Consumer Purchase Intention of Genetically Modified Food in Chengdu, China

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DECLARATION

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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Abstract

The scope of having and consuming GM products in our daily life is very large. As a newcomer to this technology, China are still not aware of its importance. Genetic material with many products has been changed to achieve some of the desired characteristics in the China market. Understanding the determinants of consumer GM food choices may enable decision makers and marketers to establish effective policies and marketing strategies and determine the market position of GM foods. This study aimed to explore the underlying factors that influence Chinese consumers' choices about GM foods. Analyzing the influence factors of consumer behavior and genetically modified food purchases in Chengdu, China, to better understand the consumer, and provide suggestions for future research.

Key Words: Consumer behavior; Genetically modified (GM) food; China

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1.0 Overview of Chapter 1

This chapter clarifies the background of the study and the problem statements are listed in this chapter. Besides, the research objectives, research questions, and hypotheses which also mentioned in chapter 1 are the main part of this chapter. Moreover, the scope of the study and the significance of study shows the field and purpose of the study. Additionally, the limitations and operational definitions are stated in this chapter. Finally, the organization of chapters indicates the main content of each chapter.

1.1 Research Background

With the continuous development of science and technology, the rapid development of life science and technology in China, and the application of life science and technology also gradually extends to the field of food, such as cloning, nanotechnology and transgenic technology (Bonadio, 2013). With the development and application of these emerging food technologies, the categories and styles of the food field are increasingly diversified.The continuous enrichment of food categories, in a certain sense, means that the living standards of consumers have improved. Among these products, GM food has attracted long-term, sustained and strong attention from all sectors of society due to its own uncertainty of safety, potential risks, possible threats to biological environment (Davidson, 2016). GM technology is closely related to GM food and has also attracted attention from all walks of life

The development of GM technology and GM food is largely determined by consumers' attitudes and willingness to consume. In terms of consumers' willingness to consume

genetically modified food, consumers in different countries and regions have different and different levels of acceptance of genetically modified food. For example, Consumers in Europe and Japan are differ greatly from those in the United States and some developing countries in their acceptance of genetically modified foods (Siro, Kapolna and Lugasi, 2015). Moreover, there is a lot of uncertainty about the process of willing to convert into actual buying behavior.

Chinese consumers' awareness of GM food is relatively low, there have been doubts about the application of GM technology in the food field, and the higher acceptance level cannot be fully converted into actual purchase behavior (Qaim, 2013). According to Huang, Qiu and Pray (2016), consumers in different regions have different attitudes towards genetically modified food in China, and there are also many different factors influencing consumers' purchasing behaviors. Therefore, it is of great practical significance and necessity to study the factors influencing consumers' attitudes and willingness to consume GM foods.

Ultimately, the purpose of this study is set to analyze the influence factors of consumer behavior and genetically modified food purchases in Chengdu,China, to better understand the consumer, and provide suggestions for future research.

1.2 Problem Statement

According to Kolodinsky, Reynolds and Watts (2015), the support/opposition rate of Chinese consumers to GM food was generally on the decline. 64.3 percent of the public believed that online debates and media reports about GM foods were generally negative, stressing that GM did more harm than good. 77.4% of the public think that there is no evidence of safety problems with GM food now, but it does not mean that there will be none in the future.

According to Radford (2014), the support/opposition ratio of Chinese consumers to GM food is on the whole decreasing. comparision the ratio of support to opposition in each survey result. The support/opposition ratio of Chinese consumers to GM food is on the whole decreasing. GM foods have been around for years, and many scientists have written about their benefits and safety, but so far, many, if not most, people have not given up on GM foods. In addition to the impact of GM foods on traditional agriculture, advocates attribute much of the problem to misunderstanding and prejudice about GM safety.

Genetically modified (GM) food is a kind of innovative products, it provides opportunities for new untested, but this may bring potential risks to unforeseen, lead consumers to produce fear, uncertainty and doubt (Kim, 2012). For the Chinese people, buying GM products is very important because China uses green biotechnology as an advantage (Gross, 2013). Therefore, it will be used as a powerful means to ensure food security and promote national economic growth (Scott et al., 2017). In the Chinese market, the number of bio pharmaceutical products is also increasing. It is predicted that the industry will create more than jobs and will increase GDP by 2020 (Gross, 2013).

Since the introduction of genetically modified products in China is still in the first stage, it is important to understand the purchase plan (Bakr and Ayinde, 2014). People's growing interest in the GMO market will open up opportunities for the country's government and economy (Liu, Pieniak and Verbeke, 2014).

China has acknowledged genetically modified corn and soybean products, which are used for human and animal consumption.There are also ongoing trials of genetically modified papaya (SM Mohamed Idris, 2015).While scientists have offered many benefits to genetically modified organisms, the products are still waiting for full public acceptance. As the agricultural field is accepting this new genetic technology, the public's willingness to buy is very necessary for future development (Amin et al., 2014). By understanding the purchase of these products in China, GM products can be successfully sold and improved, and the biotechnology sector, which is in great demand in the international market, can be further developed. This study allowed to understand the response of the consumers towards these products.

1.3 Research Objectives

Research Objectives are the clear beginning of the study which mean it is important for the study in that can ensure the overall outcome of the study (Richard, 2017).

In each study, goals and objectives to support the research and application of a good framework is very important, well organized and good goal will effectively guide the research process, this will determine all other aspects of the design (Gunaydin and McCusker, 2015).

1.3.1 Broad Research Objectives

The main purpose of this study is to analyze the consumer purchase intention toward China's genetically modified food and its influencing factors.

1.3.2 Specific Research Objectives

RO1: To determine whether perceived risk influence consumer purchase intention in genetic modified food in Chengdu, China.

RO2: To determine whether perceived benefit influence consumer purchase intention in genetic modified food in Chengdu, China.

RO3: To determine whether environment concern influence consumer purchase intention

in genetic modified food in Chengdu, China.

1.4 Research Questions

The research questions are the enquire that needed to be answered concerning some topics or the particular concern, which is also the initial stage signifying the base of your research project after you obtain the desire to what you want to study in a research project (Bryman and Bell, 2014). Research questions are intended to guide and center the study to achieve the research objectives (Tabachnick and Fidell, 2013).

The research questions are derived from the research objectives as it is more important and is deemed to be aligned in order to facilitate the study (Richard, 2017).

Based on the research objectives, the specific research questions are as below:

RQ1: Will perceived risk influence consumer purchase intention in genetic modified food in Chengdu, China?

RQ2: Will perceived benefit influence consumer purchase intention in genetic modified food in Chengdu, China?

RQ3: Will environment concern influence consumer purchase intention in genetic modified food in Chengdu, China?

1.5 Significance of the Research

1.5.1 Significance to Academic

Firstly, This study is able to enhance the knowledge of other researchers who are interested in the consumer buying behavior towards GMO in the context of China, which is still a relatively unknown area (Buysse, Feng and Gellynck, 2013). Besides, the study offers the perception for GMO companies to get a better understanding of consumers buying intentions as well as how the factors including perceived risks, perceived benefits and environment concern influence it in China (Paul and Rana, 2012). It is crucial for marketers to make full use of the research results to capture the needs of the consumers from 20 to 60 years old regardless of the gender in China (Persaud and Azhar, 2012). Therefore, GMO market can reconstruct and make the timely adjustment of their marketing plan which can induce higher sales and purchase for the GMO (Gunderson, Boehlje and Sonka, 2014).

1.5.2 Significance to Industry

The findings of the study will help improve policy makers' ability to strengthen the public's ability to buy GMO products in China (Thøgersen and Zhou, 2012). The government will understand whether gm organisms should be better understood and understand China's acceptance of genetic technology (Hiatt and Park, 2013). Growing interest in the GMO market will open up opportunities for the Chinese government and economy and it is conducive to China's economic development (Crane, Matten and Spence, 2013).

1.6 Scope and Limitations of the Research

Since the purpose of the research is to analyze how the factors such as perceived risks, perceived benefits and environment concern influence the consumers' buying behavior towards the GMO products in Chengdu, China, the scope of the study is it is only focus on Chengdu China, and factors influence the consumers' buying behavior related to GMO only in Chengdu China. Thus the study is very narrow.

First of all, since this paper only analyzes perceived risks,perceived benefits and environment concern factors, it does not analyze all factors that may affect customers' purchase intention. Apart from the selected factors, it may have a slight impact on buying intentions, but not on the key factors. Thus the usefulness of the results remains unknown. Besides, due to limited time, the sample size of the interviewees in this study is about 250, which is not enough to represent all customers in China and it is difficult to ensure the equal distribution of men and women in the survey. this may lead to findings that reflect only the buying intentions of certain groups. In addition, the data collected cannot guarantee the accuracy of the research process, as participants may respond to the questionnaire untruthfully and unkindly.

1.7 Operational Definitions

Consumer purchase intention: consumer purchase intention refers to consumers' purchase preference for products and services after evaluating the factors of products (Sohail, Faiza & Anas, 2015). In addition, consumers' willingness to buy is crucial for market managers to understand the relationship between consumers and products. They can also predict the sales situation in the future through their willingness to buy and decide the marketing plan for new products and existing services (Morwitz, 2014).

Genetically modified foods: Genetically modified foods, also known as genetically engineered foods or bio engineered foods, are foods produced by organisms that use genetic engineering methods to introduce changes into DNA (Lusser and Davies, 2013).

Perceived risk: Perceived risk is the uncertainty of consumer's use of the product when buying the product.It's a psychological and functional risk that consumers feel when they buy the product.(Mittal, Soundararajan and Bovik, 2013).

Perceived benefits: Grubbs and Carter (2002) stated that perceived benefits are perceptions of the positive consequences of a particular action. In behavioral medicine, the term "perceived benefit" is often used to explain a person's motivation to act and to intervene or treat.

Environment concern: Environmental concern refer to people's emotional attitude towards the environment and their attitude to environmental issues (Buil, Chernatony and Martínez, 2013).

1.8 Organization of Chapters

Chapter 1 generally introduces the research study containing the research background and current development. Afterwards, the problem statement, research questions and research objectives are elaborated. Finally, this chapter states the scope and significance of this research, as well as the limitations that exist.

Chapter 2 aims to review relevant existed literature's on all the research variables regard to this research. Such as the definition of consumer buying behavior and the relevant past academic debates, the global and local perspective regarding the factors that influence consumer buying behavior, which include the perceived risks,perceived benefits and environment concern. Finally, this part intends to ascertain the research gaps that is linked with the purpose of this research, that will help to improve the academic and managerial value of this research.

Chapter 3 discusses the details of the research methodology including the research design, the questionnaire, the method of data collection, sample design, the tools of survey, data processing and analysis.

Chapter 4 focuses on the data analysis and the results presenting through the online survey, among which the IBM-SPSS22.0 is used to demonstrate the graphs to show the research findings, as well as to justify the hypothesis.

Chapter 5 is the analysis and discussion of the major research findings in this study and the suggestions for the improvement of Genetically modified foods in China.

2.0 Overview of Chapter 2

In this chapter, this paper aims to analyze the literature review focusing on the buying intention of Chinese consumers, as well as how several factors such as perceived risks, perceived benefits and environmental concern affect their buying intention. The literature review contains the dependent and independent variables related to the research objectives mentioned in chapter 1, followed by the basic theory and research framework in the previous chapter.Then it puts forward some hypotheses from the research purposes, problems and conclusions of this chapter.

2.1 Phenomenon of Consumer Purchase Intentions

Younus and Rasheed (2015) pointed out that consumers' purchase intention is their preference for products or services after evaluation, which will be affected by many external factors.In addition, Hamid (2015) believes that consumers' purchase intention is a complex process, which is usually related to their behaviors, opinions and attitudes, and also a key factor influencing consumers' decision on product purchase. In addition, Lee (2014) also pointed out that the purchase intention determines the willingness of consumers to buy goods. The higher the purchase intention, the higher the purchase intention.

Larasati, Sarah and Suresh (2013) believed that there are five stages before purchasing, namely consciousness, knowledge, enjoyment, preference and assurance. Based on this, marketers can understand consumers' purchase intention according to their preferences.

2.1.1 The Global Perspective towards Consumer Purchase Intention on GM Food

Lusk, Roosen and Fox (2013) used various quality variables, including whether cattle were fed gm corn, to estimate the willingness of consumers in France, Germany, the United Kingdom and the United States to buy beef. Their findings suggest that European consumers value beef without gm corn much more than American consumers do. Noussair, Robin and Ruffieux (2002) studied the difference between European public opinion and consumers' purchase of genetically modified food. They found that consumers often did not know the labels contained genetically modified ingredients. McCluskey (2012) found that Japanese consumers were willing to pay 60 per cent less than for non-gm noodles and 64 per cent less than for non-gm tofu. Consumers' attitudes to safety, self-reported knowledge and risk were found to be important indicators of their overall willingness to accept gm products. Japanese consumers - like those in Europe - are highly skeptical of government regulations and accountability on food safety issues.

Chen and Li (2012) 's research on consumers in Taiwan shows that Taiwanese consumers increase their perceived benefits of GM foods according to their positive general attitude towards GM foods and their trust in government departments and experts.With the accumulation of their own reality awareness of GM foods, their risk perception of GM foods will increase accordingly.

Clare Hall (2015) investigated attitudes of Scottish farmers towards genetically modified food.In the eu, the debate on gm has never stopped, and the opinions on gm are also controversial, which can be divided into two groups that support and oppose gm.The major players are the public (consumers), non-governmental organisations (NGOs) and

industries and corporations.And a large group - farmers are far from these debates, but whether they cultivate gm crops will have a critical and important impact on the future of European agricultural technology.

Lyndhurst (2013), in terms of the mutual influence between the concepts of risk and benefit, one of the most clear explanations is people's attitudes towards the same technology in different applications. On the whole, European consumers have a positive view of the medical application of gm. Therefore, it is estimated that, on the whole, the medical application is morally acceptable and should be encouraged.On the contrary, uncertainty about the benefits and usefulness in food applications means that for most people, its risks outweigh the benefits.The concept of risk and benefit is important

2.1.2 The Local Perspective towards Consumer Purchase Intention on GM Food

The research of Yu ting and Deng xinan (2014) shows that as consumers gradually grasp the production principle of GM food and gradually improve their understanding of GM food, people will tend to buy GM food, and GM food has great development potential.

