

CHINESE ETHICAL CONSUMERS ON SOCIAL, CULTURAL, INTERNATIONAL MARKETING FACTORS AFFECTING THAILAND'S ORGANIC RICE CONSUMPTION

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Abstract

This study analyzed ethics on social, cultural ethics, and international marketing factors which affected Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption. The quantitative research employed 25 factor questionnaires on research samples consisting of 320 Chinese consumers from four major Chinese cities (Beijing, Shanghai, Zhuhai, Chongqing), obtained by random sampling technique. Data was analyzed using exploratory factor analysis, and confirmatory factor analysis, including Structural Equation Modeling (SEM). The results showed that social ethics, cultural ethics, and international marketing ethics positively affected Chinese consumers' ethical judgment, and Chinese consumers' ethical judgment was positively affected by purchase decision making toward Thailand's organic rice consumption. Social, cultural, international marketing are positive ethical factors that affect purchase decision making respectively through Chinese consumers' ethical judgment as mediators. The strategic suggestions of this study involved the beneficiaries' relationship with various stakeholders in Chinese import and export organizations, vendors, and consumers including the local community and government agencies.

Keywords: Chinese Consumer, Ethical Judgment, Ethical Purchase Decision, Thailand's Organic Rice Consumption, PRC

Introduction

The Twentieth Century has portrayed the agricultural modernization that had a long-lasting impact on rural areas and societies. The adverse effects of industrialized agriculture on social, ecological, and economic sectors have awakened policymakers to realize the importance of organic agriculture

and sustainable food production (Peng & Berry, 2019). Consumers have become increasingly aware of food safety and quality issues. Educated societies prioritize health, including children's health, and demand nutritious and naturally produced foods (Nicholas & Will, 2017). In the last decades, an increase in research trends on organic foods is emerging.

Organic food products are perceived as being more nutritious and healthier, safer and environmentally friendly. They contain fewer chemical residues and taste better than conventional food; hence, consumers are willing to pay a premium price to eliminate pesticides in organic food (Krystallis et al., 2006).

Agriculture is the most critical sector for sustaining economic growth and reducing poverty. From the total land in Thailand of holdings, 116.5 million units of land, about half of the area (50.8%) as the area under rice, 50% of the total population, or 5.8 million households, are engaged in agriculture (National Statistical Office of Thailand, 2013). The growth of green consumers, there is also a significant increase in the demand for organic food (Lee & Yun, 2015) by changes in their attitudes, beliefs, values and motivations regarding food security and the consumption of certain food products (Simmonds & Spence, 2017). Thailand is the world's largest rice exporter to China with valued 9,336 million baht in 2019. In 2020, rice export to China valued 8,427 million baht. In 2021, rice export to China is 40,492 million baht. Steadily at the top 2 of the rice exported country to the world population (Thai Rice Exporters Association, 2023). China has its organic production, though, consumers' consumption does not meet its domestic demand for certain organic products. The growing demand for chemical-free and healthy food in China: The People's Republic of China (PRC or China) and other developed countries reflects the presence of widespread organic food markets worldwide. This translates to tremendous

potential for exporting Thai organic rice to China market.

Recently, shocking words such as melamine, gutter oil, Sudan red, lean meat powder, and malachite green have been appearing in Chinese media with an unprecedented frequency of good practice. The unethical events associated with these terms have attracted ethical concerns among consumers and further promoted the growth of ethical consumption in China. Chinese consumers have become more healthy and focused on food and nutritional qualities. Growing health concerns means fostering an opportunity for developing the green food market (Liu et al., 2013). To better understand Chinese consumers' ethical purchase decision process toward Thailand's organic rice consumption, the study would be crucial issues to focus on this title and gaps for research implementation and results.

Objectives

The study penetrates into the key current marketing factors of organic rice consumption in China with the following objectives:

1. To study the consumer's judgments influence on the purchase behavior process associated with decisions concerning organic rice on perceived ethical issues.
2. To analyze the key factors (social, cultural, and international marketing ethics) are affected Chinese consumers' ethical purchase decision toward Thailand's organic rice consumption.

3. To find out the causal model of Chinese consumers' ethical purchase judgment decision toward Thailand's organic rice consumption.

