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Study questionnaire used in the article

Factors Influencing Chinese Consumers' Attitudes and Behaviors in the Organic Food Market—In the Context of Sustainable Consumption

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We would like to assure you that the interview is completely confidential and will be conducted in accordance with the ethical standards applicable to opinion and market research.

Pre-selection question

Q1. Please indicate your gender:

1. Female
2. Male

Q2. Please indicate your age:

1. 16-19
2. 20-24
3. 25-29
4. 30-34
5. 35-40

Q3. What education have you completed so far? *(please select one answer)*

1. primary
2. basic vocational
3. secondary
4. higher

Q4. What is your current employment status? *(please select one answer)*

1. I am employed
2. I run my own business / I am a freelancer
3. I am unemployed
4. I am a student
5. other

Q5. How would you assess your economic situation? *(please select one answer)*

1. very good
2. good
3. average
4. bad
5. very bad

Q6a. How many people are there in your household, including yourself?

1. 1 person
2. 2 people
3. 3 people
4. 4 people
5. 5 or more people

Q6b. How many children under the age of 18 are there in your household?

1. None
2. 1 child
3. 2 children
4. 3 children
5. 4 children

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6. 5 or more children

Main questions

P1. How often do you use social media?

1. every day
2. 5-6 times a week
3. 2-4 times a week
4. at least once a week
5. 1-3 times a month
6. several times a year
7. never

P2. Which social media platforms do you use most often?

Please select up to 3 answers

1. WeChat
2. Tencent QQ
3. Sina Weibo
4. Little Red Book
5. Douyin
6. Kuaishou
7. Zhihu
8. Bilibili
9. Douban
10. Instagram
11. Facebook
12. TicToc
13. Twitter
14. YouTube
15. Other

P3. Do you buy organic food?

1. Yes
2. No

P4. How often do you buy organic food?

1. Every day
2. at least once a week
3. 1-3 times a month
4. several times a year

P5. Why don't you buy organic food?

Please select up to 2 answers

1. It is too expensive
2. I don't like the taste
3. There are no organic substitutes on the market for all the products I consume
4. The selection of organic products in the stores I shop at is too limited
5. I do not care about environmental issues
6. I don't believe in the health benefits of organic food

P6. What organic food products do you buy?

1. Vegetables and fruit
2. Chicken eggs
3. Milk and dairy products
4. Baked goods and confectionery
5. Meat and cold cuts
6. Fish and fish products
7. Teas and herbs
8. Honey and liqueurs
9. Vegetable and fruit preserves (juices, jams, etc.)

10. Other

P7. Your food purchasing model is as follows:

1. I only buy organic food
2. I mainly buy organic food, but when certain organic products are not available, I replace them with conventional products
3. I mainly buy conventional food and add organic products for variety

P8. Where do you obtain information on organic products from?

Please select up to 3 answers

1. from family and friends who pass on information in direct conversations
2. from family and friends who share information via social media
3. from television
4. from the radio
5. from daily newspapers
6. from magazines devoted to ecology
7. from posters, billboards, leaflets
8. from fairs/markets
9. from the websites of specific manufacturers of ecological products
10. from the websites of specific sellers of ecological products
11. from social media run by manufacturers of ecological products
12. from social media run by sellers of organic products
13. from social media run by influencers (i.e., people who are active and well-known for their online activities) or celebrities
14. from forums and discussion groups
15. from internet portals
16. from other sources
17. I do not look for such information

Q9. Do you participate in discussions about organic products on social media?

1. Yes, I ask questions to obtain information that interests me
2. Yes, I like to comment on online forums to share my experiences
3. Yes, I use recommendations from other people, especially experts
4. I only read texts posted in the media (articles, blogs, podcasts, etc.)
5. I watch advertisements for organic products
6. I do not participate in discussions on this topic
7. I do not read materials on this topic

P10. Why do you not participate in discussions about eco-friendly products on social media?

1. I don't like to actively participate in discussions on social media in fear of confrontation
2. I don't see the point in discussing things with strangers
3. I don't have enough knowledge to comment on this topic
4. I don't see the need to discuss this topic
5. I do not care about environmental issues

P11. Why don't you read materials about eco-friendly products?

1. I don't read much
2. I rarely see such content
3. I don't like the form of these materials
4. The content presented is not very credible
5. I am not interested in this topic

P12. How would you rate your knowledge of organic food products available on the market?

