

## A Comparative Study on Consumers' Perception, Attitude and Utilization of Environment-Friendly Agricultural Products Certification Labels between China and Korea

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With consumers' needs diversified, the food safety and the attitude on environmental protection lead that consumers purchase "Environment-friendly Agricultural Products (On this study it is described as EAP)". Which affects "Environment-friendly Agricultural Products Certification Labels (On this study it is described as EAPCL)" providing information on EAP is introduced. The purpose of EAPCL is that consumers can perceive and utilize it. Regarding EAPCL, in Korea there have been studies focused on the perception, attitude and purchasing behavior of EAP and also the use of quality-certification labels on agricultural products and foods. While in China studies are focused on the perception, attitude and the factors on purchasing behavior of Green Food but study on utilization is insufficient. Therefore this study is mainly aimed at contributing the utilization method of EAPCL for China by comparing Chinese consumers' perception, attitude and utilization of EAPCL with Koreans'. This study questions are as follows; (1) To compare the difference in consumers' perception, attitude and utilization of EAPCL between China and Korea (2) To identify factors affecting consumers' perception, attitude and utilization of EAPCL between China and Korea.

The respondents of this study are female consumers (> age 20) those who are responsible for purchasing EAP in households and have their own children. 270 from Beijing (China) and 277 from Seoul and Incheon (Korea) are collected as the study sample. We asked respondents demographic characteristics, health concern and food related characteristics (involvement on food safety / perceived risk on purchasing food / sensitivity of harmful material in food), the attitude of EAP, perception, attitude and utilization of EAPCL. Except demographic characteristics, all items were measured on a five-point Likert scale (1-strongly disagree, 5-strongly agree). By using PASW18.0 program, t-test and regression analysis were conducted to analyze data.

Here are our findings: (1) Chinese consumers' perception level of EAPCL ( $p < .05$ ) as well as consumers' attitude ( $p < .001$ ) and consumers' utilization ( $p < .001$ ), all three of them are lower than Korean consumers' (2) In China consumers' perception level of EAPCL is lower in such case that consumer who isn't full time housewife and whose child isn't above 13years old than who is. While in Korea the higher monthly income and health concern level were, the higher Korean consumers' perception level of EAPCL was. Especially both Chinese and Korean consumers showed the higher involvement on food safety and attitude level of EAP were, the higher perception level of EAPCL was.

It was found that in China the higher monthly income was, the higher attitude level of EAP was. On the other hand the higher the involvement on food safety level was, the higher the Korean consumers' the attitude level of EAP was. Particularly both Chinese and Korean consumers showed the higher attitude level of EAP and the higher perception level of EAPCL were, the more positive attitude toward EAPCL was. It came out Chinese consumers' utilization level of EAPCL couldn't be identified in this study. While Korean consumers' utilization level of EAPCL is higher than in such case that consumer who is full-time housewife and whose monthly income is high. Both Chinese and Korean consumers showed that the higher attitude level of EAP and perception level of EAPCL and attitude level of EAPCL were, the higher utilization level of EAPCL was. It was explained 57.3% (Chinese,  $p < .001$ ) and 65.4% (Korean,  $p < .001$ ).

The results show several conclusions and policy implications. First, consumers' occupation and involvement on food safety affect the perception of EAPCL in China. Therefore consumer education and publicity activities on EAPCL targeting female Chinese who isn't full-time housewife could be included for promoting the involvement on food safety in China. Second, in order to improve the attitude of EAPCL positively in China, it is needed to improve the attitude of EAP positively as well. For example Chinese EAP producers could observe the law, eventually which can give satisfaction and trust on EAP to consumers. Third, Chinese consumers could decrease information asymmetry by searching and broadening related knowledge. It could lead to positive attitude of EAPCL and at the end they can utilize EAPCL.

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