$; $t = -4.188$, $p < .001$ and PBC; $\beta = 0.216$, $t = 9.024$, $p < .001$) compared to the direct relationship (ATT; $\beta = 0.193$, $t = 6.157$, $p < .001$, SN; $\beta = -0.093$, $t = -3.012$, $p < .01$ and PBC; $\beta = 0.259$, $t = 10.613$, $p < .001$).

It was found that meat buying intention partially mediated the relationship between predictors (ATT, SN and PBC), and Meat Buying Behavior of Spouse. These results had supported all hypotheses H_{6a}, H_{6b}, H_{6c}.

Analyses of Mediation for beef/mutton buying intention between predictors (ATT and PBC) beef/mutton buying behavior was conducted to test the following hypotheses:

H_{7a}: Attitude has an indirect effect on beef buying behavior through a positive beef buying intention.

H_{7c}: PBC has an indirect effect on beef buying behavior through a positive beef buying intention.

H_{8a}: Attitude has an indirect effect on mutton buying behavior through a positive mutton buying intention.

H_{8c}: PBC has an indirect effect on mutton buying behavior through a positive mutton buying intention.

Mediation analysis of buying intention has been conducted only for those psychographic variables which satisfy the conditions of applying the mediation analysis. Subjective Norms is not related to buying intention for the three types of meat. Hence the variable of Subjective Norms does not satisfy the conditions of mediation so mediation analysis has not been performed for this variable.

In the first step socio-demographic variables were entered as control variables in the first block. In the second step mediator (Beef/Mutton Buying Intention) was entered in the second block. Lastly all independent variables (Attitude and Perceived Behavioral Control) were entered in the third bloc. Regression was run to find the indirect effect of the psychographic variables (Attitude and Perceived Behavioral Control) on Beef/Mutton Buying Behavior through the Mutton/Beef Buying Intention.

Results for the mediation analysis of beef/mutton buying intention between predictors (ATT, PBC) and beef/mutton buying behavior are recorded in Table 4.8 below.

Table 4.9 Main Effect and Mediation Regression Analysis of Beef/Mutton buying intention between predictors (ATT, PBC) and beef/mutton buying behavior

	Beef Buying Behavior				Mutton Buying Behavior			
	β	R ²	ΔR^2	T	β	R ²	ΔR^2	t
<u>Main effect:</u>								
Step 1		0.035				0.062		
CV								
Step 2		0.135	0.100***			0.151	0.089***	
ATT	0.185***			3.555	0.202***			3.675
PBC	0.198***			3.815	0.154***			2.796
<u>Mediation</u>								
Step 1								
CV		0.035				0.062		
Step 2								
BBI	0.375***	0.173	0.138***	7.928				
MBTI					0.257***	0.126	0.064***	5.170
Step 3		0.206	0.033***			0.166	0.040***	
ATT	0.062			1.132	0.135*			2.221
PBC	0.165***			3.278	0.138*			2.499

CV: Control Variable, ATT: Attitude, SN: Subjective Norms, PBC: Perceived Behavioral Control, *** $p < .001$, ** $p < .01$, * $p < .05$

The overall model for beef was significant; $R^2 = .206$, $F(11, 375) = 8.850$, $p < .001$. Mediator (BBI)'s relationship with Beef Buying Behavior remained significant even while controlling for predictor variables (ATT and PBC); $\beta = 0.375$, $t = 7.928$, $p < .001$.

The results in Table 4.9 brought to the notice that the mediator (Beef Buying Intention) added significant variation ($\Delta R^2 = .033^{***}$) to the variance accounted for in the meat buying behavior between predictors (ATT and PBC) and Beef Buying Behavior. However, the relationships between predictors (ATT) and Beef Buying Behavior became insignificant ($\beta = 0.062$, $t = 1.132$, ns) and for predictor (PBC) variables **and** Beef Buying Behavior was found weaker in this analysis ($\beta = 0.165$, $t = 3.278$, $p < .01$) as compared to the direct relationship ($\beta = 0.198$, $t = 3.815$, $p < .001$).

It was found that Beef Buying Intention (BBI) fully mediated the relationship between predictor (ATT), and Beef Buying Behavior and partially mediated the relationship between predictors (PBC) and Beef Buying Behavior.

The overall model for mutton was significant; $R^2=.166$, $F(11, 361) = 6.517$, $p < .001$. Mediator (MTBI)'s relationship with Mutton Buying Behavior remained significant even while controlling for predictor variables (ATT and PBC); $\beta = 0.257$, $t = 5.170$, $p < .001$.

The results in Table 4.9 shown that the mediator (Mutton Buying Intention) added significant variation ($\Delta R^2 = .040^{***}$) to the variance accounted for in the mutton buying behavior between predictors (ATT and PBC) and Mutton Buying Behavior. However, the relationships between predictors (ATT and PBC) and Mutton Buying Behavior were found weaker in this examination (ATT; $\beta = 0.135$, $t = 2.519$, $p < .05$, PBC; $\beta = 0.138$, $t = 2.410$, $p < .05$) as compared to the direct relationship (ATT; $\beta = 0.202$, $t = 3.675$, $p < .001$, PBC; $\beta = 0.154$, $t = 2.796$, $p < .01$).

It was found that Mutton Buying Intention partially mediated the relationship between (ATT and PCC) and Mutton Buying Behavior. Results in Table 4.9 had supported all hypotheses H_{7a}, H_{7c}, H_{8a}, and H_{8c}.

Analyses of Mediation for Chicken/Fish Buying Intention between Predictors (ATT and PBC) and Chicken/ Fish Buying Behavior were conducted to test the following hypotheses:

H_{9a}: Attitude has an indirect effect on chicken buying behavior through a positive chicken buying intention.

H_{9c}: PBC has an indirect effect on chicken buying behavior through a positive chicken buying intention.

H_{10a}: Attitude has an indirect effect on fish buying behavior through a positive fish buying intention.

H_{10c}: PBC has an indirect effect on fish buying behavior through a positive fish buying intention.

Table 4.10 Main Effect and Mediation Regression Analysis of Chicken/Fish Buying intention between predictors (ATT and PBC) and Chicken/Fish buying behavior

	Chicken Buying Behavior				Fish Buying Behavior			
	β	R ²	ΔR^2	t	β	R ²	ΔR^2	t
<u>Main effect:</u>								
Step 1						0.026		
CV		0.044						
Step 2		0.119	0.075***			0.172	0.146***	
ATT	0.162**			3.282	0.289***			6.621
PBC	0.167**			3.246	0.162***			3.714
<u>Mediation</u>		0.187	0.086***			0.203	0.033***	
Step 1								
CV		0.044				0.026		
Step 2								
CBI	0.387***	0.192	0.148***	9.093				
FBI					0.360***	0.154	0.128***	9.161
Step 3		0.204	.012*					
ATT	0.018			0.358	0.186***	0.205	0.051***	3.897
PBC	0.109*			2.294	0.132**			3.042

CV: Control Variable, ATT: Attitude, SN: Subjective Norms, PBC: Perceived Behavioral Control, *** $p < .001$, ** $p < .01$, * $p < .05$

The overall equation for chicken was significant; $R^2 = .204$, $F(11, 449) = 10.436$, $p < .001$. Mediator (CBI)'s relationship with Chicken Buying Behavior remained significant even while controlling for predictor variables (ATT and PBC); $\beta = 0.387$, $t = 9.093$, $p < .001$.

The results in Table 4.10 revealed that the mediator (Chicken Buying Intention) added significant variation ($\Delta R^2 = .012^*$) to the variance accounted for in the meat buying behavior between predictors (ATT and PBC) and Chicken Buying Behavior. However, the relationships between predictors (ATT) and Chicken Buying Behavior became insignificant ($\beta = 0.018$, $t = 0.358$, ns) and for predictor (PBC) variables and Chicken Buying Behavior was found weaker in this analysis ($\beta = 0.109$, $t = 2.294$, $p < .05$) as compared to the direct relationship ($\beta = 0.159$, $t = 3.246$, $p < .01$).

It was found that Chicken Buying Intention (CBI) fully mediated the relationship between predictor (ATT) and Chicken Buying Behavior and partially mediated the relationship between predictors (PBC) and Chicken Buying Behavior, of Spouses.

The overall model for fish was significant; $R^2=.205$, $F(11, 553) = 12.974$, $p < .001$. Mediator (FBI)'s relationship with Fish Buying Behavior remained significant even while controlling for predictor variables (ATT and PBC); $\beta = 0.360$, $t = 9.161$, $p < .001$.

The results in Table 4.10 presented that the mediator (Fish Buying Intention) added significant variation ($\Delta R^2 = .051^{***}$) to the variance accounted for in the fish buying behavior between predictors (ATT and PBC) and Fish Buying Behavior. However, the relationships between predictors (ATT and PBC) and Fish Buying Behavior were found weaker in this examination (ATT; $\beta = 0.186$, $t = 3.897$, $p < .001$, PBC; $\beta = 0.132$, $t = 3.042$, $p < .01$) as compared to the direct relationship (ATT; $\beta = 0.289$, $t = 6.621$, $p < .001$, PBC; $\beta = 0.162$, $t = 3.714$, $p < .001$).

It was found that Fish buying intention partially mediated the relationship between predictors (ATT and PBC), and Fish Buying Behavior of Spouses. These results had supported all hypotheses H_{9a} , H_{9c} , H_{10a} , and H_{10c} .

The extensively used model to predict buying behavior is the *TPB*. Consumer decision-making process is a complex system that integrates both direct and indirect effects on behavior under consideration (Cronin, J. J., Brady, M. K., & Hult, G. T., 2000). TPB offers that the stronger are their intentions to perform the behavior if people have more positive attitudes towards the behavior and subjective norms, and the greater having PBC. Correspondingly, the people are more likely to perform the behavior if they have stronger intentions (Fife-Schaw, C., Sheeran, P., & Norman, P., 2007). Intention is regarded as the most important predictor of behavior in the TPB model and serves as a duct to better understanding the behavior (Ajzen, 1991). Intentions are, in turn, are determined independently by the psychographic variables i.e. attitudes toward the, subjective norms, and perceived behavioral control. Based on this fact it is also assumed that intention mediate the influence of the variables of attitude, subjective norms and perceived behavioral control on the actual behavior (Hagger, M. S., Chatzisarantis, N. L., & Biddle, S. J., 2002). The evidence presented in supports this point, consistent with the basic TPB model and findings of the (Martin, R. J et al, 2010; De Cannière, M. et al, 2009). The results in Table 4.8, Table 4.9 and 4.10 indicated that these indirect paths are consistently significant across all the

three variables in case of meat in general and remained consistent for the two variables (Attitude and Subjective Norms) for the different types of meat.

Most of the studies (George, 2004; McCarthy et al., 2004; Gopi & Ramayah, 2007; Lada et al., 2009; Meng & Xu, 2010; Ferdous & Polonsky, 2013; Frank et al., 2015) have determined direct influence of the consumer's intention on the actual behavior. However, empirical research on the mediating impact of buying intention between the psychographic variables and actual behavior is quite rare (Saba & Natale, 1998).

The study therefore additionally explored mediation effect of the meat buying intention between the three constructs of TPB (i.e., attitude, subjective norm, and PBC) and meat buying behavior. In this study, the mediation influence of the meat buying intention between psychographic variables of the TPB and meat buying behavior was captured.

4.3.5. Mediation Effect of Meat Buying Intention between Demographics and Buying Behavior

Consistent with the method recommended for mediation analyses (Barron & Kenny, 1986), study used a set of multiple regressions to test the ability of the TPB model to predict mediation of intention between socio-demographic variables and meat buying behavior.

Among the demographic variables of the study population only average monthly income (AMI) and education level (EL) have shown positive and significant correlation with buying intention and meat buying behavior (MBB). Correlation coefficients for all other demographic variables as shown in Table 4.3 were found insignificant either for Buying Intention or Buying Behavior.

Regression analysis for testing mediation of buying intention between average monthly income (AMI) and education level (EL) of the respondents and Meat Buying Behavior (MBB) was carried out. Hierarchical regression analysis was carried out to test the following hypotheses:

H₁₁: The effect of average monthly income (AMI) on meat buying behavior is mediated via behavioral intention

H₁₁: The effect of education level (EL) on meat buying behavior is mediated via behavioral intention

Table 4.11 Mediation Effect of Buying Intention between Average Monthly Income, Education level and Buying Behavior

Predictors	Meat Buying Behavior			
	B	R ²	ΔR ²	T
Main Effect:		.018		
AMI	0.110***			4.619
EL	0.061*			2.555
Mediation Effect:				
Step 1				
MBI	0.355***	.126		15.685
Step 2		.137	.011***	
AMI	0.090***			4.019
EL	0.044*			1.976

AMI: Average Monthly Income, EL: Educational Level, MBI: Meat Buying Intention * $p < .05$, ** $p < .01$, *** $p < .001$

The overall equation for meat was significant; $R^2 = .13$, $F(3, 1782) = 94.652$, $p < .001$.

Result in Table 4.10 had shown that both demographic variables are significant (AMI: $\beta = 0.110$, $t = 4.619$, $p < .001$ and EL: $\beta = 0.061$, $t = 2.55$, $p < .05$) and positive predictors of meat buying behavior.

Mediator (MBI)'s relationship with Meat Buying Behavior (MBI) remained significant even while controlling for predictor variables (AMI and EL); $\beta = 0.345$, $t = 15.685$, $p < .001$. The results in Table 4.13 shown that the mediator (Meat Buying Intention) added significant variation ($\Delta R^2 = .119$, $p < .001$) to the variance accounted for in the meat buying behavior between predictors (AMI and EL) and Meat Buying Behavior (MBB). However, the relationships between predictors (AMI and EL) and Meat Buying Behavior (MBB) was found weaker in this analysis (AMI; $\beta = 0.090$, $t = 4.019$, $p < .001$, EL; $\beta = 0.044$, $t = 4.019$, $p < .05$) as compared to the direct relationship (AMI; $\beta = 0.110$, $t = 4.619$, $p < .001$, EL; $\beta = 0.061$, $t = 2.555$, $p < .05$)

It was found that Meat Buying Intention (MBI) partially mediated the relationship between predictors (AMI and EL) and Meat Buying Behavior (MBB), of Spouses.

Available literature has advocated analyzing the predictive power of number of intrapersonal and situational variables that may have the potential to improve the predictive power of the TPB. Socio-demographic factors are not pointed out clearly in the theory of TPB. As one of the major bases of segmentation is demographic therefore demographic characteristics of the consumers however indirectly present in the TPB.

There are mixed finding about the impact of income and education on purchase behavior and intention. Verbeke & Vackier, 2005 finds income and education level are the determinant of fish buying intention and fish buying behavior, while the same demographic variables according to Arbindra et al. (2005) are statistically insignificant for the purchase patterns of organic food.

In the study of Gracia, and Magistris, (2007) it was noted that income has a significant and positive influence to both purchase intention and purchase behavior of the organic food. A result of this study was consistent with the basic premises of the TPB, consistent with the available body of knowledge, especially with the study of (Elliott, M. A., Armitage, C. J., & Baughan, C. J., 2003) and supported hypotheses H_{11a} and H_{11b}.

4.3.6. Moderation Effect of Collectivism on the relationship of Psychographics (ATT, SN and PBC) and Meat Buying Intention (MBI)

To test that Collectivism moderate the relationship between psychographic variables (ATT, SN and PBC) and the Meat Buying Intention (MBI), a hierarchical multiple regression analysis was conducted. The following hypotheses were tested:

H_{12a}: Collectivism significantly increases the strength of the association between attitude and meat buying intention.

H_{12b}: Collectivism significantly increases the strength of the association between subjective norms and meat buying intention.

H_{12c}: Collectivism significantly increases the strength of the association between perceived behavioral control and meat buying intention.

The predictor (Attitude) and moderator (Collectivism) were centered. Product of centered predictors and centered moderator were computed to find the interaction terms.

Control variables were entered in the first block, the predictor (ATT, SN and PBC) and moderator (Collectivism) were entered in the 2nd block, and the interaction (Attitude centered*Collectivism centered, Subjective Norms Centered*Collectivism Centered and Perceived Behavioral Control Centered* Collectivism Centered) were entered in the 3rd block of simultaneous regression model. Results of the moderation analysis are show in Table 4.11.

Table 4.12 Moderation of Collectivism between Attitude/Subjective Norms/Perceived Behavioral Control and Buying Intention

	Meat Buying Intention			T
	β	R ²	ΔR^2	
<u>Main effect:</u>				
Step 1		0.007		
CV				
Step 2		0.283	0.276***	
ATT	0.357***			12.451
SN	0.108***			3.823
PBC	0.158***			7.143
COLL	0.008			0.380
<u>Moderation</u>				
Step 3		0.287	.004*	
ATT	0.361***			12.573
SN	0.123***			4.276
PBC	0.157***			7.016
COLL	-0.014			-0.639
CATT*CCOLL	-0.012			-0.398
CSN*CCOLL	-0.062*			-2.037
CPB*CCOLL	0.014			0.584

CV: Control Variable, ATT: Attitude, SN: Subjective Norms, PBC: Perceived Behavioral Control, COLL: Collectivism
 *** $p < .001$, ** $p < .01$, * $p < .05$

The overall model for moderation test was significant, $R^2 = .287$, $F(9, 1776) = 79.61$, $p < .001$.

Results in Table 4.11 indicated interaction terms between psychographic variables (ATT, SN and PBC) and Meat Buying Intention accounted for a significant proportion of the variance in Meat Buying Intention, $\Delta R^2 = .004$, $\Delta F(3, 1776) = 3.100$, $p < .05$. However the moderating effect of

Collectivism was found significant ($\beta = -0.062, t = -2.037, p < .05$) only for relationship between Subjective Norms (SN) and Meat Buying Intention (MBI). Collectivism did not moderate ($\beta = -0.012, t = -0.398, ns$) relationship between Attitude (ATT) and Meat Buying Intention (MBI). Similarly moderation of collectivism was not found ($\beta = 0.014, t = 0.584, ns$) for relationship between Perceived Behavioral Control (PBC) and Meat Buying Intention (MBI).

