EVALUATING URBAN CHINESE CONSUMERS’ PURCHASE INTENTIONS OF ORGANIC FOOD: DO DEMOGRAPHICS MATTER?

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ABSTRACT

This research aims to investigate whether demographic variables influence consumers’ purchase intentions of organic food in urban China. Data were collected at supermarkets in the major cities which yielded 916 usable responses. The findings revealed that gender, age and educational level had no significant relationship in influencing the purchase intentions. However income, beliefs/attitudes and pre-purchase intentions, all demonstrated weak to moderate significant correlations with behavioural and purchase intentions of organic food. These findings have important implications to all stakeholders of the organic food industry, in particular to foreign firms which intend to export organic food to China.

Keywords: Organic food, China, demographics, purchase intentions

Track: Consumer Behaviour