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# ECONOMIC AND NON-ECONOMIC PREMISES AFFECTING CONSUMER PURCHASING BEHAVIOUR OF FERMENTED MILK PRODUCTS

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**ABSTRACT**

The study aims to identify the factors that influence consumer behaviour on the dairy market, with particular emphasis on the yogurt market. Based on the available data and statistical studies, the main directions of changes in production and consumption as well as directions of changes in prices of dairy products in Poland were presented. The changes taking place on the yogurt market are also presented in more detail. The practical part of the study presents results of the survey conducted on the above-mentioned issues in a group of 465 intentionally selected respondents. According to the respondents, yogurt, milk and other dairy products are commonly consumed and purchase decisions are usually made routinely. According to the respondents, their consumption is influenced, among other things, by the possibility of direct consumption and their habits. The main determinants of purchasing these products included sensory impressions and expiry date, as well as brand loyalty. The main barriers related to the purchase were the high price of branded products as well as the lack of knowledge of different brands.

**Key words:** consumer behaviour, milk products, determinants of purchase

**JEL codes:** M31, L11

## INTRODUCTION

The dairy market is a dynamically developing market for food products, whereas milk and dairy products are commonly consumed. These products are valued not only for their taste, but also for their special nutritional and preventive properties. Despite the large variety of dairy products on the market, there are still opportunities and the need for further development of this segment. In this situation, it is extremely important for entrepreneurs to get to know the consumer, his needs and preferences as well as the criteria he uses while choosing these products. The purchase of dairy products may be affected by various conditions, including: economic, psychological, social, etc. An entrepreneur, in order to operate and be successful on the market, should look at his products through the eyes of buyers. It is necessary to constantly evaluate and analyse the company's range of products and to improve upon it. Nowadays, the producer is forced to encourage consumers to buy through various forms of promotion, such as advertising, price promotions, and tastings as well as the introduction of modified or completely new products.

Although the conditions affecting consumer behaviour on the dairy market have been the subject of numerous studies, the factors affecting consumer purchasing decisions are constantly changing. Therefore,

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the research should be repeated and constantly updated so that enterprises can efficiently adapt their products to current purchasing preferences.

## AIM AND METHOD

The aim of the study was to attempt to identify factors influencing consumer behaviour on the dairy market with particular emphasis on the yogurt market. In the theoretical part, based on the available literature, the problem of consumer behaviour on the contemporary market was defined and the factors that buyers are guided by in everyday purchases of dairy products were analysed. These included both economic and non-economic factors. Attention was also paid to changes that have taken place on the milk and milk products market in recent years, both in terms of production, consumption, and trade in these products, as well as changes in price formation and their impact on the volume of consumption in various types of households in Poland. To outline this problem, the data was collected from the Statistics Poland (Główny Urząd Statystyczny), as well as the Institute of Agricultural and Food Economics (Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej). The time range of this phenomenon analysis was 2014–2019.

Theoretical considerations were supported by primary research conducted via the Internet. This was done from the beginning of October to the end of December 2019. The study involved 467 respondents, of whom, after initial selection, responses from 465 persons were referred for further analysis. The selection of the research sample was deliberate. The main criterion for selecting a sample for the study was the buyers' declaration of regular purchase and consumption of yogurt. The study aimed to identify factors influencing daily purchasing behaviour among surveyed consumers on the dairy market, especially yogurt. The research tool was a standardized questionnaire. It contained 24 substantive questions related to the examined issue, as well as 6 metric questions that allowed determining the gender, age, education, place of residence, professional situation and average income per person in the respondent's household. The survey questionnaire consisted of single and multiple-choice closed questions. To present the results of the study, the induction and deduction methods and the comparative method were used, using for this purpose the results of research conducted on a similar topic by other authors. The results of market analysis and primary research were presented using tabular and graphical lists.

