



International Research Association for Organic Food Quality
and Health

Seminar the 17th of April

from 9.00-10.00 am CEST online at Zoom

**Beliefs, attitudes, and behavioural intentions of
Chinese consumers towards sustainable food
consumption**

with Speaker,

Dr. Ji Lu

You are invited to a scheduled Zoom meeting. Join:

[https://ucph-
ku.zoom.us/j/67874573215?pwd=mnOSnR3jYREHgfAbJ4Dk6F
3QTYjg44.1](https://ucph-ku.zoom.us/j/67874573215?pwd=mnOSnR3jYREHgfAbJ4Dk6F3QTYjg44.1)

Meeting-ID: 678 7457 3215

Kenncode: 559515

The workshop is free of charge.

Program:

09.00-09.05 am: Welcome by FQH Carola Strassner

09.05-09.35 am: Seminar presentation by Dr. Ji Lu

09.35-09.55 am: Discussion in plenum or break-out rooms
(dependent on the number of attendants)

09.55-10.00 am: Wrap up, presentation of the next workshop
and goodbye!

The speaker of this workshop:



Speaker

Dr. Ji Lu is an associate professor at Dalhousie University in Nova Scotia, Canada. His research focuses on consumer behaviour and sustainable food systems, particularly how attitudes, beliefs, and social contexts influence food choices. Drawing on interdisciplinary frameworks from psychology, marketing, and sustainability studies, Ji's work investigates strategies to promote environmentally responsible consumption in urban and global settings. Through empirical analysis and behavioural modelling, Ji aims to provide evidence-based insights that inform academic research and policies related to sustainable food consumption.

Abstract:

Two empirical studies examined the psychological factors influencing sustainable food consumption in China. The first study investigates organic food consumption in urban China using online survey data. It explores how beliefs, attitudes, social influences, and market conditions collectively shape organic food purchasing behaviour. The findings emphasize the importance of

perceived personal benefits, social norms, and access to products and information in motivating sustainable food choices, showing that ethical considerations are most effective when connected to consumers' practical and experiential values. The second study examines how traditional Chinese health beliefs relate to nutrition and sustainability in food consumption. Based on online survey data, it investigates the psychological mechanisms linking health and sustainability concerns to eating behaviour. The results suggest that traditional health beliefs play a key moderating role in aligning personal health motivations with environmental responsibility, thereby encouraging sustainable eating practices. Together, these studies highlight the significance of culturally rooted beliefs, consumer attitudes, and contextual factors in promoting sustainable food consumption and offer insights for integrating sustainability goals into consumer engagement strategies.