摘 **要**

随着经济的发展和工业化的进程，人们生活水平不断提高，但同时付出的环境代价也令人堪忧。绿色营销就是在这样的背景下兴起的，它强调的是在提升经济发展和利益的同时能够达到可持续发展的要求，经济活动应该降低对环境的污染和威胁，制造出安全和质量可靠的产品。中国食品行业的发展迅速，但伴随其中的食品安全问题成为了社会和消费者最关心的话题。中国消费者对安全、质量可靠、绿色食品的需求不断增加。食品产业的绿色营销趋势日益明显。

本文主要讨论了中国食品产业应该采取怎样的绿色营销策略来满足中国消费者的需求，通过问卷调查、数理统计的实证研究，调查并分析了中国消费者对目前中国食品产业的满意度及对绿色食品的需求，基于此提出中国食品产业绿色营销策略的建议。

文章首先介绍了国内外绿色营销的发展现状和研究成果，分析了目前中国食品产业的现状及存在的问题。文献综述部分是对传统营销和绿色营销的对比分析，绿色营销概念的形成，与其他消费者相比，绿色消费者的特点其消费倾向；及目前绿色营销主要的策略，包括防御性营销和主动性营销，根据营销策略将企业分为极端环保、防御环保、灰度环保及偏向环保。

问卷是本文收集消费者对食品企业绿色营销的倾向性的主要手段。借助

SPSS16.0，作者采用了信度分析、因子分析、聚类分析及交叉列表分析，对问卷的结果进行了数理统计分析。主要结论包括消费者对目前食品产业的满意度及对绿色食品的消费意向，基于因子分析，测试了目前消费者的绿色消费倾向；通过聚类分析，将消费者做进一步的市场细分，并得出相关的人口特征；最后基于消费者对绿色食品的产品特性、价格、购买地点及促销方式的偏好，分析了我国食品产业在进行绿色营销时的营销组合。

**关键字**： 绿色营销；食品企业；营销策略；消费者需求

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本文主要讨论了中国食品产业应该采取怎样的绿色营销策略来满足中国消费者的需求，通过问卷调查、数理统计的实证研究，调查并分析了中国消费者对目前中国食品产业的满意度及对绿色食品的需求，基于此提出中国食品产业绿色营销策略的建议。

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**Appendix**

**中国消费者对绿色食品需求调查**

非常感谢您参与此次的问卷调查。该问卷共三部分，47道题，大概需要5分钟左右的时间。问卷结果只作为学术研究数据，不涉及个人信息。如果您对此次问卷调查的结果感兴趣，请在问卷后留下您的邮箱。

您的：

1. 性别 A男 B 女

2. 居住地（城市名）

3. 年龄

A 18-25 B 26-30 C 31-40 D 31-50 E 51-60 F 60以 上

4. 教育背景

A高中 B大专本科 C研究生 D博士 E海外留学 F其他

5. 收入水平（月收入，人民币）

A 2000 以下 B 2000- 3500 C 3500-6000 D 6000-8000 E 8000-10000 F

10000以上

6. 您对目前我国食品产业的满意程度

A非常不满意B不满意C一般D满意E非常满意

7. 您购买食品时，最关心食品的

A品牌信誉B食品配料C产品标准或认证D价格E其他

8. 食品安全事故是否会影响您购买绿色食品？

A会B不会

9. 您是否购买过绿色食品

A是（请回答10 & 11）B否(请回答12)

10. 您购买绿色食品的频率是

A每天B每周C经常但不确定频率D不经常（请回答12）

11. 促使您购买绿色食品的原因

A产品质量可靠

B企业品牌影响力

C购买的人多

D礼品

E响应和促进食品安全宣传

F好奇

G其他

12. 您不购买绿色食品的原因

A绿色食品安全也不一定可靠

B价格过高

C 可选择种类少

D购买不方便

E品牌知名度低

F不感兴趣

G其他

**第二部分**对于下面的描述，您的态度是

1. 我购买食品时检查是否有绿色标志

A 非常不同意 B 不同意 C一般 D同意 E非常同意

2. 我不会购买有信誉风险的企业的食品

A 非常不同意 B 不同意 C一般 D同意 E非常同意

3. 我会尽量购买绿色食品

A 非常不同意 B 不同意 C一般 D同意 E非常同意

4. 我对关于绿色食品产业的报道感兴趣

A 非常不同意 B 不同意 C一般 D同意 E非常同意

5. 我赞同绿色食品企业的绿色理念

A 非常不同意 B 不同意 C一般 D同意 E非常同意

6. 我愿意资助推动绿色食品发展的活动或宣传

A 非常不同意 B 不同意 C一般 D同意 E非常同意

7. 我参加过推动绿色食品发展得活动或宣传

A 非常不同意 B 不同意 C一般 D同意 E非常同意

8. 我建议朋友家人购买绿色食品

A 非常不同意 B 不同意 C一般 D同意 E非常同意

9. 我非常关心食品质量

A 非常不同意 B 不同意 C一般 D同意 E非常同意

10. 我非常关心食品产业的发展

A 非常不同意 B 不同意 C一般 D同意 E非常同意

11. 食品安全问题让人愤怒

A 非常不同意 B 不同意 C一般 D同意 E非常同意

12. 食品安全问题是企业过来不善的责任

A 非常不同意 B 不同意 C一般 D同意 E非常同意

13. 食品安全问题是政府监控不利的后果

A 非常不同意 B 不同意 C一般 D同意 E非常同意

14. 食品安全问题反应了消费者影响力不足

A 非常不同意 B 不同意 C一般 D同意 E非常同意

15. 食品安全问题并不严重

A 非常不同意 B 不同意 C一般 D同意 E非常同意

**第三部分**以下关于绿色食品的描述，您的态度是

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. 食品质量安全最重要 |  | | | | |
| A 非常不同意  2. 食品配方最重要 | B | 不同意 | C一般 | D同意 | E非常同意 |
| A 非常不同意  3. 食品营养价值最重要 | B | 不同意 | C一般 | D同意 | E非常同意 |
| A 非常不同意  4. 食品味道最重要 | B | 不同意 | C一般 | D同意 | E非常同意 |
| A 非常不同意  5. 食品生产技术最重要 | B | 不同意 | C一般 | D同意 | E非常同意 |
| A 非常不同意 | B | 不同意 | C一般 | D同意 | E非常同意 |

