



# Consumer Attitude and Purchase Intention towards Organic Food

*A quantitative study of China*

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## **Abstract**

**Purpose** – The purpose of this study is to investigate the influential factors on consumer attitude towards organic food in a rapid growing market and how the attitude influences consumer purchase intention.

**Design/methodology/approach** – after reviewing relevant literatures, a research model was developed based on six hypotheses. The model was tested by conducting an online survey on Chinese consumers.

**Findings** – Four out of six hypotheses were accepted. In specific, health consciousness, consumer knowledge and personal norms obviously showed their impacts on Chinese consumer attitude and the last hypothesis indicates the positive relationship between attitude and purchase intention.

**Originality/value** – Since two hypotheses from the research model were rejected, a new model was developed which is particularly represented for Chinese market.

**Keywords** - Consumer attitude, Organic food, Health, Consumer knowledge, Environmental, Norms, China, Purchase intention

**Paper type** - Research paper

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## 1.0 Introduction

*This chapter starts with a general introduction about the concept of organic food, the market growth and its development. The subsequent part is followed by the discussion of consumer attitude towards organic food which can be influenced by different factors. Based on this, the research gap is generated. The chapter ends with defining the purpose and research questions.*

## 1.1 Background

As human concern towards natural *environment* is recently increasing, consumers tend to seek for “the green aspect” of the products, as well as their effects on Earth. On the other hand, the *healthy* issue is becoming one of the prior concerns of consumers in purchasing products, especially when it comes to food. This factor is appeared as the main driving force for consumers to purchase organic food (Yin *et al.*, 2010).

According to Jia *et al.* (2002) food is categorized as “organic” if the product does not contain artificial synthesized fertilizers, pesticides, livestock, growth regulators and poultry feed additives. In recent decades, the global organic market has been expanding in accordance to the increase of its agricultural cultivation area. According to Sheng *et al.* (2009), organic food industry has been rapidly growing in most of developed agricultural economies around the world with the total area of 30.5 million hectares. Regarding the total revenue on the global scale, organic market has achieved 23 billion USD in 2003. Until 2005, this number has dramatically reached to 33 billion USD, continuously increased to 40 billion USD in 2006 (Sheng *et al.*, 2009) and impressively achieved 60 billion USD in 2007 (Yang and Jie, 2008). This growing rate is expected to continuously increase in the coming years which indicate a potential development for this sector in the future (Sheng *et al.*, 2009).

In particular, Europe and North America are the two largest markets of organic food in which vast majority of organic products are consumed here. However, Asia is

considered as a potential market with the highest growth rate per annum, and China is the main contributor to this rapid growth (Sheng *et al.*, 2009). On the research perspective, several studies about organic food have been made in different countries (Magnusson *et al.*, 2001; Bo *et al.*, 2012; Parichard, 2012). For instance, the research findings concluded that people in Ireland bought organic food at least once a week. Also other studies concluded that Western consumers were frequent buyers of organic food (Wandel and Bugge, 1997; Magnusson *et al.*, 2001). In Asia, previous studies about organic food have been conducted in China, South Korea and Northern Thailand. In general, the results showed that people in these countries start to pay more attention and be more aware of the benefits of consuming organic food (Bo *et al.*, 2012; Parichard, 2012; Suh *et al.*, 2012).

Regarding China, this country is considered as one of the most potential markets in terms of economic growth and population expansion. Due to the improvement in living standards such as increase in income and healthy consciousness, Chinese consumers start to focus more on food quality, and hence create the chance for the development of organic food market (Sheng *et al.*, 2009). Yin *et al.* (2010) claimed that with the increase of gross domestic product (GDP) in China, it enables the citizens in mid-sized and big cities to increase their purchasing capacity. Therefore they tend to be the future potential consumers of organic food with the concern of the health aspect. One of the persuasive evidences is the increase of land area for organic agriculture has reached to 3,466,570 hectares by 2006, which was ranked as second worldwide, after Australia. Chinese organic food industry is producing a total of 30 different categories and 500 species of organic products (Sheng *et al.*, 2009). Moreover, organic foods are now available in supermarkets in big cities of East and South-East China such as Shanghai, Guangzhou and the capital Beijing (Yin *et al.*, 2010). In overall, the market of organic food is considered as a potential emerging market in China (Thøgersen and Zhou, 2012).

## 1.2 Problem Discussion

Despite of the rapid growth and potential development in the organic food industry, Yin *et al.* (2010) showed that Chinese organic food industry is mainly oriented to exporting rather than marketing to the domestic market. This aspect indicates that local consumption of organic food in China is relatively limited Yin *et al.* (2010). Sales of organic food are low in China in comparison to the consumption in other countries. Previous studies stated that consumer attitude of organic food is more expensive than conventional food could be one of the main reasons leads to less consumption. On the other hand, it might also affect consumer attitude (Yin *et al.*, 2010; Thøgersen and Zhou, 2012).

Regarding consumer attitude towards organic food in general, previous studies claimed that attitude could be influenced by different factors (Jager 2000; Magnusson *et al.*, 2001; Aertsens *et al.*, 2009). For instance, Yin *et al.* (2010) claimed that consumer attitude could be influenced by the information or *knowledge* they have, such as consumer previous experiences. According to Thøgersen and Zhou's study (2012), the consumers of organic food relatively have high income. Therefore, attitude of consumer towards organic food could be varied due to the difference in demographics such as age, gender and income (Magnusson *et al.*, 2001). In the research of Magnusson *et al.* (2001) about consumer attitude, young people tends to purchase organic food with the concern of both health and environment aspects while the older people pays attention to the health aspect. Previous study also showed that female purchases more organic food than male (Magnusson *et al.*, 2001).

Furthermore, the lack of credible information has led to the feeling of uncertainty among consumers, and thereby significantly affects their attitude (Thøgersen, 2007). A study of Jager (2000) concluded that uncertainty is influenced by a concept called *subjective norms*. In other words, once the consumers feel uncertainty about the consequences of organic food consumption, they are more likely to follow the social or

subjective norms around them (Jager, 2000). On the other hand, another study of Aertsens *et al.* (2009, p. 1148) has presented “Indeed recent studies point out that *personal norms* have a significant influence on consumer attitude and their intention towards purchasing organic food”. Referring to personal norms, this concept is defined as individual’s conviction that acting in a certain way is right or wrong based on own valuations (Aertsens *et al.*, 2009).

Based on the impact of influential factors on consumer attitude which were discussed above, it creates the research gap to conduct this study. In particular, it is in demand to investigate which factors and in which way they could specifically influence Chinese consumer attitude. According to Solomon *et al.* (2010), two different people can hold the same attitude towards a subject for different reasons and being influenced by different factors.

Before attempting to positively influence consumer attitude, it is essential for the marketer to figure out by which factors that an attitude could be affected. Apply to this context, in order to positively modify Chinese consumer attitude towards organic food, the prior task for marketers is to examine attitude and how it could be influenced. This foundation facilitates the development of appropriate strategies aiming to change consumer attitude, which is the main target of global marketing campaigns nowadays (Solomon *et al.*, 2010). Marketing researchers have for a long time been interested in the area of consumer attitude since consumer attitude is an important knowledge for successful marketing operations (Solomon *et al.*, 2010; Armstrong, 2009).

Following this gap, it is also essential to identify the relationship between consumer attitude and purchase intention since previous studies proposed that attitude towards a product could be able to predict or directly lead to purchase behavior (Fishbein and Ajzen, 1975; Tarkiainen and Sundqvist, 2005; Chen, 2007). However, there are not many researches about organic food, from the perspective of consumers in China (Thøgersen and Zhou, 2012). According to Zhou *et al.* (2013), most of studies focus on

the aspects of legislation, technology, distribution and sale channels but lack of research about Chinese consumers and organic food, especially how their attitude are influenced by different factors. Similarly, Thøgersen and Zhou (2012) stated that only few studies about this subject have been done in China and suggested that further studies should focus on this area due to the rapid expansion of Chinese economy in recent decades, especially in the area of organic food.

### **1.3 Purpose**

The purpose of this study is to investigate the influential factors on consumer attitude towards organic food in a rapid growing market and how the attitude influences consumer purchase intention.

### **1.4 Research Questions**

1. What is the consumer attitude towards organic food?
2. What kind of factors influence consumer attitude towards organic food?
3. What is the relationship between consumer attitude and their purchase intention?

### **1.5 Delimitation**

In this study, China is selected to be the main focus due to its potential market growth in terms of organic food.

### **1.6 Report Structure**

This study is constructed on the following seven chapters:

Chapter 1: discusses and problematizes the chosen subject in general. The first chapter ends up with the research gap which leads to generating the research purpose and research questions.

Chapter 2: aims to explicitly review relevant concepts and theories from previous studies and literatures. Based on this, the model is developed at the end of the chapter

which includes six different hypotheses.

Chapter 3: in order to test the research model, research methods, research design and data collection are presented in this chapter of methodology.

Chapter 4: data which were collected from the survey were presented and analyzed in this chapter.

Chapter 5: discuss the result and connect them with the reviewed theoretical concepts.

Chapter 6: draw the conclusion of the research questions and subsequently generates theoretical contributions to the previous studies

Chapter 7: discuss the limitations, suggest managerial implications based on the findings and finally the developments for further studies.

## **2.0 Theory and Hypotheses**

*This chapter is divided into four parts. Firstly, the general discussion of attitude is presented. It is followed by factors that could influence consumer attitude towards organic foods. Subsequently, relationship between attitude and purchase intention is discussed and finally an illustrated model is drawn based on these arguments.*

### **2.1 Consumer Attitude**

Attitude is defined as a psychological path of evaluating a specific object with favor or disfavor (Eagly and Chaiken, 2007). It tends to endure over time than an occasional event. For instance, hearing a loud noise over time could develop a negative attitude towards the sound (Solomon *et al.*, 2010). Attitude can be seen as a fixed way of thinking when it endures for a longer time. It includes assessments of the items referred to it proceed or not. Attitude developed through experiences may change when new experiences are obtained (Ajzen, 2001; Chen, 2007; Armstrong, 2009). Consumers have attitude to specific product behavior, for example which type of food the person

prefers to use. Attitude towards a more general consumption behavior can also occur, for example how often the person should shop food (Solomon *et al.*, 2010). Attitude towards the behavior refer to the level of which a person has a positive or negative evaluation or assessing of the behavior in question. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Tarkiainen and Sundqvist, 2005).