Literature Review

As natural resources grow scarcer and environmental problems for consumers become more severe, sustainable consumption and green consumer behaviors have flourished and are attracting more attention recently (UN General Assembly, 2015). Food consumption is a major issue of sustainable consumption and production. Furthermore, it has been playing a crucial role in society the importance of sustainability because of its impact on the environment, individual and public health, social cohesion, and the economy (Reisch et al., 2013). China, as the world's largest food consumer, has been proactively implementing a sustainable development strategy. Chinese consumers have become on healthy food and nutritional qualities. Growing health concerns means fostering an opportunity for the organic food market expansion (Liu et al., 2013). These green consumers are driven by changes in their attitudes, beliefs, values motivations regarding food security, and the consumption of organic food products (Simmonds & Spence, 2017).

Examining consumers' awareness of organic food has been well-developed in North America and Western Europe (Bonti-Ankomah & Yiridoe 2006). The handful of studies in relation to organic food consumption have been conducted in Asian countries such as Japan, Taiwan, India, Thailand. As best as can

be ascertained, very few studies of this nature have been undertaken in China (Yin, 2008; Yin et al., 2010). Yin et al. (2010) claimed that none of the previous studies has analyzed factors that affect consumers' choice of organic food in the mainland Chinese market. Their study revealed that consumers' intention to purchase organic food was influenced by their level of income, degree of trust and acceptance of organic food, as well as health-related issues. Baoguo and Laksitamas (2020) had been explored Chinese consumers' attitudes, pre-evaluation and purchase intentions toward Thailand's organic rice based on marketing ethics.

Social Ethics

A food product containing a quality label, such as an organic label, is perceived as more "valuable" by consumers' perception the label "guarantees" quality in a more easily identifiable way (Krystallis et al., 2006). Unfair pricing is a common problem of marketing ethics. The retailers hold more responsible for increased prices to meet market demand, whereas the manufacturers should be responsible for pricing in the supply decrease condition (Ratchford, 2014). Fairness judgments give rise to emotions that manifest themselves as consumer satisfaction or dissatisfaction with the seller of the product (Xia et al., 2004). There is considerable controversy in the advertising of the food industry, a serious ethical issue is advertising to children (Bakir & Vitell, 2010). Organic food claim is another arena in which deceptive advertising claims are often made. Consumers must shop carefully on the

reputation of the seller's reputation (Alan, 2016). Bartels (2007) was the first to recognize the importance of the role of culture in ethical decision making in marketing. Based on the above discussion, it is postulated that H1: Social ethics have positively affected on Chinese consumers' Chinese consumers' ethical judgment.

Cultural Ethics

According to Bodley (2011), culture resides in learned behavior shaping consciousness prior to behavior. As cultural differences influence both perceptions and behaviors of consumers in different countries, different cultural dimensions are likely to have implications for ethics and green consumption values (Aertsens et al., 2011). An appropriate language selection for product labels or packages is important in order delivering an effective message to consumers (Gannon & Pillai, 2016). The packaging can directly influence the consumer's decision to make a purchase (Meyers & Lubliner, 1998). Religion and culture are interrelated constructs, religion provides the reason for being ethical and the points of reference for evaluating conduct both affect the value system of its adherents (Peattie, 2010). Country-of-origin organic food products shaping consumers' perceptions, preferences and buying behavior is one of the oldest and most widely researched topics in the global marketing and consumer behavior literature (Dekhili & Achabou, 2014). Based on the above discussion, it is postulated that H2: Cultural ethics have positive affected on Chinese consumers' ethical judgment.

International Marketing Ethics

Country-of-origin (COO), is a relevant attribute for organic food products. COO is an extrinsic quality cue that is not a physical part of the actual product like other extrinsic cues such as packaging, advertising, type of outlet, and brand name (Steenkamp, 1989). Consumers are presented with a variety of organic products from foreign country-of-origin (COO), and presumably consider and develop preferences based on this characteristic (Sahota, 2015). Technology has driven new and growing fields, which have significant implications for businesses and the ethical issues. One of the most important ethical issues concerning doing business over the Internet is the question of invasion of consumer privacy (Dick, 2015). In making ethical judgments, the prevailing norms of acceptability regarding technology must be tested by the principles of fairness and justice, protection of rights, utilitarianism, and other applicable ethical guidelines (Michael, 2016). Based on the above discussion, it is postulated that H3: International marketing ethics have positive affected on Chinese consumers' ethical judgment.

