

## **Perception on Quality Attributes as Value-Drivers of Milled Rice in CALABARZON, Philippines**

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### **ABSTRACT**

*The study determined the effects of consumers' perception on quality attributes of milled rice to the price at which they are willing to purchase above the prevailing price. The response variable investigated is the measure of one's willingness to pay (WTP) a premium to purchase rice. The premium is translated as a measure of value-creation. The results showed that out of seven (7) quality attributes investigated, only three (3) attributes were significant in influencing the perception of greater value. The significant factors included the consumers' perception on the level of quality of rice in terms of odor, whiteness, and cleanliness. An institutional strategic management framework towards the maintenance of these value-drivers is recommended to align the gap in prioritization across the rice value chain, and to ensure the delivery of high-quality rice for consumers.*

*Keywords: CALABARZON, consumer characteristics, consumer surplus, perceived quality, value-creation, willingness to pay*

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