

## Consumer's Brand Preference towards Cooperative Milk and Private Milk in Tamilnadu

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### Abstract

Dairy plants process the raw milk they receive from farmers so as to extend its marketable life. Two main types of processes are employed: heat treatment to ensure the safety of milk for human consumption and to lengthen its shelf-life, and dehydrating dairy products such as butter, hard cheese and milk powders so that they can be stored.

Market opportunities have opened up for the livestock sector following the economic liberalization. There are expectations of faster growth in demand for livestock products due to expected increase in income combined with the high income elasticity of demand for livestock products. But the sector's ability to capitalize on new market opportunity is constrained by the availability and quality of support services. At present, Government is the main provider of these services. The quality of the services is satisfactory and these services are available at the doorsteps of the producers. Hence, Aavin was started in Tamilnadu.

Aavin is the trademark of Tamil Nadu Co-operative Milk Producers' Federation Limited, a

Tamil Nadu-based milk producer's union. Aavin procures milk, processes it and sells milk and milk products to consumers.

The Dairy Development Department was established in Tamil Nadu in the year 1958 to oversee and regulate milk production and commercial distribution in the state. The Dairy Development Department took over control of the milk cooperatives. It was replaced by the Tamil Nadu Cooperative Milk Producers Federation Limited in the year 1981.

On February 1, 1981, the commercial activities of the cooperative were handed over to Tamil Nadu Co-operative Milk Producers' Federation Limited which sold milk and milk products under the trademark "aavin". Tamil Nadu is one of the leading states in India in milk production with about 14.5 million liters per day.

The Tamil Nadu Co-operative Milk Producers' Federation Limited is an apex body of 17 District Cooperative Milk Producers' Unions. It is headquartered located at Aavin illam, Madhavaram Milk Colony. The dairies

collect milk from district unions, process and pack in sachets and send for sale to the consumers.

Milk Products of Aavin

Aavin produces 4 varieties of milk.

Toned milk (3% fat)

Doubled toned milk (1.5% fat)

Standardized Milk (4.5% fat)

Full Cream Milk (6% fat)

It is also engaged in the manufacture of milk products such as milk khoa, mysore pak, gulab jamun, khalakand, butter milk, lassi, curd yoghurt and ice-creams.

### **DISTRICT LEVEL**

“Dindigul District Cooperative Milk Producers Union Limited”. They get milk from the societies which are chilled, processed and distributed to public through tankers and milk check booth outlets.

### **PROFILE OF D.D 160 DINDIGUL DISTRICT COOPERATIVE MILK PRODUCERS UNION LTD**

D.D 160 Dindigul District cooperative milk producers union limited, Dindigul which came into existence on 29.12.1987 started functioning independently with its chilling centers at Dindigul, Palani and Kodaikanal. At present, the union is procuring 44,882 LPD (Litres per Day) of milk through 123 functional Rural Dairy Cooperatives societies (DCS) from 7,765 pouring members and the total members of the DCS are 48,185 out of which 18,551 members are AD/SC and 29,634 members are other backward class and 21,718 members are women.

The main source of income of this through the sale of milk in Dindigul District and in dispatching the surplus milk to the Tamil Nadu cooperative milk producers federation limited, Chennai for a prescribed overhead charges reimbursement.

The milk will be differed only on the basis of its fat and solid on fat content:

Table 1

TYPE	FAT	SNF (SOLID FAT CONTENT)
COW'S MILK	3.5	8.5
STANDARDIZED MILK	4.5	8.5
GOLD	5.0	9
FULL CREAM MILK	6	9

### Statement of the Problem

Milks were sold by milk vendors and cooperative dairy earlier. Now, private dairy has emerged and started procuring the milk from the cooperative milk shed areas. In marketing of the milk, consumers of cooperative dairy were encroached by the private dairies. However, the study will compare the preferences of the consumers on the brand of milk. Whether, the milk from cooperative dairy is better and price wise cheaper, available always than private dairy? The study will find an answer to this. Hence, it is proposed to study the brand preferences and consumer opinion about the cooperatives dairy products and private products.

### Objective

- To find out the consumers opinion on the milk of private and cooperative dairies.
- To identify the problems and suggest suitable strategies for business development of cooperative dairies.

Data was collected from Dindigul district Cooperative milk producer union and a private dairy. Only, 300 consumers were taken for study in Dindigul district through purposive sampling, among them who consumes milk of cooperative dairy are 112 consumers and 96 consumes KC milk and remaining 94 respondent consumes Raaj milk, Hutsun and from local vendors. Hence, the most preferred brands Aavin and KC milk (206 consumers) were studied to find out their preference towards the dairy products. The details of consumers were given below.

