



LOUVAIN
School of Management

UNIVERSITE CATHOLIQUE DE LOUVAIN
LOUVAIN SCHOOL OF MANAGEMENT

**The Chinese Organic Market:
Challenges and Opportunities for European Companies**

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Research Master's Thesis

Submitted by

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Appendices

1. Appendix 1: Concrete Examples of Price Premiums for Organic Food

Table 1. Price Comparison* of Conventional & Organic Vegetables (USD**/500g)

Product	Conventional	Organic		
		Home Delivery	Specialty Organic Store	High-End Supermarket
Red Cabbage	0.29	2.75	1.32	1.49
Carrot	0.15	2.65	1.47	0.87
Celery	0.85	3.68	2.06	1.97
Eggplant	0.33	2.94	1.76	1.98
English Cucumber	0.38	2.65	1.62	2.26
Leek	0.37	3.68	1.84	2.21
Onion	0.19	2.65	1.32	1.63
Potato	0.28	2.65	1.62	1.59

*prices collected August 23-30, 2010

**converted from RMB (exchange rate: 1USD=6.8RMB), August 31, 2010

(Source: Lagos, Scott, Rasmussen, Bugang, Chen and Sindelar, 2010, p.6)¹.

Table 2. Organic Prices/Conventional Vegetable Prices

Product	Home Delivery/ Conventional	Specialty Organic Store/ Conventional	High-End Supermarket/ Conventional
Red Cabbage	9.38	4.52	5.08
Carrot	18.18	10.10	5.96
Celery	4.35	2.43	2.33
Eggplant	8.89	5.33	5.98
English Cucumber	7.06	4.31	6.04
Leek	10.04	5.02	6.02
Onion	13.95	6.98	8.60
Potato	9.57	5.85	5.74
Average	10.18	5.57	5.72

(Source: *Euromonitor*)

(Source: Lagos, Scott, Rasmussen, Bugang, Chen and Sindelar, 2010, p.6)².

¹ Euromonitor 2010

² Euromonitor 2010

2. Appendix 2: Evolution of the Distribution Channels

Table 5 Distribution of Organic Packaged Food by Format: % Value 2010-2015

% retail value rsp	2010	2011	2012	2013	2014	2015
Store-Based Retailing	97.0	97.0	96.3	94.9	93.9	92.8
- Grocery Retailers	97.0	97.0	96.3	94.9	93.9	92.8
-- Modern Grocery Retailers	56.0	56.6	57.2	57.8	58.4	59.1
--- Convenience Stores	-	-	-	-	-	-
--- Discounters	-	-	-	-	-	-
--- Forecourt Retailers	0.9	0.9	0.9	0.9	0.9	0.9
--- Hypermarkets	26.7	27.4	28.1	28.8	29.0	29.2
--- Supermarkets	28.4	28.3	28.2	28.1	28.5	29.0
-- Traditional Grocery Retailers	11.9	12.0	12.1	12.2	11.5	10.7
--- Food/drink/tobacco specialists	-	-	-	-	-	-
--- Independent Small Grocers	11.9	12.0	12.1	12.2	11.5	10.7
-- Other Grocery Retailers	29.0	28.3	26.9	24.9	24.0	23.0
- Non-Grocery Specialists	-	-	-	-	-	-
Non-Store Retailing	3.0	3.0	3.8	5.1	6.1	7.2
- Vending	-	-	-	-	-	-
- Homeshopping	-	-	-	-	-	-
- Internet Retailing	0.3	0.3	1.0	2.3	3.3	4.4
- Direct Selling	2.7	2.7	2.8	2.8	2.8	2.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

(Source: Euromonitor International, 2016, p.6)

3. Appendix 3: Meaning of Colours in China Compared to Other Cultures

Table 1. The cross-cultural spectrum of meanings and associations of colour in marketing

