

SELECTION AND CONSUMPTION OF MILK AND MILK PRODUCTS IN RURAL AND URBAN AREAS: A STUDY ON NAGAON DISTRICT OF ASSAM

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ABSTRACT

Consumer behaviour is one of the most widely discuss topic for marketers. Selection and consumption of products in different in rural and urban areas. In our study we try to find out if there is any difference between rural and urban areas in case of selection and consumption of brands of milk and milk products. This study was carried out Khagorijan development block of Nagaon District of Assam. We applied random sampling where 60 household samples were selected from rural areas and 60 from urban areas. It was found that there is a significant difference between rural and urban areas in preference and selection of butter, paneer and ghee.

KEY WORDS: milk products, rural, urban,