

A STUDY ON CONSUMER ATTITUDES TOWARDS HIGH-CALCIUM NON-FAT MILK POWDER IN THE INDUSTRY ...ANLENE AND NESTLE HI-CALCIUM

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ABSTRACT

This research report is about learning the consumer attitude towards different brand of high calcium non-fat milk powder in the Malaysian milk powder industry. Therefore, two outstanding brands, ANLENE and NESTLE Hi Calcium are selected. The objectives here are to find out the product attributes taken into consideration when purchasing milk powder and their importance level in consumers' minds, consumers' beliefs of the two brands, consumers' overall attitudes, consumers' overall brand evaluation, and lastly, consumers, future buying intention.

The results of the research identified high-calcium, non-fat, and reasonable price as 'important' attribute of a milk powder. Another seven attributes, vitamin D3, low lactose, different package size, attractive packaging, easy to prepare and easy to digest are categorized as 'somewhat important' attributes. As for the consumers' beliefs and consumers' overall attitudes, hypothesis testing shows that consumers of two brands show no significant difference in their beliefs and attitudes. While for consumers' overall brand evaluation and consumers, buying intention, hypothesis testing shows that there are significant difference in consumers' overall brand evaluation and buying intention for the two brands.