

## FACTORS AFFECTING CONSUMER BUYING BEHAVIOR FOR PRIMA STELLA DAIRY PRODUCTS

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### Abstract

Nowadays most of people use dairy product day to day life therefore create good demand for that products and lot of factors affect for that buying decision of consumers'. this study explores the factors affecting consumer buying behavior for Prima Stella dairy product in Badulla district. This study investigated the Packaging, Availability, Product Popularity, Product Quality, Product Taste and consumer buying behavior. There for the aim of this study was to analyze existing level of Packaging, Availability, Product Popularity, Product Quality, Product Taste and consumer buying behavior, what sort of relationship between these factors on consumer buying behavior, impact of these factors on consumer buying behavior for dairy product in Badulla district. The quantitative research approach used for this research. As well as Structured questionnaire was used as the method of data collection from dairy products consumers selected as a sample out of 400 consumers. The researcher considered dairy products consumers in Badulla District. convenience sample method used to make the sample. The data were analyzed using descriptive statistics, Pearson correlation, and regression analysis. As a result of this study, managers of dairy product companies must give their attention to enhance their product taste because that have strong positive relationship on consumer buying behavior than other factors, and also want to give attention and make strategies for product quality and product popularity.

**Keywords:** Packaging, Availability, Product Popularity, Product Quality, Product Taste, Consumer Buying Behavior

### 1. Introduction

People have many needs and wants because as try to get different goods and services from another party therefore important to create consumer buying behavior for different products of different companies, various factors affect to this consumer buying decision. Dairy products are made from milk obtained from an animal and which have good demand because those products use in day to day life. Identify the factors affecting consumer buying behavior is important to increase company customer base and revenue.

Effective and efficient management of the relationship with customers is one of the most important issues for marketers (Barone, Miyazaki, & Taylor, 2000). The marketing strategy aims to identify and meet consumer preferences, which drive consumer purchasing decisions. Preferences complement the characteristics and needs of consumers in explaining their behavior (Spacey, 2016). Marketing managers can increase the competitiveness

of their company and guarantee its long-term survival by understanding consumer behavior towards differentiated and high-quality products (Hanaysha, 2018; Canavari, Castellini, & Spadoni, 2010).

Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of the factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. Global demand for dairy products is increasing dramatically as consumers in developing countries become more affluent (Ishida, Law, & Aita, 2003) (Warr, Rodriguez, & Penm, 2008). Much of this demand growth is driven by growing evidence and awareness that dairy products can provide essential vitamins and nutrients as well as other health benefits (Heaney, 2000; CR, et al., 2008; L, JE, JE, IM, & HD, 2008). An example of this change can be seen in Malaysia, where traditionally, the morning meal (breakfast) consisted of rice or noodles, but has now significantly shifted to milk, bread and butter. Malaysians also now spend more on milk and dairy products than rice (Ishida, Law, & Aita, 2003)

## **2.0 Problem Statement /Research Gap**

Different factors affect to create consumer buying behavior for some product. prima brand is most popular brand name there are many varieties of products under this prima brand Delicious prima noodles, Swiss rolls, Quality bread, wheat flour, Prima chicken, Prima vegetable oil, Bakery raw material, Prima Stella dairy product like that products are produce out of that prima noodles, prima wheat flour, prima chicken like that few products are become familiar with the people. But other product under the prima brand not much familiar among people. Prima Sella yoghurt, drinking yoghurt, Fresh milk, cheese such as dairy product (Prima Stella Dairy Products) consumers are not interested to buy the dairy product of the prima compare to other competitive brand dairy product and other product of prima. But the marketing program such as TV advertisement, paper add are done same as to dairy product also. Consumers are tend to buy other dairy products than the prima dairy products that are in the market.

In Sri Lankan context few research has been conducted related to the Factors affecting consumer buying behavior for Prima Stella dairy product. Due to that this study attempt to examine this problem and try to fill an empirical gap. To fulfill Empirical and knowledge gap this research was intended to address the problem.

So, in this context, the problem of this study is identified as; “Factor affecting consumer buying behavior for Prima Stella dairy product in Badulla district.”

The following research questions address the research problem:

### **Research Questions**

- 1) What are the existing levels of Packaging, Availability, Product popularity, Product quality, Product taste and consumer buying behavior in Badulla District?
- 2) What are the relationships among Packaging, Availability, Product popularity, Product quality, Product taste and Consumer buying behavior in Badulla District?
- 3) What are the impact Packaging, Availability, Product popularity, Product quality, Product taste on consumer buying behavior in Badulla District?