Wang lizhen and xu jiapeng (2010) studied the recent studies on consumers' attitudes towards genetically modified food and the influencing factors at home and abroad. They found consumers' attitudes towards genetically modified food will be affected by such factors as personal and economic characteristics, information factors, recognition degree of biological common sense, perceived risks and benefits.

Yu (2010) compared the attitudes of domestic and foreign consumers towards genetically modified food. The results indicate that consumers in different regions have very different attitudes. It is also found that individual characteristics and socioeconomic characteristics of consumers have an impact on their cognition. Other researchers have studied the risk perception of GM foods. Qingping and Wule (2010) found nearly half (49.0%) consumers hold a waiting and wait-and-see attitude towards GM food. Their attitude is uncertain and may change with external factors.

Zhou (2010) found that consumers' cognitive status of GMFS is affected by the safety, economic benefits and environmental benefits of GMFS, as well as market features such as market demand and price elasticity. At the same time, external factors such as government policies and consumer education level, also play a role in cognitive status.

Lin and haiying (2014) found in the research that GMF information and labeling policies had a significant impact on consumer preference. If gm information exists, then consumers are inclined to choose non-GM food. If gm information does not exist, consumers are inclined to GM food.Under the mandatory labeling system, consumers prefer non-gmo food, while they prefer gmo food when labeling voluntarily.

2.2 Factors Influencing Consumer Purchase Intention of GM Food

Customers are always subject to their preferences and perceptions in the procurement process, there are several factors to consider when customers are evaluating products and making decisions about products purchased in stores, physical needs that vary from factors such as physiology, social influences such as attitudes of others and location of stores (aschemann-witzel, Jensen and Kulikovskaja, 2017).

Previous studies analyzed what factors and how to affect consumers' purchase intention, providing a lot of theoretical and empirical evidence for strengthening this concept in different contexts (Skaltsas and Vasileiou, 2015).

With the development of biotechnology, people have more and more negative views on genetically modified products. Buying genetically modified food has become a big problem because it is closely related to the country's economic advantages (Ismail, Vivishna, et al., 2012). The intent to buy a particular product is based on a customer's self-evaluation of factors. This will help with future purchases (Abdullah Sharaf, Md Isa and al-qasa, 2015).

2.2.1 Perceived Risks

As for genetically modified food, Martinez-Poveda et al. (2013) believed that a large amount of misinformation about genetically modified food led to consumers' risk perception.The risks of GM foods are mainly divided into health risks and environmental risks.These risks in some countries, such as Italy and the United States got the same

rating, in Britain, consumers consider environmental risk is greater than the health risks in addition, Bukenya and Wright (2012), Han and Harrison (2012), the Moon and Balasubramanian (2013), and other people think, in the United States, the consumer risk awareness of science and technology or transgenic technology are negatively related to consumer acceptance, consumer's risk perception eventually lead to non-gmo food choices. Frewer et al. (2014) believe that consumers' acceptance of genetically modified food depends on the specific risk perception of product -uct. Traill et al. (2014) found that there was a negative correlation between consumer reporting risk and perceived benefit in the eu and the us;In addition, they believe that tangible benefits may outweigh the risk perception of GM foods.The literature discussed indicates that health and environmental risk perception is negatively correlated with consumers' acceptance of GM foods

The risks claimed by gm products have a significant impact on their buying intentions.These threats are said to be likely to contrast between different cultures or different cultural factions within the same ethnic group.There are six risk types that can be identified; Performance, financial, security, social, psychological, and time risk.Although there have been studies on the effect of this factor, producers ignore the impact of perceived risk on consumers' behavior of buying genetically modified food.The public is now more concerned about the potential benefits and consequences of gm organisms. Consumers remain skeptical about the credibility of information about gmos and their health-related issues. It is also believed that if better understanding of genetically modified organisms is provided, the risk perceived by consumers in terms of health will be reduced (Ismail, Khairiah Soehod, et al., 2012).

2.2.2 Perceived Benefits

Beneficial knowledge of GMO is considered an important variable as well as a claimed risk. Measuring the public's willingness to buy a product is an important factor. Genetically modified organisms help improve the nutritional value of food and help fight malnutrition.Golden rice, for example, is designed to fight vitamin A deficiency in developing countries.Therefore, self-supporting agriculture is encouraged, allowing farmers to grow food for themselves and their relatives (Key, Ma and Drake, 2015). Transgenic plants are more resistant to abiotic stresses such as increased temperatures and flooding.Genetic engineering has improved the quality of milk, improved meat production, improved animal resistance to disease, and improved reproduction rate (Ormandy, Dale and Griffin, 2014).

Attitudes towards gm technology and food fall into two categories: attitudes towards products and attitudes towards processes, which depend on consumers' perceptions of interest. Carrigan and Attalla (2013) found that both in the UK and the us, the perception of interest clearly translates into willingness and behavior to buy. Magnusson and koivisto-hursti (2002) analyzed the impact of taste and health benefits on consumer attitudes.The results showed that while consumers were negative about gm technology, improving their taste and health could make them accept GM food. On the other hand, for consumers in northern Europe, their perceived interests do not significantly affect their attitudes towards GM foods. The benefits are beneficial and cannot be a sufficient condition for improving consumers' acceptance of GM food.

2.2.3 Environment Concern

Consumers who are more involved in organic and environment-friendly issues, such as environmental protection, have a positive attitude and a strong desire to buy organic food.Environmental behavior means that all the behaviors of people are significantly related to the nature of the environment, such as the consumption of environmental resources.Many behaviors fall under the category of environmental behaviors, such as food production and consumption, house purchasing, transportation and shopping (Jager, 2010). Many studies have looked at consumers' attitudes toward organic foods and found that the three main factors are the same in different countries and cultures.Organic food is considered healthier, more environmentally friendly and tastes better than traditional food.However, some people believe that even if consumers are positive about organic food, the number of consumers who often buy organic food is low (Aertsens et al., 2016).

Amin, Jahi and Nor (2013) believe that genetically modified organisms are dangerous and damaging to nature.Consumers show greater interest in protecting the environment.Studies have shown that the harmony of nature is highly correlated with food selection, which is closely related to genetically modified organisms, including food safety, acceptability, animal welfare, pollution, unwanted gene transfer into the wild environment, reduction of genetic diversity and environmental ethics (Kim and Mauborgne, 2014).There is an inappropriate protocol among scientists about the environmental impact of gm organisms.Although there is no proper evidence of ge's impact on the environment, some believe that such technology may have long-term and cumulative side effects (Hallman, 2010).

2.3 Theory of Reasoned Actions (TRA)

TRA is the evolution of the previous attitude theory model which is used to understand persuasive information (Li, 2013). TRA provides a model for predicting behavioral intentions based on an individual's attitude and normative beliefs (Cheung and Vogel, 2013).

TRA model is widely used to evaluate a voluntary motivation in consumer behavior, this is particularly useful for evaluating consumers, because business decisions tend to be concentrated in the small scale of smaller individual groups (Tsou, 2012). TRA stated that people want to take action because of attitudes and social norms (Hsu and Huang, 2012). The theory of rational behavior (TRA) proposes that individuals' purchasing behaviors are rational and significantly influenced by social factors, and that consumers' behaviors can be solved by acquiring information (Setterstrom, Pearson and Orwig, 2013).

TRA is based on potential assumptions (Aman, Harun and Hussein, 2012). Consumers act in a reasonable manner while assessing the information is available, trying to achieve favorable results while satisfying others' expectations (Amaro and Duarte, 2015). TRA defines the intention to perform certain behaviors, namely behavioral intention, which is conducive to actual behaviors (Ramayah, Yeap and Ignatius, 2013).

The purpose of the TRA is to try to determine how attitudes are formed and why these attitudes influence the behavior of consumers or people and this theory is suitable as a basic theory to explain the behavioral attitudes in the decision-making process (Aman, Harun and Hussein, 2012). In this study, TRA is used to demonstrate how factors (perceived risk, perceived benefit and environment concern) influence consumers'

purchasing intention.

2.4 Gaps in the Literature

There are many literatures discussing the factors influencing consumers' purchasing intention. For example, according to (Singer al.al., 2014), the four major factors influencing consumers' purchasing behaviors are cultural factors, social factors, personal factors and psychological factors. In addition to the basic internal factors such as personal income and social culture, purchasing intention are usually influenced by a group of external incentives (Mansoor and Jalal, 2011). In addition, consumers' purchasing intention are usually affected by internal factors, external factors and marketing factors (Prakash, 2010).The factors influencing consumers' purchase intention are also considered to be diverse (Mansoor and Jalal, 2011) and largely depend on the nature of the product (Wei, 2011). Therefore, influencing factors may be different for consumers' purchase intention of genetically modified food. This study is to identify factors that may affect consumers' purchase intention, especially in China.This is because the information on the related variables in the genetic modified food is still limited, especially in China, where such a study were not aligned. It has been identified that there is a research gap that has motivated the researcher to fulfill the gap by conducting the research in this field of study.

2.5 Conceptual Framework

Theoretical framework is the basis for logical development and description of research, and can explain the relationship network between independent variables and dependent variables related to problems, and be determined through investigation (Libby, 2017). In this model, the research framework shows the relationship between the perceived risk, perceived benefit as well as environment concern and the purchase intention of GMO.

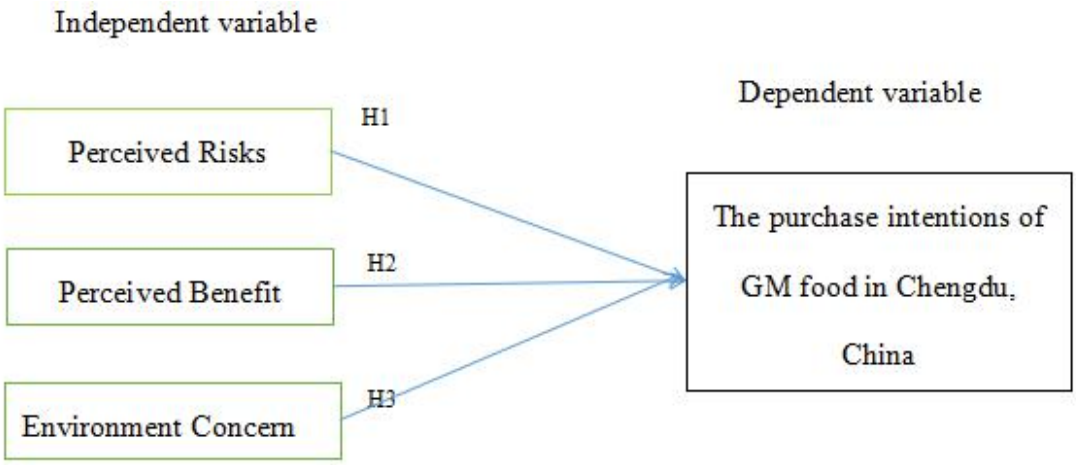

Figure 1 The Conceptual Framework

2.6 Hypothesis

Based on all the previous literature review, the thesis proposed the hypothesis regarding the relationship between the perceived risk, perceived benefit, environment concern and the consumers purchase intention.

H1: Perceived risks has a significant influence on consumer purchase intention in genetic modified food in China.

H2: Perceived benefits has a significant influence on consumer purchase intention in genetic modified food in China.

H3: Environment concern has a significant influence on consumer purchase intention in genetic modified food in China

2.7 Chapter Conclusion

This study provides a conceptual and informative review of the literature on purchase intention and analyses the factors that influence it. Discussing previous studies on consumers' purchase intention and its significance, and how general and popular factors influence consumers' purchase intention. In addition, the next section identifies the relationship between specific factors and purchase intention of GM food and all analysis is based on the basic theory TRA and is carried out on the basis of the research framework in this chapter.

3.0 Overview of Chapter 3

This chapter provides an introduction of research design and methodology which had been applied for this research, the unit of analysis and sampling method will both ensure the research can reach the right and effective target group. Data Collection and measurement part will further introduce the data source, data analysis method, and how to measure the data so as to maintain the accuracy and relevancy of the research. The questionnaire will be used to collect and measure data in order to achieve the objective of this study.

3.1 Research Design

Research design is a framework for research that seeks to find answers to research questions that define the types and subtypes of research (Creswell, 2013).

For the purpose of this study, it is a descriptive research and it refers to the category of the research whose purpose is to obtain the information from the current situation of the phenomenon, which also aims to provide the evaluation on the situation and people (Saunders et al., 2012).

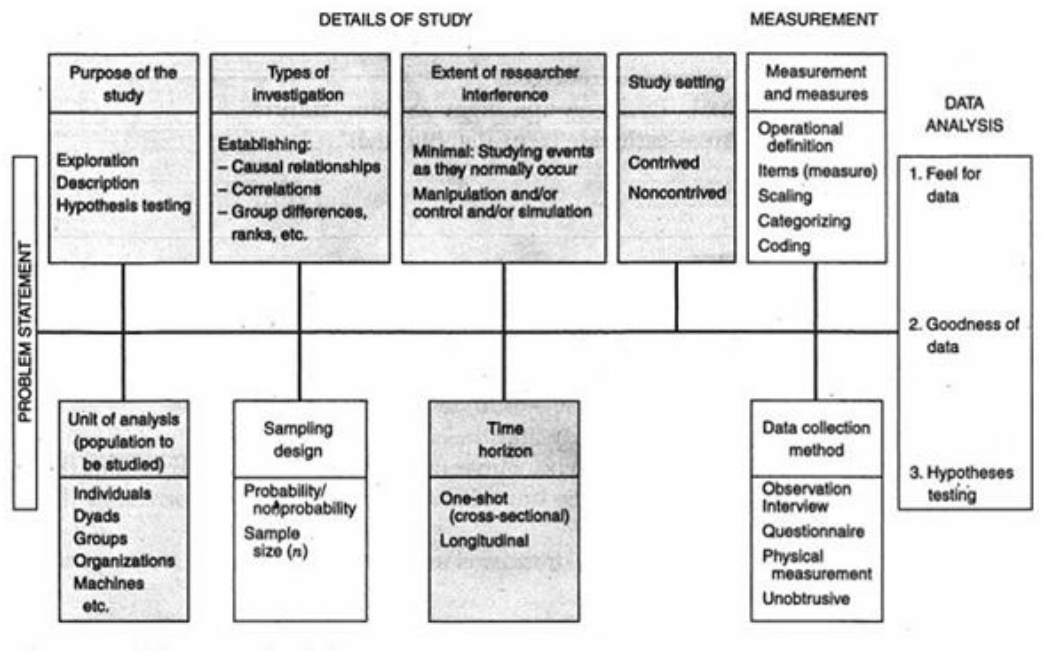

Figure 2 Framework of Research Design

Source: Sekaran and Bougie (2017)

Furthermore, according to Kumar et al. (2010), the Correlation Design, also known as Descriptive Research, is commonly applied for establishing relationships between independent and dependent variables in a research.

