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Title of Entry	: Determinants of consumers' purchase intentions of Cordillera heirloom rice in the Philippines
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**Abstract** : Traditional rice varieties grown for centuries by the ancestors of indigenous people in the Cordillera Mountains of northern Luzon, Philippines, are called “heirloom rice”. These rice varieties and the places where these are grown (rice terraces) have significant historical and aesthetic values. Traditionally, heirloom rice was grown for social, cultural, and spiritual tenacities, but this heritage farming is gradually being abandoned. This could be because of various reasons, including high opportunity cost of heirloom rice cultivation since yields have remained low for decades, and higher wages in non-farm sectors pulling farmers out of heritage farming. To preserve this cultural heritage, projects have been initiated to enhance heirloom rice yields in the uplands, and to develop local and international niche-markets for it. The present study estimates consumers’ purchase intentions of heirloom rice and identifies its determinants using a probit regression. Data for this study came from a stated-preference survey conducted in 2015. A total of 500 middle-to-upper income class households from Metro Manila were asked to place a purchasing bid value between PHP 80 and PHP 130 for heirloom rice. Because majority of the respondents were unaware of heirloom rice, they were informed about this product before placing a bid value. The average bid for heirloom rice was around PHP 70.50 (USD 1.81), which is less than half of its current market price. This could be the main reason why heirloom rice currently struggles to gain market share in urban markets in the Philippines. Consistent with economic theory, we find that bids are negatively correlated with buying intentions. We also find that business people and professionals who buy packaged rice and eat pigmented rice are willing to pay more for heirloom rice. However, shoppers who displayed positive attitudes toward heirloom rice after being exposed to information about the product are willing to pay significantly less than those who featured negative and neutral attitudes towards heirloom rice. This suggests that more research is needed on the correct information framing required for making consumers aware of the product, as well as on reducing production and distribution costs of heirloom rice in the Philippines.

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