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Factors Influencing Organic Food Purchase of Young Chinese Consumers

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Abstract

Organic food has drawn attention of more and more consumers. As a result, many researchers have attempted to explain the motivations and marketing issues relevant to the topic. The previous studies provide some conflicting results and could not produce a comprehensive understanding of organic food consumers in China. Given the present research, this paper attempts to conduct a comprehensive study of organic food consumption by examining a variety of factors influencing the consumption of organic food and provide some marketing implications through a survey of young consumers in a large metropolitan area in China. The results have shown that the revised TRA model has been successfully applied in this study. The research has concluded that “food safety”, “nutrition”, and “environmental friendly” are significant factors to impact the purchase of organic food while considering the demographical variables. In addition, the study found that consumers prefer vegetables, fruits, grain and beans, milk, meat and eggs to be organic, which are ranked according to the degree of preference. Moreover, the research suggests that the main barriers bringing about the gap between attitudes and behaviors are price, the distrust on certifications of organic food, and unavailability. These findings have implications for marketing communications to consumers and potentially for organic product development.

Keywords: Organic food, motivations, barriers, attitude, behavior

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1. Introduction

The introduction of the paper provides the background information about organic food market and gives insight to the field of research on the determinants of organic food consumption. Then it provides the food situation in China, which is used to formulate the research problem and aim of the paper.

1.1 Background

As a reaction to the health and environmental effects of genetically modified organisms, pesticides, and other non-natural chemical products used in conventional agriculture, more and more people are interested in organic food (Teng & Wang, 2015). People usually regard organic food as more environmentally friendly, more nutritious, as well as safer and healthier (Teng & Wang, 2015). They also get a higher level of satisfaction from organic food compared with nonorganic ones (Paul & Rana, 2012).

The market of organic food has grown continuously over the last few decades, which represents a multi-billion industry (Organic Trade Association, 2011). As the fourth largest organic market (Shanghai China, 2010), Chinese market is the highest growing one in the world (Xie, Li, and Qian, 2011). From a marketing perspective and taking a macro view, organic food is a niche industry (Pearson & Henryks, 2008). Considering the fact that the marketing of organic products exists within the context of the much larger conventional products industry, it is of great significance to do the research of organic food consumption.

There have been a lot of studies on the determinants of organic food consumption in the last decade (Xie, Wang, Yang, Wang, and Zhang, 2015). According to previous

research, the main identified factors that can have a potential influence on organic food consumption include consumers' concerns about health, food safety, the environment, animal welfare, a wholesome lifestyle, desire for supporting the local economy, pursuit of fashion, and nostalgia for the past (Hughner, McDonagh, Prothero, Shultz, and Stanton, 2007).

1.2 Problem formulation

In China, with the rapid development of society and economy, Chinese food production has been forced to depend on modern agricultural chemical products (Ye, Wang, and Li, 2002). Although the land productivity of China has increased due to the heavy use of chemical pesticides, antibiotics, growth hormones, and fertilizers (Dominique, 2006), it has also caused a lot of problems related to food safety and environmental issues. More and more people are becoming conscious of health and environmental protection, and China's rapid economic growth increases the purchase power of consumers, all of which has led to a rapid and accelerating demand for organic food (Li, 2006; Yin, Wu, and Chen, 2008).

Given China's notoriously poor record when it comes to food safety, it is understandable that why Chinese have a burning desire and great demand of safe and healthy food. In the best-known incident, milk and baby formula adulterated with melamine in order to boost its protein content sickened hundreds of thousands and killed six infants in 2008 (Lin, 2012). The latest horror is so-called gutter oil, which is discarded cooking oil dredged out of restaurant waste drains, treated with chemicals to disguise the foul smell, then resold as new to the market. The stomach-churning new scandals involve everything from counterfeit eggs to steroid-injected pork. China's food safety scandals have given organic food marketers an edge in this vast and growing market, as organic food products meet the expectations of Chinese consumers and eliminate concerns about safety.

Some previous studies from western countries show that organic food purchase has a positive relationship with age (Hughner et al. 2007), which means that organic food purchase appears to be less among younger consumers. However, young people have more favorable attitudes towards organic food (Magnusson, Arvola, Hursti, Åberg and Sjärdén, 2003), so according to these studies, the attitude and behavior gap is extremely large among young people. This means that their positive attitude does not translate into purchase behavior to the same extent.

The growth of organic food has been extremely high in Denmark and its per capita consumption is the highest in the world (Mette & Garmen, 2002). In Denmark, researchers found out that it is mainly the high price and availability that cause this large attitude and behavior gap among Danish young people (Aschemann Witzel & Niebuhr Aagaard 2014). However in China, organic food consumption is only a small percentage in the entire food consumption. The attitudes, purchase intention, purchase behaviors and purchase barriers of young Chinese people may be different from the Danish ones.

So what is the real situation in China? What are young Chinese consumers' attitudes and behaviors towards organic food? What are their motivations and barriers of organic food purchase? Most of the studies focus on the consumers in Europe and other western countries, so there has been little study exploring the influential factors of organic food purchase among young Chinese generation.

According to the statistics of U.S. Census bureau, there are more than 324 million people (20-35 years old) in China in 2014, which is a big population (Census, 2014). Since young people will be the main consumers in the future, this target group deserves particular attention. Therefore, it is essential to understand the main factors that can influence organic food purchase behaviors among young Chinese consumers. Based on the consumer analyses, it is more likely for marketers to

develop successful strategies influencing not only consumer attitude and purchase intention but also actual purchase behavior.

1.3 Research question

The research question was formulated as following:

What are the main factors that can influence organic food purchase behaviors among young Chinese consumers?

How can marketers develop successful marketing strategies for young Chinese consumers?

With the increasing demand of organic food in China, Chinese organic market has a promising future. Since young people have the main purchase power in the future, it is necessary to know about their perceptions and attitudes towards organic food. This paper aims to get insight into the factors (attitudes, social norm, and barriers) that can influence young consumers' organic food purchase in China. The results of the study can provide valuable information for marketers to develop successful marketing strategies.

2. Literature review

The literature related to consumers' purchasing and consumption of organic food is presented as following. The revised Theory of Reasoned Action (TRA) model is applied as the basic theoretical framework. First, the demographic profile of organic food consumers will be shown. Second, major factors related to the revised TRA model which influence purchase and consumption of organic food are emphasized. Third, the marketing implication will be explained from 4Ps perspective (product, price, place, and promotion).

2.1 Profile of organic food consumers

Consumer demographics are considered to be one of the most important aspects of consumer characteristics. Previous studies (Lea and Worsley, 2005; Onyango, Hallman, and Bellows, 2007; Tsakiridou, Boutsouki, Zotos, and Mattas, 2008; Ureña, Bernabéu, and Olmeda, 2008) have pointed that demographic profiles of consumers such as their gender, age, education level and income significantly impact their purchase behavior of organic food. In terms of gender, the majority of studies show that women have more positive attitudes towards organic food than men (Davies, Titterington, and Cochrane, 1995; Thompson, 1998; Magnusson, Arvola, Koivisto Hursti, Åberg, and Sjödén, 2001; Giannini, Chen, Paramonov, and Wu, 2014). Women eat fruits and vegetables more frequently than do men. They are also more willing to follow recommendations given by health experts than men do (Magnusson, 2004). However, some findings indicate that gender has only limited contribution to explaining consumer preferences for organic food (Durham, 2007; Hoefkens, Camp, Verbeke, Aertsens, and Mondelaers, 2009).

Consumers with high level of education are more likely to regard environmental aspects as important in food quality and more likely to pay a premium price for

organic food (Jolly, 1991; Wandel & Bugge, 1997; Magnusson, 2004). Most studies found that consumers with higher level of education have more positive attitude towards organic food (Davies et al., 1995; Thompson, 1998; Magnusson et al., 2001; Lockie, Lyons, Lawrence and Mummery, 2002; Lea & Worsley, 2005; Krystallis, Fotopoulos and Zotos, 2006; Ureña et al., 2008).

Age is a significant variable predicting organic food purchase and that young people are more likely to purchase organic food than older people (Onyango et al., 2007). Additionally, Wandel & Bugge (1997) found that younger consumers purchase organic food on the consideration for the environment and animal welfare, whereas the older people regard their own health as the most important reason. In contrast, some studies found that age has a very low impact on consumer purchase of organic food (Davies et al., 1995; Fotopoulos & Krystallis, 2002; Lea & Worsley, 2005). It is difficult to make any prediction of Chinese market from previous studies.

The previous studies demonstrated different conclusions about the demographic profile of organic consumers (Dimitri & Oberholtzer, 2009). Nasir & Karakaya (2013) argue that this variance is due to different samples, cultural contexts, and time frames. Some research was conducted during the early time frames when the awareness of the organic food was low. Thus, the impact of demographics should change when the awareness and knowledge of organic food increases.

