JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

Safety factors influencing consumer behavior in organic food: An Analysis among Generation Z in Hong Kong

Srinivasan MB[1,*], Dr.Choy Sonny Yip Hong, Dr.Priyadarshini M S

Abstract

This study examines how safety factors like label information, perceived benefits, and social influence affect consumer behavior for the consumption of organic food in Hong Kong Generation Z. The analysis is on their trust, attitudes, and intention to buy organic food. The research focuses on this demographic due to Hong Kong's reliance on imported food and recent food safety concerns after the impact of COVID-19. The study uses two theories and proposes eight hypotheses, then collects survey data from 285 Gen Z individuals. Analysis reveals that 5 out of 8 hypotheses are supported, providing insights into factors influencing organic food purchase intention in this specific context.

Keywords: Organic food, Gen Z, Hong Kong, Safety, Trust, Consumer behavior, Generation Z, Safety factors, Attitude, Asian

1. Introduction

Hong Kong residents are fortunate to have access to a large range of both local and foreign food suppliers. One may argue that Hong Kong is an Asian cuisine hotspot due to the wide range of options. Consumers are now more cautious while making food purchases due to recent food scandals that have occurred in Hong Kong and Mainland China. The rise in the use of organic foods is especially noteworthy. Given that no prior research has been done in this area, Hong Kong deserves better understanding on this. This study so looks on the purchasing habits of Hong Kong's generation Z population with regard to organic foods.

China's Special Administrative Region is Hong Kong. As Hong Kong is multicultural, with elements of both Eastern and Western philosophy present. From the standpoint of food supply, Hong Kong locals can purchase their food from establishments including supermarkets, specialty food stores, local markets, and wet markets that offer both domestic and foreign produce. Food is imported from all over the world to feed a population

that is extremely multicultural. For instance, food can be bought from comparatively clean, contemporary retail stores like specialized shops and supermarkets. These could sell fresh vegetables from the area or showcase unique imported goods. Additionally, they might be bought from more conventional yet very well-liked businesses like wet markets or local marketplaces. For example, the Hong Kong Island Star Ferry Central Pier Farmer's market is one where locally produced organic foods may be purchased on either Wednesdays or Sundays at designated times. Another location is the Me Foo Farm Fest located in the Kowloon district, where farmers sell their produce to consumers who purchase both fresh and dried organic produce.

Hong Kong, a "World City" governed under the "One Country, Two Systems" principle, has historically enjoyed autonomy in food imports (HKSAR, 2023). However, recent events, including stricter Chinese import controls (Gale, 2021) and several food safety incidents reported in Hong Kong (HKSAR, 2020), have heightened public concern. The COVID-19 pandemic has further amplified these anxieties, prompting the government to implement new food traceability measures (Magramo, 2020).

Consequently, Hong Kong consumers, particularly health-conscious younger generations, are increasingly seeking alternative food sources perceived as safer and healthier. Organic food, often viewed as more nutritious, environmentally friendly, and safer (Ma, 2019), aligns with these preferences. The readily available organic options in Hong Kong's diverse retail landscape further support this trend.

Generation Z (born between 1997 and 2015) represents a significant consumer segment in Hong Kong with considerable spending power (SCMP, 2018; Newswire, 2019; Sito & Choi, 2020; SCMP, 2021). Similar to the general population, they exhibit heightened sensitivity towards food safety issues (Xie et al., 2020; Kamenidou et al., 2020). Additionally, research suggests a potential general distrust of authority figures among some members of this generation, stemming from events like the 2019 social unrest movement (Lam, 2019; Lum, 2019). This underlying distrust might further push them towards safer food choices, potentially favoring local or overseas organic options over mainland imports.

However, the specific influence of factors like organic food label information, perceived knowledge of benefits, trust in local retailers and manufacturers, and attitudes shaped by labels or knowledge on purchase decisions for organic food remains unclear for this specific demographic. This research gap presents an opportunity to investigate how information on organic food labels, coupled with consumers' perceived knowledge of organic food benefits, interacts with trust, attitudes, and subjective norms to influence purchase intention among Hong Kong's Gen Z population.

Our research explores food safety concerns and their influence on organic food purchasing among Hong Kong's Generation Z. The study focuses on Hong Kong's unique context as a major food importer, particularly from China, and the recent rise in consumer concerns about food safety. Considering the readily available organic food options in Hong Kong, the research investigates the factors influencing Gen Z's purchase decisions.

