Effects of socio-economic and demographic variables on Vietnamese households’ expenditure for dairy products
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Introduction
- The dairy sector has become one of the fastest growing food sectors in Vietnam.
- Vietnam is the 20th most important importer of dairy products in the world
- Import demand is foreseen to rise.
→ Vietnam has become a highly potential market for investors in the dairy industry.

The major objective
To analyze the effects of socio-economic and demographic variables on Vietnamese households’ decision to purchase dairy products and how much to spend per capita on these items.

Data and methodology
- Three double-hurdle models are estimated
- Products considered:
  - fresh milk,
  - milk powder
  - other milk products

Results
Household characteristics are found to be significant in affecting dairy products’ expenditure. For instance, urban households, female-headed households, and households that have children aged under seven years old, all have a greater preference than other households. Age and education have positive effect on the probability of consumption and quantity of products consumed.

Conclusion
- The results of this study help to understand how the changing socio-economics and demographics of the Vietnamese population impacts households’ dairy products expenditure.
- This understanding may help policy makers to implement policies related to dairy industry, nutrition and food security.

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