## Preference towards Brand

Table.1  
**Respondents Preference of Brand**

Brand Name	Respondents	Percentage
Aavin	112	54.4
K.C milk	94	45.6
Total	206	100.0

From the table, it reveals that 54.4 per cent of respondents procure milk from Aavin vendor and 45.6 per cent of respondent's milk from K.C Milk. This shows that consumers prefer to buy the Aavin milk from the vendor. Thus it

can be interpreted that Aavin brand has got preference from the majority of the respondents.

### Preference on Daily Consumption

The below table shows that quantity usage of the respondents based on brand name.

Table 2  
**Daily Consumption of Brand Name**

Daily Consumption	Brand Name				Total	
	AAVIN		KC			
250ml	20	9.71	12	5.83	32	15.53
500ml	38	18.45	30	14.56	68	33.01
1ltr	44	21.36	38	18.45	82	39.81
2ltr	6	2.91	10	4.85	16	7.77
More than 2ltr	4	1.94	4	1.94	8	3.88
Total	112	54.37	94	45.63	206	100.00

Source: Primary Data

The table reveals that (Aavin and K.C milk), 39.81 per cent of the respondents are consuming 1-liter quantity of milk per day; next, 33.01 per cent of the respondents are using the 500 ml quantity per day. 15.53 per cent of the respondents are using 250 ml quantity per day and eight per cent of the respondents are consuming 2 ltr of milk per day and 3.88 per cent of the respondents are using more than 2 ltr quantities per day and children's are more in these houses.

Maximum of 54.37 per cent of the respondents prefer Aavin milk product and minimum 45.63 per cent of the respondents are consuming K.C milk product.

### Product Features

A function of an item which is capable of gratifying a particular consumer need and is hence seen as a benefit of owning the item. In business, a product feature is one of the distinguishing characteristics of a product or

service that helps boost its appeal to potential buyers, and might be used to formulate a product marketing strategy that highlights the **Preference on Taste**

usefulness of the product to targeted potential consumers.

**Table 3**  
**Taste of products**

Taste	Brand Name				Total	
	AAVIN (percentage)		KC (percentage)			
<b>Extremely Satisfied</b>	20	9.71	12	5.83	<b>32</b>	<b>15.53</b>
<b>Very Satisfied</b>	32	15.53	30	14.56	<b>62</b>	<b>30.10</b>
<b>Satisfied</b>	42	20.39	32	15.53	<b>74</b>	<b>35.92</b>
<b>Slightly Satisfied</b>	10	4.85	14	6.80	<b>24</b>	<b>11.65</b>
<b>Dissatisfied</b>	8	3.88	6	2.91	<b>14</b>	<b>6.80</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>204</b>	<b>100.00</b>

The above table reveals that, taste is one of the important product features. 35.92 per cent of the respondents are satisfied both (Aavin and K.C.Milk) taste 30.10 per cent of the respondents are very satisfied with the taste. Nearly, 15.53 per cent of the respondents is felt that extremely satisfied with the taste. Where else, 11.65 per

cent of the respondents felt slightly satisfied and 6.80 per cent of the respondents were felt that dissatisfied about the taste of milk.

The majority (20.39 per cent) were satisfied taste about having Aavin and (15.53 per cent) felt satisfied with K.C Milk product.

**Preference on Freshness**

**Table 4**  
**Freshness of products**

Freshness	Brand Name				Total	
	AAVIN (percentage)		KC (percentage)			
<b>Extremely Satisfied</b>	18	8.74	20	9.71	<b>38</b>	<b>18.45</b>

<b>Very Satisfied</b>	28	13.59	16	7.77	<b>44</b>	<b>21.36</b>
<b>Satisfied</b>	44	21.36	34	16.50	<b>78</b>	<b>37.86</b>
<b>Slightly Satisfied</b>	14	6.80	18	8.74	<b>32</b>	<b>15.53</b>
<b>Dissatisfied</b>	8	3.88	6	2.91	<b>14</b>	<b>6.80</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

Source: Primary data

The above table shows that, freshness about the product features. 37.86 per cent of the respondents are satisfied both (Aavin and K.C.Milk) freshness. 21.36 per cent of the respondents is very satisfied with the freshness. 18.45 per cent of the respondents is felt that extremely satisfied about freshness. 15.53per cent

of the respondents are felt slightly satisfied and 6.80 per cent of the respondents were felt that dissatisfied about the freshness of the milk.