The research employs multiple theories related to consumer behavior, trust, attitudes, and social norms to provide a comprehensive and rigorous understanding of this specific demographic's behavior. This multi-theoretical approach aims to contribute valuable insights to both academic and practical understanding of organic food purchasing behavior.

- Focus: Food safety concerns and organic food purchases among Gen Z in Hong Kong.
- Context: Hong Kong's food import dependence and recent food safety concerns.
- Objective: Investigate factors influencing Gen Z's organic food purchase decisions.
- Approach: Multi-theoretical framework for a comprehensive and rigorous analysis.
- Outcomes: Contribute to both theoretical and practical knowledge.

2. Literature review

This session collects secondary data exploring the topics of safety levels, trust, organic food, consumer behavior, and Generation Z.

Trust and consumer perception of organic food have been widely studied across different markets. Moruzzo et al. (2020) found that Chinese consumers rely on price as a proxy for food safety, even when stricter certification standards are in place. Their study suggests that government strategies should focus on strengthening consumer confidence in organic food safety. Expanding on this theme, the present research aims to examine how trust influences purchase triggers among Hong Kong's Generation Z consumers.

Food Labeling and Consumer Trust

Research has consistently shown that food labeling plays a crucial role in influencing consumer trust and purchase decisions. Lee et al. (2020) demonstrated that organic food labeling positively impacts Taiwanese consumers' purchasing behavior. Their study recommended standardizing labeling procedures, enhancing certification systems, and providing practical information to support organic market growth. Similarly, Teague and Anderson (1995) highlighted how food labeling was instrumental in consumer safety following e-coli outbreaks in the United States, reinforcing the importance of clear and informative labels in food assurance.

Studies indicate that consumers seek labels for critical information about safety, organic certification, and health-related aspects. Goodson (2013) examined the effectiveness of the United States Department of Agriculture (USDA) organic seal, concluding that products with detailed attribute descriptions achieved higher sales than those without. These findings align with the broader perspective that trust in a product fosters stronger purchase intent.

Determinants of Organic Food Purchase

Multiple studies have identified key factors influencing organic food purchases. Dangi et al. (2020) determined that health motives, affordability, knowledge, past purchase behavior, and trust in certification labels were

significant facilitators in India. The influence of consumer knowledge on purchase behavior has been observed across both developing and mature economies.

Framing of food labeling messages also plays a crucial role. Shan et al. (2020) found that consumers' attitudes and purchase intentions were shaped by whether the labels emphasized benefits of buying organic or potential losses from not purchasing organic products. Additionally, Pang et al. (2021) demonstrated that subjective norms and attitudes significantly influenced organic food purchase decisions in Malaysia. Similarly, Singh and Verma (2017) found that health consciousness, knowledge, subjective norms, and price affected Indian consumers' organic food choices, with consumer attitudes mediating these effects.

Trust and Market-Specific Influences

Empirical evidence supports the critical role of consumer knowledge and trust in shaping organic food purchase behavior. Testa et al. (2019) confirmed that both actual sales data and self-reported consumer responses indicate a strong correlation between knowledge of organic benefits and purchase decisions. Anisimova (2016) further validated the positive role of trust in Australian consumers, associating it with factors like healthism and hedonism.

However, trust remains fragile in specific markets due to historical food safety concerns. In China, past food scandals have led to persistent consumer skepticism, particularly in categories such as organic milk products. Yin et al. (2016) argued that improving government policies on certification could help rebuild consumer trust. This aligns with findings from Nuttavuthisit and Thøgersen (2017), who highlighted trust issues as a barrier to green food adoption in Thailand. These studies emphasize the need for regulatory improvements and strategic interventions to strengthen consumer confidence in organic food products.