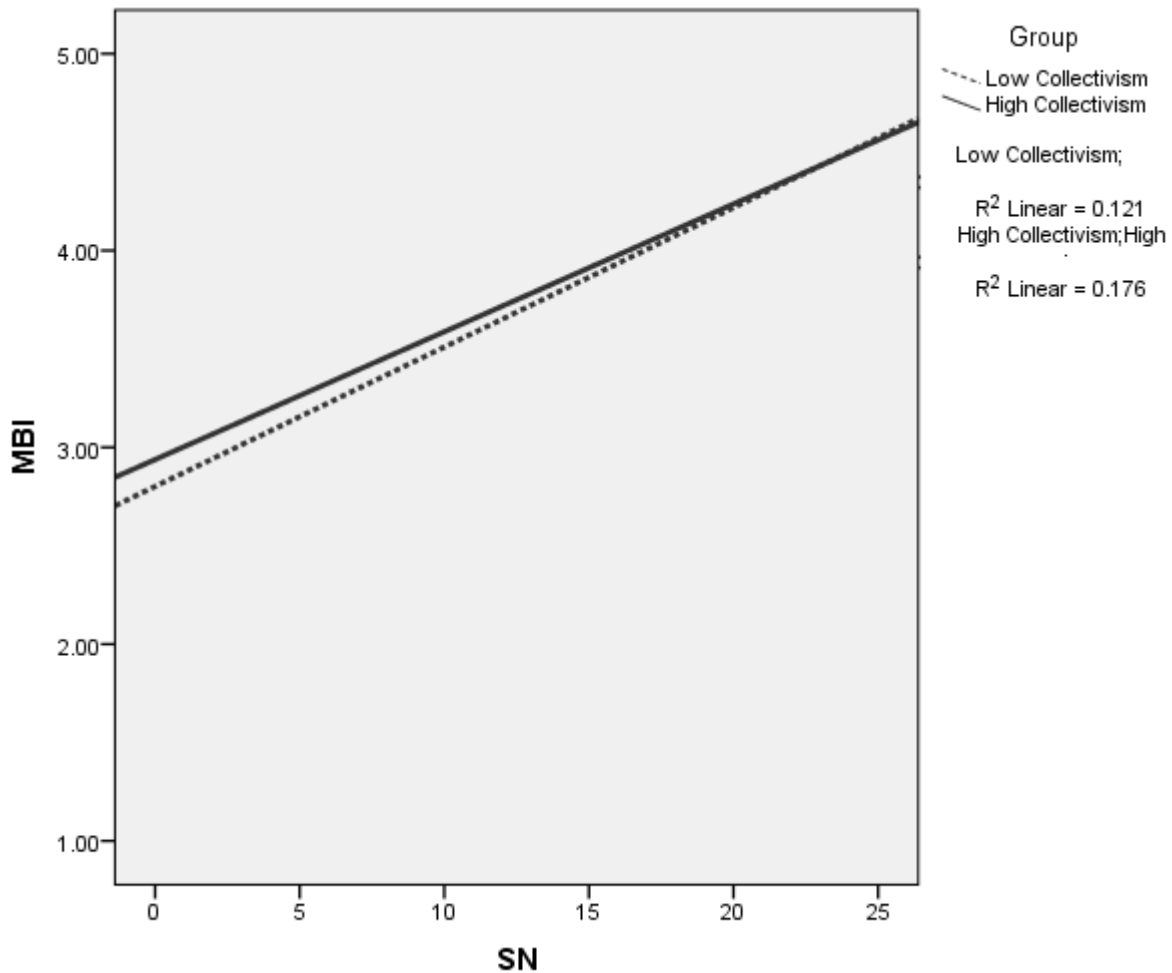
Results supported hypothesis H_{12b} i.e. collectivism significantly increases the strength of the association between attitude and meat buying intention. Finding of this is in matched with Alam & Sayuti, (2011) who state that subjective norm is significant determinant of purchase intention in a collectivist country. The subjective norm reflects the social pressure the decision maker feels from other people. Those decision makers who pay more care to other's opinions should be more sensitive to such social pressure and that will increase his intention to perform certain behavior. In addition to the psychographic variables, Ajzen and Fishbein (1980) also suggest that the decision maker values priorities may determine the relative impact of the subjective norm on the decision maker intention formation. The value of collectivism of the decision maker who buys meat for the family motivates him/her to make an effort for the collective benefit rather than preferring individual welfare (Hong & Lee, 2012).

Results failed to support H_{12a} i.e. Collectivism significantly increases the strength of the association between attitude and meat buying intention. Attitude in fact is a psychological tendency of the decision maker that is expressed by evaluating meat with some degree of favor or disfavor. Attitude consists of knowledge and beliefs about meat, and also emotions and feelings about the meat. An attitude of the decision maker develops over time through learning and experiences and is predominantly consistent for a long period of time. Therefore its impact on the meat intention is not proven to any change due to the value system.

Results also failed to support H_{12c} i.e. Collectivism significantly increases the strength of the association between perceived behavioral control and meat buying intention. TPB also take into account concept of perceived behavioral control that captures the effect of the ability decision

maker feel he/she possesses or does not possess to carry out desired behavior. Subjective norm is determined by the decision maker on the bases of the availability time, money and skills. The lack of a moderating effect of the collectivism on the behavioral control because the resources which the decision maker considers who buys meat for the family are not value driven and secondly Ajzen and Fishbein (1980) only suggested the relative influence of the decision maker values on attitude and subjective norm on the decision maker intention formation.

Figure 2 Moderation Effect of Collectivism



The results of the interaction effect of collectivism between subjective norm (SN) and meat buying intention are shown in Figures 1. The findings suggested, that the positive relationship between subjective norms (SN) and meat buying intention (MBI) grows stronger with increasing levels of collectivism.

Ajzen and Fishbein (1980) suggested that influence of the consumer's attitude and subjective norm on the formation of buying intention may be determined by the values of the consumer. However, very rare evidence can be found for the moderating impact of culture on the consumer decision making (Zhou et al., 2013; Richard, & Habibi, 2016). The moderating effect of culture is analyzed in different context with different variables.

The study therefore additionally investigated moderation effect of the collectivism between the three constructs of TPB (i.e., attitude, subjective norm, and PBC) and meat intention. In this study, the moderation influence of collectivism between psychographic variables of the TPB and meat buying intention was captured only for the relationship between subjective norms and meat buying intention. In Muslim culture like Pakistan which are predominantly collectivist cultures people are also inclined for in group rather than personal goals.

Table 4.13 Summary of Hypotheses in Relation to Results

Hypothesis	Independent Variable	Mediator	Moderator	Dependent Variable	Result	Status
H _{1a}	Meat Buying Intention			Meat Buying Behavior	Significant	Supported
H _{1b}	Beef Buying Intention			Beef Buying Behavior	Significant	Supported
H _{1c}	Mutton Buying Intention			Mutton Buying Behavior	Significant	Supported
H _{1d}	Chicken Buying Intention			Chicken Buying Behavior	Significant	Supported
H _{1e}	Fish Buying Intention			Fish Buying Behavior	Significant	Supported

H ₂	Sociodemographic	Meat Buying Behavior		Partial Support
H _{3a}	Attitude	Meat Buying Intention	Significant	Supported
H _{3b}	Attitude	Beef Buying Intention	Significant	Supported
H _{3c}	Attitude	Mutton Buying Intention	Significant	Supported
H _{3d}	Attitude	Chicken Buying Intention	Significant	Supported
H _{3e}	Attitude	Fish Buying Intention	Significant	Supported
H _{4a}	Subjective Norm	Meat Buying Intention	Significant	Supported
H _{4b}	Subjective Norm	Beef Buying Intention	Insignificant	Not Supported
H _{4c}	Subjective Norm	Mutton Buying Intention	Insignificant	Not Supported
H _{4d}	Subjective Norm	Chicken Buying Intention	Insignificant	Not Supported
H _{4e}	Subjective Norm	Fish Buying Intention	Significant	Supported
H _{5a}	Perceived	Meat	Significant	Supported

	Behavioral Control		Buying Intention		
H _{5b}	Perceived Behavioral Control		Beef Buying Intention	Significant	Supported
H _{5c}	Perceived Behavioral Control		Mutton Buying Intention	Significant	Supported
H _{5d}	Perceived Behavioral Control		Chicken Buying Intention	Significant	Supported
H _{5e}	Perceived Behavioral Control		Fish Buying Intention	Significant	Supported
H _{6a}	Attitude	Meat Buying Intention	Meat Buying Behavior	Significant	Supported
H _{6b}	Subjective Norm	Meat Buying Intention	Meat Buying Behavior	Significant	Supported
H _{6c}	Perceived Behavioral Control	Meat Buying Intention	Meat Buying Behavior	Significant	Supported
H _{7a}	Attitude	Beef Buying Intention	Beef Buying Behavior	Significant	Fully Supported
H _{7c}	Perceived Behavioral Control	Beef Buying Intention	Beef Buying Behavior	Significant	Partially Supported
H _{8a}	Attitude	Mutton Buying Intention	Mutton Buying Behavior	Significant	Fully Supported

H _{8c}	Perceived Behavioral Control	Mutton Buying Intention			Significant	Partially Supported
H _{9a}	Attitude	Chicken Buying Intention	Chicken Buying Behavior		Significant	Fully Supported
H _{9c}	Perceived Behavioral Control	Chicken Buying Intention	Chicken Buying Behavior		Significant	Partially Supported
H _{10a}	Attitude	Fish Buying Intention	Fish Buying Behavior		Significant	Partially Supported
H _{10c}	Perceived Behavioral Control	Fish Buying Intention	Fish Buying Behavior		Significant	Partially Supported
H _{11a}	Average Monthly Income	Meat Buying Intention	Meat Buying Behavior		Significant	Supported
H _{11b}	Education Level	Meat Buying Intention	Meat Buying Behavior		Significant	Supported
H _{12a}	Attitude		Collectivism Meat Buying Intention		Insignificant	Not Supported
H _{12b}	Subjective Norm		Collectivism Meat Buying Intention		Significant	Supported
H _{12c}	Perceived Behavioral Control		Collectivism Meat Buying Intention		Insignificant	Not Supported

It has become apparent on the basis of the analysis that meat buying intention, gender, average monthly income, educational level and family structure are the important determinants of meat buying behavior in Pakistan. No significant impact of the generation, family size, number of children and sub-culture was found. Only average monthly income and educational level resulted into a positive impact on intention to buy meat. The greater impact of meat buying intention on meat buying behavior was noticed. The finding supported the basic TPB framework for revealing that attitude towards meat, subjective norm and perceived behavioral control are the basic determinants of meat buying intention. The framework of the theory of planned behavior (TPB) proved to be equally useful in predicting buying behavior of an individual for group like family.

The result suggested mediating role of meat buying intention in the impact of average monthly income and educational level on meat buying behavior. Results also revealed partial mediating role of meat buying intention in the influence of attitude, subjective norm and perceived behavioral control on meat buying behavior. Beef buying intention fully mediated the influence of attitude on beef buying behavior, but partially mediated impact of perceived behavioral control on beef buying behavior. Mutton buying intention partially mediated the impact of both attitude and perceived behavioral control on mutton buying behavior. Chicken buying intention played a full mediation role in the influence of chicken buying attitude and chicken buying behavior but partially mediated the impact of perceived behavioral control on chicken buying behavior. Fish buying intention partially mediated the impact of attitude towards fish and perceived behavioral control on fish buying behavior. The results for moderation suggested that collectivism significantly moderating only for relationship between subjective norm and meat buying intention but failed to moderate relationship between attitude and meat buying intention and between perceived behavioral control and meat buying intention.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The most frequently used theory to explain consumption intention is (TPB) Theory of Planned Behavior (Xie, Bagozzi, & Østli, 2013). However TPB is applied in the present literature to explain intention of the individual consumer mostly in western cultures and very little attention is paid to its application in buying by an individual for group (Simpson et al., 2012).

The cultural grain in Pakistan is different than the western culture. Very little attention is paid to investigate spouse's meat buying behavior for family in the light of TPB, in the collectivist culture especially in Pakistan.

The aim of this study is to provide a comprehensive picture of meat buying behavior of the spouse who buys meat for family in Pakistan. The purpose of the study is to identify the key factors that influence the spouse's meat buying behavior who buys meat for family and to formulate a model in context of the framework of TPB. This study is one of only a few studies studying the buying behavior of an individual who buys for a group not for an individual use or consumption.

In this last chapter of the study, the most important aspects of the spouse's meat buying behavior in the context of buying for group (family) and in the collectivist culture of Pakistan are presented. First conclusions in the light of the hypotheses are discussed. Moreover, contribution of the study to the body of knowledge and practical implication for the practitioners are also discussed. Limitations and future direction of research in the area is provided at the end of this chapter.

5.1 Discussion

In order to accomplish the resolve of this study an effort was made to test the proposed hypotheses and thus find answers to the research questions provided in the following.

5.1.1. Determinants of Meat Buying Behavior

5.1.1.1 Meat Buying Intention as Determinant of Meat Buying Behavior

The following two research questions were framed for addressing the impact of meat buying intention on meat buying behavior:

Research Question 1

Does spouse meat buying intention; predict the meat buying behavior of spouse?

Research Question 2

How and to what extent does meat buying intention, predicts the meat buying behavior?

Hypotheses H_{1a}, H_{1b}, H_{1c}, H_{1d} and H_{1e} were formed and tested to answer these research questions. The results demonstrates that meat buying intention have significant positive relationship with meat buying behavior. The finding suggests that more the spouse has meat buying intention the more his or her meat buying frequency will increase. Having positive meat buying intention confirms that spouses' find buying beef, poultry, mutton and fish is beneficial for the wellbeing of the family and it is likely that they will purchase meat in the near future.

Results also reveals that beef buying intention, mutton buying intention, chicken buying intention and fish buying intention also have significant positive relation with their respective buying behavior.

However the variance explained by the chicken buying intention in the chicken buying behavior is greater, followed by variance explained by beef buying intention in the beef buying behavior, then variance explained by fish buying intention in the fish buying behavior and lowest variance is explained by mutton buying intention in the mutton buying behavior. Results suggest that mutton is not preferred as compared to other meats types may be because it is more expensive. Chicken buying intention having high level of impact on chicken buying behavior may be due to easy availability and offering more variety of meals and easy preparation of meal.

Results are consistent with the Theory of Planned Behavior (Ajzen, 1991) which states that the possibility of performing certain behavior is a function of the individual's conscious intention to

perform that behavior. Previous studies have also shown that buying intention is a robust predictor of actual purchase (e.g. Brown et al., 2003; Cheng et al., 2011; Walsh et al., 2012; Chang et al., 2012; Frostling et al., 2014).

The finding of this study suggests that spouses had the positive intention to purchase meat in the near future and existence of positive and significant relationship with meat buying behavior. As the findings are in line with the Theory of Planned Behavior therefore it suggests that TPB also work very well in a situation where an individual buys for group not for an individual consumption. Results of the study also suggest that understanding consumers' intention towards meat and their meat buying behavior is very important for the food industry and food marketers especially the food like meat that is frequently used in a culture like Pakistan. Understanding variation in the intention behavior relation of different meat types (Beef, Mutton, Chicken and Fish) is also very important for the food industry and marketer to create proper value for the customer and satisfy needs for different type of meats. Promoting the benefits of different meat types could help maintain and enhance buying intention and consumption level of these meats. Spouse's buy mutton less frequently and having low level of buying intention towards mutton. A continuous promotion effort to focus on the nutritional value of mutton is required to change the buying intention of spouse's towards mutton.

5.1.1.2 Socio-demographics as Determinant of Meat Buying Behavior

The following research question was explored for addressing the impact of socio-demographics on meat buying behavior:

Research Question # 3

Do socio-demographic characteristics serve as predictors for meat buying behavior?

Hypotheses H₂ was formed and tested to answer this research questions. The results demonstrates that status of the spouse (husband/wife), average monthly income of the family, education level of the spouse and family structure positively and significantly influence meat buying behavior. However the impact of age of the spouse, family size, number of children and subculture on meat buying behavior is insignificant.

The finding suggests that the decision maker of gender affect meat buying behavior. Wives are seems to be more frequent buyers of meat as compared to husbands. Spouse with higher average monthly income buys meat more frequently as compared to the low average monthly income. Likewise more educated people buy more meat as compared to the people with low level of education. Meat buying behavior also varies with the structure of the family. Modern families are inclined towards buying meat as compared to the traditional family.

Contradictory evidence exists in the available literature regarding the impact of socio-demographic on the consumer behaving behavior. The findings of the socio demographics are consistent with similar studies like Verbeke & Vackier (2005) and Arbindra et al. (2005) who finds significant effect of gender, children in family income and education on the purchase of food. Denver et al. (2007) and Yue et al.(2008) also find positive relationship between education and food consumption. Aertsens et al. (2009) concluded that limited role is played by the Socio-demographic variables to predict organic food buying behavior. It is also reported by Verbeke, Mondelaers, & Huylenbroeck (2009) that impact of age and education is not significant on the buying behavior of the organic food.

Results of the study suggest that socio-demographic variables can be successfully used in crafting market strategies for Pakistan meat markets. Hence demographic provides the strongest base for segmenting the market therefore these result helps marketing managers to segment meat market on the bases of gender, income, education and family structure of the meat market. Results suggest that marketing managers should target more effort on wives, younger buyer, spouse with higher education and modern families.

5.1.2. Determinants of Meat Buying Intention

The following two research questions were probed for addressing the impact of Attitude, Subjective Norms and Perceived Behavioral Control on Meat Buying Intention:

Research Question # 4

Do attitude towards meat, subjective norm and perceived behavioral control significantly predict meat buying intention?

Research Question # 5

How and to what extent, attitude towards meat, subjective norm and perceived behavioral control predict meat buying intention?

In the light of these research questions and on the bases of extant literature hypotheses H_{3a}, H_{3b}, H_{3c} , H_{3d}, H_{3e}, H_{4a}, H_{4b}, H_{4c} , H_{4d}, H_{4e}, H_{5a}, H_{5b}, H_{5c} , H_{5d}, H_{5e} ,were formed and investigated to answer these research questions.

As expected, results of the study revealed that spouse's attitude towards meat had a significant positive impact on the meat buying intention of spouse. The findings related to subjective norm also proved to have significant positive effect on the meat buying intention of spouse. Likewise results also revealed positive significant influence of perceived behavioral control on the meat buying intention of the spouse. Significant effect of perceived behavioral control shows that spouses perceive that they have ability to perform meat buying behavior. Spouses meat buying intention is determined by their belief about Knowledge of meat, judgement of meat, availability of meat and ease of buying facilitate their performance of behavior (Ajzen, 2006)

The results are consistent with the Theory of Planned Behavior (Ajzen, 1991) which states that more positive the attitude, the more the feeling of social pressure, and greater the perceived ability to perform the behavior the stronger the consumer's intention should be to execute specific behavior. It appears that in the context of Pakistan the three main factors of TPB play a significant role in forming spouses' intention to buy meat. The findings relating to attitude, subjective norm and perceived behavioral control as predictors of consumers' buying intention are similar to the findings of Zhou et al. (2013) for organic food, Rezai, Teng, Mohamed, & Shamsudin (2012) for green products, Bonne et al., 2007, for halal meat, and Verbeke & Vackier (2005) for fish consumption.

