



Research Article

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**Research on relation of food safety supervision method, corporate opportunism behavior and consumer behavioral intention of agricultural leading enterprises**

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**ABSTRACT**

*With economic development and increasing abundant agricultural products, consumers' demand for agricultural products has changed a lot, but attention to quality safety of agricultural products is also increased, while agricultural leading enterprise is the mainstream of agricultural product processing, and management level of food safety is related to agricultural products safety level as well as to consumers' health. Opportunism behavior occurs in the process of agricultural leading enterprise production due to bad management, and finally makes consumers' consumption behavior different consumption intention. The research adopts random sampling method from developed provinces of domestic agricultural leading enterprises to research on mutual relation and impact of food safety supervision method, opportunism behavior and consumer behavioral intention of agricultural leading enterprise in the method of regression analysis and correlation analysis. Research results have significant theoretical and realistic significance on improving food safety supervision level and consumers' health in China agricultural leading enterprises.*

**Key words:** Food Safety Supervision Method; Opportunism Behavior; Consumer Behavioral Intention

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**INTRODUCTION**

Food comes first to human, so does safety to food. Quality safety and level of agricultural products including food has become a hot issue that draws social attention at home and abroad. [1]. In China, with deepening reform and opening, consumer has transited consumption focus on agricultural products from quantity to quality, and got higher demands for color, type, taste and safety of agricultural products. Agricultural leading enterprise takes significant impact on agricultural production as well as on agricultural products production, technology introduction and state agricultural safety of China. For instance, as advanced doer of technological innovation development of agricultural leading enterprise in China, agricultural leading enterprise Wens Group in Guangzhou has the best technological innovation level and capacity in numerous agricultural leading enterprises of China[2]. Agricultural leading enterprise is the effective economic entity of related resources integration, management and integrated operation of agricultural industrialization, [3], and agricultural leading enterprise is the important supplier of food at the core section of the whole food supply chain, while food safety behavior efficiency will directly influence food safety of the whole supply chain.[4]; China has established food safety supervision method system primarily, but food safety situation is still far from optimistic, and food manufacturers still have highlighted food safety problems, especially lacks control for safe food production of agricultural leading enterprise [5]. Agricultural leading enterprises have great problems in food safety supervision recently, like Shijiazhuang Sanlu milk powder incident and Hebei Shuanghui Clenbuterol event, both of which indicate that there is great problem in food safety supervision method. Furthermore, as to agricultural leading enterprise, food safety problem gets a great influence scope, for the

production output is great, quality is guaranteed relatively, and consumers believe in agricultural products produced by agricultural leading enterprises. Once food safety problem occurs, it greatly influences consumption confidence of consumers, so great consumers go to Hong Kong and foreign countries to purchase milk powder. Therefore it is necessary to take systematic research on food safety supervision method of Chinese agricultural leading enterprises so as to reduce opportunism behavior, increase confidence of consumer on Chinese agricultural products safety, as well as to promote consumption of agricultural products, which also has significant realistic significance on Chinese agricultural leading enterprise, agricultural industrialization development and farmer income increase.

### Theoretical Research and Assumption

#### *Food Safety Supervision Method of Leading Enterprises*

Good food safety supervision method is the key of good-quality agricultural leading enterprise products, and food safety supervision method mainly includes the following measures: firstly, legal supervision, like legal supervision method in administrative supervision, including Law of the People's Republic of China on Quality and Safety of Agricultural Products, Law of the People's Republic of China on Product Quality, Law of the People's Republic of China on Food Safety, Law of the People's Republic of China on Protection of Consumer Rights, Trademark Law, Regulation on Pollution-Free Agricultural Products, Law of the People's Republic of China on the Entry and Exit Animal and Plant Quarantine, Regulation on the Supervision and Administration of the Quality and Safety of Dairy Products, The Management Rules on Live Pig Slaughter, Measures for the Supervision and Administration of Food Safety in the Circulation Links, and the Revocation Method For Operations Without License, and nearly hundreds of laws, regulations and rules. As to criminal offense, Criminal Law of the People's Republic of China and Amendment VIII. to Criminal Law of the People's Republic of China issued on February 25, 2011 have made specific detailed regulations. As to related departments of food safety supervision method and responsibility, there are 13 open and formal departments in food safety committee of the State Council. Although China has great laws and departments on food safety, our food safety supervision method and system are not mature, food safety supervision legal system is not perfect, and problems occur frequently, like administration of several departments, shortage of supervision, and low-level legal effect. As to international aspect, [6-7] has analyzed American food safety supervision system flow through introduction of basic frame and operation system of American food safety supervision method, and analyzed American food safety supervision system mainly in the view of organization system setting, operation system, legal system, precautions, risk management, technical capacity and early warning system technology, meanwhile, brings forward some suggestion for reference on construction of China food safety supervision method, thinking food safety work is a system engineering that shall be developed in all directions and aspects so as to actively and effectively promote administrative work of food safety mainly from coordinated operation of organization system, legal system construction, precaution measure, technical measure, information service and propaganda. [8]. In the perspective of public administration, analysis on situation and related problems of current food safety supervision method in China has been made and consider that public administration responsibility system shall be divided rationally and construction of food safety legal regulation shall be strengthened.