Overall, the literature highlights the interplay between food labeling, consumer knowledge, and trust in driving organic food purchases. While regulatory frameworks and certification improvements can support trust-building, market-specific challenges must be addressed to ensure sustained consumer confidence in organic products

3. Methodology

This research seeks to capture a snapshot of Hong Kong's Generation Z cohort's consumer behavior in time. Relating to the consumption of organic food, it seeks answers from the sample that is representative of the population. The approach adopted in current consumer behavior literature is to use a quantitative research approach to investigate such phenomena. The most common method for collecting data is through survey research where a questionnaire is administered. The questionnaire is a scale which has been validated and it is common for researchers to use scales which have been previously validated by other researchers

Selection and Sample size

Hong Kong's population stands at 7,394,700 as at mid-2021 (HKCENSUS, 2021). The research sample is the entire Hong Kong Generation Z cohort. These people were born between 1997 to 2015. Their age is between six and twenty-four years old in 2021. The population of Generation Z in Hong Kong according to

the Hong Kong Government Census results dated 12

August 2021 is 1,149,600 for both sexes (HKCENSUS, 2021). As a percentage of the entire Hong Kong population, generation Z represents 15.55% of the Hong Kong population. This information is the most up-to-date data from the Hong Kong government which is considered the most reliable source for this type of information.

The sampling method used in this research is purposive sampling. According to Lavrakas (2008):"A purposive sample, also referred to as a judgmental or expert sample, is a type of nonprobability sample. The main objective of a purposive sample is to produce a sample that can be logically assumed to be representative of the population. This is often accomplished by applying expert knowledge of the population to select in a non-random manner a sample of elements that represents a cross-section of the population."

The study seeks opinions from working age generation Z and the legal age to work in Hong Kong is 18 years old. As such, this study will sample from this cohort of candidates who are 18 years old or above. The purposive sampling is designed to gather opinions from this group but complying with the limitations and constraints of this research study. To make best use of time, resources and availability of research candidates, the researcher samples candidates from a range of Hong Kong post-secondary education institutes. These include publicly funded universities, post-secondary colleges, vocational training institutes and community colleges. Candidates may also be found through social media announcement and recruitment to attract suitable candidates in terms of age and gender. There is not focus on a particular gender and thus both are considered, and sampling aims to achieve a balance.

The sample size required for this study is calculated with the formula below:

$$\text{Sample size} = \frac{Z_{1-\alpha/2}^2\, p(1-p)}{d^2}$$

Here

$Z_{1-\alpha/2}$ = Is standard normal variate (at 5% type 1 error ($P<0.05$) it is 1.96 and at 1% type 1 error ($P<0.01$) it is 2.58). As in majority of studies P values are considered significant below 0.05 hence 1.96 is used in formula.
p = Expected proportion in population based on previous studies or pilot studies.
d = Absolute error or precision – Has to be decided by researcher.

Source: (Charan and Biswas, 2013)To calculate the sample size, Hong Kong's generation Z cohort represent 15.55% of the entire population. For this study, the calculation of the sample size is with the precision/absolute error of 5% and at type 1 error of 5%. Thus, sample size can be calculated as below:

$$\text{Sample Size} = \frac{1.96^2 \; x \; 0.1555(1-0.1555)}{0.05^2}$$

Sample Size = 194

Structured Equation Modelling

This study used structural equation modeling to analyze the proposed model. This model is a combination of two parts: a measurement model and a causal structural model. The measurement model describes linkages between latent constructs and corresponding indicator variables. The causal structural model describes causal relationships between latent constructs. Referring to Anderson and Gerbing (1988), they recommend commencing data analysis with a confirmatory factor analysis (CFA) to determine if the indicator variables accurately reflect the underlying constructs. Also, it determines whether the measurement model has an acceptable fit to the data along with various other goodness of fit indices. After this, a path analysis was used to test the predicted causal relationships between the latent constructs (structural model). This path analysis also identified indices that could help determine whether the model has an acceptable fit to the data.

Data Analysis

This quantitative research study investigated Hong Kong's Generation Z and their attitudes toward purchase of organic foods. The study used a survey to collect data related to the different measures being investigated. In total, 285 valid responses were collected from the Generation Z cohort. Of this sample, 155 were male (54.4%) and 130 were female (45.6%). The range of ages sampled can be described as 16-18 years old (60 counts, 21.1%), 19-21 years old (126 counts, 44.2%), and 22-24 years old (99 counts, 34.7%). A range of income levels were observed with those earning HKD $0-5,000 being the largest group at 268 counts or 94% of the sample. No subjects were earning between HKD $5,001-10,000, but 9 counts were recorded for the income bracket of HKD $10,001-15,000 (3.2%). Two subjects earned between HKD $15,001-20,000 (0.7%) while there was one subject earning between HKD$ 25,001- 30,000 (0.4%). Finally, 5 counts were recorded for those earning over and above HKD$ 35,000 (1.8%). All research subjects were engaged in undergraduate education since the sampling was