Colour	Country–Culture cluster								
	Anglo-Saxon	Germanic	Latin	Nordic	Slavic	Chinese	Japanese	Korean	ASEAN
White	Purity	–	–	–	–	Death	Death	Death	Death
	Happiness	–	–	–	–	Mourning	Mourning	Mourning	Mourning
Blue	High quality	Warm	–	Cold	–	High quality	High quality	High quality	Cold
	Corporate	Feminine	–	Masculine	–	Trustworthy	Trustworthy	Trustworthy	Evil
	Masculine	–	–	–	–	–	–	–	(Malaysia)
Green	Envy	–	Envy	–	–	Pure	Love	Pure	Danger
	Good taste	–	–	–	–	Reliable	Happy	Adventure	Disease
	–	–	–	–	–	–	–	–	(Malaysia)
Yellow	Happy	Envy	Envy	–	Envy	Pure	Envy	Happiness	–
	Jealousy	Jealousy	Infidelity	–	–	Good taste	Good taste	Good taste	–
	–	–	–	–	–	Royal	–	–	–
	–	–	–	–	–	Authority	–	–	–
Red	Masculine	Fear	Masculine	Positive	Fear	Love	Love	Love	–
	Love	Anger	–	–	Anger	Happiness	Anger	Adventure	–
	Lust	Jealousy	–	–	Jealousy	Lucky	Jealousy	Good taste	–
	Fear	–	–	–	–	–	–	–	–
	Anger	–	–	–	–	–	–	–	–
Purple	Authority	–	–	–	Anger	Expensive	Expensive	Expensive	–
	Power	–	–	–	Envy	Love	Sin	Love	–
	–	–	–	–	Jealousy	–	Fear	–	–
Black	Expensive	Fear	Fear	–	Fear	Expensive	Expensive	Expensive	–
	Fear	Anger	Anger	–	Anger	Powerful	Powerful	Powerful	–
	Grief	Grief	Grief	–	–	–	–	–	–

Multiple sources: Oyama *et al.* (1963, cited in Hupka *et al.*, 1997), Kreitler and Kreitler (1972, cited in Grossman and Wisenblit, 1999), Ricks (1983), Jacobs *et al.* (1991), Schmitt (1995), Hupka *et al.* (1997), Schiffman *et al.* (2001) and Neal *et al.* (2002). The country clusters are adapted from Ronen and Shenkar (1985). The absence of any concrete reported research findings for particular cultural clusters are denoted by dashes.

(Source: Aslam, 2006, p.19)

4. Appendix 4: Contact Information of Thierry Noesen, Founder and CEO of Belvas

The contact information of Thierry Noesen, founder and CEO of Belvas are:

- thierry.noesen@belvas.be
- 0032 475 40 30 50

5. Appendix 5: Health Certificate



KINGDOM OF BELGIUM
 Koninkrijk België – Royaume de Belgique – Reino de Bélgica – Королевство Бельгия
FEDERAL AGENCY FOR THE SAFETY OF THE FOOD CHAIN (FASFC)
 Federaal Agentschap voor de Veiligheid van de Voedselketen (FAVV)
 Agence Fédérale pour la Sécurité de la Chaîne Alimentaire (AFSCA)
 Agencia federal para la seguridad de la cadena alimentaria (AFSCA)
 Федеральное Агентство по продовольственной безопасности (ФАПБ)

HEALTH CERTIFICATE FOR THE EXPORT OF FOODSTUFFS AND OTHER PRODUCTS

Gezondheidscertificaat voor de export van voedingsmiddelen en andere producten
 Certificat de salubrité pour l'exportation de denrées alimentaires et autres produits
 Certificado sanitario para la exportación de productos alimenticios y otros productos
 Санитарный сертификат на экспорт продовольственных и иных продуктов

Cert. nr. :

1. Declaration by the exporter / Verklaring van de uitvoerder / Déclaration de l'exportateur /

Declaración del exportador / Декларация экспортёра :

1.1. Name and address of the producer /

Naam en adres van de producent /
 Nom et adresse du producteur /
 Nombre y dirección del productor /
 Название и адрес производителя :

1.2. Approval/Authorisation/Registration number⁽¹⁾ of the producer /

Erkennings-/Toelatings-/Registratienummer⁽¹⁾ van de producent /
 Numéro d'agrément/d'autorisation/d'enregistrement⁽¹⁾ du producteur /
 Número de reconocimiento/autorización/registro⁽¹⁾ del productor /
 Номер допуска/разрешения/регистрации⁽¹⁾ производителя :

1.3. Name and address of the exporter /

Naam en adres van de uitvoerder /
 Nom et adresse de l'exportateur /
 Nombre y dirección del exportador /
 Название и адрес экспортёра :

1.4. Approval/Authorisation/Registration number⁽¹⁾ of the exporter /

Erkennings-/Toelatings-/Registratienummer⁽¹⁾ van de uitvoerder /
 Numéro d'agrément/d'autorisation/d'enregistrement⁽¹⁾ de l'exportateur /
 Número de reconocimiento/autorización/registro⁽¹⁾ del exportador /
 Номер допуска/разрешения/регистрации⁽¹⁾ экспортёра :

1.5. Country of destination / Land van bestemming /

Pays de destination / País de destino / Страна назначения :

1.6. Name and address of the consignee /

Naam en adres van de geadresseerde /
 Nom et adresse du destinataire /
 Nombre y dirección del destinatario /
 Название и адрес грузополучателя :

