

IMPACT OF PREFERENTIAL ATTRIBUTES AND
SOCIO-DEMOGRAPHIC DETERMINANTS FOR MILK CONSUMPTION AMONG
CONSUMERS OF GAMPAHA DISTRICT

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A dissertation submitted to the
Department of Management Studies
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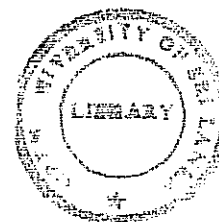
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Abstract

This study examines impact of preferential attributes for fresh and powdered milk. It also determines the association between consumption and socio-demographic variables which distinguish fresh milk consumers from powdered milk users. A self administered questionnaire survey was carried out among 300 adult milk consumers. The binary logistic regression model was run, and results confirmed that out of the selected socio-demographic factors, age and education influence customer decisions more. Preferential attributes for milk powder brands and fresh milk were identified through the Attribute Score of ranked data. The study revealed that powdered milk users differed quite significantly from fresh milk users in their perceptions on powdered milk attributes; namely good brand name, low price and good quality. Wider availability, high nutritional value and good quality were identified as the most important attributes for fresh milk preference. Policy-makers should regulate locations of dairy cooperatives and promote investment in laboratory facilities for grading to ensure milk quality is not compromised so that local dairy could compete better in the local market place and thereby reduce high dependency on imported dairy products.

(Key words: fresh milk, powdered milk, dependency on imported dairy, preferential attributes,)



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