



MILK PREFERENCE OF STUDENTS OF THE COLLEGE OF CRIMINAL JUSTICE ADMINISTRATION

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ABSTRACT: *The study aimed to determine the milk preference of College of Criminal Justice Administration students of Cagayan State University – Piat Campus given that the school has recently produced milk products made from cows. It is a descriptive quantitative research which utilized survey and interview. The study was able to establish a benchmark data on the preference of respondents on fresh cows' milk against commercial milk. Greater number of respondents believed that fresh milk is more nutritious, healthier, more affordable, and more practical to buy and it is the product they could drink regularly. It can be concluded that in spite that fresh milk could provide nutritious and healthier drink among respondents, commercial milk could be more affordable compared to fresh milk. The processing of fresh milk is the primary cause of little likeness of fresh milk in terms of taste. Improved processing and handling of fresh milk to improve the taste of milk, lowered price and improved the packaging are recommended actions to be done to increase its likeability.*

KEYWORDS: *milk products, cow's milk, milk preference, Criminal Justice Administration, survey, interview*

INTRODUCTION

In this age when everything is highly commercialized, milk products should be highly competitive. These must please the discriminating taste of the consumers in all aspects such as taste, packaging, nutritional value, practicality, affordability and uniqueness. The question is 'Could a less processed milk or fresh milk such as the cow's milk still earn an



approving edge by the consumers over the highly commercialized ones? The answer lies only on what the consumers say. They decide whether or not to buy the offer.

Consumer choice is greatly dependent on their satisfaction. Bigne (2009) explains that customer satisfaction is the key determinant of success in the service industry as well as product industry and this is achieved when the needs and expectations of customers are met or exceeded.

In a study conducted by Sivakumar and Amirthavalli (2015) on consumer's brand preference on pasteurized packaged milk, the dominant variables identified from consumer responses are advertisement, reasonable price, taste, brand name and packaging which has got prominent implications on the marketers brand building exercise.

According to Akbay (2008), consumers prefer packed milk because of its guarantee of quality, long shelf life, and packaging to carry and store. The desire to purchase a safe food product is also a reason to prefer packed fluid milk. In fact, not only education, age, income, and other demographic characteristics of consumers influence pasteurized and sterilized milk consumption choices but also factors such as increasing consumer awareness and concerns about health and food safety, and advertising play important roles.

Moreover, McCarthy (2017) found out in a research that that consumers choose milk based on habit or because they like the flavor. Milk that is appealing in flavor could convince non-dairy beverage drinkers to consumer more dairy milk; likewise, lactose-free milk or milk from grass-fed cows might also be appealing. Furthermore, focusing consumer education on trust building as well as nutrition, farm practice, and animal welfare, the appeal of dairy milk could be broadened.

In the Philippines, consumers were ranked in accordance to status climbing, sensual explosion, eco-chic and finally hybrid heart culture. Just knowing which category Filipino consumers fall into is the first step. Food manufacturers who cater to the Philippine market will also have to understand the taste demands that fall into these categories. Hybrid heart



culture encapsulates consumers' traditional beliefs and traditional practices in the new age. Last but not least, consumers in Asia who want to feel like they are contributing to society at large and want to be recognized for it, fall into the eco-chic category. They source for organic foods and green labels (MacFadden, 2011).

If highly likeable, the demand for a milk product continues to upscale. Therefore, there is a need to assess all of its possible sources. Of course, this depends largely on the definite quantity of product consumption.

Just like any other beginning product line development, milk production in Cagayan State University Piat Campus aims to become sustainable and successful. This requires environmental scanning with prime focus on the consumers, their likes, dislikes and the reasons behind, hence this study.

STATEMENT OF THE PROBLEM

Generally, the study aims to determine the milk preference of College of Criminal Justice Administration students. Specifically, it seeks to answer the following questions:

1. Which between commercial and fresh milk do the students prefer in terms of:
 - a. Nutrition
 - b. Health
 - c. Affordability
 - d. Practicality
 - e. Preference
2. What is the preference of the College of Criminal Justice Administration students based on the following sensory tests?
 - a. Taste
 - b. Appearance
 - c. Smell
 - d. Texture



METHODOLOGY

This study is a descriptive quantitative-research. The instruments used in gathering the data were the taste test score sheet and interview. The respondents were 278 randomly selected students from the College of Criminal Justice Education.

In the taste test, four commercial milk brands were used prepared against the cow's milk. Each student tasted the actual milk products and rated their likeness according to appearance, smell, taste and texture. A survey was also conducted to determine the preference of the students to milk based on nutrition, health, affordability and practicality.

DISCUSSION

Table 1. Comparison between Fresh Milk and Commercial Milk Based on College of Criminal Justice Administration Students' Perception

Criteria	Fresh Milk		Commercial Milk	
	Frequency	Percentage	Frequency	Percentage
Which is more nutritious?	248	97.64	6	2.36
Which is healthier to drink?	244	90.06	10	3.94
Which is more affordable?	112	44.09	142	55.91
Which is more practical to buy?	72	28.35	182	71.65
What product would you drink regularly?	160	63.00	94	37.00

