

In Search of Consumer Preferences for Locally Grown vs. Imported Flowers and the Willingness to Pay

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Abstract: The Multi-Attribute Attitude Model (MAAM) has been used to analyse and predict consumer preferences, including factors that influence the choice between locally grown and imported cut flowers, as well as the willingness to pay for the same. Researchers have used Multiple Linear Regression Analysis along with Paired Sample T-Test approach on SPSS to examine the responses obtained from of 222 respondents. The outcome shows among various factors price and quality are important attributes, which generated a positive attitude for the consumer towards locally grown cut flowers over imported ones, which are justified by the p-values. That means if the price fluctuates or quality degrades customers may shift from locally grown to imported cut flowers vice versa. Among the price and quality, quality is a more significant factor than price, as statistically proved with P-test and T-test. Researchers suggested if the local farmers want to maintain or expand their cut flower business they should focus more on the quality of the products, which motivates the consumers to develop positive attitude towards purchase intention.

Keywords: Cut Flower, Consumer Attitude, Attributes, Preference, Quality, Price

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