## FACTORS DETERMINING CONSUMER ATTITUDES AND BEHAVIOUR ON THE MARKET

The consumer is an individual entity of consumption whose activity is focused on satisfying consumption needs. Shaping consumer attitudes on the food market can be influenced by factors related to the consumer (age, sex, education, income, place of residence, character, temperament) as well as factors related to the product itself (taste, smell, colour, freshness, brand, price, promotion) [Bartosik-Purgat 2017, Zalega 2019]. Similarly, the social environment in which the buyer is located (family, school, reference groups) and the market (legal regulations, economic situation in the region, etc.) are significant [Jeżewska-Zychowicz and Pilska 2006]. Along with the growing wealth and consumer awareness of societies, purchasing decisions have been increasingly determined by the assessment of product quality [Ozimek 2010, Cyrek et al. 2016].

There are numerous definitions of consumer behaviour in the literature, one of which states that it means "all activities related to obtaining, using and disposing of products", while others define them as the individual perception of needs. This includes all subjective and objective reasoning, as well as conscious and unconscious motivations while making decisions on the goods market [Rudnicki 2004]. The development of the theory of consumer behaviour meant that the assumptions of these concepts are becoming more and more relevant to the current market situation, and the diversity of goals and approaches is reflected in various definitions, thus indicating different types of behaviour on the market [Smyczek and Sowa 2003]. It should also be added that the concept of consumer behaviour gains various meanings depending on the scope and purpose of research. However, it should be recalled that the consumer and the buyer are two different concepts. Sztucki defines the consumer as an entity that consumes products once to meet basic needs and for a long time uses equipment and products created to meet higher-order needs [Sztucki 1995]. On the other hand, buyers decide to accept or reject the offer. This applies to both individual and institutional buyers [Łodziana-Grabowska 2015].

Consumer behaviour is an important subject of marketing research and it is very diverse in terms of subject matter and scope. According to the American Marketing Association, consumer behaviour is a dynamic interaction of affect (feelings), cognition, behaviour and environmental variables through which people make changes in various areas and aspects of their lives [AMA Board 1985]. It reveals the actions and behaviour of the consumer and the decision maker in the market environment of products and services, which is usually described as an interdisciplinary field of scientific research trying to understand and describe such behaviour.

The consumer's behaviour concerns in particular the conduct in situations of searching, buying, using, etc. that meet his needs [Dąbrowska and Janoś-Kresło 2016]. Most often, two types of behaviour on the market can be distinguished. These are intentional and unintentional behaviours. Intentional behaviour is conscious, purposeful and meaningful. It reflects the consumer's specific beliefs and needs. On the other hand, unintended behaviour means actions carried out most often under the influence of the moment, not always purposeful and meaningful. Such behaviour often does not reflect the beliefs or needs of the consumer.

Purchasing behaviour research also conducted on the dairy market shows that the perception of a product as healthy (including milk) is reflected in the declaration of a positive opinion about it, mainly in the cognitive dimension. Sometimes the aversion to products resulting from negative associations of the consumer, e.g. from childhood (taste of milk, layer of milk-skin on the milk, etc.), are not reflected in behaviour (the surveyed women declared that they consume milk mainly for coffee). Also, knowledge about the beneficial health benefits of milk affects the fact that it is widely used, including in child nutrition [Świątkowska and Bień 2005].

## YOGURT MARKET IN POLAND COMPARED TO THE MARKET OF MILK AND OTHER DAIRY PRODUCTS

The production of milk and dairy products in Poland is a branch of agricultural production which is considered one of the most important. Unlike crop production, it provides a stable income for many farms. Poland is one of the leading milk producers in the European Union next to Germany, France and the Netherlands.

In recent years, the growing supply of raw milk and high selling prices were the main determinants of the increase in dairy production. According to the Statistics Poland data of 2019, the production of most dairy products increased, except for processed liquid milk, yogurt, whole powdered milk, processed cheese and liquid whey (Table 1). In the group of dairy products having a large share in the sales structure of the dairy industry, the largest increase was recorded in produc-

