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Agric. Econ. – Czech

**Chuanmin S., Xiaomin
Y., Yukun Z., Chuanxi
S., Penghui D.:
Consumer behavior on
low-carbon agri-food
purchase: a carbon
labeling experimental
study in China**

**Agric. Econ. – Czech, 60 (2014): 133-
146**

By adopting the scenario experimental methodology of carbon labelling on agri-food products, coupled with 873 questionnaires collected from six cities in China, we made a statistical analysis of different types of consumers' behaviour on the low-carbon agri-food purchase by using the SPSS software. The results indicate that: (1) there are great differences of the low-carbon purchasing behaviour between different types of consumers: male groups at young and middle-aged, especially those who are highly educated and better

paid in economically developed areas, have strong low-carbon product purchasing powers; (2) consumers' low-carbon purchasing behaviour is highly correlated with their preference for low-carbon products; (3) young consumers and some of the high-income consumers have a weak environmental consciousness and; (4) consumer' s perception on government policies and the implementing efficiency shows a positive moderating effect on the consumers' low-carbon purchasing behaviour. Finally, we proposed policy recommendations accordingly based on the findings of this study for further facilitating low-carbon consumption in China.

Keywords:

carbon labelling, low-carbon awareness, potential consumption power, scenario experiment, SNK test

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