Secondly, public opinion supervision method. Public opinion supervision method is to dig the truth of food safety problem by media and to notice the sequence of food safety incidents to the wide consumers, which can cause pressure on agricultural leading enterprises from public opinion, force the enterprises to correct production, to strengthen quality supervision, as well as to produce qualified products, Zhang Yan [9] pointed that food safety incidents frequently occur in the recent years and are reported in the newspaper. With increasing food quality safety problems, public media, as one of public information platform, takes a more and more important rule on food safety supervision. Food safety supervision is thought to be strengthened by improving journalists' occupational ethics tutelage, completely eradicating publicity stunt, and advocating journalists' scientific report spirit. Yin Qi [10] thought to make good use of new media platform, strengthen governmental information opening and feedback system, combined with active mutual action of traditional media and new media to guide public opinion positively.

Thirdly, interior quality control. Agricultural leading enterprises shall design supervision method flow and perfect supervision method documents according to their own products' characteristics, strictly train production employees and testing personnel for standardized operation in order to produce qualified products. Bo Haibo discussed application of chromatography in food safety and quality analysis, Li Yang, Wu Guodong, Gao Ning thought that sensory detection shall be used as reference to judge whether food is qualified or not primarily. This paper has discussed applying scientific method of food safety quality comprehensive evaluation index to correct errors generated in sensory detection based on intelligent computing; considering food safety situation depends on several indexes and is of fuzzy matter. The paper applies quality index evaluation method to divide food safety situation into different degrees based on comprehensive evaluation index detection as well as give examples for explanation. Li Xiaoping and Han Zhijun applied PDCA to build supermarket food safety quality management system and perfect interior control supermarket food safety. This research classifies food safety supervision methods into three

dimensions according to the above analysis: legal supervision method, interior supervision method, public opinion supervision method.

#### *Opportunism Behavior of Agricultural Leading Enterprises*

Wathne and Heide considered that opportunism behavior channel members obtain their own interests at the cost of sacrificing other's interests; namely agricultural leading enterprises ignore consumers' interests in food safety for their own interests, for example, taking the liberty to add the additive that is not allowed to add according to regulations, to use the drug that is not allowed to use according to national regulations, to change production date, all of which influence consumers' health. Channel opportunism behaviors are divided into four types: channel opportunism behavior under original environment, is aggressive opportunism behavior; channel opportunism behavior under new marketing environment, is called as mandatory concession; passive opportunism behavior under original marketing environment, is called as escape; passive opportunism behavior under new marketing environment, is called as refusal to adapt (Wathne and Heide, 2000). When the enterprises manage marketing channel by standardized administration, the enterprises establish mutual high-level trust and promise relation consciously. On the premise of benefiting themselves at other people's cost, channel members consciously restrain their opportunism behavior for their own interests. If opportunism behavior occurs in the channel, it leads to channel conflict and reduces cooperative relation psychology and social satisfaction [11-12] considered that legal environment suitability degree has significant influence on administration of channel opportunism behavior.

