

Title Modeling Chinese consumers willingness to pay a premium for ethnic produce in the united states: a logistic analysis

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Abstract

Growing specialty crops is a profitable venture to the local, international producers as well as marketers around the world. In the fruits and vegetable sector, there are specialty produce items which are more profitable to many producers and marketers at local- and global-level. Specialty crops are non-commodity crops which are not available in conventional stores, and have unique characteristics for which consumers are typically willing to pay a premium price. These crops are usually targeted toward a specific ethnic population, particularly those who consume ethnic origin produce. Since the Chinese population in the United States has been growing steadily in the past decade through birth and new immigration, producing and marketing Chinese fruits and vegetables could be a profitable business for local as well as global producers and marketers. The main objective of this study is to analyze the Chinese consumers of the U.S. east-coast region and assess their willingness to pay a premium price for ethnic produce. The results indicated 72% of the respondents were willing to pay a premium for ethnic produce and 28% of the respondents were not. The results also showed that those who spend more on ethnic produce, those who were influenced by out-of store advertisements, those who were self-employed and with income of between \$ 20,000 and \$ 39,999, were willing to pay a premium for ethnic produce.