**Table 1.** Production of selected dairy products in Poland in 2015–2019 (thous. t)

| Dairy products | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|
| Processed liquid milk | 3 198 | 3 345 | 3 519 | 3 454 | 3 490 |
| Fermented milk drinks | 7 173 | 702 | 690 | 720 | 750 |
| Yogurts | 429 | 397 | 374 | 372 | 375 |
| Powdered milk | 208 | 207 | 196 | 209 | 215 |
| Curd cheeses | 430 | 449 | 460 | 470 | 485 |
| Sour cream and cream | 362 | 349 | 376 | 388 | 400 |
| Butter and milk fats | 191 | 204 | 212 | 222 | 225 |
| Whey | 1 501 | 1 301 | 1 795 | 1 633 | 1 700 |

Source: Rynek Rolny 1 (275)/2014–12 (334)/2018, GUS [2019b], Rynek mleka. Stan i perspektywy 57/2019.

tion of whey powder (by 11%) skimmed powdered milk (by 9.4%), butter of 80–85% fat (by 8.9%) and fermented beverages (by 4.4%) [GUS 2019b]. Moreover, the increase in prices on the international market, including primarily skimmed powdered milk and ripening cheese, was a factor stimulating production to a large extent.

In 2020 it is expected that growth trends will continue to consolidate in the dairy industry's production. Supplies of raw material higher by 2.5% would be a growth stimulator. The structure of production would be largely determined by the economic situation on external markets. It is also expected that the production of cheese and curd, whey powder, butter and skimmed powdered milk will increase. The production of processed liquid milk as well as yogurt and milk drinks should be characterized by a small growth dynamics [Rynek mleka. Stan i perspektywy 57/2019]. According to European Commission forecasts, the production of hard dairy products will also increase throughout the EU, with the exception of whole powdered milk. The main reason for the increase in production will be higher supplies of raw material to the dairy industry (by 0.7%) and the growing demand for cheese and butter in the third countries [Rynek mleka. Stan i perspektywy 57/2019].

According to the Statistics Poland data, in 2018 balance-sheet milk consumption in Poland, including milk intended for milk products (without milk converted into butter) amounted to 224 l per person, and it was 2.8% higher than in 2017. The increase in consumption occurred in the conditions of a good economic situation on the international market and a real increase in dairy products in relation to total food amount, in particular in relation to meat and meat products. The factors stimulating the increase in consumption included, among other things, a good income situation of the population, related to the increase in wages and the increase in social benefits from the state (including Poland's Family 500+ program). The survey of Statistics Poland on household budgets shows that in 2018 the consumption of drinking milk decreased by 1.7% compared to the previous year. Changing trends were noted in individual assortment groups as well. The consumption of full-fat milk increased by 0.5%, while the consumption of low-fat milk decreased by 5.7%. The consumption of yogurts remained stable, whereas the consumption of cream dropped by 2.8%. Moreover, the consumption of cheese and curd increased by 1.2%, including rennet ripening cheese and processed cheese by 2.4%. The consumption of cottage cheese remained at the 2017 level (Table 2).

**Table 2.** Average monthly consumption per person of milk and milk products in households in 2015–2018

| Dairy products | 2015 | 2016 | 2017 | 2018 | 2018 (2017 = 100) |
|---|---|---|---|---|---|
| | in absolute numbers | | | | |
| Milk (l) | 3.16 | 3.08 | 2.99 | 2.94 | 98.3 |
| including: | | | | | |
| whole fresh | 1.93 | 1.98 | 1.93 | 1.94 | 100.5 |
| fresh low-fat | 1.23 | 1.10 | 1.06 | 1.00 | 94.3 |
| Yogurts (kg) | 0.02 | 0.02 | 0.02 | 0.01 | 50.0 |
| Condensed and powdered milk (kg) | 0.50 | 0.53 | 0.52 | 0.52 | 100.0 |
| Cheese and curd (kg) | 0.83 | 0.85 | 0.86 | 0.87 | 101.2 |
| Ripened and processed cheese (kg) | 0.40 | 0.41 | 0.41 | 0.42 | 102.4 |
| Curd (kg) | 0.43 | 0.44 | 0.44 | 0.44 | 100.0 |
| Sour cream (kg) | 0.35 | 0.36 | 0.36 | 0.35 | 97.2 |

Source: Rynek Rolny 1 (275)/2014–12 (334)/2018, GUS [2019b], Rynek mleka. Stan i perspektywy 57/2019.