#### *Consumer Behavioral Intention*

Folks brought forward concept of behavioral intention in 1988, and he pointed that behavioral intention is the impact on the behavior that is to adopt according to individual subjective idea so as to promote a new behavior direction, Li Tao thought that measure of consumers' behavioral intentions can be taken from three aspects including loyalty, premium payment and transition tendency, while Parasuraman divided consumers' behavioral intentions into whether to transfer information to others, whether to purchase repeatedly, sensitivity to price as well as satisfaction degree to the enterprises and products. Lots of scholars researched behavioral intentions of consumers from different views, for instance, Lian Yi, Li Tao, and Yue Wen studied behavioral intentions of consumers from enterprise social responsibility, Shi Yuqiu studied behavioral intentions of consumers from E-business model, analyzed existing problems during development of Groupon websites, and brought forward the strategy to develop Groupon website through comparative research on development characteristics of Groupon websites and behavioral intentions of Groupon consumers. The research divided behavioral intentions of consumers into three dimensions for analysis: transfer information to others, purchase repeatedly, and satisfaction degree to the enterprises and products according to Parasuraman's researches.

#### *Research Assumption*

##### *Impact of Food Safety Supervision Method on Opportunism Behavior of Agricultural Leading Enterprises*

Food safety supervision method is divided into three supervision methods, among which, legal supervision method is to supervise and administrate agricultural enterprises by coercive measures through national administrative force, and the country makes a series of laws and regulations to standardize agricultural leading enterprises' behaviors, thus agricultural leading enterprises can produce qualified products to meet consumers' demand according to the requirements of national laws and regulations, and accordingly reduce enterprises' opportunism behaviors. Assumption is brought forward according to the above analysis:

H1: Legal supervision method of food safety causes negative effect on opportunism behaviors of agricultural leading enterprises.

The second supervision method of food safety supervision method is interior supervision, namely agricultural leading enterprises process, produce, circulate according to enterprises' production features, processing features of agricultural products as well as specified flow, the whole section is controlled strictly in terms of quality so as to reduce food safety incident, and strict interior supervision method makes the employees produce, detect and transport according to interior regulation documents, thus to reduce opportunism behaviors of the employees, who produces as per specified flow when the administrator is present while makes opportunism behaviors when the administrator is absent, for example, they do not disinfect according to specified disinfection procedure and change production date, then the following assumption is brought forward according to the above analysis:

H2: Interior supervision method causes negative effect on opportunism behaviors of agricultural leading enterprises.

The third method of food safety supervision method is public opinion supervision. Public opinion has very strong power. If food safety incident is disclosed by media, for food safety is related to consumers' health, consumers pay great attention to the report of food safety incident as well as inside story and continuance development. Internet

development is good for communication and interaction of food safety incident. Consumers can comment food safety incident timely in Internet age, and make their own opinion and ideas, so public opinion supervision can take great effects of restricting opportunism behaviors of agricultural leading enterprises. Agricultural leading enterprises will voluntarily produce qualified products according to the requirement under the pressure of public opinion, reduce occurrence of food safety incident which damage brand image and brand population of agricultural leading enterprises, Piggott, NE; Marsh, TL (2004) thought that consumer change their shopping intention under effect of positive or negative information, which finally causes economic loss of the enterprises. Then the following assumption is brought forward according to the above analysis:

H3: Public opinion supervision causes negative effect on opportunism behaviors of agricultural leading enterprises.

#### *Impact of Opportunism Behavior of Agricultural Leading Enterprises on Consumer Behavioral Intention*

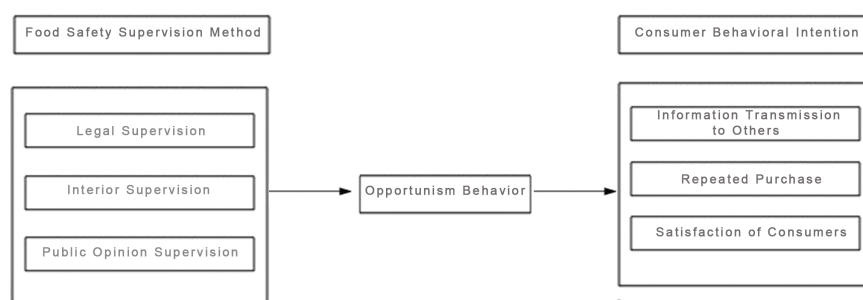
Opportunism behavior of agricultural leading enterprises in food safety production is the important influencing factor of food safety [13], such as unstrict supervision resulted in unstrict control of raw material, adding drugs of contraband, producing in irregular way, and discharging waste water at night, all of which will influence products quality. Furthermore, food quality and safety is closely related to food selection and demand of consumers, it is just a matter of time to disclose food safety quality, and the problem occurs when consumers use it for a long time, like toxic milk powder incident. Babies that take such milk powder for a long time can get malnutrition heavily. Consumers pay great attention to such a food safety incident, for it is related to healthy growth of their children, so consumers adopt different behavioral intentions, such as word-of-mouth spreading, expressing dissatisfaction for the enterprises, won't purchase the products of the enterprises, reducing satisfaction for the enterprises. The following assumption is brought forward according to the above analysis:

