

A Comparative Study of Household Women in Delhi NCR on Consumer Perception Towards Milk and Milk Products

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ABSTRACT

Milk and its derivatives are a necessary component of a family's diet. It is precisely this kind of food that offers the critical nourishment required for people to be healthy. Milk is also a source of revenue for cattle ranchers. Consumer perception is essentially the consumer's behavioral habit while acquiring products or services (*Jisana, 2014*). Companies pay close attention to their consumers' requirements and requests to please them and benefit from increased sales. Every company's marketing department is focused on developing methods for expanding their customer base via effective advertising and promotion of their goods. However, customers prefer to patronize independent milk vendors, particularly those not branded, when selling milk and milk products. They decide to buy milk based on their reflection, regardless of whether they can obtain the highest quality goods. This research aims to decipher consumer behavior toward milk and related products, particularly in Delhi and from the perspective of women homemakers. A study of 103 households in the Delhi NCR was conducted to ascertain their preferences for milk and milk products based on the brand of the product. The research shows a considerable variation in consumers' preferences for branded and unbranded milk and milk products.

Keywords- Milk, milk products, women, Delhi, consumer behavior, perception, consumers.

I. INTRODUCTION

The food industry has a massive framework for selling milk and is heavily influenced by consumer consumption patterns. A wide range of elements is currently influencing the developmental cycles, including government schemes and developmental programs connected to milk production and animal rearing and other changes in the process of milk production and dairy products based on consumer usage and demand. The companies such as AMUL, Sudha, Mother dairy, and so on are finding ways to build strategies for conquering the dairy segment. The dairy industry is likely to transform manifolds in the coming ten years.

In various aspects, the dairy industry might include an extraordinary situation among multiple sectors in the agribusiness. Milk is produced and sent to different parts of the country every day; however, it gives a

standard number of benefits or compensation to the people who manage livestock or the small-scale producers involved in such businesses. The milk production is incredibly work heightened and gives much business in the market. The dairy business is the part with the uttermost degree of safety on account of the monetarily feeble circumstance of little milk producers. "Milk in any form is called white gold" (*Jilo & Tegegne, 2016*). It can be used to make a tremendous collection of first-class items. The massive cost of milk as an unrefined material has required a forefront planning industry. The exceptional thought of milk prompts the need for unnecessary and extensive quality procedures and high production costs. The gigantic dependence of milk producers on the preparation of the dairy sector has achieved a strong position held by the co-specialists in the companies dealing with the milk business and people engaged in taking care of this industry.

Advertising and promotion of liquid milk are distinctive compared with other goods sold in the market. In contrast to different items, it has a restricted timeframe of realistic usability even after handling. The selling and purchasing of milk in India involve the unorganized areas milk merchants who sell unpasteurized milk without any brand name, and the coordinated and sophisticated areas comprise of agreeable and private claimed dairies selling marked purified milk with variations in particular conditioned milk, toned milk, and standardized as well as whole cream milk. The urban cities have a different kind of stable market and have a greater demand for milk and its respective products (*Rais et al., 2014*). Even though most of the unorganized local vendors are the sellers of milk in these areas, the analysis of the milk market in such places would help the marketing people find ways to tap into different market segments for earning better prospects. The strategists tend to determine the buying behavior of individuals for giving efforts in the marketing plans in the organized dairy sectors. This paper aims to understand household consumer preference and how women in Delhi perceive dairy products for daily consumption.

The number of papers was analyzed to find a comparative analysis among different households to understand the consumer behavior in different nation areas. The habit of intaking milk and its products was studied to evaluate better the preference in terms of branded and un-branded milk products used in households. Various factors account for the significant usage of milk products, such as the household's income, the expenditure on consumption goods, marital status (*Gulseven & Wohlgenant, 2014*).