conducted from classes of students in Hong Kong universities or postgraduate institutions offering undergraduate courses in various professionalisms. The marital status of subjects can be described as 282 counts unmarried (98.9%) and 3 counts married (1.1%). The frequencies of organic food purchases were also recorded in the survey. There were 7 counts of subjects who purchased organic foods daily (2.5%). 55 counts of subjects purchased organic food once or more per week (19.3%). 118 counts of subjects purchased organic food once or more per month (41.4%) and finally 105 counts of subjects purchased organic food once or more per year (36.8%). Besides the frequencies of purchase, the locations where organic foods were purchased was also recorded. 48 counts of subjects purchased organic foods from a market (16.8%) while, being the vast majority of purchase locations for subjects, 201 counts of subjects purchased from a supermarket (70.5%). 23 counts of subjects purchased their organic food from a specialty store (8.1%) while the remaining 13 counts of subjects purchased their organic foods online (4.6%).

Hypothesis testing

For this research, eight hypotheses were made about this complex relationship of variables. Related to how organic food label information, perceived organic food knowledge and subjective norm make influence on

consumer intentions to purchase organic foods through trust and attitudes. Each is discussed here in turn with respect to their outcome, implications and meanings for the Generation Z cohort and their consumer behavior.

Structural equation modeling (SEM) is a multivariate statistical technique for testing hypotheses about the influences of sets of variables on other variables. Hypotheses can involve correlational and regression-like relations among observed variables as well as latent variables" (Rao et al., 2011). In establishing the model used for analysis, CFA was used to assess the model's six constructs.

This measurement model was estimated by using the 'maximum likelihood' method of estimation, which is by far the most widely used methods for estimation. "It is based on the likelihood function which, for an observed sample x, is defined as the probability (or density) of x expressed as a function of θ; in symbols

$$L(\theta) = \prod_{i=1}^{n} f(x_i; \theta)$$

This function provides a measure of plausibility of each possible value of θ on the basis of the observed data" (Peterson et al., 2010). The model fit was tested with a number of fit indices.

Observing the $\chi 2$ value for this model, it was statistically significant $\chi 2/df$ 1.72 (Ideally <= 2.0), at p>0.001. Observing the Standardized Root Mean Square Residual (SRMR) fit index, the preferred value for this is SRMR<0.08, where this model exhibits a value of 0.049. The Root Mean Squared Error of Approximation (RMSEA) index should ideally be RMSEA<0.08, where this model exhibits a value of 0.050. The comparative fit index (CFI) should ideally be
<0.9 is at CFI 0.947. The Goodness of Fit (GFI) is at 0.986. The results for these fit indices describes a model with good fit according to Hu and Bentler (1999).

The original model included 27 items. To improve the fit of the model, those items returning a low standardized coefficient β <0.5 were removed and the model was re-analysed. In the end the final model consisted of 20 items. Standardized coefficient β values should be >0.7 (or >0.5 at least). In this case, the improved model returned all items >0.5 and 13 items being >0.7. All of these items in the new model were at p <0.001.

The Confirmatory Factor Analysis (CFA) results show the factor loadings (from 0.594 to 0.833) are all > 0.5 and statistically significant (p < 0.001) which equates to the indicators used do reflect the underlying construct.

Table 1 - CFA results of the refined model for internal reliability, Cronbach's α of each *item is above >*

