



The Effects of Consumer Preference and Purchasing Behavior on Dairy Products: Women's Inter-generation Analysis

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ABSTRACT The present study aimed to investigate women consumers' preferences and factors affecting their purchasing behaviors of dairy product. In addition, the study sought to determine whether differences exist among intergenerational factors. Data were obtained from 384 women consumers from the urban area of Adana Province and analyzed utilizing descriptive statistics and factor analysis. Analysis of intergenerational factors revealed three factors; quality and facility, health and brand, and promotion and price. Comparative analyses among these factors indicated no significant differences for the first and second intergeneration factors; however, some differences were determined in terms of the third intergeneration factor, which comes from the old generation. There is a dearth in literature on milk consumption preferences and purchasing behaviors considering differences among generations. Therefore, this study aims to contribute to the subject in terms of both consumer and dairy products producers/operations.