

THE INFLUENCE OF SOCIALLY-ORIENTED AND ENTERPRISE-ORIENTED MANAGEMENT ON EMPLOYEES' WORK ENGAGEMENT

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Abstract

At present, many green food production and management companies still have difficulties in lacking theoretical and practical guidelines on how to produce and sell green food more in line with consumer needs. In this study, the main research purpose is to explore the factors that influence consumers' purchase of green food. Based on the relevant literature, the existing theoretical framework of factors that influence consumers' purchase of green food will be adjusted. Starting from three aspects: personal factors, product factors, and environmental factors, organize a research structure and form a questionnaire to investigate. Based on the results of the survey, through data analysis, find out that the main factors affecting consumers' purchase behavior of green food are price factors and purchase experience, and put forward countermeasures and suggestions.

Keywords: Consumers, Green Food, Purchase Behavior, Influencing Factors

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Introduction

Now, Safe and reliable food has become the common pursuit of all mankind. Especially at home, For more than a decade, Experienced "fake milk powder ", " fake eggs ", " vegetable farm residues exceed the standard" and other food safety problems, People's confidence in the current market for food has been greatly reduced. In this case, Green foods that focus more on safety, nutrition and health are increasingly popular. According to the China Green Food Development Center, The annual domestic sales of green food in 2017 were 403.4 billion yuan, Exports amounted to \$2,545 million, the increase was 4.346% and 1.354% respectively. This shows that the number of green food buyers is increasing, more and more products, the future market will also be bigger and bigger.

But at the same time, because of the late start of green food in China, consumers do not have a deep understanding of it. This is the green food market mixed situation, seriously hit the enthusiasm of consumers to buy green food. However, it is still related to the small scale of green food consumption. If the market of green food can be further expanded, the normative constraints on its development will be more and more perfect. And the development of green food market, and consumers to buy food behavior has a deep relationship. Under this background, it is very meaningful to explore the consumer's purchase behavior and explore its influencing factors at the critical moment of the urgent need for further development of green food in China.

At present, many green food production and management enterprises still lack theoretical and practical guidance on how to produce and sell green food to meet the needs of consumers. The purpose of this study is to help green food related enterprises to develop better.

According to the research needs of this study, this study will combine personal factors, product factors and environmental factors to study the behavior of consumers to buy green food, and put forward the following assumptions:

- H1 : lifestyle has a positive impact on consumers' behavior of buying green food.
- H2 : buying experience has a positive impact on consumers' behavior in buying green food.
- H3 : health awareness has a positive impact on consumers' behavior in buying green food.
- H4 : income levels have a positive impact on consumers' behavior in buying green food.
- H5 : nutrition has a positive effect on consumers' behavior of buying green food.
- H6 : prices have a negative impact on consumers' behavior in buying green food.
- H7 : climate environment has a positive impact on consumer buying green food.
- H8 : shopping environment has a positive impact on consumers' behavior of buying green food.
- H9 : reference groups have a positive impact on consumers' behavior in buying green food.

Methodology

This study mainly adopts the empirical research in quantitative analysis. It includes literature research, questionnaire survey and quantitative analysis.

(1) Literature research.

Through various channels to collect articles related to this subject, read and analyze, from which to get the relevant theoretical knowledge of the subject, lay the foundation for the research. By consulting the domestic research results, analyzing the relevant knowledge theory and practice research results of this research report, grasping the latest research progress, defining the research theme, laying the foundation for this research.

(2) Questionnaire survey.

This study mainly aimed at the behavior of consumers to buy green food to make a questionnaire, through random distribution of the investigation.

(3) Quantitative analysis.

Descriptive statistical analysis and binomial logistics regression analysis were carried out by spss25.0.

Results and Discussion

A total of 303 questionnaires were collected in this questionnaire. After removing the missing questionnaires and screening the questionnaires unless the subjects were investigated, 269 valid questionnaires were obtained, and the effective rate was 88.779. All data analyses below were based on 269 valid questionnaires.

According to the statistics of the gender information of 269 subjects, as shown in Table 1-4-1 and Table 4-Figure 4-1, the total number of, accounting for 30.1%,188 women, accounting for 69.9%, and the number of women is much higher than that of men. This is basically consistent with the sex composition of consumers in the food market.

