

THE CONSUMER BEHAVIOUR IN THE MILK AND DAIRY
PRODUCT IN TRINCOMALEE DISTRICT

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Abstract

Dairy sector is the most important of all livestock sub sectors. This is primarily because of the influence it can make on the rural economy. In Sri Lankan dairy industry, the domestic milk production only constitutes about 17 percentage of the requirement and the rest is imported. According to the statistical report 2009, in Trincomalee, there was a natural geographical setup and resources are available for milk and dairy product industry. Eventhough Local dairy producers and marketers are facing difficulties to market their products and it create industry to highly relay on imported milk production.

To market a product or service through knowledge about the consumer behavior is vital for the marketer. In growing trend of dairy industry, the information regarding consumer behaviour, their preferences, attitudes and customer needs and want for dairy products not specifically identified. Moreover target market for dairy industry also not specifically identified. This implies a gap regarding the available information and it does induce the researcher to do a finding on the above matter.

For this purpose, 400 respondents were selected in the stratified sampling method. Based on the primary and secondary sources following findings were discovered. Among the four determining factors such as product, income, perception, and family and reference group, product will be the high influencing factor of customer buying behaviour. This study apparently concludes the suitable target market relates to the age based segmentation is 15 to 45 aged consumers. Further this study concludes there is a lack in the supply of milk product in Trincomalee. Study has been discovered there is a possible avenue to develop milk and dairy industry in Trincomalee.

Key Words: Consumer buying behaviour, Target market

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