

## REFERENCES

---

- Aaker, D. A. (1991). *Managing Brand Equity* (Vol. 28).
- Aarts, E. H. L., & Lenstra, J. K. (2009). *Local Search in Combinatorial Optimization*.
- Adiano, C., & Roth, A. V. (1994). Beyond the house of quality: dynamic QFD. *Benchmarking for Quality Management & Technology*, 1(1), 25-37.
- Adler, M., & Ziglio, E. (1996). *Gazing into the oracle: The Delphi method and its application to social policy and public health*: Jessica Kingsley Publishers.
- Ahmed, S. M., Sang, L. P., & Torbica, Ž. M. (2003). Use of quality function deployment in civil engineering capital project planning. *Journal of Construction Engineering and Management*, 129(4), 358-368.
- Akao, Y., & Mazur, G. H. (2003). The leading edge in QFD: past, present and future. *International Journal of Quality & Reliability Management*, 20(1), 20-35.
- Akkermans, H. A., Bogerd, P., Yücesan, E., & Van Wassenhove, L. N. (2003). The impact of ERP on supply chain management: Exploratory findings from a European Delphi study. *European journal of operational research*, 146(2), 284-301.
- Aktepe, A., Ersöz, S., & Toklu, B. (2015). Customer satisfaction and loyalty analysis with classification algorithms and Structural Equation Modeling. *Computers & Industrial Engineering*, 86, 95-106.
- Amine, L. S., & Cavusgil, S. T. (1983). Mass media advertising in a developing country: the case of Morocco. *International Journal of Advertising*, 2(4), 317-330.
- An, Y., Lee, S., & Park, Y. (2008). Development of an integrated product-service roadmap with QFD: A case study on mobile communications. *International Journal of Service Industry Management*, 19(5), 621-638.
- Andronikidis, A., Georgiou, A. C., Gotzamani, K., & Kamvysi, K. (2009). The application of quality function deployment in service quality management. *The TQM journal*, 21(4), 319-333.
- Angerhofer, B. J., & Angelides, M. C. (2000). *System dynamics modelling in supply chain management: research review*. Paper presented at the Proceedings of the 32nd conference on Winter simulation.
- Askin, R. G., & Dawson, D. W. (2000). Maximizing customer satisfaction by optimal specification of engineering characteristics. *Iie Transactions*, 32(1), 9-20.
- Awasthi, A., Govindan, K., & Gold, S. (2018). Multi-tier sustainable global supplier selection using a fuzzy AHP-VIKOR based approach. *International Journal of Production Economics*, 195, 106-117.
- Baines, T., & Harrison, D. (1999). An opportunity for system dynamics in manufacturing system modelling. *Production Planning & Control*, 10(6), 542-552.
- Bakke, A. J., Shehan, C. V., & Hayes, J. E. (2016). Type of milk typically consumed, and stated preference, but not health consciousness affect revealed preferences for fat in milk. *Food quality and preference*, 49, 92-99.
- Balo, F., & Şağbanşua, L. (2016). The selection of the best solar panel for the photovoltaic system design by using AHP. *Energy Procedia*, 100, 50-53.

- Barbosa, L. C., & Gomes, L. F. A. M. (2015). Assessment of efficiency and sustainability in a chemical industry using goal programming and AHP. *Procedia computer science*, 55, 165-174.
- Bech, A. C., Hansen, M., & Wienberg, L. (1997). Application of house of quality in translation of consumer needs into sensory attributes measurable by descriptive sensory analysis. *Food Quality and Preference*, 8(5-6), 329-348.
- Benavides, D., Segura, S., & Ruiz-Cortés, A. (2010). Automated analysis of feature models 20 years later: A literature review. *Information systems*, 35(6), 615-636.
- Benner, M., Linnemann, A., Jongen, W., & Folstar, P. (2003). Quality Function Deployment (QFD)—can it be used to develop food products? *Food Quality and Preference*, 14(4), 327-339.
- Berge, C. (1973). *Graphs and hypergraphs*. New York: American Elsevier.
- Bertsimas, D. J., & van Ryzin, G. J. (1993). Stochastic and dynamic vehicle routing in the Euclidean plane with multiple capacitated vehicles. *Operations Research*, 41(1), 60-76.
- Bevilacqua, M., Ciarapica, F., & Giacchetta, G. (2006). A fuzzy-QFD approach to supplier selection. *Journal of Purchasing and Supply Management*, 12(1), 14-27.
- Bharathy, Subramaniya, D., & Geetha, N. (2015). A Study On Impact of Advertisement on Consumer Brand Choice Behaviour Towards Milk (With Special Reference To Tiruchengode Region), 5(5), 53-60.
- Birdir, K., & Pearson, T. E. (2000). Research chefs' competencies: a Delphi approach. *International Journal of Contemporary Hospitality Management*, 12(3), 205-209.
- Blank, C. (2012). Consumer Perception Theory, retrieved from <http://smallbusiness.chron.com/consumer-perception-theory-40176.html>. Access date 11 May 2016.
- Blocker, C. P., Flint, D. J., Myers, M. B., & Slater, S. F. (2011). Proactive customer orientation and its role for creating customer value in global markets. *Journal of the Academy of Marketing Science*, 39(2), 216-233.
- Bolboacă, S. D., Jäntschi, L., Sestraş, A. F., Sestraş, R. E., & Pamfil, D. C. (2011). Pearson-Fisher chi-square statistic revisited. *Information*, 2(3), 528-545.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 17(4), 375-384.
- Bonetti, E., Petrillo, C. S., & Simoni, M. (2006). Tourism system dynamics: A multi-level destination approach. *Tourism local systems and networking*, 111-131.
- Boniface, B., & Umberger, W. J. (2012). Factors influencing Malaysian consumers' consumption of dairy products.
- Bonner, A. (1961). *British co-operation: the history, principles and organisation of the British Co-operative Movement*: Co-operative union.
- Borden, D. S., Shaw, G., & Coles, T. (2017). Consensus building in social marketing campaigns through the Delphi method. *Social Marketing Quarterly*, 23(4), 354-367.
- Borg, I., & Groenen, P. (2003). Modern multidimensional scaling: Theory and applications. *Journal of Educational Measurement*, 40(3), 277-280.

