

**SECTION F: Choice Experiment (CE) Questions:**

24. Please tick the milk option that you are most likely to consume given the attributes in the table below

| Attributes     | Goat milk      | Cow milk     | None   |
|----------------|----------------|--------------|--------|
| Price (₹/Ltr)  | 150            | 250          |        |
| Colour         | White          | Milky        |        |
| Taste          | Sweet          | Sour         |        |
| Flavor         | Strong flavour | Weak flavour |        |
| Odour          | Offensive      | Sweet smell  |        |
| I would choose | [    ]         | [    ]       | [    ] |

25. Please tick the milk option that you are most likely to consume given the attributes in the table below

| Attributes     | Goat milk   | Cow milk       | None   |
|----------------|-------------|----------------|--------|
| Price (₹/Ltr)  | 250         | 200            |        |
| Colour         | Milky       | White          |        |
| Taste          | Sour        | Sweet          |        |
| Flavor         | weak flavor | strong flavour |        |
| Odour          | Offensive   | Offensive      |        |
| I would choose | [    ]      | [    ]         | [    ] |

26. Please tick the milk option that you are most likely to consume given the attributes in the table below

| Attributes | Goat milk | Cow milk | None |
|------------|-----------|----------|------|
|------------|-----------|----------|------|

|                |                |              |        |
|----------------|----------------|--------------|--------|
| Price (₹/Ltr)  | 200            | 250          |        |
| Colour         | White          | Yellowish    |        |
| Taste          | Sweet          | Sour         |        |
| Flavor         | Strong flavour | Weak flavour |        |
| Odour          | Offensive      | Sweet smell  |        |
| I would choose | [    ]         | [    ]       | [    ] |