



Correlation for Health and Price Factors in Consumption Level of Curd

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ABSTRACT

Curd has long been a common ingredient in dairy fermented foods on the market. With customer awareness of diet, the trend of curd intake is gradually expanding. Health factors associated with curd are unmatched to any modern similar food. The present study is an attempt to find a correlation between the health and price factors with respect to consumption level of curd. The study is based on Primary data. Questionnaire was circulated and total of 388 respondents were analysed using SPSS.

Keywords: Curd, Health, Price, Correlation, Consumption level

Introduction

Curd (dahi) is the most popular fermented milk product in the Indian subcontinent. Curd is very important in Indian traditions like in rituals and any holy work or new work. When we go to puja satyanarayan vrat katha there is much importance of dahi for making a punchgab and charnamrit (charan+amrit). Curd is the blessings of God in Indian culture. Mostly in hindu mythology, after puja each person is distributed charnamrit / punchgabb made by cow milk in form of curd. Our holy books like Puran and Upnishad also state that Lord Krishna stole the curd from his neighbour's home (Gwalin) in Mathura/Vrindvan U. P. As per our holy books curd is considered purified and auspicious for starting any new or important work like going for examination and interview etc.

In different parts of the world, this product is referred to by various names. It is recognised as yoghurt in Europe, but it is known by other names in the Middle East, including 'leben' in Egypt, 'Albany' in Syria, and 'Dahi' in India.

Curd is very important meal of our Indian food and without it is not completing of our food. In india many states like in Haryana, Uttar Pradesh and Punjab this is very popular and familiar food for our meal. Curd has in different name and form like buttermilk/Lassi etc.

Curd is very important and helpful for our digestive system in our food. It maintains a good balance in our stomach of food. Curd is a kind of medicine for any age of people. This is a supporting food for making healthy and strong not only our digestive system instead of our bones also. Yakult Danone India Pvt. Ltd., for example, is a 50:50 joint venture (JV) between Yakult Honsha of Japan and Groupe Danone of France, both of whom are global probiotic leaders. Yakult, a probiotic fermented milk drink, was released in India in 2008. Yakult Light, a sugar-free version of Yakult containing vitamin D and E, was introduced in 2018. Yakult is a well-known product in many countries for aiding digestion. To be considered a probiotic, a dietary item or product must have a particular amount of helpful microorganisms. Curd contains microorganisms such as Lactobacillus acidophilus, Lactococcus lactis, Lactococcus lactiscremoris, and others, whereas yoghurt contains Streptococcus thermophilus and Lactobacillus bulgaricus.

In India many of dairy milk company like Mother Dairy, Amul, Gokul and Parag is very famous company for supplying to curd and milk product. These companies are very famous to provide the employment to people and there is many modernise machines and worker are engaged in terms of employment. Curd and all product of dairy is one of the important parts of generating to employment. This cow product is very helpful for villager's people to making in his small dairy business and giving an employment to him from working on this product to serving his family.

When we go to purchased curd for our daily uses we are very aware and conscience before purchasing it. That what is the expiry date is mentioned on packet and ingredients of item also.

Curd is one our important item of our kitchen recipe like to making kadhi, CurdRice, Raita, dahibada, etc

Literature Review

Probiotic potential of lactic acid bacteria present in homemade curd in southern India by Balamurugan, R., Chandragunasekaran, A. S., Chellappan, G., Rajaram, K., Ramamoorthi, G., & Ramakrishna, B. S. (2014) states that the probiotic potential of LAB (lactic acid bacteria) in curd was consistent across species, but not across species. After 12 hours of fermentation at room temperature, the amount of LAB in the curd grew fast before declining.

A critical understanding of nutraceutical aspects of curd in Ayurveda by, p., & Jayavarma, M. K. (2014) states Curd has long been utilised as a diet, according to history. When the demand for preserving milk in various forms arose, it became popular. For acquiring certain therapeutic properties, there are a variety of forms available. They were not present in milk at the time they were created. This type of curd is made from boiled cow's milk and has a sweet flavour. When compared to its alternatives, milk is deemed the best.

Therapeutic Uses of Curd: A Review by Das, S. P., Patri, M., & Mohanty, P. K. states that curd is a natural animal product made from fermented milk that is used for therapeutic purposes. It improves the host's health by increasing the immune system. Curd is a great source of different critical nutrients for our bodies and wellbeing. It's also a great place to find probiotics. Curd is immensely popular among all levels of society because of its ease of preparation, digestibility, exquisite taste, and several health benefits, particularly among south Indians. It's great for preventing, managing, and treating AIDS, cancer, diabetes, sleeplessness, and liver disease.