Chen (2007) stated that consumer attitude and preferences to the purchase of a particular product are based on consumer attitude and personal desirability of performing a behavior. Attitude towards a certain behavior is based on the expectations and beliefs of the consequences as a result of a particular behavior (Ajzen, 1991; Tarkiainen and Sundqvist, 2005; Chen, 2007).

In order to measure consumer attitude, studies have concluded that it could be measured by using a theory called the *theory of planned behavior* (TPB) (Aertsens *et al.*, 2009; Tarkiainen and Sundqvist, 2005). “Theory of planned behavior (TPB) is one of the most widely applied expectancy-value models used to predict and explain human behavior in the area of food choice” (Dean *et al.*, 2008, p. 2089). This theory makes it possible to explain the consumer food choice behavior convincingly and the consumption of organic food (Tarkiainen and Sundqvist, 2005; Aertsens *et al.*, 2009). Moreover, human behavior is also a function of behavior intention that is formed by the combination of attitude toward the behavior, subjective norms and the person's attitude of behavior control (Dean *et al.*, 2008).

### **2.1.2 Consumer Attitude towards Organic Food**

Studies have found that health is strongly connected to the notion of organic food and that it is the strongest purchasing motive when purchasing organic food. Organic food is also perceived to have better taste than conventional food and it is also perceived to be more environmental-friendly (Aertsens *et al.*, 2009). The fact that consumers perceive organic food as more environmental-friendly can be connected to the value of

universalism and it is said to be the dominant value when consumers purchase organic food (Thøgersen, 2007). According to Aertsens *et al.* (2009) many studies have identified a clear connection with the importance consumers attach to the environment and their attitude based on organic food products.

## **2.2 Factors that Influence Consumer Attitude towards Organic Foods**

There are several different factors have been found to have a certain influence on consumer attitude towards organic food. Based on the review from previous literatures and relevant articles, this part summarizes and discusses the influence of these factors on consumer attitude. Based on the review of each concept, hypotheses were developed.

### **2.2.1 Health Consciousness**

Health consciousness is defined as an attitude in which people is aware of the healthiness in their diet and lifestyle (Oxford Dictionaries, 2014). In regard to the context of organic food, Suh, Eves and Lumbers (2012) concluded that positive attitude towards organic food of consumers is originated from the belief that organic food is good for health, thereby they can consume without any fear and suspicion. Originally, this factor stems from the feeling of “freedom from chemicals” of consumers which was mentioned by Devcich, Pedersen and Petrie (2007). The study showed that health worries refer to the preferences for food made from natural ingredients to synthetic and artificial additives. Similarly, Roddy, Cowan and Hutchinson (1996) stated that people who are more concerned about food safety hold positive attitude towards organic food. Following these arguments, H1 is developed.

*H1: The more health conscious consumers are the more positive attitude they have towards organic food.*

### 2.2.2 Consumer Knowledge

Consumer knowledge determines to have a positive influence on their attitude towards organic food, according to Chryssochoidis, (2000); Padel and Foster, (2005). Knowledge of consumer is categorized as subjective knowledge, objective knowledge and prior experience (Brucks, 1985). Subjective knowledge refers to what the consumers perceive that they know. In other words, it is called as self-rated knowledge. It represents for the confidence of an individual about their knowledge. The low level of subjective knowledge results in the lack of confidence (Chryssochoidis, 2000; Padel and Foster, 2005).

Objective knowledge is what the consumers actually know and finally prior experience is defined as what the consumers have experienced before (Brucks, 1985). Regarding the correlation between consumer knowledge and their attitude, Stobbelaar et al. (2007) claimed that the more knowledge consumers have about organic food, the more positive it is in their attitude. In particular, subjective knowledge is concluded to have more positive influence on consumer attitude than objective knowledge (Ellen, 1994). In addition, prior experience plays an essential role to determine consumer attitude since the more experienced consumers have, the more positive attitude they would have (Sørensen *et al.*, 1996). Similarly, Roddy *et al.* (1996) argued that consumers who have consumed organic food before tend to have more positive attitude in comparison to non-experienced consumers.

Consumer knowledge about organic food could be gained from different sources. Gracia and De Magistris (2007) demonstrated that information about organic food which is showed in the market can have a significant influence on subjective knowledge of consumers. Apparently, knowledge regarding organic food is impacted by public administration such as local governments, social media, social networks, notifications from ecological organizations and advertisements. Subsequently, prior experience is also considered as essential factor that influence consumer knowledge

towards organic food. Finally, 2<sup>nd</sup> hypothesis is constructed on the review of these literatures (Gracia and De Magistris, 2007).

*H2: The more knowledge (subjective knowledge, prior experiences and information) consumers have the more positive attitude they have towards organic food.*

### **2.2.3 Environmental Concern**

According to Vermeir and Verbeke (2006) and Chen (2007) consumers that are more involved in organic and environmental friendly related issues, such as environmental protection tend to have positive attitude towards organic food and strong intention to purchase.

Environmental behavior refers to all actions of people that are significantly related to the nature of environment, such as consumption of environmental resources. There is a broad range of behaviors that falls within the notion of environmental behavior such as the production and consumption of food, buying a house, transportation and shopping (Jager, 2000). Many studies have investigated the attitude consumers have towards organic food and they have found three main factors that is the same in different countries and cultures; organic food is seen as healthier, more environmental-friendly and better tasting than conventional food. However, it is being argued that even if consumers have positive attitude towards organic food the number of consumers who regularly purchase organic food is low (Aertsens *et al.*, 2009). These reviews are consequently served as a foundation to build hypothesis (H3).

*H3: The more consumers care about environmental friendly issues the more positive their attitude is towards organic food.*

### **2.2.4 Personal and Subjective Norms**

Schwartz (1973) defined personal norms as an individual's beliefs that acting or behaving in a certain way is right or wrong. Studies suggest that personal norms have a strong impact on consumer choice between organic and non-organic food, also

influence on their attitude. In other words, consumer attitude towards an object is deemed to be influenced by consumer self-beliefs (Thøgersen, 2002). On the other hand, subjective norms are defined as the social pressure for an individual to engage or comply with a group behavior such as family and friends. These norms are normative beliefs and expectation that the groups or important referents have on this person (Ajzen, 1991). In relation to attitude, Tarkianien and Sundqvist (2005) concluded that subjective norms have a positive influence on consumer attitude towards organic food. It is aligned with the study by Bamberg et al. (2007), who claimed an indirect effect of social norms on consumer attitude. Based on the reviews from previous literatures, hypotheses (H4) and (H5) are made.

*H4: The more consumers themselves consider that organic food are good, the more positive attitude consumers have towards organic food.*

*H5: The more people around consumers consider that organic food is good, the more positive attitude consumers have towards organic food.*

## **2.3 Attitude Influences on Purchase Intention**

Theory of Planned Behavior (TPB) has been regularly applied in the food choice domain and also to model organic food choice (Saba and Messina, 2003; Tarkianien and Sundqvist, 2005; Chen, 2007; Gracia and de Magistris, 2007, Dean et al., 2008).

Referring to intention, it has been deemed as the “conative component of attitude”, while behavioral intention refers to an individual’s subjective likelihood of performing some certain behavior (Fishbein and Ajzen, 1975, p.289). They also stated that intentions are related to affect attitude components to some extent. Ajzen (1991) and Chen (2007) claimed that the behavioral intention which is known as the purchase intention. Based on the TPB theory, purchase intention is basically determined by three factors. One of the factors is the attitude that the person holds toward involving in the behavior which perceived as purchasing attitude (Ajzen, 1991; Chen, 2007).

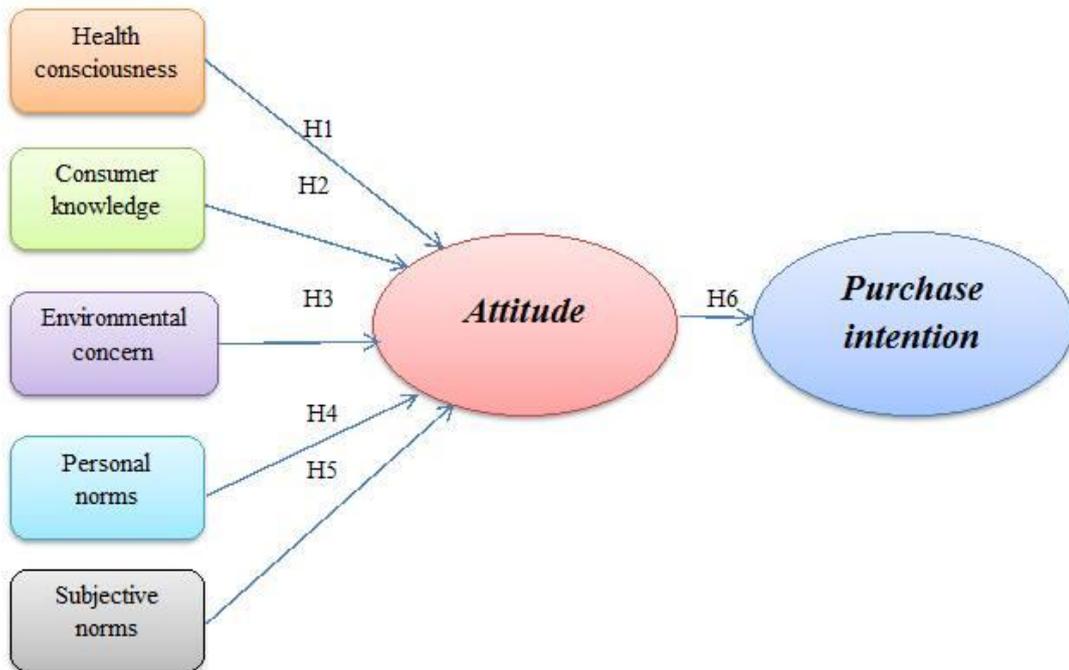
Fishbein and Ajzen (1975) entailed that an individual's attitude towards the behavior and subjective norm concerning that behavior will determine his/her intention to perform a behavior. In another words, this intention is deemed as the direct determinants of the corresponding behavior. Preliminary study found that consumer attitude towards organic food purchase has a positive impact on their intention to purchase organic food (Chen, 2007; Thøgersen, 2007 and Dean et al., 2008). It is commonly found that a positive attitude towards buying organic food is related to believing that organic food is healthier, tastes better, and is better for the environment. And the reasons for not buying organic food are high prices and limited availability (Yin *et al.*, 2010).

