

Research on Chinese Dairy Brand Strategy based on Consumer Buyer Behavior

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Abstract

With the rapid development of my country's dairy industry, the competition in the dairy industry has become increasingly fierce. In the market, domestic dairy products ultimately face consumers. Therefore, from the perspective of consumers, this article analyzes consumers' purchasing behavior, and then explores how dairy companies can adjust their strategies and formulate marketing strategies that are more in line with the current business environment. The specific operations are as follows. Design a dairy product consumption questionnaire, analyze consumer buying behavior, and get the influencing factors of consumer buying behavior. And use the SWOT tool to analyze the advantages and disadvantages of dairy companies in different market positions. Finally, it puts forward relevant suggestions on how to use reasonable strategies for dairy enterprises to deal with the impact of foreign brands.

Keywords

Dairy Product; Enterprise Consumer Behavior; Marketing Strategy.

1. Introduction

1.1. Research Background and Significance

1.1.1. Research Background

After a long period of development, domestic dairy product brands have achieved certain achievements, but there are still some gaps between them and international brands in terms of quality, management and brand. The dairy products of foreign enterprises have an impact on domestic dairy products due to their low cost and variety. enterprise. Under such a background, domestic dairy enterprises should seize the favorable conditions of the market and face the impact of foreign dairy brands. They must do a good job in market analysis, improve their own strength, and effectively formulate or improve marketing strategies. . Based on the detailed analysis of consumers' purchasing behavior in the domestic dairy market, this paper proposes suggestions for domestic dairy enterprises to select market segments, and proposes marketing strategies for dairy enterprises in different market positions to gain more competitive advantages.

1.1.2. Research Significance

This paper starts with the survey data of consumers' dairy product purchasing behavior, analyzes the influencing factors of dairy product purchasing, and conducts an in-depth analysis of consumers of different ages, genders, classes, and needs. , the characteristics and laws of the local dairy consumption market, and formulate a more practical marketing strategy. To a certain extent, it supplements the empirical analysis of dairy product marketing management, which has a certain theoretical significance, and has a certain practical guiding significance for the strategic selection and marketing layout of my country's dairy product enterprises.

1.2. Literature Review

The earliest research on the influencing factors of consumers' purchase of dairy products was to analyze students' dairy purchase behavior through questionnaires to promote the implementation of the national "Student Drinking Milk Program". For example, Chen Qi and Liang Xiaodong (2006) found that the monthly income of students' families was high. , The higher the parents' educational level and the encouragement of drinking dairy products, the higher the rate of students drinking milk. Wang Shuai, Liu Zixian (2017) and others found that the factors affecting the online consumption of dairy products of residents, in addition to the personal factors of consumers, the government's supervision of online platforms and consumers' trust in e-commerce will have a significant impact on dairy product consumption. . Chen Fajie and Wang Min (2019) found that rural consumers attach the most importance to the safety of dairy products. Consumption concepts, nutritional value of dairy products, convenience of purchasing dairy products, and dairy product brands will also have an impact on dairy product consumption behavior. Yang Yuying (2021) believes that there are many driving factors for dairy product consumption. Personal and family characteristics, education level, income status, regional distribution, cognitive ability and price acceptance ability have different degrees of influence on the dairy product consumption behavior of urban residents in Beijing. However, the quality and safety had no significant impact on the dairy product consumption behavior of urban residents in Beijing.

In the research of dairy industry strategy, Lin Diansheng (2001) pointed out that the strategic choice of dairy enterprises should be suitable for the actual situation of the enterprise. To formulate practical business strategies and their implementation plans under specific environmental conditions; Zhang Xiaoya (2017) proposed that small and medium-sized dairy enterprises must adopt innovative marketing strategies and innovate in terms of marketing concepts, prices, products, channels, promotions, etc. survive under highly competitive conditions. Su Yan (2020) believes that dairy companies need to adjust marketing strategies according to the specific needs and economic strength of target consumer groups, optimize product quality, and at the same time choose appropriate sales channels and promotion methods, increase publicity efforts, so as to improve the overall development level of the company .

