

Research on the Influence Path of Green Food Labels on Consumers' Purchase Intention

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Abstract: Consumer trust can reduce the uncertainty and risk in the transaction process, and form a positive buying attitude and willingness to buy. There is also a significant correlation between consumers' perceived risk and their purchase intention. The higher the perceived risk, the more likely consumers will not consume or consume less. Consumer trust can directly affect consumers' purchasing intention, and it can also influence consumers' purchasing intention through perceived risk. Green food labels are used by consumers as external clues to quality perception, which can actively play their efficacy and information instructions, thereby increasing consumer trust, reducing perceived risks, and increasing consumers' willingness to buy green food.

1. Introduction

As consumers' awareness of environmental protection has increased and the demand for green food has increased, more and more companies have introduced green food. However, because food accounts for a large proportion of consumers' daily expenditures, and the high prices of green foods and the asymmetry of information increase consumers' distrust and perceived risk of purchase. As an important external clue to consumers' perception of product quality, green food labels can provide consumers with valuable product information. In order to reduce perceived risks and increase consumer trust when purchasing green food, consumers tend to recognize brands, recognize label shopping. Therefore, this article intends to explore how green food labels can enhance consumers' trust, reduce perceived risks, increase consumers' perceived value, and promote consumers' willingness to buy green foods, thereby deepening the understanding of green food consumption behaviors and helping companies Green marketing practice services.

2. Literature Review

According to the review of relevant domestic and foreign literature on consumer green food purchasing behavior, the current domestic and foreign research on green food purchasing behavior is developing rapidly, and quantitative research methods such as Likert scale method, structural equation model and regression analysis are adopted from different perspectives. The investigation has studied the influencing factors of green food purchase behavior, such as consumers' own age and gender factors, behavioral psychological factors, values and lifestyles and other factors affecting green food purchase behavior. Some scholars believe that consumers feel that they are buying green food. The better the ability and conditions and the fewer obstacles, the more willing to purchase green food. In this case, people will increase their dependence on information in the process of purchasing green food. Therefore, this research aims to explore how green food labels can be used as useful product information to solve the problem of information asymmetry between manufacturers, retailers and consumers, and as an incentive factor to influence consumers' willingness to buy green food.

Zhang Xuemu and others believe that the willingness to buy green products can be regarded as the possibility and willingness of individuals to give priority to green products when making purchasing decisions compared with traditional products [1]. Zhao Dongmei and others believe that uncertainty and risk are the reasons for trust. Trust can reduce the uncertainty and risk in the transaction process, save transaction costs, and form a positive buying attitude and willingness to

buy [2]. McKnight believes that perceived risk is a moderating variable of trust and behavior. The effect of trust on behavior is different under different perceived risk levels. The higher the environmental risk, the greater the impact of trust on behavior attitude and willingness [3]. Pavlou uses empirical methods to verify the relationship between perceived risk and trust in his model. He believes that trust can directly affect purchase intention, or indirectly affect purchase intention through perceived risk [4]. Mitchell believes that perceived risk has received widespread attention from academic and practical circles for the following reasons: First, he believes that perceived risk is more beneficial in explaining consumer behavior, because consumers often avoid mistakes rather than in purchasing decisions. Maximize utility. Second, perceived risk is very attractive because it allows marketers to see the world from the customer's perspective. Third, this concept is almost widely used in many fields. Fourth, risk analysis can be used to make marketing resource allocation decisions [5]. Yang Yongqing and others believe that consumers' perceived risks include privacy risks, financial risks, functional risks, psychological risks and time risks [6]. Guo Ji et al. believe that there is a significant correlation between consumers' perceived risk and their purchasing behavior. The higher the perceived risk, the more consumers tend to not consume or consume less [7]. An Shenghui believes that consumers' strategies to reduce perceived risks mainly include: maintaining loyalty to a certain brand and continuing to buy the same brand; buying according to the brand image; buying in reliable retail stores, etc. [8]. Through empirical research, He Aizhong et al. believe that brand image can indirectly affect brand trust through perceived risk, thereby affecting purchase intention [9].

Based on the above-mentioned literature review, as an important product information, green food labels can effectively reduce the asymmetry of information in green food purchases and increase consumers' perceived value. Therefore, this paper constructs green food labels to reduce consumers' perceptions. Risk, increase consumer trust, and promote consumers' green food purchase intention.

