

**A STUDY ON CONSUMER BEHAVIOR OF MILKY MIST MILK
(WITH SPECIAL REFERENCE TO POLLACHI TOWN)**

T.BHAVANI

Assistant Professor, PG Department of Commerce with International Business,
Nallamuthu Gounder Mahalingam College, Pollachi.

B.GOWTHAM

PG Department of Commerce with International Business, Nallamuthu Gounder
Mahalingam College, Pollachi

ABSTARCT

Milk is as ancient as mankind itself, as it is the substance created to feed the Mammalian infant. All species of mammals, from man to whales, produce milk. For this purpose ancient man learned to domesticate species of animals for the Provision of milk to be consumed by them. These included cows, buffaloes, Sheep, goats, and camels, all of which are still used in various parts of the world For the production of milk for human consumption. Convenience sampling was used to determine the sample size for the respondents.

Sample of 100 respondents were taken into study, and their data were collected. Samples for the purpose of the study are selected systematically. The study makes use of statistical techniques such as Simple Percentage analysis and Chi-square Test in analyzing the data for finding the result. India is the largest milk producer in the world with an annual production of 84.6 million MT. India is 'The Oyster' of the global dairy industry. It offers opportunities galore to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. A bagful of 'pearls' awaits the international dairy processor in India. The Indian dairy industry is rapidly growing, trying to keep pace with the galloping progress around the world. Dairy developments have its profound impact on the economy and nutrition levels of the country. Greater improvement opportunities are generated through dairy industry. **Keywords: milky mist.**

INTRODUCTION

Milk is an essential commodity, the milk and milk-derived food products from a food science perspective. It focuses on the biological, chemical, physical, and microbiological aspects of milk itself, and on the technological aspects of the transformation of milk into its various consumer products, including beverages, Fermented products, Concentrated and dried products.

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The role of milk in the traditional died has varied greatly in different regions of the world. The tropical countries have not been traditional milk consumers, whereas the more northern regions of the world, Europe and north America, have tradition all Consumed far more milk and milk products in their diet. In tropical countries where Inability to produce and store fresh milk, milk has traditionally been preserved through means other than refrigeration, including immediate consumption of warm milk after milking, by boiling milk, or by conversion into more stable products such as fermented milks.

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India's dairy sector is expected to triple its production in the next 10 years in view of expanding potential for export to Europe and the West. Also, India is the lowest cost producer of per litre of milk in the world, at 27 cents, compared with the U.S' 63 cents, and Japan's \$2.8

dollars. Also to take advantage of this lowest cost of milk production and increasing production in the country multinational companies are planning to expand their activities here.

STATEMENT OF THE PROBLEM

Milk is one of the most important nutritious food which is normally consumed by all age group irrespective of rich and poor. The consumption of milk by consumers has been taken in various forms, such as raw milk, pasteurized milk and in the form of hot condition. In order to provide a good quality of milk without bacteria, the government itself can come forward to launch various dairies in the industry to supply high quality of milk to consumers in a highly hygiene conditions. Hence, a number of dairy industries were established in major cities and towns of Tamilnadu state. But a few group of public have not shown keen interest to purchase and consume branded milk like Aavin, Arokya, and Komatha etc. rather they prefer to buy the fluid milk directly from the unorganized milk vendors. This style of purchasing milk directly from the unorganized 5 vendors is popular because of a belief of fresh milk rather than milk stored in cold storage in dairy industry. There are many problems generally faced by the consumers when they purchase the dairy products. Problems have been categorised into fourteen statements such as deterioration or quick spoilage, excessive fat content, contaminated with detergent powder, adulterated with milk powder, low supply of branded product, high price, expired products, unhygienic milk, low fat increases calorie intake, leads to obesity for some children, damaged milk packets due to transportation, high ratio of water proportion in milk and unavailability of 250 ml packets in certain brands.

OBJECTIVES OF THE STUDY

- To know the Socio Economic Profile of respondents.
- To know about the awareness level of various service provided by Milky Mist milk.
- To know about the level of customer satisfaction toward Milky Mist Milk products.
- To know about the customer preference toward Milky Mist Milk products.