Since this research only distributes the questionnaires to the customers in China, which is the correlational study, the interference of this research is minimum (Muijs, 2011).

This research is conducted under non-contrived condition as all research activities will be conducted by the researchers in the natural environment where all events occur normally (Sekaran and Bougie, 2016). Thus, this study is considered to be focused on obtaining perception of respondents only.

3.2 Unit of Analysis and Time Horizon

The unit of research is the research object being studied by the research that is related with the individuals in the society, groups, social organization and artifacts, which demonstrates who is being studied and what is being analyzed (Zikmund et al., 2010).

The unit of analysis for this research is individual, because this study will focus on the individual customer who wants to buy GM food in China.

The cross-sectional study refers to a research can be conducted through the method that the data are collected and analyzed as soon as the data are gathered at one time which can cover a period of days or weeks even months in order to analyze specific phenomenon (Bryman and Bell, 2015).

In terms of time horizon, the data collected once only from respondents, therefore the research is the cross-sectional study (Sekaran and Bougie, 2016).

3.3 Sampling Design

The sampling design includes the population under the study, sampling plan and sample size, which deals with choosing a representative sample for the purpose of analysis (Myers, Well and Lorch, 2013). Sampling design can help the researcher to collect the information efficiently and quickly before the deadline, in particular for studies like this one that has a strict constrain for time (Saunders et al., 2012).

In this study, the target population is customers who buy GM food in Chengdu, China. Since with the fast economic development in China, people become richer and richer and currently an increasing number of Chinese people have started to care about the healthy problems, so that the consumption of GM food is increasing as well (Uprichard, 2013). That's why this research focuses on this population.

3.3.1 The Sampling Plan

Sampling plan is a process to choose period of study for the purpose of the research of the total population, select a sample unit of large data sets to measure the characteristics of the population and their attitude toward a specific phenomenon (Rahi, 2017). Sampling plan is important in research and it influences the results of the study (Lewis, 2015).

As for the sampling method of research, there two major types of ways, probability sampling and non-probability sampling, which depends on the property of the study (Zikmund et al., 2010).

The sampling method of this study is probability, because the population in this research is customer who buy GM food in Chengdu China and in the process of data collection every sample in the population has the equal chance among the respondents and it is random. According to Uprichard (2013), a probability sampling method is defined as a sampling way that use random selection to execute a random selection method, which stated that the samples in the research population have equal chance of being selected and the process of data collection shall be random.

3.3.2 Sample Size

Sample size refers to the number of units contained in a sample, which is a very important concept in sampling inference (Krejcie and Morgan, 1970). The sample size chosen for the study have a significant impact on the quality of the results, different sample size result in different results and sample size calculations are performed to determine how large the sample size is needed to avoid such problems (Kumar, 2014). According to country-meter (2017), the resident population of Chengdu in China has reached to 20.3 million by 2016, Based on the formula for calculating the sample size, the number of questionnaires in this study is at least 250.

3.4 Questionnaire Design

Questionnaire design is a process that design the format and questions in the research instrument used to collect data from the respondents (Lavrakas, 2012). There are several stages of questionnaire design including the definition of key concepts, choice of survey mode, generation of hypotheses and assumed relationships, sampling, question construction, questionnaire management and data collection as well as data analysis (Brace, 2018). Questionnaires design are useful and convenient for researcher to collect data from the respondents in the studies, and the researcher can also notice the importance of a well-designed questionnaire and the results of the questionnaires (Artino et al., 2012).

Table 1 Questionnaire Design

Section	Items	No. Of Questions	Reference
A	Demographic	5	Bilal and Ali (2013)
B (Independent Variables)	Perceived risks	5	Rafi, et al. (2012) Habel and Schons (2016)
	Perceived benefits	5	Haque, et al. (2015) Dabholkar (2015)
	Environment concern	5	Rafi, et al. (2012); Cui (2014); Papista and Krystallis (2013)
C (Dependent Variable)	Consumer purchase intention	4	Yogi (2016); Velumani (2014)

3.5 Pilot Test

Pilot testing means that by trying a small number of people first, find out whether the observation form or the key information guide of the study can work in the "real world" (Sekaran and Bougie, 2016). Pilot tests will help to identify the weaknesses of the questionnaire and also the survey techniques (Kothari, 2013).

In this research, the questions of demographic profile are adopted from the research of Bilal and Ali (2013). For independent variables, questions related to perceived risks are adopted from Habel and Schons (2016). questions related to perceived benefits are adapted from Haque, et al. (2015) and questions related to environment concern are adopted from Cui (2014) and Papista and Krystallis (2013). As for the questions about customer purchase intentionare adopted from the study of Yogi (2016). In this study, the size of the sample evaluated by the pilot test is 10% of the whole sample size, which is around 40 (Kouman, 2017).

Based on previous studies,40 out of 250 samples were distributed as a pilot to ensure full understanding of the questionnaire content. Formal data collection will continue after 30 participants are confirmed to have answered the questions correctly

The test results showed that there was no problem with the clarity, flow, or layout of the problem.In addition, in order to check whether the results of each project are consistent with the overall questionnaire, reliability test is also conducted. The following table (table 2) clearly shows that Cronbach's alpha of 23 projects is 0.941, exceeding 0.7, indicating good internal consistency (George & Mallery, 2003).

Table 2: Reliability of Pilot Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.898	24

3.5.1 Pilot test: Factor Analysis

Factor analysis is used to determine whether a factor should remove or reduce from the project before starting the reliability test (Bryman and Bell, 2015). it is the technique that can be used the investigate the relationship and patterns between complicates factors so that it can be easily understood and interpreted, which makes research analyze those concepts which are not easily estimated (Yong and Pearce, 2013).

For Factor analysis, the most widely used technique is the Kaiser-Meyer-Olkin (KMO) Test, whose value is getting closer to 1, stronger relationship between variables is (Zohrabi, 2013). In this study, the KMO value must be greater than 0.6 in order to shows those data are available for further analysis (Hauke and Kossowski, 2011). If the KMO value for dependent variable is less than 0.6, more question have yo be added for statistical significance, if the the KMO value for independent variable is lees than 0.6, means the factor is not correct (Bryman and Bell, 2015).

According to Bougie and Sekaran (2016), the value of factor loading must be more than 0.6, if the factor in the pilot test loading for items are more than 0.5 and less than 0.6, can keep questions and if less than 0.5, question should be removed or changed. Factor loading must be conducted on all the items in the IVs as well as the DV to ascertain whether the items adopted for the questionnaire are considered to be relevant, appropriate and valid for further analyses (Zohrabi, 2013). Besides, the value of Eigenvalues must be more than 1 and it must be equal to independent variables in research (Kumar et al., 2010). When a study has 2 IVs, the Eigenvalues >1 must also have at least 2, whereby, if the Eigenvalue less than 1, need to remove or change the independent variable (Zohrabi, 2013).

3.5.2 Reliability Test

The reliability test is used to measures the consistency of data collected for the proposed research models (Bougie and Sekaran, 2016). The data collected back must be emphasized and examined to ensure its reliability for better analyzing the study and it is significant for any statistical research (Zohrabi, 2013).

Cronbach’ s Alpha will be utilized to calculate and check the reliability of the data and the acceptable value for Cronbach’ s Alpha is from 0.70 to 0.95 which means the higher the value is, the more solid the measurable outcome is (Anderson et. al., 2010).

For testing the reliability, the Cronbach’ s Alpha value must be higher than 0.7 because the higher the alpha value is, the more reliable the results are (Zikmund, 2010). In the event the Cronbach Alpha is less than 0.7, therefore the question need to be deleted, another question need to be used (Hair, 2010).

3.6 Measurements

The measurement instruments are used to gather information on the variety of factors running from physical working to psychosocial prosperity, and the normal sorts of instruments includes scales, reviews, interviews and casual perceptions (Sekaran and Bougie, 2016). The measurement refers to the digital distribution of the collection of quantitative data (Jabr and Kallow, 2011).

This research consists of all the statistical analysis techniques such as descriptive information, preliminary test as well as the hypothesis testing (Bougie and Sekaran, 2016).

3.6.1 Descriptive Information

Descriptive statistics can be explained as the creative outcome generated from the raw data, which come from the process of research Creswell (2013). Descriptive statistics is often represented with descriptive contents combining those key factors together in a situation (Green, 2010).

Demographic data refers to data related to the personal information of interviewees, including population, religion, education and income factors, which can help researchers better understand the target population (Chen and Wu, 2015). In this research, age, education background and occupation are selected as demographic data in consuming GM food in China, because according to Bilal and Ali (2013), different age groups show different cares on GM food; according to Green (2010), education background is

considered as a factor which influences the consuming behaviors on GM food; and Zikmund (2010) stated that people with different occupations show different sensitivities in consuming GM food.

3.6.3 Hypotheses Testing

Hypothesis testing is a statistical tool that uses the sample data to assess the hypothesis to assume the overall situation of the whole population (Zikmund, et al., 2010).

Multiple Regression

Multivariate regression analysis is a correlation analysis that determines predictive values that depend on the values of variables from independent variables (Mika et al., 2013). Multiple regressions has more than one predictor variables in the equation compared to simple regression which only have one predictor variable (Anderson et. al., 2010).

The path coefficient is-1 to +1, and the prefix "+" or "-" indicates the direction of the linear association, and the higher the path coefficient, the stronger the relationship (Mika et al., 2013). And P-values generally require less than 0.05, indicating that the study is acceptable at a significant level of 5% (Robson, 2014).

The Coefficient of Determinant (R2) is an indicator for the percentage of variance of the dependent variable, it can be explained by the change of the independent variable, the change of the independent variable is close to 1, to ensure that the regression model is significant (Boscai et al., 2012).

Beta Coefficient

Bath Coefficient Analysis measures the strength, direction and the significance level of the relationships between independent variables and dependent variables (Hair et al., 2010). The higher the absolute value of the β coefficient, the stronger the effect (Nyffele and Müri, 2010). If the beta coefficient is positive, then the interpretation is an increase for each predictor, and the resulting variable increases the beta coefficient to be negative. The explanation is that for each unit of the predictor, the resulting variable is reduced (Chatterjee and Hadi, 2015). The t-value which should be less than 0.05 to represent a significant relationship, and path coefficient value is the representative of the significance level and direction of the relationship which is ranging from -1 to +1 (Pallant, 2013).

3.7 Ethical Consideration

The Belmont (2013) report summarizes three basic ethical principles related to the study of human subjects involving people, beneficiaries and justice. The results collected in this study are anonymous and confidential and are for educational purposes only. Each respondent has a clear purpose to participate in this study. Even if respondents are asked to provide their personal information, such as age, gender, education qualifications, monthly income, job title, full consent and confidentiality, they are also provided anonymously.

3.8 Conclusion

This chapter describes how to manage and complete this research, including research design and methods, measurements and instruments, data collection, data access, and analytical methods. Finally, Gantt chart will be used as the schedule of this research.

Chapter 4 Findings and Discussion

This chapter will introduce the findings of 252 respondents.The statistical results will be verified using the data obtained by SPSS 22.0 software.Details of the findings and further explanations will be discussed.

4.1 Reliability Test

Cronbach's coefficient is used to determine the consistency and reliability of the instrument. Reliability analysis shows that appropriate variables are useful in social science research.This study will test reliability to obtain the alpha value of Cronbach. Based on the test results below (table 3), the purchase intention of Cronbach undertaking, perceived risk, perceived benefits and environmental concerns were 0.877, 0.781, 0.862 and 0.792 respectively, all exceeding 0.7. The test results showed that the internal consistency level of all items was acceptable.

Table3: Reliability Test Result of Four Variables

Variable	Cronbach's Alpha	N of Items
Perceived Risks	0.781	5
Perceived Benefits	0.862	5
Environmental concern	0.792	5
Intention	0.877	4
Total	0.857	24

4.2 Descriptive Analysis

In this study, a quantitative method was adopted to conduct online questionnaire survey, among which 252 questionnaires were sent out and collected, and population information was analyzed by SPSS.

Table 4: Demographic Descriptive Analysis

Characteristic		Frequency	Percentage
Gender	Male	104	41.3
	Female	148	58.7
Age	18-25	131	52.0
	26-33	106	42.1
	34-42	14	5.6
	43-51	1	0.4
Education Level	High school or less	5	2.0
	Junior college	38	15.1
	Undergraduate	114	445.2
	Master	94	37.3
	PHD	1	0.4
Occupation	Student	118	46.8
	Private company employee	72	28.6

	Civil servant	31	12.3
	Self-employed	7	2.8
	Unemployed	4	1.6
	Others	20	7.9

Average income	Under 1000RMB	85	33.7
	1001-3000RMB	56	22.2
	3001-5000RMB	61	24.2
	5001-10000RMB	22	8.7
	10001-20100RMB	3	1.2
	Above 20100RMB	2	9.9

Among the 252 valid samples, 104 males (41.3%) and 148 females (58.7%) were involved. The number of females was higher than that of males. In terms of age, 52.0%, 42.1%,34-42 5.6% and 43-51 5.5% were aged between 18 and 25, respectively.In terms of career, 46.8% of the students, 2.8% of the self-employed employees and 28.6% of the employees in private enterprises are enrolled by students, slightly higher than other occupations.The average income distribution is relatively uniform, and most participants' income is less than 5,000 yuan.

To sum up, according to the demographic information of this study, female participants were significantly more than male participants.The majority of participants were aged between 18 and 25 and between 26 and 33;Finally, student participants accounted for the

largest proportion. Average income is more evenly distributed.

4.3 Exploratory Factor Analysis

The factor loading value in this study is the component matrix.Factor loading shows whether the variables used in this study are related. Factor loads are significant when factor loads are greater than 0.5, while Kaiser Meyer Olkin (KMO) effective loads are above 0.7.The Barlett sphericity test must be significantly higher than 0.05 and the commonality should be greater than 0.5. More than 60% of the total variance indicates that the data collected is adequate. Furthermore, the rotated component matrix should be greater than 0.5, indicating that all terms in each factor are related.