2.2 Theoretical framework

Much research has been conducted using the Theory of Reasoned Action (TRA) model to explain consumer attitudes and behavior of product consumption (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980). The Fishbein model suggests that a person's attitude towards an object results from beliefs and feelings about several attributes of the object (Ahtola 1975). Behavior is supposed to be a result of the

interaction between behavioral intention and external barriers, moreover, behavioral intention is assumed from two determinants: attitude and subjective norm. Similarly, the Theory of Planned Behavior (TPB) explains individual's behavioral intention with both component but adding another factor of perceived behavioral control (Ajzen, 1991). Both the TRA and TPB suggest behavioral intention as a significant antecedent of actual behavior. Generally, the more favorable the attitude and subjective norm, the stronger should be the person's intention to perform the actual behavior. The relationship between behavioral intentions and actual decisions is based on the assumption that people will make reasonable decisions according to the available information to them (Teng & Wang, 2015). However, because many behaviors pose difficulties of execution, it is necessary to consider the barriers to the decision making of buying behavior. Therefore, this study applies the external barriers as another critical factor influencing the process from purchase intention to actual behavior.

2.2.1 Attitude

Attitude is founded on behavioral beliefs about outcomes and evaluations of those outcomes and is the individual's overall evaluation of the behavior (Ajzen & Fishbein, 2000; Magnusson, 2004). Attitude is said to influence consumers' intention. Intentions are the possibility that how people will behave in the future. Thus, as a vital predictor of behavior, attitude is important to understand. Attitudes towards performing behavior are based on beliefs about the behavior and primarily its positive or negative consequences (Ajzen & Fishbein, 2000). Grankvist and Biel (2002) found that positive beliefs about product characteristics may predict future purchase behavior of organic food. In a Swedish study, Magnusson et al. (2003) found that the attitude towards organic food and purchase behavior of organic food were strongly influenced by the perceived human health benefits of the food. Some studies found that consumers' attitudes in particular towards the health attributes and the

environment are the most important factors that explain consumers decision-making processes for organic food (Lea and Worsley, 2005; Tsakiridou et al., 2008; Roitner-Schobesberger, Darnhofer, Somsook and Vogl, 2008; Magistris and Gracia, 2008). Hughner et al. (2007) reviewed previous research and concluded that the motives of organic food consumers include concerns about health, the environment, food safety, animal welfare, desires for supporting the local economy and a healthy lifestyle.

According to the theory, attitudes are based on the information about the organic food and can be changed with new information through communication. It has been found that more information about organic food, which increases consumers' organic food knowledge, will positively influence consumers' attitudes toward organic food products (Briz and Ward, 2009). Hence, it is important for marketers to have a good communication with consumers. They can take advantage of advertisements and promotion to positively affect their attitudes and gain their trust.

2.2.2 Social norm

Social norm is based on normative beliefs and motivation to comply with other persons' wishes (Ajzen & Fishbein, 2000). Normative belief refers to the significant others like family and friends regarding whether one should/should not do something. The motivation to comply with others' wishes means the willingness of someone to behave according to expectations of family and friends (Ajzen & Fishbein, 2000). Previous studies found that there was a critical relationship between consumer social norms and organic food purchase intention (Chen, 2007). If the people who are significant to consumers have positive attitudes and opinions towards organic food, consumers are more likely to have positive intention to buy organic food (Teng & Wang, 2015).

2.2.3 Purchase intention

Purchase Intention is assumed to be the immediate antecedent of behavior, and influenced by the attitude or subjective norms in a direct way (Ajzen & Fishbein, 2000). Attitudes can be formed by the beliefs people have about certain aspects of the product, such as the quality, health, value or price. Based on TRA, external environment influences attitudes by modifying the structure of the person's beliefs. Hence, attitudes are in accordance with beliefs and in turn influencing the subsequent behavior. Moreover, behavioral intention is also determined by the subjective norms around a product. These are determined by the normative consumer beliefs and by the consumer's motivation to obey the norms (Fishbein, 1963).

2.2.4 Barriers

Even though most consumers hold positive attitudes towards green products, especially organic food, there appears to be the attitudes-behavior gap or the intention-behavior gap in consumer behavior of organic food consumption (Aschemann - Witzel & Niebuhr Aagaard, 2014). The intention-behavior gap refers to the situation where consumers have positive attitudes towards a product or even favorable buying intentions, but the actual behavior turns out to be inconsistent with it (Carrington, Neville and Whitwell, 2010). It is necessary to consider barriers or factors influencing the actual behavior. According to research so far, major barriers to organic food are premium price and availability (Aschemann - Witzel & Niebuhr Aagaard, 2014). In China, the price premium of organic vegetables is about 60 percent higher than the usual price premium of 5-50 percent which is acceptable for consumer (Aryal, Chaudhary, Pandit and Sharma, 2009). Thus, high price of organic food products could be considered as a barrier for the development of organic market in China (Magnusson, 2004). Furthermore, the availability of organic food and

the type of store have an influence on organic food purchase and consumption, for example supermarket versus organic supermarket (Magistris & Gracia, 2008; Sunderer & Rössel, 2012). Several studies provide available evidence that consumer habits could be a barrier for purchasing organic food (Magnusson et al., 2001; Tsakiridou et al., 2008). Since consumers usually purchase food products in the same store and don't make much consideration about a product's pros and cons in a purchase situation, food choice is largely made by habits (Magnusson, 2004). The existing literature indicates that trust in organic food and certification has a big influence on consumers' attitudes and behavior (Lea & Worsley, 2005; Padel & Foster, 2005; Teng & Wang, 2015). Angulo, Gil and Tamburo (2005) further demonstrate that consumer mistrust in food labels is deemed the most important factor that influences the purchase intention of organic food.

2.2.5 Marketing implication

By understanding consumer behavior, marketing researchers could develop more effective strategies from new products and services to improving performance of existing products and services (Peter & Olson, 2010). Marketing strategies should be developed, implemented, and changed based on consumer research and analysis. Clearly, marketing strategy should be designed not only to influence consumers but also to be influenced by them (Peter & Olson, 2010). To accurately predict consumer behavior, marketers should measure factors influencing consumers' intentions as well as barriers that can weaken the relationship between the behavioral intentions and the actual behaviors of consumers.

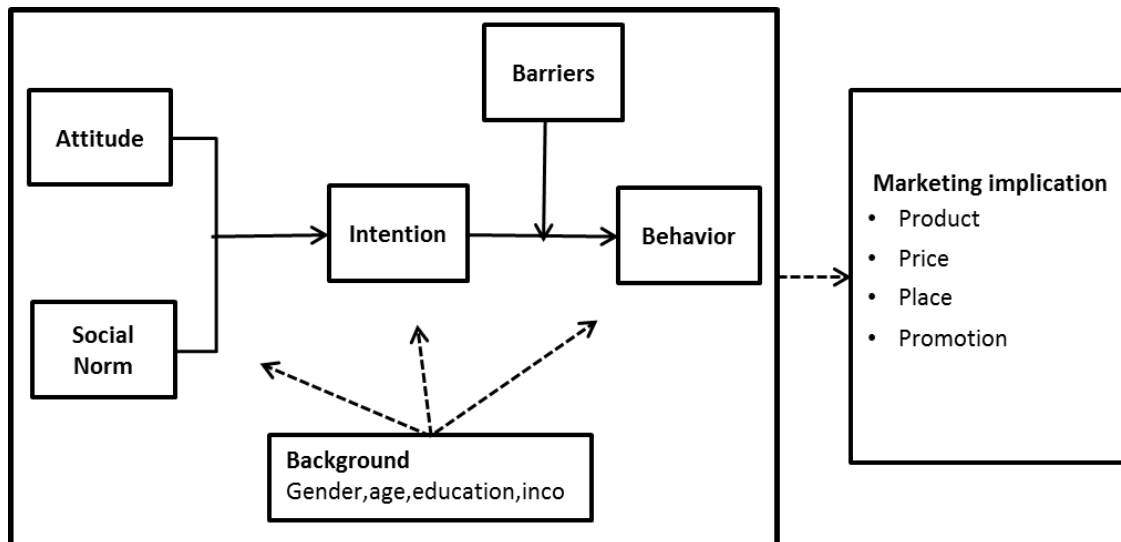
According to the revised TRA model, marketers could gain an insight into attitudes and purchase intentions and barriers that consumers have for organic food. It is critical for marketers to understand what type of product knowledge and beliefs consumers have and what is different from their own expectations of the knowledge

and beliefs of consumers. For instance, do consumers see organic food as healthy, safe, and environmental? How do consumers look at the benefits and risks of organic food consumption by considering the positive and negative consequences? Based on the research and analysis of consumers, the time-honored marketing strategy involving the 4Ps of marketing (product, promotion, price, and place) would ultimately influence consumer behavior.

- The product is seen as the goods-and- services combination that actually being sold (Kotler & Armstrong, 2010). It is the key to understand how the product meets consumer need or demand. Marketers should clearly help consumers to perceive the benefits it offers and how the customer’s life or work will be improved if they purchase organic food.
- The price is defined as how much consumers pay for the product. The most important thing is to inform consumers what value they achieve by giving up the money.
- The place is where the product would be available. Because of the consumptive habits, it is more likely to promote consumption if the products are provided in the locations where they prefer.
- The promotion is about how to promote, advertise and sell the product at proper locations. The effective promotion is to communicate information combined with other three tenets –product, price, and place, which could inform consumers about the product attributes and consequences, as well as prices and places where the products are available (Peter & Olson, 2010).

