

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City

Indra Eka Wardana Toii¹, Xenia Irene Sandy Landjang², Lisa Gresti Sella Damanik³,
Yuni Riskita Mangopo⁴, Rizka Cintya Edwar⁵

^{1,2,3,4,5} Management Study Program, Faculty of Economic and Business, Cenderawasih University, Jayapura, Indonesia

Email: indra.toii@feb.uncen.ac.id , xenia.landjang@feb.uncen.ac.id , lisa.damanik@feb.uncen.ac.id ,
yuni.mangopo@feb.uncen.ac.id , rizka.edwar@feb.uncen.ac.id

The increasing consumer awareness of sustainability, authenticity, and trust in local products has become an important factor in enhancing the competitiveness of local micro, small and medium enterprises (MSMEs) in Indonesia. One of the distinctive local products with significant cultural and economic value is Buah Merah Papua which has gained increasing attention from consumers in regional markets. This study aims to examine the influence of perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit and perceived trustworthiness on consumer's attitudes toward local products with a focus on Buah Merah Papua as a local MSME product in Jayapura City. This study employed a quantitative research approach using a structured questionnaire as the primary data collection instrument. The data were collected through questionnaire distribution to 264 respondents selected using a purposive sampling technique with criteria based on consumers who had previously purchased or consumed Buah Merah Papua products. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. The results indicate that perceived authenticity, perceived risk, and perceived trustworthiness have a positive and significant effect on attitude toward local product. Meanwhile, perceived benefit, perceived sustainability, and perceived value were found to have no significant influence on attitude toward local product. These findings highlight the important role of authenticity, trust and risk perception in shaping positive consumer attitudes toward local products. This study contributes to the development of local product marketing literature and provides practical implications for MSME actors in strengthening product positioning, building consumer trust and improving the competitiveness and sustainability of local products in regional and national markets.

Keywords: Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit, Perceived Trustworthiness, Attitude Toward Local Product, Buah Merah Papua, Local MSMEs.

This is an open access
article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/)
license



Corresponding Author:

Xenia Irene Sandy Landjang
Management Study Program, Faculty of Economic and Business, Cenderawasih
University, Jayapura, Indonesia
Jl. Kamp Wolker, Kelurahan Yabansai, Jayapura, Indonesia
xenia.landjang@feb.uncen.ac.id

1. Introduction

In recent years consumer interest in local products has grown significantly alongside increasing awareness of sustainability, product authenticity and ethical consumption [1], [2], [3], [4], [5]. This trend has encouraged the expansion of local micro, small, and medium enterprises (MSMEs) as key contributors to regional economic development and cultural preservation [6], [7], [8], [9], [10]. In Indonesia local products

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

are increasingly recognized not only for their economic value but also for their role in maintaining traditional heritage and strengthening community identity [11], [12], [13], [14], [15]. One of the distinctive local products from Papua is Buah Merah Papua which is a traditional fruit widely known for its nutritional benefits and cultural significance. As a local MSME product Buah Merah Papua has become an important commodity in supporting local business growth especially in Jayapura City.

The growing market for local products has also intensified competition requiring MSME actors to better understand consumer attitudes and purchasing behavior [16], [17], [18], [19], [20]. Consumers today are more selective in evaluating products, particularly in terms of sustainability, authenticity, perceived risks, benefits and trustworthiness [21], [22], [23], [24], [25]. These perceptions influence how consumers form attitudes toward local products which ultimately affect their intention to support and consume them [26], [27], [28], [29]. Understanding these perceptions is increasingly important as local MSMEs seek to improve product competitiveness in both regional and broader markets [30], [31], [32], [33].

The urgency of this research lies in the need to identify the key factors that shape consumer attitudes toward local products particularly in the context of indigenous and culturally embedded products such as Buah Merah Papua [34], [35]. Despite its high economic and cultural potential consumer attitudes toward this product may vary depending on how they perceive its authenticity, risks, value, benefits, sustainability, and trustworthiness [36], [37]. This issue is highly relevant because strengthening positive consumer attitudes can support the long term sustainability of local MSMEs and contribute to regional economic development [38], [39], [40].

This study focuses specifically on examining six consumer perception variables namely perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit, and perceived trustworthiness and their influence on attitude toward local products. The scope of this research is limited to consumers in Jayapura City who have experience purchasing or consuming Buah Merah Papua products. This specific focus is intended to provide a clearer understanding of the determinants of consumer attitudes in the local product context. Therefore, this study aims to analyses and evaluate the influence of perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit, and perceived trustworthiness on consumer's attitudes toward local products particularly Buah Merah Papua as a local MSME product in Jayapura City.

2. Literature Review and Problem Statement

Consumer attitude toward local products has become an important topic in marketing and consumer behavior studies, particularly in the context of sustainability and authenticity [41], [42], [43]. According to Zhang et al. (2022) [44] and Safeer et al. (2022) [45] consumer attitudes are formed through beliefs and evaluations of product attributes which subsequently influence behavioral intentions. In the context of local products according to Lee and Eastin (2021) [46] and Sidali et al. (2021) [47] perceived authenticity has been identified as a critical factor in shaping positive consumer attitudes because authenticity reflects originality, cultural value and product uniqueness. Likewise, according to Nosi et al. (2022) [48] and To et al. (2023) [49] perceived trustworthiness is often associated with stronger consumer confidence, reducing uncertainty in purchase decisions. According to Hermawan (2021), Bernarto et al. (2024), Shih et al. (2024) and Sung et al. (2026) [50], [51], [52], [53] they also highlighted the importance of perceived sustainability and perceived value in influencing consumer evaluations particularly for products positioned as ethical or environmentally responsible. However, perceived risk remains a complex factor according to Jun (2020), Zhang and Yu (2020) and Michałowska et al. (2024) [54], [55], [56] they suggest that it negatively affects consumer attitudes due to uncertainty while others argue that risk perception can strengthen trust when managed effectively.

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

In the context of local products, consumer attitudes are not determined by a single perception but are shaped through the interaction of multiple cognitive evaluations regarding product authenticity, sustainability, value, benefits, trustworthiness and perceived risks [57], [58], [59], [60], [61]. These perception based constructs collectively influence consumer's evaluations before they decide whether a local product deserves their support. Therefore, rather than acting independently these variables are conceptually interconnected and jointly contribute to the formation of attitude toward local products. However, perceived risk remains a complex construct. Traditional consumer behavior literature argues that higher perceived risk reduces positive attitudes and purchase intentions because consumers attempt to avoid uncertainty. Conversely, several recent studies suggest that risk perception does not always produce negative outcomes especially for traditional or indigenous products where consumers may perceive risk as an inherent characteristic rather than a purchasing barrier [62], [63], [64]. These findings indicate that consumer perceptions interact dynamically and the influence of one construct may depend on the presence of other perceptions and the characteristics of the product being evaluated.