India is a country with many livestock on the entire globe. There are around fifty percent buffaloes and almost twenty percent of the cattle population worldwide. Among them, most of the livestock is milking population. After the country's independence, the dairy industry in India has risen tremendously. It has always been one of the most successful developing and improving dairy farming programs. The milk production in India has grown over by 35.61% in the previous six years in line. The numbers have gone up to one hundred and ninety-eight million tons in 2019 and 2020 (*Baldodiya & Sharma, 2018*). Economic Survey has stated that milk production earlier in 2014 and 2015 was 146.3 million tons. The survey has confirmed that the increment is around 5.70 percent. The projections for a rise in milk production to satisfy the customers' demands will shoot up to around 266.5 million tons of dairy and its products (*Harding & Lovenheim, 2017*). NDDB, a board constituted for dairy development, states that the rural areas consume more than 57% of the total milk consumption (*Harinarayan & Akhila, 2019*). Even though the numbers are enormous, urban sectors share is still more than that of the rural areas, with approximately 5932 milliliters per capita consumption in the urban areas whereas 404 milliliters per capita consumption in the rural

sector. This data is for the year 2030 as per the projections. To satisfy consumers' demand, the ministries in government are trying hard to increase livestock productivity, which shall eventually generate more volumes of milk substantially. India is one of few growing countries with a surplus milk supply compared to other countries. Since post-independence, milk production has been steadily increasing, especially in 2014 and 2015. The growth rate was 6.27%, and subsequently, the numbers kept growing steadily.

The milk business is spread over a large area in the country. It has become a very relevant resource for generating income for rural households. Keeping livestock and dairy farming has become one of the secondary sources for earning money for millions of families in rural areas. Dairy farming has played a significant role in generating employment in many places. The demand for milk has risen by more than 245 grams per capita of availability. The consumer's purchasing power has substantially increased, one of the prominent reasons for value-based goods being added to the range of milk products. Urbanization has led to many changes prevailing in consumer needs and purchasing power. With urbanization, consumerism shall also increase, and technology has made it even more complex. Consumer behavior is one important thing being tracked by the marketing people for achieving a better hold in the market. The consumption pattern is being analyzed to cater to consumer demands, and advertisements or promotions are designed to grow sales and retain customers.

II. LITERATURE REVIEW

Studying the behavioral pattern of individuals, certain specific groups, or even organizations gives consumer behavior. The kind of procedures they follow for buying products after selecting items or how they dispose of the used products and other such patterns that talk about customers' satisfaction needs is what consumer perception or behavior defines. The subject of consumer behavior dwells into concepts from sociology, anthropology, psychology, marketing, and economics (*Mathras et al., 2016*). The decision-making pattern and process are examined in consumer behavior to assess how their emotions influence buying behavior. The things customers hear and experience over time form an imprint on their minds about whether they will purchase items from a particular brand and whether they will remain with that brand for an extended length of time or not. Apart from these pleasing attributes, negative emotions might also be a part of their decision-making process when they have a terrible experience with any product or service they have used. In consumer behavior, the individuals and groups are studied following the personality traits or even the demographic characteristics. Human examination of families' and friends' impacts generally reveals much about consumer behavior. Customers play three typical

roles: buyer, user, and payer. The studies have confirmed that it is difficult to comprehend the buying behavior of individuals even by great strategists. The customer is given much importance in the current scenario. They are generating vast amounts of data, helping these strategists gather many insights for creating more strategies to gain a more customer base in the end. Relationship marketing better understands the customers' expectations (*Zhang et al., 2016*). Therefore, keeping in view the matter of consumer relationship and customer retention, the companies are trying to build customized promotional strategies for one-on-one advertisement or marketing.

Milk has partaken in pride of spot among all food sources in India, being viewed as nectar since the beginning of Indian development precisely 5000 years ago. The dairy industry has always been significant for its complementing nature and agribusiness and its capacity to give a protein-rich eating regimen to the vegan populace (*Petrusán et al., 2016*). Ensuing the gainful cost that the milk producers are receiving, the milk market subsequently changes from a resource movement to business action. However, the purchaser has benefited because the increment in milk costs has been by and large lower than the pace of the inflation rate of the Indian economy and in contrast with other items in the retail sector, especially food items. India's milk production business surpasses 258 million liters each day as it is the global pioneer and a successful milk producer in the world. Around 70 million ranchers keep a milch group of approximately 105 million in which the number of buffaloes is 47 million, whereas there are 58 million cows and are fed chiefly on crop residuals (*Kim, 2014*). They represent 98% of all milk created in India. Milk creation begins as a stream of one to two liters for each family in approximately five lakh distant towns.