Ethical Judgments

Many consumers have dealt with motivations to purchase organic food, including health concern, environmental concern, food safety, sensory variables, ethical concerns, including value structure (Baker et al., 2004). Issues of fairness, justice, right, and wrong are central to the subject of ethics and evaluating the extent to which an action is right or wrong is the focus of ethical judgments (Carroll &

Buchholtz, 2017). The definitions of ethical judgments from two of the most oft-cited models of ethical decision are the Hunt-Vitell model and Rest's four-component model. Hunt and Vitell (1986) define ethical judgments as "the belief that a particular alternative is the most ethical alternative". Rest (1986) defined ethical judgment as "a psychological structure that represents a person's determination that one course of action is morally correct and the other course of action is morally wrong under certain circumstances". The roles of face consciousness and group conformity play differently and more significantly among Chinese consumers than Western consumers during the consumption process (Mak et al., 2009). Chinese consumers are more likely to be influenced by their group members, who tend to present similar consumption behaviors (Xiao & Kim, 2009).

Ethical Purchase Decision

Previous research indicated purchase decisions were basic on the judgment of values in products (Graf & Maas, 2014). However, based on Hunt and Vitell (1986) developed a model of the "General Theory of Marketing Ethics", this model explained the "individual process of incorporating moral philosophies into ethical decisions for more cognitive perspective". They also stated that individual uses two theories or philosophies (deontology or teleology) for ethical judgments. Ferrell et al. (1989) presented a synthesis model are problem recognition, search for alternatives, evaluation, selection, outcome. Kelley and

Elm (2003) described an increased focus on organizational factors that significantly influenced on decision maker's experience of the ethical issue. Windsor (2006) suggested a complete model handle consumers' patterns of behavior. The model explained that attitude is in five steps: detecting the problem; searching for information; assessing the substitutes; taking the decision; post-purchase decision. Silverman (2011) further developed a decision model which consisted of five phases. The phases are problem recognition, seeking information, evaluation, purchase decision, and post-purchase attitude. Based on the above discussion, it is postulated that H4: Chinese consumers' ethical judgment has a positive affected on ethical purchase decision.

Ethical Judgment as a Mediate Effector

The definition of ethical judgment by Hunt and Vitell (1986) is the belief that a particular option is the most ethical choice "Issues of justice, fairness, right and wrong evaluation focus (Carroll & Buchholtz, 2017)".

H5: The mediating effect of Chinese consumers' ethical judgment through social ethics positively affected on ethical purchase decision on organic rice consumption.

H6: The mediating effect of Chinese consumers' ethical judgment through cultural ethics positively affected on purchase decision on organic rice consumption.

H7: The mediating effect of Chinese consumers' ethical judgment through internal marketing ethics positively affected on purchase decision on organic rice consumption.

Conceptual Framework and Hypothesis

This framework is embedded in three underpinning theories, which are: the Consumer Decision Process (CDP) model developed by Schiffman and Wisenblit (2019), and the Theory of Planned Behavior (TPB) developed by Ajzen (2005). The three dimensions of the conceptual framework are influenced by the consumer's cognitive and evaluation of alternatives, ethical judgments ethical purchase decision. Essentially, the proposed conceptual framework is a staged model which assumes that consumers move through a rational ethical problem-solving process in ultimately purchasing organic rice food. This decision process in consumers' minds (cognitive and

affective factors) involving the search and of information processing. As a result of the extensive literature review of organic food studies, it is decided to include the following relevant constructs that influence Chinese consumers' ethical judgment, and ethical purchase decision making toward Thailand's organic rice based on marketing ethics: social ethics, cultural ethics and international marketing ethics. The research conceptual framework and relevant hypotheses are developed in Figure 1. The research framework for Chinese consumers' ethical purchase decision toward Thailand's organic rice consumption (Carroll & Buchholtz, 2017; Kotler & Keller, 2016).

