

# **Economic Value of groundwater protection in Vietnamese Mekong Delta**

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**ABSTRACT:** Groundwater in the Mekong Delta is facing severe levels of pollution and it is apparent that new measures are needed to ensure its protection. Applying the contingent valuation method, the mean willingness to pay estimated by the Probit model was 141,730 VND (US\$8.86)/household/year. Groundwater could be an inferior good in the Delta with the negative income effect found in the demand for clean groundwater. There were eight statistically significant variables – both exogenous and endogenous – related to the WTP response while there were only four statistically significantly exogenous variables affecting the maximum offer price a respondent voted for in the OLS model. Respondent's gender and groundwater-related health risk consideration were factors sensitively affecting the WTP values. Household income had a positive effect on the probability of demand for groundwater protection.