

THE INFLUENCE OF BRAND AND SPICY LEVEL ON CONSUMER REPEAT ORDERS AT NOODLES GACOOAN PAMEKASAN RESTAURANT

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Abstract

This study aims to examine whether the brand and spicy level can affect consumer repeat orders at Noodles Gacoan Pamekasan Restaurant and to find out how much the brand and spicy level can affect consumer repeat orders. This research was carried out using a quantitative method. The population in this study is all consumers of Noodles Gacoan Pamekasan Restaurant and the sample was taken from a population of 50 respondents using *the Simple Random Sampling technique*. The data collection instrument for this study is a questionnaire. The research hypothesis test was carried out using testing of questionnaire data instruments in the form of validity tests, reliability tests, multiple linear regression analysis, t-tests, f tests, and determination coefficient tests. The data processing technique uses the SPSS software program (version 16.0). The results showed that the brand and spicy level had a significant stimulant effect on consumer repeat orders based on the t-test with a significant level of $0.041 < 0.05$. This proves that H_0 was rejected and H_a was accepted. Meanwhile, based on the results of the coefficient test, the determination of the magnitude of brand influence and spicy level on consumer repeat orders, it can be seen from the results obtained, that the terminated coefficient value (R^2) shows an R square value of 0.977, which means that the amount of brand contribution and spicy level to consumer repeat orders is 97.7% while the remaining 2.3% is the contribution of other variables that are not included in this study. From the data interpretation table, the r-value is calculated in a series of numbers 0.80-0.1000 with a very strong interpretation.

Keywords: Brand, Spicy Level, Repeat Order, Pamekasan Gacoan Noodles

Abstrak

Penelitian ini bertujuan untuk mengkaji apakah brand dan level pedas dapat berpengaruh terhadap repeat order konsumen di Restoran Mie Gacoan Pamekasan serta untuk mengetahui seberapa besar brand dan level pedas dapat memberikan pengaruh terhadap repeat order konsumen. Penelitian ini dilaksanakan dengan menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen Restoran Mie Gacoan Pamekasan dan sample yang diambil dari jumlah populasi adalah 50 responden dengan menggunakan teknik Simple Random Sampling. Instrumen pengumpulan data penelitian ini menggunakan kuesioner. Pengujian hipotesis penelitian dilakukan dengan menggunakan pengujian instrumen data hasil kuesioner berupa uji validitas, uji reliabilitas, analisis regresi linier berganda, uji t, uji f, uji koefisien determinasi. Teknik pengolahan data menggunakan program software SPSS (versi 16.0). Hasil penelitian menunjukkan bahwa brand dan level pedas berpengaruh signifikan secara simultan terhadap repeat order konsumen berdasarkan uji t dengan taraf signifikan $0,041 < 0,05$. Hal ini membuktikan bahwa H_0 ditolak dan H_a diterima. Sedangkan berdasarkan hasil uji koefisien determinasi besarnya pengaruh brand dan level pedas terhadap repeat order konsumen bisa dilihat dari hasil yang diperoleh nilai koefisien determinasi (R^2) menunjukkan nilai R square sebesar 0,977 yang berarti bahwa besarnya kontribusi brand dan level pedas terhadap repeat order konsumen adalah sebesar 97,7% sedangkan sisanya 2,3% adalah

kontribusi variabel-variabel lain .yang tidak dimasukkan dalam penelitian ini. Dari tabel interpretasi data nilai r hitung berada pada rentetan angka 0,80-0,1000 dengan interpretasi sangat kuat.

Kata kunci: Brand, Level Pedas, Repeat Order, Mie Gacoan Pamekasan

Introduction

Globalization is currently facing rapid progress in the business world, one of which is in the culinary field. This business is related to human food needs is one of the basic needs or basic human needs. Changes as we already know Indonesian cuisine is becoming more and more diverse. Starting from traditional to international food, this culinary business is growing rapidly in big cities and small cities, this business is also starting to be in demand and mushroom. In Pamekasan, which is a small city, many culinary businesses are starting to develop, one of which is going viral in Pamekasan is the Gacoan Noodle Restaurant. Various kinds of processed noodles are made as attractive as possible which aims to attract the interest of consumers and make them satisfied so that they can do "*Repeat Orders*". According to Merhabi et al., (2021), the brand of a company is an important component. Through the brand, a company will be known and viewed positively and negatively by the public. A name, term, sign, symbol, or design is a brand. a mixture of all these things. An organization should have the option to shape the brand in a way that allows everyone to convey the same thing according to the brand's goals. Nowadays, more and more people are remembering more signs. Compared to the brand's own products. His response shows this. Public when a leading brand ships another item.