Table 5: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	2997.194
	df	136
	Sig.	.000

Table 6: Factor Analysis for All Variables

Communalities

	Initial	Extraction
6.I can clearly distinguish genetically modified food	1.000	.850
7.I understand the concept of genetic modification.	1.000	.679
8.I will purchase genetically modified products	1.000	.587
9. I think that GMF is important and beneficial to the society	1.000	.632
10.Genetically modified food will harm our health	1.000	.856
13. Genetically modified technology create major catastrophe	1.000	.533
14.I would say that choosing to eat GMF is risky	1.000	.614
15.Genetically modified technology increase the country's economy	1.000	.626
16.Genetically modified technology improve the standard of living of farmers	1.000	.520

17. Genetically modified technology increase the nutritional value of food	1.000	.599
18.The taste of GM food is better compare to traditional food.	1.000	.591
19.GMF increase the society's quality of life	1.000	.587
20.Genetically modified technology affect species (plants & animals)	1.000	.583
21.Genetically modified technology will create gene pollution	1.000	.618
22. Genetically modified Food change the nutritional composition	1.000	.638
23.Genetically modified technology create tolerance to herbicide and pesticide	1.000	.711
24.Growing genetically modified crops will be harmful to the environment	1.000	.713

Extraction Method: Principal Component Analysis.

When the validity test was conducted for the first time, the question pertaining to perceived risks such as GM technology will lead to unhealthier food and has long term side effect had a communality of only 0.276 and 0.477 as shown in Appendix 1. Thereafter the item was removed as it did not show validity.

Table 5 and table 6 shows details of the re-validation test for this study. the variation range of KMO was 0.902, exceeding 0.70, Bartlett tests approximated chi-square 2997.194, and the significance level was 0.000 (Sig.<0.05), less than 0.05. besides,the communalities is more than 0.5. The total sample size was enough for continuous factor analysis, and the overall construct validity of the scale was good.

4.4 Multiple Regression Analysis

According to Sekaran &Bougie(2016), multiple regression analysis is to verify the synchronization effect of several independent variables on one dependent variable.In other words, multiple regression analysis helps to understand how much variance in a dependent variable is explained by a set of predictive factors. Therefore, once multiple parameters are required, multiple regression tests work to predict which independent variables will significantly affect the relevant variables.

4.4.1 Hypotheses

Hypothesis 1

Ho1: Perceived risks has no significance consumer purchase intention in genetic modified food in Chengdu, China.

Ha1: Perceived risks has a high significance consumer purchase intention in genetic modified food in Chengdu, China.

Hypothesis 2

Ho2: Perceived benefits has no significance consumer purchase intention in genetic modified food in Chengdu, China.

Ha2: Perceived benefit has a high significance consumer purchase intention in genetic

modified food in Chengdu, China

Hypothesis 3

Ho3:Environment concern has no significance consumer purchase intention in genetic modified food in Chengdu, China.

Ha3:Environment concern has a high significance consumer purchase intention in genetic modified food in Chengdu, China.

4.4.2 Multiple Regression Analysis for Independent Variables

Table 7: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	.693	.690	.33851

a. Predictors: (Constant), IV3, IV2, IV1

Table 7 shows the model summary of the independent variables, providing the R and R square values. The R-value signifies the simple correlation with the value of 0.833, indicating a high degree of correlation. R squared value represents the total change degree of the dependent variable (customer purchase intention), which is explained by the overall independent variable (perceived risk, perceived benefit and environmental

concern). In this study, the value of R squared is 0.693. This means that the overall independent variable of customer purchase intention is 69% variance.Therefore, the summary of the model shows that the independent variables of customer purchase intention are high enough to fit the regression model.

Table 8 Coefficients of Independent Variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.284	.164		1.728	.085
	IV1	.528	.056	.530	9.471	.000
	IV2	.102	.058	.095	1.747	.082
	IV3	.288	.048	.295	6.025	.000

a. Dependent Variable: DV

Table 8 shows the statistical results of the coefficients of all independent variables (perceived risk, perceived return and environment) to the dependent variable (customer purchase intention). It provides the necessary information to predict the customer's intention from the independent variables and determines whether the independent variables are important to the model. According to Table 8, the independent variable Perceived risk and environment concern has the highest statistically significant

standardized coefficient to customer purchase intention as the p value both are less than 0.05. perceived benefit is not significant with the p-value at 0.082 as the p-value is more than 0.05. therefore, Therefore, it cannot be used to as forecasting elements.

4.5 Summary of Findings

In this study, 250 samples were successfully collected through empirical test of Chinese consumers' willingness to buy genetically modified food and multiple statistical analysis methods. Several statistical analysis methods, research objectives and hypotheses were tested with SPSS22.0 software.

Table 9 Research Hypotheses Analysis Summary

Variable	Hypothesis	Result
Perceived risks	H1	Support
Perceived benefit	H2	rejected
Environment concern	H3	Support

According to the research results, the summary of the hypothesis results is shown in table 9, except that the perceived benefits (hypothesis 2) are rejected, others are accepted. In other words, perceived risk (hypothesis 1) and environmental concern (hypothesis 3) are positively correlated with consumers' willingness to buy genetically modified food in Chengdu, China. This means there is a strong relationship between environmental and

perceived risk towards consumers' purchase intention to buy genetically modified food and there is is no significant relationship between perceived benefit and customers' willingness to purchase GM food.

Chapter 5 Chapter Outline

This chapter will conclude all the findings of this research on the consumer purchase intention toward China's genetically modified food. Recommendations for this research and for the future will be discussed in this chapter. Besides, the limitations of this study will also be covered.

5.1 Conclusion

The researchers achieved their goal of identifying factors affecting consumers' willingness to buy GM food in China.The results show that perceived risk and environmental concerns affect customers' purchase intention.This means that when buying genetically modified food, these two factors will affect consumers' behavior of buying genetically modified food.This supports previous research that Chinese buying genetically modified foods is declining as people consider it is risky to eat them and that it is bad for the environment (Pino, Amatulli and Angelis, 2016).

This study found that perceived benefit do not have a significant influence on the customer purchase intention when purchasing GM food. Therefore, it was rejected. Previous studies have shown that there is a significant relationship between perceived benefits and consumers' willingness to genetically modified foods. Moreover, perceived benefits are a powerful predictor of consumers' attitudes towards genetically modified foods (Prati, Pietrantoni and Zani, 2012). Today, however, other factors are considered more important, which puts perceived benefits in a secondary position when purchasing GM food, therefore, this factor cannot be used to as forecasting elements for customer purchase intention when people purchasing GM food.

5.2 Recommendation

The government should do a good job in popularizing and publicizing knowledge of GM technology and GM food, so that consumers can have a more objective and real understanding of GM technology and GM food, and consumers can make their own consumption decisions with a full understanding of gm technology and GM food.

Government departments should play a guiding and normative role in the industry and media, correct reporting, restrain and regulate enterprise behaviors, and enable consumers to obtain authentic and reliable information.

the GMF industry should carry out effective market segmentation. As a special and emerging food, genetically modified food should be effectively segmented according to individual characteristics of consumers and regional distribution to avoid failure of marketing strategies due to non-differentiated marketing.This differentiated marketing strategy is conducive to improving the efficiency of GM food market.

Standardizing the information release of media and network channels.In the media and network channels, false or exaggerated information is released from time to time, and the current information from the network and media has a more profound impact on consumers, therefore it is necessary to standardize the information from the media and network channels, so that the information from this channel is objective and real.

5.2 Limitations

Although this article is in reference on the basis of mature theoretical models to expand the sample size, strive to reflect truly and objectively our country consumer attitudes towards genetically modified food and willingness to spend, but under the influence of various aspects, this paper studies the existence of the following disadvantages:

Firstly, the interview in the research of the consumer is random, when sampling not carried out in accordance with the individual characteristics of some basic stratified sampling, open to see from the result of distribution on the individual characteristics of samples, part of the index is too concentrated, may affect the representation of the sample.

Secondly, this paper takes consumers' consumption intention of genetically modified food as the research object, and lacks the research and analysis of actual purchase behavior. High consumption intention does not necessarily translate into actual purchase behavior, so there are some limitations in the practical sense.

Thirdly, the influence factors of genetically modified (GM) food consumption will be thoughtless, without fully considering the influence factors of compatible with domestic situation, the model adopted by the foreign literature and the impact factor is not completely suitable for domestic case, which may lead to the lack in the model to the important impact factors and persuade degree influenced the results.

5.3 Suggestions for Future Research

First of all, this study found that the factors affecting purchasing power are varied and variable. This paper studied three factors, and the current study has not examined the influence of other variables.Therefore, it is encouraged to explore other variables in further research.

Secondly, this study adopts quantitative research method and collects 252 samples in online questionnaire.Therefore, due to time constraints, participants may not be willing to spend enough time to complete the questionnaire, and the data collected from the sample may affect the results of this study.

Due to the limitation of time and place, the collected samples are not diversified enough, and further research should cover more fields and collect diversified samples.Therefore, future researchers should add more variables to the study and expand the geographical location of the survey.

In the field of genetically modified (GM) food and consumer behavior research, the domestic scholars mainly research perspective focus on consumer's perception of genetically modified (GM) food, attitude towards genetically modified food, willingness to spend for genetically modified (GM) food, etc., in addition, there are scholars risk perception, the labeling of GM food, etc, and the actual purchasing behavior for consumer research remains to be further.Therefore, future studies in this field can focus on the actual purchase behavior of consumers and deeply analyze the relationship between consumption intention and purchase behavior. With the continuous improvement of the research theory, it is believed that the future research on genetically modified food

and consumer behavior will be gradually improved and deepened.

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APPENDICES

Appendix 1: SPSS Output For Data Analysis – Pilot Test

Appendix 2: SPSS Output For Data Analysis –Reliability Test

Appendix 3: SPSS Ooutput For Data Analysis– Descrptive Test

Appendix 4: SPSS Output For Data Analysis – Fator Analysis

Appendix 5:SPSS Ooutput For Data Analysis – Model Summary

Appendix 6: SPSS Output For Data Analysis – Coefficients (Multiplrregression Test)

Appendix 7: Initial Research Paper Proposal

Appendix 8: Proposal Defense Slides

Appendix 9: Viva Slides

Appendix 10: Ethics Form EC1A

Appendix 11: Ethics Form EC3

Appendix 12: Ethics Form EC6

Appendix 13: Ethics Form EC7

Appendix 14: MBA Project Log Book

Appendix 15: Survey Questionnaire

Appendix 16: Turnitin Report

Appendix 1: SPSS Output for Data Analysis – Pilot Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.898	24

Appendix 2 – SPSS Output for Data Analysis –Reliability Test

Variable	Cronbach's Alpha	N of Items
Perceived Risks	0.781	5
Perceived Benefits	0.862	5
Environmental concern	0.792	5
Intention	0.877	4
Total	0.857	24

Appendix 3: SPSS Output for Data Analysis– Descriptive Test

Characteristic		Frequency	Percentage
Gender	Male	104	41.3
	Female	148	58.7
Age	18-25	131	52.0
	26-33	106	42.1
	34-42	14	5.6
	43-51	1	0.4
Education Level	High school or less	5	2.0
	Junior college	38	15.1
	Undergraduate	114	445.2
	Master	94	37.3
	PHD	1	0.4
Occupation	Student	118	46.8
	Private company employee	72	28.6
	Civil servant	31	12.3
	Self-employed	7	2.8
	Unemployed	4	1.6
	Others	20	7.9
Average	Under 3000RMB	85	33.7
income	1001-3000RMB	56	22.2
	3001-5000RMB	61	24.2

	5001-10000RMB	22	8.7
	10001-20100RMB	3	1.2
	Above 20100RMB	2	9.9

Appendix 4: SPSS Output for Data Analysis – Fator Analysis

Factor Analysis before item deleted

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.903
Bartlett's Test of Sphericity	Approx. Chi-Square	3261.077
	df	171
	Sig.	.000

Communalities

	Initial	Extraction
6.I can clearly distinguish genetically modified food	1.000	.835
7.I understand the concept of genetic modification.	1.000	.696
8.I will purchase genetically modified products	1.000	.585
9. I think that GMF is important and beneficial to the society	1.000	.608

10.Genetically modified food will harm our health	1.000	.838
11. Genetically modified technology will lead to unhealthier food	1.000	.276
12. Genetically modified technology have long term side effect	1.000	.477
13. Genetically modified technology create major catastrophe	1.000	.520
14.I would say that choosing to eat GMF is risky	1.000	.615
15.Genetically modified technology increase the country's economy	1.000	.636
16.Genetically modified technology improve the standard of living of farmers	1.000	.514
17. Genetically modified technology increase the nutritional value of food	1.000	.600
18.The taste of GM food is better compare to traditional food.	1.000	.584
19.GMF increase the society's quality of life	1.000	.564
20.Genetically modified technology affect species (plants & animals)	1.000	.572
21.Genetically modified technology will create gene pollution	1.000	.612

22. Genetically modified Food change the nutritional composition	1.000		.631
23.Genetically modified technology create tolerance to herbicide and pesticide	1.000		.712
24.Growing genetically modified crops will be harmful to the environment	1.000		.720

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.577	45.142	45.142	8.577	45.142	45.142
2	1.722	9.063	54.205	1.722	9.063	54.205
3	1.294	6.813	61.017	1.294	6.813	61.017
4	.968	5.097	66.114			
5	.837	4.405	70.519			
6	.704	3.703	74.223			
7	.653	3.438	77.661			
8	.595	3.134	80.795			
9	.559	2.944	83.739			
10	.477	2.511	86.250			
11	.463	2.435	88.685			
12	.400	2.107	90.792			
13	.353	1.859	92.651			

14	.322	1.697	94.348			
15	.307	1.617	95.965			
16	.270	1.420	97.385			
17	.255	1.341	98.726			
18	.229	1.203	99.929			
19	.013	.071	100.000			

Extraction Method: Principal Component Analysis.