In 2018, the average monthly expenditure for the purchase of dairy products per person in total households accounted for 2.7% of the total expenditure of these households and 11% of the expenditure on food and non-alcoholic beverages. In recent years, drinking milk consumption increased in all groups of households except for self-employed persons, where consumption increased by 2.3%. The largest decrease occurred in farmers' households (by 9.4%). The consumption of yogurts remained at the 2017 level in all types of households except for the households of employees, where their consumption decreased by 1.9% (Table 3).

From January to September 2019, compared to the same period of 2018, retail prices of dairy products increased by 1.4%, while butter prices fell by about 2.9%. Concentrated and powdered milk (5.5%) was characterized by the highest dynamics of price increase due to high world prices of these products. However, the share of condensed milk and powdered milk in the structure of household consumption is minor. The increase in retail prices of yogurts (by 2.4%) and other beverages and milk desserts (by 2.5%) was also relatively high. Cheese and cottage cheese prices increased by 1.6%, including cottage cheese by 2.7%, and rennet ripened and processed cheese by 0.9%. Retail prices of cream increased by 1.7% [Rynek mleka. Stan i perspektywy 57/2019]. As for the yogurt market in Poland in recent years, it should be noted that their average consumption in the years 2014–2018 fluctuated slightly. In 2014–2015 it was at the level of 0.5 kg per person monthly, in 2016 it increased to 530 g and then decreased by 100 g. There are also differences in the consumption of yogurt among households with different incomes. Statistics Poland divided it into five income groups, where the lowest-income households are included in the first group, and the highest-income groups in the fifth group. It can be seen that consumption increased along with the increase in household income. At the turn of the analysed years, the first three income groups showed a growing trend of yogurt consumption. In the fourth group, there was no clear trend, while on the highest-income farms the consumption of yogurt decreased over the years. In each group, 2016, in which yogurt prices were lower than in other years, was characterized by higher consumption than would result from the trends described above [GUS 2015–2019a]. In individual regions of Poland, yogurt consumption was similar. In each of the regions designated by Statistics Poland, consumption ranged from 14 to 19% of the total consumption of yogurt in Poland. Most were consumed in the north and south-west region, followed by the north-west and central region.

Analysing the directions of price changes on the yogurt market, one can notice a certain relationship between the price level and the amount of consumption of this type of product in subsequent years. As mentioned above, the lowest price level was achieved in 2016, which resulted in increased consumption [Rynek Rolny 1 (275)/2014–12 (334)/2018]. Producer prices were primarily affected by the purchase prices of milk as the basic raw material in yogurt production. Yogurt prices established by manufacturers, however,

**Table 3.** Average monthly consumption per person of milk and milk products by type of work performed in 2018

| Dairy products | Households | | | | |
|---|---|---|---|---|---|
| | total | employees | farmers | self-employed | retirees and pensioners |
| Milk (l) | 2.94 | 2.71 | 3.49 | 2.66 | 3.53 |
| Condensed and powdered milk (kg) | 0.01 | 0.01 | 0.01 | 0.02 | 0.02 |
| Yogurt (kg) | 0.52 | 0.52 | 0.40 | 0.53 | 0.55 |
| Cheese and curd (kg) | 0.87 | 0.83 | 0.70 | 0.86 | 1.05 |
| Sour cream (kg) | 0.35 | 0.30 | 0.37 | 0.28 | 0.51 |

Source: Rynek Rolny 1 (275)/2014–12 (334)/2018, GUS [2019b], Rynek mleka. Stan i perspektywy 57/2019.

fluctuated more mildly than did raw material prices. The difference between the extreme prices dictated by producers for yogurts per 150 g was 0.12 PLN, which was 12.1% of the average price, and in the case of purchase prices of milk per 1 l – 0.28 PLN, which was 22.3% of the average price from 5 years (Fig. 1).

The average monthly expenses for yogurt have been increasing since 2016 (Fig. 2). As a result of the reduction in yogurt prices in 2015, the monthly expenses for this product decreased. Since 2016, along with an increase in the consumption of this product, buyers' expenditures increased, and in subsequent years they resulted only from changes in their prices [GUS 2015–2019a].