2. Statistical Analysis of Consumer Buying Behavior of Dairy Products

In order to gain a detailed understanding of the behavioral patterns of dairy consumption, this paper adopts the form of a questionnaire. The consumer dairy product purchasing behavior questionnaire is divided into three parts, which are the buyer's situation (such as gender, income, education, marital status, occupation, income, etc.), consumer purchasing behavior (such as purchasing channels, information channels, purchasing motivation, purchasing brand, purchasing frequency and other consumption habits), dairy product attributes (such as capacity, taste, type, etc.), and other external factors that can affect consumers' decision to purchase dairy products, such as the presence of foreign brands and the convenience of purchasing Sex, advertising, promotions, etc. Combined with the argument of this paper, the design of the questionnaire is mainly aimed at domestic dairy product enterprises, focusing on understanding consumers' cognition and recognition of domestic dairy product brands.

2.1. Data Collation and Result Analysis

A total of 300 questionnaires were distributed in this questionnaire survey. After excluding invalid questionnaires, 270 valid questionnaires were obtained that can be used for descriptive statistical analysis. Afterwards, use Excel to perform descriptive statistical analysis on the survey structure. The specific descriptive statistical results are as follows:

(1) Consumer attribute class

Consumer attributes refer to consumers' gender, age, education, income, occupation, marital status, etc. The descriptive statistical analysis results of these aspects are shown in Table.

Table 1. Consumer attributes

project	Classification	Number of samples	percentage(%)
gender	male	114	42.53%
	Female	156	57.47%
age	under 19	16	5.90%
	20-29 years old	108	40.10%
	30-39 years old	93	34.50%
	40-49 years old	41	15.40%
	over 50 years old	12	4.10%
Education	Junior high school and below	41	15.18
	high school	65	24.07
	Undergraduate	138	51.11
	Graduate and above	26	9.88
income	2999 yuan and below	11	6.30%
	3000-4900 yuan	134	20.60%
	5000-7900 yuan	83	31.4%
	8000 yuan and above	41	42.0%
Profession	student	60	22.22
	Civil servants and enterprises staff	77	28.52
	business unit personnel	44	16.30
	retirees	32	11.85
	Freelancers	36	13.33
	other	21	7.78
marital status	married/with children	146	54.3
	married/no children	95	35.5
	single/unmarried	26	9.9
	other	3	0.3

1) Gender

From the perspective of consumer gender, there are 114 and 156 male and female consumers respectively, accounting for 42.53% and 57.47% respectively, and there are more female consumers, 15 percentage points higher than male consumers.

2) Age

Consumer buying behavior is generally closely related to the age group of consumers. According to the analysis of the survey results, the age of dairy consumers is mainly concentrated in 20 to 49 years old, accounting for 90%, of which buyers in the 20-29 age group account for the largest proportion, accounting for 40.1%. In addition, 30 - Consumers between the age of 39, accounting for 34.5%, are the second highest age group for purchasing dairy products.

3) Education

The survey results of this research show that the highest proportion of consumers in this survey is undergraduate education, accounting for more than 50%; followed by high school education, accounting for 24.07%; graduate degree and above accounted for nearly 10% . This study believes that most dairy consumers have a bachelor's degree, and this statistical result is consistent with the domestic civic education structure.

4) Income

In terms of consumption level, the strength of consumers' purchasing power is related to personal income. The higher the personal income, the stronger the purchasing power of consumers for dairy products. Consumers with income above 8,000 yuan accounted for the largest proportion, accounting for 42.0%, and those below 2,999 yuan accounted for 6.3%.

5) Occupation

The occupational status of consumers is also one of the attributes of consumers, and has a certain degree of influence on the purchasing behavior of dairy products. The sample situation in this paper can be obtained after analyzing the questionnaire. In this survey, students, civil servants and employees of enterprises are the main purchasers of dairy products, and civil servants and employees of public institutions account for nearly 70%.

6) Marital status

The marital status of consumers will affect the behavior of consumers to buy dairy products to a certain extent. The survey results show that consumers who buy dairy products have a high rate of marriage, accounting for nearly 65%, and consumers who are married and have children are the main purchasers, accounting for 50.3%.

(2) Consumer behavior

1) Cognitive analysis of dairy products

According to the survey and analysis, 70% of dairy consumers do not know much about dairy products, and 10% of consumers do not know much about dairy products . Therefore, in the future, dairy companies should strengthen publicity and enhance consumers' awareness of dairy products.