SCOPE OF THE STUDY

For the study on customer satisfaction towards Milky Mist products with the reference of the Pollachi Taluk co-operative milk producers union ltd. To identify the strength and weakness

of the company performance and their position in the market. This study helps the company to identify and interpret the problem and help to identify the reason for not doing well. Where they are and where they want to be. Some suggestion and recommendation are also made to help to rectify the problem and to improve the state of the product and the company. Helps the company to understand the efficiency of the service provided to the customers, so that it can create the basis for further improvement. The study helps to assess the real opinion and mindset of customers and aids to meet out their expectation in future. This in turn will increase the volume of sales.

RESEARCH METHODOLOGY

Business research is of recent origin and is largely supported by business organizations that hope to achieve competitive advantages. Research methodology lays down the various steps that are generally adopted by a researcher in studying the problem. Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

The Research design used in this study was descriptive research design. It includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; he can report only what has happened or what is happening.

SAMPLING METHOD

To analyse the Project a Convenient Sampling Method is adopted. The study depends on primary data. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

SAMPLING SIZE

The size of sample chosen for the study was 100 questioners.

METHOD OF DATA COLLECTION

The data collected for this study are of two types: -

- Primary data
- Secondary data

STATISTICAL TOOLS

The following statistical tools are used in the study

- Percentage Analysis

LIMITATIONS OF THE STUDY

The time of study was limited only, in the Pollachi Town.

- The study was conducted only in Pollachi Town. This may not give a generalized conclusion.
- The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work.
- The number of respondents was limited to 100 only.
- The analysis is based on the data provided by the respondents. The views of those who did not participate in the survey is not included.
- The conclusions are based on the opinion expressed by the customers. Hence they cannot be assured to unbiased or true representation of reality.

REVIEW OF LITERATURE

F. A. Mila and S. K. Raha (2012)¹, “Consumers’ preferences for processed milk – A study in Mymensingh town”. The study examined the consumer preference for processed milk in Mymensingh town. The study was mainly based on primary data in which 40 consumers were purposively selected from Mymensingh town. In the study, preference of consumers for processed milk i.e. powder milk, condensed milk and pasteurized milk were investigated. Consumers preference for processed milk was ascertained through a 4-point numerical rating scale. The consumers highly preferred powder milk and the computed preference index of powder milk was 80. The computed preference index of pasteurized milk was 71. The computed preference index of raw milk was 54. The study reveals that the level of preferences for processed milk to consumers was significant. So, there is a good opportunity for the development of the marketing system of processed milk by increasing domestic production of milk as well as reduction of dependency on imported processed milk.

Dr. B. C. M. Patnaik and Pradeep Kumar Sahoo (2012)², “An Empirical Study on Consumer Behavior towards Cadbury’s India Ltd. And Nestle India Ltd”. The objective of modern marketing is to make profits through satisfying and delighting the consumer’s need and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. This is an attempt made to understand the behaviour of consumer of Bhubaneswar and Cuttack of Odisha towards the chocolate industry like Cadbury and Nestle. Cadbury’s India Ltd, has been in India since 1948. Its brands: Dairy Milk, 5 Star, Gems and Chocolate Eclairs are the households names in India today. In all the segments i.e. moulded chocolates, count chocolates and panned chocolates, it is undoubtedly the market leader. Cadbury’s has its manufacturing units at Thane (Mumbai), Malanpur, Indori (near Pune), Mithuri and Kolapur. It has a strong distribution network with about 500 distributors in

¹ **F. A. Mila and S. K. Raha (2012), “Consumers’ preferences for processed milk – A study in Mymensingh town”.** International Journal of Commerce, Business and Management (IJCBM), Vol. 4, No.6, pp.267-276.

² **Dr. B. C. M. Patnaik and Pradeep Kumar Sahoo (2012) , “An Empirical Study on Consumer Behavior towards Cadbury’s India Ltd. And Nestle India Ltd”.** *Asian Journal of Marketing & Management Research*, Vol.1 Issue 1, pp.01-11.

North India and more than 3 lac retail outlets being serviced all over India. Hence, considering the low per capita consumption of chocolates, the future of the industry seems to upbeat.