H4: Opportunism behavior of agricultural leading enterprises has positive effect on information transmission to others of consumers.

H5: Opportunism behavior of agricultural leading enterprises has negative effect on repeated purchase of consumers.

H6: Opportunism behavior of agricultural leading enterprises has negative effect on satisfaction of consumers.

Theoretical model of the research is brought forward according to the above theoretical discussion and assumption. Refer to Fig. 1.



**Fig. 1: Food Safety Supervision Method - Opportunism Behavior - Consumer Behavioral Intention Theoretical Model**

*Data Source: Sorted by the research*

## EXPERIMENTAL SECTION

### *Research Sample and Data*

The research has inquired data of agricultural leading enterprises from Ministry of Agriculture during November 2012 to June 2013, aiming to provinces with developed agricultural leading enterprises, such as Guangdong, Henan, Jiangxi, Shandong, Jiangsu, Zhejiang and Xinjiang, etc., adopted random sampling method, distributed 800 paper questionnaires, received 681 questionnaires, and finally get 648 effective questionnaires after primary screening, with 81% questionnaire effective rate. Consumer behavioral intention is taken in random sampling method from these provinces by distributing 1,000 paper questionnaires, receiving 901 questionnaires, and finally getting 898 effective questionnaires after primary screening, with 89.8% questionnaire effective rate.

- Descriptive statistical analysis: Descriptive statistical analysis refers to description of statistical data structure and general information, detailed analysis refers to the following Table 1 and Table 2.

**Table 1: Descriptive Statistics of Leading Enterprises**

Enterprise Scope	Sample Quantity (Unit: PCS)	Percentage
Less Than 100 People	201	31.2%
100 – 499 People	156	24%
500 - 999 People	124	19.1%
More Than 1,000 People	167	25.7%
Industry Type	Sample Quantity (PCS)	Percentage
Vegetables and Fruits	156	24%
Grains	178	27.5%
Livestock	146	22.5%
Aquaculture	78	12%
Poultry	90	14%

*Data Source: Sorted by the research.***Table 2: Descriptive Statistics of Consumers**

Gender	Sample Quantity (Unit: PCS)	Percentage
Male	469	52%
Female	429	48%
Age	Sample Quantity (Unit: PCS)	Percentage
15-25	135	15%
26-35	256	28.5%
36-50	287	32%
Above 50	220	24.5%
Academic Degree	Sample Quantity (Unit: PCS)	Percentage
Lower Than High School	186	20%
College and University	498	55.4%
Postgraduate	214	24.6%

*Data Source: Sorted by the research.*

### Questionnaire and Variable Measure

There is no similar scale in foreign countries for food safety supervision method in this research, so questionnaire has been designed according to achievements of [6-8] in three dimensions involving legal supervision method, interior supervision method and public opinion supervision method, with each dimension adopting four titles. Opportunism behavior scale is translated from scale of Jap and Anderson and adopts eight titles after revision. Consumer behavioral intention scale adopts scale of Parasuraman, with each dimension adopting four titles after revision. All scales adopt five point Likert scale. The research adopts SPSS21.0 for Cronbach's reliability test of recovered sample, reliability coefficient of total scale after revision is up to 0.778, which is of high reliability. Meanwhile, reliability coefficient of each scale is above 0.7, which indicates that scale after revision possesses good reliability. Due to opportunism behavior scale and consumer behavioral intention scale are mature scale relatively, validity test is not done in this research, while food safety supervision method scale is newly developed scale, so its validity test is done in this research. Firstly, correlation between variables is tested, KMO sample value is measured as 0.764, while less than 0.001 in Bartlett test of sphericity, with significant positive correlation, and supporting factor analysis. It shows that construct validity of the scale is good, and loading of each factor refers to Table 3, which indicates good validity of the scale.