### **1.4 Research Objectives**

- 1) To find out the existing levels of Packaging, Availability, Product popularity, Product quality, Product taste and consumer buying behavior in Badulla District.

- 2) To examine the relationships among Packaging, Availability, Product popularity, Product quality, Product taste and consumer buying behavior in Badulla District.
- 3) To identify impact of Packaging, Availability, Product popularity, Product quality, Product taste on consumer buying behavior in Badulla District.

### **3.0 Literature Review**

Consumer behavior includes a series of mental and physical processes that continues through before and after purchase (Eze & Bello, 2016). Studying consumer behavior includes the study of what, how, and why people are buying (KhajehNasiri, 2008). Consumer behavior indicates how consumer decisions are made, how the goods or services are used (Koklic & Vida, 2009). Packaging of dairy products develops continuously along with advances in material technologies, which are in turn a response to demands of consumers. Novel dairy packaging systems include new packaging technologies such as the modified atmosphere packaging (MAP) that is widely used nowadays, especially for dairy product like cheese. Once identified, this information can be used to determine the optimal level of product availability to optimize financial results (Baldwin, 2007). In particular, it is a common practice for internet malls to use brand popularity as an advertising cue. This is based on the premise that consumers prefer brands with popularity claims because they perceive that proclaimed popularity results from superior quality (Dean, 1999). However, it was discovered that perceived product quality on purchase intentions for goods may have dual effect whereas services were having single effects. Both are either direct or indirect effects (Tsotsou, 2005). Besides these taste components, also the texture of fruit is important (1998). The texture attributes 'hardness' and 'juiciness' of apples, are important to consumers (Harker, et al., 2002). Thereby it appears that mealy apples are less preferred by consumers, mealies is considered to be a negative quality attribute (Jaeger et al., 1998). In purchase decisions the appearance and the odor of food products appear to be the most important sensory attributes, the taste and odor are the most important attributes when the food product is consumed (Blair, 2012).

#### **Consumer Buying Behavior**

Consumer behavior forms one of important parts of human behavior (Kita, 2002). Every single living person plays a role of a consumer who has to purchase various goods and services, on a daily basis, for the purpose of satisfying existing and emerging needs. Exactly, reaching satisfaction through the consumption of purchased products is the main driving motive why consumers come to the marketplace. However, it is important to note here, that consumer behavior does not only relate to the very act of purchasing product. According to the definition of Hoyer et al (Hoyer, Pieters, & MacInnis, 2013), "consumer behavior reflects the totality of consumer's decisions with respects to the acquisition, consumption, and disposition of goods, services, activities, experiences, people and ideas by human decision-making units". From this definition, it is therefore obvious that consumer behavior relates to three key processes or acts, i.e. an acquisition (the process of obtaining products), consumption (the process of using products) and disposition (the process of discharging products).

#### **Packaging**

Packaging performs multi-tasks and functions which describes the product & its features and also communicate with the consumers and also safeguard the product. (Silayoi & Speece, 2007). For example, packaging of the product tells about different ingredients, usage of the product and also it tells about some precautions if the product has any side effects. The packaging sometimes includes different features like attractive colors, pictures, symbols that will enhance the attractiveness of any product.

### **Availability**

Both product availability and lack of availability have the potential to trigger the intention to buy. The present research aims to identify the specific processes by which the latter situation of lack of availability drives purchase intention. The research demonstrates that, when lack of product availability is perceived positively, it influences purchase intentions via consumer involvement. However, when lack of product availability is perceived negatively, it influences purchase intentions via perceived feasibility, irrespective of consumer involvement. Two studies confirm the dual indirect effect of product availability on purchase intentions and its underlying processes (Steinhart, Mazursky, & Kamins, 2013).

### **Product Popularity**

number of consumer reviews on a web site is a good indication of the sales volume achieved by the product, a higher number of product reviews increases the perceived popularity of the product, which in turn increases purchase intention (Park, Lee, & Han, 2007). Another study examined the effect of a statement that indicates product popularity (Jeong & kwon, 2012), for example by labelling it as 'the best-selling item', and found that perceived popularity increases purchase intention.

### **Product Quality**

Perceived quality has been defined as the consumer's judgment about a product's overall excellence or superiority. Perceived quality differs from objective quality. Perceived product quality is a global assessment characterized by a high abstraction level and refers to a specific consumption setting (Zeithaml, 1988). Objective quality refers to the actual technical excellence of the product that can be verified and measured (Monroe & Krishnan, 1985).

