

## A STUDY ON DAIRY PRODUCTS OF CONSUMER PURCHASING PATTERS AND MOTIVATION

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### **Abstract**

The marketing concepts are drastically changing and are being challenged by a world of empowered consumers, heightened competition, globalization, advances in technologies and the interdependencies of these forces. Consumer Motivation refers to driving forces within an individual produced by a state of tension caused by unfulfilled needs, wants and desires. Consumers, at any given time, are generally influenced by a set of motives rather than just one motive. The consumer motives, perceptions, preferences, patterns of purchasing and influences differ from product to product. There is a need to study consumer motivation and de-motivation factors for purchasing dairy products which is relatively unexplored in the context of growing competition. Entry of new companies, emerging new products, design of new strategies in dairy industry creates a need to study the consumer behaviour.

The present research has broadly two strands; one analysing the demographic profile of the consumers in dairy market, second examining the consumer motivation factors and De-motivation factors for purchasing dairy products in Chittoor district, Andhra Pradesh.

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## 1. INTRODUCTION TO DAIRY INDUSTRY

The dairy industry is one of the most important components of the world food system, and is undergoing dramatic change at the current time. Currently processes of change are being driven by a wide range of forces including shifts to the regulatory environment for dairy production and trade, technological changes to the production of milk and milk-products, rapidly shifting consumption trends, and the restructuring of transnational corporate strategies with regard to this sector. It is highly probable that within ten years, the global dairy industry will be scarcely recognizable from its current form.

In many respects the dairy industry occupies a special position among the other sectors of agriculture. Milk is produced every day and gives a regular income to the numerous small producers. Milk production is highly labour-intensive and provides a lot of employment.

The dairy industry is the sector with the highest degree of protection due to the economically vulnerable position of small milk producers. Milk - also known as white gold - can be used to make an enormous variety of high quality products. The high cost of milk as a raw material has necessitated a high-tech processing industry. The special nature of milk (perishable and bulky) leads to the necessity of strict and comprehensive quality regulation and to high transport costs. The large dependence of milk producers on the dairy processing industry has resulted in a strong position held by the co-operatives in milk marketing and in the processing industry.

The sea of changes, which is passing through the world, is also exercising a growing influence on the dairy industry. The number of milk producers is falling rapidly, the dairy processing industry is becoming more and more highly concentrated, and the international dairy markets are increasingly liberalized and are giving greater opportunities to low cost producers, including many from developing countries.

In India, Milk is produced by masses and therefore development in dairying would have direct impact on the lives of millions of the rural masses engaged in rearing milch animals. It is expected that dairying can bring about socio-economic changes to 8.475 million people working in Indian dairy sector. With expected continuous growth of Milk production, more and more people will get employment in dairy related profession and therefore will assist in more income generation. It is likely that newer biotechnological tools coupled with classical breeding programmes will enhance animal productivity and make dairying a more profitable profession.

Unless the consumer behaviour is thoroughly understood from time to time, it would not be possible for the marketers to design appropriate marketing practices to appeal and influence the varied segmented consumers. Thus, the present study of consumer behaviour becomes imminent for the marketers to withstand the onslaughts from the competitors and survive in the market. The cumulative result of all these elements promotes Milk and Milk products to increase the consumption level which provides betterment to the villagers, dairy farmers and country's economy by exporting dairy products. The study falls under both exploratory and descriptive research, and adopted survey method for exploring consumer purchasing preferences and patterns and consumer buying motivation.

## 2. REVIEW OF LITERATURE

This section mainly reviews important studies that investigated on consumer motivation and de-motivation factors with respect to dairy products and other similar type of products such as ready to eat vegetables or groceries.

**Kesavan (1982)** investigated the consumption pattern of milk and milk products for Kerala state by using cross – section data collected in year 1973 – 74 on 1150 households. Projections of consumption of liquid milk and expenditure on milk products revealed that at different rates of growth in per capita income, the demand of milk and milk products would increase considerable by the end of the decade. Also, it was found that per capita total expenditure has

positive relation with consumption of milk products. Education and household size were found to exert no significant influence on milk and milk products consumption in general.