In the age statistics, as shown in Table 4-2 and Figure 4-2, Seven of the respondents were under 18, 2.6 per cent; 173 persons aged 8~30, 64.3 per cent; 65 people aged 31~45, 24.2 per cent; 46~60, 24, the proportion is 8.9. From that, 18 years old ~45 years old, Of 238, 88.5%, This shows that the majority of the respondents were young people, This group of people is more receptive to new things.

According to the results of investigation and data analysis in this study ,9 hypotheses are proposed at the beginning of this paper ,2 of which are confirmed, and the remaining 7 hypotheses are overturned. As shown in the table below:

Summary of validation results for assumptions

Assumption	Content	Conclusion
H1	Lifestyle has a positive impact on consumer buying of green food	Overruled
H2	Buying experience has a positive effect on consumers buying green food	Confirmation
H3	Health awareness has a positive effect on consumers' behavior in purchasing green food	Overruled
H4	Income levels have a positive impact on consumer buying of green food	Overruled
H5	Nutrition has a positive effect on consumers' purchasing of green food	Overruled
H6	Price has a negative effect on consumers' behavior in purchasing green food	Confirmation
H7	The climate environment has a positive impact on consumer buying of green food	Overruled
H8	The shopping environment has a positive effect on consumers' behavior of buying green food	Overruled
H9	Positive impact of reference groups on consumer buying of green food	Overruled

Note: the author of this study arranges.

Among the assumptions that the conclusion is overturned, H1 hypothesis is not supported by significant influence results in the hypothesis verification stage of this study. The independent variable is "lifestyle" and the dependent variable is "whether consumers have ever bought green food ". The P value of " lifestyle "is 0.991, that is, there is no significant effect of" lifestyle "on consumers' behavior of buying green food. As a result, the hypothesis that H1 lifestyle has a positive impact on consumers' behavior in buying green food is not true.

H3 hypothesis was overturned in the questionnaire reliability and validity test stage of this study. Because of the actual measurements, after the principal component analysis, based on the results of the operation, Options within the health awareness variable have been integrated into the nutritional value variable. And in the "nutritional value" as an independent variable, "Have consumers ever bought green food" is the result of two dependent variables Logistic regression analysis, A P value of 0.738, That is, no significant effect of "nutritional value" on consumer buying of green food has been observed, and the variable of "health consciousness" no longer exists. Therefore, "H3 health awareness has a positive effect on consumers' behavior in purchasing green food" hypothesis is not valid.

H4 hypothesis was also overturned in the questionnaire reliability and validity test stage of this study. After the principal component analysis is carried out to extract the common factor step, the options in the income level variable have been integrated into the price variable. The variable "income level" no longer exists. As a result, the hypothesis that H4 income levels have a positive impact on consumers' behavior in buying green food is not true.

H5 hypothesis was also overturned in the questionnaire reliability and validity test stage of this study. After the principal component analysis, Options within the nutrition variable have been integrated into the nutritional value variable. And as above, among the results of the two Logistic regression analysis, A P value of 0.738, That is, there is no

significant effect of "nutritional value" on consumers' behavior in buying green food. Therefore, "H5 nutrition has a positive effect on consumers' buying of green food" hypothesis is not valid.

H7 hypothesis was also overturned in the questionnaire reliability and validity test stage of this study. After the principal component analysis, based on the results of the operation, Options within the climate variable have been integrated into the shopping environment variable. And in the "shopping environment" as an independent variable, "Have consumers ever bought green food" is a dependent variable Logistic in the regression analysis, A P value of 0.646, That is, there is no significant effect of "shopping environment" on consumers' behavior in buying green food, and the "climate environment" variable no longer exists. Therefore, "H7 the climate environment has a positive impact on consumer buying of green food" hypothesis is not valid.

H8 hypothesis is that the validation phase is not supported by significant impact results. H8 the process of verification, as mentioned above, the independent variable is "shopping environment ", and the dependent variable is " whether consumers have purchased green food ". The P value of "shopping environment" is 0.646, that is, there is no significant effect of "shopping environment" on consumers' buying green food. As a result, the hypothesis that the H8 shopping environment has a positive impact on consumers' behavior in buying green food is not true.

