

Study on Processed Dairy Product Consumption Behaviour in Kandy District: Theory of Planned Behavior Model

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Introduction

Dairy products are defined as food produced from the milk of mammals. They are considered high energy yielding food products with more nutritive value. Dairy products for human consumption are mainly sourced from the milk of cows, goats, sheep, yaks, and camels. In Sri Lanka, it is basically from cows and goats. Yogurt, ice cream, curd, milk powder, cheese, yogurt milk and UHT milk are the regularly consuming processed dairy products in the local market. Promoting dairy industry is very important to Sri Lanka due to two reasons. Firstly, the dairy industry has a great potential to contribute considerably to the economic development of Sri Lanka. At present, both private sector and the government sector are involved in dairy industry. However, the local production of milk and milk products are very much below the requirement of the country. Secondly, the milk products are a great source of vitamins and nutrients, and have several health claims, such as glowing skin, healthy bones and teeth, muscles, weight loss, less stress and healthy body.

The trend of consumer behavior is changing with the time due to economic, environmental and cultural changes as the milk consumption behaviour has also been changed over time. In recent years, the number of processed dairy products and their derivatives available in the local market have gone up significantly. However, there has not been much research carried out on identifying the behaviour of local consumers in dairy market, which is very important to develop strategies to promote dairy production and consumption. Determining the consumer behaviour is very complex and complicated task because it is influenced by number of factors. There are number of theories and models have been proposed by scholars to predict the consumer behaviour and each of those models has its own strengths and weaknesses when it comes to application. Out of the behavioral models, the Theory of Planned Behaviour (TPB) model proposed by Ajzen (1985) can be described as a very versatile and popular model. Accordingly, this study aimed to identify the factors affecting on the processed dairy product consumption behavior in Kandy district of Sri Lanka employing the TPB model.

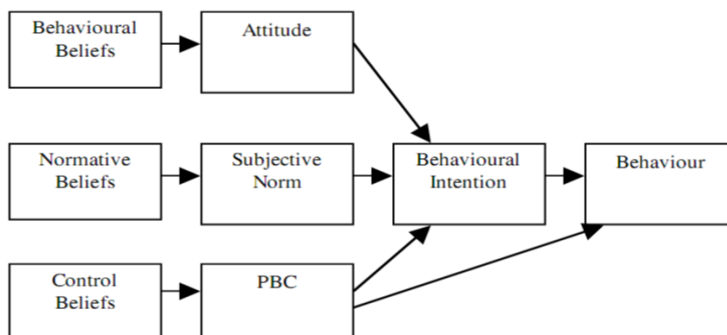


Figure 1. Theory of Planned Behaviour (TPB) model.

Theory of reasoned action and theory of planned behavior developed by Martin Fishbein and Ajzen (1975) provides a theoretical framework to explain a person's behavior used in the study. The framework denotes that behavioral beliefs, normative beliefs and control beliefs influence behavioral intention, which in addition to actual control influences subsequent behavior.

Attitude given in the model signifies the degree to which a person has favourable or unfavourable evaluation of the behaviour in question. Then, the subjective norm explains the belief of other people concerning how the individual should behave in a given situation and perceived behavioural control construct in the model summarizes the factors, either internal or external that can help or hinder the performance of the behaviour.

Methodology

Five divisional secretariats in Kandy district, namely Kandy, Akurana, Poojapitiya, Kundasala and Udunuwara, were selected for the study where the total population of consumers is approximately 1,728,483. Out of which 200 consumers were selected as the sample in this study based on stratified random sampling technique. Semi Structured questionnaire was developed based on Theory of Planned Behavior (TPB) model to gather the necessary information for the study. There were direct and indirect questions under the behavioral categories of attitude, subjective norm and perceived behavioral control in the questionnaire. Questions were framed in five point hedonic scale. Then, the primary data were collected through TPB structured questionnaire interviewing the respondent individually at their residence. Secondary information for the research was gathered from the Kandy district secretariat website. The collected data were tabulated using Minitab statistical package. Descriptive statistical techniques were used to summarize and describe sample population data. As the TPB model proposes linear relationships between model elements two regression models were developed to determine the extent to which the identified variable affects consumption behavior of Processed Dairy Products.

Proposed econometric models;

$$\begin{aligned} & \text{Model 1} \\ & \underline{BI = \beta_0 + \beta_1 ATT + \beta_2 SN + \beta_3 PBC} \\ & \text{Model 2} \\ & \underline{BEH = \beta_1' 0 + \beta_2' BI + \beta_3' PBC} \end{aligned}$$

Where,

BI = Behavioural Intention, β_0 = Constant, ATT=Attitude, SN = Subjective Norm, PBC = Perceived behaviour control, BEH = Behaviour

Results and Discussion

According to descriptive analysis, about 53% of the respondents were female consumers and 47% of the respondents were male consumers. Female showed higher intention than male in most of the choices. But, male showed the highest intention to consume processed dairy products at least once per week. Majority of consumers (29%) belonged to the age category of 21-30 years. Only 14% of the consumers belonged to more than 50 years. Among the age groups, most of age group interested to buy dairy products at least once per week. Majority of families, having 3-5 members, showed higher intention than other family sizes. Very small and large families showed lower consumption.

About 42.5% of the consumers have passed GCE O/L, 34% of consumers have passed GCE A/L and only 16% have entered into university education. Every education levels among sample showed the highest intention to the consumption of processed dairy products once per week. There were 51% of consumers currently employed and 15% of them were employed in the government sector, 20% in the private sector and 16% run their own business. Income distribution of the sample population showed that 25% of consumers have no income, 21% of consumers obtain monthly income of Rs. 20,000 to 30,000. Only 7.5% of the respondents showed a monthly income greater than Rs. 30,000. More than 75% of consumers indicated an intention of consuming dairy products at least 2 to 3 times per week.

According to the econometric analysis, behavioral intention and behavior derived as follows;

Model 1: $BI = 0.515 + 0.0374 ATT^* + 0.0159 SN^* + 0.00544 PBC$

Model 2: $B = 0.712 + 0.00062 PBC + 0.00421 BI^*$

* Significant at 0.05 level.

According to the regression analysis, adjusted R-Squared value of Behavioral Intention model (model 1) was 74.3% and Adjusted R-Squared of the Behaviour model (model 2) was 17.2%. This implies that the Behavioral intention model was stronger than the behaviour model. In the model 2, other than the perceived behavioral control and behaviour index, there may be other influential factors that determine the consumer behaviour. According to the P value resulted, Attitude and Subjective norm showed significant relationship ($P < 0.05$) with behavioral intention and perceived behavioral control did not show any significant relationship ($P < 0.05$) with Behavioral intention. According to behavior model, "P" value indicates that Behavioral intention has a significant relationship ($P < 0.05$) with the behavior but perceived behavioral control has no significant relationship ($P < 0.05$). These findings suggest that, attitudes of the consumers and subjective norms or the perception held by them are very important in determining the dairy product consumption behaviour.

Conclusions

TBA model can be used successfully to evaluate the consumer behaviour in food market. According to the analysis, consumer attitude on dairy product and their perception significantly influenced on the diary product consumption intention in Kandy district.

References

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