Milk is one of the most irreplaceable and essential items in the mammals' food ingredients list. The life cycle of any mammal begins with the need for milk, and it becomes a valuable source of food component for babies to survive from the very beginning. For the first few years of life, mother's milk is the holiest meal or pious food or purest form of food for the child, but it is gradually replaced by milk acquired from cattle species such as sheep, buffaloes, cows, goats, or camels for convenience. In a few countries like Slovakia, cow milk consumption is more than ninety-eight percent, followed by other animals such as goats and sheep. Cow's milk is preferred in almost all parts of the world. In a balanced diet, milk is given proper weightage because it is a complex and nutritious food for humans and animals. The milk components can be broken down into five supplements such as vitamins, minerals, proteins, fats, and carbohydrates.

Cow's milk is a healthy food product for the human body and has many advantages. However, many questions do arise about the consumption of cow milk. In household consumption, it is known for its traditional beliefs. Here, in this paper, the positive aspects of

consumption are discussed. The study of consumer perception regarding the "cooperative milk societies" is examined to measure consumers' level of satisfaction on purchasing and using the milk and milk products. It is the study dwelling on finding the decision-making process for spending their resources. The efforts are money, effort, and time spent on the consumer products they purchase. The level of consumer satisfaction is measured in Delhi households concerning consumers' preferences along with different measuring scales. It can be ascertained that the pricing and marketing strategies for milk and milk products must be effectively planned to satisfy the customer demands.

Amul is a brand that was founded in 1946. It can be called the most successful cooperative dairy movement. Amul was India's most prominent food brand, and most people trusted the items it offered. The things were both fresh and of high quality. Prices were similarly reasonable, and the brand was positioned at the top of the dairy market to bolster its position. Amul's milk products have a highly positive reputation among Delhi's homes (*Jha & Gupta, 2020*). Amul has a strong reputation in rural regions as well. Individuals view branded dairy products differently, which aids in analyzing their purchasing behavior. Today, milk products are among the most utilized goods in families, whether urban or rural; milk always compliments the other food items ingested. In the 1990s, the nation gradually expanded its presence in the dairy product markets, growing (*Otomo, 2014*). Each day, the market's size develops, as does demand. Purified milk producers also need appropriate supply chain management to ensure the availability and fulfillment of inventory at dairy stores that sell milk and milk products.

Consumer behavior often changes due to their experiences throughout the purchase and use of the items. Numerous people prefer various milk brands, mainly because they are more affordable and higher quality. As a result, it is a top priority for the business to please consumers to keep them for a more extended period. There is a gap that organizations are attempting to close: most customers are unaware of the milk products they eat, and women utilize them for home reasons. Amul, Mother Dairy, and other brands broadcast their pasteurization process to demonstrate their commitment to their customers' health, safety, and well-being (*Singh et al., 2020*). The method by which contaminated milk is refined and distributed to customers is shown to consumers via promotions and commercials as a monument to the company's commitment to quality. They attempt to convey that it is entirely safe and sanitary to consume branded packaged dairy products such as cheese, paneer, yogurt, and various other fresh and ready-to-eat dairy goods (*Chandrapala & Zisu, 2016*). Two writers verified their findings in their review. The comparative research of rural and urban customers' milk utilization patterns focused on modifying usage design in response to changes in dietary preferences. If consumers' wages and

urbanization levels increased, they spent on utilization increased.

In contrast to rural customers, metropolis shoppers valued branded and labeled things. The primary criteria influencing purchase decisions were availability, quality, common stocks in the inventory, transportation and delivery services, and the mode of payment required. Few famous scholars reasoned in their work "Socio-economic impacts on rural consumer behavior" that rural buyers' recurrence of purchases of food goods, particularly milk, was significantly influenced by the kind and character of products available to them. Groceries (40.35 percent) and other products such as vegetables, milk, and so forth (48.25 percent) were purchased daily, whereas 33.33 percent to roughly 42.98 percent purchased similar items weekly. The products they bought with cash were most prevalent (44.74 percent), followed by purchases made with credit at 38.60 percent and 21.06 percent, respectively. Nearly 88.00 percent of Delhi residents ranked price as the most important criteria, followed by accessibility (66.66 percent) and proximity to neighbors (54.00 percent) (Milfont & Markowitz, 2016).

