

**INFLUENCE OF PACKAGING DESIGN ON
CONSUMER PERCEPTION OF FERMENTED
DAIRY (YOGHURT, CURD, DRINKING
YOGHURT, CHEESE) PRODUCTS IN
MINUWANGODA TOWN AREA**

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ABSTRACT

Food Packaging plays a major role in attracting consumer when they purchase the products. Food package is the final output of producers to attract consumers for their products. Therefore Understanding the effect of the packaging elements to consumer is very important for the manufactures. The major objective of the study is to identify effect of packaging design to consumer perception while purchase the fermented dairy products, Furthermore the data was used to study about most favorable fermented dairy product (Yoghurt, Curd, Drinking yoghurt, Cheese) and its consumption pattern in Minuwangoda town area. Data were collected by pre tested structured questionnaire administrated among people (n=300) in Minuwangoda town area. Data analysis was done by using Minitab 17 software and descriptive statistical analysis and ordinal logistic regression model was fitted to data. As the results of the survey most favorable fermented dairy product was set yoghurt (73.3%), among them plain yoghurt mostly prefer (48%), while the frequency of the consumption of set yoghurt was once a week (60.3%). Among the total sample size 48.3% (Packaging Color), 43.6% for (Packaging Shape), 51.3% (Packaging material), 55.3% (Packaging language), 70.3% (Information panel), 63.3% (Main panel), 62.6% (Quality standards) agreed that each packaging elements influence consumers for their product purchase decision. According to ordinal logistic regression model, Packaging material ($P < 0.05$) and packaging language ($p < 0.05$) had influence for the consumer perception. Apart from that, age of the consumer ($p < 0.05$) was effected to the consumer perception about the fermented dairy product. This implies that the fermented dairy product manufactures must pay special attention to the particular Packaging elements in catering their client-base.

Key Words: Consumer perception, Fermented dairy products, Packaging elements, Packaging language