According to the Analysis and Strategy Office of the National Support Centre for Agriculture (Krajowy Ośrodek Wsparcia Rolnictwa), in 2018 Poland was one of the leading producers of fermented milk drinks in the European Union. Only Germany, France and Spain were ahead of Poland in the ranking. Revenues from the export of yogurt and other fermented milk drinks amounted to 128.5 million EUR, which accounted for approximately 0.5 billion PLN. Most of the products were sold to European Union countries. Most of them were exported to the United Kingdom (16,000 t, i.e. 15% of the volume of fermented milk drinks exported), Hungary and the Czech Republic (11,000 t each; 10% each export volume of the analysed products), Lithuania and Spain (9,000 t each; 9% of export volume each), Romania and Germany (8,000 t each; 7% of export volume each) [KOWR 2019]. In the years 2014–2018, 13.2–15.4% of the production

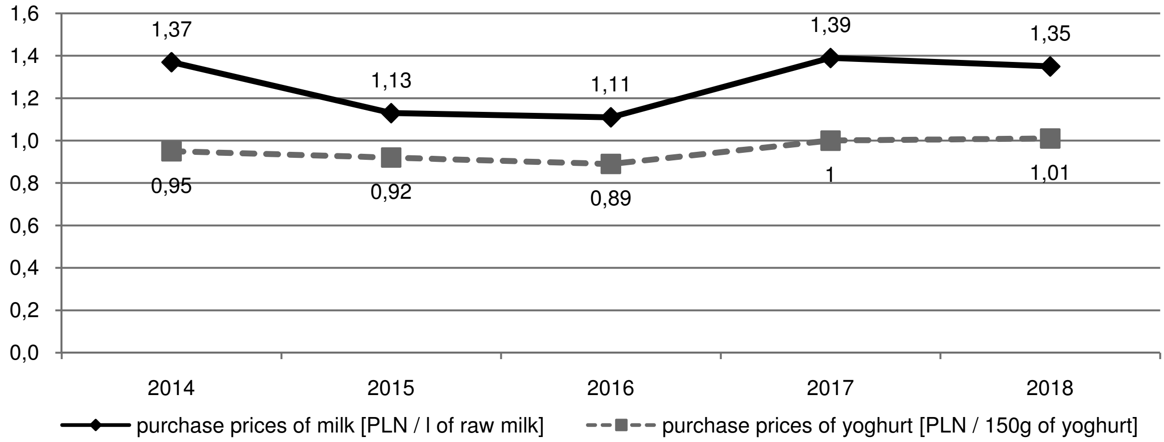


**Fig. 1.** Average purchase prices of milk and yogurt in Poland in 2014–2018

Source: Author's calculations based on Rynek Rolny 1 (275)/2014–12 (334)/2018.

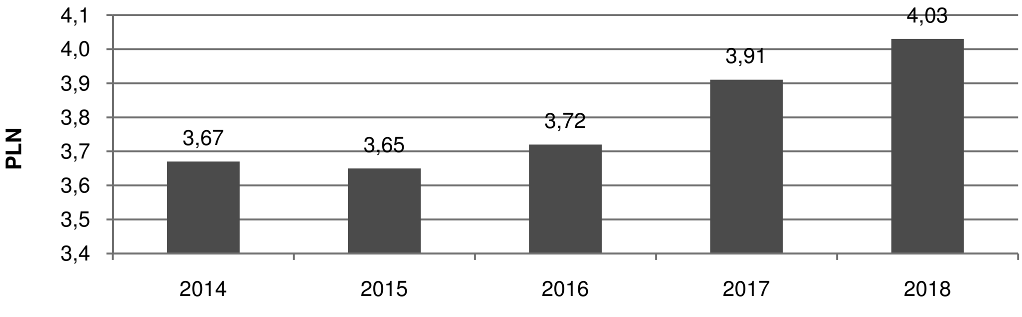


**Fig. 2.** Average monthly expenses per person for yogurts in households in 2014–2018

Source: Author's calculations based on GUS [2015–2019a].

volume of fermented milk drinks was exported. Until 2016, the volume of exports of yogurt and dairy drinks decreased, and after 2016 the situation on this market improved and gradually increased. A similar situation occurred in the case of the share of exports in the production of fermented milk drinks [Rynek mleka. Stan i perspektywy 57/2019].

