

Category	: International Rice Research Conference
Select Theme	: Food systems for the future
Endorsement email	:
Keyword 1	: Consumer preferences and behavior
Keyword 2	: The future of food (systems)
Keyword 3	: Markets and market integration
Title of Entry	: The future of rice marketing in the experience economy
Presenting author	: Matty Demont
Presenting author email	: m.demont@irri.org
Co author 1	:
Co author 2	:
Affiliation presenting author	: International Rice Research Institute (IRRI)
Affiliation 1	:
Affiliation 2	:
Select only one type of presentation	: 15 minute oral presentation

**Abstract** : Economists argue that after the classic three-stage evolution of economic progress from agrarian to industrial and further to service economies, there is evidence of the emergence of a fourth stage: the “experience economy.” Staging experiences is distinct from offering services; and companies are now increasingly responding to consumers’ demand for experiences, which is partly fueled by the Millennial Generation which is currently coming of age. Evidence from behavioral experiments conducted in supermarkets in Vietnam and in the Philippines suggests that the experience economy is already affecting consumer demand for rice attributes. Experimental auctions in urban Vietnam demonstrate how shoppers’ valuation of rice products gradually increases as they are exposed to incremental levels of information on the origin of the rice and labor safety and environmental friendliness of farmers’ cultivation practices. Environmental conscience seems to be a major driver of their purchase decisions. Similar auctions in urban Philippines show how market shares and consumers’ willingness-to-pay for traditional rice increase after being exposed to visual and auditory experiences of rice cultural heritage in the northern Philippines. I interpret this evidence by arguing that consumers do not necessarily pay price premiums for certified rice products to ensure a fair share to farmers, save the environment or preserve cultural heritage per se, but rather to experience the “warm glow” that comes with being the person—and being part of the “tribe” of persons—who care about preserving equitable farming, the environment, and cultural heritage. This implies that market research should expand its boundaries in terms of food attributes and adopt a more holistic systems research framework to understand culture-specific consumer food choice and contextualize it to the relevant market segments. This will require involving a broader set of stakeholders operating in food systems and related sectors in the design of marketing strategies, as well as exploring novel technologies for preserving the transparency and authenticity of the experience offerings, embedded in the products. We discuss how blockchain technologies can be deployed in future rice marketing to cater the growing demand for experiences by bringing consumers closer to cultural heritage or staging experiences in their homes.

[Read more»](#)

## Uploaded Files »

No files found.