H9 hypothesis is also not supported by significant impact results in the validation phase. Similarly, in H9 validation, the independent variable is "reference group ", and the dependent variable is " whether consumers have ever purchased green food ". The P value of "reference group" is 0.227, and no significant effect of "reference group" on consumer purchasing green food is observed. As a result, the hypothesis that H9 reference groups have a positive impact on consumers' behavior in buying green food is not true.

Among the confirmed hypotheses, H2 hypothesis is supported by significant influence results in the hypothesis verification stage of this study. The independent variable is "purchase experience" and the dependent variable is "whether consumers have purchased green food ". The P : 0.022, of" purchase experience "is less than 0.05 when two Logistic regression analysis is carried out, which proves that the purchase experience will affect whether the sample population has purchased green food. Further interviews show that the more experience you buy, the more consumers tend to buy green food. As a result," H2 buying experience has a positive impact on consumers' buying of green food ." The hypothesis holds.

H6 hypothesis is supported by significant impact results in the hypothesis validation phase of this study. The independent variable is "price" and the dependent variable is "whether consumers have purchased green food ". The P value of" price "is 0.019, less than 0.05, which indicates that the purchase experience will affect whether the sample population has purchased green food. Further interviews show that when prices rise, consumers' willingness to buy green food decreases. As a result," H6 prices have a negative impact on consumers' behavior in purchasing green food." The hypothesis holds.

According to the results of the above research and hypothesis verification, the analysis shows that the price affects the consumer's purchase behavior of green food. The

higher the price, the lower the possibility of buying green food. The higher the level of experience, the higher the probability of sample population buying green food.

This chapter explains the hypothesis and verification, and explains the research conclusion of this study. At the same time, it also puts forward some countermeasures and suggestions to control the value of green food. Guide consumers to increase their buying experience.

Implication of the study

In this study, we explored the influence of six factors in the three aspects of personal factors, product factors and environmental factors on consumers' behavior of buying green food, and achieved certain results. However, due to my limited knowledge, there are still many shortcomings in this study, such as the distribution of sample population is not wide enough, especially the behavior of consumers to buy green food. These deep-seated problems, such as how the factors affect consumers, have not been carried out in this study. Therefore, if time and energy permit in the future, the author hopes to continue to study in this direction and explore the causes of various influencing factors.

Limitations and Recommendations for Future Study

According to the conclusion of this study, the higher the price, the lower the likelihood of consumers buying green food. But the price of green food in the current market is generally much higher than that of ordinary food. So, in order to improve the behavior of consumers to buy green food, we need to work hard on the price and control the price of green food to a level acceptable to consumers. The authorities should start from two aspects, one is to strengthen market regulation, the other is to improve the supply and demand relationship. To strengthen market supervision, it is necessary for the price department to carry out sufficient price investigation, formulate the price standard of the green food sold locally, and carry out strict supervision to crack down on the illegal behavior of speculation and deliberate speculation on the price of green food in the market. To improve the relationship between supply and demand, it is necessary to expand the production scale of green food, so that the supply of green food in the current market will continue to increase. After entering the balance of supply and demand, the price can be controlled at a reasonable level as far as possible.

At the same time, the higher the level of purchasing experience, the higher the likelihood of consumers buying green food. At present, the proportion of consumers buying green food is not high in the overall population, and most consumers prefer the cheaper general food. However, according to this study, consumers who have good experience in buying green food are very likely to buy again. Therefore, how to promote consumers to have the first purchase of green food is very important. The relevant departments can start with improving the level of propaganda and promotion of green food, increase the popularization of the consumption concept of nutritious and healthy green food, and expand the scope and scale of the people who buy green food. At the same time, to do a good job of market supervision, strictly control the quality of green food marketing. If the consumer's first purchase experience is not good, it will bring bad influence to the subsequent green food purchase, which is not conducive to the behavior habit of consumers

to continue to buy green food. Only by improving the quality can the consumer's consumption experience be good and promote the consumer's behavior of buying green food.

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