**Subramanyam et al.(1982)**studied the consumer opinion on purchase of dairy products in Visakhapatnam and they found that a large number of consumers were preferring to purchase the consumer products including groceries and dairy products from the private retail shops which are followed by super bazar and consumer co-operatives.

**Joshi (1993)**Investigated on the food purchasing habits and consumer awareness in Dharwad among rural and urban housewives. The results indicated that majority of the urban respondents purchased the groceries like cereals, pulses, oils, spices and sugar on monthly basis. While perishables like fruits, eggs and meat were purchased once in week and milk was purchased daily. Rural respondents purchased cereals, pulses, oils, spices, sugar and fruits once in week and milk daily. Regarding place of purchase, 83per cent of urban and 99% per cent of rural respondents purchased all the groceries like sugar, rice, and wheat from fair price shops. Both rural and urban respondents purchased groceries (99% each), perishables (89% and 99% respectively); ready to use foods (97% and 87% respectively) and commercially available foods (96% and 6% respectively) from retail shops. Price, quality and weight of the products were the important factors considered by both rural and urban respondents while purchasing of food items.

**Hugaret al. (2001)** carried out a study on dynamics of consumer behaviour in vegetable marketing in Dharwad city. Low income groups purchased lesser quantity (3.25kg/week) of vegetables as compared to medium (5.40 kg/week) and high income groups (4.66 kg/week). Majority of low income group preferred to purchase vegetables from producers because of reasonable price. High and medium income families preferred stall vendors for the purchase of vegetables because of better quality and correct weight age.

### 3. OBJECTIVES OF THE STUDY

The following are the specific objectives of the study:

- To study the consumer motivation factors for purchasing dairy products.
- To Explore the consumer De-motivation factors for purchasing dairy products

### 4. HYPOTHESES

For the present study, a total of three hypotheses were framed based on the review of literature. The first three hypotheses examine the consumer motivational factors in purchasing dairy products with respect to the demographic characteristics. The hypothesis explores the differences of consumer motivation and De- motivation factors with respect to the selected dairy products (Milk, Butter Milk, Curd and Ghee). The framed hypotheses are as follows:

- **H<sub>01</sub>:** *There is no significant difference between male and female consumers with respect to motivational factors in purchasing dairy products.*
- **H<sub>02</sub>:** *There is no significant difference between varied age consumers with respect to motivational factors in purchasing dairy products.*
- **H<sub>03</sub>:** *There is no significant influence of Education on motivational factors in purchasing dairy products.*

### 5. DATA COLLECTION:

A Survey was conducted, using a structured questionnaire on 600 households from various mandals of Chittoor district drawn by convenience sampling method. Their responses were analysed with particular focus on the demographics of the respondents, their perceptions and preferences towards various factors of their buying behaviour with respect to four dairy products namely Milk, Butter Milk, Curd and Ghee. All the factors and scales used in the questionnaire were framed from the extensive review of literature in the area of consumer motivation factors in dairy products.

Data collected both from secondary and primary sources. **Secondary data** was collected from periodicals, text books, reports and Internet. The secondary data was used to obtain data on

growth and development in dairy industry in Andhra Pradesh and various models and theories published in the form of articles from different sources.

**Primary data** for the study was collected from consumers of dairy products during September 2013 to May 2014. Questionnaire method was used to collect the reliable data from both urban and semi-urban consumers.

### Questionnaire

Questionnaire is one of the most commonly used research tools in consumer behaviour research and is highly useful when data is collected from a representative sample of a larger population. This study needs development of a questionnaire to examine the consumer motivation and De-motivation factors towards dairy products.

The questionnaire developed was initially screened and a pilot study with a size of 25 responses was conducted before arriving at the final questionnaire from various locations in Chittoor district for improving the quality based on the options and language suggestions given by the sample respondents.

