



A Research on Consumption Pattern and Attributes of Curd

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | India in an attempt to explore consumer behaviour about curd in Delhi and NCR. demographic factors for the study include gender, area, education and occupation. A significant difference has been found in the perception of males and females, rural and urban area, graduates, M.Phil and PhD as well as employees, professionals, housewife, private and government employees. Results are checked at 5 percent level of significance. Analysis has been done with the use of SPSS. This manuscript will be useful for undergraduate, graduate, post graduate students, research scholars and for curd provider companies in understanding consumer perception to improve level of customer satisfaction. It will very helpful for students to know about basic research and will be helpful in making their research projects based on primary data. Book is in simple language and easily understandable for persons having no research background and are interested in research work. | Format: Paperback | Language/Sprache: english | 68 pp.



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