

Analysis of Factors Affecting Fresh Milk Consumption Among the Mid-Country Consumers

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Abstract

This study focused on analysing the consumer attitudes, demographic and economic factors that affecting fresh milk consumption among the mid-country consumers of Sri Lanka. Data were collected through a consumer survey conducted in Kandy district at randomly selected super markets, groceries, milk bars and retail shops. Factor analysis was carried out in order to weigh up the consumer attitudes and factor scores were introduced to the final model as independent variables which can be categorized as cost and usage, nutrition, sensory factors and availability. An ordered logistic regression was carried out to find out the relationships between number of demographic and socio-economic characteristics of consumers such as age, gender, level of education, income, size and composition of the household, ethnic group and presence of diseases that affect fresh milk consumption. The results suggest that most of the factors have a significant impact on their fresh milk consumption. In conclusion, this study helps to develop policies and marketing strategies which are most suitable to fit with the consumer expectations.

Keywords: attitudes, fresh milk consumption, ordered logistic regression, Sri Lanka