This study aims to investigate whether there are differences between groups of Chinese organic food consumers, and in particular between the inland and coastal regions. Data were collected from respondents in Shanghai (representative of coastal regions) and Chengdu (representative of inland regions). The findings revealed that China is not a homogenous country. Essentially, consumers from the coastal and inland cities differ significantly in terms of their beliefs and attitudes, lifestyles and consumption patterns relating to organic food. The beliefs and attitudes tend to be influenced more by product-related attributes in Shanghai, where consumers place greater emphasis on organic food texture, fragrance and nutritional value. These consumers also differ in their lifestyles which influence their beliefs and attitudes as compared to consumers in Chengdu. 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.

Key words: Organic food, China, beliefs, attitudes, behavioural intentions

Track: International Marketing