



Analysis of Consumption Patterns of Probiotic Incorporated Fermented Dairy Products in Sri Lanka

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Probiotic dairy foods are considered as one of the major functional food substances in the world. Consumers have been more health conscious in recent years, and as a result, they are seeking more information on how to live a healthy life consuming good food. Probiotic and probiotic products are having the possibility to attract those health-conscious consumers because of their health promoting effects and lower cost. To our knowledge there are no studies that analyze the consumer demand for probiotic fermented dairy products in Sri Lanka. This study focused on analyzing the consumer knowledge, attitudes, socio-demographic and economic factors that affect the consumption pattern of probiotic fermented dairy products in Sri Lanka. A total of 405 households from all nine provinces in Sri Lanka were surveyed with an online questionnaire. According to the results, 46% of the respondents have awareness of probiotics. Probiotic consumption was categorized into 4 levels as not at all, low, medium, and high based on the probiotic consumption per week. The study showed that 53% of the respondents belongs to low-level consumption category, 27% have medium level consumption, 9% are in high-level consumption category and 11% of the responders never consumed probiotic incorporated dairy products. An ordered logistic regression model was employed to analyze the relationships between probiotic consumption level and the number of demographics, socio-economic characteristics of consumers such as gender, age, marital status, household size, presence of children, household income, locality, education level, attitudes on health and nutrition aspects, attitude on sensory aspects, advertisement aspects and poor availability of probiotic dairy products. The results reveal that probiotic consumption level is significantly and positively influenced by gender, marital status, household income, advertisements, and consumer's attitude on health and negatively influenced by household size and poor availability. Findings of this study give useful information to producers for their production and marketing strategies which are most suitable to fit with the demand characteristics and consumer expectations.

Keywords: Probiotic; Dairy Products; Consumption Patterns; Ordered Logistic Regression; Sri Lanka