To sum up, the revised TRA model is as following:

Figure 1: The revised TRA model



Source: Adapted from Ajzen & Fishbein (1975, 1980) and Peter & Olson (2010).

The model will be applied to design a questionnaire in the methodology part. All the questions are related to factors including consumer profile, attitude, social norm, barriers, purchase intention, and marketing implications. Then we will analyze the data collected from the questionnaire and have a deeper discussion according to the results. Based on the revised TPA model, we will find the main factors that can influence organic food purchase behaviors among young Chinese consumers. In addition, it can also provide useful information for marketers to develop successful marketing strategies.

3. Methodology

To find the main factors that can influence organic food purchase behaviors among young Chinese consumers. It is necessary to collect the data regarding their socio-demographic characteristics, attitudes, social norms, purchase behavior, and barriers. Marketing data about consumers also need to be collected to provide valuable information for marketers to expand the market. To gain a big set of data, we decided to make a survey.

3.1 The design of questionnaire

In our research, we have designed a survey questionnaire in order to gather the quantitative data on the factors that can influence organic food consumption among young Chinese people. The questionnaire was composed of 15 questions and translated into Chinese before it was uploaded on the internet. All the questions in our survey were designed based on the factors of the revised TRA model, which includes socio-demographic characteristics, attitudes, social norms, purchase intention, purchase barriers, purchase behaviors, and marketing implications.

3.1.1 Socio-demographic characteristics

The first 5 questions asked about the background information of the respondents. It comprised of questions on gender, age, education level, income per year, and number of children in the household.

3.1.2 Purchase behavior

The second part of our survey (question 6 to question 8) is based on the purchase

behavior of consumers. We asked about the amount of money they spend on food every month and the percentage of organic food consumption. To better understand young Chinese people's purchase behavior, we also included question about the percentage of imported organic food they have consumed.

3.1.3 Attitudes

Question 9 asked about the attitudes of young consumers. We asked them to select the motivation of their organic food purchases. Five items were adopted from the previous research by Xie et al. (2015) and Teng & Wang (2015), which included: "organic food is more nutritious", "organic food has a better taste", "organic food is safer (no fertilizers, non-GMO)", "organic food is more environmental friendly", and "organic food is better for the animal welfare". Each item was marked by respondents according to its importance. 1 means that the item is the least important, while 5 means it is the most important one.

Then in question 10 we asked respondents whether they prefer to buy organic food from brands familiar to them. They can choose from "strongly agree", "agree", "neither agree or disagree", "disagree", and "strongly disagree". We designed this question to understand whether their attitudes of organic food can be affected by the brand of products.

In question 11, we made a deeper investigation on what kinds of organic food they would like to buy most. Respondents choose the percentage of organic food they would like to purchase on each food category, which included "grains and beans", "vegetables", "fruits", "milk", "eggs", "meat" and "tea and coffee". By collecting the data from this question, we can know more about young Chinese consumers' attitudes towards different kinds of organic food and which category is the most promising one in the organic food market.

3.1.4 Social norms

In question 12, we asked about whether young consumers' purchase intention can be influenced by their family and friends' advice and purchase behavior on organic food. To better understand the relationship between social norms and purchase intention in the organic food market, we made five choices, which included "strongly agree", "agree", "neither agree or disagree", "disagree", and "strongly disagree".

3.1.5 Barriers

In the next question, we asked the respondents to select the reasons why they don't purchase organic food as often as they wish. This question is to find out the main barriers which cause the gap between purchase intention and purchase behavior. Ten items adopted from the previous research by Xie et al. (2015) and Sondhi (2014) were used in the question, which included "organic food is more expensive", "organic food is hard to find and/or not available", "the institutions that give organic food certification are not reliable so I do not trust that they are really organic", "I do not know what organic products are", "I am used to buying conventional food", "organic food doesn't have attractive physical appearance", "organic food doesn't have delicious taste", and "I'm not the person who does food shopping". We also asked them to mark these items according to their influences. 1 means that the item is the least influential barrier, while 5 means it is the most influential one.

3.1.6 Marketing questions

In question 14, we asked respondents what are the main ways for them to know about a new food product. There were seven choices in this question, which included

“Shopping in the supermarket or vegetable market”, “TV advertisements”, “Internet advertisements”, “Leaflets, magazines, and newspaper”, “Posters in public places”, “Family and friends’ recommendations”, and “Others”. The last question of our survey was about where consumers prefer to buy organic food. They can choose places including “supermarket”, “vegetable supermarket”, “in organic food specialty stores”, “on the internet”, “at organic farms” and “others”. These two questions are also valuable for organic food producers to know more about the consumers in order to expand the market.

3.2 Sampling techniques and data collection

To get the data for our research, it is necessary to select a sample since it is not practical for us to survey the entire young Chinese population (Saunders, Lewis and Thornhill, 2009). We used self-selection sampling in our research, which means publicizing our questionnaires on the Internet and asking our friends to take part in the research, and then we collect data from those who respond (Saunders et al., 2009). We use this method mainly because it is convenient and less time-consuming (Saunders et al., 2009). However, the likelihood that this sample is representative for the views of all young Chinese consumers is relatively low (Saunders et al., 2009). Our survey was conducted from May 07 to May 10 on the website SOJUMP. A total of 309 questionnaires were completed during four days.

3.3 Limitation

It is important to acknowledge that the web-based sampling method used in this study cannot be generalized to the whole population. The reason for this is that 83.17 percent of the respondents are between 20 and 25 years old which could have skewed the survey results in such a way that they do not accurately represent the young people in the organic food market. The second major issue could be the

cultural reasons, all of the people who have no income are still students in the university, and thus they don't have much experience in shopping food. Their social status could be the main reason for the gap between their positive attitude and actual behavior.

4. Results and analysis

Table 1 shows the detailed demographic characteristics of our respondents, which includes gender, age, education level, income per year (RMB), and number of children in household. It presents that there are more women respondents than men, and most of their age is between 20 to 25 years. A majority of our respondents have received high education but haven't had children yet. The salary levels are different and about one third of the respondents don't have any income.

Table 1: Demographic characteristics of respondents			
		Frequency	Percentage
Gender	Male	121	39%
	Female	188	61%
Age	20-25	257	83%
	26-30	43	14%
	31-35	9	3%
Education Level	Primary school or below	0	0%
	Junior high school	2	1%
	Senior high school/Technical secondary school	3	1%
	Bachelor/Associate	230	74%
	Master or above	74	24%
Income per year (RMB)	no income	97	31%
	≤50000	113	37%
	50001-100000	71	23%
	100001-200000	21	7%
	≥200001	7	2%
Number of children in household	0	297	96%
	1	11	4%
	≥2	1	0%

4.1 Purchase attitudes

4.1.1 Motivation

According to the result of our survey, young Chinese people hold a very positive attitude towards organic food. All the items, which includes “more nutrition”, “better flavor”, “safer”, “animal welfare” and “environmental friendly” are the motivations of their organic food purchase, since all of them got high average scores (Table 2).

Table 2 : Motivations for organic food purchase in different genders			
	Gender		Average score
More nutrition	Male	3.70	3.80
	Female	3.87	
Better flavor	Male	3.28	3.30
	Female	3.32	
Safer(no fertilizers, non-GMO)	Male	4.02	4.14
	Female	4.21	
Animal welfare	Male	3.38	3.52
	Female	3.61	
Environmental friendly	Male	3.43	3.62
	Female	3.74	

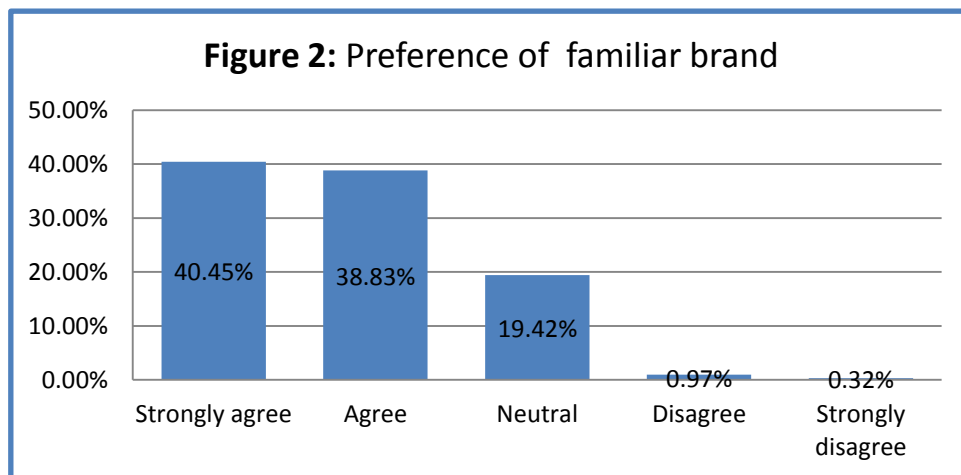
We can see from Table 2 that food safety is the most important motivation for young Chinese consumers. About 60% of respondents marked 5 in this item. They hold the view that organic food is produced without the use of fertilizers and pesticides, and there are no GMOs involved. The huge concern of food safety is due to a lot of Chinese food scandals in the recent years, such as poisonous Jinhua ham (2003), counterfeit baby formula (2004), gutter oil (2010), and pork meat scandal (2013). All of these incidents made Chinese consumers eager for safe food.