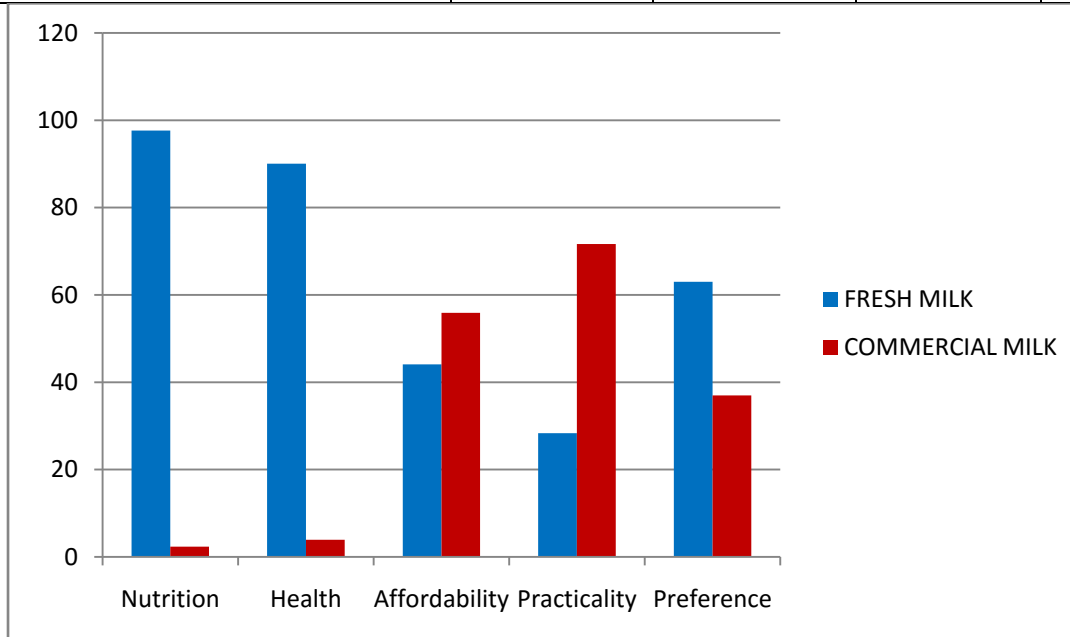


Figure 1. Comparison between Fresh Milk and Commercial Milk Based on College of Criminal Justice Administration Students' Perception



Table 1 and Figure 1 reflect the comparison between fresh milk and commercial milk as to its contribution to the one taking it. As revealed by the respondents, fresh milk is more nutritious than commercial milk. The same result was found in terms of the benefit derived from fresh milk for good health but more respondents claimed that commercial milk is more affordable, more practical to buy while fresh milk is taken regularly every day.

Table 2. Milk Preference of College of Criminal Justice Administration Students based on Sensorial Test on Appearance

Products	Mean	Descriptive Value
Fresh Cow's Milk	2.27	Liked moderately
Brand A	1.69	Liked very much
Brand B	2.04	Liked moderately
Brand C	2.90	Liked little

On the basis of the sensory evaluation for appearance, fresh cow's milk is liked moderately with a weighted mean of 2.27 compared to Brand A which is liked very much with a weighted mean of 1.69. Other commercial milk (Brand B and Brand C) are liked moderately and liked little respectively with weighted means of 2.04 and 2.90 correspondingly (Table 2).

Table 3. Milk Preference of College of Criminal Justice Administration Students based on Sensorial Test on Smell

Products	Mean	Descriptive Value
Fresh Cow's Milk	2.57	Liked moderately
Brand A	1.77	Liked very much
Brand B	1.87	Liked moderately
Brand C	2.81	Liked very much

Data in Table 3 reflect the sensory evaluation test of fresh milk versus commercial milk based on smell. Result of the study show that Brand A and C are liked very much with a weighted mean of 1.77 and 1.81 respectively while fresh cow's milk and Brand C are both liked moderately.



Table 4. Milk Preference of College of Criminal Justice Administration Students based on Sensorial Test on Taste

Products	Mean	Descriptive Value
Fresh Cow's Milk	3.21	Liked little
Brand A	1.55	Liked very much
Brand B	2.02	Liked moderately
Brand C	2.54	Liked moderately

Findings of the show reveal that fresh cow's milk is liked little with a weighted mean of 3.21 compared to other commercial milk which are liked very much and liked moderately. It was revealed during the interview that the taste of fresh milk is seemingly not good because of the smell as they drink resulting to little liking of the taste of the fresh milk.

Table 5. Milk Preference of College of Criminal Justice Administration Students based on Sensorial Test on Texture

Products	Mean	Descriptive Value
Fresh Cow's Milk	2.65	Liked moderately
Brand A	1.52	Liked very much
Brand B	2.15	Liked moderately
Brand C	2.51	Liked moderately

Compared to other commercial milk, fresh cow's milk is liked moderately with a weighted mean of 2.65. However, Brand A is liked very much with a weighted mean of 152.

SUMMARY AND CONCLUSION

The study was conducted to determine the milk preference of CCJA students. Findings of the study reveal that fresh cow's milk is liked moderately. Notably, fresh milk is liked little in terms of its taste compared to commercial milk.



On the basis of the findings, it can be concluded that fresh milk could provide nutritious and healthier drink among respondents. However, commercial milk is more affordable compared to fresh milk. The processing of fresh milk is the primary cause of little likeness of it in terms of taste.

RECOMMENDATIONS

On the basis of the findings and conclusions, the following recommendations are drawn:

1. Improved processing and handling of fresh milk be made to improve its taste.
2. The need to adjust the price so that students could afford to buy the product.
3. Improved packaging should be made for fresh milk for greater demand by customers.

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