



## Laotian consumer perceptions of rice quality

Insights from a conjoint analysis

Journal: [Systèmes alimentaires / Food Systems](#)  
2018, n° 3. varia

Array

Array

**Abstract:** To assess the main factors influencing Laotian urban consumers' perception of rice quality, a conjoint analysis was conducted based on surveys of 300 consumers in 2010. Retailing points and organic certification have a major influence. The preferred retailing point for these attributes is the wet market, followed by minimarts then mobile vendors. Improving organic certification systems and maintaining traditional markets alongside minimarts are recommended.

Number of pages: 313

ISBN: 978-2-406-08722-9

ISSN: 2555-0411

DOI: 10.15122/isbn.978-2-406-08722-9.p.0061

Publisher: Classiques Garnier

Array

Keyword: Consumer, food quality, retail outlet, conjoint analys

[Display online](#)