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**Determinants of Chinese Consumers' Purchase
Intentions for Geographical Indication (GI)
Fruits: An Extended Theory of Planned
Behavior Approach**

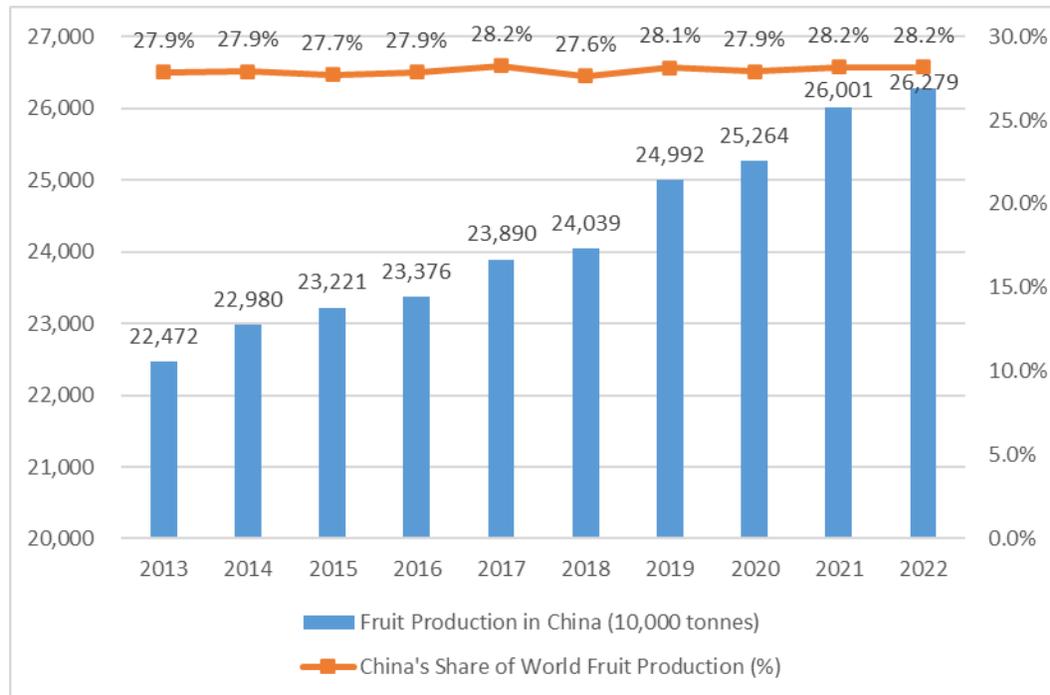
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Presentation Outline

- 1. Background & Research Problem**
- 2. Theoretical Framework & Hypotheses**
- 3. Methodology**
- 4. Results**
- 5. Discussion & Implications**
- 6. Conclusion**

Background

Fruit Production in China and Its Share of World Total, 2013-2021

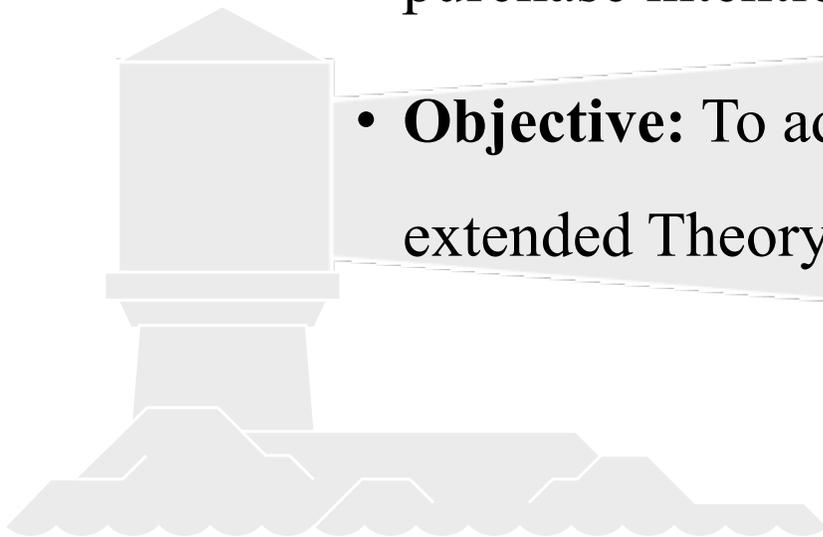


Source: Adapted by the author from FAOSTAT. (2024). *Crops and livestock products*.

