

Table 13 Regression results and mean willingness to pay among improved rice farmers

Variables	Coefficient	Standard Error	Z-statistic	Prob.
Constant	4.318893***	1.476737	2.92	0.003
Bid	0.0007506**	0.0003078	2.44	0.015

Note: **indicates statistical significance at 1%; Degree of freedom = 1; Log likelihood = -18.092449; Pseudo R2 = 0.3426; Chi2 (LR Statistics) = 18.86; Significance Level = 0.0003; Mean WTP = ₦5753.92