

### **3.10 Consumers' perceptions towards UHT milk in Tetra Pak through food quality dimensions**

E. M. Hemarathne  
A.P.R. Wickramarachchi

---

#### **ABSTRACT**

Although fresh milk is considered to be the most heavily consumed beverage in the world, level of consumption of which in Sri Lanka is considerably low. Also per capita liquid milk consumption level is one of a criterion to measure the nutritional level.

The objectives of this study were to evaluate consumer attitudes on UHT milk in Tetra Pak based on dimensions of quality and to determine the relationship between attitudes and demographic variables of the consumers.

A conceptual model was derived mainly through Garvin's dimensions of product quality. Two parameters, namely "Mean Attributes Score" and "Index of Overall Perception" were developed to evaluate individual attitude on this product. A structured questionnaire was developed to describe quality dimensions and to probe demographic variables.

Results based on the "Mean Attribute Score" indicate that age group between 15 to 25 years was much concerned in using UHT milk in Tetra Pak. Also, consumption level of this product and the level of education of each consumer showed a strong relationship. The statistical outcome showed that consumer's education level had a significant effect on positive attitude on UHT milk in Tetra Pak. However gender, household income and age had not shown a significant impact on this behaviour. Quality dimensions namely "Durability", "Features", "Performance" and "Aesthetics" make consumer loyal to UHT milk in Tetra Pak. "Safety" and "Reliability" of this product were not accepted by consumers.

Based on analysis of results it could be recommended that consumption of UHT milk could be promoted mainly using Reliability, Conformance and Serviceability dimensions.

**KEY WORDS:** Consumer Perceptions, UHT Milk, Tetra Pak, Food Quality Dimensions,