PN Rahmadi et al. stated in their review "Brand Evaluation and Consumers' Preference for Pioneer and Follower Brands: Empirical Study on Dairy Products" that the purpose of this study was to distinguish between brand evaluation and consumer preference for pioneer and adherent brands on processed milk-made items. The replies of women in Delhi, particularly housewives, were included as respondents in this investigation. The information examination techniques used were nonparametric (Ramesh & Poornima, 2016). The outcome indicated that in each of the product classifications, the pioneer brand had a higher level of preference than the following brands, specifically Ultra Milk with a percentage of 87.30 percent, Yakult with a percentage of 94.70 percent, Anlene with a percentage of 93.30 percent, and Kraft with a percentage of 98.70 percent. Additionally, the findings indicated that typical consumer perceptions were more favorable toward pioneering businesses than toward followers or following brands.

Additionally, the results indicated that buyers preferred pioneer brands over adherent products based on comparable character, product taste, quality, and, most notably, price. The findings showed that buyers evaluated pioneering brands more favorably than adherent brands, owing to the higher quality of the packaged milk products. Additionally, people favored pioneer brands over following brands, preferring pioneer companies' products to those of adherent brands when it came to homestead faked outcomes of UHT milk, supportive of biotic milk with a high calcium content, and cheddar or cheese (Divuldeniya & Weligamage, 2015).

It was suggested in various studies that quality was a huge variable that draws the purchasers towards the branded products or services. The reputed and branded items were recognized as likable and favored as quality

items. People would not worry about paying extra for the branded products, as they get great value for the cash they spend. Media is a vital element in progressing and impacting the reputation of brands. A youth's interest affects a family's purchasing conduct as well (Badgaiyan & Verma, 2015). Youths are particularly careful and mindful of the branded things available in the market. Though unbranded items now and again give the same satisfaction as branded goods, consumers might want to purchase a branded item because they have undergone lifestyle changes. Shopper brand perceptions have critical repercussions in Marketing. The customer impressions of overall brands and neighborhood brands have been read in many papers to consider the effects of purchaser ethnocentrism towards overall brands.

III. THE OBJECTIVE OF THE STUDY

1. To know the consumer's preferences towards milk and milk products based on the brand of the product.

IV. THE HYPOTHESIS OF THE STUDY

H₀1: There is no significant difference between the preference level of the consumers for the consumption of branded and non-branded milk and milk products.

H₁1: There is a significant difference between the preference level of the consumers for the consumption of branded and non-branded milk and milk products.

V. RESEARCH METHODOLOGY

A sample of 103 respondents (household of Delhi NCR) was surveyed with the help of a questionnaire to know their preferences towards milk and milk products based on the brand of the product. The study is comparative, and the primary data was collected through a random sampling method. A statistical tool like the Chi-square test was applied to reach results.

VI. FINDINGS OF THE STUDY

Table 1 demonstrates the general profile of the respondents in which a total of 103 females were surveyed to conduct the study. Among them, 30.1% belong to the age group 23-30 years, 41.8% are from 30-35 years, and the rest, 28.1%, are above 35 years of age. 55.3% of the respondents are working and the rest, 44.7%, are non-working; 67.0%, prefer branded and the rest 33.0% prefer non-branded milk and milk products.

Table 1: General profile of the respondents

Variables	Number of respondents	Percentage
Gender		
Female	103	100
Total	103	100

Age		
23-30 years	31	30.1
30-35 years	43	41.8
Above 35 years	29	28.1
Total	103	100
Occupation		
Working	57	55.3
Non-working	46	44.7
Total	103	100
Milk & milk Product		
Branded	69	67.0
Non-branded	34	33.0
Total	103	100

Table 2: Level of preferences for milk and milk product

Milk & Milk Product	Level of Preference			Total
	Not Preferred	Less Preferred	Highly Preferred	
Branded	11	19	39	69
Non-Branded	3	21	10	34
Total	14	40	49	103
Value of Chi-square				11.2393
Degree of freedom				2
p-value				.003

Table 2 shows the level of consumers' preference towards branded and non-branded milk and milk products. It is found in the table that the p-value is below 0.05 (0.00); hence the null hypothesis is now rejected, and the alternate hypothesis is accepted that there is a significant difference between the preference level of the consumers for the consumption of branded and non-branded milk and milk products.