I, the undersigned, responsible person for the exporter, declare that the product(s) mentioned in the annexed table / Ik, ondergetekende, verantwoordelijke persoon voor de uitvoerder, verklaar dat het (de) product(en) in de tabel in bijlage / Je soussigné, personne responsable pour l'exportateur, certifie que le(s) produit(s) mentionné(s) dans le tableau en annexe / Yo, el abajo firmante, responsable del exportador, certifica que el (los) producto(s) mencionado(s) en la tabla suplementa / Я, нижеподписавшееся лицо, ответственное за экспортёра, настоящим удостоверяю, что указанные в приложенной таблице продукты :

- **meets (meet) the stated qualitative and quantitative composition /** Beantwoordt (beantwoorden) aan de opgegeven kwalitatieve en kwantitatieve samenstelling / Répond(ent) à la composition qualitative et quantitative indiquée / Responde(n) a la composición cualitativa y cuantitativa determinada/ соответствуют указанному количеству и качеству.
- **is (are) fit for human consumption⁽¹⁾ /** Geschikt is (zijn) voor humane consumptie⁽¹⁾ / Est (son)t propre(s) à la consommation humaine⁽¹⁾ / Es (son) apto para el consumo humano⁽¹⁾ / пригодны для употребления в пищу человеком⁽¹⁾.

Additional declaration(s) / Bijkomende verklaring(en) / Déclaration(s) additionnelle(s) / Declaración(es) adicional(es) /

Дополнительное(ые) заявление(я) :

Mr. / Mr. / Mr. / Г-н :

Ms. / Mevr. / Mme. / Г-жа :

Issued at / Gedaan te / Fait à /

Hecho en / Составлено в :

Signature /

Handtekening /

Signature /

Firma /

Подпись :

On / Op / Le /

fecha / Дата :

Name of the responsible person /

Naam van de verantwoordelijke persoon /

Nom de la personne responsable /

Nombre de la persona responsable /

Фамилия ответственного лица :

(1) : Delete, if appropriate / schrappen, indien nodig / biffer la mention inutile / suprimir si necesario / ненужное зачеркнуть.

Cert. nr. :

**2. Declaration by the competent authority / Verklaring van de bevoegde overheid /
Déclaration de l'autorité compétente / Declaración de la autoridad competente /
Заявление компетентного ведомства :**

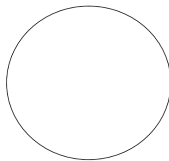
The undersigned, certifying officer of the FASFC, declares that the product(s) mentioned in the table annexed to the declaration of the exporter / De ondergetekende, certificerende agent van het FAVV, verklaart dat het (de) product(en) in de tabel gehecht aan de verklaring van de uitvoerder / Le soussigné, agent certificateur de l'AFSCA, déclare que le(s) produit(s) mentionné(s) dans le tableau annexé à la déclaration de l'exportateur / El abajo firmante, agente certificado del AFSCA certifica que el (los) producto(s) mencionado(s) en la tabla en suplemento con la declaración / Я, нижеподписавшееся уполномоченное лицо ФАПБ, заявляю, что продукты, указанные в приложенной декларации экспортёра таблице :