**Table 3: Food Safety Supervision Method Scale Factor Loading Matrix after Orthogonal Rotation**

We know national laws and regulations on food safety	.701
We actively cooperate law enforcement officials	.834
We timely negotiate with related national administrative departments	.729
We strictly produce according to regulations of Food Safety Law	.664
We have detailed interior regulations and rules	.649
We ask employees and administrative personnel to strictly produce according to production regulation	.869
We frequently audit food safety	.843
We penalize the employees and administrative personnel that produce against food safety production	.702
We pay great attention to media report	.678
We often communicate with media	.667
We often listen to consumers' opinion	.876
We adjust food safety quality control of the company according to public opinion supervision	.765

*Data Source: Sorted by the research.*

### Regression Analysis

The paper adopts SPSS 21.0 to analyze food safety supervision method – opportunism behavior model in multiple regression method, with food safety supervision method as argument and opportunism behavior as dependent variable in multiple regression analysis, in order to research impact of food safety supervision method on opportunism behavior.

**Table 4: Food Safety Supervision Method – Opportunism Behavior Model Regression Analysis: Party R Adjustment**

	Legal Supervision Method	Interior Supervision Method	Public Opinion Supervision Method
Opportunism Behavior	.513	.578	.616

*Data Source: Sorted by the research.*

Table 4 data indicates that Party R adjustment in legal supervision method – opportunism behavior, interior supervision method – opportunism behavior, public opinion supervision method – opportunism behavior model is 0.513, 0.578 and 0.616, food safety supervision method – opportunism behavior model possesses better goodness of fit.

The paper adopts SPSS 21.0 to analyze opportunism behavior – consumer behavioral intention model in multiple regression method, with opportunism behavior as argument and consumer behavioral intention as dependent variable in multiple regression analysis, in order to research impact of opportunism behavior on consumer behavioral intention.

**Table 5: Opportunism Behavior-Consumer Behavioral Intention Model Regression Analysis: Party R Adjustment**

	Information Transmission to Others	Repeated Purchase	Satisfaction of Consumers
Opportunism Behavior	.656	.679	.706

*Data Source: Sorted by the research.*

Table 5 data indicates that Party R adjustment in opportunism behavior – information transmission to others, opportunism behavior – repeated purchase, opportunism behavior – satisfaction of consumers model is 0.656, 0.679 and 0.706, food safety supervision method – opportunism behavior model possesses better goodness of fit.

### Correlation Analysis

The paper adopts SPSS 21.0 in correlation analysis, analysis results are as follows:

**Table 6: Correlation Coefficient Matrix of Variables**

	1	2	3	4	5	6	7
1. Legal Supervision Method	1						
2. Interior Supervision Method	.410**	1					
3. Public Opinion Supervision Method	.528***	.506***	1				
4. Opportunism Behavior	-.419***	-.432***	-.423***	1			
5. Information Transmission to Others	.402***	.515***	.313**	.361***	1		
6. Repeated Purchase	.427***	.432**	-.309**	-.412***	-.269**	1	
7. Satisfaction of Consumers	.348***	.341*	.413***	-.439***	-.315**	.417***	1

*Note: \*\*\* $P < 0.01$ , \*\* $P < 0.05$*

*Data Source: Sorted by the research.*

Seen from correlation coefficient in Table 6, correlation of legal supervision method, interior supervision method and public opinion supervision method for opportunism behavior is -0.419, -0.432 and -0.423, which indicates legal supervision method, interior supervision method and public opinion supervision method have great effect of restricting opportunism behavior, opportunism behavior and information transmission to others have significant positive correlation, correlation coefficient is 0.361, which indicates that opportunism behavior of agricultural leading enterprises makes consumers to transfer food safety information to others. Correlation coefficients between opportunism behavior and repeated purchase and satisfaction of consumers are -0.412 and -0.439, which indicates that impact of opportunism behavior on repeated purchase and satisfaction of consumers is negative.

