Index JCS Vol 2

Adults Family Segment 21

AEW 9

Attitude 8

behavior belief 8

Comfortability 18

Consumer Socialization 36

Cost 18

Farm Activiy 7

FFQ 29

Food Selection 32

Friendly services 18

GCEP 28

HIPPC 42

hybrid rice 4

Information Exposure 31

local farmers 35

Location distance 18

maternal age 35

Motivation 45

NHI 41

Oryza sativa 3

Parental Control 31

Parental Modelling 30

PBC 9

Perception 44

Popularity areas 18

Segmentation 20

Single Adults Segment 20

SSA 41

Subjective Norm 8

Sukamandi 6

Tour facilities 18

Tour originality 18

Tourism 15

Typical Culinary Tour 22

Vegetable Eating Habits 30

Young Adult Segment 21

Adolescents 44

buying behaviour 5

Buying decision 9

Claim 34

Consumer education 44

Consumer Education Materia 46

Consumer Liability 47

Consumer Rights 47

FCQ 61

Food Additives 35

Food Label 29

Frequency 8

GCEP 61

Halal logo 28

Healthy Food Selection 62

HRDA 60

Inaplas 3

Information Resources 48

Interrelated Relationships Research 63

IPS 45

Label Reading 31

MILOV 61

NCPA 44

NGO 31

non-contagious diseases 36

OTBA 17

OTBA service 22

Packaging Type 8

Part Label Read 32

perceptual instrument 4

Place of Purchase 9

psychological factor 65

Reason Purchasing 9

Research Sites 31

Rural 8

Sachet Packaging 6

Spending 8

SSS 44

Transportation 17

ULC 45

Urban 8

VMS 45