### **Product Taste**

Milk products are an important part of daily nutrition many regions of the world. Besides fulfilling nutritional requirements, the flavor of milk and milk products is a key parameter for consumer acceptance and marketing (Drake, Miracle, Caudle, & Cadwallader, 2007a). The market for dairy products in more traditional dairying countries has been growing steadily; most of this growth can be attributed directly to the introduction of novel product options and increasing application of milk constituents in other food formulations.

### **Relationship between packaging and consumer buying behavior**

According to Han, (2005) Basic role of dairy packaging, as well as for any other food product, is to provide a physical barrier to food in order to prevent the item from different damage (mechanical, physical, microbial contamination, etc.) and to maintain the best product quality. In the ideal case the packaging should constrain weight and nutrient losses as well as help in extending shelf life of packed item. Nowadays, food packaging does not only target product convenience and provide adequate protection but it also interferes in many other applications such as informing the consumer about the content and underlining key information about the packed product( Karaman et al., 2015; Khoshgozaran et al., 2012).

H1: There is significant relationship between packaging and consumer buying behavior.

### **Relationship between Availability and consumer buying behavior**

When they can't find the product they want, customers react in a number of different ways. Exhibit 1 is based on research we carried out by accompanying customers on their weekly grocery shops: as it shows, most customers purchase a substitute product, and only around one in eight ends up buying the item from a competitor. But it's important to keep in mind that indirect effects multiply the cost of out-of-stocks: although customers will rarely switch an entire shopping trip to a competitor to find an item, losing an entire basket in this way can be twenty to thirty times more expensive than losing the sale of a single item. Less common still—but even more costly—are cases in which an out-of-stock represents the 'final straw' for a customer, and they defect to a competitor for the long term. Such behavior is often impossible to measure, but is very important. In retail sectors where shoppers visit a store to buy one specific product, availability problems can provoke 'permanent' store switching by removing a store from a customer's consideration set for future purchases. And in grocery—with its high visit frequency—it is worth considering that if as few as one in five thousand customers inconvenienced by an out-of-stock is permanently lost, the ultimate cost will be similar to the direct sales loss. Note in this context that almost one in three of those who experienced an out of stock cited it as the thing they were least satisfied with about the store, and over two-thirds were at least mildly annoyed; more worryingly, many also commented on out-of-stocks experienced during previous visits (Isotta, Bacos, Beswick, Demeure, & Harrison, 2012).

H2: There is significant relationship between Availability and consumer buying behavior.

#### **Relationship between Product Popularity and consumer buying behavior**

In this research, the construct "brand popularity" is defined as the extent to which a brand is popular in a product category offered by a specific internet mall. The brand popularity is proclaimed based on sales of a specific shopping mall. Accordingly, despite the mixed results of past research, brand popularity is expected to positively affect perceived quality in internet shopping contexts. First, unlike market-share claims made in the total market, popularity claims in a specific mall would not induce the congestion problem. Additionally, luxurious brands whose exclusivity is considered important are less likely to be distributed through internet malls. Moreover, consumers feel a greater risk when making a purchase decision in internet malls than in offline malls (Tucker & Zhang, 2011); hence, they need more information to reduce the risk and thus use both extrinsic and intrinsic cues (Richardson, Dick, & Jain, 1994).

H3: There is significant relationship between Product Popularity and consumer buying behavior.

#### **Relationship between Product Quality and consumer buying behavior**

As consumers' purchase intentions are influenced by the perceived value of the product, it is important to approach product quality from a consumer perspective. Perceived quality can be described as the consumer's judgement about a product's overall excellence or superiority (Zeithaml, 1988). The term perceived quality is used to explain that quality judgements are based on the perceptions, needs and goals of consumers (Steenkamp, 1990). Consumer's evaluation of product attributes can be used to investigate the formation of perceived quality in brand choice (Méndez, Oubiña, & Rubio, 2011). Price and brand name are important extrinsic attributes of product quality (Rao & Monroe, 1989; Oude Ophuis & Van Trijp, 1995). When it is difficult to judge the product quality prior to a purchase, a brand name is of great influence on consumer's purchase decisions because it reduces the perceived risk (Riezebos & Zimmermann, 2005). Consumers tend to be loyal to a brand if it has satisfied them in the past, and are less motivated to try new brands especially when the food product does not guarantee the desired quality (Yeung, Yee, & Morris, 2010).