Following “food safety”, “more nutrition” and “environmental friendly” are also the key factors that motivate organic food purchase. About 44% of our respondents marked 5 in “more nutrition”, and 38% in “environmental friendly”, followed by “animal welfare” (32%). We can see from the results that although “better flavor” got a high average score (3.3), it is the least important motivation for young Chinese consumers.

In addition, we also calculate the scores of each motivation according to gender. From the results (Table 2), young Chinese women are more likely to be motivated by “more nutrition”, “better flavor”, and “safety” of organic food, while men got higher scores than women in the aspects of “animal welfare” and “environmental friendly”. We can see that women pay more attention to the benefits of the organic food itself and men are more concerned with the outside benefits.

4.1.2 Brand influence

From the results of our survey (Figure 2), most of our respondents agree or strongly agree that they prefer to buy organic food from brands familiar to them.

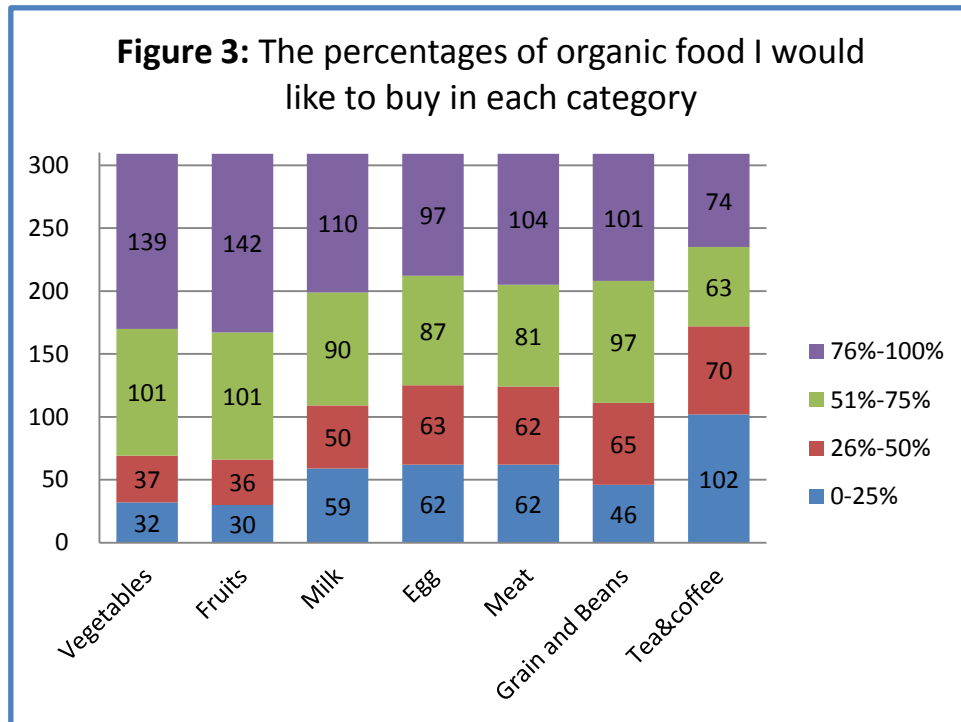


In addition, Table 3 presents that women (83%) have a stronger preference for familiar brands than men (74%). So we can see that the brand of organic food can have a big influence on the attitudes of young Chinese people, especially among women consumers.

Table 3 : Preference of familiar brand in different genders			
	Gender		Average percentage
Strongly agree and Agree	Male	82.98%	79.28%
	Female	73.46%	

4.1.3 Food categories preference

When it comes to what kinds of organic food is the most popular one, we found out that young Chinese people prefer to buy more organic fruits and vegetables. For example, among 309 respondents, 142 of them would like 76%-100% of their fruits to be organic, and 101 of them chose 50%-75% (Figure 3).



According to the results of our survey, the average percentage of purchase intention in each category can be calculated. It shows that young Chinese people would like 78% of their vegetables, 79% of fruits, 70% of milk, 68% of eggs, 68% of meat, 70% of grain and beans, and 59% of tea and coffee to be organic (Table 4). It seems that compared with other food categories, young Chinese people do not care whether their tea and coffee is organic or not.

The percentages of organic food that young Chinese consumers would like to purchase are also different between men and women. From our analysis, women prefer to buy more organic vegetables, fruits, milk, eggs, grain and beans. In

comparison, men prefer to buy more organic meat, tea and coffee. For example, young Chinese women would like 72% of their milk to be organic, while men are 67% (Table 4).

Table 4 : The percentages of organic food male and female would like to buy in each category			
	Gender		Average percentage
Vegetables	Male	75.01%	78.07%
	Female	80.06%	
Fruits	Male	74.99%	78.72%
	Female	81.11%	
Milk	Male	66.94%	70.31%
	Female	72.48%	
Eggs	Male	64.67%	67.72%
	Female	69.68%	
Meat	Male	70.25%	68.36%
	Female	67.15%	
Grain & Beans	Male	67.98%	70.48%
	Female	72.07%	
Tea & Coffee	Male	61.79%	58.82%
	Female	56.91%	

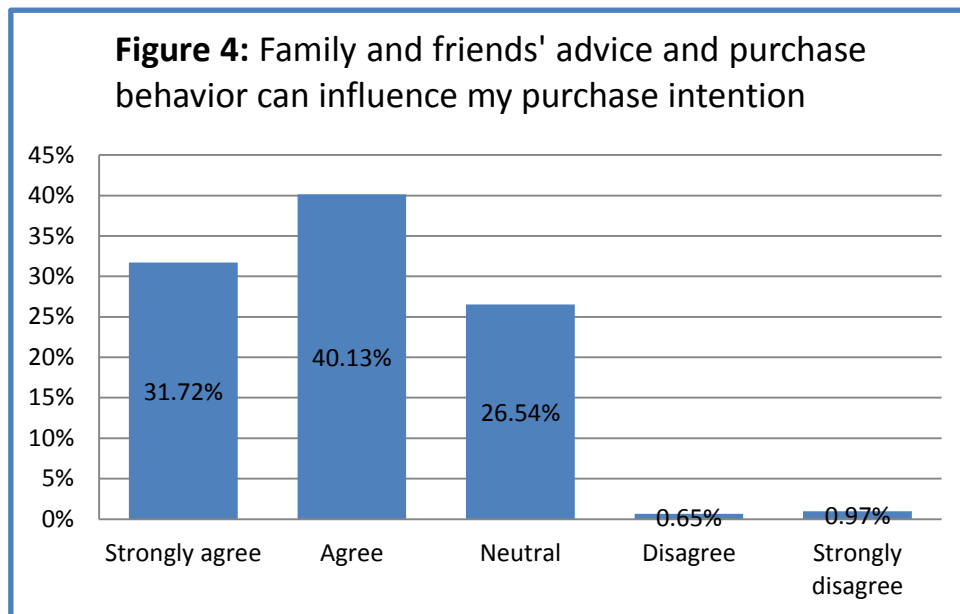
Summary

From the attitudes part, we can conclude that young Chinese consumers' attitudes towards organic food are very positive. Besides "more nutrition", "environmental-friendly", and "animal welfare", the leading motivation for them to purchase organic food is "safety". This result is mainly caused by a lot of Chinese food scandals happened in recent years. In addition, data shows that young Chinese consumers are extremely willing to buy organic fruits and vegetables.

4.2 Social norms

From the results of our survey, a majority of our respondents agree or strongly agree that their family and friends' advice and purchase behavior can influence their

purchase intention on organic food, and very few young Chinese people disagree or strongly disagree with this (Figure 4). So it is very obvious to see that there is a strong relationship between consumer social norms and the organic food purchase intention among young Chinese people.



According to our statistics, we also found out that young Chinese women are more likely to be influenced by advices from their family and friends than men. About 75 % of women agree or strongly agree, compared with 67% of men (Table 5).

Table 5 : Influences from family and friends in different genders			
	Gender		Average percentage
Strongly agree and Agree	Male	66.94%	71.85%
	Female	75.00%	

Summary

Young Chinese consumers' purchase intention on organic food is also largely influenced by their family and friends' recommendations and purchase behavior, especially young Chinese women.