				95% Confidence Intervals				
Latent	Observed	Estimate	SE	Lower	Upper	β	z	p
INT	INT1	1.000	0.0000	1.000	1.000	0.811		
	INT2	1.055	0.0869	0.885	1.226	0.734	12.14	< .001
	INT3	1.132	0.0868	0.962	1.302	0.799	13.04	< .001
ATT	ATT1	1.000	0.0000	1.000	1.000	0.683		
	ATT2	1.075	0.1154	0.848	1.301	0.745	9.31	< .001
	ATT3	1.062	0.1184	0.830	1.294	0.685	8.97	< .001
TRUST	TRUST1	1.000	0.0000	1.000	1.000	0.608		
	TRUST2	1.289	0.1356	1.023	1.554	0.741	9.50	< .001
	TRUST3	1.337	0.1392	1.064	1.610	0.753	9.60	< .001
	TRUST4	1.249	0.1324	0.990	1.509	0.732	9.43	< .001
SN	SN1	1.000	0.0000	1.000	1.000	0.722		
	SN2	0.990	0.1014	0.792	1.189	0.768	9.76	< .001
	SN4	0.740	0.0970	0.550	0.931	0.533	7.63	< .001
KNOW	KNOW1	1.000	0.0000	1.000	1.000	0.594		
	KNOW2	1.271	0.1413	0.995	1.548	0.833	9.00	< .001
	KNOW3	1.037	0.1240	0.794	1.280	0.669	8.37	< .001
INFO	INFO1	1.000	0.0000	1.000	1.000	0.768		
	INFO2	1.101	0.0847	0.936	1.267	0.796	13.01	< .001
	INFO3	0.974	0.0873	0.803	1.145	0.684	11.16	< .001
	INFO4	1.062	0.0881	0.890	1.235	0.737	12.06	< .001

0.7. This is true for all items after the aforementioned refinement of the model and thus indicates the model has good convergent validity. Added to good composite reliabilities, the findings support the reliability and validity of constructs and their underlying indicators.

Table 2 - Cronbach's α

Variable	α
INT	0.824
ATT	0.745
TRUST	0.800
SN	0.702
KNOW	0.725
INFO	0.835

This model used path analysis to test hypotheses that determine model validity. Figure 5.0 shows the standardized path coefficients of the model and the p-value for each.

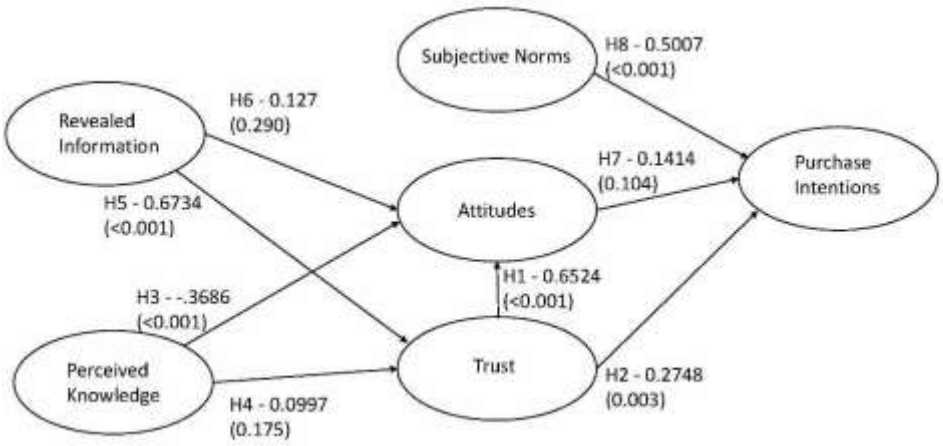

Figure 1 - The results of the analysis.

Notes: X2 =274, p<0.001; normed X2 (X2/df) =1.723; Tucker Lewis index (TLI)=0.937; standardized root mean square residual (SRMR)=0.049; comparative fit index (CFI)=0.947; and root mean square error of approximation (RMSEA)=0.05

It is observed that H1, H2, H3, H5, H8 are supported while H4, H6, H7 are not supported. See table 4.31 for details.

Table 3 - Hypotheses supported or rejected in this study

Hypotheses	Supported/Rejected
H1. **Trust positively influences attitudes towards organic foods.**	Supported
H2. **Trust positively influences organic food purchase intentions.**	Supported
H3. **Perceived knowledge positively influences attitudes towards organic foods.**	Supported
H4. **Perceived knowledge positively influences trust in organic foods.**	Rejected
H5. **Information revealed on organic labeling positively influences trust in organic foods.**	Supported
H6. **Information revealed on organic labeling positively influences attitudes towards organic foods.**	Rejected
H7. **Attitudes positively influence organic food purchase intentions.**	Rejected
H8. **Subjective norm positively influences organic food purchase intentions.**	Supported

Table 4 - Parameter Estimates and hypotheses supported

Parameters estimates

			95% Confidence Intervals	
Dep	Pred	β	p	
INT	SN	0.5007	< .001	Confirmed
INT	ATT	0.1414	0.104	
INT	TRUST	0.2748	0.003	Confirmed
ATT	INFO	0.1270	0.290	
ATT	KNOW	−0.3686	< .001	Confirmed
ATT	TRUST	0.6524	< .001	Confirmed
TRUST	INFO	0.6734	< .001	Confirmed
TRUST	KNOW	0.0997	0.175	

