

CONSUMER'S WILLINGNESS TO PAY FOR ORANGE IN BANGLADESH: A CASE STUDY ON DHAKA CITY

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Executive Summary

The study aimed to figure out the determinants of the willingness to pay for oranges in Bangladesh. The study also attempted to assess how much customers are prepared to pay more than the purchased price for orange. Primary data from 100 respondents (Customers) were collected through a face-to-face interview by using a semi-structured questionnaire set. The binary logit regression was employed to find out the determinants of the willingness to pay. The estimated results revealed that price, freshness level of the orange; family size, education, and income of the customer affected the willingness to pay for orange. The study also showed that 51% of customers felt they had no consumer surplus and they are not ready to pay more than the purchased price. Differently, 49% of customers are prepared to pay 1%-above 100% more than the purchased price for orange. Because they felt that they are enjoying a different level of consumer surplus.

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