- can be freely commercialized in Belgium under the stated composition⁽¹⁾ / In België vrij in de handel mag (mogen) gebracht worden onder de opgegeven samenstelling⁽¹⁾ / Peut (peuvent) être commercialisé(s) librement en Belgique dans la composition indiquée⁽¹⁾ / Tiene(n) autorización de libre venta y circulación en Bélgica en la composición indicado⁽¹⁾ / свободно могут продаваться в Бельгии в указанном составе⁽¹⁾
- is (are) authorised to be exported as far as the importing country authorises the importation / Mag (mogen) worden uitgevoerd, voor zover het invoerende land de invoer toelaat / Peut (peuvent) être exporté(s), dans la mesure où le pays importateur autorise l'importation / Tiene(n) autorización de exportación en la medida que el país importador autorice la importación / могут быть экспортированы в той мере, в какой страна-импортёр разрешает ввоз.
- is (are) made in a member state of the European Union in accordance with current hygiene standards in the European Community⁽¹⁾ / In een lidstaat van de Europese Unie gefabriceerd is (zijn) overeenkomstig de in de Europese Gemeenschap geldende normen voor hygiëne⁽¹⁾ / Est (sont) fabriqué(s) dans un pays membre de l'Union européenne conformément aux normes d'hygiène en vigueur dans la Communauté européenne⁽¹⁾ / Esta(n) producido(s) en un estado miembro de la Unión Europea conforme a las normas sanitarias en vigor en la Comunidad Europea⁽¹⁾ / произведены в стране ЕС в соответствии с действующим в ЕС санитарным нормам⁽¹⁾
- is (are) produced/processed/stored⁽¹⁾ by the producer/exporter⁽¹⁾ in an establishment approved/authorised/registered⁽¹⁾ by the competent authority performing official control for the verification of compliance with food law⁽¹⁾ / geproduceerd/verwerkt/opgeslagen⁽¹⁾ is (zijn) bij de producent/uitvoerder⁽¹⁾ in een vestiging erkend/toegelaten/geregistreerd⁽¹⁾ door de bevoegde overheid die er officiële controle uitvoert ter verificatie van de naleving van de levensmiddelen wetgeving⁽¹⁾ / est (sont) fabriqué(s)/transformé(s)/stocké(s)⁽¹⁾ par le fabricant/exportateur⁽¹⁾ dans un établissement approuvé/autorisé/enregistré⁽¹⁾ par l'autorité compétente qui effectue les contrôles officiels pour la vérification du respect de la législation alimentaire⁽¹⁾ / esta(n) producido(s)/transformado(s)/mantenido(s)⁽¹⁾ con el productor/exportador⁽¹⁾ en un establecimiento reconocido/autorizado/registrado⁽¹⁾ para la autoridad competente del control oficial que verifica la conformidad con la legislación alimentaria general⁽¹⁾ / произведены/переработаны/приняты⁽¹⁾ на хранение производителем/экспортёром⁽¹⁾ в помещении признанном/разрешенном/зарегистрированном⁽¹⁾ компетентным органом, осуществляющим официальный надзор за соблюдением законодательных норм в области продовольствия⁽¹⁾.

Additional declaration(s) / Bijkomende verklaring(en) / Déclaration(s) additionnelle(s) / Declaración(es) adicional(es) / Дополнительные заявления :

NP : national production / NP : nationale productie / PN : production nationale / PN : producción nacional / НП : Национальное производство / NCPra : national control plan based on risk analysis / NCPra : nationaal controleplan gebaseerd op risicoanalyse / PCNar : Plan de Contrôle National qui s'appuie sur l'analyse du risque / PCNar : plan de control nacional sobre la base de un análisis de riesgo / ПГНар : План Госнадзора, основанный на анализе степени риска / SCPra : sectorial control plan validated by the FASFC based on a risk analysis / SCPra : op risicoanalyse gebaseerd sectoraal controleplan gevalideerd door FAVV / PCSar : plan de contrôle sectoriel validé par l'AFSCA qui s'appuie sur l'analyse du risque / PCSar : plan de control sectoral validado para el AFSCA sobre la base de un análisis de riesgo / СПНар : утвержденный ФСРБ Секторный План Госнадзора, основанный на анализе степени риска

Official stamp /
Officiële stempel /
Cachet officiel /
Sello oficial /
Официальный штамп :



Issued at /
Gedaan te /
Fait à /
Hecho en /
Совершено в :

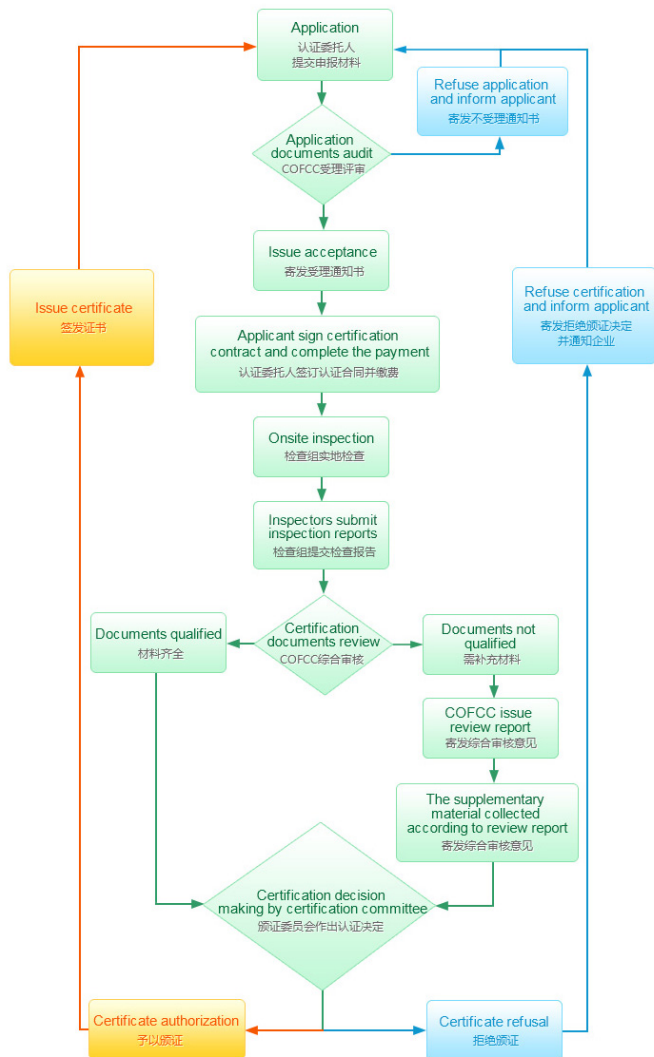
On /
Op /
Le /
Fecha /
Дата :