## RESEARCH RESULTS

Referring to the purpose of the study, which was an attempt to identify factors influencing consumer behaviour on the dairy market, with particular emphasis on the yogurt market, the author conducted the survey in which 465 people participated (women constituted 66% of respondents, while men constituted the remaining 34%). The most numerous group were people up to 25 years old, who constituted 65%. There were 21% of respondents aged 25–39, and 5% aged 40–49. Respondents aged 50–59 constituted 4%, while persons over 60 years old only 5% of respondents. Over half of the respondents, i.e. 58%, declared that their monthly income is at the level of 1,000–3,000 PLN per person monthly. About 28% indicated that their income is below 1,000 PLN per person monthly, while 14% of respondents stated their net income is above 3,000 PLN per person monthly.

Great interest in the consumption of yogurt proves that yogurt is a foodstuff for everyday use. It is in the average consumer's shopping basket at least several times a month. All the respondents declared that they are consumers of yogurt. The largest group (42%) declared that they buy this product several times a week. Only 7% of respondents said that they buy yogurt less than once a month. The high frequency of shopping indicates the more important position of these products in the daily diet of respondents among other food products and their frequent consumption among surveyed consumers.

Purchasing these products, especially in self-service stores, allows consumers to spend more time in front of the store shelf, analysing the range of dairy products offered by producers. Self-service stores were the most frequently chosen place to buy yogurt among the respondents. As many as 77% of respondents shop there. Buyers preferred mainly flavoured yogurt, including fruit (36%), but also natural (23%). Greek type yogurts (8%) were the least frequently found in their shopping basket.

The surveyed consumers, when purchasing yogurts, drew attention to a number of functional features that enable them to make the right choice. The key feature of yogurt that prompts the consumer to buy is its taste (57%) and its quality (56%). The respondents also chose the price (36%), product composition (29%) and its nutritional value (28%). They paid less attention to the appearance of the packaging (12%), while promotional activities of enterprises were of little importance in the selection process among the respondents (2%) – Figure 3.

The results are in accordance with the research of other authors. In studies, among others, by Jąder [2014], taste was also considered the most important factor influencing the selection of dairy products,

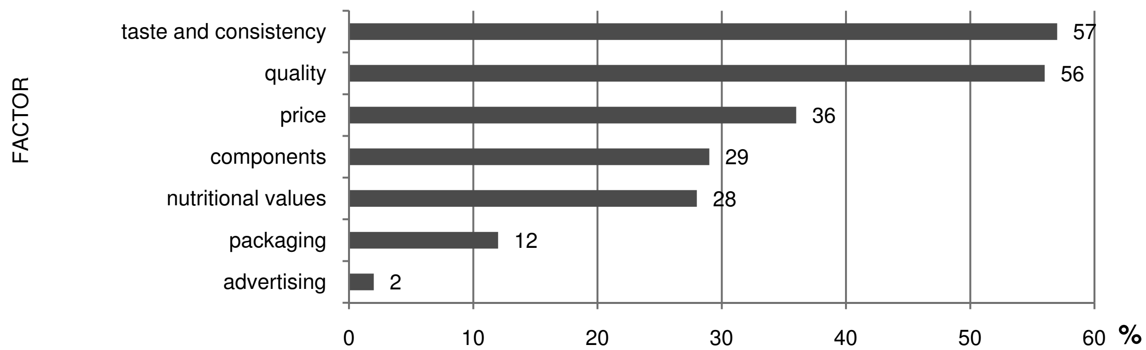


**Fig. 3.** Factors taken into account in the process of buying yogurt
Source: Author's research.

while advertising was considered the least important factor [Jąder 2014]. Ziarno and Hauzer [2009] gave the expiry date, price and name of the producer as the most important purchase factors. In turn, in the publication by Kudełka and Marzec [2004], half of the respondents placed the best before date (shelf life) first in the hierarchy of factors influencing the purchase of dairy drinks [Kudełka and Marzec 2004].