Previous empirical findings have reported inconsistent relationships among the proposed constructs. For example, Rajput et al. (2026), Krsnik and Erjavec (2026) and Costello and Lees (2026) [65], [66], [67] found that sustainability positively influences consumer attitudes, whereas other studies reported insignificant effects when consumers prioritize cultural or symbolic values over environmental considerations. Similarly, perceived value and perceived benefit have produced mixed findings across different product categories and consumer groups. The role of perceived risk is even more inconsistent with some studies reporting negative effects while others indicate that consumers may tolerate or even positively interpret certain risks associated with authentic traditional products. These inconsistencies suggest that contextual factors, consumer characteristics and product uniqueness may influence the strength and direction of these relationships. Despite extensive studies on consumer attitudes toward local and sustainable products, several research gaps remain. First, previous studies have mainly focused on mainstream food products or general green products, with limited attention to indigenous local products such as Buah Merah Papua which carry strong cultural and regional identities. Second, inconsistencies in previous findings regarding the role of perceived sustainability, perceived value and perceived risk indicate that these relationships may vary depending on product context and consumer characteristics. Furthermore, limited studies have integrated multiple perception variables simultaneously in examining attitudes toward local products in the MSME context. Based on these gaps this study seeks to address the following research problem to what extent do perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit and perceived trustworthiness influence consumer's attitudes toward local products. To answer this problem, the study proposes six hypotheses: H1: Perceived sustainability positively influences attitude toward local product; H2: Perceived authenticity positively influences attitude toward local product; H3: Perceived risk positively influences attitude toward local product; H4: Perceived value positively influences attitude toward local product; H5: Perceived benefit positively influences attitude toward local product; and H6: Perceived trustworthiness positively influences attitude toward local product.

3. Method

This study employed a quantitative research approach to examine the influence of perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit, and perceived trustworthiness on consumer's attitudes toward local products. A quantitative approach was chosen because it allows the measurement of relationships among variables objectively and systematically through statistical analysis.

The study focused on Buah Merah Papua as a local MSME product in Jayapura City considering its economic and cultural significance as an indigenous Papuan product.

The population of this study consisted of consumers in Jayapura City who had prior experience purchasing or consuming Buah Merah Papua products. The sampling technique used was purposive sampling where respondents were selected based on specific criteria namely individuals who had purchased or consumed Buah Merah Papua at least once. A total of 264 respondents participated in this study, which already met the minimum sample requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM).

Primary data were collected through the distribution of structured questionnaires using a Likert scale ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) to 5 (strongly agree). The questionnaire items were adapted from previous studies and adjusted to the context of local products. Each variable was measured using several indicators: perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit, perceived trustworthiness, and attitude toward local products. Before data analysis the questionnaire was tested for validity and reliability to ensure the quality of the measurement instrument.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0. The analysis process consisted of two main stages: measurement model evaluation (outer model) and structural model evaluation (inner model). The outer model assessment included convergent validity, discriminant validity, and composite reliability tests while the inner model assessment included path coefficient analysis, coefficient of determination (R^2), effect size (f^2), and hypothesis testing using bootstrapping procedures. This method was selected because PLS-SEM is suitable for exploratory studies and complex models involving multiple variables simultaneously [68], [69].

The model used in this study is presented in the following figure:

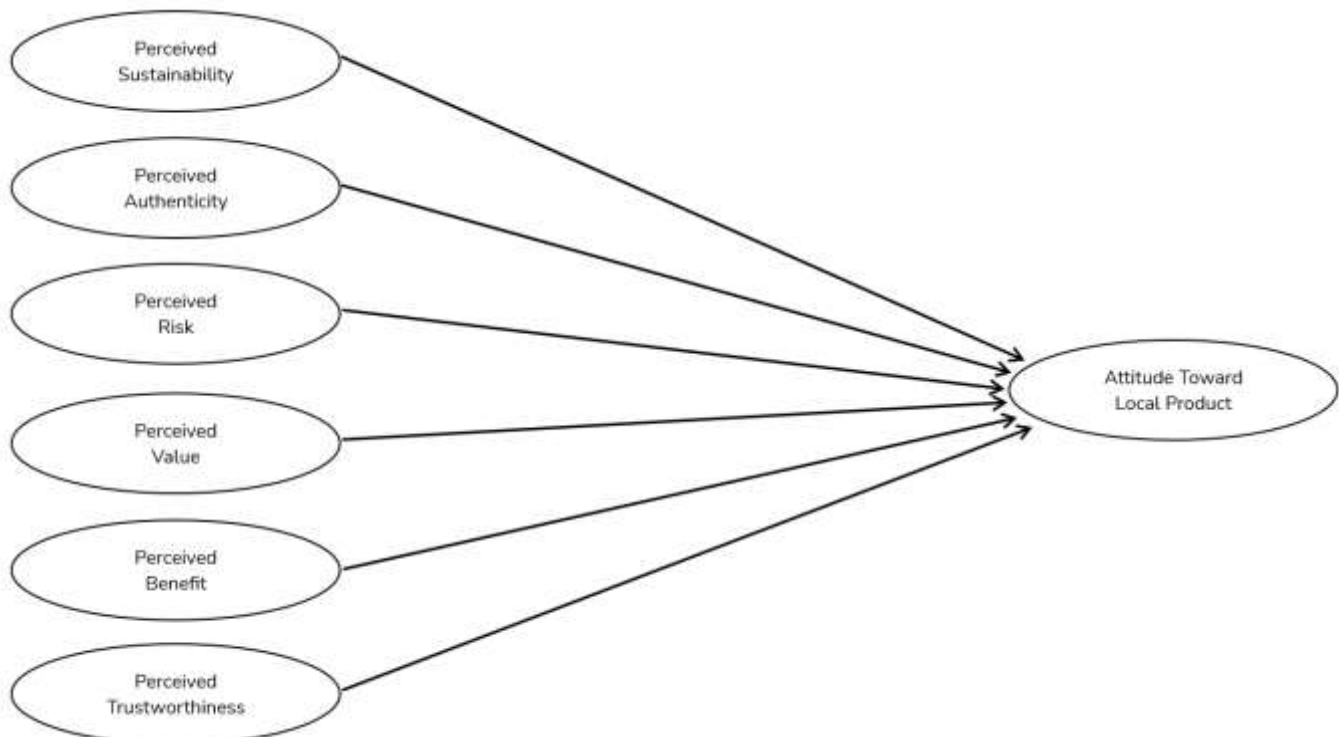


Fig. 1. Research Conceptual Framework

The hypothesis obtained from Figure 1 is as follows:

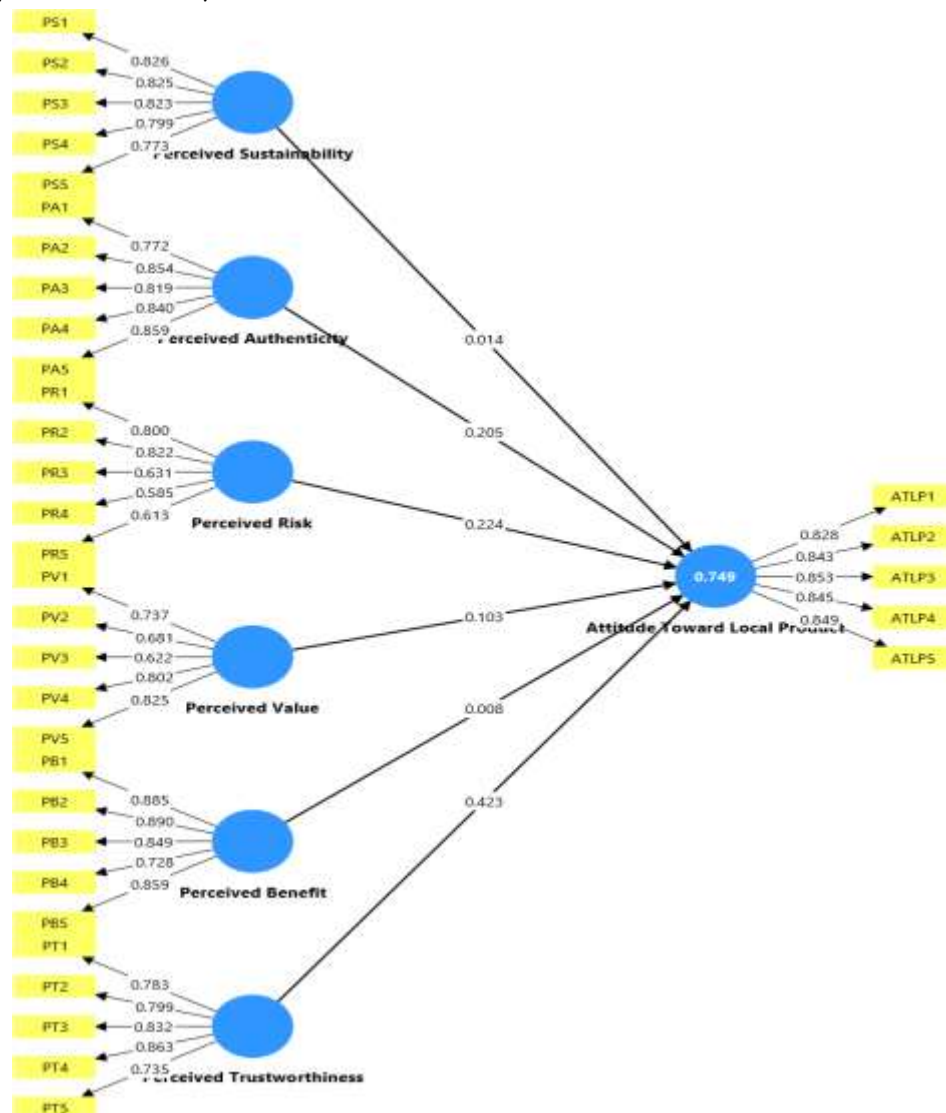
The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

