

Category	: International Rice Research Conference
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Title of Entry	: Preference and purchasing behavior of urban consumers: a study to identify a strategy of conquering urban markets by local rice in Benin
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**Abstract** : Since the rice crisis of 2007/2008, the efforts mobilized to develop the rice sector in Benin, has improved the production and the quality of local rice to facilitate its access to domestic markets. In spite of these efforts, the demand for local rice is still very low, especially on urban markets (Todomé et al, 2017; Kinkpé et al, 2016). The objective of this study is to analyze the preference and purchasing behavior of urban consumers so as to identify a strategy of conquering urban markets by local rice. This study was conducted on a random and reasoned sample of 275 households, 55 restaurants owners and 9 institutional buyers from the cities of Parakou and Cotonou. Semi-structured surveys were conducted and discrete choice model was specified and estimated by the multinomial probit method to evaluate consumer preferences. The results show that if the cleanliness of rice, its price, its taste and its swelling capacity are at the top of the list for households and institutional buyers, the criteria for the choice of restaurants owners are: cleanliness, whiteness, price, grain size and swelling capacity. 93% of the respondents admit that they have not eaten local rice in the last ten years; but perceive local rice as inferior to imported rice and unable to meet their selection criteria. The rest of consumers (7%) have consumed local rice in recent years, and certified it meet their selection criteria but frequent stock-outs limit their consumption capacity. In over words, although the quality of local rice has improved considerably, urban consumers have kept the image of the poorly processed local rice of the 2000s. Communication actions and market-based cooking demonstrations are so requisite to increase the consumption of local rice in urban centers. Increase the consumption of local rice also require a regularity of local rice distribution.

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