Trust in the brand is another important element that should be an indispensable advantage of an enterprise that is seeking to acquire new customers and retain existing ones. The brand should ensure that the product will guarantee stable quality. The study, however, shows that the importance of the brand for different consumers varied. About 13% of respondents said that this factor is very important, and 42% said that it is significant. For 34% it was of little importance, while for 11% it was of no significance. The surveyed buyers had specific expectations for branded yogurts. They expected that a higher price of the product would also correspond with high quality. To a large extent, they also believed that while maintaining the high quality of the product, the manufacturer would also ensure the lack of preservatives in their composition. They expected that they would be products of high repeatable quality (84%), without preservatives (60%). The buyers also expected that the higher price they pay for branded yogurt will reflect its high quality (60%). The least important role among the respondents is played by the fact that a brand may be fashionable or the purchase of branded products may be associated with prestige or the material status of the buyer (4%). Details are presented in Figure 4.

Another factor buyers pointed out was the presence of new products in the selection process of dairy products. The innovativeness of such products can be perceived by consumers in various ways. That is why consumers were asked in the survey about their definitions of an innovative dairy product. About 60% of respondents said that such a product has a new taste, and 39% said that it has an additional health-promoting effect. According to 24% of respondents, an important feature of a new product is reduced fat content or better culinary use (21%). In the opinion of 16% of respondents, an innovative product should also be distinguished by its new packaging appearance. Almost half of the respondents said that they buy new products only when a friend recommends them. This may be due to the perception of a lower risk of a failed purchase when the product is recommended by others. Among the respondents were also people who are open to new products and buy them immediately after they appear in the store (2%), or buy them relatively quickly (27%). However, almost a quarter of respondents declared that they do not buy new products. From the research presented, among others in the publication of Bierzuńska et al. [2016], it also appears that innovation of dairy products was associated by consumers mainly with new product appearance (52.1%). Some people said they associated innovation with

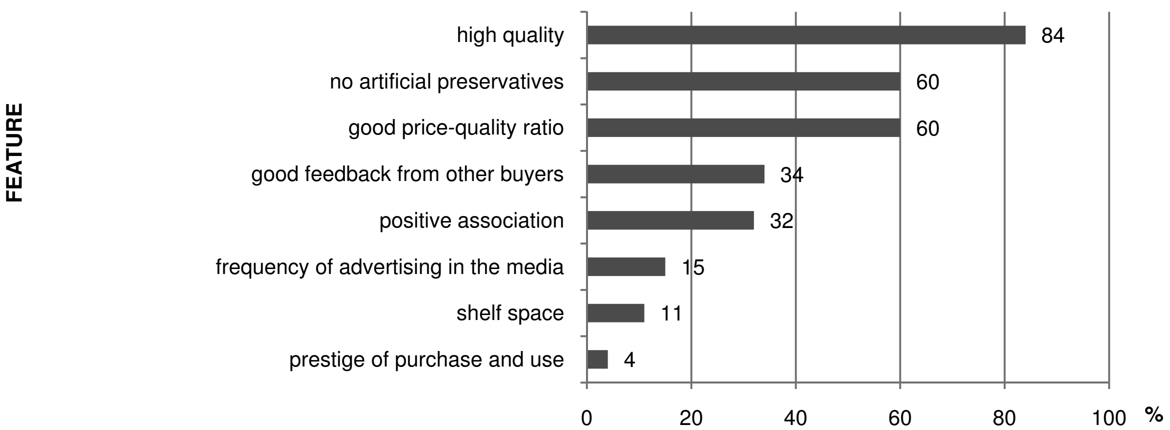


**Fig. 4.** Features of a good yogurt brand according to respondents
Source: Author's research.

a new taste (10.7%), or increased health (5.8%). For others, a new product was characterized by new or better culinary use as well as higher hygienic quality (0.8%) [Bierzuńska et al. 2016].

