

Study on the Influence Mechanism of Health and Safety Cognition on Consumers' Purchase Intention of Genetically Modified Food: Take Chengdu, Sichuan Province as an Example

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Abstract: With the continuous improvement of people's living standards, On the growing impact of food safety issues on consumers, People are increasingly worried about the wide array of goods sold in the market, As if there were traps everywhere, Little attention will encounter a variety of expired food and other safety problems, and so on, Let consumers do not trust the food market is not individual varieties or accidental problems, But from time to time and even often affect the country's well-known brand food enterprises, From food additives to clenbuterol, To food safety problems such as dyed steamed buns, Every time I was on the Internet, Even Shuanghui, afraid of the top of the market, is on the blacklist, Of all of the above, Make consumers nervous when buying food, Tread upon eggs, Without the interests of the traders, Make harm to people's health, Of the food of, Food safety issues have attracted more and more attention of the whole society, It has become the subject for people to chat after dinner.

Keywords: Health and Safety Cognition; Genetically Modified Food

1. Background

Genetic crops have the advantages of high yield, pest resistance, harsh climate resistance and rich nutrition, and play an important role in alleviating food shortage, environmental pollution and solving the poverty problem in developing countries. Despite the huge benefits of GM food to human beings, the controversy is intensifying due to the uncertainty of the risks of GM technology. Supporters believe that GM food has undergone strict technical review and food inspection, and has many good traits, which can bring great comprehensive benefits to the society; the opponents are concerned that GM food will affect human health and ecological environment, and this debate not only affects the consumer behavior of GM food, but also affects the development prospect of GM food.

2. Research objectives

Analyze the economic impact of consumers' intention to buy genetically modified food.

Explore the influence mechanism between several groups of factors.

Formulate targeted suggestions to improve consumers' purchase intentions, and provide great reference opinions for GM food enterprises to improve their GM food marketing strategies.

3. Range of study

3.1 Significance and value

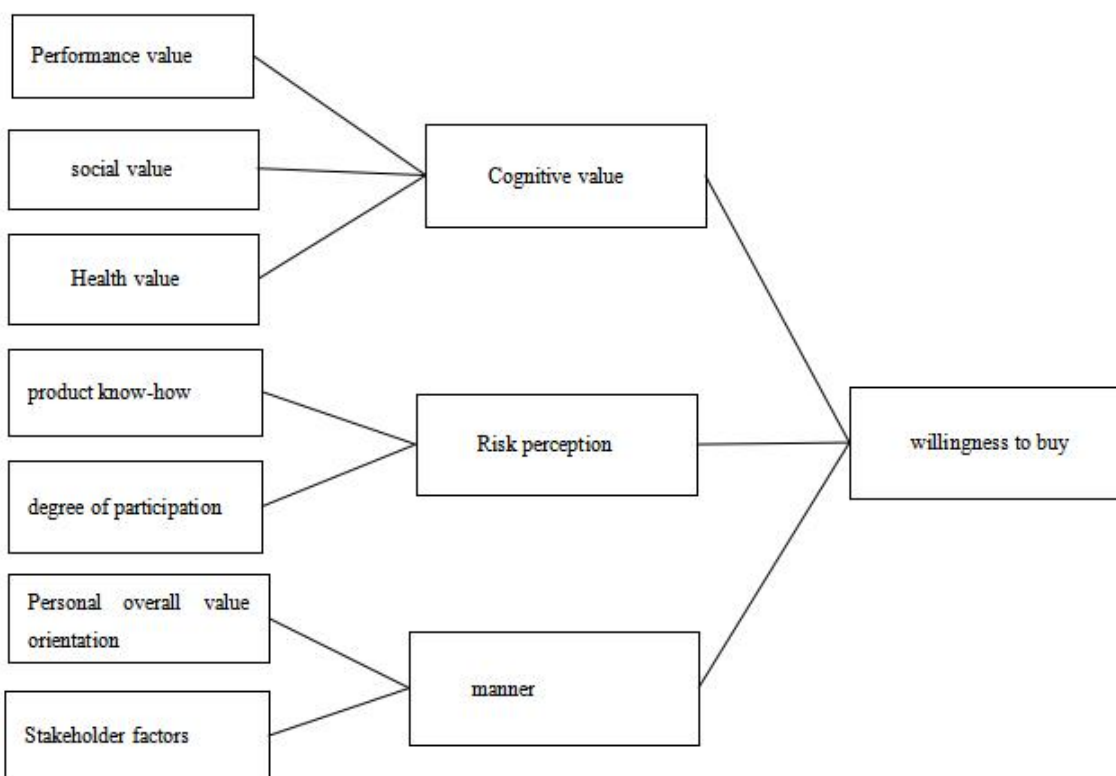
In terms of the theoretical value. In this study on the basis of classic literature at home and abroad, from the perspective of health and safety cognition, analyze the influencing factors of consumer gm food purchase intention, build a cognitive can fully reveal the health safety cognition of consumer gm food purchase intention influence factors model, help to enrich the perceived value theory, social risk theory of related literature and theory.