According to (Thøgersen, 2007) it has been discovered that attitude has been regarded as a crucial predictor towards intention of eating organic food for instance vegetables and fruits. Gracia and de Magistris (2007) presented the positive impact of attitude towards organic food in regard to health and environmental benefits, higher levels of income and education, on organic food purchases intention. Moreover, a study from Tarkiainen and Sundqvist (2005) concluded that there is a significant positive relation between the attitude of buying organic food and the intention to buy. Based on the discussion above, hypothesis (H6) is generated.

*H6: The more positive attitude people have towards organic food, the more likely they are to purchase organic food.*

## **2.4 Analysis Model**

From the evidences of preliminary studies, this study is to investigate the influential factors on consumer attitude and behavior intention/purchase intention in the context of organic food consumption. The following model (Figure 1) illustrates the influence of different factors on consumer attitude and the correlation between attitude and purchase intention towards organic food.



*Figure 1:* Research model

### **3.0 Methodology**

*This chapter introduces the methodology framework applied in this study by introducing various available approaches in the research field and justifies the most suitable choices to test the research hypotheses. This chapter consists of research approach, research design, data sources, research strategy, data collection method, data analyzing method and quality criteria of the research. Eventually a summary of the chosen approaches will be presented.*

## **3.1 Research Design**

### **3.1.1 Inductive vs. Deductive research**

There are two approaches can be applied in business research, namely deductive and inductive approach (Hyde, 2000). These two approaches differ in the relationship between theory and data. Deductive research refers to the research when a hypothesis is tested in the light of existing theory of the domain by analyzing empirical data (Bryman and Bell, 2007). The researchers continue to collect data based on existing theories and principles. In contrast, inductive research is based on incomplete data in order to draw a conclusion thereby supplement the theory (Bryman and Bell, 2007; Gray, 2009).

The purpose of this research was to test the possible factors that influences consumer attitude towards organic food and the relationship between purchase intention and attitude. This study was based on reviewing previous researches and theoretical models derived from existing theories. As results, six hypotheses were developed. Therefore deductive approach was appropriate to apply in this circumstance. Furthermore, the study collected empirical data by conducting questionnaire in order to test the existing theory and adapted model instead of generalize a new theory. From this perspective, deductive approach was supported and fulfilled requirement.

### **3.1.2 Qualitative vs. Quantitative Research**

According to Bryman and Bell (2007), a business research is classified into quantitative and qualitative approaches. Qualitative research is defined as a research strategy with the purpose of gaining a deep understanding of the phenomena. In specific, qualitative research provides the insights into the problems and attempts to offer ideas, thus it lays the foundation for further quantitative study (Bryman and Bell, 2007). Quantitative research entails a deductive approach and can be seen as a strategy that emphasizes quantification in gathering and analyzing of data (Bryman and Bell, 2007). According to Creswell (2009), quantitative research is an approach that aims at generalizing the findings to the population. It is commonly consists of hypotheses that are deduced from

existing theories which need to be tested. It allows the researchers to collect numerical data from large sample sizes, then to be measured in a statistical manner. Large sample size ensures the possibility and credibility to make generalization of the chosen population regarding the corresponded theory (Bryman and Bell, 2007).

In this study, quantitative research was chosen as an approach due to the fact of quantification in the collection and analysis of the data and the purpose to make a generalization of the data. In specific, the researchers attempt to reach a large amount of Chinese consumers by questionnaire. Thus, quantitative approach is more suitable in this case. Moreover, instead of gaining in-depth insights of phenomena, the main focus of this research was to test hypotheses derived from the adapted theoretical model. The relationship between different factors, attitude and purchase intention was the ultimate goal to identify in this study. Based on these justifications, quantitative approach was selected.

### **3.2 Research Design**

According to Yin (2009), research design lays the foundation for carrying out the research. It provided the guidelines for gathering and analyzing data (Bryman and Bell, 2007). A good research design ensures the relevance of the empirical data therefore facilitating researchers to solve the research problem within limited time and resources (Ghauri and Grønhaug, 2005). There are three types of research design: exploratory, descriptive and explanatory (Robson, 2002).

- Exploratory research design: is to observe what is in existence already (Phopalia, 2010). It is applied when the phenomena is not broadly studied before and needed to be explored from a new insight. The design of study requires the researchers to be flexible in order to ensure various facets are observed (Dhawan, 2010).

- Descriptive research design: aims at formulating an understanding of situations, individuals or events (Saunders et al., 2009). Descriptive research provides a detailed information of an event or situation that is studied despite of quantitative, qualitative or a combination of methods (Bryman and Bell, 2007). It is applied to answer the questions in the form of who, what, how, when and where. In quantitative research, the basic goal with a descriptive research design is to investigate relationships between different variables (Dhawan, 2010). It requires the researchers to define the measurement and the population clearly in order to collect and assess the opinion and behaviors of the sample (Dhawan, 2010).
- Explanatory research design: is to seek for an explanation for a certain issue by identifying the relationship among the variables. The relationship is described in the question of “why” (Robson, 2002).

This study was to investigate the relationship of different potential factors that might affect consumer attitude towards organic food and the relationship between consumer attitude and purchase intention within the context of organic food. In particular, in order to identify the proper influence between individual factors on consumer attitude, if it was positively or negatively affected. Based on that, the formulation of Chinese consumer attitude towards organic food could be more interpreted. Besides, different measurements were constructed to measure each theoretical concept (See operationalization) and a population is also specified. Therefore this study was categorized as a descriptive design which attempted to investigate the relationship between different variables.

### **3.3 Data Sources**

Data sources consist of primary data and secondary data (Ghauri and Grønhaug, 2005; Armstrong, 2009). Primary data are those data which collected by researchers originally with the purpose of solving a certain problem (Bryman and Bell, 2007). Yin

(2009) presented that collecting primary data is a time consuming and costly process with the risk of limited responses. However, collecting primary data is suitable for the study which in demand of up-to-date and tailored information in order to answer specific research questions (Ghauri and Grønhaug, 2005; Bryman and Bell, 2007). Primary data can be collected from experiments, interviews, focus groups, surveys, etc (Ghauri and Grønhaug, 2005). In contrast, secondary data are collected by researchers for some other purposes than solving the existing problem (Yin, 2009). The data can be collected from the databases, internal information of organizations, websites, libraries, etc. In comparison to primary data, secondary data are inexpensive and time saving. However, it still has the drawbacks that can be difficult to find the required information and lack of credibility (Bryman and Bell, 2007).

In this study, primary data was collected. The first reason is to increase the credibility of research findings since all of the data were lately collected and specifically tailored the research questions. Since this study was deductive study, the first-handed data would be expected to be applied.

#### **4.4 Research Strategy**

Research strategy is very crucial in making a good research design (Gray, 2009). It facilitates researchers to collect data thus answering the research questions due to the fact that it defines the general path and direction of the study as well as the pattern of the processes that occur subsequently (Gray, 2009; Yin, 2009). Yin (2009) presented three main conditions that help to evaluate and select the most suitable strategy for a study which consists of 'Form of research question', 'Requires control of behavior event' and 'Focus on contemporary events'. Based on these conditions, there are five types of research strategies that can be applied in a study: experiment, survey, archival analysis, history and case study (Yin, 2009). These would be illustrated in the table below (Table 1).

- Experiment: A method with the purpose of verifying, falsifying or establishing the validity of a hypothesis. The variables are tested in order to establish the differing effects (Yin, 2009).
- Survey: a strategy which choosing a number of individuals from a population as a sample to gather data in order to make statistical generalization on a certain issue (Yin, 2009).
- Archival Analysis: An observational method in which researchers examine the documents or archives (Yin, 2009).
- History: Collection and analysis of historical documents (Yin, 2009).
- Case Study: An in-depth analysis of a case which can be an organization, programs, events, etc(Yin, 2009).

**Table 1:** Research Strategy (Yin, 2009, p.8)

Research strategy	Form of research question	Required control over behavioral events	Focuses on contemporary events
Experiment	How, why?	Yes	Yes
Survey	Who, what, where, how many, how much?	No	No
Archival analysis	Who, what, where, how many, how much?	No	Yes/No
History	How, why?	No	No
Case study	How, why?	No	No

Due to the main purpose of this study, survey was applied as the most suitable research strategy. Firstly, all the research questions were used the “what” form. Based on table 1, only two strategies fulfill the requirement of “what” form questions, which are survey and archival analysis. Since the study was to gather primary data and the research design was descriptive design method, the most suitable research strategy in this study is survey. Besides, this research focuses on Chinese consumers and they are defined as the population. In order to investigate and make a statistic conclusion of this

population, specified into attitude towards organic foods, a sample was selected to reach the goal.

## **4.5 Data Collection Method**

Bryman and Bell (2007) presented that there are five applicable methods to collect data: interviews, focus groups, surveys, observations and content analysis. In specific, surveys, structured interviews, structured observations and content analysis are applicable to conduct a quantitative study. On the other hand, focus group, unstructured/semi-structured interview are suitable for qualitative study (Bryman and Bell, 2007).

Survey is a quantitative method in which a questionnaire is designed with the purpose of collecting standardized data by accessing to a representative sample of certain population for further generalization. This method is advantageous of collecting data within a limited time and costs (Bryman and Bell, 2007). There are two types of survey which respectively are census survey and sample survey (Malhotra and Birks, 2003). Sample survey refers to the study that applies a selected sample of individuals from a population while census survey aims at targeting the whole population (Malhotra and Birks, 2003; Levy and Lemeshow, 2013). Defining the target population is the fundamental in survey design and the target population can be a general population of a specific country or individuals that share similar characteristics. According to Malhotra and Birks (2003), sample of a population can be reached by telephone, personal face to face (physically), mail and social media channels.

