



Does nutrition information increase consumer acceptance of black rice? Evidence from a cluster randomized controlled trial.



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1. Introduction

- Black rice is rich in anthocyanins and several micro nutrients.
- Uganda's National Agricultural Research Organization is introducing it on the market.
- Understanding the factors influencing its acceptance is critical for successful introduction.

2. Objective

- To investigate how nutrition information and sensory attributes influence consumer acceptance of black rice in Uganda using an extended Theory of Planned Behavior framework.

3. Materials and methods



Fig.1 Study area

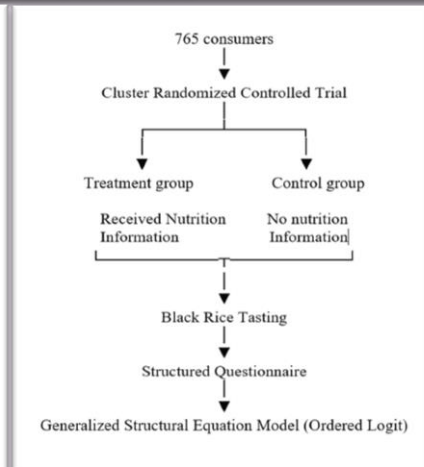


Fig. 2 Study design



4. Results

Drivers of Consumer Acceptance

Positive influences

- ✓ Nutrition information
- ✓ Aroma
- ✓ Perceived benefits
- ✓ Perceived behavioural control

Negative influences

- ✗ Food-related disgust
- ✗ Taste
- ✗ Grain shape

5. Conclusion

- Nutrition information positively influences consumer acceptance of black rice.
- Sensory attributes remain important determinants of acceptance.
- Behavioral factors significantly shape consumer decisions

6. Implications

- Integrate nutrition education into black rice promotion programs.
- Improve sensory characteristics through breeding and product development.
- Consider consumer preferences when introducing novel foods.

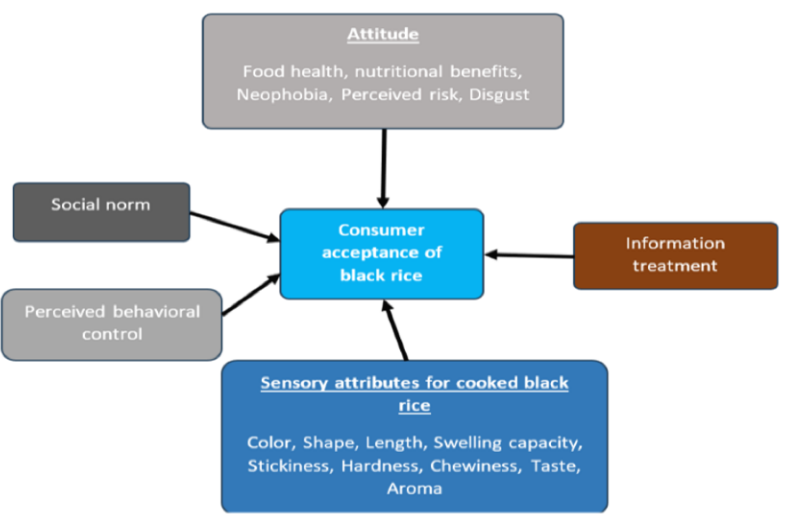
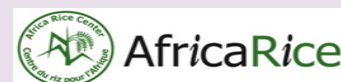


Fig.3 Conceptual framework