Factor Analysis after item deleted

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	2997.194
	df	136
	Sig.	.000

Communalities

	Initial	Extraction
6.I can clearly distinguish genetically modified food	1.000	.850
7.I understand the concept of genetic modification.	1.000	.679
8.I will purchase genetically modified products	1.000	.587

9. I think that GMF is important and beneficial to the society	1.000		.632
10.Genetically modified food will harm our health	1.000		.856
13. Genetically modified technology create major catastrophe	1.000		.533
14.I would say that choosing to eat GMF is risky	1.000		.614
15.Genetically modified technology increase the country's economy	1.000		.626
16.Genetically modified technology improve the standard of living of farmers	1.000		.520
17. Genetically modified technology increase the nutritional value of food	1.000		.599
18.The taste of GM food is better compare to traditional food.	1.000		.591
19.GMF increase the society's quality of life	1.000		.587
20.Genetically modified technology affect species (plants & animals)	1.000		.583
21.Genetically modified technology will create gene pollution	1.000		.618
22. Genetically modified Food change the nutritional composition	1.000		.638

23.Genetically modified technology create tolerance to herbicide and pesticide	1.000		.711
24.Growing genetically modified crops will be harmful to the environment	1.000		.713

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.946	46.741	46.741	7.946	46.741	46.741
2	1.704	10.025	56.766	1.704	10.025	56.766
3	1.287	7.572	64.338	1.287	7.572	64.338
4	.771	4.535	68.873			
5	.708	4.167	73.040			
6	.631	3.713	76.752			
7	.594	3.496	80.248			
8	.561	3.298	83.546			
9	.471	2.771	86.317			
10	.463	2.723	89.040			
11	.396	2.330	91.370			
12	.347	2.039	93.409			
13	.313	1.839	95.249			
14	.297	1.750	96.998			
15	.256	1.509	98.507			
16	.240	1.412	99.919			

17	.014	.081	100.000			

Extraction Method: Principal Component Analysis.

Appendix 5: SPSS Output for Data Analysis – Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	.693	.690	.33851

a. Predictors: (Constant), IV3, IV2, IV1

Appendix 6: SPSS Output for Data Analysis – Coefficients (Multiplrregression Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.284	.164		1.728	.085
	IV1	.528	.056	.530	9.471	.000
	IV2	.102	.058	.095	1.747	.082

IV3	.288	.048	.295	6.025	.000

a. Dependent Variable: DV

Appendix 7: Initial Research Paper Proposal

INTI International University

Master of Business

Administration MGT7998 Initial

Research Paper Proposal

STUDENT NAME & ID NO	LI YAYA I17013787
BROAD AREA	Marketing
Concise Title	Consumer Purchase Intention of Genetically Modified Food in Chengdu, China
Problem Definition	According to Kolodinsky, Reynolds and Watts (2015), the support/opposition rate of Chinese consumers to GM food was generally on the decline. 64.3 percent of the public believed that online debates and media reports about GM foods were generally negative, stressing that GM did more harm than good. 77.4% of the public think that there is no evidence of safety problems with GM food now, but it does not mean that there will be none in the future. According to Lynas (2013),the main reason for the decline in buying GM food is due to

	misunderstanding and prejudice about GM safety.By understanding the purchase of these products in China, This study can better understand the consumer, GM products can be successfully sold and improved, and the study also can provide suggestions for future research.
Research Objectives	RO1: To determine whether perceived risk influence consumer purchase intention in genetic modified food in China. RO2: To determine whether perceived benefit influence consumer purchase intention in genetic modified food in China. RO3: To determine whether environment concern influence consumer purchase intention in genetic modified food in China.
Scope of study	Since the purpose of the research is to analyze how the factors such as perceived risks,perceived benefits and environment concern influence the consumers' buying behavior towards the GMO products in China, the scope of the study is it is only focus on Chengdu, China, and factors influence the consumers' buying behavior related to GMO only in Chengdu,China. Thus the study is very narrow.
Significance of the Research	Firstly, This study is able to enhance the knowledge of other researchers who are interested in the consumer buying behavior towards GMO in the context of China, which is still a relatively unknown area (Buysse, Feng and Gellynck, 2013). Besides, the study

	offers the perception for GMO companies to get a better understanding of consumers buying intentions as well as how the factors including perceived risks, perceived benefits and environment concern influence it in China (Paul and Rana, 2012). It is crucial for marketers to make full use of the research results to capture the needs of the consumers from 20 to 60 years old regardless of the gender in China (Persaud and Azhar, 2012). Therefore, GMO market can reconstruct and make the timely adjustment of their marketing plan which can induce higher sales and purchase for the GMO (Gunderson, Boehlje and Sonka, 2014). The findings of the study will help improve policy makers' ability to strengthen the public's ability to buy GMO products in China (Thøgersen and Zhou, 2012). The government will understand whether GM organisms should be better understood and understand China's acceptance of genetic technology (Hiatt and Park, 2013). Growing interest in the GMO market will open up opportunities for the Chinese government and economy and it is conducive to China's economic development (Crane, Matten and Spence, 2013).
Literature Review	Purchase intention (DV) Acebrón, 2015, Cantallops and Salvi, 2014 Perceived risks (IV) Ismail, Khairiah Soehod, et al., 2012,Balasubramanian ,2013, Frewer et al. 2014

	Perceived Benefits (IV) Haque, et al. 2015 ,Dabholkar 2015 Environment concern (IV) Rafi, et al. 2012;Cui ,2014;Papista and Krystallis,2013
Research Methodology	• This research will be a descriptive study. • The method to be used is deductive approach (Quantitative) • The unit of analysis will be individuals. • The research instrument will be questionnaire (English). • The method of data collection will be self-administrative. • The population will be Chinese living in Chengdu. • The sampling method will be non-probability sampling. • The sample size will be 250. The analyses will be reliability, factor analysis and regression analysis.

Appendix 8: Proposal Defense Slides

MASTER PROPOSAL DEFENSE

Consumer Purchase Intention of Genetically Modified Food in China

Name: LI YAYA

Student ID: I 17013787

Under the Guidance of:

Faziha

Agenda

- Introduction
- Problem Statement
- Research Questions and Objectives
- Gaps Identified
- Theoretical Framework
- Research Methodology
- Q & A

Introduction / Background of Study

The scope of having and consuming GM products in our daily life is very large. GM food has attracted attention from all sectors of society due to its own uncertainty of safety, potential risks, possible threats to biological environment (Davidson, 2016).

Chinese consumers' awareness of GM food is relatively low, there have been doubts about the application of GM technology in the food field, and the higher acceptance level cannot be fully converted into actual purchase intention. According to Huang, Qiu and Pray (2006), consumers in different regions of China have different attitudes towards genetically modified food, and there are also many different factors influencing consumers' purchasing intentions.

Problem Statement

According to Kolodinsky, Reynolds and Watts (2015), the support/opposition rate of Chinese consumers to GM food was generally on the decline. 64.3 percent of the public believed that online debates and media reports about GM foods were generally negative, stressing that GM did more harm than good. 77.4% of the public think that there is no evidence of safety problems with GM food now, but it does not mean that there will be none in the future. According to Lynas (2013),the main reason for the decline in buying gm food is due to misunderstanding and prejudice about gm safety.

By understanding the purchase of these products in China, This study can better understand the consumer, GM products can be successfully sold and improved, and the study also can provide suggestions for future research.

Research Objectives & Research Questions

General Objective

The main purpose of this study is to analyze the consumer purchase intention toward China's genetically modified food and its influencing factors.

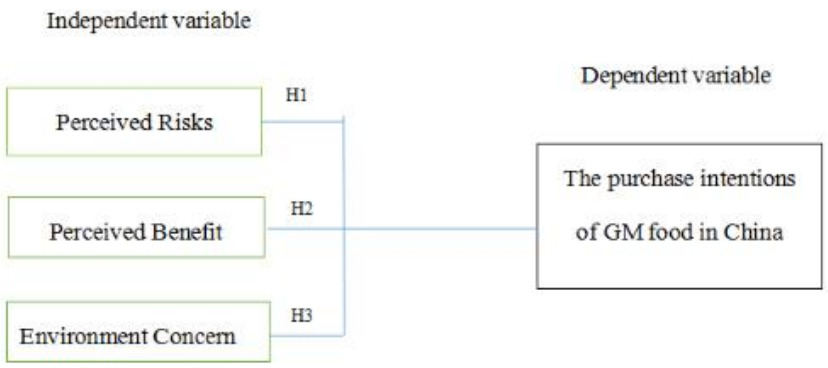
RO	RQ
RO1: To determine whether perceived risks influence consumer purchase intention in genetic modified food in China.	RQ1:Will perceived risks influence consumer purchase intention in genetic modified food in China?
RO2: To determine whether perceived benefits influence consumer purchase intention in genetic modified food in China.	RQ2:Will perceived benefits influence consumer purchase intention in genetic modified food in China?
RO3: To determine whether environment concern influence consumer purchase intention in genetic modified food in China.	RQ3:Will environment concern influence consumer purchase intention in genetic modified food in China?

As you can see, my ROs and RQs are TOTALLY aligned

Gaps of Study

Consumer purchase intention have already been discussed by many researchers (Chan, Monroe and Kwan, 2014), but the information on the related variables in the genetic modified food is still limited, especially in China, where such a study were not aligned. It has been identified that there is a research gap that has motivated the researcher to fulfill the gap by conducting the research in this field of study.

Conceptual Framework



Hypotheses

- H1: Perceived risks has a significant influence on consumer purchase intention in genetic modified food in China.
- H2: Perceived benefits has a significant influence on consumer purchase intention in genetic modified food in China.
- H3: Environment concern has a significant influence on consumer purchase intention in genetic modified food in China

Research Methodology

	Details	Citations
Purpose of Study	Descriptive research	Sekaran of Besignss (2016)
Type of Investigation	Quantitively based correlations design	Babin et al. (2012)
Extent of researcher interference	Minimal	Cooper and Schindler (2011)
Study Setting	Non-contrived	Creswell (2013)
Time Horizon	Cross-sectional	Sekaran and Bougie (2016)
Target Population	Invididual (1,409,517,397 billion)	Country-meter (2017)
Sample Size	384	Krejcie and Morgan (1970)
Sampling Procedure	Probability random sampling	Uprichard (2013)
Data collection	Online Questionnaire	Sedley (2018)

Tools

Tesls	Functions	Rules of thumb	Citations
Factor Analysis (Pilot test and preliminary test)	To identify a reduced number of factors from a larger number of measured variables (Hair et al, 2014) KMO+ Factor Loading Eigenvalue	Loading>0.6 (Hair et al., 2014) KMO>0.6 (Zikmund et al., 2013) >1 valid factor (Cooper and Schindler, 2013)	Paille (2012); Dhar (2015); George (2015).
Reliability Test (Pilot test and preliminary test)	To evaluate the internal consistency and stability of the measurement (Sekaran and Bougie, 2011).	Cronbach alpha between 0.70 and 0.90 (Hair et al, 2014)	Nawab and Bhatti (2011)
Correlation matrix (Pilot test)	Correlation analysis applies to determine the direction of the linear relationship between two variables (Pallant 2010). (Nawab and Bhatti, 2011).	Questions about IVs cannot correlate with each item, questions about dimensions of same IV can correlate (Bryman and Bell, 2015)	Lim (2015)
Hypothesis Testing (Multiple Regression)	To check goodness of fit, R^2. of the regression model (Sekaran and Bougie, 2017).	R^2 near to 1=dependent variable can be explained by the regression model (Sekaran and Bougie, 2017)	Saunders, Lewis and Thornhill (2012)
Beta coefficient	To ensure that inter-correlations among IV is not high (Sekaran and Bougie, 2017).	Beta value-positive or negative value to show the direction (Bougie and Sekaran, 2016).	Nawab and Bhatti (2011)
Hierarchical Regression	Hierarchical regression is a way to show if variables of your interest explain a statistically significant amount of variance in your Dependent Variable (DV) after accounting for all other variables (Hayes,2013).	R^2>0.5, p<0.5 (Ramanathan et al., 2014)	Ramanathan et al. (2014)

Summary of Proposed Questionnaire Items adaptation from previous studies

Section	Items	No. Of Questions	Reference
A	Demographic	3	Bilal and Ali (2013)
B (Independent Variables)	Perceived risks	5	Rafi, et al. (2012) Habel and Schons (2016)
	Perceived benefits	5	Haque, et al. (2015) Dabholkar (2015)
	Environment concern	5	Rafi, et al. (2012) ; Cui (2011) ; Papista and Krystallis (2013)
C (Dependent Variable)	Consumer purchase intention	5	Yogi (2016) ; Velumani (2014)

Feedback for Enhancement
Thank you

Appendix 9: Viva Slides

MASTER PROPOSAL DEFENSE

Consumer Purchase Intention of Genetically Modified Food in Chengdu, China

Name: LI YAYA

Student ID: I 17013787

Under the Guidance of:
Faziha

Agenda

- Introduction
- Problem Statement
- Research Questions and Objectives
- Theoretical Framework
- Research Methodology

ꕥData analysis

ꕥFindings and Discussion

ꕥRecommendations

ꕥLimitations and Further Study Recommendations

- Q & A

Introduction / Background of Study

Genetically modified foods (organisms, use genetic engineering methods) (Lusser and Davies, 2014).

Uncertainty of safety, potential risks, possible threats to biological environment (Davidson, 2016).

Chinese consumers' awareness of GM food in China is relatively low.

Problem Statement

The support rate of Chinese consumers to GM food was declining (Kolodinsky, Reynolds and Watts,2015).

Reason:misunderstanding and prejudice about GM safety(Lynas,2015)

By understanding the purchase of these products in China, This study can better understand the consumer, GM products can be successfully sold and improved, and the study also can provide suggestions for future research.

Research Objectives & Research Questions

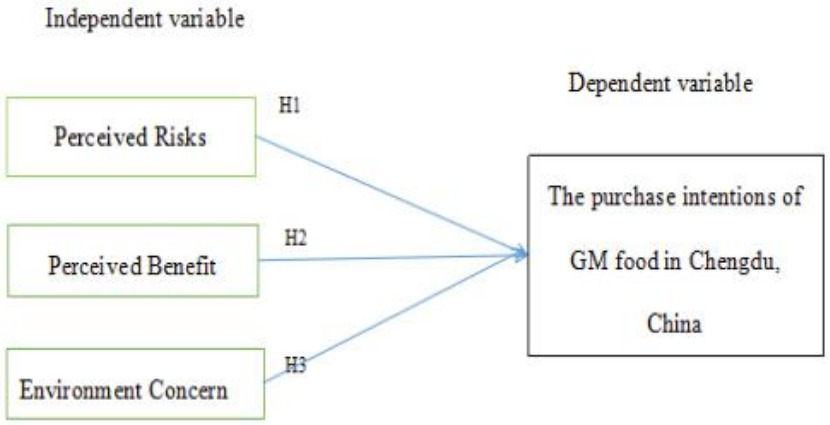
General Objective

The main purpose of this study is to analyze the consumer purchase intention toward China's genetically modified food and its influencing factors.