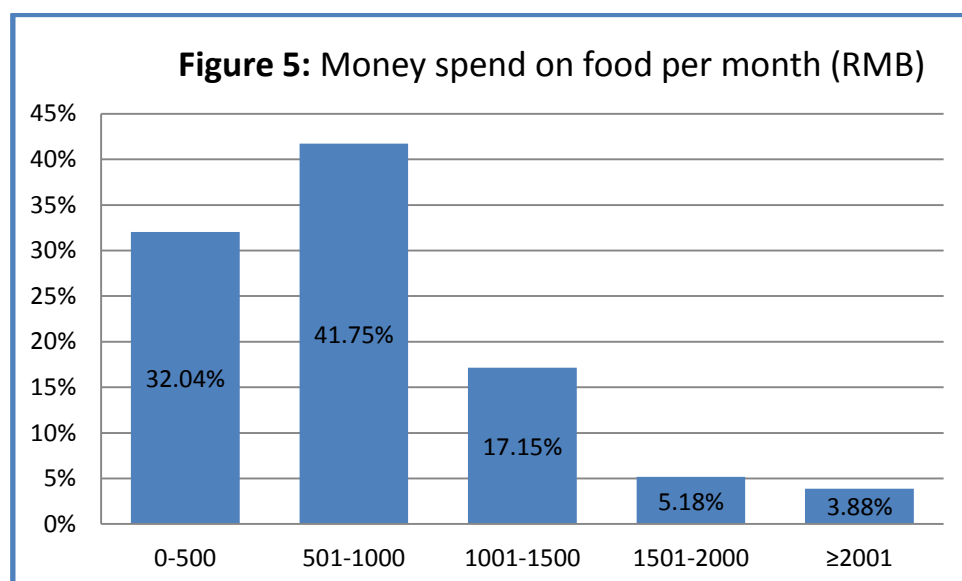
4.3 Purchase intention

We can see from our analysis above that young Chinese consumers are very positive about organic food, especially the ones with familiar brands. In addition, the average percentage of organic food they would like to purchase is very high. So according to our survey, young Chinese consumers have a very strong purchase intention in organic food, which also has a critical relationship with their social norms.

4.4 Purchase behavior

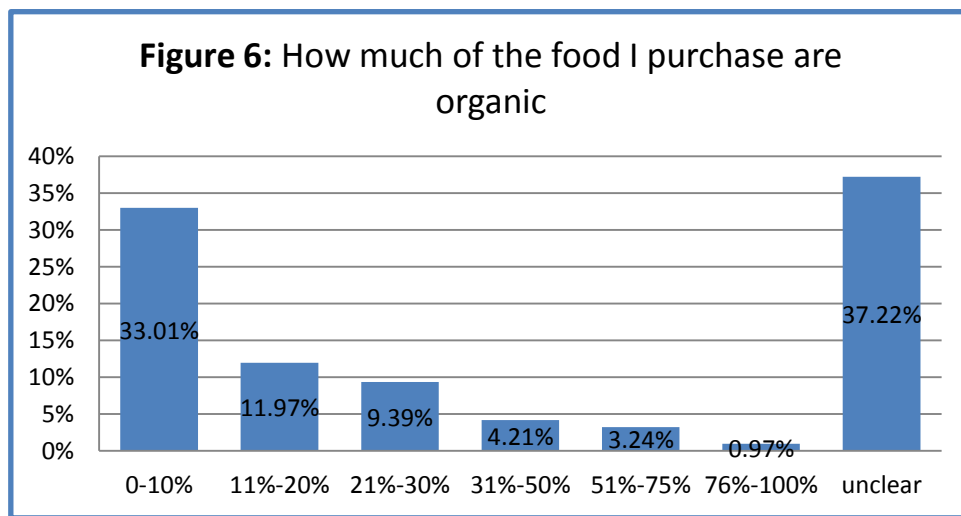
4.4.1 Food purchase

The respondents were asked how much money (RMB) they spend on food every month. The survey shows that nearly half of them spend 501-1000 RMB, and some of them spend more than 1000 RMB per month on food purchase (Figure 5). Compared with the average amount of money (about 223 RMB) Chinese people spend on food every month (The Economist, 2013), young consumers spend more money on food purchase, especially the ones with higher salaries.



4.4.2 Organic food proportion

Figure 6 presents how much of the food our respondents purchase is organic. It shows that a large proportion of them were unclear about the percentage of their organic food purchase, and most of the others chose 0-10%. The percentage of consumers who bought more than half of their food in organic form is pretty low. We can see from the result that young Chinese consumers didn't purchase as much organic food as they want.



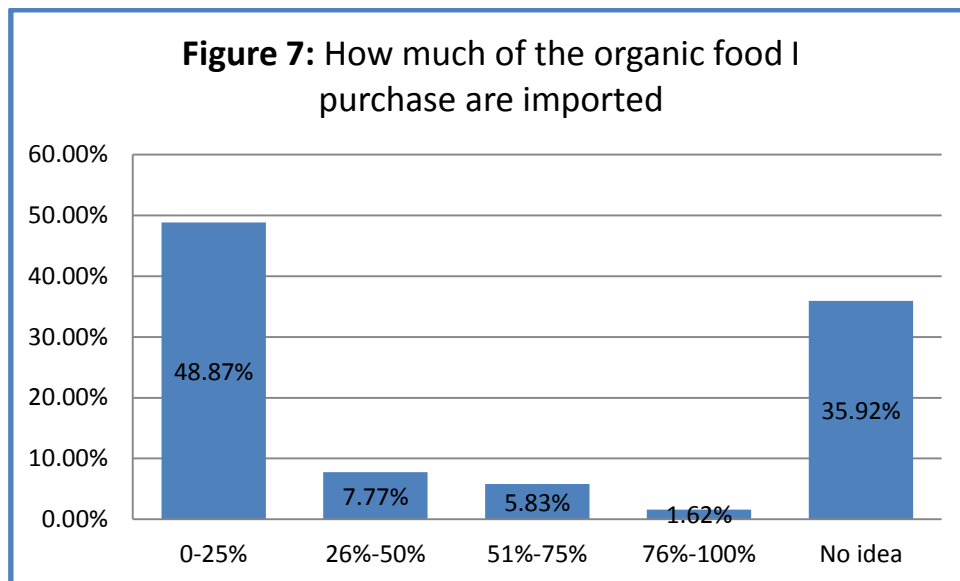
From our deeper analysis, consumers with high proportion of organic food consumption tend to be more men than women (Table 6). However, it shows no strong relationship with age, education level, and some other socio-demographic factors.

Table 6 : How much of the food men and women purchase are organic			
	Gender		Average percentage
50%-100% are organic food	Male	7.44%	4.21%
	Female	2.13%	

4.4.3 Imported organic food proportion

According to Figure 7, almost half of our respondents said that 0-25% of the organic

food they purchase was imported from foreign countries, which is a low proportion. Some of them had no idea about how much imported organic food they bought, and only a small proportion of young Chinese consumers bought more imported organic food than domestic. It shows that most young Chinese consumers chose homemade products when they buy organic food.



Summary

From the attitudes part, we can conclude that young Chinese consumers spend a lot of money on purchasing food. However, their actual purchase of organic food is pretty low. Besides, most of them didn't choose imported products when they purchase organic food.

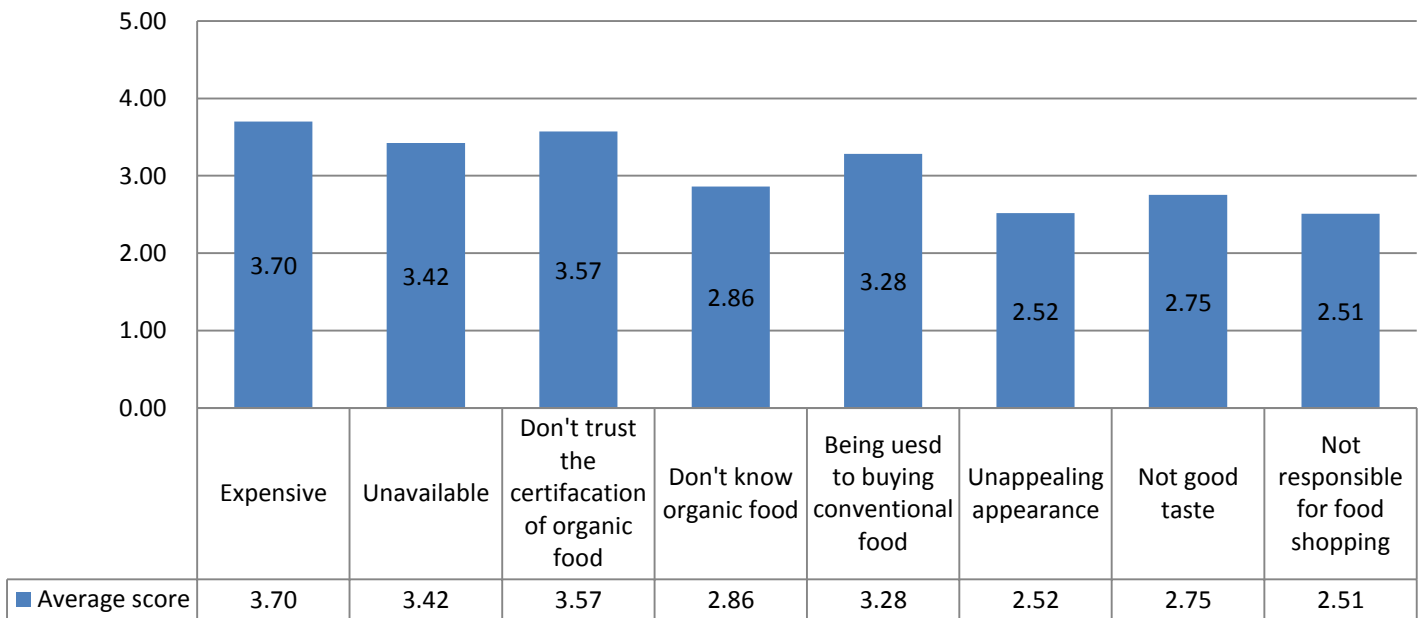
4.5 Barriers

From the positive attitudes and strong social norm relationship, we can see that young Chinese people have a strong organic food purchase intention. However, compared with high purchase intention, their actual purchase behavior of organic food is much lower. It is obvious to see that the purchase intention of young Chinese people did not translate into purchase behavior to the same extent. There must be

some barriers which cause this large intention and behavior gap.

