

Soybean Oil Consumption in China: Evidence from Urban Consumer Survey Data

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Abstract

This quantitative study is aimed at revealing the latest trend of China's soybean oil consumption at household level using data from an online survey conducted in Beijing and Guangzhou in March 2023. We examined consumers' attitudes towards soybean oil with the "best-worst scaling" techniques in two aspects: i) how much do consumers prefer soybean oil compared to other vegetable oils; ii) what attributes affect consumer's choice of purchase. Analyzing results show that peanut oil is the most important vegetable oil in homes of Beijing and Guangzhou while soybean oil is considered second important. The results also show that health, non-GM soybean and environment are the core attributes to influence consumer's choice of soybean oil purchase in general.