Marketing ethics on organic rice Chinese consumers' ethical purchasing process

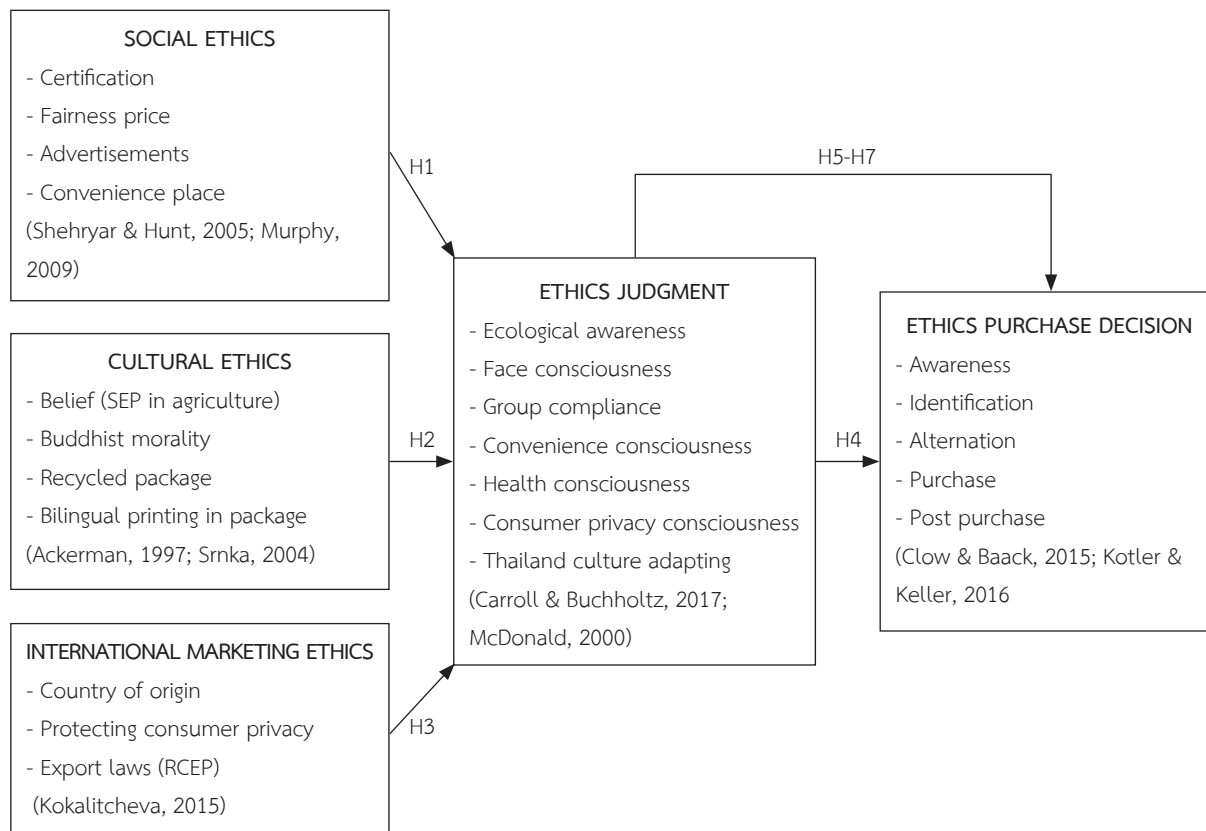


Figure 1 The research framework for Chinese consumers' ethical purchase decision toward Thailand's organic rice consumption

Methodology

The Questionnaire'S Design

The questionnaire contains four parts. Part one, the basic information of respondents. Part two, social ethics, and cultural ethics and international marketing ethics influence Thailand's organic rice consumption. Part three, factors influence PRC consumers' ethical judgment. Part four, factors influence PRC consumers' ethical purchase decision. The original survey instrument comprised 25 statements. Likert five-point Scale (5-Point Scale) was used in the study.

Sampling Design

The quantitative research was the collection of quantitative data via 30 valid online surveys as the pilot study to modify the survey instruments. Later 200 paper-based surveys (offline) were obtained from four major Chinese cities (Beijing, Shanghai, Zhuhai, Chongqing). The 120 online surveys were via the wjx platform (A professional questionnaire collection Platform in China). Typically, the minimum sample size for SEM is 100-150

(Tabachnick & Fidell, 2013). Some researchers consider a larger number, for example, Kline (2023) suggested that 200 is the minimum sample size to conduct a SEM analysis. The paper-based surveys were implemented by distributing them in large supermarkets and conducting selective interviews.

Research Tool

The questionnaire contains basic information about respondents. Factors on social ethics, and cultural ethics and international marketing ethics influence Thailand's organic rice consumption. Factors influence PRC consumers' ethical judgment and factors influence PRC consumers' ethical purchase decision. The original survey instrument comprised 25 statements. Likert five-point Scale (5-Point Scale) was used in the study. The facts and statistics collected for reference in exploratory factor analysis, confirmatory factor analysis and structural equation analysis.