### Administration Revelation

#### *To Strengthen Governmental Function and Food Safety Supervision*

Legal supervision has significant negative impact on opportunism behavior of agricultural leading enterprises, namely to strengthen legal supervision has great effect on food safety. Currently, there are various departments of food safety supervision in China, including sanitation, agriculture, industry, commerce and business, quality test and public security departments; each department gets crossed administration functions, so administration departments always argue back and forth for food safety problem. Therefore, as to administration function, the country ought to summarize all food safety functions, specify function of every department, reduce supervision department, merge the same supervision function, and establish national coordinating bodies. Establish food safety leadership accountability system, execute “veto power” on local leaders for large food safety incident, then the leaders can pay attention to food safety as well as establish whole supervision system from food production to consumption,

especially circulation field, strengthen supervision in circulation details, prevent food from corruption, deterioration, damage during transport, enlarge green channel construction of agricultural products, reduce transport cost of agricultural products, save deliver time of agricultural products, as well as improve deliver efficiency of agricultural products.

#### *To Strengthen Safety Inspection and Quarantine System of Agricultural Products*

Interior supervision is the important measure to reduce opportunism behavior of the enterprises and satisfy the consumers, so agricultural leading enterprises shall strengthen inspection and quarantine to control source quality when they purchase raw material of farmers, take whole inspection in the process of raw material purchase, processing and package, produce strictly according to national regulation, supervise land pollution situation, water pollution situation, environmental quality situation, and material safety condition of original place in all aspects before production; strictly carry out pollution-free production and processing technical specification according to national regulations during production; strengthen inspection for package, inventory and circulation section after food processing so as to ensure food produced by leading enterprises nutritive, safe and high quality. Establish food safety interior inspection and quarantine system of agricultural leading enterprises, logistics company and market, and require all sections to perfect inspection and quarantine equipments and operation standards according to national regulations in order to guarantee food quality and safety with all-round measures.

#### *Agricultural Leading Enterprises Shall Establish and Perfect Food Safety Production Standard System*

Complete food quality concept includes: safety index, physical index, nutrition index, chemical index and sensory characteristics, among which, safety index is the first factor, and food that does not accord to safety standard shall not eaten, for such food does not meet demand of safety quality. Agricultural leading enterprises shall promote standardized food production and processing, including food safety production standard system, technical standard system and production standard system, etc, establish uniformed processing record for certificate of original of food safety and food tracing, make processing enterprises and logistic enterprise for agricultural leading enterprises produce and transport food according to standard, as well as ensure each section according to standard and food safety. Obey food health inspection method and food quality inspection method specified by national food safety law as well as standard of food additive, package, transport, food label and food certificate, establish and carry out strictly food production and processing procedure, and perfect food safety production standard system. Such strict standard system is good for reducing opportunism behavior during production, processing and transport of agricultural leading enterprise, guaranteeing food safety, making consumers eat reassured food, increasing consumption confidence of agricultural leading enterprises, improving satisfaction of consumers for agricultural leading enterprises, increasing frequency of repeated purchase, and improving economic benefit of agricultural leading enterprises.

#### *To Establish Food Safety Public Opinion Supervision and Information Service System*

Public opinion supervision takes important effect in food safety, and disclosure of food safety accident makes consumers realize detailed occurrence, process and result and takes important effect in risk management of food safety accident, so agricultural leading enterprises shall establish complete food safety accident emergency system, negotiate with the media timely if any safety accident, disclose accident truth and prevent from communication of rumor; Government shall also establish complete food safety public opinion supervision system, strictly manage media personnel, strengthen professional morality and professional quality training, report the truth in the event report, prevent from publicity, meanwhile establish national food safety database, collect and sort systematically and comprehensively data on food safety, make food safety supervision department and consumers timely and conveniently obtain food safety knowledge, as well as display safe, nutritive and healthy food by network, journals and billboards so as to make consumers buy qualified brand food.

### **CONCLUSION**

Food safety is related to national health and family happiness. Only to strengthen supervision from the source, to intensify food safety law enforcement through complete and systematic legal system, and to strengthen establishment of interior standard system and open food safety public opinion supervision system and information service system can manage food safety in all aspects, reduce opportunism behavior in food safety production of agricultural leading enterprises, produce qualified and safe food as well as meet consumers' demand.

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