## 6. DATA ANALYSIS:

### Profile of the Respondents

The present study has collected responses from 600 household consumers across various areas in Chittoor district. The respondents were selected from urban areas as well as from semi-urban areas and the number of responses drawn from these areas are shown in table 1.

**Table 1 Geographical Location-wise Distribution of Sample**

<i>Respondents</i>		<i>(N=600)</i>	
<b>Urban Area</b>	<b>Sample</b>	<b>Semi-Urban Area</b>	<b>Sample</b>
Tirupati	100	Srikalahasti	100
Chittoor	100	Puttur	100

Madanapalli	100	B. Kothakota	100
<b>Urban</b>	<b>300</b>	<b>Semi-Urban</b>	<b>300</b>

(Source: Primary data)

All the above areas were selected based on the population density according to the Census 2011 report. There exists no relationship between sample number drawn and density of population. A sample of 100 was drawn from each selected urban areas and semi-urban areas uniformly based on the convenience of the researcher.

### Table 2 Demographic Profile

The demographic characteristics of the respondents that are considered in the present study are gender, age, and educational qualifications. Distribution of respondents based on their demographic characteristics, are shown in the **table 2** Analytical aspects of these characteristics are worth noting.

The final sample (N=600) was composed of 337 males (56.2 %) and 263 females (43.8 %). The maximum number of respondents falls in the age group of 'above 40 years' (45.3 %) and the minimum number of respondents was found in the age group 'below 25 years' (26.3%). 170 respondents falls in the age group of '25 – 40 years' (28.3%). The educational qualifications of the respondents, most of them i.e. 235 (39.2 %) are having low education i.e. below graduation such as S.S.C. or Inter – pass/fail. 184 respondents (30.7%) are graduates and 181 respondents are post graduates (30.2%).

**Table 2 Demographic Profile of the Respondents (N=600)**

Demographic Characteristics	Groups	Frequency	Percent
Gender	Male	337	56.2
	Female	263	43.8
	Total	600	100
Age of the Respondents	Less than 25	158	26.3
	25 - 40	170	28.3

	More than 40	272	45.3
	Total	600	100
Educational Qualifications	Below Graduation	235	39.2
	Graduation	184	30.7
	Post-Graduation	181	30.2
	Total	600	100

*(Source: Primary data)*

### Table 3 Household Profile

Table 3 shows the frequency details of household characteristics of the respondents such as family's monthly income, adult members in the family, children in the family, age of the family head and food habits.

Majority of the respondents were in 'below Rs. 15,000/-' category i.e., 242 (40.3 %) which shows the poor purchasing power of the respondents in Chittoor district. Rest of the respondents was equally distributed in other categories of family income such as 176 (29.3 %) in 'Rs. 15,000 – Rs. 25,000/-' and 182 (30.3 %) in 'above Rs. 25,000/-'.

The responses collected showed that majority of the families are having middle aged persons (38.5 %) as head of the family i.e. '25-40 years'. The next major group is 'below 25 years' i.e. 187 respondents (31.2%) and 182 respondents comes under the group 'above 40 years' (30.3 %).

Majority of the respondents have no children i.e., 315 (52.5 %). 155 respondents have one child (25.8 %) and 130 respondents have two or three children's (21.7 %).

It was found from the survey that majority of the respondents are non-vegetarians i.e., 448 (74.7 %) and 152 members were found to be vegetarians (25.3 %).