In terms of real value. This study clarified the influencing factors of health and safety cognition on consumers' purchase intention of GM food, so that the existing GM food enterprises could better meet the market demand and provide theoretical support for the improvement of consumers' purchase willingness. This will help to enrich and enrich the existing theory of perceived value and social risk, and have certain practical value for GM food enterprises to improve their marketing strategies of GM food and obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Chengdu, Sichuan province, mainly including consumers in Chengdu, Sichuan province. The scope of sample collection is limited to Chengdu, Sichuan Province. The influence mechanism of health and safety awareness on consumers' purchase intention of genetically modified food is investigated.

4. The conceptual framework of the study:



5. Theoretical principle

The results of Hang Ting, Jia Weiguo et al. (2019) show that consumers in Taizhou have high awareness of GM food, but their cognitive level is not high; consumers' cognition of the value of GM food is multidimensional; diversified variable factors such as individual characteristics and product knowledge affect consumer cognition. Zhu Hong (2018) drew the following conclusions: (1) consumers' cognition of GM food is incomplete and their purchase intention is low.(2) Individual characteristics affect consumers' cognitive level of GM food.(3) Consumers mainly obtain genetically modified food information through online media.(4) Individual differences in consumer characteristics significantly affect the risk perception of GM food.(5) Product knowledge and participation degree are significantly related to the risk perception of GM food. (6) The risk perception of GM food has a certain impact on the purchase intention. Xia Xinxin (2011) empirical results can be Guangzhou gm food consumers purchase intention of influence path simply expressed as: based on consumers own characteristics, such as knowledge, income, education, etc., and the gm food stakeholders, such as researchers, producers, distributors, government and media trust, consumer perception of gm food may bring their benefits and risks, and form the attitude of both sides, and ultimately affect consumer purchase intention.

6. Ccorrelation studies

Hossain, Sultana (2016) assessing the public's perception and willingness to buy genetically modified food is an important area of

empirical research in food science and agricultural economics. The results indicated that most participants were unaware of GMO foods and did not know whether they consumed them. They want the government / food regulator to ensure proper labeling and proper monitoring of GM foods. Aleksejeva (2012) used consumer survey data collected in different countries to examine the association between risk perception and willingness to buy GM (GM) foods. Several factors influencing the risk perception of genetically modified organisms (GMO) are outlined: public knowledge and attitudes, the role of the media and stakeholders, socioeconomic factors, confidence in the body responsible for decision-making, and ethical issues. These "non-healthy and non-environmental" risk assessment factors as well as safety and environmental issues influence how society assess and perceive the risk of technologies such as genetic engineering. Based on the findings of this study, the respondents felt that the high risk associated with GM foods appeared to be a major barrier to consumers' willingness to accept and buy such foods.

7. Conclusion

Cognitive value: First of all, improving the performance value of GM food can enhance the purchase intention of consumers. GM technology is the key to ensure the performance value of GM food. Therefore, measures should be taken to encourage the development of GM technology. Secondly, the transgenic technology can reduce the cost of agriculture, greatly increase the output per unit area, improve the quality of food, and alleviate the contradiction of food shortage in the world. **Risk perception:** First of all, the debate of GM crops mainly focuses on the safety of human life and health and ecological environment, and there are many uncertain factors in the identification of safety. Secondly, the industrialization decision-making of GM crops still faces many problems that need to be discussed and discussed. Therefore, the conventional scientific discourse provides a possible way to realize the public dialogue, and the public can participate in the decision-making through this tool. **Attitude:** First, compared with ordinary foods, genetically modified foods are rich in nutrients and can supplement the nutrients needed by all aspects of the body. Second, in the quality of new products, performance, do not understand, consumers judge the new products can bring their benefit index is the key to judge the product research and development, production, sales and publicity personnel can responsibly serve consumers, the industry shoddy products, the more popular sales fraud, the more if the government departments, even the new product quality is better, the price is affordable, consumer perception income will not be high, and perceived risk is very high. Therefore, improving the social trust of consumers is the key to the development of GM food.

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