

## The Impact of Environmental Advertisement, Health Consciousness and Personal Norm on Organic Food Consumption in Shanghai, China

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### ABSTRACT

The consumption of organic food has risen due to consumers' concerns over issues regarding the environmental problems, food safety and health. This study explores the effects of factors (environmental advertisements, health consciousness, and personal norms) on organic food consumption in Shanghai. The data was collected from 400 consumers at 4 Carrefour supermarkets in Shanghai who purchased organic food. All hypotheses were analyzed by SEM (structural equation model). The research outcomes revealed that organic food consumption was positively related with environmental advertisement ( $\beta=0.56$   $p<0.001$ ), health consciousness ( $\beta=0.19$ ,  $p<0.01$ ), and personal norm ( $\beta=0.22$ ,  $p<0.001$ ). The results imply that environmental advertisement is the chief factor for consumers to purchase organic food, and it is the most effective tool to reach those consumers who are aware of environmental and health issues.

**Keywords-** Organic food, Environmental Advertisement, Personal Norm, Health Consciousness

**Paper type-** Research paper

### INTRODUCTION

With the development of technology and the improvement of living standard, as well as an increase in environmental problems, Chinese consumers' concern over food quality and usage of chemical residues has been accumulated (Sternfeld, 2009). Doubtless, Chinese people recently pay increasingly attention to what they have eaten every day. However, to a certain extent, the safety of the food products in the market is not really labeled by manufacturers. It is somewhat difficult for consumers to obtain sufficient knowledge of