In this study all three determinants attitude, subjective norm and perceived behavioral control influenced meat and fish buying intention of spouses. However only two determinants i.e. attitude and perceived behavioral control influenced the beef/mutton/chicken and fish buying intention of spouses. Results revealed that subjective norm was not a significant determinant of

buying intention in the case of beef, mutton and chicken buying intention but a significant predictor of buying intention in the case of fish buying intention. Results revealed that attitude account for greater variation in the meat/beef/mutton/chicken and fish buying intention as compared to the subjective norm and perceived behavioral control.

Attitude was found to be of greater importance because Pakistan is an agricultural country and people have strong bond with cattle and consider cattle food products as an, essential component of a their routine meal and that form their positive attitude towards meat of all types. Results are consistent with the finding of McCarthy et al. (2004) who noted that most important predictor was attitude towards the behavior in the prediction of food consumption behavior as compared to the subjective norms and perceived behavioral control. It is also pointed out in the theory of reasoned action (TRA) that “attitude” is the greatest predictor of “behavioral intention” among the two components. In most of the studies attitude appeared to be a strong predictor of intention than subjective norm and perceived behavioral control (Aertsens 2009). The stated superiority of the attitudinal element over the subjective norm in determining behavioral intention is because of personal considerations of individual that dominate the influence of social pressure (Harland, Staats, & Wilke,1999).

Results of the study established that spouses with more positive attitude towards meat/beef/mutton/chicken/fish will purchase more meat/beef/mutton/chicken/fish, in the future. Results also revealed that meat buying intention is predicted by subjective norms of spouses and hence brought to the notice that spouses feel pressure of family/ friends/ doctors/advertising/food industry to buy meat in the near future.

However results did not support prediction of beef/mutton/chicken buying intention by subjective norms. This lack of support for the significant effect of subjective norm on beef/mutton and chicken buying intention is consistent with the study of Tarkiainen and Sundqvist (2005) and Khalek (2014) and who established no direct relationship between subjective norm and organic food buying intention. The reviews about the applications of TPB Ajzen (1991) in the existing literature show that subjective norm in most of the studies do not employs direct influence on buying intention(Aertsens et al., 2009). The contradicting

insignificant role of subjective norms might occur because the respondents of this study are urbanites who normally are more self-oriented in making their food decision. This may also be attributed to the recommendation from doctors who are incorporated into consumers' assessment of others people pressure to buy different types of meat. It can also be ascribed to the information consumers receive through media and word of mouth that regarded red meat and chicken as unhealthier sources of food.

The above mentioned findings suggest that the selection of marketing strategies particularly marketing communication strategies should be focused on the two aspects of attitude i.e. cognitive (healthiness, nutritional value, trustworthiness and safety) and affective (taste, excitement and variety of meal) by creating more awareness, knowledge, liking and preference on one hand and communicating effectively the hedonic aspect on the other hand. Thus highlighting the health benefits of meat and focusing on confirming positive meat eating experiences could develop more positive attitude of meat buyers. Additionally, producers and marketers in the meat industry should provide more confirmation to convince meat buyers to believe that meat is trustworthy, safe and tasty food. Government is required to confirm the compliance of the food safety regulations by the meat industry. Another suggestion is about using advertising messages which highlight the social and cultural aspect of meat consumption in the slice of life. This strategy could be effective in improving the component of subjective norm. These measures will help consumers take a more positive attitude toward meat, will enhance their perceived behavioral control and improve subjective norm about meat. In turn it will lead to increase in their meat buying intention.

5.1.3. Mediation Effect of Meat Buying Intention between (Attitude, Subjective Norm and Perceived Behavioral Control) and Meat Buying Behavior

This study is one of the almost initial attempts to test the mediating effects of meat buying intention on the meat buying behavior. The following research question was investigated for addressing the mediation effect of buying intention between the relationship of the three components (Attitude, Subjective Norms and Perceived Behavioral Control) with meat buying behavior:

Research Question # 6

Does the effect of psychographics (Attitude, Subjective Norm and Perceived Behavioral Control) on meat buying behavior is mediated by meat buying intention?

In the light of this research question and on the bases of present literature hypotheses H_{6a}, H_{6b}, H_{6c}, H_{7a}, H_{7c}, H_{8a}, H_{8c}, H_{9a}, H_{9c}, H_{10a}, and H_{10c} were formed and investigated to answer this research question.

The mediational analysis also shows that meat buying intention certainly exerts partially significant mediating effects on the positive relationship between spouse's attitude and meat buying behavior, subjective norm and meat buying behavior and the relationship between spouse's perceived behavioral control) and meat buying behavior.

The mediational analysis also shows full significant mediation effect of beef buying intention between the relationship of attitude towards beef and beef buying behavior. Partial mediation of mutton buying intention was also proved for the relationship between attitude towards mutton and mutton buying behavior. Likewise chicken buying intention fully mediated the relationship between attitude towards chicken and chicken buying behavior. Fish buying intention partially mediated the relationship between attitude towards fish and fish buying behavior.

Beef buying intention partially mediated the relationship between perceived behavioral control and beef buying behavior. Similarly perceived behavioral control and mutton buying behavior are partially mediated by mutton buying intention. The same relationship was predicted for chicken buying intention. The mediation relationship also hold true for fish buying behavior.

The findings although first in its nature but in accordance with the proposition of the theory of planned behavior which states that behavioral intention is determined by the three independent variables (Attitude, Subjective Norm and Perceived Behavioral Control) and intention in turn predict performance of a particular behavior (Ajzen, 1991; Fishbein and Ajzen, 2005; Zhou et al., 2013). The findings are also in accordance with the suggestion of Shepherd, (1985) who holds that intention may be mediated by the beliefs and attitude of the people.

The mediational analysis of meat buying intention shows a useful contribution both to the body of knowledge as well as for the implication of the theory of the planned behavior in the food market. The full mediation effect of buying intention between the relationship of attitude and buying behavior for meat in general and for beef, and chicken in specific shows that spouses' with more positive attitude have more stronger buying intention and thus will purchase more beef, and chicken in the future.

As the results show that buying intention exerts effective mediating effects on the positive relationship between (Attitude and Perceived Behavioral Control) and their respective buying behaviors for all types of meat, therefor the determinants of these components (Attitude and Perceived Behavioral Control) should be advocated by the food industry and compliance of the policy measures should be insured by the government. In Pakistan even though people generally consider meat and its types as healthy, more notorious, tasty and food that offer more variety of meals but are facing scares and scandals about the meat. It requires the food industry and government to raise their awareness and knowledge about healthy eating.

5.1.4. Mediating Effect of Meat Buying Intention in the Relationship between Demographics and Meat Buying Behavior

The following research question was investigated for finding the impact of moderation effect of meat buying intention:

Research Question # 7

Does the effect of socio-demographics on meat buying behavior is mediated by meat buying intention?

Hypothesis H₁₁ was formed and tested to answer this research question. The outcomes of the mediator analysis indicated that meat buying intention mediate between average monthly income and meat buying behavior. Results also have shown that meat buying intention mediates between education level and meat buying behavior.

The finding suggests that increasing average monthly income, alleviate buying intention and in turn increase meat buying frequency. Similarly increasing level of education intensifies meat buying intention and that lead to more frequent purchase of meat.

Results are consistent with the assumptions of the TPB which states that the effect of the variables like socio-demographic is indirect. However very little attention in the existing literature is paid to study mediation of TPB constructs.

The key input of this study is providing a theoretical base of the mediation effect of the TPB variables for academics through empirical findings. Findings of the study regarding mediation effect of meat buying intention in the relationship of average monthly income and education with meat buying behavior, also offers an opportunity to the practitioners in the food industry both locally and globally to understand meat buying behavior in the light of indirect effect of the socio demographic variables on the meat buying behavior.

5.1.5. Moderation Effect of Collectivism between Predictors (Attitude, Subjective Norm and Perceived Behavioral Control) and Meat Buying Intention.

This study is one of the primary efforts to examine the moderating effects of collectivism on the relationship between the three components (Attitude, Subjective Norms and Perceived Behavioral Control) and meat buying intention. The following research question was examined for addressing the moderation effect of collectivism between the relationship of the three components (Attitude, Subjective Norms and Perceived Behavioral Control) and meat buying intention:

Research Question # 8

Does collectivism moderates the effect of psychographics (Attitude, Subjective Norm and Perceived Behavioral Control) on meat buying intention?

Based on this research question and in the light of the existing literature hypotheses H_{12a} , H_{12b} , and H_{12c} , were designed and investigated to answer this research question.

Testing for the moderation of collectivism it is noticed that collectivism does not influence the relationship between attitude and meat buying intention. The relationship between subjective norm and meat buying intention was confirmed to be highly influenced by collectivism. The relationship between perceived behavioral control and meat buying intention was not recognized being influenced by collectivism. Findings of this study regarding moderation effect of

collectivism confirm that higher level of collectivism will increase the effect of subjective norm on the meat buying intention. This confirmation is consistent with the comments of Kim & Choi (2005) who consider people belonging to collectivistic cultures are lean towards more interdependent and group-oriented as compared to those who belong to individualistic cultures.

The theory of trying states recognizes that additional factors might intervene between the variables of TPB (Solomon, 2009). A large body of behavioral research developed around the theory of planned behavior mostly considered the micro variables i.e. attitude, subjective norm and behavioral control as determinants of intention and behavior.

Collectivism encourages the decision makers to make an effort for the collective benefit rather than choosing individual wellbeing. Literature considers collectivism as the most important differentiating factor of different behaviors (Hong & Lee, 2012). Kim & Choi (2005) analyzed the direct effect of collectivism on green purchase behavior but found that collectivism affect green purchase behavior through perceived consumer effectiveness. Hong & Lee(2012) confirmed the moderation effect of collectivism in the relationship between trust and cross buying intention in Korea and in the relationship between satisfaction and cross buying intention in Taiwan. Zhou et al. (2013) investigated the moderation effect of human values (self enhancement, self transcendence, conservativeness and openness to change) on the TPB variables. Cultural values are very important in the food choice, but very few evidences are found in the available literature to test for the effect of culture on the TPB variables.

The major contribution of this study is providing a theoretical base for academics through empirical findings from the collectivistic country and an emerging global consumer market. The large number of consumers makes Pakistan as the most attractive consumer market in the world. This finding of the study also offers an opportunity to the practitioners in the food industry both locally and globally to understand meat buying behavior and its determinants in the collectivist context.

5.2. Theoretical contributions

Understanding consumer behavior is recommended by many academics and practitioners as a source to attain competitive advantage. Among various theories that explain consumer behavior, Theory of Planned Behavior is the most prominent and extensively researched in different contexts for consumption behavior of an individual. Yet, there is a dearth of empirical research investigating application of the theory of planned behavior for those individuals who buy for group like family. Since past research studies paid very limited attention to testing Theory of Planned Behavior in the context of buying for group, this study attempts to explore application of the theory of planned behavior in this context in the meat market of Pakistan. It is believed that this study makes significant contributions to the body of knowledge by extending the application of theory of planned behavior to the unexplored area of buying for group like family.

The theory of planned behavior in the available literature is mostly tested in western cultures, as this study was carried out in eastern culture with collectivist culture like Pakistan, will provide understanding for further development and their application in different cultural contexts.

There is lack of comprehensive whole model that explains the spouse buying behavior for meat in the existing literature. The model developed in this study which summarized micro and macro factors influencing meat buying behavior of the spouses' and the effect mechanism of these factors in Pakistan, can be considered novel and head start in this discipline.

Previous studies in the area of testing theory of planned behavior have taken only homogenous samples, from specific regions. Therefore these studies lack generalizability. The strength of this study is its generalizability as it collected data from all regions of Pakistan with different sub cultures and consumption patterns.

This study extends both behavioral science and marketing literature by relating the effect of attitude of spouses, subjective norm and perceived behavioral control on their meat buying intention for family. The study also contributed to the marketing literature by linking the effect of meat buying intention of spouses to their meat buying behavior.

Past research has paid limited attention to the mediation effect of meat buying intention between the relationship of (attitude, subjective norm and perceived behavioral control) and meat buying behavior of spouses' buying for family. This study adds to the behavioral science and marketing literature by analyzing the unexplored phenomenon of mediational effect and finding significant mediational effect for all relations. Results also highlighted that relationship between attitude and meat buying behavior is fully mediated by meat buying intention for beef and chicken buying behavior.

Previous studies did not measure the influence of collectivism, hence bringing gap to test the effect of collectivism in the context of buying behavior for group like family. This study investigated this unexplored area by analyzing the moderating effect of collectivism on the relationship of (attitude, subjective norm and perceived behavioral control) with meat buying intention of spouse. This study is a head start by identify the moderation effect of collectivism on the relationship of subjective norm with meat buying intention. Exploring the moderating role of collectivism in the domain of TPB for group buying in the collectivist culture like Pakistan is a noteworthy contribution of this study both to the body of knowledge and marketing literature.

Previous studies remained focused, on the psychographic variables of the theory of planned behavior and very little attention is paid to the effect of socio-demographics of the respondents on their buying behavior. By inclusion of socio-demographics in the model for analysis is a worth mentioning contribution of this study for developing a comprehensive model in this area and adding to the body of knowledge. Another remarkable contribution of this study that extends the body of knowledge is the mediational effect of meat buying intention between the relationship of socio-demographics and meat buying behavior.

Overall this study made an effort to fill the gap in the domain of buying behavior for buying for the group like family in the collectivist culture. The study presented a comprehensive integrated model of meat buying behavior of spouses buying meat for the family by inclusion of collectivism and socio-demographic variables. It is believed that model presented in this study for the meat buying behavior in Pakistan will improve the understanding of association of attitude, subjective norm and perceived behavioral control on the meat buying intention. It will

also expand the body of knowledge on the mediational effect of meat buying intention and moderation effect of collectivism.

5.3. Managerial Implications

Formulation and implementation marketing strategies are still not generally applied in the meat market of Pakistan. Meat market is a huge market by volume of its consumption and a tremendous growth that was recorded in the last decade in Pakistan. Efforts are required to hold and build positive buying intention of families towards meat to encourage meat consumption. Pakistan consists of 186 million consumers and is the world sixth populous country. The large consumers' base makes Pakistan as the most attractive consumer market in the world. Therefore meat industry and marketers need to understand meat buying behavior of families in the collectivist culture of Pakistan. This study is one of the first to examine meat buying behavior of spouses, buying meat for the family. The findings of this study may benefit meat sector and its marketing activities in Pakistan's food industry.

Findings of this dissertation are important and beneficial for the meat industry and marketing managers to learn about effects of attitude, subjective norm, perceived behavioral control on meat buying intention and in turn on the meat buying behavior. The significant moderating effect of collectivism is also very useful in the designing and implementation of marketing strategies. Direct and indirect effect of socio demographics on the meat buying behavior is another useful outcome of this research for the purpose of segmentation and targeting of meat buyers.

Findings of the study suggest that, attitude is the main determinant in enhancing the positive meat buying intention. Additionally, most of the spouses in Pakistan feel pressure of others that negatively influence their meat buying intention. Likely spouses in Pakistan also perceive that they have the required ability to purchase meat.

Based on the aforesaid findings, the marketing manager may design their communication messages and other promotion activities around attitude towards meat, subjective norm and perceived behavioral control in the meat sector. Manager may use this finding by promoting positive attributes of meat like, trustworthiness, healthiness, nutritional value, safety, taste,

variety and excitement regarding meat to help the spouses cultivate a more positive attitude toward meat. Marketing managers can plan awareness campaigns to educate public about making choice of good meat and its availability. Such campaign in turn will increase perceived behavioral control of the public in general and spouses in particular. As the cognitive component is the bases of for marketing segmentation, especially the benefit segmentation, the findings of the study will also help marketing manager to segment meat market effectively.

Slice of life advertising's execution strategies will enhance subjective norm of the spouses buying for their family. These measures in turn may increase meat buying intention and will lead to more frequent buying of meat.

This analysis into meat buying behavior in Pakistan also examined buying behavior for beef, mutton, chicken and fish. These results are new and useful in the meat sector. These findings will help managers in understanding the buying behavior framework of different types of meats and in recognizing why and how spouses varies in their buying intention and buying behavior for different types of meat. Practicing manager may use these findings in formulating marketing strategies for different types of meat.

Managers of food companies and restaurants can also benefit from the finding of this study by bringing cooking competition programs and recipes' of variety of meals from meat by the expert chefs on TV channels and in restaurants. Managers, need to offer sufficient opportunities to families, friends, doctors and nutritionists to join these competition and expert advises session. Such measures of direct involvement will increase their knowledge about the meat and variety of meals that can be prepared from meat. This, in turn, will have subsequent positive influence on the cognitive and affective component of the attitude.

This study noticed that spouses buy meat for the family in a manner that confirms to the expectation of the family (Subject Norm). This finding can be used by marketing managers bringing marketing communication strategies that show the decision maker preparing meat or meat types for the family with approval and pleasure from the family members. In turn such promotion strategies will further strengthen subjective norm of the decision maker leading to more strong buying intention for meat.

The study also confirmed the positive influence of collectivism on the meat buying behavior in Pakistan. The study reflected orientation of spouses' who buy meat for their families. This obvious difference in the meat buying behaviour of western and eastern culture must be taken into account by marketers who are doing or wishing to do business in the collectivist culture like Pakistan.

Marketing managers can also benefit from the direct and indirect effect of the socio demographic factors of spouses, buying meat for their families. Demographics are considered the most important variable for segmentation and effective management of markets. Understanding the effects of socio-demographics on the meat buying behaviour can prove to be the key input for developing successful marketing strategies for meat in general and different types of meat in particular. Recognising that wife play a far more important role in household decision making for meat, managers bring advertisement that appeals to wives.

These measures will benefit the meat industry by strengthening customer's belief and raising returns on investment.

5.4. Limitations and Future Research Direction

Like other research studies, this study also has limitations. Though hypotheses put forward in this study have got significant support and results of the study may be generalized but with few exceptions. Care must be exercised in generalizing results based on the fact that meaning and interpretation of things and concepts varies from culture to culture. Therefore, it is suggested that testing the conceptual model of this research in cross-cultural context will enhance the knowledge and bring better understanding of meat buying intention and meat buying behavior.

The model designed for this study does not include all variables that could possibly influence consumer meat buying intention and meat buying behavior. The model of this study is limited only to psychographic, socio-demographic variables and collectivism. Replication of this study in different context and for different products is a potential area for future studies. Future study in this domain may also include physical or tangible quality of meat like freshness and appearance products. Deep insight can be created by looking into the differences in consumer and product characteristics that can possibly affect the determinants of meat buying intention and

actual meat buying behavior. Other relevant quests in future research can be possible moderating effects of ambiance of meat shops, situational variables, animal welfare and concern for the environment. Future research can also consider moderating effect of other cultural values in addition to “collectivism”.