- H1: Perceived Sustainability (X) Has a Positive and Significant Influence on Attitude Toward Local Product (Y).
H2: Perceived Authenticity (X) Has a Positive and Significant Influence on Attitude Toward Local Product (Y).
H3: Perceived Risk (X) Has a Positive and Significant Influence on Attitude Toward Local Product (Y).
H4: Perceived Value (X) Has a Positive and Significant Influence on Attitude Toward Local Product (Y).
H5: Perceived Benefit (X) Has a Positive and Significant Influence on Attitude Toward Local Product (Y).
H6: Perceived Trustworthiness (X) Has a Positive and Significant Influence on Attitude Toward Local Product (Y).

4. Results And Discussion

Outer Model

Outer model measurements are used to test Convergent Validity, Discriminant Validity, AVE, Cronbach's Alpha and Composite Reliability.



Source: Output data processed with SmartPLS 4.0, 2026

Fig. 2. Outer Model

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

Convergent Validity

Table 1. Convergent validity

	Perceived Sustainability	Perceived Authenticity	Perceived Risk	Perceived Value	Perceived Benefit	Perceived Trustworthiness	Attitude Toward Local Product
PS1	0.826						
PS2	0.825						
PS3	0.823						
PS4	0.799						
PS5	0.773						
PA1		0.772					
PA2		0.854					
PA3		0.819					
PA4		0.840					
PA5		0.859					
PR1			0.800				
PR2			0.822				
PR3			0.631				
PR4			0.585				
PR5			0.613				
PV1				0.737			
PV2				0.681			
PV3				0.622			
PV4				0.802			
PV5				0.825			
PB1					0.885		
PB2					0.890		
PB3					0.849		
PB4					0.728		
PB5					0.859		
PT1						0.783	
PT2						0.799	
PT3						0.832	
PT4						0.863	
PT5						0.735	
ATLP1							0.828
ATLP2							0.843
ATLP3							0.853
ATLP4							0.845
ATLP5							0.849

Source: Output data processed with SmartPLS 4.0, 2026

Based on Figure 2 and Table 2, it is known that each indicator in each variable in the study meets the convergent validity criteria with a value of > 0.7 so those are called Valid except PR3, PR4, PR5, PV2 and PV3.

Discriminant Validity

Table 2. Discriminant validity

	Perceived Sustainability	Perceived Authenticity	Perceived Risk	Perceived Value	Perceived Benefit	Perceived Trustworthiness	Attitude Toward Local Product
PS1	0.826	0.605	0.469	0.286	0.477	0.510	0.478
PS2	0.825	0.608	0.501	0.303	0.448	0.491	0.515
PS3	0.823	0.619	0.453	0.350	0.524	0.498	0.511
PS4	0.799	0.670	0.476	0.369	0.476	0.559	0.513
PS5	0.773	0.688	0.558	0.484	0.610	0.608	0.579
PA1	0.673	0.772	0.614	0.516	0.641	0.663	0.638
PA2	0.640	0.854	0.540	0.389	0.520	0.592	0.642
PA3	0.692	0.819	0.518	0.310	0.527	0.490	0.527
PA4	0.650	0.840	0.588	0.444	0.632	0.578	0.579
PA5	0.628	0.859	0.594	0.421	0.548	0.549	0.599

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

	Perceived Sustainability	Perceived Authenticity	Perceived Risk	Perceived Value	Perceived Benefit	Perceived Trustworthiness	Attitude Toward Local Product
PR1	0.617	0.733	0.800	0.537	0.660	0.687	0.722
PR2	0.597	0.664	0.822	0.523	0.671	0.684	0.723
PR3	0.213	0.227	0.631	0.604	0.329	0.324	0.366
PR4	0.153	0.125	0.585	0.550	0.342	0.251	0.242
PR5	0.208	0.235	0.613	0.643	0.397	0.294	0.293
PV1	0.244	0.245	0.615	0.737	0.466	0.430	0.400
PV2	0.152	0.150	0.471	0.681	0.310	0.278	0.335
PV3	0.123	0.078	0.429	0.622	0.262	0.216	0.232
PV4	0.407	0.522	0.585	0.802	0.621	0.578	0.594
PV5	0.509	0.568	0.650	0.825	0.737	0.692	0.680
PB1	0.531	0.572	0.668	0.658	0.885	0.737	0.679
PB2	0.580	0.647	0.617	0.584	0.890	0.728	0.654
PB3	0.576	0.655	0.632	0.622	0.849	0.721	0.653
PB4	0.379	0.460	0.601	0.618	0.728	0.629	0.533
PB5	0.577	0.579	0.621	0.551	0.859	0.734	0.661
PT1	0.538	0.609	0.499	0.463	0.649	0.783	0.601
PT2	0.616	0.589	0.553	0.444	0.620	0.799	0.607
PT3	0.515	0.495	0.557	0.577	0.690	0.832	0.653
PT4	0.569	0.656	0.700	0.610	0.753	0.863	0.761
PT5	0.427	0.445	0.595	0.549	0.660	0.735	0.629
ATLP1	0.525	0.586	0.625	0.511	0.616	0.668	0.828
ATLP2	0.573	0.665	0.625	0.511	0.651	0.700	0.843
ATLP3	0.486	0.568	0.638	0.596	0.638	0.700	0.853
ATLP4	0.579	0.611	0.678	0.575	0.678	0.707	0.845
ATLP5	0.557	0.624	0.670	0.593	0.606	0.660	0.849

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 3, the cross loading factor value for each indicator on its construct are greater than that of other constructs, which can be concluded to meet the discriminant validity criteria.

Average Variance Extraded (AVE)

Table 3. Average Variance Extraded (AVE)

Variables	AVE	Criteria	Information
Perceived Sustainability	0.656	>0.5	Valid
Perceived Authenticity	0.688	>0.5	Valid
Perceived Risk	0.487	>0.5	Valid
Perceived Value	0.544	>0.5	Valid
Perceived Benefit	0.713	>0.5	Valid
Perceived Trustworthiness	0.646	>0.5	Valid
Attitude Toward Local Product	0.712	>0.5	Valid

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 4, it is known that each variable in the study has an AVE value > 0.5, where all variables are declared valid and meet the Average Variance Extraded (AVE) criteria.