A buyer's repurchase of an item refers to the act of purchasing a similar product again for a second or third time. Repurchase is a post-purchase activity driven by the extent to which consumers are satisfied with the products they have previously bought or used. If the item meets consumer expectations, it increases the likelihood of repurchase, whereas if the product does not meet expectations, the consumer may react negatively, choosing to discontinue the purchase and potentially switch to a competitor's product. The concept of "brand loyalty" is closely linked to repeat purchases, as it reflects a consumer's ongoing preference for a particular brand over others (Matzler et al., 2016). In a highly competitive market where businesses face challenges due to the presence of larger and well-established companies, maintaining brand loyalty becomes crucial. Repeat purchases indicate a continued interest in a product, demonstrating the consumer's trust and preference for a particular brand. Companies that successfully cultivate brand loyalty benefit from consistent revenue streams, reduced marketing costs, and positive word-of-mouth marketing, which further enhances their market presence.

One of the most important aspects of successful marketing is understanding consumer behavior. Organizations invest significant resources in researching consumer interests, purchasing behavior, and decision-making processes. The ability to analyze consumer preferences allows businesses to tailor their products and marketing strategies to meet evolving demands, thus fostering brand loyalty

and encouraging repeat purchases. Consumer satisfaction is a key determinant of repeat purchases. Satisfaction arises when a product meets or exceeds consumer expectations regarding quality, performance, price, and overall experience (Wang et al., 2021). A satisfied customer is more likely to return for future purchases and recommend the product to others, contributing to organic growth for the business. On the contrary, dissatisfaction can lead to negative reviews, decreased customer retention, and potential damage to a brand's reputation. This highlights the importance of continuous product improvement, exceptional customer service, and effective communication strategies to ensure customer satisfaction and loyalty (Tsalis, 2020).

Several factors influence a consumer's decision to repurchase a product. Among these, brand perception plays a significant role. A strong and positive brand image instills confidence in consumers, reinforcing their trust in the product's reliability and quality. Additionally, product quality and consistency are fundamental drivers of repeat purchases. When consumers experience consistency in a product's performance, they are more likely to develop habitual buying behavior, leading to long-term brand loyalty. Price and value perception also impact repurchase decisions. Consumers evaluate whether a product offers good value for money, comparing it to alternatives in the market. Competitive pricing strategies, discounts, loyalty programs, and exclusive offers can encourage repeat purchases by enhancing the perceived value of the product. Businesses that successfully balance affordability with quality are more likely to retain their customer base and drive repurchase rates (Smith et al., 2008).

Emotional connection and brand engagement further contribute to repeat purchasing behavior. Consumers who feel an emotional attachment to a brand are more inclined to remain loyal and make repeat purchases. This emotional bond is often nurtured through personalized marketing, brand storytelling, corporate social responsibility initiatives, and engagement on digital platforms. Social media interactions, influencer partnerships, and community-driven marketing campaigns can strengthen consumer-brand relationships, fostering long-term loyalty. Another crucial factor influencing repurchase behavior is convenience (Ayman & Kaya, 2020). In today's fast-paced world, consumers prioritize convenience when making purchasing decisions. Easy access to products, user-friendly online shopping experiences, seamless payment options, and efficient delivery services all contribute to a positive consumer experience. Businesses that optimize convenience through technological advancements, such as mobile apps, subscription services, and AI-driven recommendations, enhance customer satisfaction and increase the likelihood of repeat purchases.

Customer service and post-purchase support also play a vital role in retaining customers. Prompt responses to inquiries, hassle-free returns, proactive communication, and personalized assistance contribute to a positive shopping experience. Businesses that prioritize excellent customer

service foster trust and reliability, which, in turn, strengthens consumer loyalty and encourages repeat purchases. Marketing strategies designed to drive repeat purchases focus on nurturing customer relationships. Loyalty programs, exclusive member benefits, personalized recommendations, and targeted promotions incentivize consumers to continue buying from a particular brand. Data-driven marketing approaches, such as email marketing campaigns and retargeting ads, help businesses stay connected with consumers, reminding them of their previous purchases and enticing them with relevant offers (Amoncar, 2020).

