

# Consumer's willingness to pay for healthier parboiled rice in Africa: An homegrown experimental action approach

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## 1- Background



Rapid urbanization  
of African cities



Changes in lifestyle  
and dietary patterns



Consumer's preferences and  
purchasing decisions affected

$$WTP_{ij} = \alpha + \beta' X_j + e_{ij} \dots \dots \dots 1$$

## 4- Rice types used during auction mechanism



**a**



**b**



**c**

## 2- Objective

Investigate consumers' WTP for a healthier and novel rice variety (parboiled Orylux 6 rice) with a positive nutritional property such as ultra-low glycaemic index (GI=22) in the urban city of Bouaké, Côte d'Ivoire.

## 3- Method

Homegrown experimental auction (Becker-DeGroot-Marschak Mechanism) was conducted with 231 household consumers in May 2025.

| Treatments     | Rounds | Description  |
|----------------|--------|--|
| Control        | 1      | Product display (no information)   |
|                | 2      | Product display (no information)   |
| Positive frame | 1      | Product display (no information)   |
|                | 2      | Product display + (nutritional and health benefits of consuming parboiled orylux 6 rice) |
| Tasting        | 1      | Product display (no information)   |
|                | 2      | Product display + sensory test   |