

Sticky rice consumer demand and implications for chain stakeholders

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Summary

To identify the present level of sticky rice consumption and the important criteria for buyers when purchasing this commodity, a survey was conducted on 300 Hanoi consumers (200 buying at markets, 100 buying at supermarkets). The most important criteria of consumers when buying sticky rice are shape, perfume and shine. Secondly, having packed and labeled sticky rice is not- at present –considered as an important factor of choice by the majority of consumers. Consumers would like to pay a premium to purchase sticky rice with desired flavor, shine and shape. They have little knowledge on the origin of “Cai hoa vang” sticky rice, and it is not a major concern for them. It is important to help the consumers make the relation between the origin of rice, and its characteristics in terms of flavor and cooking qualities