The role of product innovation cannot be overlooked when discussing repeat purchases. Consumers are drawn to brands that consistently innovate and offer new and improved products. Businesses that invest in research and development to enhance their offerings stand a better chance of retaining customers and encouraging repurchases. Limited edition products, seasonal variations, and continuous improvements based on consumer feedback contribute to sustained consumer interest and loyalty. Moreover, social influence and peer recommendations impact repurchase behavior. Consumers often seek opinions from friends, family, and online reviews before making a purchase decision. Positive testimonials and high ratings reinforce a product's credibility, making consumers more likely to buy the product again. Companies that actively engage with customer feedback and maintain a positive brand reputation through quality assurance measures strengthen their position in the market

According to fellow research conducted by Masnadi et al., (2024) this research aims to analyze the current repeat order decision of *Nyuzuu* beverage products through customer satisfaction, service quality, and product quality in *Nyuzuu* consumers in the city of Sidoarjo. From the results of this study, consumer Repeat Orders occur due to customer satisfaction. Gacoan Noodles are very crowded with customers, especially spicy food lovers because Gacoan Noodles are famous for their spicy level and distinctive spicy taste that is different from other spicy noodles. Gacoan Noodles provides a variety of levels of spiciness ranging from mediocre, medium, to very spicy tastes, according to consumer desires, so consumers can choose according to their tastes.

Research Methods

This study uses descriptive and correlational research. According to Djaali, (2021), the correlational descriptive provides an attempt to describe the relationship between brand influence and spicy level on consumer repeat orders at the Pamekasan gacoan noodle restaurant. The research hypothesis test was carried out using the testing of questionnaire data instruments in the form of validity tests, reliability tests, multiple linear regression analysis, t-tests, f-tests, and determination coefficient tests. The sampling technique used is incidental sampling. According to Jaya, (2020), incidental sampling is a sample collection technique based on chance, that is, anyone who happens to meet a researcher can be used as a sample if it is seen that the person they meet is suitable as a data

source. The data processing technique uses the SPSS software program (version 16.0). The description of these efforts was carried out on three variables, namely, the independent variable in this study was brand-level spicy, while the dependent variable was consumer repeat orders. To find out whether there is an influence of the brand and the spicy level on the consumer's repeat order without giving changes between modifications.

Results and Discussion

As stated by Purwaningsih, (2020), a trademark is the name, term, mark, image, design, or combination of all goods and services of one person or a group of sellers, and to distinguish a product from a competitor or it can also mention something related to guarantee, acceptance, belief, and optimism, so that customers will be interested in products with a strong brand. Feel safer, more comfortable, and more confident when buying the product. The quality of a product or service can be determined by its brand. So that it can be a reference for consumers in choosing and deciding what they will buy. They think so. Sometimes they have a higher value than others. with the actual assets of the company itself.

According to Kotler, (2020), a brand has several roles, including:

- a. Brands make it easier to order in the search for a product.
- b. Brands help to organize inventory and accounting records.
- c. Brands offer legal protection for aspects or uniqueness of their products.
- d. A brand signifies a certain quality so that satisfied buyers will make a repeat purchase.
- e. Brands are a powerful means to secure a competitive advantage.

Spicy in English, also called *piquancy* or *hot*, is a type of sharpness and pain that is specific to a taste. The level of spiciness of chili peppers is measured using the Scoville scale, by measuring the concentration. Spicy is a sensation produced by biotic compounds that give food a spicy and savory taste when eating chili. Food that tastes good usually has a lot of spicy flavor in its cooking. Many believe that a substance called az is responsible for the spiciness of chili peppers. Capsaicin is a chemical that gives food a nutty and hot taste in the mouth or areas affected by the substance. Repurchase according to Tsalis, (2020) is the consumer's action after purchase, to the extent that the customer is satisfied or dissatisfied with his purchase of a product, the next person's actions will be affected if the happy customer will have a higher rate of repurchase of the item. Usually a repurchase indicates that the customer has received the product and the customer is willing to buy once again and in larger quantities. Buybacks are inseparable from customer loyalty. A purchase is a purchase based on a purchase experience that has been made in the past. Repurchase is a repurchase that customers make after previously purchasing products or services from the company. In business, repurchase is an important measure in measuring the success of a business with the products or services that the

company provide.