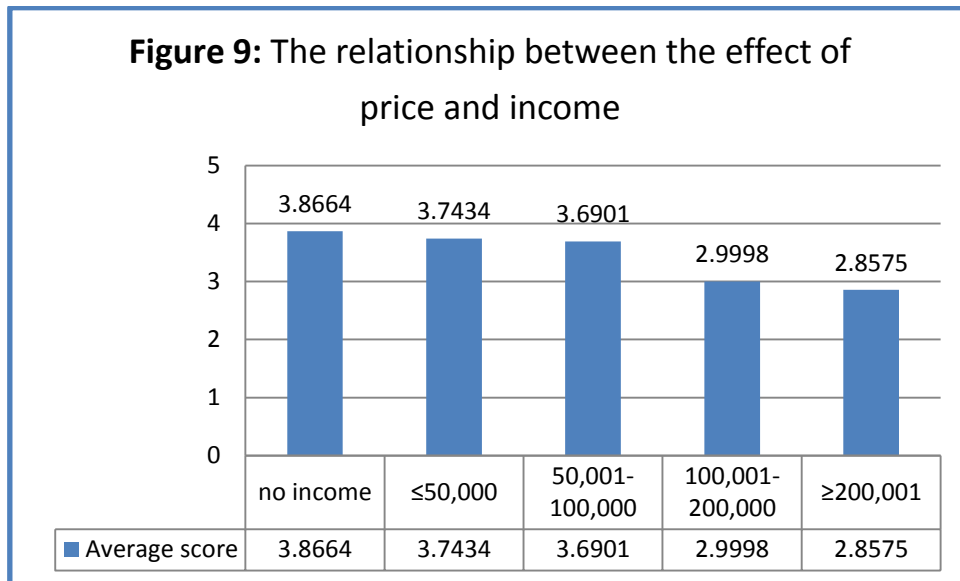
Table 6 presents the detailed average scores of every barrier which prevents young Chinese consumers from purchasing organic food as much as they want. It is clear to see from the table that high price (3.70), reliability (3.57), and availability (3.42) are the most important reasons for this intention and behavior gap. In comparison, the effects of organic food appearance (2.52) and taste (2.75) are weaker.

Figure 8: The barriers of purchasing organic food



4.5.1 Price

Compared with conventional food, organic food is more expensive, which is the key reason why young Chinese people refuse to purchase organic food. From Figure 9, there is a strong relationship between the effect of price and personal income. Consumers with higher salary tends to give a lower score on the barrier of “expensive”, which means that they are less affected by the high price of organic food when they make their purchase decisions.



4.5.2 Certifications

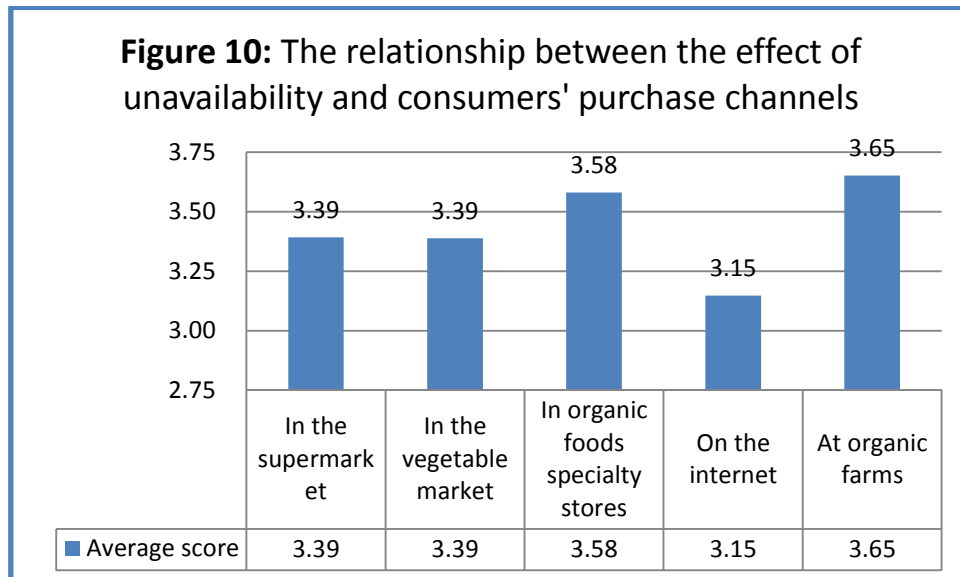
Our study shows that young Chinese consumers do not trust that all the organic food in China are authentic, which is the second biggest barrier in their organic food purchase. The lack of trust in certifications of organic food is mainly due to the scandals and fraud cases in the organic market (Aryal et al., 2009).

4.5.3 Availability

Lack of availability is also a barrier for young Chinese people to purchase organic food. In China, compared with conventional food, there is not a large selection and variety of organic food. Most of the respondents said that it is hard for them to find and buy organic food.

Figure 10 presents that respondents who prefer to buy organic food at organic farms were the most sensitive ones to unavailability (3.65), followed by the consumers who purchase in organic food specialty stores (3.58). In comparison, people who prefer to

buy their organic food on the Internet gave the lowest score (3.15). We can see that consumers who have the least access to organic food tend to go to organic farms and organic food specialty stores. People who go shopping on the internet can have more choices and find more organic food.



4.5.4 Used to conventional food

From the results of our survey, most young Chinese people are used to buying conventional food. It shows that consumers who are more used to buying conventional food tend to have lower percentage of organic food purchase. The average score for this barrier is 3.28 (Figure 8), which is also relatively high. According to our analysis, there is no big difference between men (3.29) and women (3.28). In addition, there is also no strong relationship between consumers' age and their purchase habits.

4.5.5 Ignorance

Some of the young Chinese people have no idea about what is organic food, which

also prevents them from buying organic food. From the results of our survey, the extent of ignorance about organic food has no relationship with the consumers' age and education level.

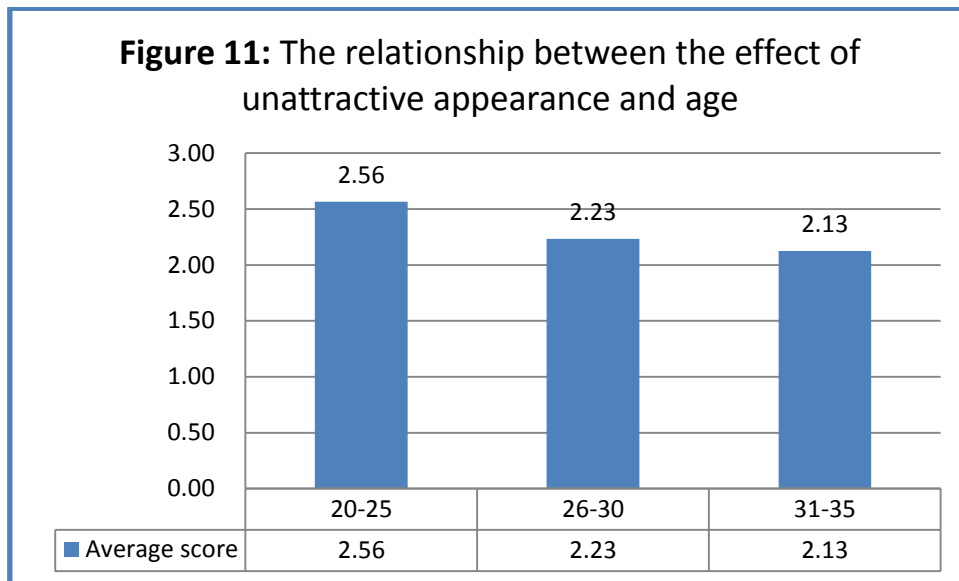
4.5.6 Taste

Young Chinese people also take the taste of organic food into consideration when they make purchase decisions. It shows that some of them are not satisfied with the taste of organic food. They think organic food does not have a delicious taste, which is another barrier for them to purchase as much as organic food as they want.