Results

Descriptive Statistical Analysis

Table 1 Demographic characteristics of respondents (n = 320)

Personal Information	Characteristics of Sample	Sample Number (n = 320)	Percent (%)
Gender	Female	182	56.88
	Male	138	43.13
Age Group	18-30	87	27.18
	31-45	161	50.31
	46-60	68	21.25
	≥61	4	1.25

Table 1 Demographic characteristics of respondents (n = 320) (Cont.)

Personal Information	Characteristics of Sample	Sample Number (n = 320)	Percent (%)
Education Level	Senior school and below	7	2.19
	College or university	249	77.81
	Postgraduate or above	64	20.00
Income per Month (RMB)	Under 2,000	15	4.68
	2,001-4,000	38	11.88
	4,001-6,000	89	27.81
	Above 6,001	178	55.62
Types of Households	Single	41	12.81
	Single live with parents	44	13.75
	Couples without children	24	7.50
	Couples with children under 6 years	134	41.88
	Couples with children over 6 years	77	24.06

Table 1 indicated that data cover a variety of respondent which were representative of Chinese consumers' ethical purchase decision toward Thailand's organic rice consumption. Data indicated that more than half of the 320 samples were female (182 and occupied 56.88%), 138 of them were male, occupied 43.13%. In terms of age, 31 to 45 followed a total of 161 and occupied 50.31%. Regarding the educational backgrounds of respondents, (249) 77.81% of them were college or university, (64) 20% of them were Postgraduate or above of respondents. From the income side, 178 samples, the majority of them above 6001(RMB) per month, they were 178, occupied 55.62%. Types of households, single respondents were 41 (12.81%), 44 (13.75%) respondents

were single live with parents, couples with children under 6 years were the majority were 134 (41.88%), couples with children over 6 years were 77 (24.06%).

Reliability and Validity

The Item Objective Congruence (IOC) Index is used as the basis for screening the item's quality. In each item, the experts are asked to determine the content validity score: The score = 1, if the expert is sure that this item really measured the attribute. The score = -1, if the expert is sure that this item does not measure the attribute. The score = 0, if the expert is not sure that the item does measure or does not measure the expected attribute. The items that had scores lower than 0.5 were revised. On the other hand, the items that

had scores higher than or equal to 0.5 were reserved (Rovinelli & Hambleton, 1977). In this process, the questionnaire was checked by five experts from China, including two associate professors in from a foreign language school and three doctors in a business school, all the questions were clearly measured related between contents validity and research objectives.

The questionnaires were pretested by a representative sample ($n = 320$) from the population of this study. The results of Cronbach's alpha were checked for their reliability to be higher than 0.70 or 70 percent (Cronbach, 1990). The Kaiser-Meyer-Olkin (KMO) values exceeded the recommended value of 0.7. Bartlett's test of sphericity value was significant ($p < 0.05$) (Pallant, 2007). There

were 25 observed variables to measure 5 latent variables, the summary of Cronbach's alpha to social ethics that included 5 observed variables was 0.769. The cultural ethics included 5 observed constructs with 0.731 of Cronbach's alpha. The Internal marketing ethics included 3 observed measurement constructs with 0.849 of Cronbach's alpha. There were 6 measurement constructs to latent variable ethical judgment with 0.792 of Cronbach's alpha, and 6 measurement constructs to ethical purchase decision making with 0.834 of Cronbach's alpha. According to the KMO of all dimensions in this study is greater than 0.7 Bartlett's tests of sphericity were less than the significant level of 0.001, so there were suitable for factor analysis in Table 2.

Table 2 Summary of Cronbach's alpha

Dimension	KMO	Bartlett's test of Sphericity		
		χ^2	df	p-value
Social Ethics	0.785	230.945	10	0.000***
Cultural Ethics	0.774	175.869	10	0.000***
Internal Marketing Ethics	0.839	394.270	3	0.000***
Ethical Judgment	0.872	975.650	15	0.000***
Ethical Purchase Decision Making	0.843	453.673	10	0.000***

Exploratory Factor Analysis

For checking the constructs' validity, exploratory factor analysis was used in the analytical method. Exploratory factor analysis for multiple-item constructs is recommended before assessing reliability (Gerbing & Anderson, 1988). Hair et al. (2010) suggested that the interpretation of factor loading depends on practical significance. There exists a rule of

thumb for the significance of factor loading greater than 0.6 were considered to meet the minimum level, and more than 0.7 were considered more important, more than 0.8 or greater were considered practically significant (Hair et al., 2010). That means 25 observed variables are suitable for Structural Equation Modeling (SEM) analysis in Table 3.