Signature /
Handtekening /
Signature /
Firma /
Подпись :

Name of the certifying officer /
Naam van de certificerende agent /
Nom de l'agent certificateur /
Nombre del agente certificado /
Фамилия уполномоченного агента :

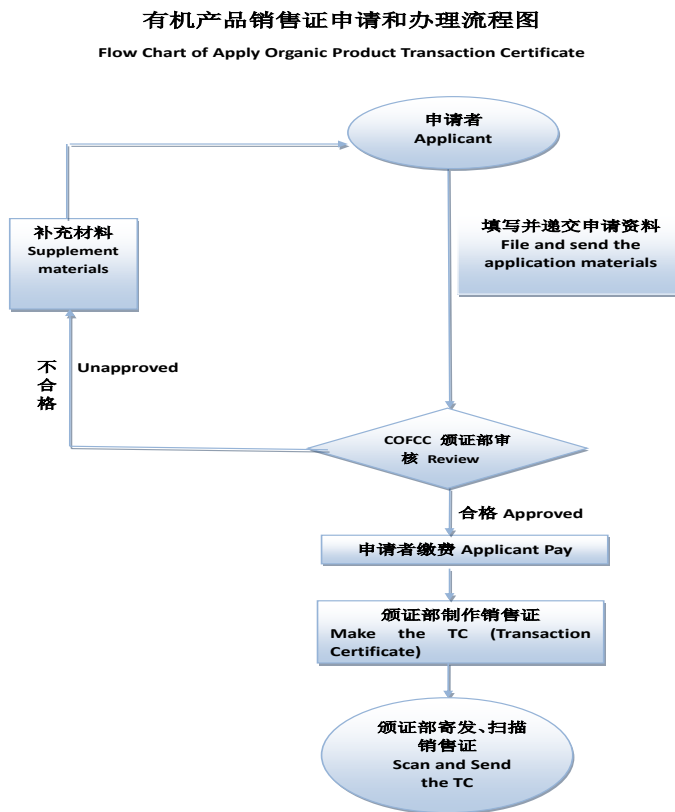
(1) : **Delete, if appropriate** / schrappen, indien nodig / biffer la mention inutile / suprimir si necesario / ненужное зачеркнуть.

6. Appendix 6: Certification Process



(Source: COFCC, 2014a)

7. Appendix 7: Application Process for Organic Product Transaction Certificate



(Source: COFFC, 2014b)

8. Appendix 8: 10 Steps to Build a Survey in China

According to Professor Zheng, the design process of a good and helpful questionnaire consists of 10 essential steps³:

- i. Specification of the information that needs to be collected;
- ii. Specification of the interview method;
- iii. Determination of the content of every question;
- iv. Preparation of the questions (to make sure the respondent is able and willing to answer what he thinks);
- v. Elaboration of the structure of the questions;
- vi. Formulation of the questions;

³ The steps of the questionnaire design process have been covered during the third class of Marketing Research: Method and Applications, on the 9th of May 2016 at the Tsinghua University of Beijing.

- vii. Ordering of the questions;
- viii. Implementation of the lay-out;
- ix. Reproduction of the questionnaire;
- x. Testing and elimination of the possible issues.

(Source: Zheng, 2016)

9. Appendix 9: English Survey

Hi! My name is Roxane de Callataÿ and I am currently studying at the Tsinghua School of Economics and Management. For my thesis, I am analysing the trends in the Chinese food market and I would love to have your opinion on the following questions. Thank you for your time, I wish you the best!