2) Analysis of access to information channels

Among the channels for obtaining information related to dairy products, online channels such as mobile phones and computers are the mainstream channels, accounting for 34.9%. Second, 26.3% of users will obtain dairy product information from shopping mall promotions.

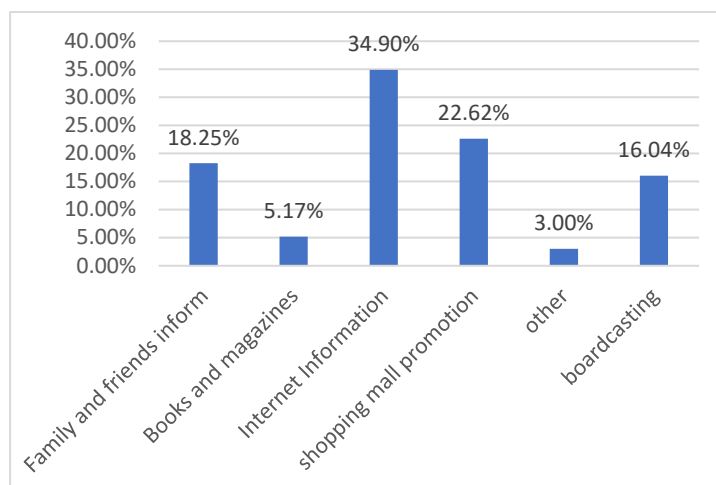


Figure 1. Information acquisition channels

3) Purchase Motivation Analysis

According to the survey results, 32% of consumers choose dairy products because they are rich in nutrients, which can supplement the protein and calcium needed by the human body, and use them as daily essential foods; 29% of consumers choose dairy products because of their delicate nature. , mellow, sweet and sour taste; 16% of consumers are greatly affected by price; 13% of consumers buy dairy products frequently because of the convenient delivery services provided by e-commerce, supermarkets and other channels; 10% of consumers pay more attention to product packaging .

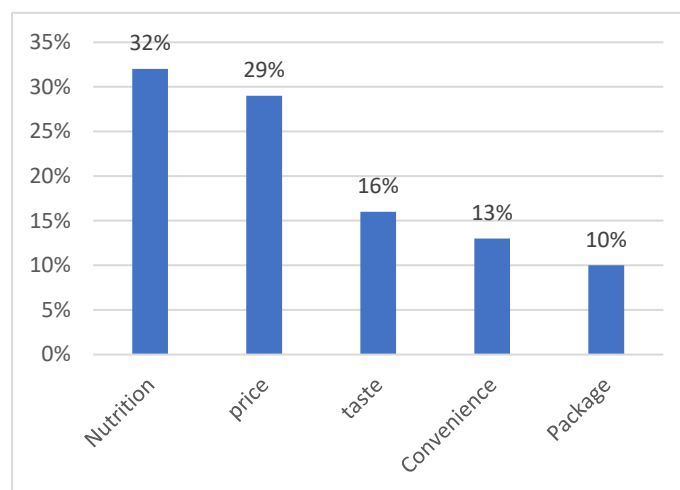


Figure 2. Buying Motivation Analysis

4) Purchase channels

At present, the purchasing channels of dairy products are mainly divided into supermarkets, convenience stores, dairy specialty stores, online e-commerce and door-to-door milk delivery . According to our research, preliminary analysis shows that 62.43% of consumers still buy in the traditional way, choosing to buy in supermarkets and convenience stores. In addition, the proportion of online shopping is also relatively high, accounting for about 30%, and the number of consumers who choose to have milk delivered to their homes or dairy products stores is relatively small, only 7.9%.