K. Muneeswaran (2013)³, “Consumer Attitudes Towards Milky Mist Products in Sivagangai Town”. Consumer attitudes towards Milky Mist products in Sivagangai Town, Sivagangai District, Tamilnadu. This study helps to suggest suitable recommendation to improve the consumer’s attitudes towards Milky Mist products in Sivagangai town. The following are the main objectives of the study to find out the consumer preference towards Milky Mist Products to find out the satisfaction of the respondents regarding various aspects of Milky Mist products to analysis the different aspects of consumer perspectives of the availability of Milky Mist products. The present study is based on the both primary and secondary data. The primary data has been collected through a well structured questionnaire. The sample size taken for the study is 150 fixed arbitrarily. To study detail percentage is calculated on different basis, percentage is calculated on the basis of age, sex, education, monthly income and chi-square test. Milky Mist products is one of the major quality food items.

T. Ravi chandran and G. Arumugasamy (2013)⁴, “Consumers Attitudes Towards Arokyia Milk in Nagercoil Town”. A study on consumer’s attitudes towards Arokyia milk in Nagercoil town was undertaken to find out the consumers attitudes towards Aroka milk in Nagercoil town Kanyakumari district. This study helps to suggest suitable recommendation to improve the consumer’s attitudes towards Aroka milk in Nagercoil town. The following are the objectives of the study to find out the consumer preference towards Arokyia milk to find out the satisfaction of the respondents regarding various aspects of Arokyia milk to find out the reason for switching for Arokyia to other brands to study the availability of different brands of milk. The present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the milk producers and milk vendors. The primary data has been collected through a well structured questionnaire. The study

³ **K. Muneeswaran (2013)**, “Consumer Attitudes towards Milky Mist Products in Sivagangai Town”, *International Journal of Scientific Research*, Volume: 2. Issue: 6, pp.81-84.

⁴ **T. Ravi chandran and G. Arumugasamy (2013)**, “Consumers Attitudes towards Arokyia Milk in Nagercoil Town”. *Indian Journal of Applied Research*, Volume: 3, Issue: 4, pp.296-298.

is also based on the secondary data. The sample size taken for the study is 110 fixed arbitrarily. To study in detail, the brand preference of milk by the consumers, percentage is calculated on different basis, percentage is calculated on the basis of age, sex, education and monthly income. A study concludes that on consumer's attitude towards Arokya milk in Nagercoil town, Arokya milk is one of the major food items. The research indicated that the majority of the milk consumers prefer fresh milk. There is the high demand for Arokya milk in Nagercoil town and it is a positive sign for local and national brands. They can promote their products by effective advertising, improved quality and by keeping a check on the price.

Dr. Trilochan Nayak (2013)⁵, “A Study on Retailer Role in Selected Dairy Industries”.

Dairy industry is alarmingly developing in the present day economy due to its contribution to the economy and rural poor people by providing an opportunities to uplift them by generating additional income. Since ages, Dairy industry has been practiced as a rural cottage industry. Among the 70 million rural population in India during 2001, 37% are landless. These landless and small farmers are having 53% of livestock in their possession and Produced 52% of the total milk production. Government of India is providing various programmes for upliftment of the small rural milk producer as well as under privileged urban consumers. The survival and growth of a business concern mostly depends on the ability of the marketer to understand the consumer action and reaction. Hence, consumer behaviour is one of the main areas in marketing where the marketers always have to concentrate and have to be conscious and cautious.

Aluregowda (2013)⁶, “A Study on Brand Image towards Nandini Products at Manmul in Mandya”. Brand image is a common place in a consumer behavior research. Numerous studies of brand image has reported, the phrase has been widely used in variety of technical and casual applications, and practicers and academicians like have embraced the concept as the embodiment of the abstract reality that people buy products or brands something other than their physical attributes and functions.

⁵ **Dr. Trilochan Nayak (2013)**, “A Study on Retailer Role in Selected Dairy Industries”, *Global Journal of Management and Business Research Marketing*, Volume 13 Issue 8, pp.01-09.

⁶ **Aluregowda (2013)** , “A Study on Brand Image towards Nandini Products at Manmul in Mandya”. *International Journal of Engineering and Management Research*, Volume-3, Issue-6, pp.01-08.