- (1) Do you pay attention to brands when purchasing food?
 - Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (2) Do you like to try new brands when purchasing food?
 - Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (3) Do you like to try new products when purchasing food?
 - Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (4) How often do you try new products when purchasing food?
 - Never
 - Almost never

- Sometimes
 - Often
 - Very often
- (5) How important are rational reasons (price, size, benefits of the product...) in your choices of new products?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
- (6) How important are emotional reasons (personal values, country-of-origin, brand, feeling...) in your choices of new products?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
- (7) Do you pay attention to the country-of-origin when purchasing food?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (8) Do you pay attention to certification labels when purchasing food?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (9) To which certification labels do you pay attention when purchasing food? (multiple choice)
- Organic
 - Green
 - No public harm
 - Hazard free

- Fair-trade
 - None of the above
- (10) Do you trust certification labels in the food industry?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (11) Do you trust certification labels from Europe in the food industry?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (12) Do you trust certification labels from China in the food industry?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (13) Do you like imported European brands in the food industry?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (14) How often do you buy imported European food?
- Never
 - Almost never
 - Sometimes
 - Often
 - Very often
- (15) Do you associate European brands (in the food industry) with prestige and social status?
- Strongly agree

- Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (16) Would you prefer to buy European brands if the price was the same as Chinese brands (for a similar food product)?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (17) Would you pay a price premium for imported European food (50% price premium for instance)?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (18) Regarding your choices of products, do you try to buy products that make you feel unique (different from the others)?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (19) Regarding your choices of products, how important is it for you to buy products that you really like?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
- (20) Regarding your choices of products, is the influence of your family and friends important when you purchase food?

- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
- (21) Do the tastes of your family and friends have an important role in your choices when you purchase food?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (22) Do the beliefs and values of your family and friends have an important role in your choices when you purchase food?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (23) Are you familiar with the concept of green food?
- Yes
 - No
- (24) Are you familiar with the concept of no-public-harm food?
- Yes
 - No
- (25) Are you familiar with the concept of organic food?
- Yes
 - No
- (26) Have you ever bought organic food from China?
- Yes
 - No
 - Maybe
- (27) Have you ever bought organic food from Europe?
- Yes

- No
 - Maybe
- (28) Do you believe in the benefits of organic products for your health?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (29) Do you believe that organic food can help to reduce pollution?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (30) Belgium is known in the world for its premium chocolate. Would you be interested in organic chocolate from Belgium? (organic chocolate is premium chocolate made with only organic ingredients, without pesticides)
- Yes
 - No
 - Maybe
- (31) Would you buy premium organic chocolate from a small brand in Belgium? (the price should not be taken into consideration, only the aspect of choosing a small brand instead of a big global brand)
- Very probable
 - Somewhat probable
 - Neutral
 - Somewhat improbable
 - Not probable
- (32) Would you be willing to pay a 50% price premium for organic chocolate from Belgium?
- Very probable
 - Somewhat probable
 - Neutral
 - Somewhat improbable
 - Not probable

- (33) Do you think you have many health issues?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- (34) Are you Chinese?
- Yes
 - No
- (35) Where do you currently reside in China?
- Tier-1 city
 - Tier-2 city
 - Tier-3 or Tier-4 city
 - Countryside
 - None of the above
- (36) What is your gender?
- Female
 - Male
- (37) How old are you?
- Younger than 18
 - Between 18 and 25
 - Between 26 and 30
 - Between 31 and 40
 - Between 41 and 50
 - Between 51 and 60
 - Older than 60
- (38) Do you have children?
- Yes
 - No
- (39) What is your current average monthly income?⁴
- 0-5000 RMB

⁴ The answers to this question have been suggested by Li Heyi 李和怡, a Chinese CEMS student at the Tsinghua School of Economics and Management, to be in line with the average monthly incomes of Beijing.

- 5001-10000 RMB
- 10001- 20000 RMB
- 20001-30000 RMB
- Above 30000 RMB

(40) What is your highest level of education?⁵

- PhD
- Master
- Bachelor
- College
- High school
- Technical secondary school, junior high school or below

10. Appendix 10: Chinese Survey

问卷调查:

大家好！我是 Roxane de Callatay，现在在清华大学经济管理学院交换学习。这是我的毕业论文问卷，我正在分析中国食品市场的趋势，希望获知您对以下问题的看法。非常感谢您抽空填写，祝好！

请您针对以下陈述，选择相应的认可程度：

1. 在购买食品时，您会关注品牌：Do you pay attention to brands when purchasing food?
 - 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
2. 在购买食品时，您喜欢尝试新品牌：Do you like to try new brands when purchasing food?
 - 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意

⁵ The answers to this question have been suggested by Li Heyi 李和怡, a Chinese CEMS student at the Tsinghua School of Economics and Management, to be in line with the Chinese education system.