This data was obtained through the observation data collection method, namely the researcher observed directly. Observations were carried out three times at the research site so that researchers obtained accurate data that was appropriate in the field. The data from the observation results are as follows:

From the observation results, Mie Gacoan Restaurant is a well-known branch of Mie Gacoan Malang. Since the beginning of the opening of Mie Gacoan Restaurant in Pamekasan, this restaurant has always been crowded with buyers. Consumers know about Gacoan Noodles through social media. They are interested in coming to this restaurant to find out what the famous Gacoan Noodles taste like. Almost every day this restaurant is filled with queues of customers who snake, some who eat on the spot and some who take home. The Gacoan Noodle brand is famous for its diverse spicy level flavors, ranging from level 0 to level 8. Consumers can choose a level with a level of spiciness that suits consumers' tastes, so consumers are interested in returning to this Mie Gacoan restaurant. Gacoan noodles have become one of consumers' favorite culinary brands due to their distinctive and appetizing spicy levels.

a. Spicy Level

As a result of observation, the spicy level is the attraction of Gacoan Noodles for consumers. They order a lot of spicy levels from different variants, for children some like level 0 because they are not too spicy, for teenagers and adults some like medium levels 1 2 3 4, and some like very spicy levels level 5 6 7 8. Gacoan noodles offer a wide variety of spicy level flavors, so consumers choose spicy levels according to their tastes.

According to the emotional marketing theory of Amoncar, (2020), spicy foods can cause mental and physical health problems for customers, bad for customer loyalty, but good for gacoan noodles. Even though spicy food is not good, customer loyalty is constantly increasing. For the body, according to medical experts, because it is bad for the stomach, this can result in indigestion, stomach ulcers, difficulty sleeping, headaches, and a thin body. Food that is too spicy can cause emotions and consumer health to be disturbed, negatively affecting consumer customer loyalty, but in Gacoan noodles, consumer loyalty continues to increase even though spicy food is not good for the body. According to health experts, it has bad consequences for the stomach, this can cause indigestion, ulcers, insomnia, thin body, and headaches. Although most consumers like spicy food as a challenge in the culinary world.

The spicy taste of Gacoan noodles has a spicy spice that is different from the spicy taste of other noodles. The spicy taste is not only spicy but also has a savory salty-sweet taste that balances the spicy taste, with its distinctive and diverse spicy taste so it makes the spicy taste more delicious and

not too pungent, so the spicy level menu of Mie Gacoan is a favorite for consumers. The next observation focuses on consumer repeat orders. Repurchase occurs when they have tasted the level of the spicy level of Mie Gacoan so that they return to enjoy the new spicy level and other menus. Gacoan noodles are known for their good spicy food quality that makes consumers feel satisfied and want to come back. So that consumers continue to return to Mie Gacoan to satisfy their desires with its spicy taste.

Gacoan noodles are known for their distinctive and diverse spicy taste, the diversity of spicy levels provides consumer satisfaction to try new flavors or still enjoy consumers' favorite levels. For spicy lovers, Gacoan Noodles are one of the main attractions that attract consumers to eat at Gacoan Noodles. Repurchases at Mie Gacoan because of the good taste, diverse and challenging spicy levels, and good food quality and not the same as other noodles so consumers feel satisfied with the taste and quality of Gacoan Noodle food. Consumer satisfaction is the main factor in ordering food again at Mie Gacoan.

| VARIABLE | ITEMS STATEMENT | R COUNT | TABLE | INFORMATION |
|---------------------------|--------------------|---------|-------|-------------|
| BRAND X1 | X1.1 | 0,697 | 0,284 | Valid |
| | X1.2 | 0,614 | 0,284 | Valid |
| | X1.3 | 0,609 | 0,284 | Valid |
| | X1.4 | 0,678 | 0,284 | Valid |
| | X1.5 | 0,613 | 0,284 | Valid |
| | X1.6 | 0,616 | 0,284 | Valid |
| | X1.7 | 0,610 | 0,284 | Valid |
| | X1.8 | 0,606 | 0,284 | Valid |
| | X1.9 | 0,606 | 0,284 | Valid |
| | X1.10 | 0,623 | 0,284 | Valid |
| LEVEL PEDAS X2 | X2.1 | 0,660 | 0,284 | Valid |
| | X2.2 | 0,577 | 0,284 | Valid |
| | X2.3 | 0,666 | 0,284 | Valid |
| | X2.4 | 0,532 | 0,284 | Valid |
| | X2.5 | 0,713 | 0,284 | Valid |
| | X2.6 | 0,678 | 0,284 | Valid |
| | X2.7 | 0,683 | 0,284 | Valid |
| | X2.8 | 0,636 | 0,284 | Valid |
| | X2.9 | 0,600 | 0,284 | Valid |
| | X2.10 | 0,619 | 0,284 | Valid |
| REPEAT ORDER Y | Y.1 | 0,627 | 0,284 | Valid |
| | Y2 | 0,708 | 0,284 | Valid |
| | Y3 | 0,563 | 0,284 | Valid |
| | Y4 | 0,558 | 0,284 | Valid |
| | Y5 | 0,665 | 0,284 | Valid |
| | Y6 | 0,608 | 0,284 | Valid |
| | Y7 | 0,626 | 0,284 | Valid |
| | Y8 | 0,647 | 0,284 | Valid |
| | Y9 | 0,605 | 0,284 | Valid |
| | Y10 | 0,621 | 0,284 | Valid |

Table. Validity Test Results

Source: SPSS data processing results 27, 2024.

