

## Research on Customers' Behaviour in Milk Consumption

*Mr NG Ngon Chung, BA (Hons) Culinary Arts and Management, Faculty of Management and Hospitality*

*Supervisor: Dr LEUNG Tsui Yan Vicky, Lecturer*

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### Background



Milk acts as an important role in the immune system. It also contains the necessary minerals and vitamins for the human body. Thus, knowing the intention behind the consumption of milk product can help to improve the consumption of milk products.

WHY?



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### Objectives

This study aimed to find out the customers behaviour in consuming milk products. How regularly will customers consume milk products? What are the motivations and barriers of consuming milk products? What are their preferences when choosing milk products?



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### Methodology

In this research, a survey was conducted to find out the customers behaviour in Hong Kong. The survey was an online survey built in Google forms. A total of 218 participants were randomly selected, as the link was shared in different media with Hong Kong people only.

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### Findings

The information provided in this research gives insights for both practitioners and academic users to understand the situation of milk consumption in Hong Kong. After analyzing the data, more than 68% of the participants are consuming milk 5-6 times or more per week. Fewer people are having less than one serving per day, from 85.9% (Consumption of dairy products, 2007) to 48.6% (Consumption of Milk Products, 2013), and the results from this research match this pattern, dropping to 31.6%. On the other hand, more people have included milk as a part of their diet, and the situation is becoming better.

While nutrients are the most considered factors when choosing a milk product, the reasons for not drinking milk products are stomach pain and lactose intolerance.

The results showed more than 71.2% of the respondents stated that whole milk is the most preferred choice, on the other hand, the least preferred choices were Lactose-free skimmed milk and Lactose-free semi-skimmed milk. The responses by the participants of the survey do not show that they are familiar with lactose-free milk, as none of the participants preferred lactose-free milk.

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### Conclusion



For the scholars, this research has provided some evidence about milk products. From the results, this research has found that more people are including milk as their part of the diet.

For milk beverage producers, most of the participants in this research do consume milk regularly, which is a positive trend for Hong Kong customers when comparing with the survey done by the Department of Health (Consumption of Milk Products, 2013; Consumption of dairy products, 2007).