Composite Reliability

Table 4. Composite Reliability

Variables	Composite Reliability	Criteria	Information
Perceived Sustainability	0.905	>0.7	Reliability
Perceived Authenticity	0.917	>0.7	Reliability
Perceived Risk	0.823	>0.7	Reliability
Perceived Value	0.855	>0.7	Reliability
Perceived Benefit	0.925	>0.7	Reliability
Perceived Trustworthiness	0.901	>0.7	Reliability
Attitude Toward Local Product	0.925	>0.7	Reliability

Source: Output data processed with SmartPLS 4.0, 2026

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

Based on Table 5, it is known that each variable in the study has a composite reliability value > 0.7 so that all variables are declared reliable and meet the composite reliability criteria.

Cronbach's Alpha

Table 5. Cronbach's Alpha

Variables	Cronbach's Alpha	Criteria	Information
Perceived Sustainability	0.869	>0.7	Reliability
Perceived Authenticity	0.886	>0.7	Reliability
Perceived Risk	0.775	>0.7	Reliability
Perceived Value	0.807	>0.7	Reliability
Perceived Benefit	0.898	>0.7	Reliability
Perceived Trustworthiness	0.862	>0.7	Reliability
Attitude Toward Local Product	0.899	>0.7	Reliability

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 6, it is known that each variable in the study have a Cronbach's alpha value > 0.7 so that all variables are declared reliable and meet the Cronbach's alpha criteria.

Inner Model

Inner model testing includes testing that can show the relationship between independent latent variables and dependent latent variables, where the structural model in question can be described as a hypothesis test, also known as an influence test. Inner model testing is explained by the R-Square test (coefficient of determination).

Table 6. R-Square

Variables	R-Square	Adjusted R-Square
Attitude Toward Local Product	0.749	0.743

Source: Output data processed with SmartPLS 4.0, 2026

The R-Square test (coefficient of determination) is used to measure the magnitude of the influence of the independent variable on its influence on the dependent variable, where in Table 7 it is known that attitude toward local product variable is influenced by the perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit and perceived trustworthiness variables by 74.3% and the remaining 25.7% is influenced by other factors not included in the study.

In the use of SmartPLS 4.0, there are criteria for accepting hypotheses which are carried out by bootstrapping which determines the relationship between the influence of independent variables on dependent variables, where a hypothesis can be accepted and is significant if the p-value is <0.5 and the t-statistic value is $> t$ -table (1.96).

Table 8. Path Coefficient Results

	Original (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Information
Perceived Sustainability on Attitude Toward Local Product	0.014	0.014	0.063	0.220	0.826	Rejected
Perceived Authenticity on Attitude Toward Local Product	0.205	0.200	0.074	2.772	0.006	Accepted
Perceived Risk on Attitude	0.224	0.217	0.095	2.365	0.018	Accepted

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

Toward Local Product						
Perceived Value on Attitude Toward Local Product	0.103	0.117	0.099	1.044	0.296	Rejected
Perceived Benefit on Attitude Toward Local Product	0.008	0.010	0.119	0.071	0.943	Rejected
Perceived Trustworthiness on Attitude Toward Local Product	0.423	0.422	0.086	4.887	0.000	Accepted

Source: Output data processed with SmartPLS 4.0, 2026

Based on Table 8 those are known that the path coefficient results through the Original Sample (O) column in the results of testing the perceived sustainability variable on attitude toward local product obtained a value of 0.014 or 1.4%, the perceived authenticity variable on attitude toward local product obtained a value of 0.205 or 20.5%, the perceived risk variable on attitude toward local product obtained a value of 0.224 or 22.4%, the perceived value variable on attitude toward local product obtained a value of 0.103 or 10.3%, the perceived benefit variable on attitude toward local product obtained a value of 0.008 or 0.8% and the perceived trustworthiness variable on attitude toward local product obtained a value of 0.423 or 42.3%. the T Statistic result were $0.220 < t\text{-table (1.96)}$ (perceived sustainability on attitude toward local product), $2.772 > t\text{-table (1.96)}$ (perceived authenticity on attitude toward local product), $2.365 > t\text{-table (1.96)}$ (perceived risk on attitude toward local product), $1.044 < t\text{-table (1.96)}$ (perceived value on attitude toward local product), $0.071 < t\text{-table (1.96)}$ (perceived benefit on attitude toward local product) and $4.887 > t\text{-table (1.96)}$ (perceived trustworthiness on attitude toward local product) with the conclusion that three hypothesis (perceived authenticity on attitude toward local product, perceived risk on attitude toward local product, perceived trustworthiness on attitude toward local product) were accepted and have a positive influence and have a level of significance by looking at the P values owned by $0.006 < 0.05$ for perceived authenticity on attitude toward local product, $0.018 < 0.05$ for perceived risk on attitude toward local product and $0.000 < 0.05$ perceived trustworthiness on attitude toward local product with the conclusion that the perceived authenticity, perceived risk and perceived trustworthiness variables have a significant effect on attitude toward local product, thus hypothesis 2 (H2), hypothesis 3 (H3) and hypothesis 6 (H6) were accepted because those variables have a positive and significant influence on attitude toward local product because the T statistic are greater than the t table (1.96) and P values < 0.05 while another three hypothesis (perceived sustainability variable on attitude toward local product, perceived value variable on attitude toward local product and perceived benefit variable on attitude toward local product) were not accepted and have not a level of significance by looking at the P values owned by $0.826 > 0.05$ for perceived sustainability variable on attitude toward local product, $0.296 > 0.05$ for perceived value variable on attitude toward local product and $0.943 > 0.05$ for perceived benefit variable on attitude toward local product with the conclusion that the perceived sustainability, perceived value and perceived benefit variables do not have a significant effect on attitude toward local product, thus hypothesis 1 (H1), hypothesis 4 (H4) and hypothesis 5 (H5) were not accepted because those variables do

not have a positive and significant influence on attitude toward local product because the T statistic are smaller than the t table (1.96) and P values > 0.05.

The positive and significant influence of perceived authenticity supports studies from Girish and Lee (2019) and Kumar and Kaushal (2021) [70], [71] who highlighted about perceived authenticity supports theory of planned behavior where beliefs about product originality and uniqueness strengthen consumer attitudes. This finding is consistent with Chen and Slade (2025) and Yang and Su (2026) [72], [73] who found that authenticity enhances emotional attachment and consumer preference particularly in traditional product markets. Although the statistical analysis confirmed that perceived authenticity, perceived risk, and perceived trustworthiness significantly influence attitude toward local products, the more important contribution of this study lies in explaining how these perceptions interact within the context of indigenous local products. These findings indicate that consumers evaluate Buah Merah Papua not only as a commercial product but also as a representation of local identity, cultural heritage and regional uniqueness. Consequently, symbolic and emotional dimensions become more influential than utilitarian product attributes in shaping consumer attitudes. Interestingly, perceived risk also showed a positive and significant effect which contrasts with many previous studies that often link risk with negative attitudes. This inconsistency may be explained by the unique context of indigenous local products. Consumers may interpret risk as part of the natural and traditional characteristics of the product rather than as a negative attribute. This finding provides a new contribution to the literature suggesting that risk perception can function differently depending on cultural and contextual factors. Similarly, perceived trustworthiness aligns with Han et al. (2023) and Hažić et al. (2026) [74], [75] emphasizing trust as a key factor in relationship marketing. Consumers who perceive Buah Merah Papua as credible and reliable tend to form stronger positive attitudes. This unexpected finding may be explained by the unique characteristics of indigenous products. Consumers of Buah Merah Papua may interpret perceived risk not as a threat but as an indication of product originality and natural production processes. Therefore, the positive role of perceived risk reflects consumer's willingness to accept uncertainty when they strongly believe in the authenticity and credibility of indigenous products. This finding contributes to the literature by demonstrating that the effect of perceived risk is highly context dependent and may differ across product categories and cultural settings.