6. 食品生产环境可靠最重要

A 非常不同意 B 不同意 C一般 D同意 E非常同意

7. 我愿意支付更高的价格来购买绿色安全食品

A 非常不同意 B 不同意 C一般 D同意 E非常同意

8. 我愿意支付绿色食品消费税

A 非常不同意 B 不同意 C一般 D同意 E非常同意

9. 绿色食品价格不一定要比普通食品高

A 非常不同意 B 不同意 C一般 D同意 E非常同意

10. 绿色食品包装不够易于辨识

A 非常不同意 B 不同意 C一般 D同意 E非常同意

11. 食品包装保证食品安全最重要

A 非常不同意 B 不同意 C一般 D同意 E非常同意

12. 目前的食品广告可信度低

A 非常不同意 B 不同意 C一般 D同意 E非常同意

13. 绿色食品的宣传可信度低

A 非常不同意 B 不同意 C一般 D同意 E非常同意

14. 绿色标志可信度高

A 非常不同意 B 不同意 C一般 D同意 E非常同意

15. 绿色标志只是宣传手段

A 非常不同意 B 不同意 C一般 D同意 E非常同意

16. 食品生产企业应开展绿色宣传

A 非常不同意 B 不同意 C一般 D同意 E非常同意

17. 保证在食品的分销和运输过程中的质量安全

A 非常不同意 B 不同意 C一般 D同意 E非常同意

18. 超市或市场应设立绿色食品专区

A 非常不同意 B 不同意 C一般 D同意 E非常同意

19. 绿色食品应开设独立的门市

A 非常不同意 B 不同意 C一般 D同意 E非常同意

20. 目前绿色食品分销点的数量能够满足我的需求

A 非常不同意 B 不同意 C一般 D同意 E非常同意

**Questionnaire for Chinese Consumer Needs for Green Food**

First Part

1. Gender (A) Male (B) Female

2. Living city

3. Age

（A）18-25 (B) 26-30 (C) 31-40 (D) 31-50 (E) 51-60 (F) above 60

4. Educational background

（A）High school (B) Bachelor (C) Master (D) Ph. D (E) Degree abroad

（F）Other

5. Income monthly (RMB)

（A）Below 2000 (B) 2000-3500 (C) 3500-6000 (D) 6000-8000

（E）8000-10000 (F) above 10000

6. To what extent Chinese food industry satisfy your needs

（A）very dissatisfied (B) dissatisfied (C) Neutral (D) Satisfied (E) Very satisfied

7. When you are buying food, what you care most

（A）brand reputation (B) ingredients (C) production standards and certification

（D）price (E) other

8. Food security scandal will impact your decision of buying green food?

（A）Yes (B) No

9. Have you ever bought green food

（A）Yes (please jump to Q10 & 11) (B) No(Please jump to Q12)

10. How often you will buy green food

（A）each day (B) each week (C) many time but not sure the frequency (D) Not so often(Please jump to Q12)

11. What is the main reason you choose green food

（A）Reliable quality

（B）Company image (C) Many other people bought

（D）Just for gifts

（E）As response to propaganda of green marketing

（F）Out of curiosity

（G）Others

12. The main reason you do not choose green food

（A）The quality is not necessarily reliable

（B）Price is too high

（C）Less product diversity and less choice

（D）Inconvenience of buying

（E）Low recognition of the brand

（F）Not interested

（G）Others

Second Part

The answers are from:

（A）Strongly disagree; (B) disagree; (C) Neutral; (D) Agree; (E) Strongly disagree

16. I check green mark when I buy food

17. I will never buy products of company which had security scandals

18. I make special effort to buy green food

19. I am interested in reading reports concerning green food industry

20. I support the green marketing ideology of food industry

21. I will give money to green food propaganda to promote food industry

22. I have participated in activities promoting green food

23. I suggest friends and families to buy green food

24. I am highly concerned on food quality

25. I care the development of food industry

26. I become angry with food scandals

27. Food safety problem is the result of bad management of company

28. Food safety problem is the result of government weak supervision

29. Food safety problem reflects consumer power is still not strong enough

30. Food safety problem is not so serious

The Third Part

The answers are from:

（A）Strongly disagree; (B) disagree; (C) Neutral; (D) Agree; (E) Strongly disagree

21. Food quality is the most important

22. Food ingredients are the most important

23. Food nutrition is the most important

24. Food taste is the most important

25. Food production technology the most important

26. Safe production environment is the most important

27. I am willing to pay more for green food

28. I am willing to pay tax for green food

29. The price of green food is unnecessarily higher than other food products

30. The package of green food is not easy enough to recognize

31. The most important for food package should ensure safety

32. Current advertisements of food are not reliable

33. Advertisements for green food are not reliable

34. Green food marks are reliable

35. Green mark is just marketing method

36. Food industry should carry out green marketing

37. Food safety should be ensure during distribution and transportation

38. There should be special area just for selling green food in supermarkets and food markets

39. Independent stores should be opened up for green food

40. The number of green food distributors currently can meet my demand.