In this study, sample survey was the method to collect the first hand data in order to fulfill the goal since it is the most effective way to reach the respondents within a limited time and costs. This data collection method is inspired by previous study in the same area that investigated factors influence towards consumer attitude by formulating hypotheses. Furthermore, based on the research question survey is the most suitable

data collection method since the purpose of this study is to investigate the relationship between different variables. The advantage of using survey to collect data is to lay the foundation for generalizing the result. Moreover, the potential biases could be reduced since the authors would not have direct communication with the respondents in comparison to one to one interview. In another words, the bias caused by author's personal influence would be eliminated.

## 4.6 Survey Design

### 4.6.1 Operationalization

Operationalization is perceived as a process that converts abstract theories into logic variables in a research (Ghauri and Grønhaug, 2005; Bryman and Bell, 2007; Kent, 2007). It is a process to interconnect the study with the real world practice (Bryman and Bell, 2007). In general, operationalization consists of four steps of providing theoretical insights, listing potential variables, selecting variables and eventually collecting data (Bryman and Bell, 2007).

From the literature reviewed chapter of this paper, research questions were formulated from the proposed model to be used for the questionnaire; which considered as the primary source for the collection of empirical data for this study. Therefore in this operationalization, there is a linkage between literature review with the proposed model and is represented below (See Table 2). Theories applied in this study were categorized into 3 parts: the first category of theory was consumer attitude, the second category included five different determinants that affect consumer attitude towards organic food, while the last part focused on the purchase intention in the context of organic food consumption.

**Table 2:** Operationalization

Concepts	Conceptual Definition	Operational Definition
<b>Attitude</b>	A psychological path of evaluating a specific object with	The measure reflects how consumer attitude towards organic food.

	favor or disfavor (Eagly and Chaiken, 2007).	
<b>Health Consciousness</b>	Concerned about how healthy one's diet and lifestyle (Oxford, 2008)	A measure to reflect how health consciousness affect consumer's attitude towards organic food.
<b>Consumer knowledge</b>	Knowledge of consumer is categorized as subjective knowledge, objective knowledge and prior experience (Brucks, 1985).	The measure to show how consumer's knowledge can result in consumer's attitude towards organic food.
<b>Environmental Concern</b>	all actions of people that are significantly related to the nature of environment (Jager, 2000).	The measure that reflect how environmental concern affect consumer's attitude towards organic food.
<b>Personal Norms</b>	Individual's beliefs that acting or behaving in a certain way is right or wrong (Schwartz, 1973).	The measure reflects how personal norms affect consumer's attitude towards organic food.
<b>Subjective Norms</b>	Social pressure for an individual to engage or comply with a group's behaviors such as family and friends (Ajzen, 1991).	The measure that reflects how Subjective norms affect consumer's attitude towards organic food.
<b>Purchase Intention</b>	Individual's subjective likelihood of performing some certain behavior (Fishbein and Ajzen, 1975, p.289)	The measure reflects how attitude affect consumer's purchase intention towards organic food.

**Table 2:** - continued

<b>Construct/variables</b>	<b>Type of scale and its construction</b>	<b>Item used</b>	<b>Adapted from</b>
<b>Attitude</b>	7-point Likert scale anchored by (1)Strongly disagree (7) Strongly agree	A1- good to buy organic food A2-important to buy organic food A3-I think it is wise to buy organic food  A2- important to buy organic food	Tarkiainen and Sundqvist (2005); Thøgersen (2007); Aertsens <i>et al.</i> (2009)
<b>Health Consciousness</b>	7-point Likert scale anchored by (1)Strongly disagree	HC-Pay attrition to health HC-Health is important HC3-consider health as a	Tarkiainen and Sundqvist (2005);

	(7) Strongly agree	factor to choose food.	Kutnohorská and Tomšík (2013)
<b>Consumer knowledge</b>	7-point Likert scale anchored by (1)Strongly disagree (7) Strongly agree	CK1-knowledge about organic food is sufficient. CK2-knowledge about organic food is based on previous experience. CK 3- I have a positive experience/impression about organic.	Schaefer, (1997)
<b>Environmental Concern</b>	7-point Likert scale anchored by (1)Strongly disagree (7) Strongly agree	EC1-pay a lot of intention to the environment  EC2-Environmental aspect is very important in my food choice  EC3-Organic food is more environmental friendly.	Wandel and Bugge (1997); Chen (2007); Dean, Raats and Shepherd (2008); Tsakiridou, <i>et al.</i> , (2008)
<b>Personal Norms</b>	7-point Likert scale anchored by (1)Strongly disagree (7) Strongly agree	PN1-Choose organic food PN2- Perceive a good conscience PN3-choosing organic food is a good decision	Thøgersen and Ölander (2006)
<b>Subjective Norms</b>	7-point Likert scale anchored by (1)Strongly disagree (7) Strongly agree	SN1-I behave as others SN2-social pressure SN3-people important to me would like me to choose organic food.	Tarkiainen and Sundqvist (2005); Glanz, Rimer, and Viswanath (2008)
<b>Purchase Intention</b>	7-point Likert scale anchored by (1)Strongly disagree (7) Strongly agree	PI1-the frequency to purchase organic food PI2-I would like to purchase next time PI3- willingness to pay extra	Magnusson <i>et al.</i> , (2001); Tarkiainen and Sundqvist , (2005); Thøgersen and Ölander (2006)

#### **4.6.2 Questionnaire Design**

A survey was carried out among Chinese consumers in China. Online questionnaire were sent out through social communication tools due to the convenient accessibility.

The questions were divided into two parts, the first part were related to the concept of different factors, attitude and purchase intention, the second part were designed on the light of demographic factors which includes age, gender and income. A total amount of 25 questions were formulated based on theoretical concepts (see Operationalization).

The questions (Q1-22) aimed at measuring the theoretical concept were designed as 7-point Likert scale questions where 1 stands for strongly disagree and 7 stands for strongly agree. All the demographic questions (Q23-25) were designed in nominal, ordinal and interval scales. All the questions were closed end questions which allow the respondents to choose the existed alternatives instead of presenting brand new opinions. In this way, it ensured the relevance of the study and made it easier to analyze the data afterwards.

Control variables as mentioned in the introduction, demographic factors such as age, gender and income are determined to have an impact on consumer attitude, according to the previous studies. In specific, women are more interested in organic food than men, thus they are more likely to hold a positive attitude (Wandel and Bugge, 1997; Magnusson et al., 2001). In terms of age, people whose age is ranged from 18 to 25 years old are found to hold a more positive attitude towards organic foods than elderly people. Additionally, study found that young people base their preference on organic food due to environmental concern and older people tend to focus on their own health when consuming organic food (Wandel and Bugge, 1997). Lastly, income was found to have no relation to consumer attitude but a positive correlation to purchase intention (Von Alvensleben and Altmann, 1987). Based on these findings, age, gender and income are continuously selected to be the control variables in this research. The aim is

to observe if any or all of them are resulted to have any impact on Chinese consumer attitude and purchase intention.

### **3.6.3 Pretesting**

Pretesting is deemed as a credible method to prepare the actual data collection (Ghauri and Grønhaug, 2005; Yin, 2009). The aim of pretesting is to examine if the questions are comprehensible, relevant or sensitive. By conducting this step, questionnaire can be refined and the foundation of processing data collection can be laid (Ghauri and Grønhaug, 2005). Pretesting is recommended to be carried out by individual expert with a professional knowledge in the domain in order to ensure the questions reflect the purpose and facilitate to answer research questions (Bryman and Bell, 2007; Yin, 2009).

In this study, the questionnaire was pre-tested by two researchers who are specialized in this field at Linnaeus University in order to guarantee that it corresponds to the conceptual structure. Moreover, this questionnaire was also sent to three target respondents in order to ensure the questions are understandable and translated in a proper way. By pretesting, ambiguous questions were revised and the questionnaire was much explicitly developed, thus ensuring the reliability and trustworthiness of the study.

### **3.7 Sampling**

Sampling is presented as the selection of the respondents (Yates, 2004). There are two advantages to use sampling in research. Sampling can be used when it is hard to observe a phenomenon. Moreover, it can be more representative for a specific population. The population refers to the all entities or the individuals who share the similar characteristics. It can be a country, region, organization or a group of people (Bryman and Bell, 2007).

### **3.7.1 Sampling Frame**

According to Bryman and Bell (2007), sampling frame includes all the elements of the population which sample is framed.

In this study, the population is Chinese consumers in China. A sample survey was chosen due to the accessibility and limited resources. Online survey, website and social communication tools for instance Facebook, QQ (Chinese online communication tool) were used in order to reach the respondents. The data collection process lasted in 14 days. Excluding 52 invalid responses, the 416 responses were recorded and collected for further analysis.

### **3.7.2 Sampling Selection and Data Collection**

Quantitative samples are relatively larger than qualitative samples due to the fact of achieving the goal of statistical generalization than seeking for deep insight to underlying the phenomena (Bryman and Bell, 2007). Sample refers to a selected subset of population with the purpose of investigating. Sampling procedure consist of two types: probability and non-probability. Probability sample is the random selection method which implies that individuals have the equal probability to be selected within the population. In contrast, in non- probability sample, individuals cannot have the equal probability to be selected. In other words, some individuals have more probability to be chosen. (Ghauri and Grønhaug, 2005; Bryman and Bell, 2007; Zikmund et al., 2010) Convenience sampling and snowball sampling are the two sampling method of non-probability sampling.

Convenience sampling refers to the most accessible way for researchers to conduct a questionnaire. This sampling has the advantage of less costly and time saving. The drawback of this sampling strategy is that the generalization cannot be fully drawn due to fact that the population of this sampling representative cannot be explicitly defined (Bryman and Bell, 2007).