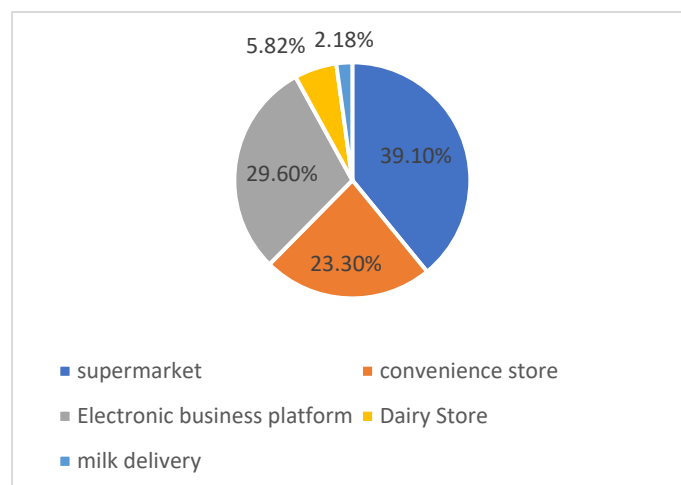


Figure 3. the way of buying

5) Buy flavors

various types of dairy products , and the tastes of the products are also different. However, from the perspective of dairy product flavors , they can be roughly divided into four types: original, fruity, nutty, and grainy . The inclination of purchasing specifications of dairy products reflects the size of dairy products that have more market, and is also the packaging specification that dairy companies pay more attention to. The survey found that original dairy products have the largest market space, with 66.29 % of consumers choosing in this survey; fruit-flavored dairy products follow closely, with more than 30 % of consumers choosing in this survey ; and fewer consumers of dairy products in fruit and cereal flavors. Therefore, consumers prefer plain dairy products .

6) Purchase frequency

According to statistics, more than 80% of consumers buy dairy products every week, while more than 50% of consumers buy more than 3 times a week, about 25 % of consumers buy 1-2 times a week , and the rest or less than once a week. Therefore, it can be seen that most consumers have dairy consumption habits.

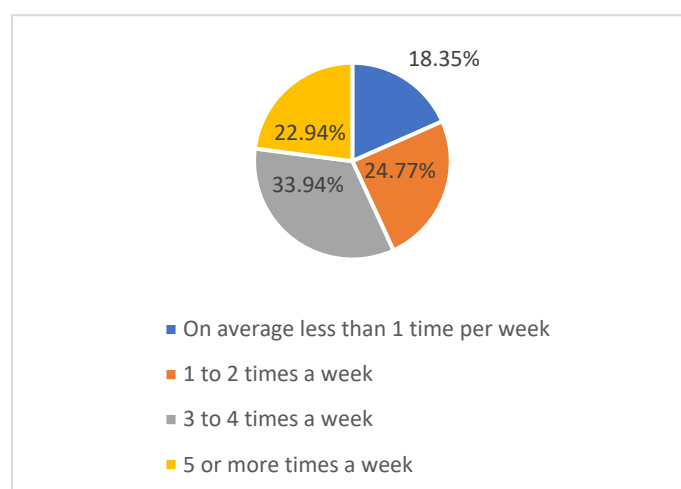


Figure 4. Purchase frequency

7) Purchase Type

A survey on the dairy products most commonly consumed by consumers shows that, in general, people of all ages prefer fresh milk (pure milk), with more than 40% of them, of which 41-50

year olds prefer fresh milk, accounting for 65.45%. %, followed by 21-30 years old, and 30-40 years old, accounting for 56.41% and 53.7% respectively. People of all ages also like yogurt equally, accounting for between 25% and 40%. Among them, people under the age of 20 love yogurt the most, and 38.64% of them say they drink yogurt most often.

8) Buy Brands

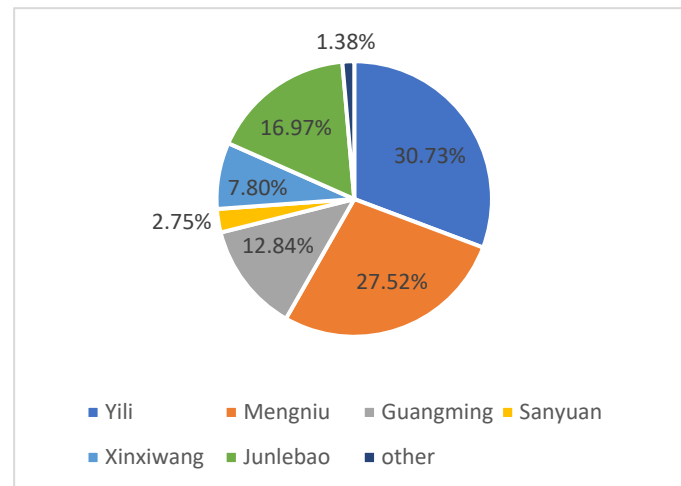


Figure 5. Brand distribution

Overall, when consumers choose dairy brands, they prefer big brands (Yili and Mengniu), accounting for 58.25% of the total sample; followed by Junlebao and Guangming, accounting for 16.97% and 12.84% of the total sample respectively. This statistical result is consistent with the market share structure of my country's dairy enterprises.