In addition there is a chance of self-reporting bias as all variables are self-reported. Respondents of this study were spouse either husband or wife, so these finding may not be applicable for other relations who buy meat for the family and employees who are responsible for buying meat for hotels, restaurants, hospitals, armed forces mess, students hostels and catering firms. Future research may investigate the effect of different roles in the buying centers of the buying meat for organization as a food for their customers or for their members. Direct or indirect influence of children on the meat buying intention for family is also one of the potential areas for future research.

The model of this study is based on the priori causal model. The model of the study is not based on using focus groups study or experimental design therefore inferring strong causal effect may be considered as a limitation. To understand deep metaphors of psychographic variables of the study, future studies can carry qualitative investigation by experimental designs or focus groups.

The findings of the study are also limited with respect to its geographical delimitation. The sample of this study is not representative of Pakistan as a whole, but limited only to urban area of Pakistan. Therefore the results of this study may differ from the meat buying intention and meat buying behavior of rural Pakistan. Future studies could collect data from diversified samples like from rural and urban areas of Pakistan to make comparative studies.

Selecting meat and meat types for this study also limits generalization of the findings of this study. The study considered only fresh meat and its types i.e. beef, mutton, chicken and fish. Hence packed meat and its types are not included in this study; therefore the results of this study cannot be generalized to such products. Additional research could focus on more comprehensive modeling of meat buying intention and meat buying behavior in Pakistan by including other categories of meat, packed meat and meat products.

5.5. Conclusions

Based on the findings with respect to the proposition of the study, a key conclusion from this empirical research is that TPB worked very well in the case of buying for group like family. All TPB variables (Attitude, Subjective Norm and Perceived Behavioral Control) significantly predicted buying intention of spouses for buying meat for their families and that in turn predicted the actual buying behavior of the spouses.

A second conclusion from this study is that meat buying intention has a strong positive impact on the meat buying behavior of spouses, buying meat for the family. Significant positive influence of meat buying intention on the meat buying behavior confirms that spouses' find buying beef, poultry, mutton and fish, beneficial for the wellbeing of the family and it is likely that they will purchase meat in the near future.

Furthermore, empirical results of this study suggest that attitude, subjective norms and perceived behavioral control are the antecedent of meat buying intention. Attitude exerts the strongest positive influence on meat buying intention. Positive influence of perceived behavioral control stands out to be second as compared to attitude. The positive significant influence of subjective norm is minimal as compared to attitude and perceived behavioral control. The effect of subjective norm on the meat buying intention is also insignificant for beef, mutton and chicken. These findings also add to the examination concerning the applicability of TPB in the context of buying for group.

Another major conclusion from this study is mediation of meat buying intention between the relationship of attitude and meat buying behavior. Results also show mediation of meat buying intention between subjective norm and meat buying behavior. Mediation of meat buying intention between perceived behavioral control and meat buying behavior is also observed. Mediation of meat buying intention between the relationship of attitude and meat buying behavior is full, while all other mediations are partial.

At macro level the most important conclusion from the analyses can be the identification of "Collectivism" as a moderating variable on the relationship between subjective norms and meat

buying intention. Collectivism positively and significantly moderates the relationship between subjective norm and meat buying intention of spouse.

Socio-demographic factors have positive and significant relationship with meat buying behavior. Status of the decision maker in family, average monthly income, education level, and family structure of spouse has significant positive relationship with meat buying behavior.

It is observed from the results that meat buying intention mediates the relationship between average monthly income and meat buying behavior. Meat buying intention also mediates between education level and meat buying behavior.

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APPENDICES

ANNEXURE I

Questionnaire

I am a PhD student in Capital University of Science & Technology Islamabad. Below is a research questionnaire. The purpose of this questionnaire is to understand buying behavior towards buying meat in Pakistan.

The information you provide will be exclusively used for the research purpose and will not be disclosed to any third party.

You are requested to fill the questionnaire with your true feelings and in accordance with your meat buying experiences. Please tick the appropriate boxes and do not miss any question. Thank you for taking interest and time in answering this questionnaire. Wish you a good day.

Jamshed Khan Khattak

PhD Student – Department of Management Sciences Capital University of Science & Tecnology Islamabad

Condition to Fill this Questionnaire

Do you buy meat for your family?

Yes (Please Continue) NO (Please do not proceed below, thank you)

Socio-Demographic Variables

- 1) I am Husband wife
- 2) I was born in the period 1947 to 1964 1965 to 1977 1977 to onward
- 3) Number of members in My family are 1or 2 3 or 4 5 or more
- 4) Number of Children in my family are 0 12345 and above
- 5) My family average monthly income is <Rs.10000 Rs.10000 - Rs.20000 20000-50000 50000-100000 >100000
- 6) My Educational Level is Illiterate Primary Matriculate Intermediate Graduate Master and above
- 7) My family is Traditional (husband, wife, children, grandparents and other relations living together) Modern Family (husband, wife and children only living together)
- 8) My family belong to Baluchistan KPK Punjab Sindh

MEAT BUYING BEHAVIOR

- 9) How frequently do you buy meat?
Never rarely Occasionally once a week several times a week

Meat Buying Intention

- 10) I intend to buy beef/mutton/chicken/fish in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 11) I will buy meat in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 12) Next time I will buy the same amount of meat as I buy now
Extremely unlikely unlikely Neutral likely Extremely likely
- 13) Next time I will buy more meat as I buy now.
Extremely unlikely unlikely Neutral likely Extremely likely

ATTITUDE TOWARDS MEAT

COGNITIVE BELIEF

- 14) I prefer meat because it causes fewer diseases.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 15) I prefer meat because it is more nutritious.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 16) I prefer meat because it is a trustworthy food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 17) I prefer meat because it is a safe food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH COGNITIVE BELIEF

- 18) To what degree do you find "Healthiness" important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 19) To what degree do you find "Nutritional value" important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 20) To what degree do you find "Trustworthiness" important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 21) To what degree do you find "Safety" important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

AFFECTIVE BELIEF

- 22) Meat has a good taste
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 23) Food without meat is unexciting
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 24) Meat provide more variety of meals
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH AFFECTIVE BELIEF

- 25) To what degree do you find “Taste” important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 26) To what degree do you find “Variety” important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 27) To what degree do you find “Exciting” important when buying meat?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

SUBJECTIVE NORMS

SOCIAL NORMS

- 28) My close family members would appreciate if I buy meat.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 29) My friends think that I should buy meat.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 30) Doctors and nutritionists think that I should buy meat.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 31) Advertising stimulates me to buy meat.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 32) The food industry encourages me to buy meat.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH SOCIAL NORMS

- 33) To what degree do you find the opinion of your family, important when making meat buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 34) To what degree do you find the opinion of your friends, important when making meat buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 35) To what degree do you find the opinion of doctors and nutritionists, important when making meat buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 36) To what degree do you find the opinion of advertising, important when making meat buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

37) To what degree do you find the opinion of the food industry, important when making meat buying?

- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERSONAL NORMS

38) To give my family a healthy meal, I buy meat.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

39) To give my family a nutritious meal, I buy meat.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

40) To offer my family a varied meal, I buy meat.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH PERSONAL NORMS

41) To what degree do you find the following aspects important when making meat buying?
Give my family a healthy meal

- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Give my family a nutritious meal

- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Offer my family a varied meal

- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERCIEVED BEHAVIORAL CONTROL

CONTROL BELIEF

42) I have not much knowledge about meat

- Strongly Disagree Disagree Neutral Agree Strongly Agree

43) When I buy meat, the chance to make a bad choice is big.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

44) Meat is easily available for me.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

45) If I want to, I could easily buy meat

- Strongly Disagree Disagree Neutral Agree Strongly Agree

PERCIEVED POWER

46) To what degree do you find the following aspects important when buying meat?

Knowledge about meat

- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Chance to make a bad Choice

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Availability of Meat

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Ease of purchasing meat

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

COLLECTIVISM

47) I respect decisions made by my family

Strongly Disagree Disagree Neutral Agree Strongly Agree

48) I maintain harmony in my family.

Strongly Disagree Disagree Neutral Agree Strongly Agree

49) I am motivated to follow the norms and value of family

Strongly Disagree Disagree Neutral Agree Strongly Agree

Thank you for your time & effort.

Questionnaire for Beef

I am a PhD student in Capital University of Science & Technology Islamabad. Below is a research questionnaire. The purpose of this questionnaire is to understand buying behavior towards buying beef in Pakistan.

The information you provide will be exclusively used for the research purpose and will not be disclosed to any third party.

You are requested to fill the questionnaire with your true feelings and in accordance with your beef buying experiences. Please tick the appropriate boxes and do not miss any question. Thank you for taking interest and time in answering this questionnaire. Wish you a good day.

Jamshed Khan Khattak

PhD Student – Department of Management Sciences Capital University of Science & Tecnology Islamabad

Condition to Fill this Questionnaire

Do you buy beef for your family?

Yes (Please Continue) NO (Please do not proceed below, thank you)

Socio-Demographic Variables

- 1) I am Husband wife
- 2) I was born in the period 1947 to 1964 1965 to 1977 1977 to onward
- 3) Number of members in My family are 1or 2 3 or 4 5 or more
- 4) Number of Children in my family are 0 12345 and above
- 5) My family average monthly income is <Rs.10000 Rs.10000- Rs.20000 20000-50000 50000-100000 >100000
- 6) My Educational Level is Illiterate Primary Matriculate Intermediate Graduate Master and above
- 7) My family is Traditional (husband, wife, children, grandparents and other relations living together) Modern Family (husband, wife and children only living together)
- 8) My family belong to Baluchistan KPK Punjab Sindh

BEEF BUYING BEHAVIOR

- 9) How frequently do you buy beef?
Never rarely Occasionally once a week several times a week

Beef Buying Intention

- 10) I intend to buy beef in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 11) I will buy beef in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 12) Next time I will buy the same amount of beef as I buy now
Extremely unlikely unlikely Neutral likely Extremely likely
- 13) Next time I will buy more beef as I buy now.
Extremely unlikely unlikely Neutral likely Extremely likely

ATTITUDE TOWARDS BEEF

COGNITIVE BELIEF

- 14) I prefer beef because it causes fewer diseases.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 15) I prefer beef because it is more nutritious.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 16) I prefer beef because it is a trustworthy food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 17) I prefer beef because it is a safe food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH COGNITIVE BELIEF

- 18) To what degree do you find “Healthiness” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 19) To what degree do you find “Nutritional value” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 20) To what degree do you find “Trustworthiness” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 21) To what degree do you find “Safety” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

AFFECTIVE BELIEF

- 22) Beef has a good taste
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 23) Food without beef is unexciting
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 24) Beef provide more variety of meals
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH AFFECTIVE BELIEF

- 25) To what degree do you find “Taste” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 26) To what degree do you find “Variety” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 27) To what degree do you find “Exciting” important when buying beef?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

SUBJECTIVE NORMS

SOCIAL NORMS

- 28) My close family members would appreciate if I buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 29) My friends think that I should buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 30) Doctors and nutritionists think that I should buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 31) Advertising stimulates me to buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 32) The food industry encourages me to buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH SOCIAL NORMS

- 33) To what degree do you find the opinion of your family, important when making beef buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 34) To what degree do you find the opinion of your friends, important when making beef buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 35) To what degree do you find the opinion of doctors and nutritionists, important when making beef buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 36) To what degree do you find the opinion of advertising, important when making beef buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 37) To what degree do you find the opinion of the food industry, important when making beef buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERSONAL NORMS

- 38) To give my family a healthy meal, I buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 39) To give my family a nutritious meal, I buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 40) To offer my family a varied meal, I buy beef.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH PERSONAL NORMS

- 41) To what degree do you find the following aspects important when making beef buying?
Give my family a healthy meal
- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- Give my family a nutritious meal
- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- Offer my family a varied meal
- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERCIEVED BEHAVIORAL CONTROL

CONTROL BELIEF

- 42) I have not much knowledge about beef
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 43) When I buy beef, the chance to make a bad choice is big.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 44) Beef is easily available for me.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 45) If I want to, I could easily buy beef
 Strongly Disagree Disagree Neutral Agree Strongly Agree

PERCIEVED POWER

- 46) To what degree do you find the following aspects important when buying beef?
- Knowledge about beef
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- Chance to make a bad Choice
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- Availability of Beef
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Ease of purchasing beef

- Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

COLLECTIVISM

47) I respect decisions made by my family

- Strongly Disagree Disagree Neutral Agree Strongly Agree

48) I maintain harmony in my family.

- Strongly Disagree Disagree Neutral Agree Strongly Agree

49) I am motivated to follow the norms and value of family

- Strongly Disagree Disagree Neutral Agree Strongly Agree

Thank you for your time & effort.

Questionnaire for Mutton

I am a PhD student in Capital University of Science & Technology Islamabad. Below is a research questionnaire. The purpose of this questionnaire is to understand buying behavior towards buying mutton in Pakistan.

The information you provide will be exclusively used for the research purpose and will not be disclosed to any third party.

You are requested to fill the questionnaire with your true feelings and in accordance with your mutton buying experiences. Please tick the appropriate boxes and do not miss any question. Thank you for taking interest and time in answering this questionnaire. Wish you a good day.

Jamshed Khan Khattak

PhD Student – Department of Management Sciences Capital University of Science & Tecnology Islamabad

Condition to Fill this Questionnaire

Do you buy mutton for your family?

Yes (Please Continue) NO (Please do not proceed below, thank you)

Socio-Demographic Variables

- 1) I am Husband wife
- 2) I was born in the period 1947 to 1964 1965 to 1977 1977 to onward
- 3) Number of members in My family are 1or 2 3 or 4 5 or more
- 4) Number of Children in my family are 0 12345 and above
- 5) My family average monthly income is <Rs.10000 Rs.10000- Rs.20000 20000-50000 50000-100000 >100000
- 6) My Educational Level is Illiterate Primary Matriculate Intermediate Graduate Master and above
- 7) My family is Traditional (husband, wife, children, grandparents and other relations living together) Modern Family (husband, wife and children only living together)
- 8) My family belong to Baluchistan KPK Punjab Sindh

MUTTON BUYING BEHAVIOR

- 9) How frequently do you buy mutton?
Never rarely Occasionally once a week several times a week

Mutton Buying Intention

- 10) I intend to buy mutton/mutton/chicken/fish in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 11) I will buy mutton in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 12) Next time I will buy the same amount of mutton as I buy now
Extremely unlikely unlikely Neutral likely Extremely likely
- 13) Next time I will buy more mutton as I buy now.
Extremely unlikely unlikely Neutral likely Extremely likely

ATTITUDE TOWARDS MUTTON

COGNITIVE BELIEF

- 14) I prefer mutton because it causes fewer diseases.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 15) I prefer mutton because it is more nutritious.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 16) I prefer mutton because it is a trustworthy food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 17) I prefer mutton because it is a safe food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH COGNITIVE BELIEF

- 18) To what degree do you find "Healthiness" important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 19) To what degree do you find "Nutritional value" important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 20) To what degree do you find "Trustworthiness" important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 21) To what degree do you find "Safety" important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

AFFECTIVE BELIEF

- 22) Mutton has a good taste
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 23) Food without mutton is unexciting
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 24) Mutton provide more variety of meals
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH AFFECTIVE BELIEF

- 25) To what degree do you find “Taste” important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 26) To what degree do you find “Variety” important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 27) To what degree do you find “Exciting” important when buying mutton?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

SUBJECTIVE NORMS

SOCIAL NORMS

- 28) My close family members would appreciate if I buy mutton.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 29) My friends think that I should buy mutton.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 30) Doctors and nutritionists think that I should buy mutton.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 31) Advertising stimulates me to buy mutton.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 32) The food industry encourages me to buy mutton.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH SOCIAL NORMS

- 33) To what degree do you find the opinion of your family, important when making mutton buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 34) To what degree do you find the opinion of your friends, important when making mutton buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 35) To what degree do you find the opinion of doctors and nutritionists, important when making mutton buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 36) To what degree do you find the opinion of advertising, important when making mutton buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 37) To what degree do you find the opinion of the food industry, important when making mutton buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERSONAL NORMS

- 38) To give my family a healthy meal, I buy mutton.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 39) To give my family a nutritious meal, I buy mutton.

Strongly Disagree Disagree Neutral Agree Strongly Agree

40) To offer my family a varied meal, I buy mutton.

Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH PERSONAL NORMS

41) To what degree do you find the following aspects important when making mutton buying?

Give my family a healthy meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Give my family a nutritious meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Offer my family a varied meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERCIEVED BEHAVIORAL CONTROL

CONTROL BELIEF

42) I have not much knowledge about mutton

Strongly Disagree Disagree Neutral Agree Strongly Agree

43) When I buy mutton, the chance to make a bad choice is big.

Strongly Disagree Disagree Neutral Agree Strongly Agree

44) Mutton is easily available for me.

Strongly Disagree Disagree Neutral Agree Strongly Agree

45) If I want to, I could easily buy mutton

Strongly Disagree Disagree Neutral Agree Strongly Agree

PERCIEVED POWER

46) To what degree do you find the following aspects important when buying mutton?

Knowledge about mutton

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Chance to make a bad Choice

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Availability of Mutton

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Ease of purchasing mutton

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

COLLECTIVISM

47) I respect decisions made by my family

Strongly Disagree Disagree Neutral Agree Strongly Agree

48) I maintain harmony in my family.

Strongly Disagree Disagree Neutral Agree Strongly Agree

49) I am motivated to follow the norms and value of family

Strongly Disagree Disagree Neutral Agree Strongly Agree

Thank you for your time & effort.

Questionnaire for Chicken

I am a PhD student in Capital University of Science & Technology Islamabad. Below is a research questionnaire. The purpose of this questionnaire is to understand buying behavior towards buying chicken in Pakistan.

The information you provide will be exclusively used for the research purpose and will not be disclosed to any third party.

You are requested to fill the questionnaire with your true feelings and in accordance with your chicken buying experiences. Please tick the appropriate boxes and do not miss any question. Thank you for taking interest and time in answering this questionnaire. Wish you a good day.

Jamshed Khan Khattak

PhD Student – Department of Management Sciences Capital University of Science & Tecnology Islamabad

Condition to Fill this Questionnaire

Do you buy chicken for your family?