VII. CONCLUSION

It can be concluded from the study performed on the consumer behavioral patterns in Delhi concerning the milk products they are consuming. Women have given opinions regarding the usage of milk in households. The data collected has given quite an insightful record that strategists could use to cater to the needs of the people in Delhi. Consumer perception and buying behavior address one of the essential aspects of human conduct. Each man needs a specific game plan of undeniable and immaterial items fundamental for his existing lifestyle conditions. In the current era, the study of purchasing behavior and consumer satisfaction is becoming more accurate and exceptional in the marketing domain (Kim & Kim, 2014). This is happening considering the way that purchasers

have the accessibility to several brands due to free openness and plethora of information available, the comprehensive genuine proposition of elective items and high power-driven progress transformed into the overall kind of a market that firmly handles a command over a market and have an authoritarian state concerning what should be created and presented in a wholesome market having a cutthroat competition.

On the exciting side, consumers' mindfulness and insights on the reasoning of impure processing milk and the variations with milk containing various fat levels are fundamental for proper buy and utilization. In this progress phase of dairy improvement, the organizations portraying the liquid milk need to pay attention to the market segmentation aspect to recognize the profile of different consumer groups and individuals who might require variations in milk and the respective milk products. The mass business sectors must be de-massified for target consumer groups better. The dairy-producing firms can likewise comprehend purchasing conduct of their buyers concerning the specific products in the quickly evolving financial climate and plan their promotional and advertising programs similarly. In the FMCG sector, customers show little inclination for any brand or milk brand (Merlino et al., 2021). Customers effectively shift between milk types at the explanation of cost and accessibility and new to the fixings that produce milk. The benefit of segmentation or division in a cutthroat and mature market is also found in the marketing of dairy products. It is significant for the organization to evaluate its retained client base.

The utilization of milk contrasts in rural and metropolitan regions and the development of urbanization may change the utilization pattern of milk even among the country buyers.

A few women purchasers have not distinguished the milk brand given the color of the packaging used, size, and the print or design on the packages as it mimics or takes after that of other branded milk products. A suggestion could be quoted according to the findings. The producers should design the packages to separate from different milk brands. The more significant part of respondents believed that the substantial milk cost is excessively high. A recommendation here would be that the organizations that produce marked milk ought to keep up with sensible costs for their image. It will surely incite the new customers who have a place with the separate classes of the society, predominantly the middle and the lower classes. A more significant part of respondents felt that the famous brands are not accessible in their remote region. One more big variable to mark inclination and brand dedication is the flavor of milk. Great taste shows more deals and more brand inclination, as confirmed by the women in Delhi (Soni & Bhardwaj, 2021). Consumers might purchase a similar brand later because of its excellent presentation and fulfillment. Sometimes, it might be the opposite because of the terrible performance or the way other milk producers have handled the market

or the positioning strategies used by another competitor in the market.

The milk-producing companies must acknowledge the changing situation and define their promoting methodologies to sell their products. Advertising systems might be centered around two perspectives physical and limited time viewpoints. The significance of the two perspectives is disparate in the rural and metropolitan markets. In this way, it is ideal for segregating between the advertising techniques to situate the item in two distinct business sectors. Dairy products in urban and rural areas are available plenty for the customers. They get to choose what they want. Hence, the companies must decide how far the customers are happy with the producers of branded milk and milk-based items (Bridge et al., 2020). Presently the dairy business is confronting colossal contest, and numerous privately-owned companies go into this field. To support the market by giving better help, an organization ought to consistently attempt to discover the fulfillment level of the buyers. It ought to make every vital step and measure hold the clients for the longest possible. This is how the consumers will stick to a brand if they know they are getting value for their money.

The study concludes that there is a significant difference between the preference level of the consumers for the consumption of branded and non-branded milk and milk products.

DISCLOSURE

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