Table 3 Family Characteristics of the Respondents (N=600)

Family Characteristics	Groups	Frequency	Percent
Family's Monthly Income (in rupees)	< 15,000	242	40.3
	15,000 – 25,000	176	29.3
	> 25,000	182	30.3
	Total	600	100
Age of the Family Head (in years)	Less than 25	187	31.2
	25 – 40	231	38.5
	Above 40	182	30.3
	Total	600	100
Adult members in the Family (above 12 years of age)	Less than 3	155	25.8
	3 – 5	252	42.0
	More than 5	193	32.2
	Total	600	100
Children in the Family (less than 12 years)	No Children	315	52.5
	one child	155	25.8
	two or three children	130	21.7
	Total	600	100
Food Habits	Vegetarian	152	25.3
	Non-Vegetarian	448	74.7
	Total	600	100

(Source: Primary data)

## 7. CONSUMER MOTIVATION IN PURCHASING DAIRY PRODUCTS

A person has many needs at any given point of time. Some are biological, arising from states of tension such as hunger, thirst or discomfort. Others are psychological, arising from the need for recognition, esteem or belonging. Most of these needs may not be strong enough to motivate the person to act at a given point of time. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. Thus, Consumers may be motivated due to various known and unknown factors.

Motives are reasons why people act as they do. Reliable information on motives for decision making may be difficult to obtain as the consumer may be unaware of the real motives, or may be reluctant to reveal them. For this reason, the present study has considered eight motivating factors and five de-motivating factors after having thorough survey on existing literature and interviews with retailers dealing with multiple brands of dairy products. The opinions of respondents on the motivational and de-motivational factors are presented individually for each of the dairy products selected for the present study.

**Table 4 Summary table of Consumer Motivation in purchasing Dairy products**

<i>Motivation Factors</i>	<i>Milk</i>		<i>Butter Milk</i>		<i>Curd</i>		<i>Ghee</i>	
	<i>Mean</i>	<i>S.D.</i>	<i>Mean</i>	<i>S.D.</i>	<i>Mean</i>	<i>S.D.</i>	<i>Mean</i>	<i>S.D.</i>
Part of Regular Diet	4.11	1.293	3.63	1.006	3.84	0.959	3.25	1.206
Festivals and Religious Ceremonies	4.38	0.955	3.62	1.022	3.93	1.004	3.96	1.004
Parties and Functions	4.10	1.126	3.55	1.078	4.00	0.929	3.84	1.163
Preparation of Sweets etc.	3.84	1.320	2.55	1.196	2.82	1.163	3.89	1.423
Medical Advise	3.96	1.338	3.58	1.140	3.14	1.291	2.89	1.187
Casually	3.39	1.219	2.87	1.338	2.95	1.064	2.55	1.113
As a matter of prestige	2.98	1.475	2.42	1.095	2.66	1.229	2.67	1.266
Influence of others	2.71	1.327	2.31	0.994	2.33	1.088	2.36	1.290
Overall Scores	3.69	0.799	3.07	0.649	3.21	0.614	3.18	0.721

*(Source: Primary data)*

For better understanding, a summary table of motivating factors with respect to the dairy products was tabulated. From the table 4, it can be noted that there is a difference of means recorded between different dairy products. Milk has got higher means when compared to other

dairy products. From the table, it can be noted that the major motivating factors for purchasing dairy products are 'part of regular diet', 'festivals and religious ceremonies'. Looking into the overall values, the highest mean was recorded for Milk followed by Curd, Ghee and Butter Milk.

### 8. CONSUMER DE-MOTIVATION IN PURCHASING DAIRY PRODUCTS

A consumer may not purchase certain products due to various reasons called as de-motivators. In the present study, the de-motivating factors were also examined to understand their dislike towards consuming dairy products. From the table 6, it can be noted that most of the respondents are consuming dairy products frequently. The major de-motivating factor observed from the table in purchasing Milk (26.2%) or Ghee (58.5%) is 'Medical Advise'. The disadvantages of consuming dairy products are increasing cholesterol levels, or cardio-vascular diseases. Doctors' normally suggest to reduce the consumption of dairy products because the advantages such as vitamin K and Vitamin D availability in dairy products. But, if consumers are too health conscious, they may completely avoid the dairy products. Some respondents also revealed that they are feeling allergic towards the taste of Butter Milk (29.8%), Curd (14.7%) and Ghee (10.8%).