It is now obvious that consumers' trust in the organic food sector and merchants is the reason why information disclosed on organic food labels influences their intention to make a purchase. Trust plays a crucial mediating role between the intention to purchase organic products and the label. It should be highlighted that there is no discernible link between the disclosure of information on labels and the development of favourable

perceptions of organic goods. Furthermore, buying intention is not strongly influenced by positive attitudes. Instead, organic food labels play a significant role in influencing purchase intentions, with customer trust acting as a mediator. Positive sentiments regarding organic foods are created by consumers' perceived knowledge, but ultimately, purchase intention is not influenced by it.

Being a prerequisite for the intention to buy, trust

Conclusion

This study highlights several avenues for supporting organic food consumption and sales in Hong Kong generation Z cohort. Firstly, it helps marketers and producers formulate more appropriate promotion and sales strategies for organic foods. In particularly, the better use of organic food labelling and their power to influence consumers, even though they may be incomplete from an informational point of view (Zagata and Lostak, 2012). Labels may be expanded, enlarged or even made into mini booklets. Besides altering the current food labelling strategy, marketers and producers may focus on points of sale also. Current producers' strategies of selling in supermarkets is proven to be effective considering majority of sales noted in this study are made in such supermarkets. These establishments are conveniently located, are in plentiful supply, can stock a wide range of organic produce, and are always air- conditioned to provide more comfort to customers. Supermarkets are well patronized by Hong Kong people and are a main choice for groceries shopping. Supermarkets may be considered a highly popular choice for grocery shopping in Hong Kong.

This research was conducted during a year of dedicated study, the results make a contribution to both theoretical and practical knowledge in the field of consumer behavior related to the Generation Z cohort. Being focussed on Hong Kong, it furthers theoretical knowledge about China by giving a snapshot of Generation Z consumer behavior in this cosmopolitan and international city. The differences between the Chinese mainland are many. For example, language, customs, culture, consumption patterns and standard of living to name a few. The literature currently makes scarce mention of research related to organic food consumption,

consumer behavior and marketing in Hong Kong, so this research can be a basis for other researchers to initiate further research.

Reference

- Anderson, J. C. & Gerbing, D. W. 1988. Structural equation modeling in practice: A review and recommended two-step approach. Psychological bulletin, 103, 411.
- Anisimova, T. 2016. Integrating Multiple Factors Affecting Consumer Behavior Toward Organic Foods: The Role of Healthism, Hedonism, and Trust in Consumer Purchase Intentions of Organic Foods. Journal of food products marketing, 22, 809-823.
- Dangi, N., Narula, S. A. & Gupta, S. K. 2020. Influences on purchase intentions of organic food consumers in an emerging economy. Journal of Asia business studies, ahead-of-print, 599-620.
- Gale, F. 2021. China's safety requirements pose challenges for food exporters [Online]. USA: USDA

Economic Research Service. Available: https://www.ers.usda.gov/amber-waves/2024/may/china- s-safety-requirements-pose-challenge-for-food-exporters/ [Accessed 2024].