3. Model of the Impact of Green Food Labels on Consumers' Purchase Intention

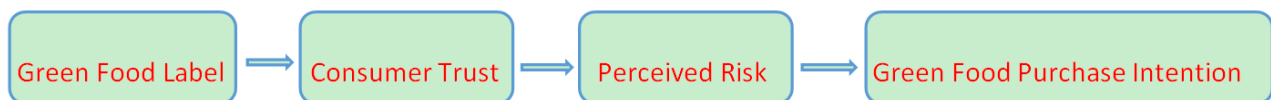


Figure 1 The Impact Model of Green Food Labels on Consumers' Purchase Intention

3.1 Green Food Labeling and Consumer Trust

In recent years, due to frequent exposure of food quality issues, consumers lack trust in food safety. In order to increase consumer trust, manufacturers need to increase the disclosure of product quality in product information, product packaging and advertising. Due to the higher information asymmetry of green food, it is difficult for consumers to judge whether the food is really green. Compared with ordinary food, the price of green food is higher. Consumers lack trust in the quality of green food. The label has become an important clue for consumers to identify green food. Previous studies by scholars have proved that if consumers lack trust in goods, they will reduce their willingness to purchase. Consumer trust can directly affect consumers' willingness to purchase, and it can also affect consumers' willingness to purchase through the perceived risks of consumers' purchase. Due to the information asymmetry of green foods, consumers cannot directly observe the internal characteristics of green foods, but they can directly observe the external characteristics of green food labels, thereby reducing their concerns about food quality due to insufficient knowledge and increasing consumption Trust of the person. Therefore, the label of green food can effectively solve the problem of information asymmetry, increase consumers' trust in green food, and promote consumers' willingness to buy green food.

Food manufacturers can effectively use the external feature of green food labels, actively apply for green food certification, and use green food labels as important clues to food quality to increase consumer trust, reduce consumers' perceived risks, and increase perceived value. At the same time, consumers are guided to establish environmental awareness, so that consumers are willing to pay a

premium for green food and increase their willingness to buy green food.

3.2 Green Food Labeling and Consumer Perceived Risk

Perceived risk is a kind of uncertainty and sexy that consumers cannot predict the pros and cons of the purchase result during the product purchase process. Perceived risks and actual risks may not be consistent, and there may even be a large gap between the two. Consumers' perceived risks include functional risks, that is, whether the product is useful, quality and performance, and whether it is counterfeit; material risks, that is, whether the product is harmful to oneself, others, and the environment; and economic risk, that is, whether the price of such products is appropriate; social risk, that is, do relatives and friends agree? What will other people think? Whether it can deliver consumer information that meets the identity; psychological risk that is, whether it can produce a sense of happiness, sense of value, and whether it can satisfy self-esteem and self-confidence. For new products or products that have not been experienced before, products with opportunity costs and lack of information about products, consumers are prone to perceptual risks. Consumers' methods to reduce the risks of purchased products are divided into two categories: reduce the possibility of purchase failure, and minimize the loss caused by failure to purchase products. Common methods are to search for product-related information, select brand-name products, and visit well-known stores.

Green food labels can significantly reduce consumers' concerns about food quality due to their lack of knowledge. Consumers subconsciously believe that foods with green food labels have a higher quality level and are more beneficial to health. Green food labels and consumers the perceived functional value of the product has a significant positive correlation. Therefore, consumers are willing to pay a premium for products with green food labels, thereby reducing the perceived risk of consumers buying green food. Food manufacturers can actively use the label of green food, which is an important external clue to product quality, to guide consumers to recognize the brand and the label when buying food, which can effectively reduce the perceived risk of consumers and increase the purchase of green food Willingness.

3.3 Green Food Labeling and Green Food Purchase Intention

Cognitive quality is a consumer's subjective understanding of product applicability and other functional characteristics suitable for their purpose of use. It is also called perceived quality. Cognitive quality is based on the intrinsic quality of the product, but is different from the intrinsic quality of the product. Consumers' perceptions of product quality are firstly formed based on the intrinsic characteristics or inner clues of the product, and the other is formed based on the outer clues of the product. Consumers' economic benefit balance is an important factor influencing green food purchase intentions. Consumers feel that their ability and conditions to purchase green food have an impact on their green food purchase intentions. Consumers feel that their ability and conditions to purchase green food are more important. Good, the more likely it is to buy green food, and the green food label is used by consumers as an external clue of quality perception, and it can actively play its role of efficacy and information indicating, thereby affecting consumers' willingness to buy green food.

Food manufacturers can actively play the role of green food label information, as an important clue to communicate with consumers, actively apply for green food certification, and label green food labels in product packaging to improve their brand awareness and increase consumers' Functional value to promote consumers' willingness to buy green food.

In summary, trust is an important factor in determining consumers' willingness to buy. When trust increases, the perceived risk will decrease and the perceived benefits will increase. Moreover, buying a brand that is assured of confidence can help people find comfort in their hearts and thus enable consumption. Positive emotions such as safety, comfort, and kindness are generated in the heart of the reader. However, because of the high price of green food, asymmetric information, and low market share, companies can actively play the role of green food label information and actively create green food labels as quality cognition clues in product packaging and advertising. Enhance consumers' sense of trust, reduce consumers' perceived risk, increase consumers' perceived value,

and increase consumers' willingness to buy green food.

4. Marketing Inspiration

This paper studies the relationship between consumer green food labeling and consumer trust, consumer perceived risk and green food purchase intention, and points out that green food label can affect consumer trust and consumer perception risk, thereby affecting consumers' green food purchase intention. Therefore, food production companies can actively play the role of green food label quality perception clues, expand green food production, strive to increase the types of green food, highlight green food labels through advertising or packaging, increase consumers' trust in green food labels, and improve Consumers' perceived value of green food promotes consumers' willingness to buy green food and is willing to pay a premium for green food. At the same time, food production enterprises should also establish green marketing concepts, correctly use green food labels, objectively promote green food, and improve consumers' satisfaction with green food consumption, so as to promote the sustainable development of society.

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