Yes (Please Continue) NO (Please do not proceed below, thank you)

Socio-Demographic Variables

- 1) I am Husband wife
- 2) I was born in the period 1947 to 1964 1965 to 1977 1977 to onward
- 3) Number of members in My family are 1or 2 3 or 4 5 or more
- 4) Number of Children in my family are 0 12345 and above
- 5) My family average monthly income is <Rs.10000 Rs.10000- Rs.20000 20000-50000 50000-100000 >100000
- 6) My Educational Level is Illiterate Primary Matriculate Intermediate Graduate Master and above
- 7) My family is Traditional (husband, wife, children, grandparents and other relations living together) Modern Family (husband, wife and children only living together)
- 8) My family belong to Baluchistan KPK Punjab Sindh

CHICKEN BUYING BEHAVIOR

- 9) How frequently do you buy chicken?
Never rarely Occasionally once a week several times a week

Chicken Buying Intention

- 10) I intend to buy chicken/chicken/chicken/fish in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 11) I will buy chicken in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 12) Next time I will buy the same amount of chicken as I buy now
Extremely unlikely unlikely Neutral likely Extremely likely
- 13) Next time I will buy more chicken as I buy now.
Extremely unlikely unlikely Neutral likely Extremely likely

ATTITUDE TOWARDS CHICKEN

COGNITIVE BELIEF

- 14) I prefer chicken because it causes fewer diseases.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 15) I prefer chicken because it is more nutritious.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 16) I prefer chicken because it is a trustworthy food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 17) I prefer chicken because it is a safe food.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH COGNITIVE BELIEF

- 18) To what degree do you find "Healthiness" important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 19) To what degree do you find "Nutritional value" important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 20) To what degree do you find "Trustworthiness" important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 21) To what degree do you find "Safety" important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

AFFECTIVE BELIEF

- 22) Chicken has a good taste
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 23) Food without chicken is unexciting
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 24) Chicken provide more variety of meals
 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH AFFECTIVE BELIEF

- 25) To what degree do you find “Taste” important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 26) To what degree do you find “Variety” important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 27) To what degree do you find “Exciting” important when buying chicken?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

SUBJECTIVE NORMS

SOCIAL NORMS

- 28) My close family members would appreciate if I buy chicken.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 29) My friends think that I should buy chicken.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 30) Doctors and nutritionists think that I should buy chicken.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 31) Advertising stimulates me to buy chicken.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 32) The food industry encourages me to buy chicken.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH SOCIAL NORMS

- 33) To what degree do you find the opinion of your family, important when making chicken buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 34) To what degree do you find the opinion of your friends, important when making chicken buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 35) To what degree do you find the opinion of doctors and nutritionists, important when making chicken buying?
 Not at all Important Low Importance Moderately Important Very Important
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- 36) To what degree do you find the opinion of advertising, important when making chicken buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 37) To what degree do you find the opinion of the food industry, important when making chicken buying?
 Not at all Important Low Importance Moderately Important Very Important
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PERSONAL NORMS

- 38) To give my family a healthy meal, I buy chicken.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 39) To give my family a nutritious meal, I buy chicken.

Strongly Disagree Disagree Neutral Agree Strongly Agree

40) To offer my family a varied meal, I buy chicken.

Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH PERSONAL NORMS

41) To what degree do you find the following aspects important when making chicken buying?

Give my family a healthy meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Give my family a nutritious meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Offer my family a varied meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERCIEVED BEHAVIORAL CONTROL

CONTROL BELIEF

42) I have not much knowledge about chicken

Strongly Disagree Disagree Neutral Agree Strongly Agree

43) When I buy chicken, the chance to make a bad choice is big.

Strongly Disagree Disagree Neutral Agree Strongly Agree

44) Chicken is easily available for me.

Strongly Disagree Disagree Neutral Agree Strongly Agree

45) If I want to, I could easily buy chicken

Strongly Disagree Disagree Neutral Agree Strongly Agree

PERCIEVED POWER

46) To what degree do you find the following aspects important when buying chicken?

Knowledge about chicken

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Chance to make a bad Choice

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Availability of Chicken

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Ease of purchasing chicken

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

COLLECTIVISM

47) I respect decisions made by my family

Strongly Disagree Disagree Neutral Agree Strongly Agree

48) I maintain harmony in my family.

Strongly Disagree Disagree Neutral Agree Strongly Agree

49) I am motivated to follow the norms and value of family

Strongly Disagree Disagree Neutral Agree Strongly Agree

Thank you for your time & effort.

Questionnaire for Fish

I am a PhD student in Capital University of Science & Technology Islamabad. Below is a research questionnaire. The purpose of this questionnaire is to understand buying behavior towards buying fish in Pakistan.

The information you provide will be exclusively used for the research purpose and will not be disclosed to any third party.

You are requested to fill the questionnaire with your true feelings and in accordance with your fish buying experiences. Please tick the appropriate boxes and do not miss any question. Thank you for taking interest and time in answering this questionnaire. Wish you a good day.

Jamshed Khan Khattak

PhD Student – Department of Management Sciences Capital University of Science & Tecnology Islamabad

Condition to Fill this Questionnaire

Do you buy fish for your family?

Yes (Please Continue) NO (Please do not proceed below, thank you)

Socio-Demographic Variables

- 1) I am Husband wife
- 2) I was born in the period 1947 to 1964 1965 to 1977 1977 to onward
- 3) Number of members in My family are 1or 2 3 or 4 5 or more
- 4) Number of Children in my family are 0 12345 and above
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- 6) My Educational Level is Illiterate Primary Matriculate Intermediate Graduate Master and above
- 7) My family is Traditional (husband, wife, children, grandparents and other relations living together) Modern Family (husband, wife and children only living together)
- 8) My family belong to Baluchistan KPK Punjab Sindh

FISH BUYING BEHAVIOR

- 9) How frequently do you buy fish?
Never rarely Occasionally once a week several times a week

Fish Buying Intention

- 10) I intend to buy fish/fish/fish/fish in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 11) I will buy fish in the near future
Extremely unlikely unlikely Neutral likely Extremely likely
- 12) Next time I will buy the same amount of fish as I buy now
Extremely unlikely unlikely Neutral likely Extremely likely
- 13) Next time I will buy more fish as I buy now.
Extremely unlikely unlikely Neutral likely Extremely likely

ATTITUDE TOWARDS FISH

COGNITIVE BELIEF

- 14) I prefer fish because it causes fewer diseases.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 15) I prefer fish because it is more nutritious.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
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 Strongly Disagree Disagree Neutral Agree Strongly Agree
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 Strongly Disagree Disagree Neutral Agree Strongly Agree

IMPORTANCE OF EACH COGNITIVE BELIEF

- 18) To what degree do you find "Healthiness" important when buying fish?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
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 Not at all Important Low Importance Moderately Important Very Important
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 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 21) To what degree do you find "Safety" important when buying fish?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

AFFECTIVE BELIEF

- 22) Fish has a good taste
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 23) Food without fish is unexciting
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 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
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SUBJECTIVE NORMS

SOCIAL NORMS

- 28) My close family members would appreciate if I buy fish.
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- 31) Advertising stimulates me to buy fish.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 32) The food industry encourages me to buy fish.
 Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH SOCIAL NORMS

- 33) To what degree do you find the opinion of your family, important when making fish buying?
 Not at all Important Low Importance Moderately Important Very Important
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 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 35) To what degree do you find the opinion of doctors and nutritionists, important when making fish buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 36) To what degree do you find the opinion of advertising, important when making fish buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important
- 37) To what degree do you find the opinion of the food industry, important when making fish buying?
 Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERSONAL NORMS

- 38) To give my family a healthy meal, I buy fish.
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- 39) To give my family a nutritious meal, I buy fish.

Strongly Disagree Disagree Neutral Agree Strongly Agree
40) To offer my family a varied meal, I buy fish.

Strongly Disagree Disagree Neutral Agree Strongly Agree

MOTIVATION TO COMPLY WITH PERSONAL NORMS

41) To what degree do you find the following aspects important when making fish buying?
Give my family a healthy meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Give my family a nutritious meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Offer my family a varied meal

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

PERCIEVED BEHAVIORAL CONTROL

CONTROL BELIEF

42) I have not much knowledge about fish

Strongly Disagree Disagree Neutral Agree Strongly Agree

43) When I buy fish, the chance to make a bad choice is big.

Strongly Disagree Disagree Neutral Agree Strongly Agree

44) Fish is easily available for me.

Strongly Disagree Disagree Neutral Agree Strongly Agree

45) If I want to, I could easily buy fish

Strongly Disagree Disagree Neutral Agree Strongly Agree

PERCIEVED POWER

46) To what degree do you find the following aspects important when buying fish?

Knowledge about fish

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Chance to make a bad Choice

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Availability of Fish

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

Ease of purchasing fish

Not at all Important Low Importance Moderately Important Very Important
 Extremely Important

COLLECTIVISM

47) I respect decisions made by my family

Strongly Disagree Disagree Neutral Agree Strongly Agree

48) I maintain harmony in my family.

Strongly Disagree Disagree Neutral Agree Strongly Agree

49) I am motivated to follow the norms and value of family

Strongly Disagree Disagree Neutral Agree Strongly Agree

Thank you for your time & effort.

سو النامہ

میں کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد میں پی ایچ ڈی (ڈاکٹریٹ) کا طالب علم ہوں۔ ذیل میں تحقیقی سوالنامہ ہے، اس سوالنامہ کا مقصد پاکستان میں گوشت خریدنے کے رویے کا ادراک ہے۔ آپ کی جانب سے دی جانے والی قیمتی معلومات صرف اور صرف تحقیقی مقاصد کے لئے استعمال ہوں گی اور کسی تیسرے فریق پر افشا نہیں کی جائیں گی۔ آپ سے درخواست ہے کہ گوشت کی خریداری کے بارے میں آپ اپنے سچے جذبات اور قیمتی تجربات کی روشنی میں اس سوالنامہ کو پر کریں۔ براہ کرم مناسب خانہ میں پڑتالی نشان لگائیں اور کوئی سوال بھی سوال جواب سے رہنے نہ پائے۔ اس سوالنامے کا جواب دینے میں دلچسپی اور وقت لینے کے لئے آپ کا شکریہ۔ آپ کے لئے ایک خوشگوار دن کا دعا گو ہوں۔
جمشید خان خٹک

پی ایچ ڈی طالب علم، شعبہ مینجمنٹ سائنسز، کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد
سوالنامہ پر کرنے کا طریقہ

کیا آپ اپنے خاندان کے لئے گوشت خریدتے ہیں؟
ہاں (اگر آپ کا جواب ہاں ہے تو جاری رکھیں) نہیں (نہیں کی صورت میں آپ کو مزید آگے بڑھنے کی ضرورت نہیں۔ بہت شکریہ)

1.	میں شوہر <input type="checkbox"/> بیوی <input type="checkbox"/> ہوں۔
2.	میری پیدائش 1947ء تا 1964ء <input type="checkbox"/> 1965ء تا 1977ء <input type="checkbox"/> یا 1977ء کے بعد <input type="checkbox"/> کی ہے۔
3.	میرے اہل خانہ کی تعداد <input type="checkbox"/> 1 یا <input type="checkbox"/> 2 افراد <input type="checkbox"/> 3 یا <input type="checkbox"/> 4 افراد <input type="checkbox"/> 5 یا اس سے زیادہ افراد ہے۔
4.	میرے خاندان میں بچوں کی تعداد <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 یا اسے زیادہ ہے۔
5.	میرے خاندان کی اوسط ماہانہ آمدنی <input type="checkbox"/> دس ہزار روپے سے کم، <input type="checkbox"/> 10-20 ہزار روپے، <input type="checkbox"/> 20-50 ہزار روپے، <input type="checkbox"/> 50 ہزار-1 لاکھ روپے، <input type="checkbox"/> ایک لاکھ روپے سے زیادہ ہے۔
6.	میری تعلیمی قابلیت <input type="checkbox"/> ناخواندہ، <input type="checkbox"/> پرائمری، <input type="checkbox"/> میٹرک، <input type="checkbox"/> انٹرمیڈیٹ، <input type="checkbox"/> گریجویٹ، <input type="checkbox"/> ماسٹر یا اس سے زیادہ ہے۔
7.	میرا خاندان <input type="checkbox"/> روایتی ہے، (جس میں میاں بیوی، بچے، دادا دادی اور دیگر رشتہ اکھٹے رہتے ہیں۔) <input type="checkbox"/> جدید ہے، (جس میں صرف میاں بیوی اور بچے اکھٹے رہتے ہیں۔)
8.	میرے خاندان کا تعلق صوبہ <input type="checkbox"/> بلوچستان، <input type="checkbox"/> خیبر بختونخواہ، <input type="checkbox"/> پنجاب، <input type="checkbox"/> سندھ سے ہے۔

گوشت خریدنے کے متعلق سوالنامہ

9.	آپ گوشت کس کثرت سے خریدتے ہیں؟ <input type="checkbox"/> کبھی نہیں، <input type="checkbox"/> شاذ و نادر <input type="checkbox"/> کبھی کبھار، <input type="checkbox"/> ہفتہ میں ایک بار، <input type="checkbox"/> ہفتے میں کئی بار۔
10.	میں مستقبل قریب میں گوشت خریدنے کا ارادہ رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
11.	میں مستقبل قریب میں گوشت خریدوں گا۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار، <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
12.	اگلی مرتبہ بھی میں اتنا ہی گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
13.	اگلی مرتبہ میں اس سے زیادہ گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
14.	میں گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کہ یہ کم بیماریوں کا سبب بنتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں، <input type="checkbox"/> بہت زیادہ متفق ہوں ہوں
15.	میں گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ اس میں بہت زیادہ غذائیت ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
16.	میں گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک قابل اعتماد غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
17.	میں گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک محفوظ غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
18.	گوشت خریدتے وقت آپ ”صحت مندی“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
19.	گوشت خریدتے وقت آپ ”غذائیت“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
20.	گوشت خریدتے وقت آپ ”اعتبار“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
21.	گوشت خریدتے وقت آپ ”غذائی حفاظت“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
22.	گوشت کا ذائقہ اچھا ہوتا ہے۔

<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>گوشت کے بغیر کھانے کا مزہ نہیں آتا۔</p> <p>23.</p>
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>گوشت سے مختلف قسم کے بہت سے کھانے بنتے ہیں۔</p> <p>24.</p>
<input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت	<p>گوشت خریدتے وقت آپ ”ذائقے“ کو کس قدر اہمیت دیتے ہیں؟</p> <p>25.</p>
<input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت	<p>گوشت خریدتے وقت آپ ”کھانے کی مختلف اقسام“ کو کس قدر اہمیت دیتے ہیں؟</p> <p>26.</p>
<input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت	<p>گوشت خریدتے وقت آپ ”لطف اندوزی“ کو کس قدر اہمیت دیتے ہیں؟</p> <p>27.</p>
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>میں جب گوشت خریدتا / خریدتی ہوں تو میرے خاندان کے قریبی لوگ مجھ سے خوش ہوتے ہیں۔</p> <p>28.</p>
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>میرے دوستوں کا خیال ہے کہ مجھے گوشت خریدنا چاہئے۔</p> <p>29.</p>
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>ڈاکٹروں اور غذائی ماہرین کا خیال کہ مجھے گوشت خریدنا چاہئے۔</p> <p>30.</p>
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>گوشت سے متعلق اشتہارات مجھے گوشت خریدنے پر آمادہ کرتی ہیں۔</p> <p>31.</p>
<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں	<p>غذائی کمپنیاں مجھے گوشت خریدنے کی حوصلہ افزائی کرتی ہیں۔</p> <p>32.</p>
<input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت	<p>گوشت خریدتے وقت آپ اپنے خاندان کی رائے کو کس قدر اہمیت دیتے ہیں؟</p> <p>33.</p>
<input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت	<p>گوشت خریدتے وقت آپ اپنے دوستوں کی آراء کو کس قدر اہمیت دیتے ہیں؟</p> <p>34.</p>

35.	گوشت خریدتے وقت آپ ڈاکٹروں اور غذائی ماہرین کی رائے کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
36.	گوشت خریدتے وقت آپ تشہیری کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
37.	گوشت خریدتے وقت آپ غذائی کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
38.	اپنے خاندان کو ایک صحت مند خوراک دینے کے لئے میں گوشت خریدتا ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
39.	اپنے خاندان کو ایک متناسب غذا دینے کے لئے میں گوشت خریدتا ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
40.	اپنے خاندان کو ایک وراثتی غذا دینے کے لئے میں گوشت خریدتا ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
41.	گوشت خریدتے وقت آپ مندرجہ ذیل مراحل کو کس قدر اہمیت دیتے ہیں؟ اپنے خاندان کو صحت مند خوراک دینے کے لئے۔ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت اپنے خاندان کو متناسب خوراک دینے کے لئے۔ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت اپنے خاندان کو وراثتی خوراک دینے کے لئے۔ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
42.	مجھے گوشت خریدنے کے بارے میں کچھ زیادہ علم نہیں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
43.	میں جب گوشت خریدتا/ خریدتی ہوں تو اس کے انتخاب میں میں غلطی کا امکان زیادہ ہوتا ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
44.	گوشت مجھے بآسانی دستیاب ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں

	<p>45. میں جب چاہتا / چاہتی ہوں، آسانی سے گوشت خرید سکتا / سکتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>
	<p>46. گوشت خریدتے وقت آپ مندرجہ ذیل پہلوؤں کو کس قدر اہمیت دیتے ہیں؟ <u>گوشت کے بارے میں علم کو</u> <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانہ اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت <u>غلط گوشت خریدنے کا احتمال کو</u> <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت <u>گوشت کی دستیابی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت <u>گوشت خریدنے میں آسانی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت</p>
	<p>47. میں اپنے خاندان کے فیصلوں کا احترام کرتا / کرتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>
	<p>48. میں اپنے خاندان میں ہم آہنگی کو برقرار رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>
	<p>49. اقدار کی پیروی اور خاندان کی عزت میرے لئے حوصلہ افزاء ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>

آپ کے قیمتی وقت اور کوشش کے لئے آپ کا شکریہ۔

سو النامہ بڑا گوشت

میں کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد میں پی ایچ ڈی (ڈاکٹریٹ) کا طالب علم ہوں۔ ذیل میں تحقیقی سو النامہ ہے، اس سو النامہ کا مقصد پاکستان میں بڑا گوشت خریدنے کے رویے کا ادراک ہے۔ آپ کی جانب سے دی جانے والی قیمتی معلومات صرف اور صرف تحقیقی مقاصد کے لئے استعمال ہوں گی اور کسی تیسرے فریق پر افشا نہیں کی جائیں گی۔ آپ سے درخواست ہے کہ بڑا گوشت کی خریداری کے بارے میں آپ اپنے سچے جذبات اور قیمتی تجربات کی روشنی میں اس سو النامہ کو پر کریں۔ براہ کرم مناسب خانہ میں پڑتالی نشان لگائیں اور کوئی سوال بھی سوال جواب سے رہنے نہ پائے۔ اس سو النامے کا جواب دینے میں دلچسپی اور وقت لینے کے لئے آپ کا شکریہ۔ آپ کے لئے ایک خوشگوار دن کا دعا گو ہوں۔
جمشید خان خٹک

