

**Title: Theoretical and Empirical Study on Consumers'
Trust of Food Safety in China**

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This paper is to illustrate that the consumer's trust at food safety in China, moreover, we demonstrated why people falling into the trust problems and what is the influence factors resulted in the situation by theoretical and empirical instruments. Meanwhile, we also are trying to put forward amendments to facilitate its solution. In last several years, with China took some measures to improve food safety and quality control, however, as a matter of fact we found that the consumer still staying the psychological anxiety about the food safety. As what we mentioned above, we roughly divided this process into three perspectives: 1) why the anxiety emerging among the consumer 2) how to eliminate the anxiety 3) what the future policy is on account of the anxiety among the consumer. For the sake of answering the questions above, we clarified them into two au pair approaches: 1) study on the theory of trust and risk perception of anxious consumers on food safety (theoretical study) 2) with the questionnaire for the Chinese consumers to analyze the reasons why the consumers lacking of confidence on food safety, and to promote the confidence on food safety system (empirical study).

First of all, in the theoretical study, we take the theories of complicated, biological, psychological and social processes to analyze the consumer's anxiety from the angle of trust and risk perception. In this paper, on account of the previous studies, we are trying to explain the characteristics of consumer psychological anxiety under integration of trust and risk perception and risk.

With the conclusion of theoretical analysis, in the case of the empirical analysis (reliability on China's food safety system), we laid special stress on solicitude for food safety confidence among the consumer in China. Thus, Analysis Model of Trust on Food Safety, based on the questionnaire statistics and hypothesis from prior study, established to analyze the consumer psychological anxiety factors from the reliability of enterprise, mass media or expert and administration, and the Consumer's self-management. In addition, the research model and hypotheses are empirically tested using Structural Equation Modeling (SEM) found that for enhancing the trust of the consumer not only depending on food safety legislation, criminal punishment, food information sharing and risk management institutions but also external information exchange from mass-media and experts.

In order to improvement of food safety, the results of information exchanging and risk communication were taken into the analysis in the second case of the empirical analysis to explore in depth. For government, institutions and enterprises, how to use SNS in flexibility along with the rapid development of society is important for separating information rapidly. Therefore, when we took Evaluation Model of Psychological Factors of Food Safety Information Reliability into consideration that the reliability of SNS information, administration and external information is interaction each other, meanwhile, there is a positive correlation between administration and reliability; however, it is opposite to external information at reliability. Besides, there is inadequate or inefficient possibility at utilization of SNS information, even leading to negative correlation in the public reliability. Thus, it is necessary to think it over when government or mass-media transmitting information.