- 非常不同意
3. 在购买食品时，您喜欢尝试新产品：Do you like to try new products when purchasing food?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
4. 在购买食品时，您尝试新产品的频率是 How often do you try new products when purchasing food?
- 从不
 - 几乎没有
 - 有时
 - 经常
 - 十分经常
5. 在选择新产品时，理性因素（如价格、规格、产品的好处.....）对您来说有多重要？
How important are rational reasons (price, size, benefits of the product...) in your choices of new products?
- 非常重要
 - 有些重要
 - 无所谓
 - 有些不重要
 - 非常不重要
6. 在选择新产品时，感性因素（如个人价值观、原产国、品牌、感觉.....）对您来说有多重要？
How important are emotional reasons (personal values, country-of-origin, brand, feeling...) in your choices of new products?
- 非常重要
 - 有些重要
 - 无所谓
 - 有些不重要

- 非常不重要
7. 在购买食品时，您关注食品的原产国：Do you pay attention to the country-of-origin when purchasing food?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
8. 在购买食品时，您关注食品的认证标志：Do you pay attention to certification labels when purchasing food?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
9. 在购买食品时，您关注以下哪些认证标志？（多选题）To which certification labels do you pay attention when purchasing food? (multiple choice)
- 有机食品



德国国家有机认证



欧盟委员会有机标志



欧盟 EEC 有机标志



美国 USDA 有机

中绿华夏
有机食品认证中心中国有机食品
认证标志

澳大利亚 NASAA



法国有机标志



日本 JAS 有机



奥地利有机标志



瑞士有机标志



意大利有机标志

(Source: Li Heyi 李和怡)

- 绿色食品
- 无公害
- 公平贸易
- 以上都不关注

10. 您相信食品行业的认证标志：Do you trust certification labels in the food industry?

- 非常同意
- 有些同意
- 无所谓
- 有些不同意
- 非常不同意

11. 您相信食品行业来自欧洲的认证标志：Do you trust certification labels from Europe in the food industry?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
12. 您相信食品行业来自中国的认证标志：Do you trust certification labels from China in the food industry?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
13. 您喜欢食品行业中的欧洲进口品牌：Do you like imported European brands in the food industry?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
14. 您购买欧洲进口食品的频率是？How often do you buy imported European food?
- 从不
 - 几乎没有
 - 有时
 - 经常
 - 十分经常
15. 您会因欧洲品牌而联想到名贵和社会地位：Do you associate European brands (in the food industry) with prestige and social status?
- 非常同意

- 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
16. 如果欧洲品牌与中国品牌价格相同（类似的食物），您偏好于欧洲品牌：Would you prefer to buy European brands if the price was the same as Chinese brands (for a similar food product)?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
17. 您会为欧洲进口食品支付更高的价格（例如 1.5 倍的价格）：Would you pay a price premium for imported European food (50% price premium for instance)?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
18. Regarding your choices of products, do you try to buy products that make you feel unique (different from the others)? 对您而言，成为独一无二的人有多重要？
- 极其重要
 - 非常重要
 - 较为重要
 - 有些重要
 - 一点也不重要
19. Regarding your choices of products, how important is it for you to buy products that you really like? 对您而言，购买您本人真正喜欢的食品有多重要？
- 极其重要
 - 非常重要

- 较为重要
- 有些重要
- 一点也不重要

20. Regarding your choices of products, is the influence of your family and friends important when you purchase food? 对于您本人真正喜欢的食品，即使您的朋友和家人不会为了他们自己购买，您也会出于个人消费而购买：

- 非常同意
- 有些同意
- 无所谓
- 有些不同意
- 非常不同意

21. Do the tastes of your family and friends have an important role in your choices when you purchase food? 在您购买食品时，您的家人和朋友的口味和价格对于您的选择而言有重要的地位：

- 非常同意
- 有些同意
- 无所谓
- 有些不同意
- 非常不同意

22. Do the beliefs and values of your family and friends have an important role in your choices when you purchase food? 在您购买食品时，您的家人和朋友的口味和价格对于您的选择而言有重要的地位：

- 非常同意
- 有些同意
- 无所谓
- 有些不同意
- 非常不同意

23. 您熟悉绿色食品的理念： Are you familiar with the concept of green food?

- 是
- 否

24. 您熟悉无公害食品的理念： Are you familiar with the concept of no-public-harm food?

- 是
- 否

25. 您熟悉有机食品的理念： Are you familiar with the concept of organic food?

- 是
- 否

26. 您是否购买过中国产的有机食品？ Have you ever bought organic food from China?

- 是
- 否
- 可能

27. 您是否购买过欧洲产的有机食品？ Have you ever bought organic food from Europe?