پی ایچ ڈی طالب علم، شعبہ مینجمنٹ سائنسز، کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد
سو النامہ پر کرنے کا طریقہ

کیا آپ اپنے خاندان کے لئے بڑا گوشت خریدتے ہیں؟
ہاں (اگر آپ کا جواب ہاں ہے تو جاری رکھیں) نہیں (نہیں کی صورت میں آپ کو مزید آگے بڑھنے کی ضرورت نہیں۔ بہت شکریہ)

50.	میں شوہر <input type="checkbox"/> بیوی <input type="checkbox"/> ہوں۔
51.	میری پیدائش 1947ء تا 1964ء <input type="checkbox"/> 1965ء تا 1977ء <input type="checkbox"/> یا 1977ء کے بعد <input type="checkbox"/> کی ہے۔
52.	میرے اہل خانہ کی تعداد <input type="checkbox"/> 1 یا <input type="checkbox"/> 2 افراد <input type="checkbox"/> 3 یا <input type="checkbox"/> 4 افراد <input type="checkbox"/> 5 یا اس سے زیادہ افراد ہے۔
53.	میرے خاندان میں بچوں کی تعداد <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 یا اسے زیادہ ہے۔
54.	میرے خاندان کی اوسط ماہانہ آمدنی <input type="checkbox"/> دس ہزار روپے سے کم، <input type="checkbox"/> 10-20 ہزار روپے، <input type="checkbox"/> 20-50 ہزار روپے، <input type="checkbox"/> 50 ہزار-1 لاکھ روپے، <input type="checkbox"/> ایک لاکھ روپے سے زیادہ ہے۔
55.	میری تعلیمی قابلیت <input type="checkbox"/> ناخواندہ، <input type="checkbox"/> پرائمری، <input type="checkbox"/> میٹرک، <input type="checkbox"/> انٹرمیڈیٹ، <input type="checkbox"/> گریجویٹ، <input type="checkbox"/> ماسٹر یا اس سے زیادہ ہے۔
56.	میرا خاندان <input type="checkbox"/> روایتی ہے، (جس میں میاں بیوی، بچے، دادا دادی اور دیگر رشتہ اکھٹے رہتے ہیں۔) <input type="checkbox"/> جدید ہے، (جس میں صرف میاں بیوی اور بچے اکھٹے رہتے ہیں۔)
57.	میرے خاندان کا تعلق صوبہ <input type="checkbox"/> بلوچستان، <input type="checkbox"/> خیبر پختونخواہ، <input type="checkbox"/> پنجاب، <input type="checkbox"/> سندھ سے ہے۔

بڑا گوشت خریدنے کے متعلق سوالنامہ

58.	آپ بڑا گوشت کس کثرت سے خریدتے ہیں؟ <input type="checkbox"/> کبھی نہیں، <input type="checkbox"/> شاذ و نادر <input type="checkbox"/> کبھی کبھار، <input type="checkbox"/> ہفتہ میں ایک بار، <input type="checkbox"/> ہفتے میں کئی بار۔
59.	میں مستقبل قریب میں بڑا گوشت خریدنے کا ارادہ رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
60.	میں مستقبل قریب میں بڑا گوشت خریدوں گا۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار، <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
61.	اگلی مرتبہ بھی میں اتنا ہی بڑا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
62.	اگلی مرتبہ میں اس سے زیادہ بڑا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
63.	میں بڑے بڑا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کہ یہ کم بیماریوں کا سبب بنتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں، <input type="checkbox"/> بہت زیادہ متفق ہوں ہوں
64.	میں بڑا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ اس میں بہت زیادہ غذائیت ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
65.	میں بڑا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک قابل اعتماد غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
66.	میں بڑا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک محفوظ غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
67.	بڑا گوشت خریدتے وقت آپ "صحت مندی" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
68.	بڑا گوشت خریدتے وقت آپ "غذائیت" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
69.	بڑا گوشت خریدتے وقت آپ "اعتبار" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
70.	بڑا گوشت خریدتے وقت آپ "غذائی حفاظت" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
71.	بڑا گوشت کا ذائقہ اچھا ہوتا ہے۔

	<input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
72.	بڑا گوشت کے بغیر کھانے کا مزہ نہیں آتا۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
73.	بڑا گوشت سے مختلف قسم کے بہت سے کھانے بنتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
74.	بڑا گوشت خریدتے وقت آپ ”ذائقے“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
75.	بڑا گوشت خریدتے وقت آپ ”کھانے کی مختلف اقسام“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
76.	بڑا گوشت خریدتے وقت آپ ”لطف اندوزی“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
77.	میں جب بڑا گوشت خریدتا / خریدیتی ہوں تو میرے خاندان کے قریبی لوگ مجھ سے خوش ہوتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
78.	میرے دوستوں کا خیال ہے کہ مجھے بڑا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
79.	ڈاکٹروں اور غذائی ماہرین کا خیال ہے کہ مجھے بڑا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
80.	بڑا گوشت سے متعلق اشتہارات مجھے بڑا گوشت خریدنے پر آمادہ کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
81.	غذائی کمپنیاں مجھے بڑا گوشت خریدنے کی حوصلہ افزائی کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
82.	بڑا گوشت خریدتے وقت آپ اپنے خاندان کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
83.	بڑا گوشت خریدتے وقت آپ اپنے دوستوں کی آراء کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت

84.	بڑا گوشت خریدتے وقت آپ ڈاکٹروں اور غذائی ماہرین کی رائے کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
85.	بڑا گوشت خریدتے وقت آپ تشہیری کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
86.	بڑا گوشت خریدتے وقت آپ غذائی کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
87.	اپنے خاندان کو ایک صحت مند خوراک دینے کے لئے میں بڑا گوشت خریدتا ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
88.	اپنے خاندان کو ایک متناسب غذا دینے کے لئے میں بڑا گوشت خریدتا ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
89.	اپنے خاندان کو ایک وراثتی غذا دینے کے لئے میں بڑا گوشت خریدتا ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
90.	بڑا گوشت خریدتے وقت آپ مندرجہ ذیل مراحل کو کس قدر اہمیت دیتے ہیں؟ اپنے خاندان کو صحت مند خوراک دینے کے لئے۔ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت اپنے خاندان کو متناسب خوراک دینے کے لئے۔ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت اپنے خاندان کو وراثتی خوراک دینے کے لئے۔ □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
91.	مجھے بڑا گوشت خریدنے کے بارے میں کچھ زیادہ علم نہیں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
92.	میں جب بڑا گوشت خریدتا/ خریدتی ہوں تو اس کے انتخاب میں میں غلطی کا امکان زیادہ ہوتا ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
93.	بڑا گوشت مجھے باسانی دستیاب ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں

<p>94. میں جب چاہتا / چاہتی ہوں، آسانی سے بڑا گوشت خرید سکتا / سکتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>
<p>95. بڑا گوشت خریدتے وقت آپ مندرجہ ذیل پہلوؤں کو کس قدر اہمیت دیتے ہیں؟ <u>بڑا گوشت کے بارے میں علم کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانہ اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>غلط بڑا گوشت خریدنے کا احتمال کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>بڑا گوشت کی دستیابی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>بڑا گوشت خریدنے میں آسانی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت</p>
<p>96. میں اپنے خاندان کے فیصلوں کا احترام کرتا / کرتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>
<p>97. میں اپنے خاندان میں ہم آہنگی کو برقرار رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>
<p>98. اقدار کی پیروی اور خاندان کی عزت میرے لئے حوصلہ افزاء ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں</p>

آپ کے قیمتی وقت اور کوشش کے لئے آپ کا شکریہ۔

سو النامہ بکرے کا گوشت

میں کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد میں پی ایچ ڈی (ڈاکٹریٹ) کا طالب علم ہوں۔ ذیل میں تحقیقی سو النامہ ہے، اس سو النامہ کا مقصد پاکستان میں بکرے کا گوشت خریدنے کے رویے کا ادراک ہے۔ آپ کی جانب سے دی جانے والی قیمتی معلومات صرف اور صرف تحقیقی مقاصد کے لئے استعمال ہوں گی اور کسی تیسرے فریق پر افشا نہیں کی جائیں گی۔ آپ سے درخواست ہے کہ بکرے کا گوشت کی خریداری کے بارے میں آپ اپنے سچے جذبات اور قیمتی تجربات کی روشنی میں اس سو النامہ کو پر کریں۔ براہ کرم مناسب خانہ میں پڑتالی نشان لگائیں اور کوئی سوال بھی سوال جواب سے رہنے نہ پائے۔ اس سو النامہ کا جواب دینے میں دلچسپی اور وقت لینے کے لئے آپ کا شکریہ۔ آپ کے لئے ایک خوشگوار دن کا دعا گو ہوں۔

جمشید خان خٹک

پی ایچ ڈی طالب علم، شعبہ مینجمنٹ سائنسز ، کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد
سو النامہ پر کرنے کا طریقہ

کیا آپ اپنے خاندان کے لئے بکرے کا گوشت خریدتے ہیں؟

ہاں (اگر آپ کا جواب ہاں ہے تو جاری رکھیں) نہیں (نہیں کی صورت میں آپ کو مزید آگے بڑھنے کی ضرورت نہیں۔ بہت شکریہ)

99.	میں شوہر <input type="checkbox"/> بیوی <input type="checkbox"/> ہوں۔
100.	میری پیدائش 1947ء تا 1964ء <input type="checkbox"/> 1965ء تا 1977ء <input type="checkbox"/> یا 1977ء کے بعد <input type="checkbox"/> کی ہے۔
101.	میرے اہل خانہ کی تعداد <input type="checkbox"/> 1 یا 2 افراد <input type="checkbox"/> 3 یا 4 افراد <input type="checkbox"/> 5 یا اس سے زیادہ افراد ہے۔
102.	میرے خاندان میں بچوں کی تعداد <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 یا اسے زیادہ ہے۔
103.	میرے خاندان کی اوسط ماہانہ آمدنی <input type="checkbox"/> دس ہزار روپے سے کم، <input type="checkbox"/> 10-20 ہزار روپے، <input type="checkbox"/> 20-50 ہزار روپے، <input type="checkbox"/> 50 ہزار-1 لاکھ روپے، <input type="checkbox"/> ایک لاکھ روپے سے زیادہ ہے
104.	میری تعلیمی قابلیت <input type="checkbox"/> ناخواندہ، <input type="checkbox"/> پرائمری، <input type="checkbox"/> میٹرک، <input type="checkbox"/> انٹرمیڈیٹ، <input type="checkbox"/> گریجویٹ، <input type="checkbox"/> ماسٹر یا اس سے زیادہ ہے۔
105.	میرا خاندان <input type="checkbox"/> روایتی ہے، (جس میں میاں بیوی، بچے، دادا دادی اور دیگر رشتہ اکھٹے رہتے ہیں۔) <input type="checkbox"/> جدید ہے، (جس میں صرف میاں بیوی اور بچے اکھٹے رہتے ہیں۔)
106.	میرے خاندان کا تعلق صوبہ <input type="checkbox"/> بلوچستان، <input type="checkbox"/> خیبر بختونخواہ، <input type="checkbox"/> پنجاب، <input type="checkbox"/> سندھ سے ہے۔

بکرے کا گوشت خریدنے کے متعلق سوالنامہ

107.	آپ بکرے کا گوشت کس کثرت سے خریدتے ہیں؟ <input type="checkbox"/> کبھی نہیں، <input type="checkbox"/> شاذ و نادر <input type="checkbox"/> کبھی کبھار، <input type="checkbox"/> ہفتہ میں ایک بار، <input type="checkbox"/> ہفتے میں کئی بار۔
108.	میں مستقبل قریب میں بکرے کا گوشت خریدنے کا ارادہ رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
109.	میں مستقبل قریب میں بکرے کا گوشت خریدوں گا۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار، <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
110.	اگلی مرتبہ بھی میں اتنا ہی بکرے کا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
111.	اگلی مرتبہ میں اس سے زیادہ بکرے کا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
112.	میں بڑے بکرے کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کہ یہ کم بیماریوں کا سبب بنتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں، <input type="checkbox"/> بہت زیادہ متفق ہوں ہوں
113.	میں بکرے کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ اس میں بہت زیادہ غذائیت ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
114.	میں بکرے کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک قابل اعتماد غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
115.	میں بکرے کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک محفوظ غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
116.	بکرے کا گوشت خریدتے وقت آپ ”صحت مندی“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
117.	بکرے کا گوشت خریدتے وقت آپ ”غذائیت“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
118.	بکرے کا گوشت خریدتے وقت آپ ”اعتبار“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے

	زیادہ اہمیت
119.	بکرے کا گوشت خریدتے وقت آپ ”غذائی حفاظت“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
120.	بکرے کا گوشت کا ذائقہ اچھا ہوتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
121.	بکرے کا گوشت کے بغیر کھانے کا مزہ نہیں آتا۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
122.	بکرے کا گوشت سے مختلف قسم کے بہت سے کھانے بنتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
123.	بکرے کا گوشت خریدتے وقت آپ ”ذائقے“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
124.	بکرے کا گوشت خریدتے وقت آپ ”کھانے کی مختلف اقسام“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
125.	بکرے کا گوشت خریدتے وقت آپ ”لطف اندوزی“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
126.	میں جب بکرے کا گوشت خریدتا / خریدتی ہوں تو میرے خاندان کے قریبی لوگ مجھ سے خوش ہوتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
127.	میرے دوستوں کا خیال ہے کہ مجھے بکرے کا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
128.	ڈاکٹروں اور غذائی ماہرین کا خیال کہ مجھے بکرے کا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
129.	بکرے کا گوشت سے متعلق اشتہارات مجھے بکرے کا گوشت خریدنے پر آمادہ کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
130.	غذائی کمپنیاں مجھے بکرے کا گوشت خریدنے کی حوصلہ افزائی کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

131.	بکرے کا گوشت خریدتے وقت آپ اپنے خاندان کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
132.	بکرے کا گوشت خریدتے وقت آپ اپنے دوستوں کی آراء کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
133.	بکرے کا گوشت خریدتے وقت آپ ڈاکٹروں اور غذائی ماہرین کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
134.	بکرے کا گوشت خریدتے وقت آپ تشہیری کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
135.	بکرے کا گوشت خریدتے وقت آپ غذائی کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
136.	اپنے خاندان کو ایک صحت مند خوراک دینے کے لئے میں بکرے کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
137.	اپنے خاندان کو ایک متناسب غذا دینے کے لئے میں بکرے کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
138.	اپنے خاندان کو ایک وراثتی غذا دینے کے لئے میں بکرے کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
139.	بکرے کا گوشت خریدتے وقت آپ مندرجہ ذیل مراحل کو کس قدر اہمیت دیتے ہیں؟ <u>اپنے خاندان کو صحت مند خوراک دینے کے لئے:-</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> زیادہ اہمیت <u>اپنے خاندان کو متناسب خوراک دینے کے لئے:-</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> زیادہ اہمیت <u>اپنے خاندان کو وراثتی خوراک دینے کے لئے:-</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> زیادہ اہمیت
140.	مجھے بکرے کا گوشت خریدنے کے بارے میں کچھ زیادہ علم نہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

141.	میں جب بکرے کا گوشت خریدتا/ خریدتی ہوں تو اس کے انتخاب میں میں غلطی کا امکان زیادہ ہوتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
142.	بکرے کا گوشت مجھے باسانی دستیاب ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
143.	میں جب چاہتا / چاہتی ہوں، آسانی سے بکرے کا گوشت خرید سکتا / سکتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
144.	بکرے کا گوشت خریدتے وقت آپ مندرجہ ذیل پہلوؤں کو کس قدر اہمیت دیتے ہیں؟ <u>بکرے کا گوشت کے بارے میں علم کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانہ اہمیت ، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت <u>غلط بکرے کا گوشت خریدنے کا احتمال کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>بکرے کا گوشت کی دستیابی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>بکرے کا گوشت خریدنے میں آسانی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
145.	میں اپنے خاندان کے فیصلوں کا احترام کرتا / کرتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
146.	میں اپنے خاندان میں ہم آہنگی کو برقرار رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
147.	اقدار کی پیروی اور خاندان کی عزت میرے لئے حوصلہ افزاء ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

آپ کے قیمتی وقت اور کوشش کے لئے آپ کا شکریہ۔

سوالنامہ مرغی کا گوشت

میں کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد میں پی ایچ ڈی (ڈاکٹریٹ) کا طالب علم ہوں۔ ذیل میں تحقیقی سوالنامہ ہے، اس سوالنامہ کا مقصد پاکستان میں مرغی کا گوشت خریدنے کے رویے کا ادراک ہے۔ آپ کی جانب سے دی جانے والی قیمتی معلومات صرف اور صرف تحقیقی مقاصد کے لئے استعمال ہوں گی اور کسی تیسرے فریق پر افشا نہیں کی جائیں گی۔ آپ سے درخواست ہے کہ مرغی کا گوشت کی خریداری کے بارے میں آپ اپنے سچے جذبات اور قیمتی تجربات کی روشنی میں اس سوالنامہ کو پر کریں۔ براہ کرم مناسب خانہ میں پڑتالی نشان لگائیں اور کوئی سوال بھی سوال جواب سے رہنے نہ پائے۔ اس سوالنامے کا جواب دینے میں دلچسپی اور وقت لینے کے لئے آپ کا شکریہ۔ آپ کے لئے ایک خوشگوار دن کا دعا گو ہوں۔

جمشید خان خٹک

پی ایچ ڈی طالب علم، شعبہ مینجمنٹ سائنسز ، کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد

سوالنامہ پر کرنے کا طریقہ

کیا آپ اپنے خاندان کے لئے مرغی کا گوشت خریدتے ہیں؟

ہاں (اگر آپ کا جواب ہاں ہے تو جاری رکھیں) نہیں (نہیں کی صورت میں آپ کو مزید آگے بڑھنے کی ضرورت نہیں۔ بہت شکریہ)