Snowball sampling survey research is as scientific as ordinary random sampling (Goodman, 2011). Goodman (2011) described snowball sampling as the method that was designed particularly with the aim of estimating statistically social structure in the certain population of interest. The difference between ordinary sampling and snowball sampling is that the population in ordinary sampling is a population of individuals, while the snowball sampling has two populations: the individuals and the relations among individuals (Goodman, 2011). From some perspective, snowball sampling can be considered as a form of convenience sampling (Bryman and Bell, 2007).

In this study, both convenience and snowball sampling were applied. This study was conducted in Sweden while the target population is Chinese consumer, due to the inconvenience of respondents accessibility, this study was conducted online by applying convenience sampling and snowball sampling. In particular, the questionnaire was sent out to friends and family as initial respondents to start with. Afterwards the questionnaire was continuously spread out to the others by initial respondent's friends and colleagues. This strategy enabled the study to get a larger number of responses within a limited time frame and financial resources.

## **4.8 Data Analysis Method**

According to Bryman and Bell (2007), it is very important to determine how to collect data as well as how to analyze it accurately since the wrong data might have a impact on the result. Yin (2009) presented that analyzing data is a process of reviewing, categorizing and compiling the data in a proper manner. When the data has been collected and prepared, analysis method must be chosen for further analysis. According to Bryman and Bell (2007), mathematical formula and computer software are the two approaches to analyze quantitative data. For quantitative study, data can be analyzed by different quantitative data analysis on the base of the software SPSS. Choosing the data analysis method is based on the study purposes, in this study the following analysis method will be applied: frequencies analysis, descriptive analysis, reliability analysis,

correlation analysis, hypothesis testing, regression analysis and etc. (Malhotra and Birks, 2003).

*Frequencies analysis:* aims at describing the information of the respondents, and also observing if the respondents are balanced in terms of age, gender and income. It presents the data of how frequently each alternative is answered by the respondents. The mean value of each question presents the average score of all the Responses (Aaker et al., 2011).

*Descriptive statistics:* are the most basic method that with the purpose of summarizing the data. It presents the basic characteristics for instance the median, mean, standard deviation, skewness and finally kurtosis (Hinkle et al. 1994).

*Reliability:* According to Bryman and Bell (2007), reliability examines the consistency of a concept measure. A concept can be measured by multiple item measure and questions formulated on the light of measures will be added up to gauge an overall score. In this way, the most important issue is to ensure these indicators refer to the same thing. Thus Cronbach's alpha is the effective way to test the internal reliability (Bryman and Bell, 2007). The value of Cronbach's alpha is generally accepted above 0.6, the higher the value is the more reliable the questions are (Flynn et al., 1994).

*Correlation analysis:* is the approach to increase reliability and validity that the samples properly represent the population. By applying this analysis method, the data can be ensured in order to draw conclusions of the population. This can be measured by the value of Pearson- correlation (r-value). This value is ranged between -1 and +1. The value of -1 indicates an absolutely negative relationship between two variables, which represents that a higher value of this variable leads to a lower value of the other. On the other hand, +1 stands for a perfectly positive relationship between two variables (Aaker et al., 2011). Accordingly, the higher the correlation is, the more similar two variables are (Bryman and Bell, 2007).

*Linear Regression Analysis*: is a statistical procedure to investigate the relationship between two or more variables (Bryman and Bell, 2007). There are several key parameters needed to be focus: Significance, Beta, Adjusted R Square and T-value. According to Bryman and Bell (2011), Beta represents the standardized regression coefficient. The beta value ( $\beta$ -value) indicates how strong each independent variable influences the dependent variable (Bryman and Bell, 2007). Regarding to significance level, it is used to determine if hypothesis is accepted or rejected. If its value (P-value) is greater than 0.05, hypothesis will be rejected. In contrast, it is meant to be accepted. In terms of Adjusted R Square, it stands for the percentage that the dependent variable can be explained by independent variables (Bryman and Bell, 2007).

This study applied descriptive statistics in order to present the potential factors that influence consumer's attitude and further impact on their purchase intention towards organic food in Chinese market as well as draw conclusions relevant to this phenomenon. By using SPSS, these following parameters were analyzed. In terms of descriptive statistics, mean value, Skewness and Kurtosis were focused. On the other hand, linear regression analysis was conducted on significance level, T-value, Adjusted R Square and Beta. A detailed description would be mentioned in the following chapter of Results.

### **3.9 Quality Criteria**

Research quality can be measured by validity and reliability in any study (Bryman and Bell, 2007). Validity and reliability are originated from nature science and aim at defining the level of credibility and strengths of a research (Yin, 2009). Validity examines whether the instruments can reflect and measure the concept while reliability refers to the stability of the measurement (Bryman and Bell, 2007).

### **3.9.1 Validity**

Validity can be defined as to whether the research is able to scientifically answer to the question that it is intended to answer. In generally, validity consists of content validity, construct validity and criterion validity (Bryman and Bell, 2007).

Construct validity is the measure of how well an operational definition is able to measure a concept (Bryman and Bell, 2007; Aaker et al., 2011). This standard is achieved by the assessment of Pearson's Correlation (Malhotra and Birks, 2003; Bryman and Bell, 2007). If this value is greater than 0.8, it indicates a very strong correlation between two variables (Bryman and Bell, 2007). Criterion validity measures the extent of how well the scale has performed in congruent with other criterion variables (Malhotra and Birks, 2003; Bryman and Bell, 2007).

In order to ensure the validity of the research, researchers with specialized knowledge in this field were requested to read through the research. By conducting this step, this helped the study to make improvements and could develop some questions before spreading them out. Three potential respondents read through the questionnaire and gave some comments in a pilot study. They were asked if they understood the instruction of the questionnaire, question formulation and if there was enough alternatives. The value of Pearson's Correlation guaranteed the construct validity of this study (more detailed information will be presented in next chapter).

### **3.9.2 Reliability**

According to Bryman and Bell (2007), reliability examines the consistency of a concept measure. A concept can be measured by multiple items and questions are formulated on the light of measurements which will be added up to gauge an overall score. In this way, the most important issue is to ensure these indicators refer to the same thing. Internal reliability refers to the consistency between two indicators, in which the score of respondents on one indicator is related to their score on the other. It can be examined by Cronbach's alpha. If the value is greater than or equal to 0.6, it implies an accepted

level of internal consistency. The greater the value is, the better the consistency of the question were formulated (Bryman and Bell, 2007).

In this study, Cronbach's alpha was applied in order to check the reliability. The result of Cronbach's alpha showed the high reliability of the questions. In general, the value of Cronbach's alpha of this research was totally exceeded 0.6 and some of them have reached to 0.9. The result would be discussed more explicitly in the next chapter.

### 3.10 Applied Method

In summary, the table below (table 3) describes the employed methodology in this study.

**Table 3:** Research Methodology in this Study

Research Methodology	Employed in the Study
Research Approach	Deductive & Quantitative
Research Design	Descriptive
Data Sources	Primary
Research Strategy	Survey
Data Collection Method	Online questionnaire
Sampling	<ul style="list-style-type: none"> <li>● Convenience sampling</li> <li>● Snowball sampling</li> </ul>
Data Analysis Method	<ul style="list-style-type: none"> <li>● Frequencies</li> <li>● Descriptive statistics</li> <li>● Pearson's Correlation</li> <li>● Linear regression</li> </ul>
Criteria	<ul style="list-style-type: none"> <li>● Validity</li> <li>● Reliability(Cronbach's alpha)</li> </ul>

## 4.0 Analysis and Results

*This chapter presents data based on the result from SPSS. It includes five main parts. The first part is named as frequencies. It was followed by descriptive statistics and correlation, continued with reliability and validity and finally ends up with the linear regression.*

### 4.1 Frequencies

The questionnaire was constructed on 25 questions in which three questions about demographics were ordinal and nominal scale and the other 22 questions were formulated in Likert scale, ranged from 1- totally disagree to 7-totally agree. The total number of responses was 468 in which 52 out of them were excluded due to its invalidity. As result, 416 responses were used for further analysis.

Regarding the three demographic questions; age, gender and income. Age, it is divided into six different ranges; from 18-25, from 26-35, from 36-45, from 46-55, from 56-65 and over 65. Gender includes two alternatives of Male and Female and finally there are seven options for income which are ranged from less than or equal to 1000 to greater than or equal to 15001. The unit which was used to measure Income is Yuan as the official currency in China. In specific, the ranges include;  $\leq 1000$  (less than or equal to 1000), from 1001- 3000, from 3001- 6000, from 6001-9000, from 9001-12000, from 12001-15000 and lastly  $\geq 15001$  (greater than or equal to 15001).

Based on the result from 416 Chinese respondents have participated in this study, male accounts for 55.3% (230 respondents) and female stands for 44.7% (186 respondents). In terms of age, 115 respondents belong to the group age between 18 and 25, 108 respondents are from 26-35, 82 respondents are between 36-45, 95 of them aged from 46-55 and the rest of 16 respondents belongs to the age range of 56-65. There is no respondent whose age is over 65 participated in this study. About income, the result showed that the range between 3001 and 6000 Yuan are most frequently chosen by 124

respondents, while 56 respondents chose under 1000, 88 respondents selected 1001-3000, 79 respondents whose income are within 6001-9000, 33 respondents achieved the amount between 9001 and 12000, 15 respondents chose the range from 9001-12000 per month and the rest of 21 respondents exceeds the amount of 15000 Yuan per month for their income. The results of age, gender and income were summarized in table 4.

**Table 4:** Frequencies

<b>AGE</b>	Frequency	Percent
18-25	115	27.6
26-35	108	26.0
36-45	82	19.7
46-55	95	22.8
56-65	16	3.8
> 66	0	0
Total	416	100.0

<b>GENDER</b>	Frequency	Percent
Male	230	55.3
Female	186	44.7
Total	416	100.0

<b>INCOME</b>	Frequency	Percent
≤ 1000	56	13.5
1001-3000	88	21.2
3001-6000	124	29.8
6001-9000	79	19.0
9001-12000	33	7.9
12001-15000	15	3.6

≥15001	21	5.0
Total	416	100.0

## 4.2 Descriptive Statistics

In general, the mean value is varied between questions with the lowest value of 3.32 to the highest value of 6.22. In order to eliminate the question error, they are checked by Skewness and Kurtosis. For Skewness, the accepted value should be within -1 to +1 and for Kurtosis, it should be within -3 to +3. By using SPSS, two questions about Health Consciousness are removed due to their value of Skewness and Kurtosis has exceeded the accepted level. For Skewness, their values are respectively -1.914 and -1.573 and for Kurtosis, the numbers are calculated as 3.973 and 2.246 (see table 5 below).