1. I try to keep up to date with this topic
2. I am only familiar with the products I buy most often
3. I do not take any steps to expand my knowledge on this topic – I only know what I happen to see in stores, read/see in the media, or hear from friends
4. It's hard to say
5. I don't know anything about organic food products

P13. What are your main reasons for buying organic food products?
Please select up to 3 answers
1. concern for the environment
2. concern for my own health
3. concern for the health of my loved ones
4. caring for my well-being
5. caring for my appearance
6. better taste of organic products
7. striving to achieve the lifestyle promoted on social media
8. the trend of buying organic products
9. other

P14. What guides you when choosing organic food?
Please select up to 3 answers
1. product composition
2. product quality
3. product brand
4. certificate confirming the organic nature of the product
5. origin of the product
6. eco-friendly packaging
7. price
8. place of purchase
9. promotion of this food
10. opinions of friends and family
11. expert opinions
12. product recommendations on favorite social media sites (including those of favorite influencers, celebrities, etc.)
13. trends
14. other

P15. Please indicate in which stores/places you most often buy organic food
Please select up to 3 answers
1. in specialty stores with organic products
2. in supermarkets or hypermarkets
3. in small local shops
4. directly from the manufacturer
5. in online stores
6. through social media
7. at fairs/markets, market halls
8. in other places

Q16. How do you react to information about organic food presented in social media?
Please select up to 3 answers
1. It stimulates my interest more than information from other sources
2. They greatly expand my knowledge of organic food
3. I like the form of these messages because it is attractive
4. It stimulates positive emotions related to health protection
5. They increase my sensitivity to environmental issues
6. They influence my intention to purchase organic products
7. They encourage me to buy organic products
8. They do not elicit any significant reaction from me

P17. Please indicate the characteristics of an organic food product
1. it has an organic certificate
2. no artificial fertilizers are used in its production
3. the production process follows strictly defined organic farming rules
4. no genetically modified ingredients are used in its production
5. it has labels indicating the origin of the raw materials used in its production

6. the use of pesticides (even natural ones) and additives is limited in its production
7. I have no opinion

P18. Before buying organic food...

1. you browse reviews and information available on the Internet and then buy organic products at a physical point of sale
2. you search for products and information about them in the real world, and then make your purchase online
3. you browse reviews and information available on the Internet (including social media), and then buy organic products online
4. You only use information presented on social media and make your purchase through these media
5. you search for products and information about them in the real world and make your purchase there

P19. How would you rate information on organic products in social media? Please select up to 3 answers

1. This information is presented in an attractive, accessible form
2. This information significantly expands knowledge about ecology and organic products
3. I consider it to be more reliable than information presented in other sources
4. I have more confidence in information on social media
5. The credibility of information on social media is similar to that of other media, but I prefer to use social media
6. I have no opinion

P20. Please assess whether, in your opinion, the scope of individual activities related to the organic food offer should be increased, reduced, or remain at the current level?

Activities	The scope of application should be increased	The scope of application should remain unchanged	The scope of application should be reduced
1. television advertising			
2. radio advertising			
3. press advertising			
4. billboard advertising			
5. placement of eco-friendly products in TV series and films			
6. sponsored articles			
7. information on manufacturers' and retailers' websites			
8. online advertising campaigns			
9. information posted on social media by manufacturers and retailers of organic products			
10. cooperation of manufacturers and sellers of organic products with influencers, bloggers, YouTubers, etc.			
11. dedicated stands/shelves with organic products placed in attractive locations in stores			
12. placing information in newsletters published by stores			
13. tastings			
14. price discounts			
15. online sales			
16. educating customers in cooperation with the media			
17. engaging and involving consumers in the process of creating organic food offer by inviting them to submit ideas for new solutions			

Q22. In your opinion, what are the main reasons for limiting or giving up organic food purchases in China?

Please rate on a seven-point scale, where 1 means low importance of the factor and 7 means high importance of the factor.

	Low importance		Moderate importance		High importance		
	1	2	3	4	5	6	7
1. some products are not available							
2. low awareness of certificates							
3. high price of organic products							
4. insufficient information about the offer							
5. underdeveloped distribution network							
6. customers preferring conventionally produced products							

7. insufficient consumer education on ecology							
8. low environmental awareness among consumers							
9. low trust in organic products							
10. low effectiveness of marketing messages							
11. lack of adequate support from the state							

P23. What values are most important to you?
Please rank the values from most important to least important

1. health
2. inner harmony
3. contact with nature
4. safety, knowledge
5. education
6. high material status
7. pleasure
8. a life full of experiences
9. self-respect
10. personal development
11. self-fulfillment
12. freedom
13. love
14. friendship
15. family life
16. actions for the benefit of the environment