

PRODUCER AND CONSUMER PREFERENCE FOR QUALITY ATTRIBUTES OF RICE

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ABSTRACT

Farmers have different preferences for different rice types based on several attributes of seed paddy. Most of the time, available resources to the production of rice are the main reason for this preference. Therefore this study is an attempt to analyse the most preferred quality attributes of Seed Paddy. Four attributes and three levels were selected using focus group discussion. Finally data were collected from 66 farmers. Preference for the four attributes and three levels of each attributes were tested. ANOVA reveals that the “Age Class” and “Generation” are significant factors and the interaction effect of “Age Class” and “Generation” attributes are significant. Part-Worth Estimation for all the selected attributes were tested using logistic regression model and Relative Importance of each attributes were estimated using Part-Worth Utilities. Results revealed that the most influencing factor for selecting seed paddy is “Age class” and the second influencing factor is “Generation”.

Consumers have different preferences for different Rice types based on several reasons as gender, age, education level etc. This study is to analyse most preferred quality attributes of rice for consumers. Four attributes and three levels were selected using focus group discussion. Finally data were collected from 56 consumers. Preference for the four attributes and three levels of each attributes were tested. ANOVA reveals that the “Degree of Milling” is significant factor. Part-Worth Estimation for all the selected attributes were tested using logistic regression model and Relative Importance of each attributes were estimated using Part-Worth Utilities. Results reveal that most influencing factor for selecting rice is “Degree of Milling” and the second influencing factor is “Tenderness”.