Antibiotic sensitivity pattern of indigenous lactobacilli isolated from curd and human milk samples by Sharma, C., Gulati, S., Thakur, N., Singh, B. P., Gupta, S., Kaur, S., & Panwar, H. (2017) states that Antibiotic resistance was shown to be ubiquitous among diverse lactobacilli in this study, which could constitute a food safety risk. As a result, antibiotic sensitivity should be considered an important technique for determining the safety of probiotics such as curd.

Probiotic Potential of Curd and Its Health Benefits by Odyo, E. T., Kaur, B., Kaur, M., Singh, A., & Kalsi, V. (2019) states that the development of antimicrobial compounds and the strengthening of the immune system could result from the competitive exclusion of harmful microorganisms. A regular bowl of fresh curd can aid in the treatment of a variety of ailments. It's used to treat a variety of ailments and conditions, including liver problems, sleeplessness, cancer, and diabetes.

Nutritive value of curd product enriched with wheat germ by Smolnikova, F., Toleubekova, S., Temerbayeva, M., Cherkasova, E., Gorelik, O., Kharlap, S., ... & Penkova, I. (2018) states that amino acid score of curd product surpassed 100% and confirmed the excessive day by day stage of delight in nutrients.

Many authors have found utility of mobile banking transaction. S Singh, S Chaudhary, M Arora (2014) found it need of the hour to have intellectual copyright for different products. M Arora, A Lochab (2018), explored in post hoc analysis, there was significance difference in perception of people based on their education levels.

A Study on Customers' Perception Towards Production Attributes of Curd. AAYAM: AKGIM Journal of Management Khurana, P. (2018) states that a sizeable distinction in common settlement on client perceptions in the direction of manufacturing attributes. It is likewise discovered that there may be a sizeable extraordinary in correlation of age has sizeable impact at 5% stage of importance on common settlement on checking of processing strategies of manufacturing-attributes, checking textual residences and checking out processing parameters. The gift studies has additionally discovered the perceptual variations in manufacturing attributes of curd various for extraordinary age groups. The gift piece of studies additionally recommends that businesses have to teach the clients extra approximately the manufacturing attributes of curd.

Paper titled business ethics, and human resources accounting by Singh, S., Chaudhary, S., & Arora, M. (2014) states that exploring the role of business ethics in accounting failures and establishing the linkage between business ethics and Human Resource accounting with each other.

Book Titled "A Research on Consumption Pattern and Attributes of Curd" by Dr. Madhu Arora, Dr. Anshu Lochab particularly studies the gender perception towards consumption pattern of curd. It suggests the importance of curd attributes like health, safety, production and cost should be made available to the consumers to increase uses.

Research Methodology

Study is empirical in nature. Based on primary data collected from, 388 respondents we check correlation of price factors and health factors in consumption of curd. Data is analysed using SPSS. Null hypothesis is taken for the study.

Null Hypothesis: There is no significant correlation between price factors and health factors.

Table 1: Case Processing Summary for price of curd

		N	%
Cases	Valid	388	100.0
	Excluded ^a	0	.0
	Total	388	100.0

a. Listwise deletion based on all variables in the procedure.

Table 1 is case processing summary of price of curd. Valid (388) shows 100 percent responses are valid and nothing is excluded.

Table 2: Reliability Statistics Summary for price of curd

Cronbach's Alpha	N of Items
.923	6

Table 2 shows reliability test is .923 with number of items 6. If value is .7 or more, it is treated well for internal consistency. So, data passes reliability test.

Table 3 : Case Processing Summary for health

		N	%
Cases	Valid	388	100.0
	Excluded ^a	0	.0
	Total	388	100.0

a. Listwise deletion based on all variables in the procedure.

Table 3 shows case processing summary of checking health points in curd. N=388 is 100 percent valid, it indicates there is 0 excluded responses.