9) Brand concept

The survey found that 61.9% of consumers said they would stick to their favorite brands and would give priority to buying their products, 57.8% of consumers believed that famous brands could improve their quality and quality of life, and 36% of consumers were willing to pay for better foreign brands. For higher prices, only 31% do not pay attention to brands, which shows that brands have a profound impact on consumers' purchasing choices. Therefore, dairy product manufacturing enterprises must attach great importance to the cultivation of brand loyalty, so as to continuously improve consumers' trust and give brands better expectations.

10) Factors of concern

Ranking the product factors that consumers pay attention to when purchasing dairy products, it can be seen that the top 5 factors that consumers pay attention to are: quality/safety, taste, price, brand, and efficacy. Among them, consumers pay the most attention to the safety of dairy products, the scoring structure far exceeds other factors, indicating that quality is the determinant of dairy product consumption. In addition, in addition to the influence of celebrity endorsements, the difference in scores of other influencing factors is small, indicating that consumers are more concerned about all aspects of dairy products, which also puts forward higher requirements for dairy product producers.

2.2. Analysis of Consumer Behavior in Domestic Dairy Market

Combined with the current situation of my country's dairy product consumption market and the results of the aforementioned questionnaires, the dairy product market is subdivided from the two dimensions of income and age, and the consumer purchasing behavior of different market segments is analyzed.

Income segmentation: From the perspective of income level, market segmentation can be divided into two segments: ordinary income class and high-income class. Consumer behaviors with different incomes are quite different: high-income consumers mostly live in first- and second-tier cities, and pay more attention to quality and brand when shopping, while price factors have less impact. In addition to basic nutritional needs, higher requirements are also put forward in terms of taste, function, appearance, etc. Ordinary income people pay more attention to the price factor when purchasing, and the cost-effectiveness is the focus of their pursuit.

Demographic segmentation: It is a way of distinguishing the influence of factors such as the age structure of the consumer market, family life cycle, consumption preferences, etc. on the consumer market demand status. There are big differences in the purchasing behavior of consumers in different age groups: the elderly prefer pure milk drinks; young white-collar workers prefer high-end yogurt drinks; teenagers and children's market prefer fruity yogurt drinks.

Table 2. Dairy population segments and purchasing preferences

age of consumers	buying preference
3-12 years old	Easily affected by the outer packaging of the product and pursue the taste
13-23 years old	Herd mentality, pursuit of convenience
23-33 years old	Unconventional pursuit of uniqueness, emphasis on nutrition and health
43+	Sensitive to price, and pursue brand-name products under the premise of consistent price

On the whole, from the perspective of age, the school milk market of 4-15 years old is still an important market that cannot be ignored, and there are more market opportunities for middle-aged and elderly people over 40 years old, mainly because dairy companies are almost in this market. Neither did much. From the perspective of income, with the improvement of residents' consumption concept and consumption ability, high-income groups will become an important market that dairy companies must pay attention to.

3. SWOT Analysis of Domestic Dairy Products Enterprises

3.1. National Dairy Industry

National dairy industry refers to the two major dairy giants, Yili and Mengniu Dairy, with a market share of more than 20%, sales outlets all over the country, and an absolute advantage in the industry. object.

Table 3. SWOT Analysis Matrix for Nationwide Dairy Industry

Advantage: (1) Significant scale advantage and stable leading position (2) Rich product structure (3) Perfect channel construction (4) Strong brand influence nationwide (5) With strong funds, more advertisements can be placed for publicity	Disadvantage: (1) The growth rate of the industry has slowed down, and the dividends brought by the market have decreased (2) The milk source bases are multi-faceted and wide-ranging, with a large service span and great difficulty in management.
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Chance: (1) The maturity of the dairy market (2) Support from national policies and local policies (3) The continuous improvement of people's living standards and the formation of strong purchasing power (4) E-commerce development, channels are optimized	threaten: (1) Challenges of regional brands (2) Impact of overseas brands
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3.2. Regional Dairy

The market share of the regional dairy industry is about 1-5%, and the operating income is about 5 billion or more. It is second only to the market leader in the industry. It has a strong competitive advantage and is a market challenger. Representative companies such as Bright Dairy, New Dairy, etc. .

