

The Research on Consumer Preferences of Dairy Products in China -The comparison between inside and outside Guangdong Province-

著者	Li Zhihang
journal or publication title	JOURNAL OF FARM MANAGEMENT ECONOMICS
volume	49
page range	45-45
year	2018-02-28
URL	http://hdl.handle.net/10097/00122821

The Research on Consumer Preferences of Dairy Products in China

-The comparison between inside and outside Guangdong Province-

Zhihang Li (国際開発学分野)

【Objective】

This research mainly has 3 purpose, analyze the correlations of life elements toward milk products, compare the differences of consumers' confidences inside and outside Guangdong province, and find out the feasible ways for dairy companies to promote in the Cantonese market.

【Method】

Contrastive analysis method, descriptive analysis method and statistical analysis method will be used in this research.

【Results】

Cantonese consumers' per capita consumption ability is higher and the relatively high price dairy products are considered to be more acceptable for them. The dairy products' market in Guangdong province is still optimistic because of the population structure changing. The Cantonese companies seem to be more credible than the Non-Cantonese companies, so the Cantonese products are more believable for the consumers.

Older people seem to very worry about the pure milk outside Guangdong province, and it also showed that if they live with more older people the more they will worry about the pure milk products. Meanwhile, the people with higher income in Guangdong province are considered very worry about the pure milk products. The elements supposed to be worried about the dairy products are not significant towards low lactose milk products outside Guangdong province, while living with more people and older people, having a higher income will make them worry about low lactose milk products in Guangdong province. Having a higher educational level will make people worry more about high-quality milk products. Meanwhile, living with more older people and having a higher income will make people worry more about high-quality milk products in Guangdong province.

【Conclusion】

Outside Guangdong province, mainly ladies deal the household duties while men also share a big part of it inside Guangdong province, this makes female consumers worry more about the dairy products outside and male consumers worry more about them inside Guangdong province. Because low lactose milk and high-quality milk products are not released by Cantonese companies, the local Cantonese families which living with more people and the average age are younger usually care more about food safety, so they are considered more worry about this two kinds of dairy products.

In general, local elements affect Cantonese consumers' decision than other consumers in China. So the Non-Cantonese dairy companies should focus more on creating the exclusive brands for their Cantonese market and open local factories inside Guangdong province, while Cantonese dairy companies should focus on their products' diversification and advertising towards male consumers.