In addition to the above-mentioned factors motivating consumers to purchase dairy products, there are also other factors that affect the purchase of these products. Over half of the respondents said that the main demotivating factor when buying and consuming yogurt is a high price. The same percentage of respondents answered that the short shelf-life characteristic for dairy products can influence their purchasing decision. Insufficient product information (24%) also proved to be another barrier for respondents. Respondents also noted that the opinion of others (18%) was a factor, as was the desire to avoid high calorie content. About 12% of respondents also indicated a lack of knowledge of some yogurt brands as a barrier. Lactose intolerance turned out to be an important factor, although of course nowadays the offer of dairy products without lactose content is growing among most producers.

## CONCLUSIONS

The yogurt market is still developing and creates many opportunities for producers of these products. This is supported by the state of Poland's economy and health-promoting trends developing in society. Due to growing consumerism and the search for new products by consumers, there is a possibility for increased market share among competing enterprises by offering new flavours or functional additions to yogurts. On the other hand, natural yogurts are becoming more and more desirable, especially those which use noble yogurt strains that have a positive effect on human health. The number of lacto-vegetarians is also growing, people who want to balance macro and micronutrients in their nutritional rations, and who willingly reach for dairy products. These factors mean that the demand for yogurts is growing and further interest in these products can be expected not only in Poland but also in other countries.

The analysis of the conducted survey allows shows that dairy products are commonly consumed by respondents. Among dairy products, milk and yogurt are the most popular among the respondents. Respondents purchase these products mainly in supermarkets and hypermarkets that offer a wide selection. Purchasing decisions of dairy consumers are mostly routine, due to the high frequency of purchasing this type of product. The main reason for consuming dairy products is that they are suitable for direct consumption and affect the respondents' habits. In the hierarchy of factors determining the purchase of dairy products, the most important were sensory impressions and the best-before date. The barrier to buying such products is the high price and short shelf life. An important element of choosing a dairy product, as research has shown, is the product brand; while it is strongly differentiated in terms of many characteristics declared by buyers, it is mainly about high quality, trust and the right quality ratio of a given brand's product to its price. The vast majority of the respondents watched daily advertising of dairy products, but they thought it had little or no impact on their purchasing decisions. Most respondents identified an innovative dairy product with a new taste and additional health-promoting effects of the product.

To sum up, as research has shown, there is a large variety of features and a multitude of elements taken into account in the process of purchasing dairy products. Therefore, there is a need to constantly pay attention to the ever-changing purchasing preferences, which are a cluster of many different factors, not only economic but also non-economic.

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## EKONOMICZNE I POZAEKONOMICZNE PRZESŁANKI WPŁYWAJĄCE NA ZACHOWANIA ZAKUPOWE KONSUMENTÓW NA RYNKU MLECZNYCH PRODUKTÓW FERMENTOWANYCH

### STRESZCZENIE

Celem opracowania jest próba identyfikacji czynników wpływających na zachowania konsumenckie na rynku wyrobów mleczarskich ze szczególnym uwzględnieniem rynku jogurtów. Wykorzystując dostępne dane i opracowania statystyczne, przedstawiono główne kierunki zmian w produkcji i spożyciu, a także cen produktów mleczarskich w Polsce. Szerzej również przedstawiono zmiany zachodzące na rynku jogurtów. W części praktycznej opracowania przedstawiono wyniki przeprowadzonych badań ankietowych, dotyczące wspomnianej problematyki w grupie liczącej 465 celowo dobranych osób. Według badanych jogurty oraz mleko i inne przetwory mleczne są powszechnie spożywane przez respondentów, a decyzje o ich zakupie są podejmowane zazwyczaj w sposób rutynowy. Na ich konsumpcję zdaniem ankietowanych wpływa m.in. możliwość bezpośredniego spożycia oraz przyzwyczajenie. Głównymi determinantami zakupu tych produktów okazały się wrażenia sensoryczne oraz termin przydatności do spożycia, a także przywiązanie do marki. Głównymi zaś barierami związanymi z zakupem są wysoka cena szczególnie markowych produktów i nieznajomość wielu marek wśród nabywców.

**Słowa kluczowe:** zachowania konsumenckie, wyroby mleczarskie, determinanty zakupu