Table 4. SWOT Analysis of Regional Dairy Industry

Advantage: Have high brand awareness, consumer loyalty and a relatively complete channel network in key business areas The low-temperature milk market has great potential and has a high market share in the low-temperature milk market	Disadvantage: The radiation range of the brand effect is limited, and it is well-known in the province, making it difficult to enter the national market Subscriber channel prices increase, increasing the risk of low-temperature milk subscriber loss Lack of innovation and lack of product features The promotion of low temperature products is not in place
Chance: (1) The government strictly controls and promotes the upgrading of the dairy industry (2) Development of logistics industry and cold chain logistics (3) The market potential in third- and fourth-tier cities and rural areas is huge (4) Consumption structure continues to upgrade	threaten: (1) The increasing concentration of the dairy industry continues to squeeze the living space of regional brands (2) The brand image is aging, and it is difficult to adapt to the needs of market competition and development (3) Industry giants target the low-temperature milk market, bringing competitive pressure

3.3. Local Dairy Industry

Table 5. SWOT Analysis Matrix for Local Dairy Industry

Advantage: (1) Local enterprises and local consumers have a relatively deep emotional foundation (2) Price advantage, the price is generally lower in similar products (3) High flexibility, can make rapid strategic adjustments to market changes	Disadvantage: (1) As a local enterprise, it is difficult to enter the province or even the national market (2) The product positioning is vague, the project is messy, and the pertinence is not strong (3) The marketing communication method is very traditional and too conservative (4) There are a large number of small dairy enterprises, and the competition is more intense
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Chance: (1) State policy support for SMEs (2) Large development space, seize market opportunities to grow rapidly (3) Raise awareness of people's health and wellness	threaten: (1) Suppression of the national dairy industry and the regional dairy industry (2) The rising cost of raw material procurement, resulting in a shortage of funds
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The market share of the local dairy industry is about 1% or less, the operating income is about 2 billion yuan, the scale is small, and the operating area is only in some provinces and inland cities. to obtain as much benefit as possible while coexisting.

4. Marketing Countermeasures of Domestic Dairy Products Enterprises

4.1. Marketing Strategies of National Dairy Companies

(1)Product Strategy

Under the current market structure, such dairy companies should take advantage of their brand to launch new products quickly. At present, domestic dairy products are transitioning from basic products to mid-to-high-end products, and have put forward requirements for product types, packaging, and flavors. Dominate the market. In addition, it is necessary to focus on cultivating the high-end market, build a brand image of "light luxury" in the dairy industry, select several sub-segments as a breakthrough in this market segment, and develop competitive high-end products, so as to respond to foreign brands. impact.

(2)Price strategy

In terms of product pricing, the national dairy industry should analyze consumer demand for different dairy products and divide product prices into three types: high price, medium price, and low price; high-priced products can bring greater benefits to enterprises Profitable, medium and low prices meet consumer demand for dairy products. In addition to setting high, medium and low prices, it is also necessary to always implement a strategy of synchronizing prices with product updates. To increase profitability in terms of national dairy product prices, it is necessary to enter high-end products, create mid-to-high-end products with higher profit margins, improve consumer product recognition, and make consumers feel value for money.

(3)Channel strategy

The national dairy industry should optimize the sales channels, further increase the company's sales volume, and expand its market share. It can establish branches in large cities with a large population to further increase the company's sales volume and expand its market share. For some small and medium-sized cities, small-scale dairy fresh milk bars can be established, which are transported to various stores by professional cold chain transportation, so that the company can directly connect with consumers. In addition, it is necessary to expand the online sales channels of the dairy industry and realize the integration of big data marketing and new retail models. It is necessary to deepen strategic cooperation and use the data of the cloud R&D center to accurately understand consumer preferences and needs, and to achieve the establishment of precise channels.