4.5.7 Physical appearance

With the use of pesticides and food coloring, conventional food tends to have more attractive appearances than organic food. Some Chinese people don't choose organic food because of their unappealing physical appearance.

From Figure 11, there is a negative correlation relationship between the effects of unattractive appearance of organic food and the age of young Chinese consumers. Younger consumers tend to be more critical about the appearance of organic food than older ones. It shows the average score of unattractive appearance is 2.76 among people within the age group of 20-25 years old, which is higher than people within the age group of 26-30 years old (2.23) and 31-35 years old (2.13).



4.5.8 Shopping

In China, a lot of young people eat at school canteens, staff dining rooms, or at home with their parents. They are not people who do food shopping, which is also a reason why they don't buy organic food. Table 7 shows that this phenomenon is more common among young Chinese men (2.73) than women (2.37).

Table 7 : The relationship between the effect of not doing food shopping and gender

	Gender	Average score
Organic food doesn't have attractive appearance	Male	2.73
	Female	2.37

Summary

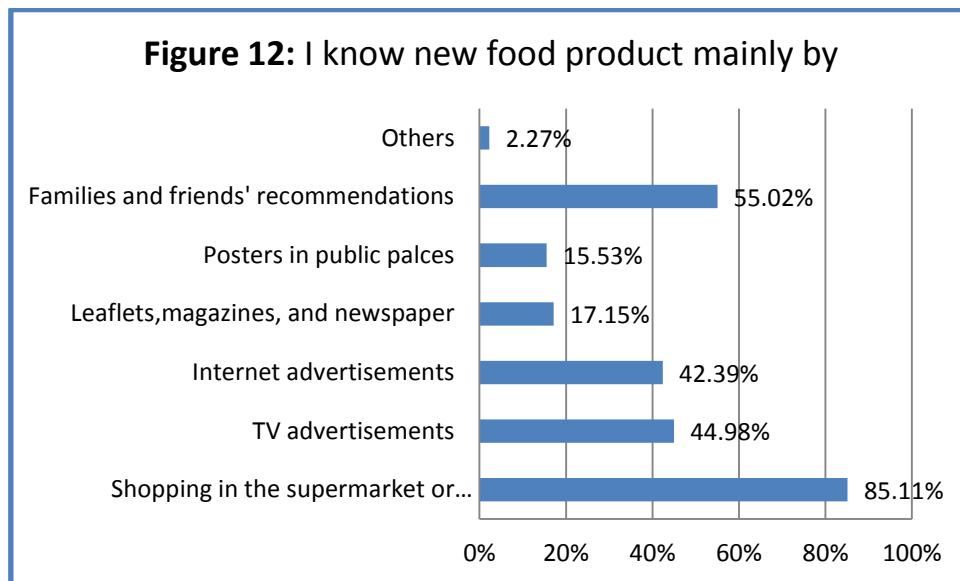
From the barriers part, we can conclude that the large intention and behavior gap among young Chinese consumers is mainly caused by three barriers, which are the high price of organic products, consumers' distrust on the reliability of organic food certifications, and the unavailability of organic food. From the result of our survey, the influence of high price tends to be less among consumers with higher salaries,

and organic food is more available for people who purchase online.

4.6 Marketing implications

4.6.1 Channels

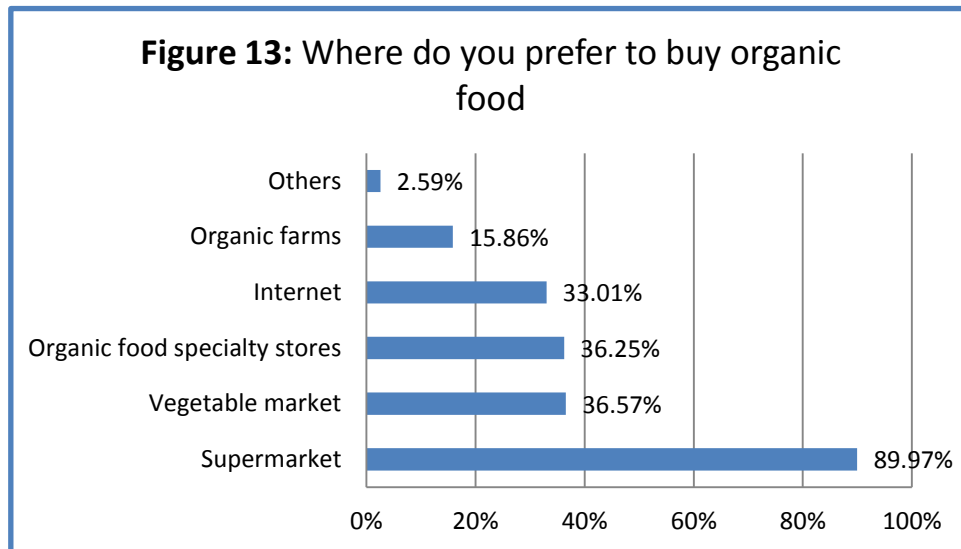
Figure 12 shows that the most common way for young Chinese people to know about a new food product is by shopping in the supermarket or vegetable market, followed by family and friends' recommendations. Nearly half of the respondents chose TV advertisements and Internet advertisements (Figure 12). It shows that young Chinese people are less likely to be affected by leaflets, magazines, newspapers, and posters in the public places.



4.6.2 Places

From the results of our survey, the most preferred place for young Chinese consumers to buy organic food is supermarket. Figure 13 presents that a majority of the respondents chose “supermarket”, followed by “vegetable market” and “organic

food specialty stores”. With only few respondents choosing “organic farm”, it is the least preferred place for young Chinese consumers to buy organic food (Figure 13).



Summary

From the marketing part, we can conclude that young Chinese people know new food products mainly by shopping in the supermarkets and vegetable markets. In addition, the most favored place for young Chinese people to purchase organic food is the supermarket.

5. Discussion

5.1 Motivations

From the results of our survey, the positive attitudes and buying intentions of organic food can be seen among young Chinese consumers. Safety is the most important reason for them to purchase organic food. The USDA, which regulates organic food, does not claim that organically produced food is safer than conventional food (Gore, 2008). However, due to successive food scandals in China, it is not surprising to see that food safety is the strongest motivation for young consumers to buy organic food. In addition, risks involving certain types of cancer have been identified with exposure to some pesticides (Gore, 2008). In China, people have witnessed a rapid increase in cancer patients in recent decades and there is one death from cancer every six minutes in 2013 (China daily, 2014). Cancer prevention could be an underlying reason for young Chinese consumers to choose organic food. Without the use of pesticides, people believe that organic food is safer than conventional food.

5.2 Barriers

The large intention and behavior gap of organic food is also obvious among young Chinese consumers. Previous studies show that the high price and availability are the main reasons for this gap (Aschemann Witzel & Niebuhr Aagaard 2014). However, in China, there is another barrier stronger than availability. Most young consumers do not trust that the food they purchase with organic label is really organic. The mistrust of organic food certifications is very common among young Chinese consumers. Angulo et al. (2005) demonstrate that the mistrust on organic food certifications has a large negative effect on consumers' purchase behavior. Chinese government is trying to discipline the organic certification sectors to deal with the scandals and fraud cases in the organic market (Aryal et al., 2009). They have drastically revised

Chinese organic regulation and introduced a state-certified organic logo (General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China, 2012), which is probably one of the strictest control systems in the world (Joelle, 2012). These actions will increase young consumers' trust, and stimulate the development of Chinese organic market.

5.3 Suggestions for marketers

According to the consumer analysis of organic food consumption among young Chinese people, there is some significant implication for the development of organic food market.

5.3.1 Product

Customers choose either an organic or conventional form of product. Thus it is important to explain what makes organic food different from conventional food to consumers. Organic food has a good fresh color, attractive packaging, and an informative label. Even the appearance of fresh organic food is unappealing, marketer should highlight the natural way they are grown. Purchasing organic food may be a healthier choice because neither hormones nor drugs are used to stimulate growth in animals (Gore, 2008). Multiple studies found that organic crops usually contained more vitamin C, iron, magnesium, and phosphorus, and significantly fewer nitrates, than conventional crops. The nutrition ingredients of organic food are also important information to attract consumers and stimulate positive attitudes. Organic producers should provide transparent information on labels by displaying how organic products are grown, processed and handled. For example, the USDA places a label on the food to ensure that the product consumers are purchasing is at least 95% organic (Gore, 2008). Hence consumer may rely on organic brands/certifications or

credible retailers to confirm that the product is organic.

5.3.2 Price

According to the results, price is the most prominent barrier to increased consumption of organic food. Price can also be used to position a product as a good value for money. Consumers are more willing to pay for a product perceived to be of greater value (Peter & Olson, 2010). In other words, the people who perceive that the purchase offers benefits greater than the costs are more likely to purchase organic food. Organic sellers need to educate consumers about the reasons for charging premium price. Organic food cannot be irradiated, genetically engineered, or fertilized with sewage sludge, which means it more expensive to grow, to market and to transport than conventional food. Meanwhile, it cost more for organically raised animals which are not given antibiotics, and must have access to the outdoors, fresh water, air, and pasture (Gore, 2008).