ANALYSIS AND INTERPRETATIONS

I. SOCIAL PROFILE

TABLE NO: 1
DEMOGRAPHIC PROFILE

S.No	Determinants	No of Respondents (N=100)	Percentage (%)
1	Gender		
	Male	29	29%
	Female	71	71%
2	Age		
	Below 20 years	26	26%
	20-30 years	66	66%
	30-40 years	8	8%
3	Marital Status		
	Married	65	65%
	Unmarried	35	35%
4	Educational Qualification		
	Upto HSC	30	30%
	Graduate	40	40%
	Post Graduate	26	26%
	Others	4	4%
5	Occupation		
	Agriculture	26	26%
	Business	17	17%
	Professional	11	11%
	Employee	14	14%
	Homemaker	32	32%
6	Family income		
	Below Rs.5000	10	10%
	Rs.5001 - Rs.10,000	43	43%
	Rs.10,001 - Rs.15,000	39	39%
	Above Rs.15,000	8	8%
7	Family Expenses		
	Below Rs.5000	69	69%
	Rs.5001 - Rs.10,000	29	29%
	Rs.10001 - Rs.15,000	2	2%
8	Type of Family		
	Joint family		

	Nuclear family	32 68	32% 68%
9	Size of family Less than 3 members 3-5 members	45 55	45% 55%
10	Nature of buying Milky Mist milk Regular Irregular	94 6	94% 6%
11	Preference of Milky Mist milk Quality Price Taste Others	33 32 33 2	33% 32% 33% 2%
12	Requirement of milk Less than 1 litter 1 litter - 2 litter	66 34	66% 34%
13	Duration of using Milky Mist milk Less than a year 1 year - 3 year 3 year - 6 year More than 6 year	16 59 23 2	16% 59% 23% 2%
14	Know about Milky Mist milk Friends Relative Shopkeepers Advertisement	27 51 13 9	27% 51% 13% 9%
15	Product Buying Fresh Cream Curd Ghee Panneer	53 18 21 8	53% 18% 21% 8%
16	Kind of Milky Mist milk Toned milk Double toned milk Standardized milk	21 45 34	21% 45% 34%
17	Mode of Purchase Cash Monthly card	46 54	46% 54%
18	Decision to purchase the milk Your self Father and mother Husband and wife	59 23 18	59% 23% 18%
19	Quality of Milky Mist milk Highly Satisfied Satisfied Neither satisfied nor dissatisfied	16 70 10	16% 70% 10%

	Dissatisfied	4	4%
20	Price of Milky Mist milk	16	16%
	High	72	72%
	Medium	8	8%
	Low	4	4%
21	Seen Milky Mist advertisement	87	87%
	Yes	13	13%
22	Milky Mist Milk comes under your budget	80	80%
	Yes	20	20%
23	Milky Mist Product have ISI and Agmark Certification	62	62%
	Yes	38	38%
24	Feel about freshness of Milky Mist milk	17	17%
	Highly Satisfied	65	65%
	Satisfied	18	18%
	Neutral		
25	Milky Mist Milk are sufficiently available in the stall	80	80%
	Yes	20	20%
26	Manufacturer to make an improvement in future	16	16%
	Quality	60	60%
	Packing	24	24%
	Reducing on price		
27	Opinion about Milky Mist Milk advertisement	22	22%
	Good	61	61%
	Satisfied	13	13%
	Excellent	4	4%
	Not bad		
28	Most suitable media for Milky Mist products	51	51%
	TV	18	18%
	Newspaper	21	21%
	Flex	10	10%
	Radio		
29	Recommend Milky Mist Milk to others	25	25%
		58	58%

	Will recommend May be Not sure	17	17%
30	Problems Taste and purity is not good same time Fresh milk is not available some time Not available early morning door delivery Not available some time	22 31 41 6	22% 31% 41% 6%
31	Overall satisfaction of the Milky Mist milk Satisfied Good Excellent Dissatisfied	28 37 25 10	28% 37% 25% 10%
	Total	100	100

