

## Consumers' Intention and Behaviour towards Fish Consumption: A Conceptual Framework

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<b>Abstract</b>	Fish is a vital source of animal protein in Indonesia. However, there is a lack of studies examining fish consumption behaviour. This paper proposes a conceptual framework for fish consumption based on the Theory of Plan Behaviour (TPB) and Alphabet theory. Literature review which corresponds with fish purchasing behaviour was used in the formulation of the conceptual model. Five determinants might influence intention to consume fish namely attitude, subjective norms, Perceived Behavioural Control (PCB), information and knowledge as well as habit. This model can be used for understanding fish consumption and exploring the gap between intention and behaviour when consumers make fish consumption decisions.
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