**Table 5 Consumer De-motivation in purchasing Dairy products (N=600)**

<b>De-Motivating Factors</b>	<b>Milk</b>		<b>Butter Milk</b>		<b>Curd</b>		<b>Ghee</b>	
	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>No</i>	<i>Yes</i>	<i>No</i>
Medical Advise (Health Ground)	157 (26.2)	443 (73.8)	60 (10.0)	540 (90.0)	84 (14.0)	516 (86.0)	249 (41.5)	351 (58.5)
No Liking / Taste	11 (1.8)	589 (98.2)	179 (29.8)	421 (85.0)	88 (14.7)	512 (85.3)	65 (10.8)	535 (89.2)
Feel it Costly	75 (12.5)	525 (87.5)	36 (6.0)	564 (94.0)	69 (11.5)	531 (88.5)	171 (28.5)	429 (71.5)
Not felt any need	59 (9.8)	541 (90.2)	69 (11.5)	531 (88.5)	92 (15.3)	508 (84.7)	77 (12.8)	523 (87.2)
On the Advice of others	77 (12.8)	523 (87.2)	35 (5.8)	565 (94.2)	49 (8.2)	551 (91.8)	38 (6.3)	562 (93.7)

*(Source: Primary data)*

Note: Values in brackets represent percentages.

**Table 6 Quantity Consumption of Dairy Products**

Daily Quantity	< 1 litre	1 – 2 litres	> 2 litres
<b>Milk</b>	185 (30.8)	299 (49.8)	116 (19.3)
Daily Quantity	< 500 ml	500 – 1000 ml	> 1 litre
<b>Butter Milk</b>	369 (61.5)	162 (27.0)	69 (11.5)
<b>Curd</b>	283 (47.2)	269 (44.8)	48 (8.0)
Monthly Quantity	< 500 gm	500 – 1000 gm	> 1 litre
<b>Ghee</b>	416 (69.3)	109 (18.2)	75 (12.5)

(Source: Primary data)

Note: Values in brackets represent percentages.

The purchase quantity is '1-2 litres' per day by majority of the respondents i.e. 299 (49.8 %). 185 respondents are purchasing 'less than 1 litre' Milk daily (30.8 %) and 116 respondents are purchasing 'more than 2 lit' Milk per day (19.3 %) as shown in table 6 Thus, for Milk, the best quantity of packing is half-a-litre and one litre with door delivery facility. The availability of Milk in convenience store enhances the sales. From the table, it can be noted that 500 ml of Butter Milk and Curd is consumed daily by the majority of the respondents. 269 respondents reported their consumption of Curd as '500 – 1000 ml' and 162 respondents reported the same quantity consumption for Butter Milk. Table 6 shows that 416 respondents are purchasing a quantity of '500 gm' Ghee per month (69.3 %). 109 (18.2%) and 75 (12.5%) respondents are purchasing quantity of '500 gm – 1 kg' and 'more than 1 kg' Ghee respectively. Thus, Ghee is primarily purchased from convenience or retail stores where consumers prefer to buy monthly groceries. The best packing quantity for Ghee are 500 gm and 1 litre.

**Table 7** exhibits the summarized tabulation of means and standard deviations of the frequencies for Milk, Butter Milk, Curd and Ghee to make appropriate inferences. From the table, it can be listed that the influencing factors in selecting the store for Milk and Ghee are 'availability of superior quality products', 'reliability in dealings', 'reasonable prices' and 'wide range of products availability'. The overall score found to be low for Ghee and high for Milk. The overall mean scores of Butter Milk and Curd found to be very close to each other.