The majority (21.36 per cent) were satisfied taste about the Aavin product and (16.50 per cent) felt satisfied with K.C Milk product.

### Preference on Thickness

**Table 5**

Thickness	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	32	15.53	8	3.88	<b>40</b>	<b>19.42</b>
<b>Very Satisfied</b>	26	12.62	16	7.77	<b>42</b>	<b>20.39</b>
<b>Satisfied</b>	40	19.42	46	22.33	<b>86</b>	<b>41.75</b>
<b>Slightly Satisfied</b>	10	4.85	12	5.83	<b>22</b>	<b>10.68</b>
<b>Dissatisfied</b>	4	1.94	12	5.83	<b>16</b>	<b>7.77</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

Source: Primary Data

The above table reveals that, the thickness of milk in product features. 41.75per cent of the respondents is satisfied both (Aavin and K.C.Milk) thickness. 20.39 per cent of the respondents is very satisfied with the thickness of product features. 19.42 per cent of the respondents is felt that extremely satisfied about

the thickness of milk. 10.68 per cent of the respondents are felt slightly satisfied and 7.77 per cent of the respondents were felt that dissatisfied about the thickness of milk.

Majority (22.33 per cent) of the respondents are satisfied with thickness of K.C Milk compare to Aavin milk product features.

## Preference on Hygiene

**Table 6**

Hygiene	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	20	9.71	6	2.91	<b>26</b>	<b>12.62</b>
<b>Very Satisfied</b>	28	13.59	12	5.83	<b>40</b>	<b>19.42</b>
<b>Satisfied</b>	42	20.39	50	24.27	<b>92</b>	<b>44.66</b>
<b>Slightly Satisfied</b>	14	6.80	14	6.80	<b>28</b>	<b>13.59</b>
<b>Dissatisfied</b>	8	3.88	12	5.83	<b>20</b>	<b>9.71</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

The above table exhibits that, hygiene of milk in product features. 44.66 per cent of the respondents is satisfied both (Aavin and K.C.Milk) hygiene. 19.42 per cent of the respondents is very satisfied with the hygiene of product features. 13.59 per cent of the respondents is felt that slightly satisfied about the

hygiene of milk. 12.62 per cent of the respondents are felt extremely satisfied and 9.71 per cent of the respondents were felt that dissatisfied about the hygiene of milk.

Majority (24.27 per cent) of the respondents are satisfied with hygiene of K.C Milk compare to Aavin milk product features.

## Preference of milk for Infant Consumption

**Table 7**  
**Product wise fit for infant consumption**

Fit for Infant Consumption	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	14	6.80	6	2.91	<b>20</b>	<b>9.71</b>
<b>Very Satisfied</b>	22	10.68	14	6.80	<b>36</b>	<b>17.48</b>
<b>Satisfied</b>	56	27.18	46	22.33	<b>102</b>	<b>49.51</b>
<b>Slightly Satisfied</b>	10	4.85	16	7.77	<b>26</b>	<b>12.62</b>
<b>Dissatisfied</b>	10	4.85	12	5.83	<b>22</b>	<b>10.68</b>



<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>
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Source: primary data

The above table shows that, fit for infant consumption of milk in product features. 49.51 per cent of the respondent are satisfied that the milk fit for infant consumption; both Aavin and K.C.Milk. Nearly, 17 per cent of the respondents are very satisfied with the fit for an infant of consumption milk. 12.62 per cent of the respondents is felt that slightly satisfied about the

fit for an infant of consumption of milk. 10.68 per cent of the respondents are felt dissatisfied and 9.71 per cent of the respondents were felt that extremely satisfied with the hygiene of milk.

Majority (27.18 per cent) of the respondents are satisfied with the fit for infant consumption of Aavin milk product features compare to K.C Milk.

### Preference on Digestion

**Table 8**

Digestion	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	12	5.83	12	5.83	<b>24</b>	<b>11.65</b>
<b>Very Satisfied</b>	28	13.59	30	14.56	<b>58</b>	<b>28.16</b>
<b>Satisfied</b>	52	25.24	32	15.53	<b>84</b>	<b>40.78</b>
<b>Slightly Satisfied</b>	10	4.85	12	5.83	<b>22</b>	<b>10.68</b>
<b>Dissatisfied</b>	10	4.85	8	3.88	<b>18</b>	<b>8.74</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

Source: Primary Data

The above table reveals that, preference of digestion of milk among the product features by the consumers. 40.78 per cent of the respondents are satisfied with digestion of milk, both (Aavin and K.C.Milk). 28.16 per cent of the respondents are very satisfied about the digestive of milk. 11.65 per cent of the respondents are felt that extremely satisfied about the digestive of milk.

