STUDY OF THE BEHAVIOR OF MILK CONSUMER

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Milk plays an important role in human nutrition due to its great benefit for health, and it has an important economic role for producer countries. Although Brazil is the sixth largest producer of bovine milk in the world, the country consumption is 40% lower than recommended. Market Research is an important tool when studying milk consumption, because it provides information about consumers’ behavior, assisting the understanding of consumption and not consumption of milk. Thus, a questionnaire was developed and applied to 270 consumers randomly chose in the city of Alegre, ES, Brazil. A total of 44% men and 56% women participated of the study, with age between 15 and 79 years. Eighty-two percent of the respondents indicated water as the most consumed beverage, followed by coffee (32%) and soda (30%). In relation to milk consumption, 39% of the respondents said they consume raw milk, indicating the main reasons for consumption by doing good for health and that they like it. The group that does not consume raw milk (61%) indicated that the main reasons for not consuming it are that they don't like the taste and have no habit of drinking it. In conclusion, it was observed that milk is not one of the major consumer beverages in Alegre and that the market for milk consumption in this city is composed mostly by people who do not consume raw milk, but in other ways, such as dairy products. However, consumers that drink raw milk are people concerned about their health.