On the Perspective of the US Duck Industry Penetrating the Chinese Market: A Study of Food Attribute Preferences in China’s Restaurants

Abstract
Unprecedented economic growth and the maturation of the Chinese market in recent decades have created demand for high-quality food, an enticing new marketing opportunity for the American agricultural industry. Built on the literature of consumer preferences for food quality and food safety attributes on products in the food retail sector as well as the hospitality management literature, we study preferences for consumers and managers in the food service sector. This study focuses on duck, a traditional Chinese food consumed often in restaurants and makes use of choice experiments to examine consumer and manager willingness-to-pay for several quality and safety attributes (including country of origin) in four major Chinese cities. Preliminary results show that preferences for duck are heterogeneous and depend on regional traditions and economies. We find that Chinese consumers tend to prefer domestic products. This study provides information for the US duck industry in penetrating the Chinese market.

Dr. Holly Wang is a Professor at the Department of Agricultural Economics, Purdue University. She received her Ph.D. degree from Michigan State University. Dr. Wang has published over 60 articles in economics and agricultural economics journals all over the world. She has delivered keynote speeches for several international conferences, given dozens of invited talks in universities in the US, Europe, Asia and Australia, made over 100 conference presentations, and been interviewed by National Public Radio, Voice of America, and China Radio International. Her current research focuses are on Chinese agriculture and food demand. She is a Co-Editor for *China Agricultural Economic Review* and on Editorial Boards for *China Economic Review*, and *Agricultural Financial Review*. Dr. Wang served on several leadership positions for her profession, such as the President of the Chinese Economists Society, and the founding Chair of the China Section, American Agricultural Economics Association.