- 是
- 否
- 可能

28. 您相信有机食品对您的健康有好处： Do you believe in the benefits of organic products for your health?

- 非常同意
- 有些同意
- 无所谓
- 有些不同意
- 非常不同意

29. Do you believe that organic food can help to reduce pollution? 您相信有机食品具有潜在的应对环境挑战的能力：

- 非常同意
- 有些同意
- 无所谓
- 有些不同意
- 非常不同意

30. Belgium is known in the world for its premium chocolate. Would you be interested in organic chocolate from Belgium? (organic chocolate is premium chocolate made with only organic ingredients, without pesticides) 您对来自比利时的有机巧克力感兴趣:
- 是
 - 否
 - 可能
31. Would you buy premium organic chocolate from a small brand in Belgium? (the price should not be taken into consideration, only the aspect of choosing a small brand instead of a big global brand) 您会购买来自比利时一个小品牌的有机巧克力（如果价格与一个全球品牌的巧克力相似）:
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
32. 您愿意为来自比利时的有机巧克力多支付 50% 的价格: Would you be willing to pay a 50% price premium for organic chocolate from Belgium?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
33. 您患有许多健康问题: Do you think you have many health issues?
- 非常同意
 - 有些同意
 - 无所谓
 - 有些不同意
 - 非常不同意
34. 您是否是中国人? Are you Chinese?
- 是

- 否

35. 你当前在中国的几线城市？ Where do you currently reside in China?

- 一线城市
- 二线城市
- 三线或四线城市
- 农村
- 以上都不是

36. 您的性别？ What is your gender?

- 女
- 男

37. 您的年龄？ How old are you?

- 18 岁以下
- 18-25
- 26-30
- 31-40
- 41-50
- 51-60
- 60 岁以上

38. 您是否有孩子？ Do you have children?

- 是
- 否

39. 您当前的平均月收入为（单位：元）？ What is your current average monthly income?

- 0-5000
- 5001-10000
- 10001-20000
- 20001-30000
- 30000 以上

40. 你的最高学历是？ What is your highest level of education?

- 博士及以上
- 硕士
- 本科

- 大专
- 高中
- 中专、初中及以下

11. Appendix 11: Demographics of Survey

- i. Nationality: 98% of respondents are Chinese and 2% are not Chinese.

#	Answer	Response	%
1	是	58	98%
2	否	1	2%
	Total	59	100%

(Source: Qualtrics 2016)

- ii. Residence: 68% of respondents live in Tier-1 cities, 20% in Tier-2 cities, 10% in Tier 3 and 4 cities and 0% in the countryside.

#	Answer	Response	%
1	一线城市	40	68%
2	二线城市	12	20%
3	三线或四线城市	6	10%
4	农村	0	0%
5	以上都不是	1	2%
	Total	59	100%

(Source: Qualtrics 2016)

- iii. Gender: 63% of respondents are women

#	Answer	Response	%
1	女	37	63%
2	男	22	37%
	Total	59	100%

(Source: Qualtrics 2016)

iv. Age: 54% of respondents are between 18 and 25.

#	Answer	Response	%
1	18岁以下	2	3%
2	18-25	32	54%
3	26-30	13	22%
4	31-40	6	10%
5	41-50	5	8%
6	51-60	1	2%
7	60岁以上	0	0%
	Total	59	100%

(Source: Qualtrics 2016)

v. Children: 81% of respondents do not have children

#	Answer	Response	%
1	是	11	19%
2	否	48	81%
	Total	59	100%

(Source: Qualtrics 2016)

vi. Average monthly income: 57% of respondents earn on average between 0 and 5000 RMB per month

#	Answer		Response	%
1	0-5000		32	57%
2	5001-10000		11	20%
3	10001-20000		6	11%
4	20001-30000		6	11%
5	30000以上		1	2%
	Total		56	100%

(Source: Qualtrics 2016)

- vii. Highest level of education: Most of the respondents have a Master (28%) or a Bachelor degree (55%)

#	Answer		Response	%
1	博士及以上		2	3%
2	硕士		17	28%
3	本科		33	55%
4	大专		1	2%
5	高中		4	7%
6	中专、初中及以下		3	5%
	Total		60	100%

(Source: Qualtrics 2016)

- viii. Health: 59% of the respondents strongly disagree with the statement: Do you think you have many health issues?

#	Answer		Response	%
1	非常同意		3	5%
2	有些同意		4	7%
3	无所谓		4	7%
4	有些不同意		13	22%
5	非常不同意		35	59%
	Total		59	100%

(Source: Qualtrics 2016)