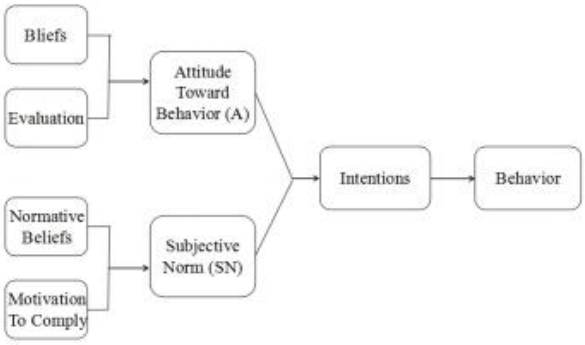
RO	RQ
RO1: To determine whether perceived risks influence consumer purchase intention in genetic modified food in Chengdu, China.	RQ1: Will perceived risks influence consumer purchase intention in genetic modified food in Chengdu, China?
RO2: To determine whether perceived benefits influence consumer purchase intention in genetic modified food in Chengdu, China.	RQ2: Will perceived benefits influence consumer purchase intention in genetic modified food in Chengdu, China?
RO3: To determine whether environment concern influence consumer purchase intention in genetic modified food in Chengdu, China.	RQ3: Will environment concern influence consumer purchase intention in genetic modified food in Chengdu, China?

As you can see, my ROs and RQs are TOTALLY aligned

Conceptual Framework



TRA



TRA model is proposed to predict the behavioral intentions and further behaviors with the accordance of Attitude toward Behavior and Subjective Norm (Cheung and Vogel, 2013). In this study, TRA is used to testify the factors (Perceived risks, perceived benefits and environment concern) which influence consumers` purchase intention. The concept of attitude toward purchase intention, as consumers` beliefs, together with the corresponding attitudes, is expected to influence the consumer purchase intention.

Hypotheses

- H1: Perceived risks has a significant influence on consumer purchase intention in genetic modified food in Chengdu,China.
- H2: Perceived benefits has a significant influence on consumer purchase intention in genetic modified food in Chengdu,China.
- H3: Environment concern has a significant influence on consumer purchase intention in genetic modified food in Chengdu, China

Research Methodology

	Details	Citations
Purpose of Study	Descriptive research	Sekaran of Besignss (2016)
Type of Investigation	Quantitively based correlations design	Babin et al. (2012)
Extent of researcher interference	Minimal	Cooper and Schindler (2011)
Study Setting	Non-contrived	Creswell (2013)
Time Horizon	Cross-sectional	Sekaran and Bougie (2016)
Target Population	Invididual (20.3 million)	Country-meter (2017)
Sample Size	252	Krejcie and Morgan (1970)
Sampling Procedure	Probability random sampling	Uprichard (2013)
Data collection	Online Questionnaire(WeChat)	Sedley (2018)

Data Analysis Techniques and Tools

Tests	Function	Rule of thumb	Citations
Factor Analysis (Pilot & Preliminary after full data collection)	To identify a reduced number of factors from a larger number of measured variables (Hair et al, 2017)	Loadings>0.6 (Hair et al, 2014)	Paille (2012), Dhar (2015), George (2015)
Reliability Test (Pilot & Preliminary after full data collection)	To evaluate the internal consistency and stability of the measurement (Sekaran and Bougie, 2011).	Cronbach alpha between 0.70 and 0.90 (Hair et al, 2010)	Nawab and Bhatti (2012)
Hypotheses testing	Simple multiple regression	P=<0.05 (95% confidence level) R & R_2+ Beta Coefficient	

Reliability Test (Pilot Test)

A pilot test was conducted on 40 respondents

Variable	Cronbach's Alpha	N of Items
Perceived Risks	0.822	5
Perceived Benefits	0.852	5
Environmental concern	0.980	5
Intention	0.821	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.898	24

Reliability Test

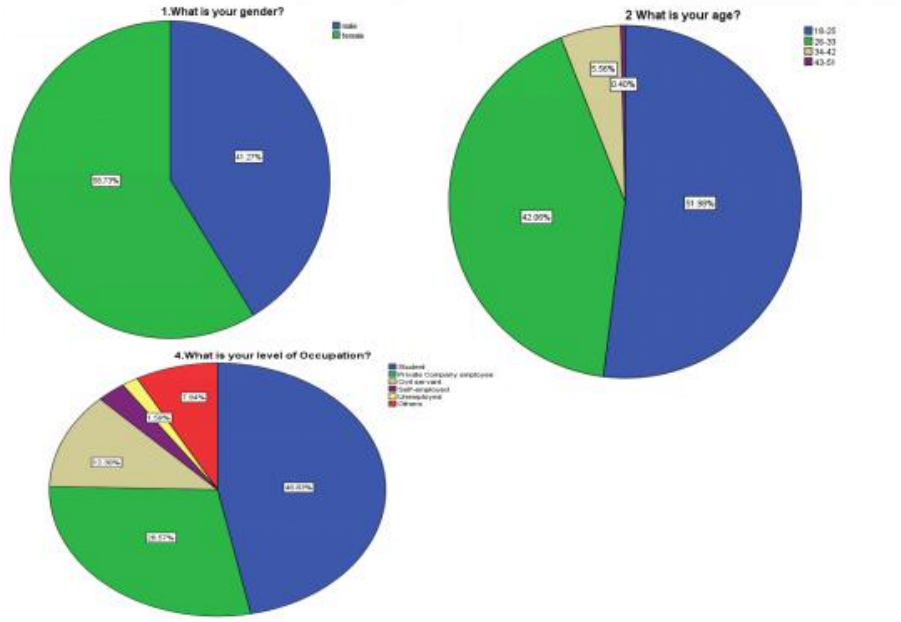
A pilot test was conducted on 252 respondents

Variable	Cronbach's Alpha	N of Items
Perceived Risks	0.781	5
Perceived Benefits	0.862	5
Environmental concern	0.792	5
Intention	0.877	4

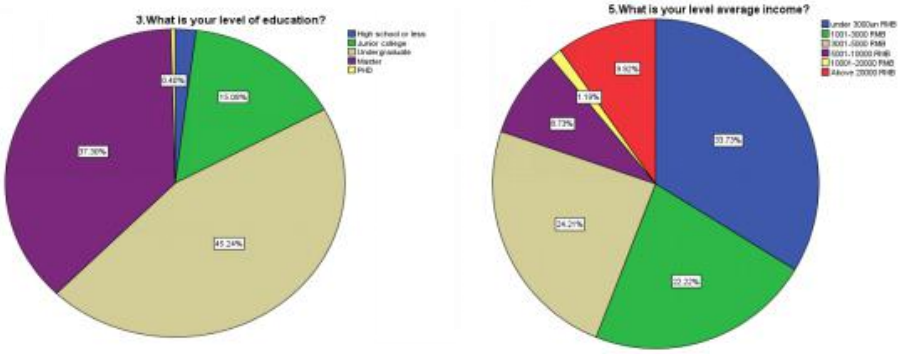
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.891	24

Descriptive Analysis



Descriptive Analysis



Exploratory Factor Analysis

	Initial	Extraction
6.I can clearly distinguish genetically modified food	1.000	.850
7.I understand the concept of genetic modification.	1.000	.679
8.I will purchase genetically modified products	1.000	.587
9. I think that GMF is important and beneficial to the society	1.000	.632
10.Genetically modified food will harm our health	1.000	.856
13. Genetically modified technology create major catastrophe	1.000	.533
14.I would say that choosing to eat GMF is risky	1.000	.614
15.Genetically modified technology increase the country's economy	1.000	.626

Exploratory Factor Analysis

16.Genetically modified technology improve the standard of living of farmers	1.000	.520
17. Genetically modified technology increase the nutritional value of food	1.000	.599
18.The taste of GM food is better compare to traditional food.	1.000	.591
19.GMF increase the society's quality of life	1.000	.587
20.Genetically modified technology affect species (plants & animals)	1.000	.583
21.Genetically modified technology will create gene pollution	1.000	.618
22. Genetically modified Food change the nutritional composition	1.000	.638

Exploratory Factor Analysis

23.Genetically modified technology create tolerance to herbicide and pesticide	1.000	.711
24.Growing genetically modified crops will be harmful to the environment	1.000	.713

Extraction Method: Principal Component Analysis.

Exploratory Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	2997.194
	df	136
	Sig.	.000

According to the result of KMO and Bartlett 's Test, the variation range of KMO was 0.902, exceeding 0.70, Bartlett tests approximated chi-square 2997.194, and the significance level was 0.000 (Sig.<0.05), less than 0.05. besides, the communalities is more than 0.5. The total sample size was enough for continuous factor analysis, and the overall construct validity of the scale was good.

Exploratory Factor Analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.946	46.741	46.741	7.946	46.741	46.741
2	1.704	10.025	56.766	1.704	10.026	56.766
3	1.287	7.572	64.338	1.287	7.572	64.338
4	.771	4.535	68.873			
5	.708	4.167	73.040			
6	.631	3.713	76.752			
7	.594	3.496	80.248			
8	.561	3.298	83.546			
9	.471	2.771	86.317			
10	.463	2.723	89.040			
11	.396	2.330	91.370			
12	.347	2.039	93.409			
13	.313	1.839	95.249			
14	.297	1.750	96.998			
15	.256	1.509	98.507			
16	.240	1.412	99.919			
17	.014	.081	100.000			

Extraction Method: Principal Component Analysis.

3 common factors are recognized in Principle Factor Analysis, and its total explained variance rate is 64.338%, exceeds 60%, therefore, it is evident to claim that the contents validity of questionnaire is good enough.

Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833[a]	.693	.690	.33851

a. Predictors: (Constant), IV3, IV2, IV1

The R-value signifies the simple correlation with the value of 0.833, indicating a high degree of correlation between DV and IV. the value of R squared is 0.693. This means that the overall independent variable of customer purchase intention is 69% variance. the model shows that the independent variables of customer purchase intention are high enough to fit the regression model.

Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.284	.164		1.728	.085
	IV1	.528	.056	.530	9.471	.000
	IV2	.102	.058	.095	1.747	.082
	IV3	.288	.048	.295	6.025	.000

a. Dependent Variable: DV

The independent variable Perceived risk and environment concern has the highest statistically significant standardized coefficient to customer purchase intention as the p value both are less than 0.05. perceived benefit is not significant with the p-value at 0.082 as the p-value is more than 0.05.

Research Hypotheses Analysis Summary

Variable	Hypothesis	Result
Perceived risks	H1	Support
Perceived benefit	H2	rejected
Environment concern	H3	Support

Key Findings

The researchers achieved their goal of identifying factors affecting consumers' willingness to buy GM food in China. The results show that perceived risk and environmental concerns affect customers' purchase intention. This means that when buying genetically modified food, these two factors will affect consumers' behavior of buying genetically modified food. This supports previous research that Chinese buying genetically modified foods is declining as people consider it is risky to eat them and that it is bad for the environment (Pino, Amatulli and Angelis, 2016). This study found that perceived benefit do not have a significant influence on the customer purchase intention when purchasing GM food. therefore, this factor cannot be used to as forecasting elements for customer purchase intention when people purchasing GM food.

Recommendations

Government should play a guiding role in publicizing knowledge of gm technology and gm food, so that consumers can have a more objective and real understanding of gm technology and gm food, and consumers can make their own consumption decisions with a full understanding of gm technology and gm food.

GMF industry should carry out effective market segmentation. genetically modified food should be effectively segmented according to individual characteristics of consumers and regional distribution to avoid failure of marketing strategies due to non-differentiated marketing.

Standardizing the information release of media and network channels. In the media and network channels, false or exaggerated information is released from time to time, and the current information from the network and media has a more profound impact on consumers, so it is necessary to standardize the information from the media and network channels, so that the information from this channel is objective and real.

Limitations and Further Study Recommendations

- Discovering Other Influencing Factors:
  - Factors influencing customer purchase intention are many and changeable, except those three critical factors discussed in this research, therefore, other variables are encouraged to be explored in further study.
- Collecting Diversified Sample Size:
  - Due to the limitation of time and place, the collected samples are not diversified enough, and further research should cover more fields and collect diversified samples. Therefore, future researchers should expand the geographical location of the survey.

Feedback for Enhancement
Thank you

Appendix 10: Ethics Form EC1A

UNIVERSITY OF HERTFORDSHIRE

FORM EC1A: APPLICATION FOR ETHICS APPROVAL OF A STUDY INVOLVING HUMAN PARTICIPANTS (Individual or Group Applications)

Please complete this form if you wish to undertake a study involving human participants.

Applicants are advised to refer to the Ethics Approval StudyNet Site and read the Guidance Notes (GN) before completing this form.

http://www.studynet2.herts.ac.uk/ptl/common/ethics.nsf/Homepage?ReadForm

Use of this form is mandatory [see UPR RE01, 'Studies Involving Human Participants', SS 7.1-7.3]

Approval must be sought **and granted** before any investigation involving human participants begins [UPR RE01, S 4.4 (iii)]

If you require any further guidance, please contact either hsetecda@herts.ac.uk or ssahecda@herts.ac.uk

Abbreviations: GN = Guidance Notes UPR = University Policies and Regulations

THE STUDY

Q1 Please give the title of the proposed study

Consumer Purchase Intention of Genetically Modified Food in Chengdu, China

THE APPLICANT

Q2 Name of applicant/(principal) investigator (person undertaking this study)

LI YAYA

Student registration number/Staff number

I17013787

Email address

17013787@student.newinti.edu.my

Status:

☐Undergraduate (Foundation) ☐Undergraduate (BSc, BA)

☒Postgraduate (taught) ☐Postgraduate (research)

☐Staff ☐Other

If other, please provide details here:

MBADI

School/Department: Faculty of Business, Communications & Law

Click here to enter text.

If application is from a student NOT based at University of Hertfordshire, please give the name of the partner institution: INTI International University

Name of Programme (eg BSc (Hons) Computer Science): MBADI

Module name and module code: MGT7998

Name of Supervisor: Faziha Abd Malek Supervisor's email: faziha.amalik@newinti.edu.my

Name of Module Leader if applicant is undertaking a taught programme/module:

Dr. Syriac Nellikunnel Devasia

Names and student/staff numbers for any additional investigators involved in this study

N/A

Is this study being conducted in collaboration with another university or institution and/or does it involve working with colleagues from another institution?

☐Yes ☒No

If yes, provide details here:

Click here to enter text.