**Table 7 Summary table of store selection factors in dairy products**

<i>Influencing Factors</i>	<i>Milk</i>		<i>Butter Milk</i>		<i>Curd</i>		<i>Ghee</i>	
	<i>Mean</i>	<i>S.D.</i>	<i>Mean</i>	<i>S.D.</i>	<i>Mean</i>	<i>S.D.</i>	<i>Mean</i>	<i>S.D.</i>
Availability of superior quality products	4.07	1.261	3.77	1.082	4.04	0.871	3.81	1.340
Reliable in dealings	4.05	0.808	3.65	0.874	3.62	0.995	3.58	1.266
Reasonable / competitive prices	3.81	1.004	3.93	0.860	3.79	1.054	3.74	1.155
Wide range of products / brands available	3.67	1.109	3.61	1.080	3.60	1.058	3.50	1.265
Nearer to residence	3.46	1.209	3.55	1.191	3.23	1.172	3.13	1.265
Credit facility	3.28	1.197	3.15	1.276	3.06	1.236	3.06	1.236
Acceptance of bank credit cards	2.69	1.365	2.75	1.245	2.78	1.207	2.76	1.288
Good/Friendly salesmanship	3.58	0.977	3.29	1.049	3.37	1.076	3.26	1.171
Good environment inside the store	3.78	0.890	3.55	0.932	3.63	0.948	3.53	1.064
More social prestige	3.03	1.234	2.89	1.167	2.87	1.119	2.86	1.219
Store belongs to known people	2.99	1.123	2.88	1.098	2.93	1.138	2.99	1.175
Availability of door delivery facility	3.43	1.314	3.42	1.213	3.42	1.189	3.31	1.256
Scope of bargaining	2.98	1.133	2.68	1.116	2.92	1.179	2.93	1.293
<b>Overall Store Selection Score</b>	<b>3.47</b>	<b>0.558</b>	<b>3.32</b>	<b>0.548</b>	<b>3.33</b>	<b>0.610</b>	<b>3.27</b>	<b>0.731</b>

## 9. LIMITATIONS OF THE STUDY

The major limitations of the present study were listed as follows:

- The study is limited to three revenue divisions i.e. Tirupati, Chittoor and Madanapalli of Chittoor district. The sample taken may be inadequate to throw accurate figure on the consumer acceptability.
- Availability / Non availability of different leading brands in selected places during the survey.
- The consumers were very reluctant to answer the questionnaire and the response collected may not be free from biased information.

## 10. FINDINGS:

Consumers may be motivated due to various known and unknown factors. Motives are reasons why people act as they do. Reliable information on motives for decision making may be difficult to obtain as the consumer may be unaware of the real motives, or may be reluctant to reveal them. Milk is a must in any traditional rituals and festival for Indians. The consumption of Milk is high because of its use in festivals and religious ceremonies and also because it's treated as a part of regular diet. The purchase of Butter Milk is motivated because of the factors such as part of regular diet, festivals, parties, functions and religious ceremonies. The factors such as preparation of sweets, casually, as a matter of prestige and influence of others found to be negative in scale for Butter Milk. The motivating factors for Curd are found as parties and functions, festivals and religious ceremonies, part of regular diet. The factors such as preparation of sweets, casually, as a matter of prestige and influence of others found to be negative in scale for Curd. The motivating factors were found to be same in both Milk and Ghee as Ghee is also an important item in traditional rituals and festivals. Looking into the overall values, the highest mean was recorded for Milk followed by Curd, Ghee and Butter Milk.

## SUGGESTIONS:

All customers are not one and the same. There are different types of customers and each and every customer has different needs. And therefore, their buying motives also vary. The study of

the consumer behaviour tells us what the customer wants to buy, where he wants to buy, how much he wants to buy, where he prefers to buy and how much quantity he prefers to buy. It is important to attract consumers who buy in bulk quantity on different occasions. Today, dairy products such as Milk, Butter Milk, Curd and Ghee are essential on the occasions such as marriages, religious functions and ceremonies etc. To capture this market, the companies should take necessary steps to attract customers by offering quantity or price discounts on purchase of dairy product in bulk quantity.

### CONCLUSION:

Marketing is too important in the life of the Milk product that puts forward a proposal for the improvement of the products' characteristics and the turnover or sales of the product. The experiences of the developed countries made it clear that it is necessary to evaluate the consumer regularly and frequently so as to strategize suitable marketing practices according to the changing consumer behaviour to tap, retain and to survive in the market.

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