Table 3 Factor loading and model goodness fit statistics of Chinese consumer's ethical purchase decision making process model (n = 320)

Unobserved Variables	Observed Variables	Factor Loading: λ				
		AVE	CR	St. Loading Factor	Z	P
Social Ethics	SE1	0.734	0.856	0.854	-	-
	SE2			0.783	17.901	0.000
	SE3			0.743	14.795	0.000
	SE4			0.749	15.439	0.000
	SE5			0.827	18.929	0.000
Cultural Ethics	CE1	0.655	0.781	0.746	-	-
	CE2			0.775	16.991	0.000
	CE4			0.673	14.735	0.000
	CE5			0.736	15.536	0.000
Internal Marketing Ethics	IME1	0.784	0.875	0.854	-	-
	IME2			0.785	17.911	0.000
	IME3			0.735	14.795	0.000
Ethical Judgment	EJ1	0.695	0.741	0.721	-	-
	EJ2			0.664	14.691	0.000
	EJ3			0.693	14.895	0.000
	EJ4			0.729	15.639	0.000
	EJ5			0.756	16.299	0.000
	EJ6			0.842	19.142	0.000
Ethical Purchase Decision Making	EPDM2	0.776	0.842	0.746	-	-
	EPDM3			0.683	15.791	0.000
	EPDM4			0.815	18.895	0.000
	EPDM5			0.746	16.703	0.000
Model Goodness-of-fit Statistics		Acceptable Levels Criteria		Hypothesis Model		
Chi-square statistic		-		162.341		
Df		-		87.000		
CMINDF		<3.00		1.931		
p-value		>0.05		0.217		
GFI		>0.90		0.941		
AGFI		>0.90		0.934		
RMR		<0.05		0.036		
RMSEA		<0.10		0.081		
CFI		>0.90		0.916		
IFI		>0.90		0.933		
NFI		>0.90		0.908		
TLI		>0.90		0.941		

Results of Hypotheses Testing

The hypotheses mode for this study fitted the data well as above. All structural paths shown in the model were statistically

significant at $p < 0.01$. Structural paths and their estimates were summarized with the results of hypotheses tests in Table 4.

Table 4 Summary of structural paths and hypothesis testing results, standard estimates (n = 320)

H	From	To	Hypothesis Results			
			Direct Effect	Indirect Effect	Hypothesis Relation	Hypothesis Support
H1	SE	EJ	0.514***	-	positive	accepted
H2	CE	EJ	0.485***	-	positive	accepted
H3	INM	EJ	0.626***	-	positive	accepted
H4	EJ	EPDM	0.781***	-	positive	accepted
H5	SE	EJ EPDM	-	0.401***	positive	accepted
H6	CE	EJ EPDM	-	0.379***	positive	accepted
H7	INM	EJ EPDM	-	0.494***	positive	accepted

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Discussion

All hypotheses tested by using a structural equation modeling method indicated that all hypotheses were statistically significant. The results showed that ethical judgment was positively impacted by social ethics ($\beta = 0.514^{***}$), which is consistent with expectation. This result supports previous studies on organic food claims in which deceptive advertising is often made. Sellers must be aware and hope that the seller's reputation is based on a high ethical standard (Alan, 2016). The marketing solution is to make sure strict quality certification (Ellis et al., 2008). Social ethics (H1) in addition, social ethics support individual role in society (Reisch et al., 2013), health concerns (Liu et al., 2013), changes in values, beliefs, attitudes, motivations (Simmonds & Spence, 2017).

Ethics on culture has a positive affected influence on Chinese ethical judgment (H2) through integrated factors of cultural ethics ($\beta = 0.485^{***}$) affecting Thailand's culture (Buddhism as the main religious belief of values and norms) (Karande et al., 2002) in perceptions (Aertsens et al., 2011), reference for evaluating conduct (Peattie, 2010) and international market ethics ($\beta = 0.626^{***}$) of (H3) in the sector of organic food has been one of the fastest global food markets, consumers have been offered a variety of organic rice products and presumably, consider and develops preferences based on these characteristics of Sahota (2015). Ethical purchase decision is positively impacted by ethical judgment ($\beta = 0.781^{***}$) (H4) based on ethical judgments right or wrong evaluation (Carroll & Buchholtz,