DETAILS OF THE PROPOSED STUDY

Q3 Please give a short synopsis of your proposed study, stating its aims and highlighting where these aims relate to the use of human participants (See GN 2.2.3)

For the Chinese people, buying GM products is very important because China uses green biotechnology as an advantage. Therefore, it will be used as a powerful means to ensure food security and promote national economic growth. However, China is an untested market for the GM food market because its consumers have limited knowledge and exposure to GM foods Therefore, this study will focus on determining the factors influencing consumer purchase intention towards GMO food in China.

Q4 Please give a brief explanation of the design of the study and the methods and procedures used. You should clearly state the nature of the involvement the human participants will have in your proposed study and the extent of their commitment. Ensure you provide sufficient detail for the Committee to, particularly in relation to the human participants. Refer to any Standard Operating Procedures SOPs under which you are operating here. (See GN 2.2.4).

This study will focus on determining the factors influencing consumer buying behaviour towards GMO food in China. About 250 questionnaires will be collected online to the people living in China. The results of this proposed study will be analysed using SPSS software and managerial recommendations will be provided based on the results

Q5 Does the study involve the administration of substances?

☐Yes ☒No

PLEASE NOTE: If you have answered yes to this question you must ensure that the study would not be considered a clinical trial of an investigational medical product. To help you, please refer to the link below from the Medicines and Healthcare Products Regulatory Agency:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/317952/Algothrim.pdf

To help you determine whether NHS REC approval is required, you may wish to consult the Health Research Authority (HRA) decision tool: http://www.hra-decisiontools.org.uk/ethics/

If your study is considered a clinical trial and it is decided that ethical approval will be sought from the HRA, please stop completing this form and use Form EC1D, 'NHS Protocol Registration Request'; you should also seek guidance from Research Sponsorship.

I confirm that I have referred to the Medicines and Healthcare Products Regulatory Agency information and confirm that that my study is not considered a clinical trial of a medicinal product.

Please type your name here: Click here to enter text.

Date: Click here to enter a date.

Q6.1 Please give the starting date for your recruitment and data collection: Upon approval from UH

Q6.2 Please give the finishing date for you data collection: 10 November 2018
(For meaning of 'starting date' and 'finishing date', see GN 2.2.6)

Q7 Where will the study take place?

online

Please refer to the Guidance Notes (GN 2.2.7) which set out clearly what permissions are required;

Please tick all the statements below which apply to this study

☐ I confirm that I have obtained permission to access my intended group of participants and that the agreement is attached to this application

☐ I confirm that I have obtained permission to carry out my study on University premises in areas outside the Schools and that the agreement is attached to this application

☐ I confirm that I have obtained permission to carry out my study at an off-campus location and that the agreement is attached to this application

☒ I have yet to obtain permission but I understand that this will be necessary before I commence my study and that the original copies of the permission letters must be verified by my supervisor before data collection commences

☐ This study involves working with minors/vulnerable participants. I/we have obtained permission from the organisation (including UH/UH Partner Institutions when appropriate) in which the study is to take place and which is responsible for the minors/vulnerable participants. The permission states the DBS requirements of the organisation for this study and confirms I/we have satisfied their DBS requirements where necessary.

NB If your study involves minors/vulnerable participants, please refer to Q18 to ensure you comply with the University's requirement regarding Disclosure and Barring Service clearance.

☐ Permission is not required for my study as:

Click here to enter text.

HARMS, HAZARDS AND RISKS

Q8.1 It might be appropriate to conduct a risk assessment (in respect of the hazards/risks affecting both the participants and/or investigators). Please use Risk Assessment Form EC5 if the answer to any of the questions below is 'yes'.

If you are required to complete and submit a School specific risk assessment in addition to Form EC5, please append it to your completed Form EC5.

Will this study involve any of the following?

Invasive Procedures/administration of any substance/s?	☐YES	☒NO
Are there potential hazards to participant/investigator(s) from the proposed study? (Physical/Emotional)	☐YES	☒NO
Will or could aftercare and/or support be needed by participants?	☐YES	☒NO

IF 'YES' TO THE ABOVE PLEASE COMPLETE EC1 APPENDIX 1 AND INCLUDE IT WITH YOUR APPLICATION

Q8.2 Is the study being conducted off-campus (i.e. not at UH/UH Partner?) ☒YES ☐NO

It might be appropriate to conduct a risk assessment of the proposed location for your study (in respect of the hazards/risks affecting both the participants and/or investigators) (this might be relevant for on-campus locations as well). Please use Form EC5 and, if required, a School-specific risk assessment (See GN 2.2.8 of the Guidance Notes).

If you do not consider it necessary to submit a risk assessment, please give your reasons:
The survey is being conducted online.

ABOUT YOUR PARTICIPANTS

Q9 Please give a brief description of the kind of people you hope/intend to have as participants, for instance, a sample of the general population, University students, people affected by a particular medical condition, children within a given age group, employees of a particular firm, people who support a particular political party, and state whether there are any upper or lower age restrictions.

the population in this research is customer who buy GM food in China and in the process of data collection every sample in the population has the equal chance among the respondents and it is random.

Q10 Please state here the maximum number of participants you hope will participate in your study. Please indicate the maximum numbers of participants for ***each*** method of data collection.

250 participants

Q11 By completing this form, you are indicating that you are reasonably sure that you will be successful in obtaining the number of participants which you hope/intend to recruit. Please outline here your recruitment (sampling) method and how you will advertise your study. (See GN 2.2.9).

The sampling method of this study is probability, Will utilize social media tools such as Weichat and WhatsApp to ensure a reasonable number of participants are obtained.

CONFIDENTIALITY AND CONSENT

(For guidance on issues relating to consent, see GN 2.2.10, GN 3.1 and UPR RE01, SS 2.3 and 2.4 and the Ethics Approval StudyNet Site FAQs)

Q12 How will you obtain consent from the participants? Please explain the consent process for each method of data collection identified in Q4

☐ Informed consent using EC3 and EC6 (equivalent)

☒ Implied consent (e.g. via participant information at the start of the questionnaire/survey etc)

☐ Consent by proxy (for example, given by parent/guardian)

Use this space to describe how consent is to be obtained and recorded for each method of data collection. The information you give must be sufficient to enable the Committee to understand exactly what it is that prospective participants are being asked to agree to.

The questionnaire shall be completed based on voluntary basis of the participants to ensure honesty and truthfulness in answering the questions posed. The permission or consent from the participants are also requested and highlighted, before the participants start answering the questions online. The researcher also has to assure the participants regarding the privacy and confidentiality of the information provided by the participants, in which the information obtained are only to be used for the purpose of the study and are not to be shared with any other third parties without a written consent.

If you do not intend to obtain consent from participants please explain why it is considered unnecessary or impossible or otherwise inappropriate to seek consent.

Click here to enter text.

Q13 If the participant is a minor (under 18 years of age) or is unable for any reason to give full consent on their own, state here whose consent will be obtained and how? (See especially GN 3.6 and 3.7)

Will not involve minors in the survey conducted

Q14.1 Will anyone other than yourself and the participants be present with you when conducting this study? (See GN 2.2.10)

☐YES ☒NO

If YES, please state the relationship between anyone else who is present other than the applicant and/or participants (eg health professional, parent/guardian of the participant).

Click here to enter text.

Q14.2 Will the proposed study be conducted in private?

☒YES ☐NO

If 'No', what steps will be taken to ensure confidentiality of the participants' information. (See GN 2.2.10):

Click here to enter text.

Q15 Are personal data of any sort (such as name, age, gender, occupation, contact details or images) to be obtained from or in respect of any participant? (See GN 2.2.11) (You will be required to adhere to the arrangements declared in this application concerning confidentiality of data and its storage. The Participant Information Sheet (Form EC6 or equivalent) must explain the arrangements clearly.)

☒YES ☐NO

If YES, give details of personal data to be gathered and indicate how it will be stored.

Gender, age, and monthly income are personal data which will be gathered. Data from this study will be collected and entered into a statistical database with no third party involvement in data handling and access. Data will be stored carefully and encrypted with a password to ensure utmost security

Will you be making audio-visual recordings?

☐YES ☒NO

If YES, give details of the types recording to be made and indicate how they will be stored.

Click here to enter text.

State what steps will be taken to prevent or regulate access to personal data/audio-visual recordings beyond the immediate investigative team, as indicated in the Participant Information Sheet.

The data will be entered and saved by SPSS software and encrypted by researchers to document the results. No one has access to it. Online data will be stored in the cloud, in other words, security is guaranteed, and no one except the researchers has access to the data in the cloud.

Indicate what assurances will be given to participants about the security of, and access to, personal data/audio-visual recordings, as indicated in the Participant Information Sheet.

The data of this study will be entered and saved by SPSS software and file recording results will be encrypted by the researcher. No one else will have any kind of access to it. After the study, the data will be deleted permanently in order to prevent the leakage in data to the third parties. In between the collecting period and data analysis, researcher' s laptop is shield with antivirus to prevent attack from interested parties and spams. Password will be set in the document file

to reinforce the protection level. Therefore, the security level should be enough to secure the respondents' information.

State as far as you are able to do so how long personal data/audio-visual recordings collected/made during the study will be retained and what arrangements have been made for its/their secure storage, as indicated in the Participant Information Sheet.

The data will be kept for only be throughout the study period, approximately a year. as examiners may require it as evidence to confirm that the data is accurate and that no operation has been performed.Encryption will also be used to ensure data security.

Will data be anonymised prior to storage?

☒YES ☐NO

Q16 Is it intended (or possible) that data might be used beyond the present study? (See GN 2.2.10)

☐YES ☒NO

If YES, please indicate the kind of further use that is intended (or which may be possible).

Click here to enter text.

If NO, will the data be kept for a set period and then destroyed under secure conditions?

☒YES ☐NO

If NO, please explain why not:

Click here to enter text.

Q17 Consent Forms: what arrangements have been made for the storage of Consent Forms and for how long?

Storage of data will only be throughout the study period and the data will be destroyed upon completion of the thesis.

Q18 If the activity/activities involve work with children and/or vulnerable adults satisfactory Disclosure and Barring Service (DBS) clearance may be required by investigators. You are required to check with the organisation (including UH/UH Partners where appropriate) responsible for the minors/vulnerable participants whether or not they require DBS clearance.

Any permission from the organisation confirming their approval for you to undertake the activities with the children/vulnerable group for which they are responsible should make specific reference to any DBS requirements they impose and their permission letter/email must be included with your application.

More information is available via the DBS website - https://www.gov.uk/government/organisations/disclosure-and-barring-service

REWARDS

Q19.1 Are you receiving any financial or other reward connected with this study? (See GN 2.2.14 and UPR RE01, S 2.3)

☐YES ☒NO

If YES, give details here:

Click here to enter text.

Q19.2 Are participants going to receive any financial or other reward connected with the study? (Please note that the University does not allow participants to be given a financial inducement.) (See UPR RE01, S 2.3)

☐YES ☒NO

If YES, provide details here:

Click here to enter text.

Q19.3 Will anybody else (including any other members of the investigative team) receive any financial or other reward connected with this study?

☐YES ☒NO

If YES, provide details here:

Click here to enter text.

OTHER RELEVANT MATTERS

Q20 Enter here anything else you want to say in support of your application, or which you believe may assist the Committee in reaching its decision.

Click here to enter text.

DOCUMENTS TO BE ATTACHED

Please indicate below which documents are attached to this application:

☐ Permission to access groups of participants from student body

☐Permission to use University premises beyond areas of School

☐Schools Permission from off-campus location(s) to be used to conduct this study

☐Risk Assessment(s) in respect of hazards/risks affecting participants/investigator(s)

☒Copy of Consent Form (See Form EC3/EC4) Copy of Form EC6 (Participant Info Sheet)

☒ Copy of Form EC6 (Participant Info Sheet)

☐A copy of the proposed questionnaire and/or interview schedule (if appropriate for this study). For unstructured methods, please provide details of the subject areas that will be covered and any boundaries that have been agreed with your Supervisor

☐Any other relevant documents, such as a debrief, meeting report. Please provide details here:

Click here to enter text.

DECLARATIONS

1 DECLARATION BY APPLICANT

1.1 I undertake, to the best of my ability, to abide by UPR RE01, 'Studies Involving the Use of Human Participants', in carrying out the study.

1.2 I undertake to explain the nature of the study and all possible risks to potential participants,

1.3 Data relating to participants will be handled with great care. No data relating to named or identifiable participants will be passed on to others without the written consent of the participants concerned, unless they have already consented to such sharing of data when they agreed to take part in the study.

1.4 All participants will be informed **(a)** that they are not obliged to take part in the study, and **(b)** that they may withdraw at any time without disadvantage or having to give a reason.

(**NOTE**: Where the participant is a minor or is otherwise unable, for any reason, to give full consent on their own, references here to participants being given an explanation or information, or being asked to give their consent, are to be understood as referring to the person giving consent on their behalf. (See Q 12; also GN Pt. 3, and especially 3.6 & 3.7))

Enter your name here: LI YAYA Date 20/9/2018

2 GROUP APPLICATION

(If you are making this application on behalf of a group of students/staff, please complete this section as well)

I confirm that I have agreement of the other members of the group to sign this declaration on their behalf

Enter your name here: Click here to enter text. Date Click here to enter a date.

DECLARATION BY SUPERVISOR (see GN 2.1.6)

I confirm that the proposed study has been appropriately vetted within the School in respect of its aims and methods; that I have discussed this application for Ethics Committee approval with the applicant and approve its submission; that I accept responsibility for guiding the applicant so as to ensure compliance with the terms of the protocol and with any applicable ethical code(s); and that if there are conditions of the approval, they have been met.

Enter your name here: FAZIHA ABDUL MALEK Date 20/9/2018

Appendix 11: Ethics Form EC3

UNIVERSITY OF HERTFORDSHIRE
ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS
('ETHICS COMMITTEE')

FORM EC3
CONSENT FORM FOR STUDIES INVOLVING HUMAN PARTICIPANTS

I, the undersigned *[LI YAYA, in BLOCK CAPITALS]*

……
of *[*17013787@student.newinti.edu.my*]*

……
hereby freely agree to take part in the study entitled *[*Consumer purchase intention of Genetic Modified Food in Chengu,China*]*

……

(UH Protocol number ……)

1 I confirm that I have been given a Participant Information Sheet (a copy of which is attached to this form) giving particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, how the information collected will be stored and for how long, and any plans for follow-up studies that might involve further approaches to participants. I have also been informed of how my personal information on this form will be stored and for how long. I have been given details of my involvement in the study. I have been told that in the event of any significant change to the aim(s) or design of the study I will be informed, and asked to renew my consent to participate in it.

