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Rice Consumption Trend: Analysis of Factors Affecting Rice Consumption in Vietnamese Households

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Abstract

Rice is the main foodstuff in daily meals of every household in Vietnam. Thus, the government considers rice as a crucial nutrition source for citizens. Rice security is the key national strategy. Plus, many domestic and foreign enterprises have been investing in rice industry that has potential for growth. This study reveals the relation of household socio-demographic characteristics to their consumption of high quality rice and ordinary one in our country. Data were gathered from package of Vietnam Household Living Standards Survey (VHLSS) in 2014 with sample size of 9,399 households then processed by Stata version 12 and SPSS version 18. Tobit model was used to analyse the factors effecting rice varieties consumption including household size, gender, income, urbanisation, ethnic groups and regions. The research results indicate that improvement of household income and urbanisation leads to gradual decrease of ordinary rice, but steady increase of high quality variety. Women have trend to consume less ordinary one but more high quality products compare to men. Kinh people eat less ordinary rice but more high value rice in comparison with other ethnic consumers. The local residents in five regions of Vietnam have different demands for each kind of rice products. This research will be value for policy makers to develop feasible national planning for rice growing ensuring nutrition and food security of Vietnam. In addition, policy of redistributing rice production and consumption between rural and urban areas, the rich and the poor and among ethnic groups seem the most acceptable. The research also provides good information for marketing experts and researchers to have proper strategies in rice market.

Keywords: Factor effecting, high quality rice, rice consumption, rice varieties, Vietnam