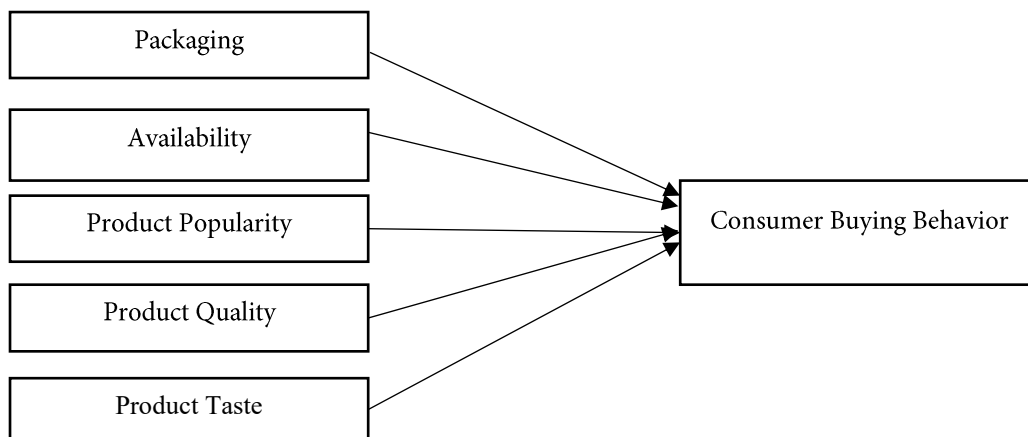
H4: There is significant relationship between Product Quality and consumer buying behavior.

### **Relationship between Product taste and Consumer Buying Behavior**

Milk and milk products are an important part of daily nutrition in many regions of the world. Besides fulfilling nutritional requirements, the flavor of milk and milk products is a key parameter for consumer acceptance and marketing (Drake, Cadwallader, & Carunchia-Whetstine, 2007). Participants' willingness to buy has been measured on a scale from 0 to 100% (based on the 11-points Justen scale (East, Wright, & Vanhuele, 2013)). The higher the score, the higher the willingness to buy. Besides asking how much participants are willing to buy the product, their attitude towards the apple variety will be measured by asking how much they like the apple that they tasted. The attitude that consumers have towards products, determines to a certain extent their motivation to purchase it (Thompson, Haziris, & Alekos, 1994). Attitude has been measured by asking to what extent the participant likes the apple (after tasting it).

H5: There is significant relationship between Product Taste and consumer buying behavior.

### **Conceptualization Framework**



Source: (Kumar & Babu, 2014)

## **4.0 Methodology of the study**

The previous chapter provides a brief review of conceptualization related to the study. This chapter provides the methodology of this study. Research methodology is one that provides guidelines to do a research systematically. A procedure designed to the extent to which it is planned and evaluated before conducting the analysis and the extent to which the method for making decisions evaluated is called as methodology (Kothari, 2004). This chapter provides the idea about the way in which the research work is carried out.

This chapter explains the study setting, design, method of survey, population and sample, method of data collection, method of measurement and the techniques of data analysis.

A set of questionnaire is distributed by hand to a sample of 400 dairy product consumers in Badulla District. The questionnaire is designed so that it can measure several aspects of the variables in the research model using Five-Point Likert Scales and Nominal Scale. The Univariate analysis, Cross Tabulation analysis and Bivariate analysis are applied as the techniques to analyze and evaluate the data collected.

## **5.0 Results**

**Table 1: Model Summary for Multiple Regression**

| Model                                                                                                                        | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|
| 1                                                                                                                            | .831 <sup>a</sup> | .691     | .687              | .34745                     |
| Predictors: (Constant), product taste, packaging, product popularity, availability, product quality<br>(Source: Survey Data) |                   |          |                   |                            |

**Table 2: ANOVA of Multiple Regression Analysis**

| Model                                                                                                  |            | Sum of Squares | df  | Mean Square | F       | Sig.  |
|--------------------------------------------------------------------------------------------------------|------------|----------------|-----|-------------|---------|-------|
| 1                                                                                                      | Regression | 106.311        | 5   | 21.262      | 176.129 | .000b |
|                                                                                                        | Residual   | 47.564         | 394 | .121        |         |       |
|                                                                                                        | Total      | 153.875        | 399 |             |         |       |
| a. Dependent Variable: Consumer Buying Behavior                                                        |            |                |     |             |         |       |
| b. Predictors: (Constant), product taste, packaging, product popularity, availability, product quality |            |                |     |             |         |       |