(4) Promotion strategy

National dairy products are advertised for quality over quantity. The proportion of advertisements and sponsorships for some entertainment programs with low ratings and no high value can be appropriately reduced, and the proportion of advertisements for programs with high ratings can be increased. It is necessary to consider whether the program undertaking period is continuous or not, and combine the product and the program to form a bundling effect. In addition, to improve the accuracy of advertising. According to the audience group of TV

programs, choose the most suitable products for advertising. The launch should focus on the expansion of coverage and scope, and avoid multiple programs launching the same product. When it's important to pay attention, the ad design and effect should be appealing to the audience and placed in a manner that is not objectionable.

4.2. Marketing Strategies of Regional Dairy Companies

(1)Product Strategy

Such dairy companies should increase their efforts in the research and development of new liquid dairy products, and develop liquid dairy products with more flavors and more complete specifications; at the same time, they should continue to introduce new technologies and new production lines, imitating the production model of foreign companies. , strive to enter the solid dairy product market and realize the company's full-category production strategy. At the same time, additional differentiated publicity should be carried out on product grades, packaging and promotions to meet the preferences of different consumers. In addition, it is necessary to upgrade the existing product packaging image based on the aesthetic standards of consumer groups.

(2)Price strategy

In different market segments, different price strategies should be adopted. At the high end of the market, price wars with national dairy should be avoided. Regional dairy companies should continue to maintain high prices for their high-end products, avoid adopting low-price strategies in mid-to-low-end supermarkets, and make differentiated price choices in a step-by-step, planned and staged manner to face strong competitors. In the mid-end market, certain promotion strategies can be adopted while maintaining the overall competitiveness of the product.

(3)Channel strategy

The regional dairy industry must master new technological means and use the advantages of e-commerce to promote and sell its own products. For example, it can develop its own online platform by using Tmall's official flagship store to make consumers' shopping more diversified. At the same time, it is necessary to strengthen the supervision and management of the internal channel management department of the enterprise, and select the model store to select the fittest, so as to urge other channel members to better cooperate with the enterprise and truly achieve mutual benefit and win-win results.

(4)Promotion strategy

There are two main directions that the regional dairy industry can adjust in terms of sales promotion. The first is the promotion to the middlemen, and the second is the promotion to the end consumers. There are many promotional methods for intermediaries, such as price discounts, promotion subsidies, sales competitions, and support for retailers. At the same time, it is necessary to establish a team of professional terminal promoters and assign them to retail terminals to help retail terminals carry out consumer promotions. For large KA stores and BC stores, the regional dairy industry should also pay attention.

4.3. Marketing Strategies of Local Dairy Companies

(1)Product Strategy

The best product strategy for such dairy companies is specialization, mainly adopting a centralized marketing strategy to provide consumers in specific market segments with products that can effectively meet their needs. Therefore, the product line of such enterprises should not be too wide, but should give full play to their comparative advantages in market segments. At the same time, taking advantage of the innate geographical location advantage to form a natural understanding in the minds of consumers, it is necessary to fully tap the strategic

resource advantages of the enterprise itself, that is, it is not easy to be copied and used by other enterprises in the short term.

(2) Price strategy

In the local market, when a new product is launched, it can adopt a pricing skimming strategy, set the price at a relatively high level, and then promote sales through continuous price reduction, so as to achieve sales targets at different stages. Due to the fierce competition in the dairy industry, the pricing should not be too high, and the price of similar products is slightly lower than that of the national dairy industry and the regional dairy industry.

(3) Channel strategy

Such dairy companies can increase publicity efforts in small retail terminals to attract consumers to buy. For example, Bengbu Heping Dairy has increased the local sales of products by opening Heping Dairy Houses and establishing direct sales terminals. In addition, to establish online sales channels. Due to the impact of the shelf life of fresh milk, it needs to be sold online. At the same time, it can become famous through the Internet and expand outward.

(4) Promotion strategy

Small and medium-sized dairy enterprises should adopt different forms of promotional activities at different stages to activate the market, attract consumers' attention to the products of small and medium-sized dairy enterprises, and stimulate consumers' consumption of dairy products. For the sales of new products, free samples, on-site tasting, etc. can be used. The main purpose of promotion in the growth period is to cultivate the brand loyalty of consumers. The sales promotion of mature products can be in the form of bonus sales, gift sales, and increase in quantity without price increase.

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