Consumers preferences of fluid milk in the metropolitan region of Rio de Janeiro.


Milk is a complete food, as well as Brazil has presented a significant growth of milk production. This study analyzed customer preferences at the time of purchase fluid milk, investigating trends to increase product competitiveness in the domestic market. 110 people were randomly interviewed on the preferences by purchasing fluid milk in two supermarkets in the metropolitan region of Rio de Janeiro. 40.0% of respondents believed that the most important factor in the acquisition of milk was related to the fat percentage, 22.7% considered the UHT packaging, 20.0% the mark, and 10.0% the functional properties. This result indicated greater concern about the fat content in fluid milk consumption. In assessing of the best packing, 76.4% of consumers preferred the carton packaging type, 10.0% to the glass bottle and 5.4% the plastic one. The high acceptance of carton package was related with UHT milk, which has conquered the market in Rio due its practice and long life. As the best type of fluid milk, UHT milk accounted for 57.2% of consumer preference for the most convenient. In contrast, 38.1% of respondents made the same observation to milk powder and 23.8% rated it as the healthiest. 42.1% declared type A fluid milk as tastier and healthier. The companies responsible for the dairy sector should invest in product presentation, giving importance to the caloric value, product shelf life and a convenient package.