2017) influence group member (Xiao & Kim, 2009). This result supported a previous study by Jones (1991) on values in the product (Graf & Maas, 2014) on decision processes (Silverman, 2011). Ethical judgment as mediator: ethical purchase decision positively impacted by social ethics ($\beta = 0.401^{***}$), (H5) cultural ethics ($\beta = 0.379^{***}$), (H6) and international market ethics ($\beta = 0.494^{***}$) (H7) all on standardized regression weights, that confirmed social ethics, cultural ethics, international marketing ethic positively affected Chinese consumers' ethical judgment toward Thailand's organic rice consumption and purchase decision. Social ethics, cultural ethics and international marketing ethics positively affected purchase decisions through Chinese consumers' ethical judgment as mediators.

Conclusion

This paper illustrates the crucial ethical marketing leadership in PRC consumers' purchase factors of the social, cultural, international market affecting Thailand's organic rice consumption. The study prevails that internal marketing ethics is the most important in line with social and cultural ethical factors. Stressfully, the importance that the interconnection between the problem of task and responsibility allocation always has some difficulty in implementing marketing ethics.

This research provides empirical testing of relationships that have not been subjected to empirical testing in the past through the current transformation of organic agriculture rice consumption in China. Chinese consumers'

lifestyle and consumption mode with "organic" social responsibility, sustainability, ecology, safety and health had gradually formed. Traditional plantation, processing and services began to change, and ethical elements were incorporated into the whole process of agricultural production. Mainstream Chinese consumers are increasingly concerned about ethical attributes of consumption and their impact on ethical purchasing decision.

By taking an integrated approach, the largest theoretical contribution of this study is conceptual refinement, operation, measurement development, and test of prudent dimensions of social, cultural, international marketing ethics on Chinese consumers' purchasing decision process of judgment. This study included demographic profile and why and slow process of marketing ethics.

The study is the first explorative analysis of Chinese consumers' ethical judgment from the sides of face consciousness and group conformity. It helps to transform Chinese consumers' ethical judgment to clear and specific implementation for ethical purchase behavior of organic rice consumption.

Recommendations

Strategic recommendations for consumers: Cultivating ethical consumption lifestyles and shopping patterns. Based on the ethical values and attitudes toward organic consumption, consumers must formulate a clear purchase plan with operability, which will make ethical purchase behavior faster, easier more effective improving consumers' ethical purchasing

ability. The implementations are on consumers actively involving ethical agricultural products, familiar with the place and channel of ethical agricultural products; improve self-control of organic consumption.

Strategic recommendations for enterprises: Setting reasonable prices and improving the distribution channels of organic agricultural products to enhance the consumers' ethical perception. Enterprises should adopt the multi-dimensional marketing mode of combining online and traditional marketing channel; improving the logistics efficiency to keep ethical agricultural products, establishing a traceable identification system to guarantee the consumers' legal rights and interests. Marketers fully demonstrate the benefits of organic agricultural product consumption and expand the word-of-mouth effect. Highlight is on the characteristics and positive images of ethical agricultural consumption to attract high-consumption groups.

Strategic recommendations for government and relevant organizations: Building ethical consumption norms and strengthening ethical consumption education. The government and relevant organizations guide consumers to shape their modern consumption concept by publicizing ethical consumption attitudes through improving the trust mechanisms and establishing an ethical certification. The Chinese consumers' ethical purchase motivation is

mainly derived from the security of personal health and environmental issues. In response to this situation, the government and relevant organizations must improve the inspection of the organic label system, establish traceable organic certification, standardize the trading process, and provide legal protection to enhance consumers' trust mechanism.

Recommendations for further research on the formation mechanism of ethical purchase behavior of organic agricultural products is a relatively new research trend. The recommendation is carried out in the following aspects:

First, continuing longitudinal follow-up research to obtain research data. Adopting a city survey method. Psychological variables related to consumers' ethical intentions undergone investigated, and in the second stage, consumers' ethical purchase behavior in real living scenarios will be investigated. The causal effects between consumers and environmental factors, and fully explore the gradual transition processing factors of ethical purchase behavior.

Cross-culture study: the ethical purchasing behavior of organic agricultural products across regions, cultures, and customs. The decision mechanisms are likely to be different. Exploring key factors among different cross-cultural ethical purchasing behavior of organic agricultural products will be the focus of future research.

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