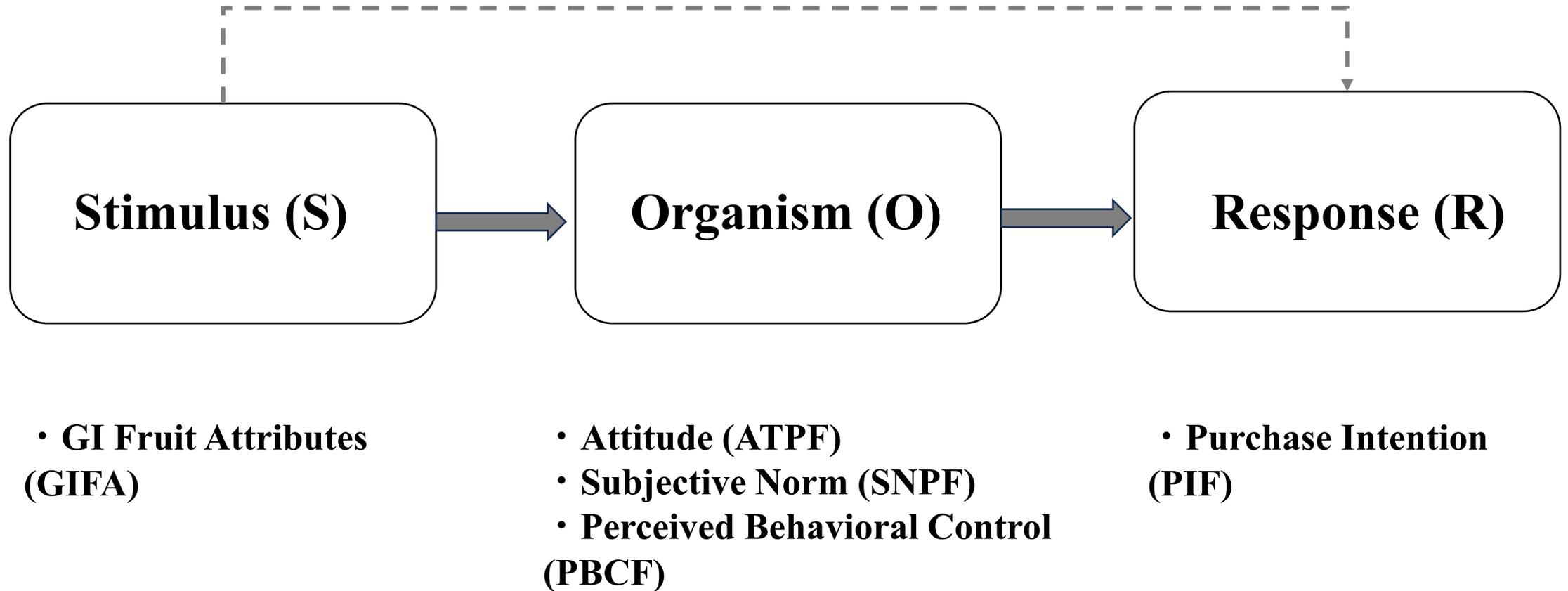
- **Massive Production:** China is the world's largest fruit producer (28.2% of global total).
- **Significant Challenges:**
 - High-end fruit imports
 - IP infringements & oversupply
- **National Strategy:** Strengthening regional brands via **Geographical Indication (GI)**.