2 I have been assured that I may withdraw from the study at any time without disadvantage or having to give a reason.

3 In giving my consent to participate in this study, I understand that voice, video or photo-recording will take place and I have been informed of how/whether this recording will be transmitted/displayed.

4 I have been given information about the risks of my suffering harm or adverse effects. I have been told about the aftercare and support that will be offered to me in the event of this happening, and I have been assured that all such aftercare or support would be provided at no cost to myself. In signing this consent form I accept that medical attention might be sought for me, should circumstances require this.

5 I have been told how information relating to me (data obtained in the course of the study, and data provided by me about myself) will be handled: how it will be kept secure, who will have access to it, and how it will or may be used.

6 I understand that my participation in this study may reveal findings that could indicate that I might require medical advice. In that event, I will be informed and advised to consult my GP. If, during the study, evidence comes to light that I may have a pre-existing medical condition that may put others at risk, I understand that the University will refer me to the appropriate authorities and that I will not be allowed to take any further part in the study.

7 I understand that if there is any revelation of unlawful activity or any indication of non-medical circumstances that would or has put others at risk, the University may refer the matter to the appropriate authorities.

8 I have been told that I may at some time in the future be contacted again in connection with this or another study.

Form EC3 – 1 August 2017

Signature of participant……Date……

Signature of (principal) investigator……Date……

Name of (principal) investigator *[in BLOCK CAPITALS please]*

LI YA YA 20/9/2018

Form EC3 – 1 August 2017

Appendix 12: Ethics Form EC6

UNIVERSITY OF HERTFORDSHIRE

ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS ('ETHICS COMMITTEE')

FORM EC6: PARTICIPANT INFORMATION SHEET

1 **Title of study**

Consumer purchase intention of Genetic Modified Food in Chengdu,China

2 **Introduction**

You are being invited to take part in a study. Before you decide whether to do so, it is important that you understand the study that is being undertaken and what your involvement will include. Please take the time to read the following information carefully and discuss it with others if you wish. Do not hesitate to ask us anything that is not clear or for any further information you would like to help you make your decision. Please do take your time to decide whether or not you wish to take part. The University's regulations governing the conduct of studies involving human participants can be accessed via this link:

http://sitem.herts.ac.uk/secreg/upr/RE01.htm

Thank you for reading this.

3 **What is the purpose of this study?**

The purpose of this study is set to analyze the influence factors of consumer behavior and genetically modified food purchases in China, to better understand the consumer, and provide suggestions for future research.

4 **Do I have to take part?**

It is completely up to you to decide whether to participate in this research. If you do decide to take part, you can proceed to answer all the questions provided to you in this questionnaire. It is important to note that your agreement to participate in this study does not mean that you have to complete it. You are free to withdraw from this study at any stage for any reason whatsoever. A decision to withdraw from the study or not to take part in it will not affect you in any method, shape or form.

5 **Are there any age or other restrictions that may prevent me from participating?**

The customer who buy GM food in Chengdu,China

6 **How long will my part in the study take?**

If you decide to take part in this study, you will be involved in it for about 10 minutes.

7 **What will happen to me if I take part?**

If you decide to take part, you will answer all the questions in the online survey provided.

8 **What are the possible disadvantages, risks or side effects of taking part?**

This study will only cost you a bit of your time spent on answering the questions in the study. There is no risk or side effects expected if you participate in this study. The survey questions are designed in such a way as to enable you to answer directly without having to think too deep or too long.

9 **What are the possible benefits of taking part?**

It can help customer to understand the GM food more and can have more choice when they are buying GM food.

10 **How will my taking part in this study be kept confidential?**

No third party will be involved with data handling and access. The data will be stored carefully and encrypted with a password to ensure utmost security. Answers from the participants personally will not be released to others for viewing.

11 **Audio-visual material**

N/A

12 **What will happen to the data collected within this study?**

The data from this study will be collected, entered into a statistical database and analyzed by the researcher. No third party will be involved with data handling and access. The data will be stored carefully and encrypted with a password to ensure utmost security. Answers from the participants personally will not be released to others for viewing. The data will be anonymized prior to storage. The data collected will be stored electronically, in a password-protected environment, until the completion and approval of the thesis, after which time it will be destroyed under secure conditions.

13 **Will the data be required for use in further studies?**

The data will not be used in any further studies;

14 **Who has reviewed this study?**

This research has been reviewed by supervisor Faziha Abdul Malek. She is currently located in FOBCAL office in INTI International University Nilai in Negeri Sembilan, Malaysia. This study will also be subjected for review by the approving committee of University of Hertfordshire, Social Sciences, Arts and Humanities ECDA in United Kingdom.

15 **Factors that might put others at risk**

This study will only cost you a bit of your time spent on answering the questions in the study. There is no risk or side effects expected if you participate in this study. The

survey questions are designed in such a way as to enable you to answer directly without having to think too deep or too long.

16 **Who can I contact if I have any questions?**

You could contact me by mobile phone or email as per below:

Researcher: LI YAYA
Phone number: 016-3757268
Email: i17013787@student.newinti.edu.my

Although we hope it is not the case, if you have any complaints or concerns about any aspect of the way you have been approached or treated during the course of this study, please write to the University's Secretary and Registrar at the following address:

Secretary and Registrar
University of Hertfordshire
College Lane
Hatfield
Herts
AL10 9AB

Thank you very much for reading this information and giving consideration to taking part in this study.

Appendix 13: Ethics Form EC7

UNIVERSITY OF HERTFORDSHIRE

FORM EC7 – PROTOCOL MONITORING FORM

Ethics Committee with Delegated Authority (ECDA)	.....STEFANIA LINTONBON.....
Name of Principal Investigator (or name of class protocol holder)	...LI YAYA.....
Student/Staff ID	...I17013787.....
Programme of Study or Module Name	.....MBA PROJECT / MGT7998.....
Title of study (or name of class protocol)	Consumer Purchase Intention of Genetically Modified Food in Chengdu, China.....
UH Protocol Approval Number	.....BUS/PGT/CP/03798.....
Date	.....4/12/2018.....

Has data collection for this project been completed? YES

If NO, please explain why:

If an extension is required, a Form EC2 will need to be completed and submitted.

Have any of the participants within the study experienced or reported any of the following: (if you answer YES to any of these, you must provide the details)

Physical reaction/harm	NO
Mental/emotional harm	NO
Intrusion of privacy	NO
Breach of confidentiality	NO

Form EC7, 10 October 2017

If the UH Protocol Approval you were originally sent included any conditions (for example supervisor to approve interview schedule prior to data collection), were all conditions complied with? YES

If NO please include any documents and/or information with this form"

DECLARATION (overleaf)

DECLARATION

Staff applicants

Declaration by staff applicants:

I confirm that I have followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply

Signed (staff) .....

Date .....

.....

Student applicants

Declaration by student applicants:

I confirm that I have followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply

Signed (student) ..... LI YA YA .....

Date .....4/12/2018.....

Declaration by supervisor:

As far as I can ascertain, the above student has followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply

Signed (Supervisor) .....

Please print name: .....FAZIHA.....

Date .....4/12/2018.....

Form EC7, 10 October 2017

Appendix 14: MBA Project Log Book

SECTION C. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

Meeting 1

Date of Meeting	1/9/2018
Progress Made	Get feed back of my chapter 1 2 3
Agreed Action	Make some improvement of my chapter 1 2 3
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 2

Date of Meeting	3/9/2018
Progress Made	Make the necessary adjustments and enhancement as required based on that outlines given
Agreed Action	Still make some improvement of my chapter 1 2 3
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 3

Date of Meeting	5/9/2018
Progress Made	Focus on chapter 1, discuss about the IV and DV, and research objectives and research questions
Agreed Action	Make some changes of chapter 1
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 4

Date of Meeting	14/ 9/2018
Progress Made	Some questions about chapter3
Agreed Action	Make some changes especially the RO,RQ and significance of study
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 5

Date of Meeting	25/10/2018
Progress Made	Still make some change in chapter 1 2 3
Agreed Action	Attach reference , change RQ, RQ, and significance of study
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 6

Date of Meeting	27/10/2018
Progress Made	Prepare for first propose and finish my PPT
Agreed Action	Get feedback of my PPT
Student Signature	29/10/2018 LI YA YA
Supervisor's Signature	

Meeting 7

Date of Meeting	1/11/2018
Progress Made	Prepare for first propose and change my PPT
Agreed Action	Get feedback of first propose
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 8

Date of Meeting	3/11/2018
Progress Made	Questionnaire approved
Agreed Action	Start of data collection
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 9

Date of Meeting	15/11/2018
Progress Made	Get some reference to support my chapter4
Agreed Action	Started to write chapter4
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 10

Date of Meeting	24/11/2018
Progress Made	Discuss Chapter 4 and 5
Agreed Action	Submit chapter 4 and 5
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 11

Date of Meeting	26/11/2018
Progress Made	Modify chapter 4 and 5
Agreed Action	Final draft to be prepared and submitted
Student Signature	LI YA YA
Supervisor's Signature	

Meeting 12

Date of Meeting	3/12/2018
Progress Made	Final draft approved and prepare for viva presentation
Agreed Action	Get feedback of viva presentation
Student Signature	LI YA YA
Supervisor's Signature	

Section D. Comments on Management of Project

(to be completed at the end of the dissertation process)

Student Comments

while this project is challenging. time is very cruial. but I learned a lot from this research. Data collection was the most challenging part as it took much time to get the responses. I learn how to manage time. Miss Fazira was very helpful in the study.

Supervisor Comments

Student has successfully completed the project. Continuous effort is demonstrated throughout the duration. Hardworking and persistent student in overcoming the challenges.

Signature of Student	LI YA YA	Date	1/12/2018.
Signature of Supervisor		Date	5/12/2018
Ethics Confirmed		Date	5/12/2018

Appendix 15: Survey Questionnaire

Questionnaire about the Genetically Modified Products

Dear Participants:

The survey focused on the Chinese willingness to buy GM products.These products refer to any genetically modified food such as meat, corn, soybeans, wheat, rice, etc. This survey is part of my MBA program. Thank you very much for your time and effort in filling out this questionnaire.

It only needs a few moments of time to complete. Thank you very much for your cooperation.

Please note that your privacy will be kept confidential and will only be used for the research purposes. 亲爱的参与者:调查的重点是中国购买转基因食品的意愿。这些产品是指任何转基因食品，如肉类、玉米、大豆、小麦、大米等。这个调查是我 MBA 项目的一部分。非常感谢您花时间和精力填写这份问卷。只需要几分钟的时间就可以完成。非常感谢您的合作。请注意，您的隐私将被保密，仅用于研究目的。

Demographic Information

Please track (√) each of the following questions to provide information about yourself.请在一下您认为符合的选项处打√

Q1: What is your gender?您的性别是？

□ Male 男性　　□Female 女性

Q2: How old are you?您年龄多大了

□18-25　　□26-33　　□34-42　　□43-51　　□52 and above

Q3: What is your monthly income?您的月收入是多少？

□ Less than RMB 1,000 低于 1000 元　　□ RMB 1001- 3000

□RMB3,001-5000　　□RMB5,001-10,000　□RMB10,001-20,000　　□ Above RMB 20,000 超过 20,000 元

Q4: What is your occupation?您的职业是什么？

□student 学生 □ private company employee 公司职员 □Civil servant 公务员 □ self employed 企业家 □ retired 退休 □ □ unemployed 失业 □ Others 其他

Q5: What is your level of education?您的文化程度？

□ Highest education qualification 最高学历□ high school or less 高中或以下 □ junior college 大学专科 □ Undergraduate 大学本科 □ Master 硕士 □ PHD 博士

Purchase Intention of Genetically Modified Food (GMF) (The following is your rating of the degree of purchase of genetically modified food 以下是您对转基因食品购买程度的评分 (the higher score, the greater the degree of influence 分数越高，影响力越大)

Q6: I understand the concept of genetic modification. 我解基因食品的概念.

1 2 3 4 5

Q7:I can clearly distinguish genetically modified food 我可以清楚地区分转基因食品.

Q8:I will purchase genetically modified products.我会购买转基因产品.

1 2 3 4 5

Q9: I think that GMF is important and beneficial to the society.我认为转基因食品对社会重要和有益。

1 2 3 4 5

The following question is asking about your perception towards GMF

Please rate the questions below according to the labels.以下问题是关于你对转基因食品的看法，请根据标签给以下问题打分。

(Strongly Disagree:1) (Disagree:2) (No opinion:3) (Agree:4) (Strongly Agree:5)(非常不同意:1)(不同意:2)(没有意见:3)(同意:4)(非常同意:5)

Q1: Genetically modified food will harm our health. 转基因食品会对我们的健康有损害.

1 2 3 4 5

Q2: Genetically modified technology will lead to unhealthier food.转基因技术会生产出不健康的食物。

1 2 3 4 5

Q3: Genetically modified technology have long term side effect 转基因技术有长期的副作用

1 2 3 4 5

Q4: Genetically modified technology create major catastrophe 转基因技术会造成重大灾难

1 2 3 4 5

Q5: I would say that choosing to eat GMF is risky.我认为选择食用转基因食品是有风险的。

1 2 3 4 5

Q6: Genetically modified technology increase the country's economy 转基因技术增加了国家的经济

1 2 3 4 5

Q7: Genetically modified technology improve the standard of living of farmers 转基因技术提高了农民的生活水平

1 2 3 4 5

Q8: Genetically modified technology increase the nutritional value of food 转基因技术提高了食品的营养价值

1 2 3 4 5

Q9: The taste of GM food is better compare to traditional food.与传统食品相比，转基因食品的味道更好。

1 2 3 4 5

Q10: GMF increase the society's quality of life 转基因食品提高了社会的生活质量

1 2 3 4 5

Q11: Genetically modified technology affect species (plants & animals) 转基因技术影响物种(植物和动物)

1 2 3 4 5

Q12: Genetically modified technology will create gene pollution 转基因技术会造成基因污染

1 2 3 4 5

Q13: Genetically modified Food change the nutritional composition 转基因食品改变了营养成分

1 2 3 4 5

Q14:Genetically modified technology create tolerance to herbicide and pesticide 转基因技术对除草剂和杀虫剂产生抗药性

1 2 3 4 5

Q15: Growing genetically modified crops will be harmful to the environment.种植转基因作物对环境有害。

1 2 3 4 5

Appendix 16: Turnitin Report