

CUSTOMERS' BEHAVIOUR ANALYSIS FOR LOCAL AGRICULTURAL PRODUCTS AND SPECIALITIES IN THE NORTHERN MOUNTAINOUS REGION

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Summary

Local agricultural products and specialities are becoming more and more popular for consumers, thus opening opportunities for economic development in ethnic minority region. However, local agricultural products and specialities as one of the advantages of the mountainous and ethnic minority region, are still not effectively contributed to local economic development due to the lack of market information among business and producers. Therefore, the study of market for local agricultural products and specialities is very necessary. The study was conducted through a survey of 315 customers in Hanoi and two provinces of Bac Kan and Yen Bai in July 2018. Study results showed that local agricultural products and specialities are priority products chosen by customers compared to other similar agricultural products. Most of surveyed people said they would choose local agricultural products and specialities instead of hybrid variety products. Therefore, there is a significant potential for socio-economic development using local agricultural products and specialities to contribute to poverty reduction and valuable genetic conservation.

Keywords: Local products, local specialities, ethnic minorities, market, customers.