

ORANGE CONSUMPTION BEHAVIOR IN VINH CITY AND POLICY IMPLICATION FOR ORANGE PRODUCTION DEVELOPMENT IN NGHE AN PROVINCE

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Summary

Consumer behavior research is useful for producers and actors in the chain to have better and more efficient plan for their business. The analysis of consumer behavior in consuming orange in Vinh city, Nghe An province is conducted with survey of 120 consumers in Vinh city and in-depth interviews with orange retailers, aiming at providing important information for orange producers and marketers of Vinh orange in Nghe An province. The results show that Vinh orange is the most preferred among other types of orange available in Vinh city, attributed to special quality as perceived by consumers. Despite that Vinh orange is given geographical indication and the trade mark has been developed but largely sold in wet markets and mixed or replaced by oranges from other sources. Consumers want to have Vinh orange year around available, sweeter, better appearance, certified as safe/ VietGAP. The consumers also are willing to pay more for Vinh orange that embedded with the desired attributes, and the factors affecting the willingness to pay include household income, housewife's education, status with children. Several policy implications for Vinh orange production development in Nghe An province are proposed.

Keywords: *Vinh orange, consumer behavior, production development.*