5.3.3 Place

Peter & Olson (2010) suggest that good site locations and a large number of outlets are important advantages in the food market. To be purchased, the organic food must be available for the customers. When organic products are available in retail outlets such as supermarkets, it is possible for customers to choose between organic and conventional products. Generally, organic food could be purchased from different suppliers, which range from the producers such as organic farms to retailers such as supermarkets and health food shops. It is significant to consider buyer's need and requirements.

In term of Chinese consumers, they prefer the supermarket, followed by vegetable market and organic food specialty stores to buy organic food. The major reason for

this is the convenience and high quality they offer. In addition, selling organic food on the Internet is also highly recommended, since a lot of consumers prefer to buy organic food on the Internet. Data shows that the effect of unavailability barrier tends to be least among these consumers. Chinese organic food producers should focus on these sales channels to meet consumers' needs.

5.3.4 Promotion

In many cases, a favorable image is created through promotion in form of advertisement (Peter & Olson, 2010). In addition, promotion tells consumers what attributes the products have and how the features differentiate organic food from conventional food. Few consumers could tell the difference in the taste of organic food. Thus, the commercials should try to teach consumers about the particular benefits and less-risks of purchasing organic products.

The study finds the main ways for the respondents to know a new food product are shopping in the supermarket or vegetable market, family and friends' recommendations TV and internet advertisements. It is necessary to increase consumers' knowledge of organic food and develop positive attitudes towards organic food through variable channels (e.g. in store-ads, TV, newspapers, magazines, and websites). In addition, marketers could take advantage of the word of mouth marketing to inform consumers about the benefits and accessibility of organic food. The results of this study also illustrate that consumers are more willing to buy the organic product with a familiar brand. We also suggest that at the brand level, the image of the brand is often the competitive advantage for a firm (Peter & Olson, 2010). In other words, the promotion of organic products should emphasize the identification with a prominent brand.

6. Conclusion

The aim of the paper is to understand the main factors that can influence organic food purchase behaviors among young Chinese consumers, which can provide valuable information and suggestions for Chinese organic producers to expand their market. Our questionnaire was mainly focused on consumers' attitudes, social norms, purchase behavior, purchase barriers, and marketing of organic food.

Young Chinese people hold a very positive attitude toward organic food. However, the high purchase intention does not lead to purchase behavior to the same extent. The intention and behavior gap among young Chinese consumers is mainly caused by the high price of organic products, consumers' distrust on the reliability of organic food certifications, and the unavailability of organic food.

Our suggestion for Chinese organic food sellers is to increase consumers' knowledge of organic food. They should explain what makes organic food different from conventional food and educate consumers about the reasons for charging a premium price, so they are more willing purchase organic food. Organic food sellers can increase the availability of their products by distributing their products into the supermarkets, vegetable markets, and organic food specialty stores. They can also sell on the Internet to meet consumers' needs. To promote organic food, organic food sellers can take advantage of selling channels such as supermarkets and vegetable markets, since the main way for consumers to know about a new food product is by shopping in these places.

The future of organic food market in China is promising. The new generations in China are paying more and more attention to their health and quality of life. The rapid development of economy in China will increase consumers' purchase power. With the effort of government supervision on organic food production, more and

more young consumers will trust the reliability of organic food certifications. Organic food will be more welcomed and affordable for young people.

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Appendix

1. Questionnaire (English version)

Organic food consumption of young Chinese people

1、 Gender

- Female
- Male

2、 Age

- <20
- 20-25
- 26-30
- 30-35
- >35

3、 Education Level

- Primary school or below
- Junior high school
- Senior high school/ Technical secondary school
- Bachelor/ Associate
- Master or above

4、 Income per year (RMB)

- no income
- $\leq 50,000$
- 50,001-100,000
- 100,001-200,000
- $\geq 200,001$

5、 Children number in your household (under 12 years)

- 0
- 1
- ≥ 2

6、 How much money(RMB) would you spend on food every month?

- 0-500
- 501-1000
- 1001-1500
- 1501-2000
- ≥ 2000

7、 ____of the food I purchased is organic

- 0-10%
- 11%-20%
- 21%-30%
- 31%-50%
- 51%-75%
- 76%-100%
- I have no idea

8、 ____of the organic food I purchased is imported

- 0-25%
- 26%-50%
- 51%-75%
- 76%-100%
- I have no idea

9、 What are the motivations of your organic food purchase (please mark according to the importance, 5 is the most important one and 1 is the least important one)

	1	2	3	4	5
More healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better flavor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safer(no fertilizers, non-GMO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animal welfare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10、 I prefer to buy organic food from brands familiar to me

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

11、 What are the percentage of organic food you would like to buy in each category?

	0~25%	26~50%	51~75%	76~100%
Vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grain & Beans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea & Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12、 My family and friends' advice and purchase behavior of organic food can influence my purchase intention

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

13、 Please indicate why you do not purchase organic food as often as you wish (please mark according to the importance, 5 is the most important one and 1 is the least important one)

	1	2	3	4	5
They are expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are hard to find and/or not available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not trust that they are really organic and organic food certifications are not reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I do not know about organic products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am used to buying conventional food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They don't have attractive physical appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They don't have delicious taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm not the person who does food shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. I know about a new food product mainly by

- Shopping in the supermarket or vegetable market
- TV advertisements
- Internet advertisements
- Leaflets, magazines, and newspaper
- Posters in public places
- Family and friends' recommendations
- Others

15. Where do you prefer to buy organic food

- In the supermarket
- In the vegetable market
- In organic food specialty stores
- On the internet
- At organic farms
- Others

2. Questionnaire (Chinese version)

中国年轻人有机食品消费调查

1. 您的性别 [单选题] [必答题]
 - 男
 - 女

2. 您的年龄 [单选题] [必答题]
 - <20
 - 20-25
 - 26-30
 - 31-35
 - >35

3. 您的教育程度 [单选题] [必答题]
 - 小学/小学以下
 - 初中
 - 高中/中专
 - 大学/大专
 - 研究生/研究生以上

4. 您的年收入（人民币） [单选题] [必答题]
 - 无收入
 - ≤50,000
 - 50,001-100,000
 - 100,001-200,000
 - ≥200,001

5. 有12岁以下的子女数量 [单选题] [必答题]
 - 0
 - 1
 - ≥2

6. 您每月购买食品花销（人民币） [单选题] [必答题]
 - 0-500
 - 501-1000
 - 1001-1500
 - 1501-2000
 - ≥2001

7. 您购买的所有食品中为有机食品的比例 [单选题] [必答题]

- 0-10%
- 11%-20%
- 21%-30%
- 31%-50%
- 51%-75%
- 76%-100%
- 不清楚

8. 您购买的有机食品中为进口食品的比例 [单选题] [必答题]

- 0-25%
- 26%-50%
- 51%-75%
- 76%-100%
- 不清楚

9. 以下哪些是您购买有机食品的动机? (请按重要程度打分, 1分为影响程度最小, 5分为影响程度最大)

[矩阵单选题] [必答题]

	1	2	3	4	5
更营养	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
味道更好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
更安全(无农药、 化肥、激素, 非转基因 等)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
动物饲养更天然 更人性	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
更环保	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. 选择有机食品时, 我喜欢购买我熟悉的品牌 [单选题] [必答题]

- 非常同意
- 比较同意
- 一般
- 比较不同意
- 非常不同意

11. 以下食品类别中, 我愿意购买有机食品的比例 [矩阵单选题] [必答题]

	0-25%	26%-50%	51%-75%	76%-100%
蔬菜	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
水果	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
牛奶	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
鸡蛋	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

肉类	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
谷物、豆类	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
茶叶等饮品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. 家人和朋友对有机食品的建议和购买行为会影响我对有机食品的购买意向 [单选题] [必答题]

- 非常同意
- 比较同意
- 一般
- 比较不同意
- 非常不同意

13. 您不购买有机食品的原因（请按重要程度打分，1分为影响程度最小，5分为影响程度最大） [矩阵单选题] [必答题]

	1	2	3	4	5
价格贵	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
买不到	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我不相信是真的有机食品，有机食品认证不可靠	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我不知道什么是有机食品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我习惯于购买传统食品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
外观不吸引人	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
味道不好	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我从来不负责任买食品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. 以下是我了解新食品的主要方式 [多选题] [必答题]

- 超市或菜场购物
- 电视广告宣传
- 网络平台宣传
- 广告单、杂志或报纸
- 街道、地铁等公共场所海报宣传
- 家人或朋友推荐
- 其他 _____

15. 我更喜欢通过以下方式购买有机食品 [多选题] [必答题]

- 超市
- 菜场
- 有机食品专卖店
- 网购
- 直接有机农场采购
- 其他 _____

