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Determinants of rice consumer lexicographic preferences in South Sulawesi Province, Indonesia

Mohammad Natsir , Sri Mardiyati and Syafiuddin Syafiuddin

Abstract

Rice is a very strategic staple food and plays an important role in supporting sustainable food security. Understanding consumer preferences is essential for stakeholders in the rice supply chain, including producers, marketers, and policymakers. This study aims to analyze the factors that influence the hedonic price of rice and analyze the factors that determine the lexicographic preferences of rice consumers. Sampling is carried out using the cluster sampling method for urban and rural areas, with a total of 200 observations. Data analysis uses multiple linear regression and binomial logit regression. The results of this study indicate that the hedonic price of low-quality rice is influenced by cleanliness, durability, softness of rice, and urban areas. The hedonic price of medium quality rice is influenced by cleanliness, durability, packaging, whiteness level, and urban areas. The hedonic price of premium quality rice is influenced by aroma, brand, durability, packaging, whiteness level, and urban areas. The factors that determine the lexicographic preferences of premium quality rice consumers toward premium quality rice are aroma, brand, whiteness level, and urban areas. The determinants of consumer lexicographic preferences of premium quality rice compared to low-quality rice are price, brand, packaging, and urban area. The determinants of consumer lexicographic preferences of medium quality rice compared to low-quality rice are price, aroma, and rice grains. Consumer behavior continues to evolve based on sustainability principles, so hedonic pricing methods are emerging as an important tool to understand the market dynamics and help develop agricultural policies that support sustainable practices. Consumer awareness of sustainability can result in more appropriate

policies that encourage sustainable practices in rice production and marketing, thus benefiting the environment and agricultural economy.

Keywords: [consumer](#); [hedonic price](#); [lexicographic](#); [preference](#); [rice](#)