(Source: Survey Data)

**Table 3: Multiple Regression Results of Consumers' Perception to Buying Behavior**

| Model |                    | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|---------------------------|-------|------|
|       |                    | B                           | Beta                      |       |      |
| 1     | (Constant)         | .228                        |                           | 1.513 | .131 |
|       | Packaging          | .614                        | .140                      | 3.771 | .000 |
|       | Availability       | .646                        | .089                      | 2.122 | .034 |
|       | Product Popularity | .683                        | .178                      | 4.172 | .000 |
|       | Product Quality    | .691                        | .213                      | 3.899 | .000 |
|       | Product Taste      | .683                        | .341                      | 6.663 | .000 |

Dependent Variable: Consumer Buying Behavior  
(Source: Survey Data)

B value (0.614) indicates a positive relationship of Packaging on Consumer Buying Behavior which has significant value of 0.000. It is less than P value (0.05) then there is enough evidence to reject the null hypotheses. It can be concluded that there is enough evidence to say that there is a significant impact of Packaging on Consumer Buying Behavior.

According to results B value (0.646) indicates a positive relationship of Availability on Consumer Buying Behavior which has significant value of 0.000. It is less than P value (0.05) then there is enough evidence to reject the null hypotheses. It can be concluded that there is enough evidence to say that there is a significant impact of Availability on Consumer Buying Behavior.

B value (0.683) indicates a positive relationship of Product Popularity on Consumer Buying Behavior which has significant value of 0.000. It is less than P value (0.05) then there is enough evidence to reject the null hypotheses. It

can be concluded that there is enough evidence to say that there is a significant impact of Product Popularity on Consumer Buying Behavior.

Output results show value (0.761) indicates a positive relationship of Product Quality on Consumer Buying Behavior which has significant value of 0.000. It is less than P value (0.05) then there is enough evidence to reject the null hypotheses. It can be concluded that there is enough evidence to say that there is a significant impact of Product Quality on Consumer Buying Behavior.

B value (0.775) indicates a positive relationship of Product Taste on Consumer Buying Behavior which has significant value of 0.000. It is less than P value (0.05) then there is enough evidence to reject the null hypotheses. It can be concluded that there is enough evidence to say that there is a significant impact of Product Taste on Consumer Buying Behavior.

According to the above results, that following hypothesis was accepted

H1: There is significant relationship between packaging and consumer buying behavior.

H2: There is significant relationship between Availability and consumer buying behavior.

H3: There is significant relationship between Product Popularity and consumer buying behavior.

H4: There is significant relationship between Product Quality and consumer buying behavior.

H5: There is significant relationship between Product Taste and consumer buying behavior.

## **6.0 Limitations of the Study**

There is no such comprehensive published research relating to the research topic in the context of Sri Lanka. Due to unavailability of existing literature in Sri Lankan context most of the literature and variables were identified through international studies conducted pertaining to the research topic. For this research only considers 400 samples but if the numbers of samples are increase, from a geographically different area the result might be different. Further, this study seeks only to understand the nexus of Packaging, Availability, Product popularity, Product quality, Product taste, on consumer buying behavior. The various other factors that may influence to the consumer buying behavior have not been considered. Focused only one geographic area as the research site, where it has to consider a small amount of research sample due to COVID 19.

## **7.0 Future Research Direction**

First direction is, new researchers should get more factors like product ingredients, price reduction rather than this research. It will help to managers for get better decisions. Second direction is this study only covered Badulla district. So in future scope will be expanding beyond the research area it will be effective and useful. Third direction is, this study only taken the small sample size to collect the data in selected Consumers in Badulla district. So if future researcher can take the large sample size of collect the data it may become an effective one. Conduct the similar research with reference to other different manufacturing companies in Sri Lanka.

## **6.0 Conclusion**

The researcher was to find out the level, relationship, impact of Packaging, Availability, Product popularity, Product quality, Product taste, and consumer buying behavior. In order to achieve these aims, the researcher selected dairy product consumers in Badulla district. According to results product taste factor have strong positive relationship with consumer buying behavior. It has higher impact on consumer buying behavior than other factors. This research was conducted based on a sample study of 400 dairy product consumers, from Badulla district. To achieve the objective of the research researcher used descriptive analysis, correlation analysis, and regression analysis.

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