## 4.3 Correlation (Validity)

Correlation analysis aims at ensuring the construct validity by measuring how well two sets of data were related. It can be presented by the value of Pearson's correlation coefficient. In general, the correlation value is under 0.8 or 0.9, the validity is ensured. In this study, all the values were under 0.8 which indicated that two sets of concept are not highly related. In other words, these concepts measured differently (can be seen in Table 5).

**Table 5:** Descriptive statistics and Pearson correlation coefficients

Variables	Mini- mum	Max -mum	Mean	SD	1	2	3	4	5	6	7	Age	Gender	Income
1. Attitude	1	7	5.64	1.330	-									
2. Health Consciousness	1	7	5.35	1.344	0.664**	-								
3. Consumer Knowledge	1	7	4.86	1.069	0.648**	0.629**	-							
4. Environmental Concern	1	7	5.62	0.975	0.463**	0.525**	0.677**	-						
5. Personal Norm	1	7	5.07	1.292	0.669**	0.677**	0.618**	0.592**	-					
6. Subjective Norm	1	7	4.15	1.154	0.397**	0.432**	0.453**	0.357**	0.513**	-				
7. Purchase Intention	1	7	4.65	1.269	0.662**	0.613**	0.627**	0.522**	0.736**	0.524**	-			
Age	-	-	-	-	0.268**	0.252**	0.236**	0.266**	0.295**	0.197**	0.299**	-		
Gender	-	-	-	-	0.010	0.037	0.054	-0.006	0.014	-0.069	0.001	-0.113*	-	
Income	-	-	-	-	0.180**	0.165**	0.175**	0.156**	0.141**	0.157**	0.219**	0.453**	-0.133**	-

Notes: N=416; \*p&lt;0.05; \*\*p&lt;0.01

## 4.4 Reliability

### *Reliability (Cronbach's Alpha)*

Based on the collected data, reliability was tested on each single concept respectively. According to Flynn, *et al.* (1994) the value which is larger or equals to 0.6 is generally accepted. The larger the value is the higher the consistent of the questions are. The Cronbach's Alpha for all concepts are equals or above 0.6 (can be seen below in Table6), showing that the questions are likely to gather similar result if execute again (Malhotra, 2010).For instance, the Cronbach's Alpha for attitude is 0.926 which indicated an excellent reliability.

**Table 6:** Reliability for each variable

### Reliability statistics

Variable	Cronbach's Alpha	N of Items
Attitude	0.926	3
Health Consciousness	0.843	2
Consumer Knowledge	0.699	3
Environmental Concern	0.611	3
Personal Norms	0.844	3
Subjective Norms	0.600	3
Purchase Intention	0.837	3

## 4.5 Linear Regression

In this study, two linear regressions were conducted respectively. The first regression (Table 7) was to test the relationship between five factors and attitude. Five factors including health consciousness, consumer knowledge, environmental concern, personal norms and subjective norms were considered as independent variables while attitude was the dependent variable. The second regression (Table 8) aimed to investigate the relationship between attitude and purchase intention in which attitude is independent variable and purchase intention is dependent variable. In this study, age, gender and income were chosen as the relevant control variables. For each regression,

two models are included in which model 1 demonstrated the relationship between control variables and dependent variable whereas model 2 presented the impact of both control variables and independent variables on dependent variable. In other words, in the first regression (Table 7), the figures in model 1 illustrated the impact of control variables on attitude and in model 2 showed the impact of both control variables and five factors on attitude. Similarly, in the second regression (Table 8), the figures in model 1 demonstrated the impact of control variables on purchase intention and model 2 presented the impact of both control variables and attitude on purchase intention.

Referring to the significance value, star (\*) showed the level of significance. One star indicates the significance value is lower than 0.05 (\* $p < 0.05$ ) and two stars indicates significance value is lower than 0.01 (\*\* $p < 0.01$ ). The lower its value is, the higher the significance level is. Thus, Beta value with two stars presented a high level of significance.

In the first regression (see Table 7, model 1), age is the only control variable that has an impact on consumer attitude towards organic food with a high significance level (\*\* $p < 0.01$ ). Moreover, three out of five factors comprised of health consciousness (H1), consumer knowledge (H2) and personal norms (H4) in model 2 were accepted with a high level of significance (\*\* $p < 0.01$ ) while environmental concern and subjective norms were rejected ( $p > 0.05$ ). R square ( $R^2$ ) and Adjusted R square (Adjusted  $R^2$ ) indicated the proportion of explained variance between 0 and 1, it can be interpreted as a percentage. The higher the value is, hypothesis is better proved. In model 1 the change in  $R^2$  showed the percentage changes from having no variables to conducting the regression with the control variables and attitude.

The change in  $R^2$  in model 2 indicated the percentage change from only conducting the regression between the control variables and attitude to conducting the control variables, attitude and the factors together. Therefore, change in  $R^2$  (Model 2) represented the percentage of impact that factors have on attitude. In comparison with

the adjusted  $R^2$  in both model 1 and 2 (Table 7), control variables as a unit (including age, gender and income) did not indicate an obvious impact on attitude which had the value of 7.1%. It implied that 7.1% of attitude was explained by age, gender and income. On the other hand, control variables and hypotheses of factors had an enormous impact on attitude with the value of 57.1%. Consequently, change in  $R^2$  in model 2 (Table 7) indicated that 50% of attitude can be explained by the factors in general. In other words, this could be interpreted that factors are the main predictors of consumer attitude.

In the second regression (see table 8), age (\*\* $p < 0.01$ ) and income (\* $p < 0.05$ ) were the two control variables that had an impact on purchase intention. Besides, the hypothesis 6 was accepted with a high significance level. Regarding adjusted  $R^2$  in both model 1 and 2 (Table 8), control variables as a unit (including age, gender and income) did not have an obvious influence on purchase intention which had the value of 9.4%. In specific, it denoted that 9.4% of purchase intention was explained by control variables in general. On the other hand, control variables and attitude had an enormous impact on purchase intention with the value of 45.1%. Deriving from this, change in  $R^2$  in model 2 (Table 8) revealed that 35.7% purchase intention was explained by attitude. In other words, it is interpreted that attitude are the main predictors of consumer attitude.

Overall, the significance p-value of all accepted hypotheses (H1, H2, H4 and H6) are less than 0.01 which indicated that hypotheses are accepted in high significance level. According to Bryman and Bell (2007), Beta value (the number before the stars) indicates the relationship between a dependent variable and each independent variable. In particular, it represented the percentage in which the dependent variable is explained by independent variable. The higher the Beta value is, the stronger their relationship is. If Beta value is greater than 0, it presents a positive relationship. In contrast, it presents a negative relationship. Based on the results, hypothesis 1, 2, 4 and 6 have positive Beta value. In particular, among all the factors that influencing consumer attitude towards organic food, personal norms has the highest impact with the Beta value of 0.324. This

number denotes that 32.4% of consumer attitude could be explained by personal norms. This explanation is similarly applied for all of the accepted factors towards consumer attitude.

Lastly, the number under the Beta value inside the brackets is the standard error. Standard error refers to the standard deviation of the various samples in statistics, for instance the mean or the median. The smaller number it is the more representative the sample will be of the overall population (Nolan and Heinzen, 2011). Reflecting to the table 7 and 8, values of standard error are less than 0.1 which indicates that the sample (n= 416) could be representative of the overall Chinese population.

**Table 7:** Linear Regression

Dependent variable: Attitude

Variables	Model 1	Model 2
<b>Control variables:</b>		
Age	0.238** (0.058)	0.035 (0.041)
Gender	0.048 (0.128)	-0.015 (0.088)
Income	0.078 (0.046)	0.029 (0.032)
<b>Independent variables:</b>		
H1: Health consciousness		0.283** (0.047)
H2: Consumer Knowledge		0.305** (0.059)
H3: Environmental concern		-0.066 (0.059)
H4: Personal norm		0.324** (0.052)
H5: Subjective norm		-0.019 (0.045)
$R^2$	0.078	0.579
Adjusted $R^2$	0.071	0.571
Change in $R^2$	0.078**	0.501**

Notes: N=416; \*p<0.05; \*\*p<0.01

**Table 8:** Linear Regression

Dependent variable: Purchase intention

Variables	Model 1	Model 2
<b>Control variables:</b>		
Age	0.255** (0.055)	0.107* (0.043)
Gender	0.044 (0.120)	0.015 (0.094)
Income	0.109* (0.043)	0.060 (0.034)
<b>Independent variables:</b>		
H6: Attitude leading to purchase		0.622** (0.036)
$R^2$	0.100	0.457
Adjusted $R^2$	0.094	0.451
Change in $R^2$	0.100**	0.357**

Notes: N=416; \*p&lt;0.05; \*\*p&lt;0.01

## 5.0 Discussion

*This chapter aims at discussing the result presented in chapter 4 which was connected and referred back to the previous research. It firstly starts with Chinese consumer's attitude towards organic food, being followed by discussing the influence of five factors on attitude respectively. Finally the discussion ends with analysing the relationship between attitude and purchase intention which was explained by the relevant theoretical concepts.*

Attitude towards the behavior refers to the level of which a person has a positive or negative evaluation or assessing of the behavior. The more positive the attitude is in regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Tarkiainen and Sundqvist, 2005). Based on the result of mean value (5.64 out of 7) concerning three questions to measure attitude, it indicates that Chinese consumers in general hold a positive attitude towards organic food. In other words, they considered that purchasing organic food is good, important and wise.

Additionally, their positive attitude is determined by the consumer belief that organic food is good for health.

