TITLE:

THE STUDY ON FACTORS INFLUENCING THE QUALITY PERCEPTIONS OF DAIRY PRODUCTS AMONG SCHOOLS TEACHERS IN RANAU

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ABSTRACTS

People are becoming more health awareness nowadays due to development in educational and technology advancement influencing also towards the consumption of food among peoples from traditional food consumption to more healthier consumption; as can be seen among Malaysian trend for breakfast had change from traditional breakfast consists of fried rice, fried noodles and etc. to more healthier breakfast such as bread, milk, dairy products and etc. The health benefits of dairy product are become more acknowledged to people as the consumption for dairy products are increasing. This research will study on the factors influencing the quality perceptions of dairy products among schools teachers in Ranau. By utilizing the aid of questionnaire, distributed to the target sample, the objectives of this research is to determine the purchasing pattern of dairy products among teachers in Ranau, examine the factors lead to quality perceptions on dairy products among schools teachers in Ranau and determining the significance influence of three identified factors (price, brand acknowledgement and packaging information) towards quality perceptions of dairy products. Analysis on percentage and frequency distribution are conducted for nominal variables. Pearson Correlation Coefficient as to determine the correlation between each independent variables toward the dependent variables and Multiple Regression Analysis as to determine the p-value or significancy of each independent variables toward the dependent variable as well as to determine the percentage of those independent variables in explaining the dependent variable through calculations of R2. Results shows that all three factors analyzed (price, brand and packaging information) do have significant influence towards perceived quality of dairy products among school teachers in Ranau. However, packaging information and brand has more significance influence compared to price towards the perceived value of dairy products among school teachers in Ranau. The result of the study will be a leading paradigm in the related firms whereby this research will provide related firms with a better concept of factors affecting the demand and purchasing pattern among working personnel, thus, coming out with proper planning in the future for effective marketing strategies, therefore, ensuring consumer satisfaction.

1.0 Introduction

1.1 Research Background

Food consumptions patterns in Malaysia are undergoing evolution similar to other emerging Asian economies such as Thailand, China and the Republic of Korea (Ishida et al., 2003; Warr et al., 2008). This was then lead to significant transformation in Malaysia's food marketing system which was also as a result of industrialization, economic growth trade liberalization, urbanization and globalization (Arshad, Mohamed and Latiff, 2006). More and more consumer are become more affluent demanding higher quality food products which are differentiated through branding, labeling information and a variety of quality attributes to meet consumers' increasingly diverse needs and preferences (Ishida, Law and Aita, 2003). Additionally, educated consumers are tend to become more conscious about health and wellness issues in choosing food and diet (Quah and Tan, 2010). These lead to driving shifts in Asian diets away from starch-based staples such as rice and increasing demand for wheat-based, fruits, vegetables and dairy products (Prescott, Young, O'Neill, Yau and Stevens, 2002). Recent consumer research suggest that Malaysian food consumption is becoming increasingly diverse and consumers are growing more concerned about the quality, safety and nutritional content of their food (Ishida et al., 2003; Liana, Radam and Yacob, 2010; Prescott et al., 2002; Rezai, Mohamed and Shamsudin, 2011).

As focused to dairy products' consumptions, dramatic increase in global demand for dairy products can be observed as consumers in developing countries become more affluent (Ishida et al., 2003; Warr et al., 2008). Increasing evidence and awareness on dairy products benefit to health such as providing essential vitamins and nutrient are one of the primary drives for those demand growth (Heaney, 2000; McGill et al, 2008; Wang, Manson, Buring, Lee and Sesso, 2008). This change can be