10.68 per cent of the respondents are slightly satisfied and 8.74 per cent of the respondents were felt that dissatisfied about the digestion of milk.

Majority (25.24 per cent) of the respondents are satisfied about the digestion of Aavin milk compare to K.C Milk.

### Preference on Curd and Butter

**Table 9**



Curd Making	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	22	10.68	24	11.65	<b>46</b>	<b>22.33</b>
<b>Very Satisfied</b>	36	17.48	16	7.77	<b>52</b>	<b>25.24</b>
<b>Satisfied</b>	30	14.56	30	14.56	<b>60</b>	<b>29.13</b>
<b>Slightly Satisfied</b>	14	6.80	20	9.71	<b>34</b>	<b>16.50</b>
<b>Dissatisfied</b>	10	4.85	4	1.94	<b>14</b>	<b>6.80</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

Source: Primary Data

The above table shows that, preference of curd milk in the product features. 29.13 per cent of the respondents are satisfied about curd milk of both (Aavin and K.C.Milk). 25.14 per cent of the respondents are very satisfied about the curd milk. 22.33 per cent of the respondents felt that the consumers are extremely satisfied about the curd. 16.50 per cent of the respondents are

slightly satisfied and 6.80 per cent of the respondents were felt that dissatisfied about the curd milk.

Majority (17.48 per cent) of the respondents are very satisfied about the curd of Aavin milk at the same time majority (14.56 per cent) of the respondents are satisfied about the curd of K.C Milk.

### Preference on Milk Sweets

**Table 10**

Milk Sweets	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	16	7.77	4	1.94	<b>20</b>	<b>9.71</b>
<b>Very Satisfied</b>	20	9.71	12	5.83	<b>32</b>	<b>15.53</b>
<b>Satisfied</b>	56	27.18	54	26.21	<b>110</b>	<b>53.40</b>
<b>Slightly Satisfied</b>	10	4.85	12	5.83	<b>22</b>	<b>10.68</b>
<b>Dissatisfied</b>	10	4.85	12	5.83	<b>22</b>	<b>10.68</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

Source of Data: Primary Data

The above table exhibits the preference of milk sweets in the product features. 53.40 per cent of the respondents are satisfied with milk sweets, both (Aavin and K.C.Milk). 15.53 per cent of the respondents are very satisfied the with milk sweets. 10.68 per cent of the respondents are felt that slightly satisfied and dissatisfied about the milk sweets and 9.71 per cent of the

### Preference on Milk Drinks

respondents felt that extremely satisfied about the milk sweets.

Majority (17.48 per cent) of the respondents are very satisfied about the milk sweets Aavin milk at the same time majority (14.56 per cent) of the respondents are satisfied with the milk sweets of K.C Milk.

**Table 10**

WithMilk Drinks	Brand Name				Total	
	AAVIN		KC			
<b>Extremely Satisfied</b>	16	7.77	12	5.83	<b>28</b>	<b>13.59</b>
<b>Very Satisfied</b>	36	17.48	12	5.83	<b>48</b>	<b>23.30</b>
<b>Satisfied</b>	36	17.48	48	23.30	<b>84</b>	<b>40.78</b>
<b>Slightly Satisfied</b>	12	5.83	10	4.85	<b>22</b>	<b>10.68</b>
<b>Dissatisfied</b>	12	5.83	12	5.83	<b>24</b>	<b>11.65</b>
<b>Total</b>	<b>112</b>	<b>54.37</b>	<b>94</b>	<b>45.63</b>	<b>206</b>	<b>100.00</b>

Source: Primary Data

The above table exhibits that, Preference of milk drinks in the product features. 40.78 per cent of the respondents are satisfied about milk drinks, both (Aavin and K.C.Milk). 23.30 per cent of the respondents are very satisfied with milk drinks.13.59 per cent of the respondents felt that the consumers are extremely satisfied about the milk drinks. 11.65 per cent of the respondents are dissatisfied and 10.68 per cent of the

### Correlation of product features of Brands

respondents felt that slightly satisfied with milk drinks.