In contrast, perceived sustainability did not significantly influence consumer attitudes. This result differs from studies conducted by Zhou et al., (2025), Nieto-Villegas et al. (2026) and Selvaggi et al. (2026) [76], [77], [78] which reported that environmental sustainability positively affects consumer's evaluations of green products. The discrepancy may be explained by differences in consumer priorities. For many consumers in Jayapura purchasing Buah Merah Papua is primarily motivated by cultural attachment, traditional beliefs, health benefits and local identity rather than environmental concerns. Sustainability attributes may therefore remain relatively invisible because consumers assume that local products are naturally sustainable without explicitly evaluating environmental practices. Similarly, perceived value failed to demonstrate a significant influence on attitude toward local products. Although previous studies argued that consumers generally evaluate products based on value obtained relative to cost the present findings suggest a different decision making process for indigenous products. Consumers purchasing Buah Merah Papua may pay less attention to economic value because the product is perceived as culturally unique and difficult to substitute. Emotional attachment and cultural identity may therefore outweigh purely economic evaluations. Perceived benefit also showed no significant relationship with consumer attitudes. Although consumers recognize the nutritional and health benefits of Buah Merah Papua these perceived benefits alone appear insufficient to generate favorable attitudes. One possible explanation is that consumers already regard these benefits as common knowledge. therefore, additional perceptions

regarding product benefits do not substantially change their attitudes. The insignificant effects of perceived sustainability, perceived value and perceived benefit reveal interesting phenomena. These findings differ from Burkert et al. (2023), Aida and Widayati (2025), Karpe (2025) and Suttharattanagul et al. (2025) [79], [80], [81], [82] who emphasized the importance of sustainability and value in shaping consumer attitudes. The inconsistency may be due to differences in consumer priorities in Jayapura where cultural authenticity and trust may outweigh economic or sustainability considerations. This indicates that local consumers may prioritize symbolic and emotional values over functional and environmental aspects.

Based on these findings, a preliminary conclusion can be drawn that consumer attitudes toward Buah Merah Papua are primarily shaped by authenticity, trustworthiness, and risk awareness. These results imply that local MSME actors should focus on preserving product authenticity, strengthening consumer trust and providing transparent product information. This preliminary conclusion provides a foundation for further validation and future research particularly in exploring broader geographical contexts and additional consumer behavior variables. From a managerial perspective these findings provide several important implications for local MSMEs. First, producers should strengthen authenticity by preserving traditional production methods, protecting geographical identity and communicating the cultural history of Buah Merah Papua through branding activities. Second, consumer trust should be enhanced through product certification, quality assurance systems, transparent labeling and collaboration with government agencies and health institutions. Third, marketing communication should emphasize storytelling that highlights indigenous heritage and cultural uniqueness rather than focusing exclusively on product functionality. Finally, local governments and MSME development agencies should support certification programs, digital marketing initiatives and educational campaigns that increase consumer awareness regarding authentic Papuan products. These strategies are expected to strengthen positive consumer attitudes, improve market competitiveness and promote the long-term sustainability of local MSMEs.

5. Conclusion

This study aimed to examine the influence of perceived sustainability, perceived authenticity, perceived risk, perceived value, perceived benefit and perceived trustworthiness on consumer's attitudes toward local products specifically Buah Merah Papua as a local MSME product in Jayapura City. The findings revealed that perceived authenticity, perceived risk and perceived trustworthiness have positive and significant effects on attitude toward local products while perceived sustainability, perceived value and perceived benefit do not show significant effects. These results indicate that consumer attitudes toward local products are more strongly influenced by cultural originality, trust and awareness of product related risks rather than by functional value, sustainability considerations nor perceived benefits.

The findings partially support the theory of planned behavior particularly in emphasizing the role of beliefs and perceptions in shaping consumer attitudes. The significant influence of authenticity and trustworthiness highlight the importance of product originality and trust in consumer decision making. However, the positive significance of perceived risk differs from many previous studies that generally associate risk with negative attitudes. This difference may be explained by the cultural and traditional context of Buah Merah Papua where consumers may perceive risk as part of the product's uniqueness rather than as a barrier. Likewise, the insignificant effects of sustainability, value and benefit suggest that local consumers in Jayapura may prioritize symbolic and emotional dimensions over economic or environmental considerations.

From a scientific perspective, this research contributes to the development of consumer behavior and local product marketing literature by providing empirical evidence from an indigenous product context which remains underexplored in previous studies. Methodologically, the use of Partial Least Squares

Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 provides a robust framework for examining complex relationships among multiple perception variables. Practically, the findings offer important implications for local MSME actors suggesting that maintaining product authenticity, improving transparency and strengthening consumer trust should be prioritized to enhance positive consumer attitudes and market competitiveness.

Despite its contributions this study has several limitations. First, the research was limited to consumers in Jayapura City which may reduce the generalizability of the findings to other regions. Second, the study focused only on six perception variables without considering other potential factors such as brand image, social influence nor consumer experience. Therefore, future research is recommended to expand the geographical scope, include additional variables and explore comparative studies across different local products to provide a broader understanding of consumer attitudes toward indigenous local products.