## **5.1 Health Consciousness**

*H1: The more health conscious consumers are the more positive attitude they have towards organic food.*

Since the hypothesis is accepted, it could be explained that Chinese people who are more concerned about the food safety and its effect on their health tend to hold a positive attitude towards organic food and this result is aligned with the theory proposed by Roddy, Cowan and Hutchinson (1996). In other words, the more they are conscious of health, the more positive attitude they have towards organic food. In specific, Chinese consumers believe that organic food contains more natural ingredients and good for their health in comparison to conventional food. Referring back to the theoretical concept, this factor is named as “freedom from chemicals” which is defined as the consumer beliefs about the safety and healthy aspect of organic food (Devcich, Pedersen and Petrie, 2007). As result, it enables them to consume the food without any worries or suspicion (Suh, Eves and Lumbers, 2012). And in this study, health consciousness is determined to have an impact on Chinese consumer attitude.

## **5.2 Consumer Knowledge**

*H2: The more knowledge (subjective knowledge, prior experiences and information) consumers have the more positive attitude they have towards organic food.*

Based on the result, consumer knowledge is concluded to have an influence on Chinese consumer attitude towards organic food. In this research, consumer knowledge is categorized as subjective knowledge refers as “what the consumers perceive that they know” and prior experience refers to “what the consumers have experienced before” (Brucks, 1985). The result from this survey showed that the more Chinese consumer perceive that their knowledge about organic food is high and have a positive

impression/experience, the more positive attitude they hold towards organic food. Therefore, it supported the studies of Chrysochoidis, (2000); Padel and Foster, (2005) and Stobbelaar *et al.* (2007) who have claimed the positive relationship between consumer knowledge and their attitude. In terms of subjective knowledge, it could be interpreted that the more information that Chinese consumer know about organic food such as production, positive effects on health, natural ingredients and so on, it results in an individual confidence regarding subjective knowledge of consumers and thus, leads to the positive attitude (Brucks, 1985). On the other hand, if consumer have purchased organic food before and had a positive experience of its consumption, this factor will essentially contribute to their positive attitude towards it. It is also associated with the study of Sorensen, Grunert, Nielsen (1996).

### **5.3 Environmental Concern**

*H3: The more consumers care about environmental friendly issues the more positive their attitude is towards organic food.*

According to the data, this hypothesis was rejected. When it comes to the environmental measures, respondents did care about the environment which is aligned with the finding from Vermeir and Verbeke (2006) and Chen (2007) claimed that consumers are likely to be involved in environmental friendly issues. However, this will not be sufficient for them to hold a positive attitude towards organic food. It could be explained by that there are many different methods to protect the surrounding environment; choosing organic food is one of the choice.

### **5.4 Personal Norms**

*H4: The more consumers themselves consider that organic food are good, the more positive attitude consumers have towards organic food.*

Referring to the influence of personal norms on Chinese consumer attitude towards organic food, the result showed that the more consumer perceive or consider that organic food is good, the more positive it is in association with their attitude. This

factor is linked to self- attitude and beliefs of an individual in acting or behaving in a certain way (Schwartz, 1973). Apply to this research, based on the questions regarding this factor, Chinese consumers have agreed upon three viewpoints: “I feel I should choose organic food”, “I get a good conscience about myself I choose organic food” and “I believe that choosing organic food is a right decision”. In other words, the preference of choosing organic food is not originated or impacted by the other’s ideas but it is more likely to stem from attitude of the consumer themselves. And this factor is proved to have a strong influence on their attitude towards organic food. Besides, this result also supported the study of Thøgersen (2002), stating that personal norm has a strong impact on consumer in choosing organic and non-organic food as well as their attitude.

## **5.5 Subjective Norms**

*H5: The more people around consumers consider that organic food is good, the more positive attitude consumers have towards organic food.*

This hypothesis was rejected based on the data. This represented that there is no relationship between subjective norms and attitude in the context of organic food. The statistic data revealed that regarding to hold a positive attitude towards organic food; Chinese consumers do not feel social pressure to behave as the others in their food choice. In other words, it is unnecessary for them to meet other group or important referent’s expectation in order to hold a positive attitude towards organic food. This demonstrated a different result from the previous study conducted by Takianien and Sundqvist (2005) which denoted that subjective norms have a positive influence on consumer’s attitude towards organic food. Since this study conducted in Chinese market, the result differs with the previous study can be caused by many factors for instance culture differences.

## 5.6 Purchase Intention

*H6: The more positive attitude people have towards organic food, the more likely they are to purchase organic food.*

The result revealed that the hypothesis between consumer attitude and purchase intention is accepted in high significance. The more positive attitude Chinese consumers have towards organic food, the more likely they are to purchase organic food. This result is aligned with the finding that Fishbein and Ajzen (1975) disclosed that individual's attitude towards behavior will determine his/her intention to perform a behavior. Moreover, the hypothesis is also supported by the previous finding from Chen (2007), Thøgersen (2007) and Dean *et al.*, (2008) stating that consumer's attitude towards organic food has a positive impact on their intention to purchase organic food. Additionally, this result can be explained by Thøgersen (2007) which denoted that attitude has been deemed as a crucial predictor towards intention of purchasing organic food. Since this hypothesis was accepted, it supported the TPB theory which presented that one factor that determined the purchase intention is attitude. It reveals that part of consumers purchase intention and decision is based on what attitude they have towards a specific item (Ajzen, 1991; Chen, 2007).

## 5.8 Additional Finding

Control variables

Regarding the impact of control variables (demographic factors) on the research model, age is the only factor that has demonstrated an obvious influence on both consumer attitude and purchase intention. In particular, the model 1 and 2 (table 7) indicated that three factors; health consciousness, consumer knowledge and personal norm are concluded as the main predictors of consumer attitude, in comparison to age as control variable. Besides, income also indicated an influence on purchase intention by the significance level which is less than 0.05 (\*). Continuously, attitude is proved to be the main predictor that affects consumer purchase intention even though age as control

variable is still concluded to have a certain impact. It was proved by the value of  $R^2$  and change in  $R^2$ . Since the changes in  $R^2$  were higher in both model (table 7 and 8) it is concluded that the factors (hypothesis) have a higher impact than the control variables towards the attitude and purchase intention. In overall, this result supports the study about organic food by Magnusson *et al.* (2001) which emphasizes the influence of age on consumer attitude and purchase intention.

## 6.0 Conclusions and Contributions

*Chapter 6 includes two main parts. Firstly conclusion starts with the aim of answering the research questions. Subsequently contribution is followed to discuss what have been contributed to previous studies on the area of organic food in specific and marketing research in general by conducting this paper.*

### 6.1 Conclusion

**Table 9:** Hypothesis and result summary

Hypothesis	Accepted/Rejected
<i>H1: The more health conscious consumers are the more positive attitude they have towards organic food.</i>	Accepted**
<i>H2: The more knowledge (subjective knowledge, prior experiences and information) consumers have the more positive attitude they have towards organic food.</i>	Accepted**
<i>H3: The more consumers care about environmental friendly issues the more positive their attitude is towards organic food.</i>	Rejected
<i>H4: The more consumers themselves consider that organic food are good, the more positive attitude consumers have towards organic food.</i>	Accepted**
<i>H5: The more people around consumers consider that organic food is good, the more positive attitude consumers have towards organic food.</i>	Rejected
<i>H6: The more positive attitude people have towards organic food, the more likely they are to purchase organic food.</i>	Accepted**

Note; \* $p < 0.05$ ; \*\* $p < 0.01$

1. What is the Chinese consumer's attitude towards organic food?

In general, Chinese consumers hold a positive attitude towards organic food. Based on the answered, it concludes that the respondents think it is wise, good and important to

buy organic food. This represents a good evaluation of consumers concerning organic food in general which leads to the formulation of a positive attitude.

2. What kind of factors influence consumer's attitude towards organic food in China?

Based on the results, health consciousness, consumer knowledge and personal norm are proved to have influence on consumer attitude towards organic food in China. In other words, the more conscious consumers are of their health, the more knowledge/experiences they obtained, or the more positive in their individual beliefs regarding the good effects of consuming organic food, it results as the more positive in their attitude. In contrast, two factors of environmental concern and subjective norms do not indicate any obvious influence on consumer attitude due to the rejection of their hypotheses. It could be explained that consumer attitude towards organic food is not affected by environmental related factors nor the opinions/ preferences by the other people.

3. What is the relationship/correlation between Chinese consumer's attitude and their purchase intention?

The result has concluded a positive relation between consumer's attitude and purchase intention. In other words, if Chinese consumers hold a positive attitude towards organic food, it would be more likely to lead to purchase intention.

## **6.2 Contributions**

By answering three research questions, this paper has contributed to the previous research in the field of organic food. According to the introduction, there are not many studies have been made about consumer attitude towards organic food in China. Therefore, this paper has certainly contributed to the research area of organic food in China. Furthermore on this research, three factors are determined to have the influence on consumer attitude in Chinese market. They are named as health consciousness, consumer knowledge and personal norm. To some extent, this result has been similarly

mentioned by other studies in other countries such as South Korea but not specifically in China.

Additionally the study concludes that Chinese consumer attitude is not affected by environmental concern and subjective norms which are referred to the other's opinions and preferences. To the best of the author's knowledge, this result has not been explored by any previous studies about organic food in China. This could be considered as one more contribution of this study to previous knowledge. Continuously, the next contribution of this study is to underline the positive relationship between consumer attitude and their purchase intention in terms of organic food in China. Results from testing hypothesis have demonstrated that the more positive attitude the consumers hold towards organic food, the more likely they are to purchase afterwards. Lastly, in terms of demographic factors, age is concluded to have an impact on both attitude and purchase intention of Chinese consumers. Moreover, the result also showed that income has a certain impact on consumer's purchase intention. As mentioned, this finding has supported the previous research which has been conducted before in Sweden.