Research Problem & Objective

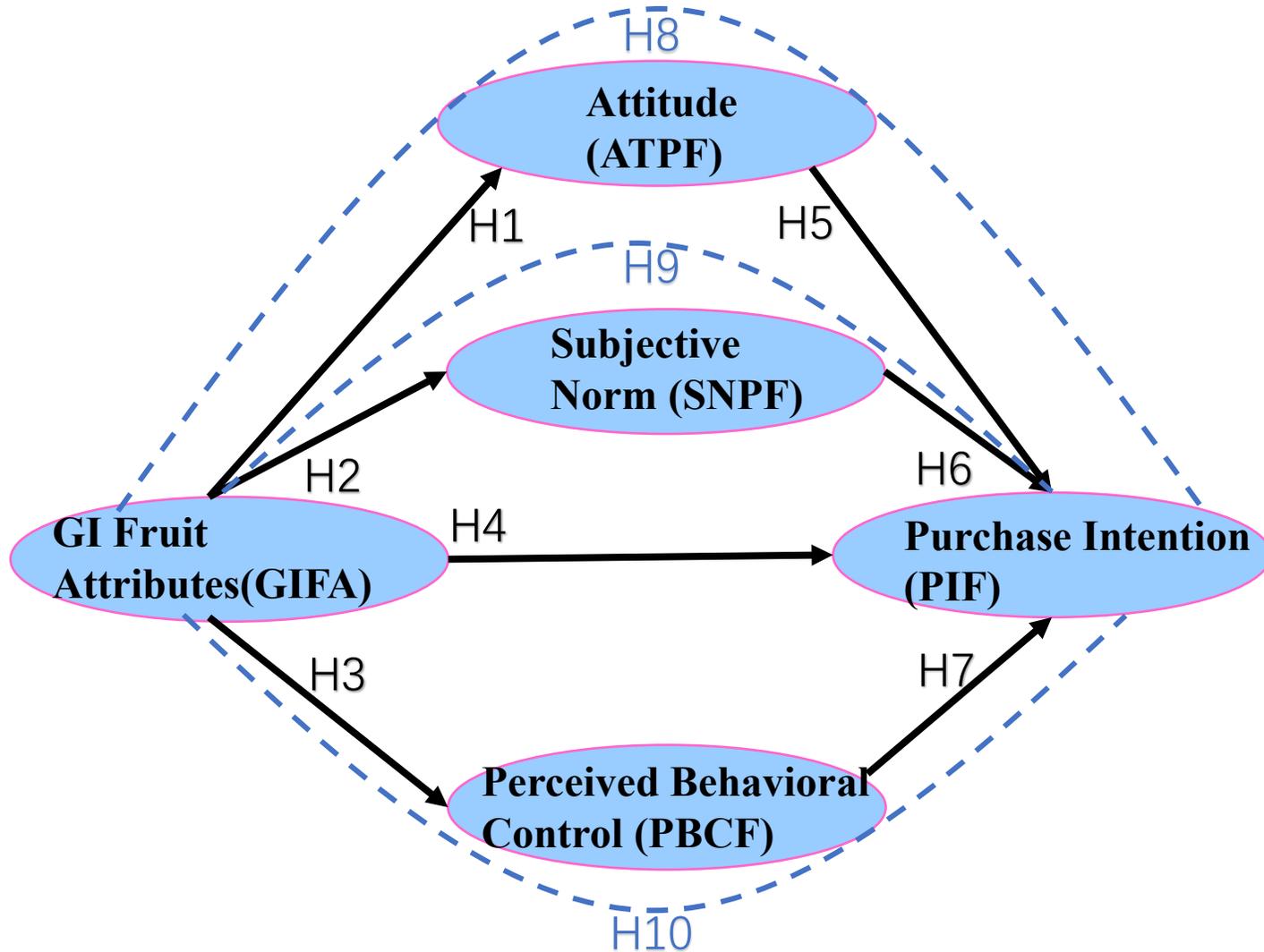
- **Research Problem:** A key strategy (GI) is in place, BUT... there is a **limited understanding** of how consumers actually perceive GI attributes and how these perceptions form purchase intentions.
- **Objective:** To address this gap by developing and testing an extended Theory of Planned Behavior (TPB) model.