148.	میں شوہر <input type="checkbox"/> بیوی <input type="checkbox"/> ہوں۔
149.	میری پیدائش 1947ء تا 1964ء <input type="checkbox"/> 1965ء تا 1977ء <input type="checkbox"/> یا 1977ء کے بعد <input type="checkbox"/> کی ہے۔
150.	میرے اہل خانہ کی تعداد <input type="checkbox"/> 1 یا 2 افراد <input type="checkbox"/> 3 یا 4 افراد <input type="checkbox"/> 5 یا اس سے زیادہ افراد ہے۔
151.	میرے خاندان میں بچوں کی تعداد <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 یا اسے زیادہ ہے۔
152.	میرے خاندان کی اوسط ماہانہ آمدنی <input type="checkbox"/> دس ہزار روپے سے کم، <input type="checkbox"/> 10-20 ہزار روپے، <input type="checkbox"/> 20-50 ہزار روپے، <input type="checkbox"/> 50 ہزار-1 لاکھ روپے، <input type="checkbox"/> ایک لاکھ روپے سے زیادہ ہے۔
153.	میری تعلیمی قابلیت <input type="checkbox"/> ناخواندہ، <input type="checkbox"/> پرائمری، <input type="checkbox"/> میٹرک، <input type="checkbox"/> انٹرمیڈیٹ، <input type="checkbox"/> گریجویٹ، <input type="checkbox"/> ماسٹر یا اس سے زیادہ ہے۔
154.	میرا خاندان <input type="checkbox"/> روایتی ہے، (جس میں میاں بیوی، بچے، دادا دادی اور دیگر رشتہ اکھٹے رہتے ہیں۔) <input type="checkbox"/> جدید ہے، (جس میں صرف میاں بیوی اور بچے اکھٹے رہتے ہیں۔)
155.	میرے خاندان کا تعلق صوبہ <input type="checkbox"/> بلوچستان، <input type="checkbox"/> خیبر بختونخواہ، <input type="checkbox"/> پنجاب، <input type="checkbox"/> سندھ سے ہے۔

مرغی کا گوشت خریدنے کے متعلق سوالنامہ

156.	آپ مرغی کا گوشت کس کثرت سے خریدتے ہیں؟ □ کبھی نہیں، □ شاذ و نادر □ کبھی کبھار، □ ہفتہ میں ایک بار، □ ہفتے میں کئی بار۔
157.	میں مستقبل قریب میں مرغی کا گوشت خریدنے کا ارادہ رکھتا / رکھتی ہوں۔ □ بالکل امکان نہیں، □ امکان نہیں، □ غیر جانبدار □ ممکن ہے، □ زیادہ امکان ہے۔
158.	میں مستقبل قریب میں مرغی کا گوشت خریدوں گا۔ □ بالکل امکان نہیں، □ امکان نہیں، □ غیر جانبدار، □ ممکن ہے، □ زیادہ امکان ہے۔
159.	اگلی مرتبہ بھی میں اتنا ہی مرغی کا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ □ بالکل امکان نہیں، □ امکان نہیں، □ غیر جانبدار □ ممکن ہے، □ زیادہ امکان ہے۔
160.	اگلی مرتبہ میں اس سے زیادہ مرغی کا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ □ بالکل امکان نہیں، □ امکان نہیں، □ غیر جانبدار □ ممکن ہے، □ زیادہ امکان ہے۔
161.	میں بڑے مرغی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کہ یہ کم بیماریوں کا سبب بنتا ہے۔ □ بالکل متفق نہیں، □ متفق نہیں، □ غیر جانبدار □ متفق ہوں، □ بہت زیادہ متفق ہوں ہوں
162.	میں مرغی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ اس میں بہت زیادہ غذائیت ہے۔ □ بالکل متفق نہیں، □ متفق نہیں، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
163.	میں مرغی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک قابل اعتماد غذا ہے۔ □ بالکل متفق نہیں، □ متفق نہیں، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
164.	میں مرغی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک محفوظ غذا ہے۔ □ بالکل متفق نہیں، □ متفق نہیں، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
165.	مرغی کا گوشت خریدتے وقت آپ ”صحت مندی“ کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں، □ بہت کم اہمیت □ درمیانی اہمیت، □ زیادہ اہمیت، □ حد سے زیادہ اہمیت
166.	مرغی کا گوشت خریدتے وقت آپ ”غذائیت“ کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں، □ بہت کم اہمیت □ درمیانی اہمیت، □ زیادہ اہمیت، □ حد سے زیادہ اہمیت
167.	مرغی کا گوشت خریدتے وقت آپ ”اعتبار“ کو کس قدر اہمیت دیتے ہیں؟ □ بالکل اہمیت نہیں، □ بہت کم اہمیت □ درمیانی اہمیت، □ زیادہ اہمیت، □ حد سے

زیادہ اہمیت	
168.	مرغی کا گوشت خریدتے وقت آپ ”غذائی حفاظت“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
169.	مرغی کا گوشت کا ذائقہ اچھا ہوتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
170.	مرغی کا گوشت کے بغیر کھانے کا مزہ نہیں آتا۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
171.	مرغی کا گوشت سے مختلف قسم کے بہت سے کھانے بنتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
172.	مرغی کا گوشت خریدتے وقت آپ ”ذائقے“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
173.	مرغی کا گوشت خریدتے وقت آپ ”کھانے کی مختلف اقسام“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
174.	مرغی کا گوشت خریدتے وقت آپ ”لطف اندوزی“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
175.	میں جب مرغی کا گوشت خریدتا / خریدتی ہوں تو میرے خاندان کے قریبی لوگ مجھ سے خوش ہوتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
176.	میرے دوستوں کا خیال ہے کہ مجھے مرغی کا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
177.	ڈاکٹروں اور غذائی ماہرین کا خیال کہ مجھے مرغی کا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
178.	مرغی کا گوشت سے متعلق اشتہارات مجھے مرغی کا گوشت خریدنے پر آمادہ کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
179.	غذائی کمپنیاں مجھے مرغی کا گوشت خریدنے کی حوصلہ افزائی کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

180.	مرغی کا گوشت خریدتے وقت آپ اپنے خاندان کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
181.	مرغی کا گوشت خریدتے وقت آپ اپنے دوستوں کی آراء کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
182.	مرغی کا گوشت خریدتے وقت آپ ڈاکٹروں اور غذائی ماہرین کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
183.	مرغی کا گوشت خریدتے وقت آپ تشہیری کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
184.	مرغی کا گوشت خریدتے وقت آپ غذائی کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
185.	اپنے خاندان کو ایک صحت مند خوراک دینے کے لئے میں مرغی کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
186.	اپنے خاندان کو ایک متناسب غذا دینے کے لئے میں مرغی کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
187.	اپنے خاندان کو ایک وراثتی غذا دینے کے لئے میں مرغی کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
188.	مرغی کا گوشت خریدتے وقت آپ مندرجہ ذیل مراحل کو کس قدر اہمیت دیتے ہیں؟ <u>اپنے خاندان کو صحت مند خوراک دینے کے لئے۔</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>اپنے خاندان کو متناسب خوراک دینے کے لئے۔</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>اپنے خاندان کو وراثتی خوراک دینے کے لئے۔</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
189.	مجھے مرغی کا گوشت خریدنے کے بارے میں کچھ زیادہ علم نہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

190.	میں جب مرغی کا گوشت خریدتا/ خریدتی ہوں تو اس کے انتخاب میں میں غلطی کا امکان زیادہ ہوتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
191.	مرغی کا گوشت مجھے باسانی دستیاب ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
192.	میں جب چاہتا / چاہتی ہوں، آسانی سے مرغی کا گوشت خرید سکتا / سکتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
193.	مرغی کا گوشت خریدتے وقت آپ مندرجہ ذیل پہلوؤں کو کس قدر اہمیت دیتے ہیں؟ <u>مرغی کا گوشت کے بارے میں علم کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانہ اہمیت ، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت <u>غلط مرغی کا گوشت خریدنے کا احتمال کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>مرغی کا گوشت کی دستیابی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت <u>مرغی کا گوشت خریدنے میں آسانی کو</u> <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
194.	میں اپنے خاندان کے فیصلوں کا احترام کرتا / کرتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
195.	میں اپنے خاندان میں ہم آہنگی کو برقرار رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
196.	اقدار کی پیروی اور خاندان کی عزت میرے لئے حوصلہ افزاء ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

آپ کے قیمتی وقت اور کوشش کے لئے آپ کا شکریہ۔

سو النامہ مچھلی کا گوشت

میں کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد میں پی ایچ ڈی (ڈاکٹریٹ) کا طالب علم ہوں۔ ذیل میں تحقیقی سو النامہ ہے، اس سو النامہ کا مقصد پاکستان میں مچھلی کا گوشت خریدنے کے رویے کا ادراک ہے۔ آپ کی جانب سے دی جانے والی قیمتی معلومات صرف اور صرف تحقیقی مقاصد کے لئے استعمال ہوں گی اور کسی تیسرے فریق پر افشا نہیں کی جائیں گی۔ آپ سے درخواست ہے کہ مچھلی کا گوشت کی خریداری کے بارے میں آپ اپنے سچے جذبات اور قیمتی تجربات کی روشنی میں اس سو النامہ کو پر کریں۔ براہ کرم مناسب خانہ میں پڑتالی نشان لگائیں اور کوئی سوال بھی سوال جواب سے رہنے نہ پائے۔ اس سو النامہ کا جواب دینے میں دلچسپی اور وقت لینے کے لئے آپ کا شکریہ۔ آپ کے لئے ایک خوشگوار دن کا دعا گو ہوں۔

جمشید خان خٹک

پی ایچ ڈی طالب علم، شعبہ مینجمنٹ سائنسز ، کیپیٹل یو نیورسٹی آف سائنس اینڈ ٹیکنالوجی اسلام آباد
سو النامہ پر کرنے کا طریقہ

کیا آپ اپنے خاندان کے لئے مچھلی کا گوشت خریدتے ہیں؟

ہاں (اگر آپ کا جواب ہاں ہے تو جاری رکھیں) نہیں (نہیں کی صورت میں آپ کو مزید آگے بڑھنے کی ضرورت نہیں۔ بہت شکریہ)

197.	میں شوہر <input type="checkbox"/> بیوی <input type="checkbox"/> ہوں۔
198.	میری پیدائش 1947ء تا 1964ء <input type="checkbox"/> 1965ء تا 1977ء <input type="checkbox"/> یا 1977ء کے بعد <input type="checkbox"/> کی ہے۔
199.	میرے اہل خانہ کی تعداد <input type="checkbox"/> 1 یا 2 افراد <input type="checkbox"/> 3 یا 4 افراد <input type="checkbox"/> 5 یا اس سے زیادہ افراد ہے۔
200.	میرے خاندان میں بچوں کی تعداد <input type="checkbox"/> 0 <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 یا اسے زیادہ ہے۔
201.	میرے خاندان کی اوسط ماہانہ آمدنی <input type="checkbox"/> دس ہزار روپے سے کم، <input type="checkbox"/> 10-20 ہزار روپے، <input type="checkbox"/> 20-50 ہزار روپے، <input type="checkbox"/> 50 ہزار-1 لاکھ روپے، <input type="checkbox"/> ایک لاکھ روپے سے زیادہ ہے
202.	میری تعلیمی قابلیت <input type="checkbox"/> ناخواندہ، <input type="checkbox"/> پرائمری، <input type="checkbox"/> میٹرک، <input type="checkbox"/> انٹرمیڈیٹ، <input type="checkbox"/> گریجویٹ، <input type="checkbox"/> ماسٹر یا اس سے زیادہ ہے۔
203.	میرا خاندان <input type="checkbox"/> روایتی ہے، (جس میں میاں بیوی، بچے، دادا دادی اور دیگر رشتہ اکھٹے رہتے ہیں۔) <input type="checkbox"/> جدید ہے، (جس میں صرف میاں بیوی اور بچے اکھٹے رہتے ہیں۔)
204.	میرے خاندان کا تعلق صوبہ <input type="checkbox"/> بلوچستان، <input type="checkbox"/> خیبر بختونخواہ، <input type="checkbox"/> پنجاب، <input type="checkbox"/> سندھ سے ہے۔

مچھلی کا گوشت خریدنے کے متعلق سوالنامہ

205.	آپ مچھلی کا گوشت کس کثرت سے خریدتے ہیں؟ <input type="checkbox"/> کبھی نہیں، <input type="checkbox"/> شاذ و نادر <input type="checkbox"/> کبھی کبھار، <input type="checkbox"/> ہفتہ میں ایک بار، <input type="checkbox"/> ہفتے میں کئی بار۔
206.	میں مستقبل قریب میں مچھلی کا گوشت خریدنے کا ارادہ رکھتا / رکھتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
207.	میں مستقبل قریب میں مچھلی کا گوشت خریدوں گا۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار، <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
208.	اگلی مرتبہ بھی میں اتنا ہی مچھلی کا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
209.	اگلی مرتبہ میں اس سے زیادہ مچھلی کا گوشت خریدوں گا / گی جتنا اب خریدتا / خریدتی ہوں۔ <input type="checkbox"/> بالکل امکان نہیں، <input type="checkbox"/> امکان نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> ممکن ہے، <input type="checkbox"/> زیادہ امکان ہے۔
210.	میں بڑے مچھلی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کہ یہ کم بیماریوں کا سبب بنتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں، <input type="checkbox"/> بہت زیادہ متفق ہوں ہوں
211.	میں مچھلی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ اس میں بہت زیادہ غذائیت ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
212.	میں مچھلی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک قابل اعتماد غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
213.	میں مچھلی کا گوشت کو اس لئے ترجیح دیتا / دیتی ہوں کیونکہ یہ ایک محفوظ غذا ہے۔ <input type="checkbox"/> بالکل متفق نہیں، <input type="checkbox"/> متفق نہیں، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
214.	مچھلی کا گوشت خریدتے وقت آپ "صحت مندی" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
215.	مچھلی کا گوشت خریدتے وقت آپ "غذائیت" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے زیادہ اہمیت
216.	مچھلی کا گوشت خریدتے وقت آپ "اعتبار" کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت، <input type="checkbox"/> زیادہ اہمیت، <input type="checkbox"/> حد سے

	زیادہ اہمیت
217.	مچھلی کا گوشت خریدتے وقت آپ ”غذائی حفاظت“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
218.	مچھلی کا گوشت کا ذائقہ اچھا ہوتا ہے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
219.	مچھلی کا گوشت کے بغیر کھانے کا مزہ نہیں آتا۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
220.	مچھلی کا گوشت سے مختلف قسم کے بہت سے کھانے بنتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
221.	مچھلی کا گوشت خریدتے وقت آپ ”ذائقے“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
222.	مچھلی کا گوشت خریدتے وقت آپ ”کھانے کی مختلف اقسام“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
223.	مچھلی کا گوشت خریدتے وقت آپ ”لطف اندوزی“ کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
224.	میں جب مچھلی کا گوشت خریدتا / خریدتی ہوں تو میرے خاندان کے قریبی لوگ مجھ سے خوش ہوتے ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
225.	میرے دوستوں کا خیال ہے کہ مجھے مچھلی کا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
226.	ڈاکٹروں اور غذائی ماہرین کا خیال ہے کہ مجھے مچھلی کا گوشت خریدنا چاہئے۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
227.	مچھلی کا گوشت سے متعلق اشتہارات مجھے مچھلی کا گوشت خریدنے پر آمادہ کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
228.	غذائی کمپنیاں مجھے مچھلی کا گوشت خریدنے کی حوصلہ افزائی کرتی ہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

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229.	مچھلی کا گوشت خریدتے وقت آپ اپنے خاندان کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
230.	مچھلی کا گوشت خریدتے وقت آپ اپنے دوستوں کی آراء کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> <input type="checkbox"/> حد سے زیادہ اہمیت
231.	مچھلی کا گوشت خریدتے وقت آپ ڈاکٹروں اور غذائی ماہرین کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
232.	مچھلی کا گوشت خریدتے وقت آپ تشہیری کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
233.	مچھلی کا گوشت خریدتے وقت آپ غذائی کمپنیوں کی رائے کو کس قدر اہمیت دیتے ہیں؟ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> <input type="checkbox"/> حد سے زیادہ اہمیت
234.	اپنے خاندان کو ایک صحت مند خوراک دینے کے لئے میں مچھلی کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
235.	اپنے خاندان کو ایک متناسب غذا دینے کے لئے میں مچھلی کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
236.	اپنے خاندان کو ایک وراثتی غذا دینے کے لئے میں مچھلی کا گوشت خریدتا ہوں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں
237.	مچھلی کا گوشت خریدتے وقت آپ مندرجہ ذیل مراحل کو کس قدر اہمیت دیتے ہیں؟ اپنے خاندان کو صحت مند خوراک دینے کے لئے۔ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت اپنے خاندان کو متناسب خوراک دینے کے لئے۔ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت اپنے خاندان کو وراثتی خوراک دینے کے لئے۔ <input type="checkbox"/> بالکل اہمیت نہیں ، <input type="checkbox"/> بہت کم اہمیت <input type="checkbox"/> درمیانی اہمیت ، <input type="checkbox"/> زیادہ اہمیت ، <input type="checkbox"/> حد سے زیادہ اہمیت
238.	مجھے مچھلی کا گوشت خریدنے کے بارے میں کچھ زیادہ علم نہیں۔ <input type="checkbox"/> بالکل متفق نہیں ، <input type="checkbox"/> متفق نہیں ، <input type="checkbox"/> غیر جانبدار <input type="checkbox"/> متفق ہوں <input type="checkbox"/> بہت زیادہ متفق ہوں

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239.	میں جب مچھلی کا گوشت خریدتا/ خریدتی ہوں تو اس کے انتخاب میں میں غلطی کا امکان زیادہ ہوتا ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
240.	مچھلی کا گوشت مجھے آسانی دستیاب ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
241.	میں جب چاہتا / چاہتی ہوں، آسانی سے مچھلی کا گوشت خرید سکتا / سکتی ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
242.	مچھلی کا گوشت خریدتے وقت آپ مندرجہ ذیل پہلوؤں کو کس قدر اہمیت دیتے ہیں؟ <u>مچھلی کا گوشت کے بارے میں علم کو</u> □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانہ اہمیت ، □ زیادہ اہمیت، □ حد سے زیادہ اہمیت <u>غلط مچھلی کا گوشت خریدنے کا احتمال کو</u> □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت <u>مچھلی کا گوشت کی دستیابی کو</u> □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت <u>مچھلی کا گوشت خریدنے میں آسانی کو</u> □ بالکل اہمیت نہیں ، □ بہت کم اہمیت □ درمیانی اہمیت ، □ زیادہ اہمیت ، □ حد سے زیادہ اہمیت
243.	میں اپنے خاندان کے فیصلوں کا احترام کرتا / کرتی ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
244.	میں اپنے خاندان میں ہم آہنگی کو برقرار رکھتا / رکھتی ہوں۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں
245.	اقدار کی پیروی اور خاندان کی عزت میرے لئے حوصلہ افزاء ہے۔ □ بالکل متفق نہیں ، □ متفق نہیں ، □ غیر جانبدار □ متفق ہوں □ بہت زیادہ متفق ہوں

