

**DETERMINATION OF FACTORS INFLUENCE ON
PROCESSED DAIRY PRODUCT CONSUMPTION
BEHAVIOUR IN KANDY DISTRICT**

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ABSTRACT

The present study was undertaken to identify the factors effecting on processed dairy product consumption behavior in Kandy district. Determining the consumer behavior is very complex and complicated task because it is influenced by number of factors. Pre-tested structured questionnaire was employed to collect information from 200 consumers. Kandy, Akurana, Poojapitiya, Kundasala and Udunuwara divisional secretaries were selected as the study area within the Kandy district. Stratified random sampling technique was used to select the consumers from five DS divisions and theory of planed behavior model was used as the theoretical model. Data were analyzed by regression analysis using MINITAB version 15. According to descriptive analysis, nearly 98% of respondents have shown intention to consumed at least one kind of dairy products. 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. 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. 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. Income distribution of the sample population showed that 25% of consumers have no income, only 7.5% of the respondents showed a monthly income greater than Rs. 30,000. 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%. 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 ($P < 0.05$). Thus, the results indicated, consumer attitude on dairy product and their perception significantly influenced on the diary product consumption intention in Kandy district.

Key words: Consumption behavior, Theory of planned behavior, Intention, Subjective norm, Perceived behavioral control