Theoretical Framework & Model

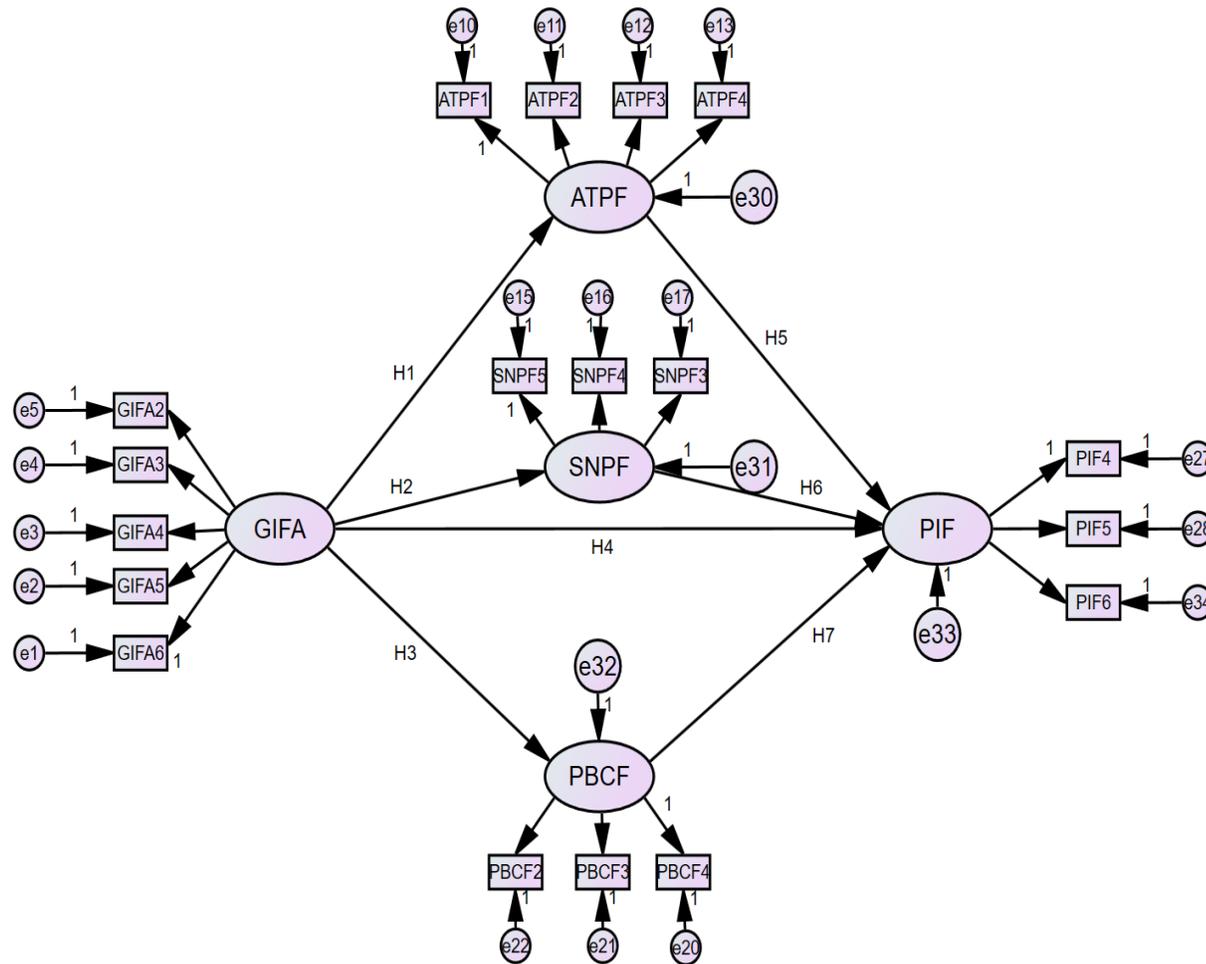


Hypotheses



- **H1-H4:** GIFA will **positively influence** Attitude, Subjective Norm, Perceived Behavioral Control, and Purchase Intention .
- **H5-H7:** Attitude, Subjective Norm, and Perceived Behavioral Control will **positively influence** Purchase Intention.
- **H8-H10:** The effect of GIFA on Purchase Intention is **mediated** by the three TPB constructs.

Methodology



- **Data Collection:** Online survey via 'Wenjuanxing'.
- **Sample:** N = 624 valid responses from 6 key Chinese provinces and megacities (e.g., Beijing, Shanghai, Shandong).
- **Measures:** Items adapted from validated scales (e.g., Ajzen, Batra & Ahtola); 7-point Likert scale.
- **Analysis:** Structural Equation Modeling (SEM) in AMOS 26.

Results: Direct Effects

Hypothesis	path	Standardized Estimate (β)	Unstandardized Estimate (B)	S.E.	t-value	p-value
H1	ATPF \leftarrow GIFA	0.763	0.901	0.084	10.679	***
H2	SNPF \leftarrow GIFA	0.840	1.523	0.132	11.511	***
H3	PBCF \leftarrow GIFA	0.782	0.962	0.088	10.955	***
H4	PIF \leftarrow GIFA	-0.115	-0.149	0.192	-0.777	0.437
H5	PIF \leftarrow ATPF	0.502	0.552	0.092	6.025	***
H6	PIF \leftarrow SNPF	0.283	0.203	0.079	2.551	0.011
H7	PIF \leftarrow PBCF	0.424	0.448	0.103	4.327	***

- **GIFA \rightarrow ATPF, SNPF, PBC (H1-H3): All significant & positive.**
 $\beta = .763^{***}$ $\beta = .840^{***}$ $\beta = .782^{***}$
- **ATPF, SNPF, PBC \rightarrow PIF (H5-H7): All significant & positive**
 $\beta = .502^{***}$ $\beta = .283^*$ $\beta = .424^{***}$
- **GIFA \rightarrow PIF (H4): NOT significant.**
 $\beta = -.115$