آپ کے قیمتی وقت اور کوشش کے لئے آپ کا شکریہ۔

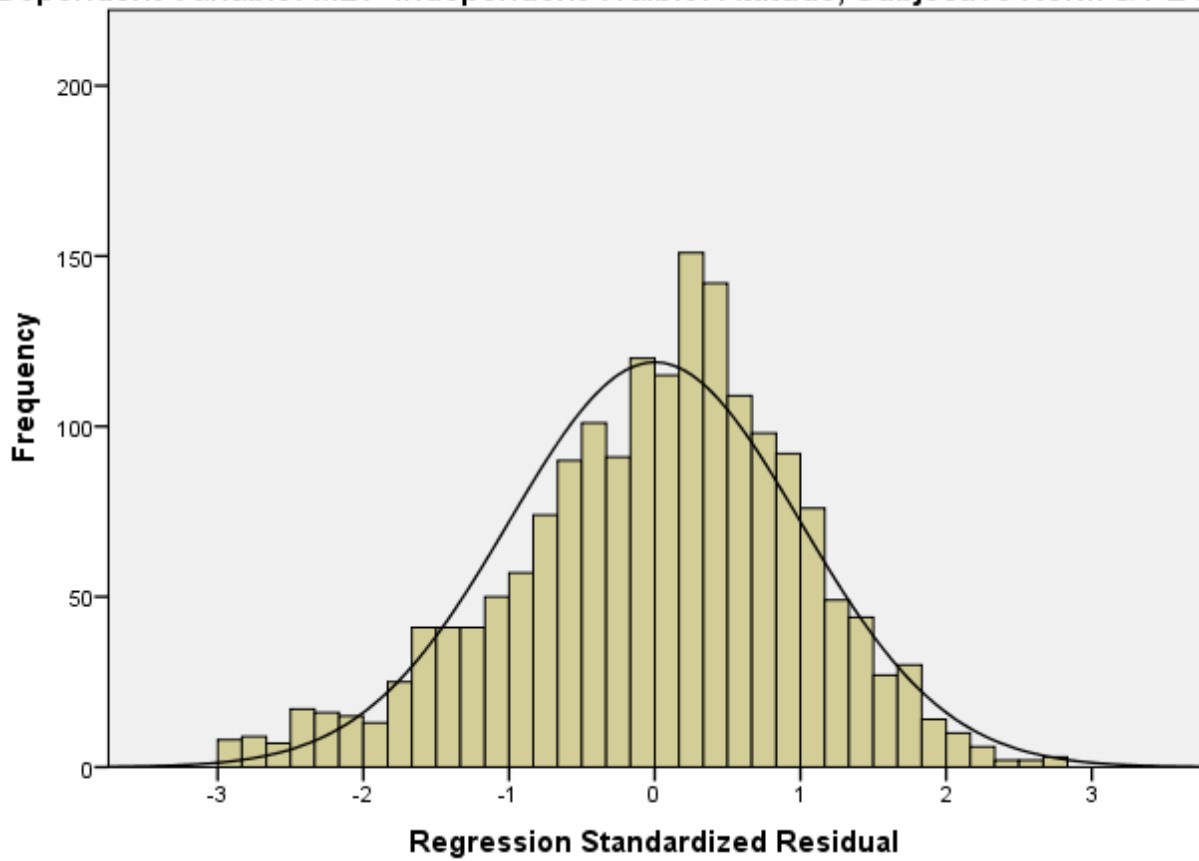
ANNEXURE II

Table of Skewness & Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
MEAT BUYING BEHAVIOR	1786	-.339	.058	-1.562	.116
MEAT BUYING INTENTION	1786	-.479	.058	.003	.116
ATTITUDE	1786	.177	.058	-.048	.116
<i>Cognitive Belief</i>	1786	-.625	.058	-.036	.116
<i>Importance of Cognitive Belief</i>	1786	-.490	.058	.222	.116
<i>Affective Belief</i>	1786	-.354	.058	.332	.116
<i>Importance of Affective Belief</i>	1786	-.402	.058	.184	.116
SUBJECTIVE NORM	1786	.324	.058	.078	.116
<i>Social Norm</i>	1786	-.014	.058	-.344	.116
<i>Motivation of Social Norm</i>	1786	-.102	.058	-.202	.116
<i>Personal Norm</i>	1786	-.813	.058	.661	.116
<i>Motivation of Personal Norm</i>	1786	-.505	.058	.210	.116
PERCEIVED BEHAVIORAL CONTROL	1786	.331	.058	.256	.116
<i>Perceived Control Belief</i>	1786	-.102	.058	.090	.116
<i>Perceived Power of Control Belief</i>	1786	-.451	.058	.430	.116

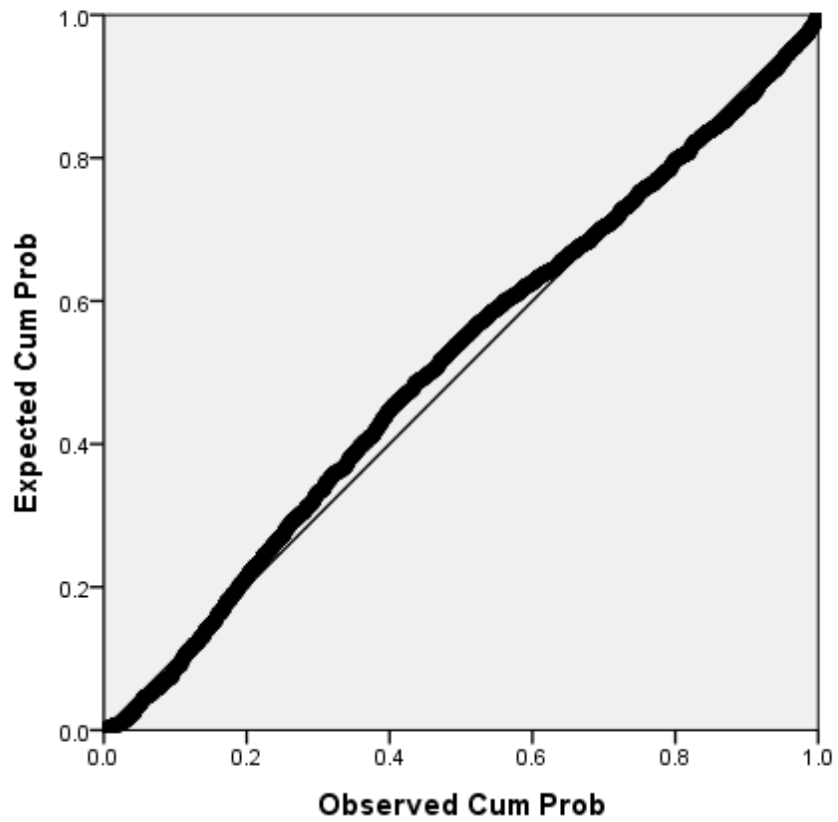
Histogram

Dependent Variable: MBI Independent Variable: Attitude, Subjective Norm & PBC

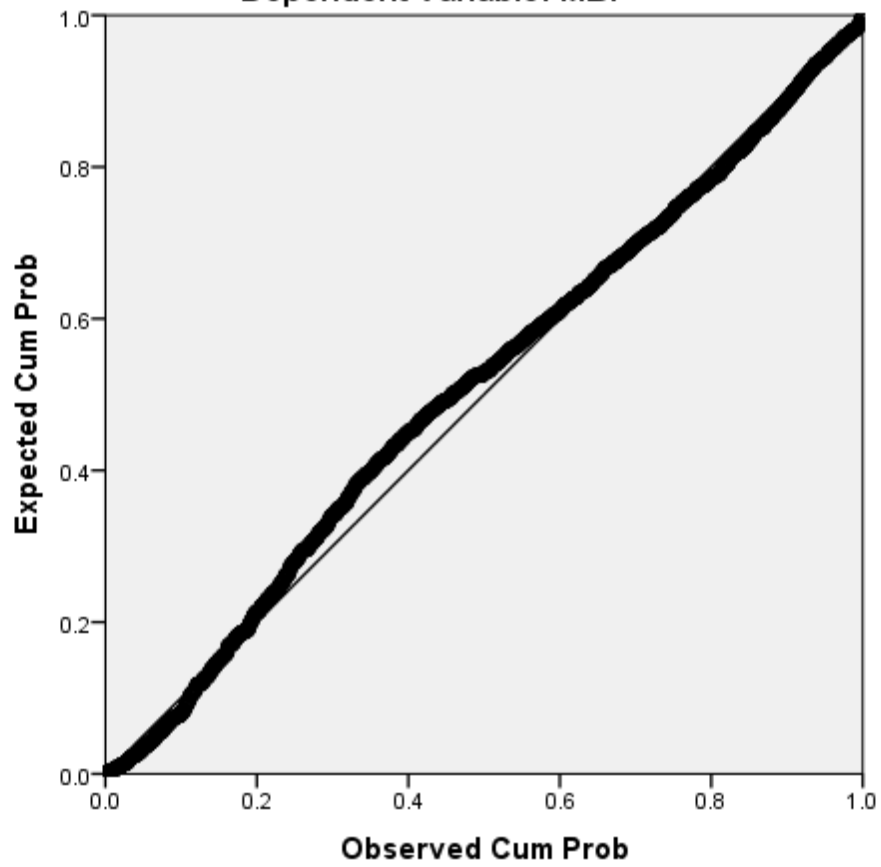


Normal P-P Plot of Regression Standardized Residual

Dependent Variable: MBI Independent Variables: Attitudue, Subejective Norm & PBC

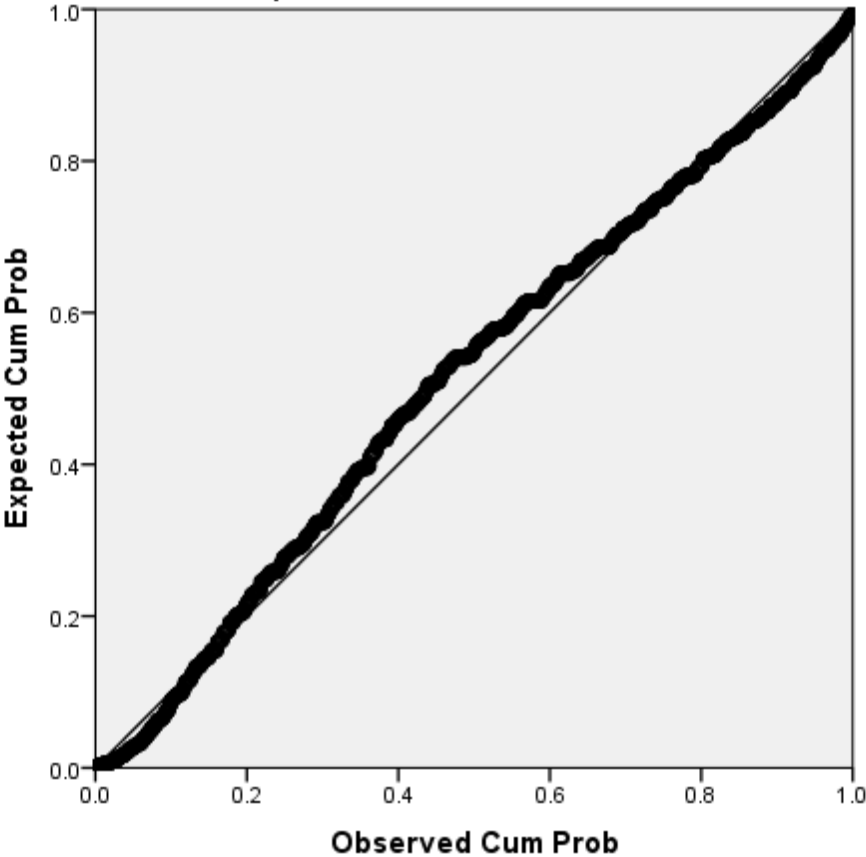


Normal P-P Plot of Subjective Norm
Dependent Variable: MBI



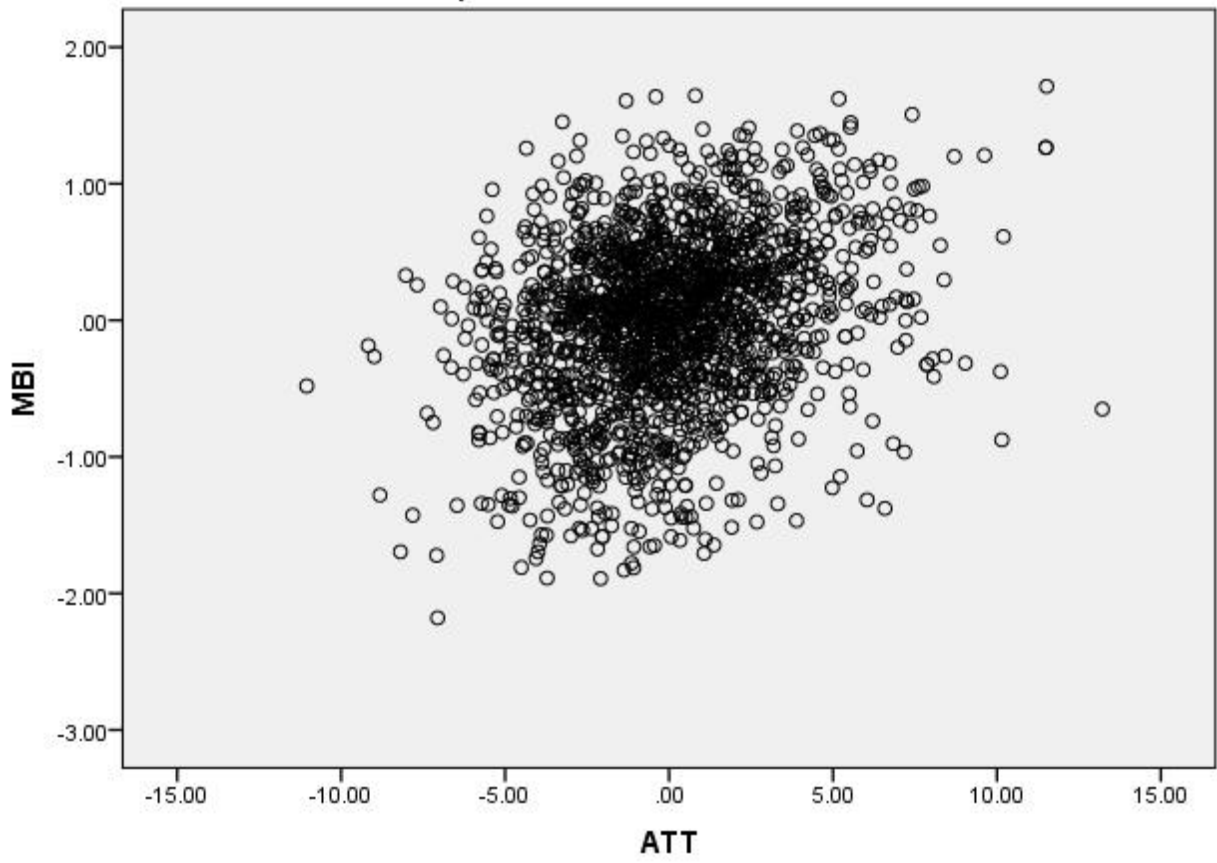
Normal P-P Plot of Perceived Behavioral Control (PBC)

Dependent Variable: MBI

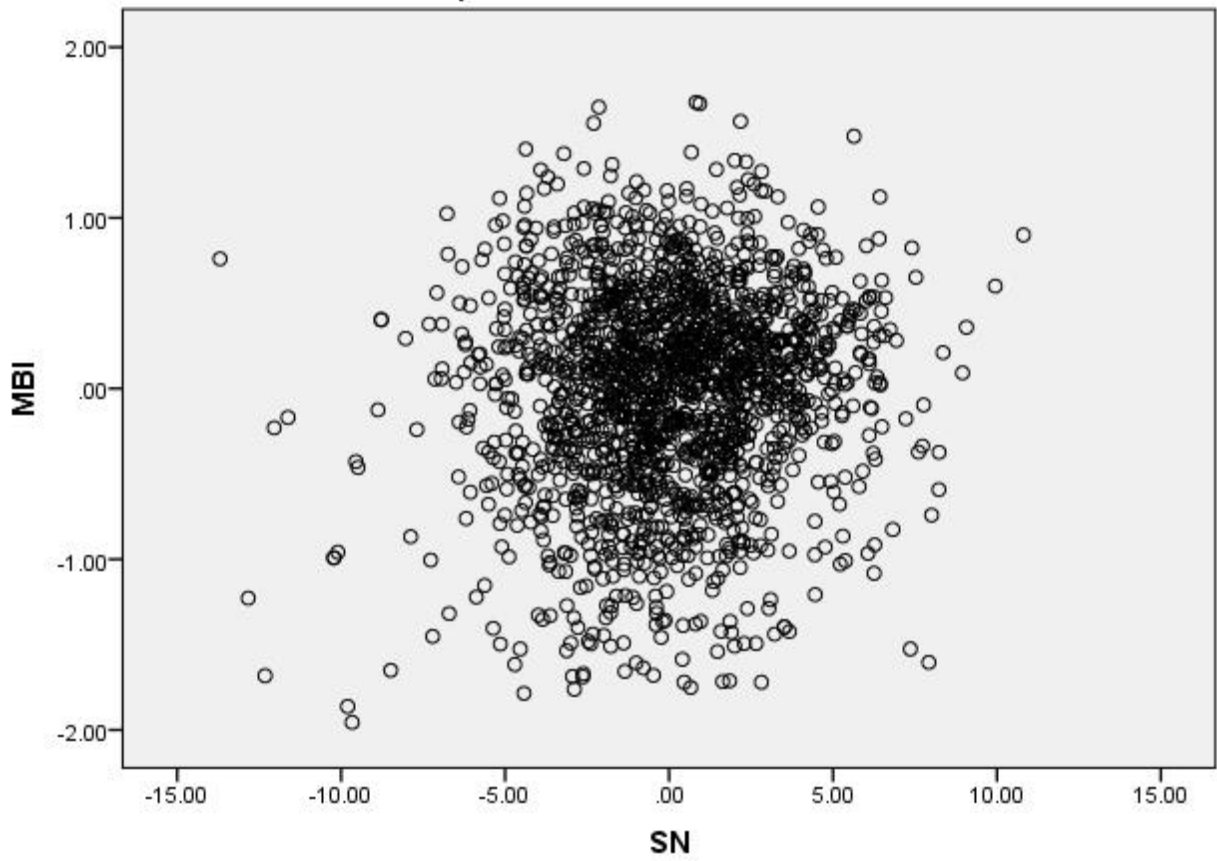


ANNEXURE III

Partial Regression Plot for Attitude
Dependent Variable: MBI



Partial Regression Plot for Subjective Norm
Dependent Variable: MBI



Partial Regression Plot for Perceived Behavioral Control

Dependent Variable: MBI

