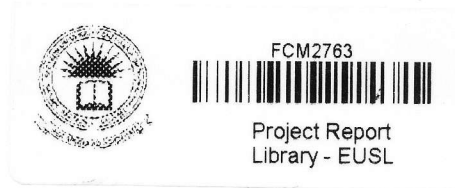


**CONSUMER PURCHASE INTENTION TOWARDS OF FRESH
MILK CONSUMPTION WITH THE MEDIATING ROLE OF
ATTITUDE: A SPECIAL REFERENCE TO MANMUNAI NORTH
DIVISION OF BATTICALOA.**



By

THIVYASHAMINE VINCENT DAVID

REG. NO: EU/IS/2017/MS/071

INDEX NO: MS 2031

A project report submitted of Faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2023

ABSTRACT

This study aimed to examine the factors influencing purchase intention towards fresh milk consumption in the Manmunai North Divisional Secretariat Area of Batticaloa, Sri Lanka. The research focused on assessing the levels of health consciousness, trust, price, and their impact on purchase intention. A structured questionnaire was used to gather data, with 385 responses included for analysis out of the 398 questionnaires received. The data was analyzed using SPSS 25.0 software. The results revealed a high level of purchase intention among the respondents. Significant positive correlations were found between health consciousness, trust, and purchase intention, as well as between attitude and purchase intention. Conversely, price had a negative influence on purchase intention. These factors collectively accounted for a substantial portion of the variation in purchase intention and attitude towards fresh milk consumption. The study recommends that marketing strategies should target health-conscious and trustful consumers while addressing price concerns, in order to enhance purchase intention towards fresh milk consumption. Furthermore, the mediating role of attitude in the relationship between predictor variables and purchase intention was explored. This research provides valuable insights for marketers and policymakers to promote fresh milk consumption among consumers. Based on the findings of this study, it is recommended that the government implements subsidies for cattle farming at the village and district/regional levels. This intervention can significantly increase milk production, reduce the dependence on powdered milk imports, and address issues related to malnutrition, unemployment, and reduced income. Moreover, it would contribute to rural and regional development and facilitate progress in the dairy sector. Ultimately, the dairy industry could become self-sufficient, presenting opportunities for exporting milk and milk products to other countries.

Key words: Purchase intention, Attitude, Trust, Price and Health consciousness

Table of contents

ACKNOWLEDGMENT	i
ABSTRACT	ii
Table of contents	iii
List of tables	vii
List of figures	x
ABBREVIATIONS	xi
Chapter 1	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significance of the Study	5
1.6 Scope of the Study.....	5
1.7 The Organization of the Chapters	6
1.8 Chapter Summary.....	6
Chapter – 2	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Fresh milk.....	7
2.3 Purchase intention	8
2.4 Health Consciousness.....	8
2.5 Trust	8
2.6 Price.....	9
2.7 Attitude.....	9
2.8.1 Theory of Planned Behavior (TPB).....	10
2.8.2 Health Belief Model (HBM).....	11
2.8.3 Theory of Reasoned Action	11
2.9 Theoretical Background and Research Hypotheses	13
2.9.1 Health consciousness and Purchase intention	13
2.9.2 Trust and Purchase Intention	14
2.9.3 Price and Purchase Intention	14
2.9.4 Health Consciousness and Attitude	15
2.9.5 Trust and Attitude	16
2.9.6 Price and Attitude	16

2.9.7 Attitude and Purchase Intention	17
2.9.8 Mediating Role of Attitude Between Health Consciousness and Purchase Intention	17
2.9.9 Mediating Role of Attitude Between Trust and Purchase Intention.....	18
2.9.10 Mediating Role of Attitude Between Price and Purchase Intention	18
2.10 Chapter summary	18
Chapter-3.....	19
CONCEPTUALIZATION AND OPERATIONALIZATION	19
3.1 Introduction	19
3.2 Conceptual Framework	19
3.3 Hypothesis of the study	20
3.4 Health Consciousness.....	21
3.5 Trust	21
3.6 Price.....	21
3.7 Attitude.....	22
3.8 Purchase intention	22
3.9 Operationalization	23
3.10 Chapter Summary.....	25
Chapter- 4.....	26
Research Methodology	26
4.1 Introduction	26
4.2 Research Philosophy	27
4.3 Research Approach	27
4.4 Research Strategy	28
4.5 Time Horizon	29
4.6 Research Site / Area selection	29
4.6 Population of the Study	29
4.8 Sampling Technique / Method	30
4.9 Sample size.....	31
4.10 Methods of data collection / Source.....	32
4.11 Research Instruments	32
4.11.1 Personal Information	33
4.11.2 Research Information	33
4.13 Source of Measurements	34
4.14 Validity and Reliability of the instrument.....	34
4.14.1 Validity	35
4.14.2 Reliability	35

4.15 Unit of data analysis.....	36
4.16 Method of data analysis	36
4.16.1 Objective one.....	37
4.16.2 Objective two.....	37
4.16.3 Objective three.....	37
4.16.4 Objective four	37
4.16.5 Testing hypothesis	39
4.17 Method of data evaluation.....	40
4.17.1 Univariate analysis	40
4.17.2 Correlation Analysis	41
4.17.3 Simple regression	42
4.17.4 Multiple regression	42
4.17.5 Testing hypothesis	43
4.18 Data presentation.....	43
4.19 Ethical consideration	44
4.20 Chapter Summary.....	45
CHAPTER – 5.....	46
DATA PRESENTATION AND ANALYSIS.....	46
5.1 Introduction	46
5.2 Analysis of Reliability.....	46
5.3 Data Presentation.....	47
5.3.1 Data Presentation for Personal Information	47
5.4 Data Presentation for Research Information	50
5.4.1 Univariate Analysis	51
5.4.2 Bivariate Analysis.....	54
5.4.3 Regression Analysis	58
5.4.4 Multivariate Analysis	70
Chapter – 6	79
DISCUSSION ON FINDINGS	79
6.1 Introduction	79
6.2 Discussion on Personal Information	79
6.2.1 Gender of the Respondents.....	79
6.2.2 Age group of the Respondents.....	80
6.2.3 Income Level of the Respondents	80
6.2.4 Educational Qualification of the Respondents	80
6.2.5 Number of Family Members of the Respondents.....	81
6.2.6 Consumption of Fresh milk of the Respondents	81

6.3 Discussion on Research Information.....	81
6.3.1 Discussion on Research Objective One.....	81
6.3.2 Discussion on Research Objective Two	84
6.3.3 Discussion on Research Objective Three	87
6.3.3 Discussion of Research Objective Four.....	93
6.3.4.1 Examine whether attitude mediates the relationship between health consciousness and purchase intention.....	93
6.3.4.2 Examine whether attitude mediates the relationship between trust and purchase intention	94
6.3.4.3 Examine whether attitude mediates the relationship between price purchase intention.....	96
6.5 Chapter Summary.....	98
Chapter-7	99
CONCLUSION AND RECOMMENDATION	99
7.1 Introduction	99
7.2 Conclusion.....	99
7.2.1 Conclusion- Objective One	99
7.2.2 Conclusion- Objective Two.....	99
7.2.3 Conclusion- Objective Three.....	100
7.2.4 Conclusion- Objective Four.....	101
7.3 Contribution of the Study.....	101
7.4 Recommendations Base on the study.....	101
7.5 Direction for Future Studies.....	102
7.6 Limitations of the Study.....	103
References.....	104
Appendix.....	113