Results: Mediation Effects

Hypothesis	Indirect Path	Unstandardized Estimate (B)	Standardized Estimate (β)	95% Confidence Interval (CI)
H8	GIFA→ATPF→PIF	0.497	0.383	[0.278, 0.769]
H9	GIFA→SNPF→PIF	0.309	0.238	[-0.012, 0.712]
H10	GIFA→PBCF→PIF	0.431	0.332	[0.217, 0.821]

- **Mediation via Attitude (H8): Significant** (95% CI did not contain zero).
- **Mediation via PBC (H10): Significant** (95% CI did not contain zero).
- **Mediation via Subjective Norm (H9): NOT Significant** (95% CI contained zero).
- The effect of GIFA on PIF is **almost fully mediated** by Attitude and PBC.

Discussion

- **What does this mean?**



- For premium foods like GI fruits, **personal evaluation (Attitude) and self-efficacy (PBC)** are more critical than perceived social pressure



(Subjective Norm).

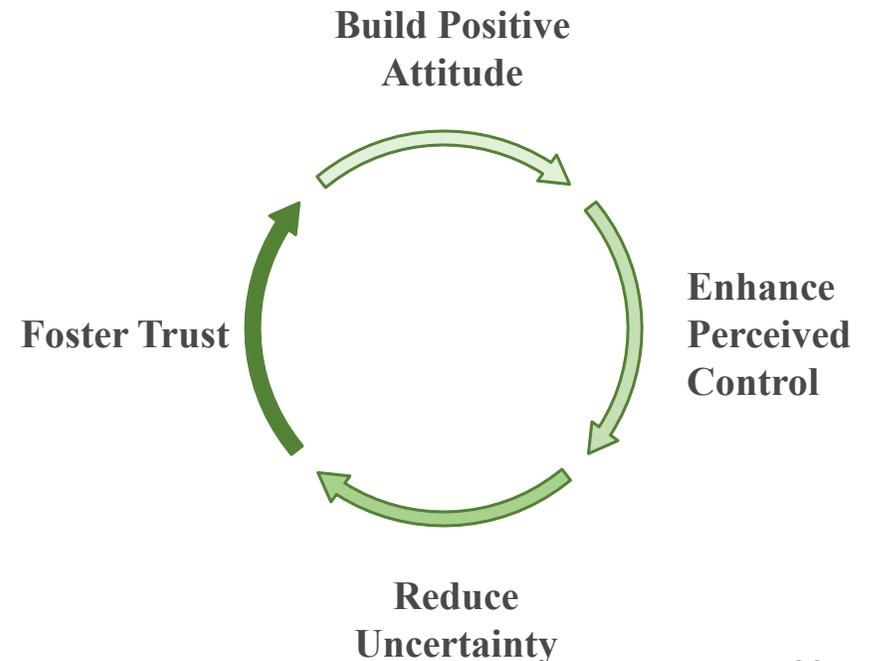


- **Theoretical Contribution:**

- Supports **extending the TPB** by positioning specific product attributes as a key antecedent.
- Demonstrates the value of the **S-O-R framework** in consumer psychology.

Practical Implications

- **It's not about the facts, it's about the feeling.**
- **Marketing Focus:** Shift from listing objective attributes to cultivating subjective psychological benefits.
- **How?**
 - **Build a positive Attitude:** Link origin to superior taste and enjoyment.
 - **Enhance Perceived Control:** Use clear logos and traceability systems to reduce consumer uncertainty and build confidence.



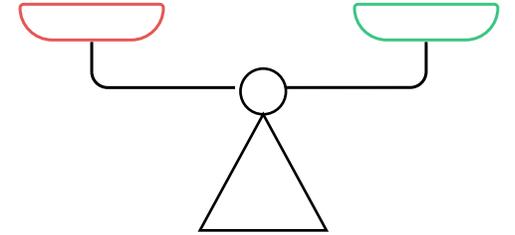
Limitations & Future Research

• Limitations:

- Weak convergent validity for some scales.

• Future Research:

- Develop & Validate Scales: Prioritize the development and validation of more robust scales for the Chinese GI context.
- Explore Deeper Mechanisms: Further explore the mediating and moderating mechanisms between GI fruit attributes and purchase behavior.



Conclusion



- Successful GI branding hinges on a **psychological transformation: turning product facts into consumer confidence and positive feelings.**

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Thank You & Q&A



Thank You!

Questions?