6. Referensi

- [1] S. Man et al., *Entrepreneurship di Era Digital*. Jambi: Sonpedia Publishing Indonesia.
- [2] Y. Rante and I. E. W. Toii, "The Influence of Perceived Usefulness, Ease of Use, Security, and Trust on Intention to Use DANA E-Wallet," *J. Ilm. Manaj. Kesatuan*, vol. 13, no. 5, pp. 2815–2826, 2025, doi: 10.37641/jimkes.v13i5.3877.
- [3] R. Rustiyana et al., *Digital Marketing*. Jambi: Sonpedia Publishing Indonesia.
- [4] A. L. Situmorang, R. Martini, L. Judijanto, J. Jusnia, S. Suhaidar, and I. E. W. Toii, *Akuntansi Manajemen*. Jambi: Sonpedia Publishing Indonesia.
- [5] Indra Eka Wardana Toii, Xenia Irene Sandy Landjang, Rizka Cintya Edwar, Alfani Laura Harikedua, and Nur Mila Sari, "The use of E-Payment Method and Its Influences on Student's Payment Transaction Method in Jayapura City," *J. Ilmu Manajemen, Ekon. dan Kewirausahaan*, vol. 5, no. 1, pp. 185–195, 2025, doi: 10.55606/jimek.v5i1.5960.
- [6] I. E. W. Toii, R. C. Edwar, X. I. S. Landjang, Y. R. Mangopo, and L. G. S. Damanik, "Pengaruh Content Marketing dan Brand Image Theyuji Terhadap Keputusan Pembelian," *Bussman J. Indones. J. Bus. Manag.*, vol. 4, no. 3, pp. 1023–1043, doi: 10.53363/buss.v4i3.281.
- [7] R. Martini et al., *Akuntansi Biaya*. Jambi: Sonpedia Publishing Indonesia.
- [8] I. E. W. Toii, L. Judijanto, F. Hidayat, and I. F. U. Tamba, *Pengantar Administrasi Bisnis: Teori Komprehensif*. Jambi: Sonpedia Publishing Indonesia.
- [9] I. E. W. Toii, N. Hernita, C. Apriyanti, and A. G. Lestari, *Buku Ajar Ekonomi Mikro*. Jambi: Sonpedia Publishing Indonesia.
- [10] E. Ediyanto et al., *Manajemen Pemasaran (Konsep Pemasaran Digital)*. Jambi: Sonpedia Publishing Indonesia.
- [11] I. E. W. Toii, N. M. Sari, X. I. S. Landjang, and A. L. Harikedua, "Influence of Electronic Trust, Satisfaction, and Engagement on Consumption Behavior in Mobile Legends Players," *J. Ilm. Manaj. Kesatuan*, vol. 13, no. 5, pp. 3855–3866, 2025, doi: 10.37641/jimkes.v13i5.3771.
- [12] I. E. W. Toii, "Brand Awareness as a Determinant of Purchase Intention: Evidence from Aquviva Bottled Water Consumers in Jayapura City," *J. Ilm. Multidisiplin Indones. (JIM-ID)*, vol. 5, no. 02, pp. 434–441, [Online]. Available: <https://ejournal.seaninstitute.or.id/index.php/esaprom/article/view/8122>
- [13] Mikhael Jibrael Balo, Feliks Arfid Guampe, Novi Maryam Lempao, and Indra Eka Wardana Toii, "The Role of Digital Technology in Enhancing Human Resource Management in Village Government : A Literature Review," *Digit. Innov. Int. J. Manag.*, vol. 1, no. 4, pp. 276–291, 2024, doi: 10.61132/digitalinnovation.v1i4.214.
- [14] I. E. W. Toii, R. C. Edwar, Y. R. Mangopo, X. I. S. Landjang, and L. G. S. Damanik, "Pelatihan Kepemimpinan dan Kewirausahaan Sebagai Upaya Meningkatkan Kemandirian dan Kreativitas Generasi Muda Jayapura," *J. Masy. Mandiri*, vol. 9, no. 6, pp. 7132–7141, doi: 10.31764/jmm.v9i6.35247.
- [15] E. A. S. Sijabat, A. Ridani, A. I. Datya, Y. P. Pasrun, I. Suhardiah, and I. E. W. Toii, *Buku Ajar Sistem Informasi Manajemen*. Jambi: Sonpedia Publishing Indonesia.
- [16] A. Azizah, M. Syam, E. Merdekawati, R. Musfira, and I. E. W. Toii, *Buku Ajar Komunikasi Bisnis*. Jambi: Sonpedia Publishing Indonesia.
- [17] I. E. W. Toii, "Pengaruh Brand Love Terhadap Purchase Decision Oreo pada Generasi Z di Kota Jayapura." doi: 10.35870/jemsi.v12i3.7362.
- [18] Y. Rante and I. E. W. Toii, "Determinants of Brand Love in E-Commerce Platforms: The Role of Pop-Up Advertising, Satisfaction, Brand Awareness and Brand Association among Blibli Users in Jayapura City," *Green Inflat. Int. J. Manag. Strateg. Bus. Leadersh.*, vol. 3, no. 2, pp. 55–68, doi: 10.61132/greeninflation.v3i2.715.

The Influence of Perceived Sustainability, Perceived Authenticity, Perceived Risk, Perceived Value, Perceived Benefit and Perceived Trustworthiness on Attitude Toward Local Product: A Study on Buah Merah Papua as a Local MSME Product in Jayapura City, Indra Eka Wardana Toii et al

- [19] I. E. W. Toii et al., "No Title."
- [20] I. E. W. Toii, X. I. S. Landjang, Y. R. Mangopo, L. G. S. Damanik, and R. C. Edwar, "Implementasi Manajemen Pemasaran Digital dalam Rangka Optimalisasi Bisnis Digital Berbasis Komunitas pada Generasi Muda di Kota Jayapura," *Pelayanan Unggulan J. Pengabd. Masy. Terap.*, vol. 3, no. 2, pp. 83–92, doi: 10.62951/unggulan.v3i2.3261.
- [21] A. Ferawati, I. E. W. Toii, I. Pratiwi, A. L. Kio, S. Sumarni, and C. S. Putra, *Buku Ajar Pengantar Manajemen*. Jambi: Sonpedia Publishing Indonesia.
- [22] Y. Rante, R. P. Lagaronda, I. E. W. Toii, and A. L. Harikedua, "Digital Innovation and MSMEs Performance in Building Adaptive Business Models in the Age of Disruption," *A Lit. Rev. Seybold Rep. J.*, vol. 21, no. 01, pp. 5–29, doi: 10.5281/zenodo.19873698.
- [23] I. E. W. Toii and X. I. S. Landjang, "Hearts2Hearts Brand Ambassador Influence and Consumer Repurchase Intention: A Study of Scarlett Product Users in Jayapura City," *J. Ilm. Multidisiplin Indones. (JIM-ID)*, vol. 5, no. 04, pp. 859–868, [Online]. Available: <https://ejournal.seaninstitute.or.id/index.php/esaprom/article/view/8426>
- [24] A. Supriyanto et al., *Manajemen Pemasaran (Teori dan Implementasi)*. Jambi: Sonpedia Publishing Indonesia.
- [25] K. Harjiyanto et al., *Buku Ajar Manajemen Rantai Pasok*. Jambi: Sonpedia Publishing Indonesia.
- [26] I. E. W. Toii, "Pengaruh Electronic Word of Mouth (eWOM) Terhadap Purchase Intention Konsumen Generasi Z Produk Nabati Richoco di Kota Jayapura," *ProBisnis J. Manaj.*, vol. 17, no. 1, pp. 473–481, [Online]. Available: <https://www.ejournal.joninstitute.org/index.php/ProBisnis/article/view/1400>
- [27] A. R. Utami et al., *Digital Marketing : Strategi Pemasaran Digital Terpadu*. Jawa Tengah: Eureka Media Aksara.
- [28] F. Karnudu et al., *Dasar – Dasar Pemasaran: Menembus Pasar di Era Disrupsi*. Jawa Tengah: Eureka Media Aksara.
- [29] T. Tegowati et al., *Marketing 5.0: Teknologi untuk Kemanusiaan*. Jawa Tengah: Eureka Media Aksara.
- [30] I. E. W. Toii, L. Judijanto, O. R. Payangan, H. K. Sihura, P. J. Lolo, and D. Praseyo, *Manajemen Pemasaran Digital*. Jambi: Sonpedia Publishing Indonesia.
- [31] M. Muchtar, L. Judijanto, I. E. W. Toii, and N. Zahara, *Green Marketing dan Konsumen Generasi Z : Tren, Nilai, dan Komunikasi Etis*. Jambi: Sonpedia Publishing Indonesia.
- [32] L. Judijanto, N. Indrayani, S. Shilfani, I. E. W. Toii, and F. Nalurita, *Bisnis dan Digitalisasi Usaha*. Jambi: Sonpedia Publishing Indonesia.
- [33] R. Rustiyana, A. Nuvriasari, R. Risqiani, L. Judijanto, D. Balik, and I. E. W. Toii, *Perilaku Konsumen*. Jambi: Sonpedia Publishing Indonesia.
- [34] M. Y. Anshori, D. F. Karya, R. A. Elfita, L. A. Sahrin, and M. N. Gita, "Domestic Consumption: Relative Product Quality Ethnocentrism, and Domestic Product Belief," 2023. doi: 10.2991/978-94-6463-008-4_45.
- [35] I. G. M. Y. Bakti, S. Sumaedi, T. Rakhmawati, S. Damayanti, and M. Yarmen, "The Model of Domestic Product Quality Syndrome," *SAGE Open*, vol. 10, no. 4, pp. 1–12, 2020, doi: 10.1177/2158244020972359.
- [36] L. Miguel, S. Marques, and A. P. Duarte, "The influence of consumer ethnocentrism on purchase of domestic fruits and vegetables: application of the extended theory of planned behaviour," *Br. Food J.*, vol. 124, no. 13, pp. 599–618, 2022, doi: 10.1108/BFJ-11-2021-1208.
- [37] D. Kartikasari, M. N. Almunawar, M. Anshari, and W. H. H. Sumardi, "Ethnocentrism and Purchase Intention of Foreign and Domestic Products: A Systematic Review to a Conceptual Framework," *BISNIS J. Bisnis dan Manaj. Islam*, vol. 12, no. 1, p. 45, 2024, doi: 10.21043/bisnis.v12i1.20072.
- [38] R. Baber, S. Sankpal, P. Baber, and C. Gulati, "Consumer ethnocentrism: What we learned and what we need to know?—A systematic literature review," *Cogent Bus. Manag.*, vol. 11, no. 1, 2024, doi: 10.1080/23311975.2024.2321800.
- [39] R. N. Kinawy, "Unraveling consumer behavior: Exploring the influence of consumer ethnocentrism, domestic country bias, brand trust, and purchasing intentions," *Strateg. Chang.*, vol. 34, no. 2, pp. 137–150, 2025, doi: 10.1002/jsc.2607.
- [40] J. J. Blazquez-Resino, S. Gutierrez-Broncano, P. Jimenez-Estevéz, and I. R. Perez-Jimenez, "The effect of ethnocentrism on product evaluation and purchase intention: The case of extra virgin olive oil (EVOO)," *Sustain.*, vol. 13, no. 9, p. 4744, 2021, doi: 10.3390/su13094744.
- [41] M. Q. Al Hadi and I. S. Budi, "The Role of Attitudes toward Local Product in Green Marketing Strategy: Evidence from Muslim Consumers," *Int. J. Islam. Econ. Financ.*, vol. 5, no. 2, pp. 287–304, 2022, doi: 10.18196/ijief.v5i2.14643.
- [42] E. Vorasiha et al., "Purchase Intention and Attitude Toward Community Products in Sing Buri Province: The Role of Perceived Authenticity from Local Wisdom for Sustainable Economic Growth And Reduced Inequalities," *J. Lifestyle SDGs Rev.*, vol. 5, no. 1, p. e02525, 2024, doi: 10.47172/2965-730x.sdgsreview.v5.n01.pe02525.
- [43] F. Abdillah, S. Maryam, B. R. P. Sakti, and A. Juhari, "Local Consumer Behaviour in Developing Countries toward Food and Drinks with Honey Labels: Evidence from Indonesia," *J. Mark. Innov.*, vol. 5, no. 1, 2025, doi: 10.35313/jmi.v5i1.112.
- [44] T. Zhang, J. Chen, and K. G. Grunert, "Impact of consumer global–local identity on attitude towards and intention to buy local foods," *Food Qual. Prefer.*, vol. 96, p. 104428, 2022, doi: 10.1016/j.foodqual.2021.104428.
- [45] A. A. Safeer, Y. Zhou, M. Abrar, and F. Luo, "Consumer Perceptions of Brand Localness and Globalness in Emerging Markets:

- A Cross-Cultural Context," *Front. Psychol.*, vol. 13, no. 919020, 2022, doi: 10.3389/fpsyg.2022.919020.
- [46] J. A. Lee and M. S. Eastin, "Perceived authenticity of social media influencers: scale development and validation," *J. Res. Interact. Mark.*, vol. 15, no. 4, pp. 822–841, 2021, doi: 10.1108/JRIM-12-2020-0253.
- [47] K. L. Sidali, R. Capitello, and A. J. T. Manurung, "Development and validation of the perceived authenticity scale for cheese specialties with protected designation of origin," 2021, *Basel, Switzerland*. doi: 10.3390/foods10020248.
- [48] C. Nosi, T. Pucci, Y. Melanthiou, and L. Zanni, "The influence of online and offline brand trust on consumer buying intention," *EuroMed J. Bus.*, vol. 17, no. 4, pp. 550–567, 2022, doi: 10.1108/EMJB-01-2021-0002.
- [49] A. T. To, T. L. Cao, K. Q. T. Nguyen, T. T. Van Truong, and T. T. Nguyen, "How Customer Experiences Influence Consumer Trust toward Local Clothing Brands," *J. Syst. Manag. Sci.*, vol. 13, no. 3, pp. 325–336, 2023, doi: 10.33168/JSMS.2023.0322.
- [50] E. Hermawan, "Sustainability of Local Products: Interest to Buy, Product Quality and Promotion," *Dinasti Int. J. Econ. Financ. Account.*, vol. 2, no. 3, pp. 336–345, 2021, doi: 10.38035/dijefa.v2i3.1241.
- [51] I. Bernarto, A. Purwanto, J. E. Tulung, and R. Pramono, "the Influence of Perceived Value, and Trust on Wom and Its Impact on Repurchase Intention," *Rev. Gest. Soc. e Ambient.*, vol. 18, no. 4, p. 4983, 2024, doi: 10.24857/rgsa.v18n4-081.
- [52] I. T. Shih, A. D. K. Silalahi, K. Baljir, and S. Jargalsaikhan, "Exploring the impact of perceived sustainability on customer satisfaction and the mediating role of perceived value," *Cogent Bus. Manag.*, vol. 11, no. 1, 2024, doi: 10.1080/23311975.2024.2431647.
- [53] Y. J. Sung, S. B. Yang, and D. E. Jung, "Sustainable Value Perceptions and Local Food Demand: Implications for Regional Food Security and Supply Chain Sustainability," *Sustain.*, vol. 18, no. 8, p. 3937, 2026, doi: 10.3390/su18083937.
- [54] S. H. Jun, "The effects of perceived risk, brand credibility and past experience on purchase intention in the Airbnb context," *Sustain.*, vol. 12, no. 12, p. 5212, 2020, doi: 10.3390/su12125212.
- [55] X. Zhang and X. Yu, "The Impact of Perceived Risk on Consumers' Cross-Platform Buying Behavior," *Front. Psychol.*, vol. 11, no. 592246, 2020, doi: 10.3389/fpsyg.2020.592246.
- [56] M. Michałowska, P. Kułyk, and L. Pietrow, "Consumer Risk in the Purchasing Process in the Organic Food Market," *Sustain.*, vol. 16, no. 21, p. 9205, 2024, doi: 10.3390/su16219205.
- [57] Y. Zhang and A.-Z. He, "The impact of AI influencer endorsements on consumers' purchase intentions: the serial mediating roles of mind perception and brand trustworthiness," *J. Prod. Brand Manag.*, vol. 34, no. 5, pp. 754–765, 2025, doi: <https://doi.org/10.1108/JPBM-02-2024-4974>.
- [58] J. Kim et al., "Consumer preferences for the visual presentation of non-fungible tokens (NFTs) of luxury products: The role of perceived authenticity," *J. Retail. Consum. Serv.*, vol. 82, p. 104131, 2025, doi: <https://doi.org/10.1016/j.jretconser.2024.104131>.
- [59] M. S. Hossain et al., "The influence of celebrity credibility, attractiveness, and social media influence on trustworthiness, perceived quality, and purchase intention for natural beauty care products," *Clean. Responsible Consum.*, vol. 17, p. 100277, 2025, doi: <https://doi.org/10.1016/j.clrc.2025.100277>.
- [60] A. Sousa and P. Rodrigues, "World heritage brand: the importance of trust and authenticity to visitors' perceived world heritage site value," *J. Cult. Herit. Manag. Sustain. Dev.*, vol. 16, no. 4, pp. 950–969, 2026, doi: <https://doi.org/10.1108/JCHMSD-04-2023-0037>.
- [61] E. M. Murgado-Armenteros, C. López-Boronat, S. Valdelomar-Muñoz, and M. Parras-Rosa, "Green perceived value: how extrinsic cues shape sustainability perceptions of food products," *Br. Food J.*, vol. 128, no. 13, pp. 529–550, 2026, doi: <https://doi.org/10.1108/BFJ-12-2025-1646>.
- [62] H. Shin, J. Jeon, and E. (Lena) Jeong, "Investigating consumers' perceived benefits and risks of meal-kit delivery service," *Int. J. Hosp. Manag.*, vol. 119, p. 103715, 2024, doi: <https://doi.org/10.1016/j.ijhm.2024.103715>.
- [63] J. Ju, P.-C. Teo, and H. Adnan, "Navigating the Chinese purchase intent in fresh agricultural product live streaming: anchor features, perceived risk and consumer confidence," *Asia Pacific J. Mark. Logist.*, vol. 37, no. 11, pp. 3348–3366, 2025, doi: <https://doi.org/10.1108/APJML-05-2024-0657>.
- [64] M. Ni-Ying, B. Derqui, and J. Matute, "From risk to action: how perceived risks and cultural dynamics drive surplus food purchases in China and Spain," *Resour. Conserv. Recycl.*, vol. 223, p. 108533, 2025, doi: <https://doi.org/10.1016/j.resconrec.2025.108533>.
- [65] A. Rajput, D. Halan, and V. Srivastava, "Influence of consumption values on consumer attitude towards sustainable apparel purchase intention: evidence from the Indian apparel market," *Res. J. Text. Appar.*, vol. 30, no. 2, pp. 311–328, 2026, doi: <https://doi.org/10.1108/RJTA-06-2024-0090>.
- [66] S. Krsnik and K. Erjavec, "The role of social marketing in shaping attitudes towards the Sustainable Development Goals (SDGs): evidence from Slovenian consumers," *J. Soc. Mark.*, vol. 16, no. 3, pp. 326–349, 2026, doi: <https://doi.org/10.1108/JSOCM-02-2025-0031>.
- [67] J. Costello and S. Lees, "Influencer marketing and sustainability: The power of persuasion on consumer attitudes and behaviors," in *Reference Module in Social Sciences*, Elsevier, 2026. doi: <https://doi.org/10.1016/B978-0-443-29863->

