

ABSTRACT

This study endeavours to examine the profiles and behaviour of the consumer as it relates to accepting a locally produced dairy product as on par or superior to an imported brand of the same product.

By engaging in this study, a better understanding is sought to determine the factors that influence the buyer and to understand how the consumer is motivated by external and internal stimuli. The general profile of producers and suppliers and the marketing strategy they use to promote their products will be examined to assess the extent to which they impact on the purchasing decisions of the consumers. A general sample was done where persons were willing to respond to self-administered questions. Forty (40) persons were questioned, with fifteen (15) being University students and staff and twenty-five (25) general consumers and purchasers. They were self-administered questions and some were filled out for them as some were done over the telephone. Secondary data was collected from the internet, books and lectures.

It can be said that consumer behaviours toward a locally produced product as opposed to a foreign counterpart is influenced by the quality, price and brand name of the products. Consumers indicated support for locally produced products, but will purchase an imported brand if they feel it is better. Problems encountered at the supermarket included keen competition with competitors, insufficient space to display products, aggressive merchandisers and customer perceived preference of the imported brand is superior.

Given that the study was done on the general population and not a target market, I was a bit taken back to find out only a few people knew about Cottage cheese and the benefits of consumption. More persons were aware of the name buttermilk were of the impression that it was a sweet drink. Cultured butter milk is made with live micro biotic cultures.