## **7.0 Limitations, Managerial Implications, Further**

### **Research**

*The final chapter starts with discussing the limitations of this research concerning sampling techniques and geographical barriers. Subsequently, managerial implications refer to how the result could be practically applied by the companies and finally it is followed by further research which implies the potential continuous studies based on this result as a foundation.*

## **7.1 Limitations**

There are few limitations in this study. Firstly, the sample techniques might have a potential impact on the hypotheses. Since the study was conducted in Sweden and the target population is Chinese consumers, there was a geographic barrier to access to the Chinese consumers. Therefore, online survey was chosen as the approach to reach the population instead of handing out physically. Moreover, when adopting the research design, the chosen convenience sampling and snowball sampling might also limit the ability to make broader generalizations from the results. Lastly, when it comes to SPSS analysis, two questions were excluded based on the parameters of skewness and kurtosis in descriptive statistics. Therefore, only two questions remained to measure the variable of health consciousness. As result, this might also have an impact to the final findings. Thus, for further researches it could be an advantage to have much more questions measuring a certain variable.

## **7.2 Managerial Implications**

The result of this study could be considered as an advice for marketers in regard to consumer attitude towards organic food in China. It particularly indicates which factors are determined to have an impact on consumer attitude and which factors do not. Due to the fact that health consciousness, consumer knowledge and personal norms are concluded to influence consumer attitude, these factors should be more detailed in focus or exploited by the marketers to develop advertising strategies in the future in Chinese market. For instance, health aspects should be more emphasized in organic food's advertisings instead of environmental related factors. Moreover, information about the products should be widespread in public through various ways of social media in order to increase the consumer knowledge. In parallel, the message should be clear and as detail oriented such as the ingredients, production process and how positive it affects the consumer's health. Furthermore, the result also indicates the impact of demographic factors as the control variables on consumer attitude and purchase

intention in China. It should be essentially considered by the company in order to tailor their potential target groups of consumers based on age and income which have been identified as the two main influencing demographic factors in this study.

### **7.3 Further Research**

The result of this study could be served as a foundation for further research about organic food in the future. For instance, it would be of interest for future research to go deeper into each factor and explain about their positive impact on consumer attitude towards organic food. On the other hand, the relationship between consumer attitude and purchase intention could be in depth investigated by using qualitative method such as one to one interviews or focus groups. Age and income could be further investigated such as specifying into different ranges to observe the impact of these factors on attitude and purchase intention more clearly. In terms of the influence of factors on consumer attitude, future studies could replicate it in another context such as different countries and cultures. For future researches, other sampling method could be adapted in order to reach large number of respondents. As mentioned above, more questions should be added in order to measure a variable.

Lastly since this paper was conducted as a quantitative study, further researches could carry out a qualitative study in order to get a deeper understanding why environmental concern and subjective norms were rejected.

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## Appendix 1. Questionnaire in English

### Questionnaire of consumer attitude towards organic food

Hello,

We are three students studying the masters program in marketing at Linnaeus University Växjö. We are currently conducting a master thesis about organic food in China. In order to investigate this topic further it is important that we get response from you. The survey takes approximately 5 minutes to complete. The questionnaire is anonymous and the data will only be used for this research.

If you have any questions, you can contact us on [sa222ct@student.lnu.se](mailto:sa222ct@student.lnu.se)

Thank you in advance!

Best regards,

Mingyan Yang

Sarah Al-Shaabani

Tram Nguyen

Definition of organic food: Grown or made without the use of artificial chemicals.

- **Attitude towards organic food**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

1. I think it is good to buy organic food.
2. I think it is important to buy organic food.
3. I think it is wise to buy organic food.

- **Factors influence consumer attitude towards organic food**

**Health Consciousness**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

- ~~4. I pay a lot of attention to my health.~~ (Removed based on the criteria of Skewness and Kurtosis in descriptive statistics )

5. ~~The health aspect is very important in my food choice.~~ (Removed based on the criteria of Skewness and Kurtosis in descriptive statistics )

6. I believe that organic food contains more natural ingredients than conventional food.

7. I believe that organic food is good for my health than conventional food.

**Consumer knowledge**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

8. My knowledge about organic food is sufficient.

9. My knowledge about organic food is based on previous experience such as purchasing/consuming/hearing from others/reading about it.

10. In overall, I have a positive experience/impression about organic food.

**Environmental concern**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

11. I pay a lot of intention to the environment.

12. The environmental aspect is very important in my food choice.

13. I believe that organic food is more environmental friendly than conventional food.

**Personal norm**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

14. I feel I should choose organic food instead of conventional food.

15. I get a good conscience about myself if I choose organic food.

16. I believe that choosing organic food is a right decision.

**Subjective norm**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

17. When it comes to choosing organic food, I behave as others do.

18. Due to the impact of social pressure (society, environment, social network etc), I choose organic food.

19. Most people who are important to me would like me to choose organic food.

- **Purchase intention**(7-point Likert scale, 1- strongly disagree to 7- strongly agree)

20. How often do I purchase organic food(1-never to 7-very often).

21. I am more likely to purchase organic food next time going shopping.

22. I am willing to pay extra for organic food.

- **Demographic factors**(Control variables)

23. Age: 18-25/ 26-35/ 36-45/ 46-55/ 56-65/ >65

24. Gender: Male/ Female

25. Monthly Income( Currency: CNY(Chinese Yuan))

<1000/ 1001-3000/ 3001-6000/ 6001-9000/ 9001-12000/

12001-15000/ > 15001

## Appendix 2. Questionnaire in Chinese

### 有机食品的消费态度的问卷调查

亲爱的朋友，您好！我们是来自瑞典林奈大学(Linnaeus University)的市场营销专业的研究生，目前我们在做一项关于中国消费者的消费态度和消费态度对购买意图影响的毕业论文。为了能将这项研究开展下去，您的参与对我们非常重要。此问卷调查大约占用您5分钟时间，希望您在百忙之中抽出一点宝贵的时间，协助我们完成以下这份调查问卷。您所填写的数据将不会公开，感谢您的合作和参与！

如果您有任何疑问，请联系我们 ymy209@gmail.com.

万分感谢！/杨茗妍 /Sarah/ Tram

瑞典林奈大学，商务与经济学院，市场营销（研究生）专业 Master Program in Marketing, School of Business and Economics, Linnaeus University

此问卷中将会出现的概念：

**有机食品**：又称生态食物，是国际上对无污染天然食品的统一提法，通常来自有机农业生产体系，根据国际有机农业生产要求和标准生产加工。农作物在种植过程中没有使用非天然的化学物质或有机物质，作物本身没有经过基因改造，加工过程没有使用化学添加物。

- **对有机食品的态度**（7分李克特测量表，1-非常不赞同，7-非常赞同）
  1. 我认为购买有机食物是非常好的行为。
  2. 我认为购买有机食物很重要。
  3. 我认为购买有机食物是非常明智的行为。
- **影响消费态度的因素**（7分李克特测量表，1-非常不赞同，7-非常赞同）

#### 健康意识

- ~~4. 我很关注我的健康。(做分析时去掉了)~~
- ~~5. 购买食品时，食品的健康因素对我很重要。(做分析时去掉了)~~
6. 我相信有机食品比传统食物（非有机食物）含有更多天然成分。

7. 我相信有机食品比传统食物对我的健康更有益。

#### 消费者知识

8. 我对有机食品知识了解的很多。

9. 我对有机食品的知识是建立在以往的经验上的，比如购买过/听别人说过 /从书上或电视或网络上读过。

10. 总而言之，我对有机食品有积极的正面印象。

#### 关心环境

11. 我很关注环境问题。

12. 购买食品时，我会考虑食品对环境污染的影响。

13. 我相信有机食品比传统食品对环境造成的影响更小。

#### 个人规范

14. 我认为我应该选择有机食品而不是传统食物。

15. 我觉得我选择有机食品是为环境贡献了自己的一份力量，因此觉得很自豪。

16. 我认为选择有机食品是一个正确的选择。

#### 主观规范

17. 当选择有机食品时，我效仿别人的做法。

18. 我受到来自社会的压力（社会问题，环境问题等，攀比心理）而选择有机食品的。

19. 大多数对重要的人希望我选择有机食品。

#### • 购买意图（7分李克特测量表，1-非常不赞同，7-非常赞同）

20. 你购买有机食品的频率。（1-从不购买，7-频繁购买）

21. 下一次购物，我会倾向于购买有机食品。

22. 我乐意花更多钱去购买有机食品。

#### • 人口信息（控制变量）

23. 年龄: 18-25/ 26-35/ 36-45/ 46-55/ 56-65/ >65

24. 性别:男/女

25. 月收入（货币：人民币）

<1000/ 1001-3000/ 3001-6000/ 6001-9000/ 9001-12000/

12001-15000/ > 15001

## Appendix 3. Table of Descriptive Statistic

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
attitude good to buy	416	1	7	5,81	1,384	-1,022	,120	,500	,239
attitude important to buy	416	1	7	5,55	1,454	-,699	,120	-,211	,239
attitude wise to buy	416	1	7	5,58	1,434	-,727	,120	-,116	,239
HC more natural ingredients	416	1	7	5,26	1,490	-,500	,120	-,350	,239
HC good for health	416	1	7	5,44	1,399	-,568	,120	-,345	,239
CK high	416	1	7	4,04	1,368	-,012	,120	,208	,239
CK previous experience	416	1	7	4,98	1,401	-,194	,120	-,372	,239
CK positive experience	416	1	7	5,57	1,287	-,722	,120	,372	,239
EC pay attention	416	1	7	6,22	1,067	-1,492	,120	2,497	,239
EC important in food choice	416	1	7	5,42	1,374	-,497	,120	-,439	,239
EC more environmental friendly	416	1	7	5,22	1,432	-,325	,120	-,473	,239
PN should choose	416	1	7	4,84	1,464	-,400	,120	,053	,239
PN good conscience	416	1	7	4,92	1,554	-,452	,120	-,136	,239
PN right decision	416	1	7	5,45	1,422	-,620	,120	-,213	,239
SN behave as others	416	1	7	4,63	1,441	-,300	,120	,126	,239
SN social pressure	416	1	7	3,32	1,660	,170	,120	-,631	,239
SN people important would like to	416	1	7	4,51	1,537	-,215	,120	-,108	,239
PI how often	416	1	7	4,33	1,404	,077	,120	-,012	,239
PI next time	416	1	7	5,03	1,451	-,420	,120	-,159	,239
PI pay extra	416	1	7	4,60	1,529	-,222	,120	-,168	,239
Valid N (listwise)	416								