- 9.00092-1.
- [68] C. Y. Piaw, *A step-by-step guide to SMARTPLS 4: Data analysis using PLS-SEM, CB-SEM, Process and Regression*. Kuala Lumpur: Researchtree, 2024.
- [69] M. A. Hatta Setiabudhi, S.E, M. S. Suwono, S.E, M. . Yudi Agus Setiawan, S.S, and M. S. Syahrul Karim, *Analisis Data Kuantitatif dengan SmartPLS 4*. Purwokerto: Borneo Novelty Publishing, 2025. [Online]. Available: <https://ebooks.borneonovelty.com/media/publications/588838-analisis-data-kuantitatif-dengan-smartpls-29069ce4.pdf?>
- [70] V. G. Girish and C. K. Lee, "Authenticity and its relationship with theory of planned behaviour: Case of Camino de Santiago walk in Spain," *Curr. Issues Tour.*, vol. 23, no. 13, pp. 1593–1597, 2020, doi: 10.1080/13683500.2019.1676207.
- [71] V. Kumar and V. Kaushal, "Perceived brand authenticity and social exclusion as drivers of psychological brand ownership," *J. Retail. Consum. Serv.*, vol. 61, 2021, doi: 10.1016/j.jretconser.2021.102579.
- [72] X. X. Chen and E. Slade, "Theory of Planned Behaviour: A Review," in *Theory Hub Book*, S. Papagiannidis, Ed., 2025, p. 9781739604400. [Online]. Available: <https://open.ncl.ac.uk>
- [73] Y. Yang and Q. Su, "Research on the impact mechanism of Green Emotional Involvement on Consumer Engagement Behavior: the chain mediating roles of Perceived Authenticity and Perceived Value," *Front. Psychol.*, vol. 16, no. 1687837, 2026, doi: 10.3389/fpsyg.2025.1687837.
- [74] C. M. Han, H. Nam, and D. Swanepoel, "Perceived brand localness of foreign brands and its impacts on brand trust and purchase intentions in developing countries in Asia: a social identity theory perspective," *Int. Mark. Rev.*, vol. 40, no. 6, pp. 1297–1324, 2023, doi: 10.1108/IMR-05-2022-0130.
- [75] V. Hažić, I. Faletar, and M. Cerjak, "The Influence of Trust, Sustainability Attitudes, and Perceived Retail Access on Purchase Intention in Local Shops: An Extended Theory of Planned Behaviour Approach," *Sustain.*, vol. 18, no. 9, p. 4311, 2026, doi: 10.3390/su18094311.
- [76] X. Zhou, J. Checco, M. A. Akber, and A. A. Aziz, "Factors influencing consumer preferences for sustainably produced rice: A systematic review," *Clean. Responsible Consum.*, vol. 18, p. 100309, 2025, doi: <https://doi.org/10.1016/j.clrc.2025.100309>.
- [77] R. Nieto-Villegas, Z. M. Maró, P. Czine, A. Rabadán, and Á. Török, "Effect of environmental attitudes on consumer acceptance of more sustainable chicken production: Evidence from five European countries," *Futur. Foods*, vol. 13, p. 100941, 2026, doi: <https://doi.org/10.1016/j.fufo.2026.100941>.
- [78] R. Selvaggi, M. Reitano, S. Lombardo, and G. Pappalardo, "Shaping 'green' choices: the role of information, product appearance and environmental attitudes in consumers' willingness to pay for sustainable food packaging," *J. Environ. Manage.*, vol. 401, p. 128886, 2026, doi: <https://doi.org/10.1016/j.jenvman.2026.128886>.
- [79] M. Burkert, V. Hüttl-Maack, J. M. Gil, and D. Rahmani, "The Influence of Green Consumption Values on How Consumers Form Overall Sustainability Perceptions of Food Products and Brands," *J. Sustain. Mark.*, vol. 4, no. 1, pp. 44–62, 2023, doi: 10.51300/JSM-2023-103.
- [80] I. N. Aida and C. Widayati, "Sustainable Fashion MSMEs in Indonesia: How Consumption Value and Green Trust Shape Purchase Intentions," *Int. J. Indones. Bus. Rev.*, vol. 4, no. 2, pp. 227–241, 2025, doi: 10.54099/ijibr.v4i2.1492.
- [81] Pranjal Karpe, "The Role of Sustainability in Shaping Consumer Behavior and Purchase Intentions," *J. Inf. Syst. Eng. Manag.*, vol. 10, no. 34s, pp. 1032–1043, 2025, doi: 10.52783/jisem.v10i34s.5908.
- [82] S. L. Suttharattanagul, S. Santipiriyapon, and T. Daengrasmisopon, "Mindful Consumption and Sustainability Values: Shaping Purchase Intentions and Well-Being Among Generation Z," *Sustain.*, vol. 17, no. 21, p. 9725, 2025, doi: 10.3390/su17219725.