- Goodson, M. A. 2013. The impact of labeling: Organic seals and recommendations for gaining consumer trust. ProQuest Dissertations Publishing.
- HKCENSUS. 2021. Table 1B : Population by Sex and Age [Online]. Available: https://www.censtatd.gov.hk/en/web_table.html?id=1B [Accessed 2021].
- HKSAR. 2020. Food Alerts / Allergy Alerts [Online]. Hong Kong: Centre for Food Safety, Hong Kong Special Administrative Region Government. Available: https://www.cfs.gov.hk/english/whatsnew/whatsnew_fa/whatsnew_ fa_2020.html [Accessed 30 March 2024].
- HKSAR. 2021. Organic Eating [Online]. Available: https://www.gov.hk/en/residents/health/foodsafe/organiceating.htm [Accessed 2024].
- HKSARHAD 2016. The Demographics: Ethnic Groups. Hong Kong.
- Ho, S. 2021. Asia's Leading Natural And Organics Tradeshow NOA Returns To Hong Kong September 7-9 2021 [Online]. Hong Kong: Green Queen. Available: https://www.greenqueen.com.hk/natural-organic-asia-2024/ [Accessed 2024].
- Kamenidou, I., Stavrianea, A. & Bara, E.-Z. 2020. Generational Differences toward Organic Food Behavior: Insights from Five Generational Cohorts. Sustainability (Basel, Switzerland), 12, 2299.
- Lee, T. H., Fu, C.-J. & Chen, Y. Y. 2020. Trust factors for organic foods: consumer buying behavior. British food journal (1966), 122, 414-431.
- Moruzzo, R., Riccioli, F., Boncinelli, F., Zhang, Z., Zhao, J., Tang, Y., Tinacci, L., Massai, T. & Guidi, A. 2020. Urban Consumer Trust and Food Certifications in China. Foods, 9, 1153.
- Nuttavuthisit, K. & Thøgersen, J. 2017. The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food. Journal of business ethics, 140, 323- 337.
- Pang, S. M., Tan, B. C. & Lau, T. C. 2021. Antecedents of Consumers' Purchase Intention towards Organic Food: Integration of Theory of Planned Behavior and Protection Motivation Theory. Sustainability (Basel, Switzerland), 13, 5218.
- Rao, C. R., Miller, J. P. & Rao, D. 2011. Essential statistical methods for medical statistics, North Holland.
- Roseman, M. G., Joung, H.-W., Choi, E.-K. & Kim, H.-S. 2017. The effects of restaurant nutrition menu labelling on college students' healthy eating behaviours. Public Health Nutr, 20, 797- 804.
- Schwandt, T., A 2015. The Sage Dictionary of Qualitative Inquiry, 4th Edition. Beaverton: Ringgold, Inc.
- Schwartz-Shea, P., Shea, P. S. & Yanow, D. 2012. Interpretive research design: concepts and processes, New York, N.Y, Routledge.

- SCMP. 2018. Chinese millennials and Gen-Zs fuel demand for diamonds in the world's no. 2 market: Millennials, as well as Generation Z, stir demand for the precious gem in the world's No 2 market. South China morning post, p.Newspaper Article.
- SCMP. 2021. China's Gen Z splashes out on luxury, with little regard for debt. South China Morning Post (Online)
- Shimiao, L. & Siah, J. N. 2020. Identifying the key purchase factors for organic food among Chinese consumers. Frontiers of business research in China, 14.
- Singh, A. & Verma, P. 2017. Factors influencing Indian consumers' actual buying behaviour towards organic food products. Journal of cleaner production, 167, 473-483.
- Testa, F., Sarti, S. & Frey, M. 2019. Are green consumers really green? Exploring the factors behind the actual consumption of organic food products. Business strategy and the environment, 28, 327-338.
- Vega-Zamora, M., Torres-Ruiz, F. J. & Parras-Rosa, M. 2019. Towards sustainable consumption: Keys to communication for improving trust in organic foods. Journal of cleaner production, 216, 511-519.
- Wang, X., Shi, J. & Kong, H. 2021. Online health information seeking: A review and meta-analysis. Health Communication, 36, 1163-1175.
- Wu, M.-Y., Weng, Y.-C. & Huang, I. C. 2012. A study of supply chain partnerships based on the commitment-trust theory. Asia Pacific journal of marketing and logistics, 24, 690-707.
- Xie, J., Gao, Z., Swisher, M. & Zhao, X. 2016. Consumers' preferences for fresh broccolis: interactive effects between country of origin and organic labels. Agricultural economics, 47, 181-191.
- Xie, X., Huang, L., Li, J. J. & Zhu, H. 2020. Generational Differences in Perceptions of Food Health/Risk and Attitudes toward Organic Food and Game Meat: The Case of the COVID-19 Crisis in China. International journal of environmental research and public health, 17, 3148.
- Yeung, R. M. W. & Morris, J. 2006. An empirical study of the impact of consumer perceived risk on purchase likelihood: a modelling approach. International journal of consumer studies, 30, 294-305.
- Yin, S., Chen, M., Chen, Y., Xu, Y., Zou, Z. & Wang, Y. 2016. Consumer trust in organic milk of different brands: the role of Chinese organic label. British food journal (1966), 118, 1769-1782.
- Zagata, L. & Lostak, M. 2012. In Goodness We Trust. The Role of Trust and Institutions Underpinning Trust in the Organic Food Market. Sociologia ruralis, 52, 470-487.