Majority (23.30 per cent) of the respondents are satisfied with milk drinks of K.C milk at the same time majority (17.48 per cent) of the respondents are very satisfied with the milk drinks of Aavin. Hence, it is proved that Aavin milk is the most preferred brand

**Table 11**  
**PRODUCT**

Product	AAVIN		KC		Co-efficient of Correlation	
	YES	NO	YES	NO	Y=	Result
Homogenized Milk	84	28	38	48	-1	Insignificant
Standardized and Pasteurized Milk	84	28	74	20	1	Significant
Quality of Milk product	82	30	68	26	1	Significant
Nutrition valuable Milk	84	28	68	26	1	Significant
Sales of Varity Milk	72	40	76	18	1	Significant
Date in Milk Sachet	86	26	68	26	-1	Insignificant
Sales of Product in Different Sizes	54	58	38	56	1	Significant
Environment Friendly Packing	26	86	28	66	-1	Insignificant

Source: Primary data

Table 11 reveals that the validity of the product eight factors in features are identified and their influence the on selecting the packed milk has been analyzed. The influence of each factor has been tested with the help of correlation co-efficient. Among the factors

tested, the following are the significant influences on purchase of the products.

- a. Standardized and Pasteurized Milk  
Type of Family
- b. Quality of Milk product
- c. Nutrition valuable Milk

- d. Sales of Varsity Milk
- e. Sales of Product in Different Sizes

These statistical tests have proved that the following factors do not influence the respondents regarding consumption of milk.

- a. Homogenized Milk
- b. Date in Milk Sachet
- c. Environment Friendly Packing

Brand Names of the product shows that 54.4 per cent of respondents procure milk from Aavin than K.C Milk. This shows that consumers prefer to buy Aavin milk. Thus, it can be interpreted that Aavin brand has got preference from majority of the respondents. Daily Consumption 39.81 per cent of the respondents are in-taking/consuming 1-liter quantity of milk per day. 33.01 per cent of the respondents are consuming the 500ml quantity per day. 15.53 per cent of the respondents are consuming 250ml quantity per day. 7.77 per cent of the respondents are using 2 ltr quantity per day and 3.88 per cent of the respondents are using more than 2 ltr quantity per day. The respondents have preferred the Aavin milk product than K.C milk.

Taste is one of the important product features. Most the respondents are satisfied with Aavin's Freshness the K.C.Milk. When thickness is concern respondents are satisfied with Aavin and K.C. milk's thickness. Hygiene of the product shows that 44.66 per cent of the respondents are satisfied with both (Aavin and K.C.Milk) hygiene. Fit for infant consumption of Aavin milk product features compare to K.C milk. 49.51 per cent of the respondents' are satisfied with the fitness of milk for infant consumption of Aavin and K.C.Milk. Majority of the respondents are satisfied with Aavin milk than KC Milk. Aavin is most preferred for digestion in product features. Majority (25.24 per cent) of the respondents are satisfied about the digestion of Aavin milk compare to K.C Milk.

### **Conclusion**

The establishment cost when compared private and cooperative dairies, the cost is more in the cooperative dairy. Effort needs to be taken to reduce the excess manpower and streamline the system. Marketing effort of cooperative dairy is not encouraging compared to private dairy. The cooperative dairy has to establish more parlours, distributors and agents to take the milk to the consumer place. The Aavin should try to sell through Institutions, so as to have bulk sales that too regularly. Aggressive promotional activity

has to be taken by the cooperative dairy to promote the product and make the consumers to prefer Aavin product compared to private. The amount spend on the advertisement is very low; most of the people still don't know what are all the products available in the Aavin stall. The sales of the Aavin products can be only be increased if people know about them and the only way to achieve is through promotional activities. Various Aavin product names can be made to display along with the pneumatic symbol at the side of the Aavin vehicles and in the stall. Advertisement plays a crucial role in promoting the products. A small advertisement can be given in front page of the local daily regarding the qualities of the Aavin milk products once in a week. This will create some awareness about the Aavin milk products. The sale can be increased by some sales strategies. Since most of the consumers belong to middle and lower middle class category they will not be able to pay the money daily so credit system can be followed by collecting some deposit at the starting itself. Free door delivery can also increase the sales of the Aavin products. Many respondents are satisfied the quality of milk and milk products. Many respondents opinion that the price of the Aavin products is high compared to other brands. The consumer except's the reduction of price of the

products. Aavin can reduce the price of their products which improves their sales.

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