Table 4 : Reliability Statistics for health of curd

Cronbach's Alpha	N of Items
.944	10

Table 4 explains Cronbach's alpha is .944 for 10 items, which indicates internal consistency is good

		Correlation						
		Age Group	I check microbial factors before purchasing/using curd	I check use of different sources of milk preparing curd before purchasing/using	I check processing techniques used in the production process before purchasing/using curd	I check textural properties and stabilizing agents in the production process before purchasing/using curd	I check variable processing parameters before purchasing/using curd	I check variable storage parameters before purchasing/using curd
Age Group	Pearson Correlation	1	.076	.083	.140	.116	.111	.031
	Sig. (2-tailed)		.174	.137	.012	.037	.047	.581
	N	322	322	322	322	322	322	322
I check microbial factors before purchasing/using curd	Pearson Correlation	.076	1	.734**	.676**	.555**	.689**	.672**
	Sig. (2-tailed)	.174		.000	.000	.000	.000	.000
	N	322	322	322	322	322	322	322
I check use of different sources of milk preparing curd before purchasing/using.	Pearson Correlation	.083	.734**	1	.706**	.689**	.711**	.672**
	Sig. (2-tailed)	.137	.000		.000	.000	.000	.000
	N	322	322	322	322	322	322	322
I check processing techniques used in the production process before purchasing/using curd	Pearson Correlation	.140*	.676**	.706**	1	.729**	.715**	.595**
	Sig. (2-tailed)	.012	.000	.000		.000	.000	.000
	N	322	322	322	322	322	322	322
I check textural properties and stabilizing agents in the production process before purchasing/using curd	Pearson Correlation	.116	.555**	.689**	.729**	1	.731**	.620**
	Sig. (2-tailed)	.037	.000	.000	.000		.000	.000
	N	322	322	322	322	322	322	322
I check variable processing parameters before purchasing/using curd	Pearson Correlation	.111	.689**	.711**	.715**	.731**	1	.640**
	Sig. (2-tailed)	.047	.000	.000	.000	.000		.000
	N	322	322	322	322	322	322	322
I check variable storage parameters before purchasing/using curd	Pearson Correlation	.031	.672**	.672**	.595**	.620**	.640**	1
	Sig. (2-tailed)	.581	.000	.000	.000	.000	.000	
	N	322	322	322	322	322	322	322

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 1: Correlation of health factors of curd

Figure 1 shows correlation of health factors of curds are high and positive, which indicates all factors are related to health sought in curd by consumers. As p value is $<.05$, so correlation is significant too, hence null hypothesis is rejected and alternate hypothesis is accepted.

Correlations

		Age Group	price of curd I purchase is fair as per quality	price of curd I purchase is expensive than other options like ice cream	I will pay more price of curd I purchase if it is organic	I will pay more price of curd I purchase if it is having more nutrients added	I will pay more price of curd I purchase if it is contributing animal welfare like cow	I will pay more price of curd I purchase if it is providing home delivery
Age Group	Pearson Correlation	1	.011	.107	.051	.002	.032	.079
	Sig. (2-tailed)		.841	.054	.361	.969	.570	.159
	N	322	322	322	322	322	322	322
price of curd I purchase is fair as per quality	Pearson Correlation	.011	1	.486**	.656**	.694**	.637**	.460**
	Sig. (2-tailed)	.841		.000	.000	.000	.000	.000
	N	322	322	322	322	322	322	322
price of curd I purchase is expensive than other options like ice cream	Pearson Correlation	.107	.486**	1	.489**	.493**	.473**	.468**
	Sig. (2-tailed)	.054	.000		.000	.000	.000	.000
	N	322	322	322	322	322	322	322
I will pay more price of curd I purchase if it is organic	Pearson Correlation	.051	.656**	.489**	1	.746**	.655**	.420**
	Sig. (2-tailed)	.361	.000	.000		.000	.000	.000
	N	322	322	322	322	322	322	322
I will pay more price of curd I purchase if it is having more nutrients added	Pearson Correlation	.002	.694**	.493**	.746**	1	.671**	.525**
	Sig. (2-tailed)	.969	.000	.000	.000		.000	.000
	N	322	322	322	322	322	322	322
I will pay more price of curd I purchase if it is contributing animal welfare like cow	Pearson Correlation	.032	.637**	.473**	.655**	.671**	1	.577**
	Sig. (2-tailed)	.570	.000	.000	.000	.000		.000
	N	322	322	322	322	322	322	322
I will pay more price of curd I purchase if it is providing home delivery	Pearson Correlation	.079	.460**	.468**	.420**	.525**	.577**	1
	Sig. (2-tailed)	.159	.000	.000	.000	.000	.000	
	N	322	322	322	322	322	322	322

** Correlation is significant at the 0.01 level (2-tailed).

Figure 2: correlation of Price related factors in curd

Figure 2 shows price related factors have also high and positive correlation seeker by consumers for price of curd. As p value is $<.05$, so correlation is significant too, hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion

In this study, correlation is found positive in price and health factors of curd. Price related factors have also high and positive correlation seeker by consumers for price of curd. Hence null hypothesis is rejected and alternate hypothesis is accepted.

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