The majority of the respondents are female respondents. The majority of the respondents fall in the age group between 20-30 years. The majority 65% of the respondents are married. The majority 40% of the respondents are Graduate holders. The majority 26% of the respondents are agriculturist. The majority 43% of the respondents family income is Rs.5001 - Rs.10,000. The majority 69% of the respondents family expenses is up to Rs.5, 000. The majority 68% of the respondents are belong to nuclear family. The majority 55% of the respondents said that 3-5 members in their family. The majority 94% of the respondents are regularly buying Milky Mist milk. The majority 33% of the respondents are said quality and taste reason for prefer Milky Mist milk. The majority 66% of the respondents are said that less than 1 litter of milk requirement per day. The majority 59 % of the respondents are 1-3 years of using Milky Mist milk. The majority 51% of the respondents are know about Milky Mist Milk through their relatives. The majority 53% of the respondents are buying Milky Mist milk. The majority 45% of the respondents are buying double tones milk. The majority 54% of the respondents are make payment through purchasing through monthly card. The majority 59% of the respondents are self decision to purchase the milk. The majority 70% of the respondents are satisfied with quality of Milky Mist milk. The majority 72% of the respondents are medium price to purchase of Milky Mist milk. The majority 87% of the respondents are seen Milky Mist advertisement. The majority 80% of the respondents are said whether the Milky Mist Milk comes under our budget. The majority 62% of the respondents are know about Milky Mist product have ISI and Agmark

certification. The majority 65% of the respondents are satisfied with freshness of Milky Mist milk. The majority 80% of the respondents are said Milky Mist Milk are sufficiently available in the stall. The majority 60% of the respondents are packing of Milky Mist Milk to make an improvement in future. The majority 61% of the respondents are satisfied with Milky Mist Milk advertisement. The majority 51% of the respondents are said TV is an suitable media for Milky Mist products. The majority 58% of the respondents are may be recommended for Milky Mist Milk to others. The majority 41% of the respondents are not available early morning door delivery problems faced by Milky Mist milk. The majority 37% of the respondents are good with Milky Mist milk.

SUMMARY OF FINDINGS

Percentage Analysis

- The majority of the respondents are female respondents.
- The majority of the respondents fall in the age group between 20-30 years.
- The majority 65% of the respondents are married.
- The majority 40% of the respondents are Graduate holders.
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- The majority 41% of the respondents are Not available early morning door delivery problems faced by Milky Mist milk.
- The majority 37% of the respondents are good with Milky Mist milk.

SUGGESTIONS

- The service should be improved, which will help the Milky Mist to improve its market expectation.
- The attractive packaging should be done, which will improve its sales.
- Increasing advertisement in mass media to promote the sales.

- Should have more effective service centers all over India.
- It should appoint a brand ambassador and also sponsor entertainment and sports events so that the name of the company remains in the minds of the people.
- Milky Mist could increase its production capacity because the demand for the product is increasing every year. Especially the 250ml pocket could be produced more.
- Milky Mist could rise the number of retail outlets thereby it could satisfy its increasing customer base.
- The quality of packing could be increased because the damage rates of goods are high.
- The delivery time of goods to retailers could be minimized. On time delivery can be achieved through proper logistics maintenance.
- Location and proximity of depot could be in a manner such that response time is optimal.
- Milky Mist could concentrate on its promotion activity since it is very low when compared to its competitor. By doing so it could increase its market share to a greater extent.
- Milky Mist could raise the credit facility to the retailer depending on their past performance.
- Grievance meeting for retailers could be held periodically to address the concerns of the retailers.
- Sales representatives could be trained on dealing with retailers.

CONCLUSION

Milky Mist has a huge customer following who are quiet loyal towards the brand. They are a well established firm in the cruiser segment. Milky Mist products are known for their mother pure quality. They have clearly understood the needs of the consumer and have products that suits particular needs. Milky Mist product has a distinct feel in the every drink as well as the quality which makes it unique. Hence the company should concentrate towards increasing the technology of the packaging and also increasing its booth. It should also give quality advertisement.

The dairy industry has been expanding rapidly. It is a necessary item in our day to day life. The competition in this field has increased over a period of time because of its demand from

customer side. Retailers play a vital role in the sales or success of any brand, so it is necessary to meet the needs of the retailer and make them comfortable by handling their grievance. From the survey it is clear that our retailer is also facing some of the problem from the organization side like stock, packing, time consumption etc. Milky Mist top management could sort-out this problem easily by implementing the suggestions given in the study. By doing so, Milky Mist not only satisfy its retailer but also it helps in increasing their sales and market share to a greater extent.

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