Based on the table above, r calculates $> r$ of the table with a significant level of $0.05 = n-2$, where (n) is the number of samples, so $df = 50 - 2 = 48$ is 0.284.

The results of the validity test of the questionnaire items in the table above show that the brand variable (X1), spicy level (X2), and consumer repeat order (Y) is declared valid, because r count $> r$ table.

| VARIABLE | CRONBACH'S ALPHA | INFORMATION |
|----------|------------------|-------------|
| X1 | 0,826 | Reliable |
| X2 | 0,836 | Reliable |
| AND | 0,823 | Reliable |

Table. Reliability Test Results

Source: SPSS data processing results 27, 2024

Based on the results of the reliability test, all indicators from the Brand, Spicy Level and Consumer Repeat Order variables are said to be realistic, because *Cronbach's Alpha* value > 0.60 .

Coefficientsa

| Model | Unstandardized Coefficients | | Standar | T | Mr |
|-----------------|-----------------------------|------------|-------------------------|-------|------|
| | B | Std. Error | dized Coefficients Beta | | |
| (Constant) | .606 | 1.833 | | .330 | .743 |
| Brand (X1) | .737 | .119 | .706 | 6.172 | .000 |
| Level Pedas(X2) | .314 | .126 | .286 | 2.497 | .016 |

- Dependent Variable: Repeat Order Konsumen
- Dependent Variable: Repeat Order Konsumen

Table. Multiple Linear Regression Analysis Data Results

Source: SPSS data processing results 27, 2024.

Based on the table above, the multiple regression equation can be described, which is as follows:

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2$$

$$Y = 41.921 - 0.248x_1 + 0.145x_2$$

From the multiple linear regression equation above, it can be explained as follows:

- The constant value is 41,921. with a positive sign means that it shows an influence in the same direction between X1, X2 and Y. This shows that it is considered constant, then the value of Y is 41.921.
- The value of the brand coefficient (X1) is (-0.248) in the opposite direction, so this brand has a negative effect on consumer repeat orders.
- The value of the spicy level coefficient (X2) is 0.145 in the same direction, so this spicy level has a positive effect on consumer repeat orders.

Coefficientsa

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Mr |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .606 | 1.833 | | .330 | .743 |
| Brand (X1) | .737 | .119 | .706 | 6.172 | .000 |
| Level Pedas (X2) | .314 | .126 | .286 | 2.497 | .016 |

c. Dependent Variable: Repeat Order Konsumen

Table. Results of T Test Data (Partial)

Source: SPSS data processing results 27, 2024.

ANOVA

| Model | Sum of Squares | df | Mean Square | F | Mr. |
|--------------|----------------|----|-------------|-------|-------|
| 1 Regression | 268.855 | 2 | 134.427 | 3.413 | .041b |
| Residual | 1851.065 | 47 | 39.384 | | |
| Total | 2119.920 | 49 | | | |

a. Dependent Variable: Repeat Order Konsumen

b. Predictors: (Constant), Level Pedas, Brand

Table. Results of Test F (Stimulant)

Source: SPSS data processing results 27, 2024.

Model Summary

| Model | R | R Square | Adjusted Square | RStd. Error of the Estimate |
|-------|-------------------|----------|-----------------|-----------------------------|
| 1 | .988 ^a | .977 | .976 | 2.39477 |

a. Predictors: (Constant), Level Pedas, Brand

b. Dependent Variable: Repeat Order Konsumen

Table. Determination Coefficient Test Results

Source: SPSS data processing results 27, 2024.

Conclusion

Based on the results of the data analysis, it can be concluded that the brand has a partial relationship and a significant impact on consumer repeat orders. With a significance value of 0.000, which is less than 0.05, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected. This indicates that the brand positively and significantly influences consumer repeat orders. Similarly, the level of spiciness also has a partial relationship and an effect on consumer repeat orders, as evidenced by a significance value of 0.016, which is also below the threshold of 0.05. This means that the spicy level has a positive and significant effect on consumers' likelihood of making repeat purchases. Furthermore, with a significance value of 0.041, which is less than 0.05, it can be

concluded that there is a significant simultaneous effect between the independent variables—brand and spicy level on the dependent variable, consumer repeat orders.

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