- Bottani, E. (2009). A fuzzy QFD approach to achieve agility. *International journal of production Economics*, 119(2), 380-391.
- Bouzon, M., Govindan, K., Rodriguez, C. M. T., & Campos, L. M. (2016). Identification and analysis of reverse logistics barriers using fuzzy Delphi method and AHP. *Resources, Conservation and Recycling*, 108, 182-197.
- Brailsford, S. C. (2008). *System dynamics: what's in it for healthcare simulation modelers*. Paper presented at the Proceedings of the 40th Conference on winter simulation.
- Brian Hwang, H., & Teo, C. (2001). Translating customers' voices into operations requirements-A QFD application in higher education. *International Journal of Quality & Reliability Management*, 18(2), 195-226.
- Brinkman, D. J., Tichelaar, J., Mokkink, L. B., Christiaens, T., Likic, R., Maciulaitis, R., . . . Richir, M. C. (2018). Key learning outcomes for clinical pharmacology and therapeutics education in Europe: a modified Delphi study. *Clinical Pharmacology & Therapeutics*, 104(2), 317-325.
- Brouthers, K. D., Andriessen, F., & Nicolaes, I. (1998). Driving blind: Strategic decisionmaking in small companies. *Long Range Planning*, 31(1), 130-138.
- Bujel, K., Lai, F., Szczecinski, M., So, W., & Fernandez, M. (2018). Solving High Volume Capacitated Vehicle Routing Problem with Time Windows using Recursive-DBSCAN clustering algorithm. *arXiv preprint arXiv:1812.02300*.
- Burgess, J. F., & Steinhoff, D. (1993). *Small business management fundamentals*: McGraw-Hill Companies.
- Byun, D.-H. (2001). The AHP approach for selecting an automobile purchase model. *Information & management*, 38(5), 289-297.
- Carulli, M., Bordegoni, M., & Cugini, U. (2013). An approach for capturing the voice of the customer based on virtual prototyping. *Journal of Intelligent Manufacturing*, 24(5), 887-903.
- Casparis, J., & Vaz, E. W. (1973). Social class and self-reported delinquent acts among Swiss boys. *International Journal of Comparative Sociology*, 14(1-2), 47-58.
- Cauchick Miguel, P. A. (2005). Evidence of QFD best practices for product development: a multiple case study. *International Journal of Quality & Reliability Management*, 22(1), 72-82.
- Cegiella, P., Szymanowski, W., & Prokuratorowski, J. (1986). Colos: A collection optimization system as an application of the vehicle scheduling problem. *European journal of operational research*, 27(1), 82-90. doi: [https://doi.org/10.1016/S0377-2217\(86\)80009-1](https://doi.org/10.1016/S0377-2217(86)80009-1)
- Chan, A. P., Yung, E. H., Lam, P. T., Tam, C., & Cheung, S. (2001). Application of Delphi method in selection of procurement systems for construction projects. *Construction management and economics*, 19(7), 699-718.
- Chan, L.K., & Wu, M.-L. (2002). Quality function deployment: A literature review. *European journal of operational research*, 143(3), 463-497.
- Chen, C.-A. (2016). How can Taiwan create a niche in Asia's cruise tourism industry? *Tourism Management*, 55, 173-183.

- Chen, C.-F., & Chang, Y.-Y. (2008). Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs. *Journal of Air Transport Management*, 14(1), 40-42.
- Chen, H.-K., Hsueh, C.-F., & Chang, M.-S. (2009). Production scheduling and vehicle routing with time windows for perishable food products. *Computers & operations research*, 36(7), 2311-2319.
- Chien, T.-K., & Su, C.-T. (2003). Using the QFD concept to resolve customer satisfaction strategy decisions. *International Journal of Quality & Reliability Management*, 20(3), 345-359.
- Chih Cheng, L. (2003). QFD in product development: methodological characteristics and a guide for intervention. *International Journal of Quality & Reliability Management*, 20(1), 107-122.
- Chioveanu, I. (2008). Advertising, brand loyalty and pricing. *Games and Economic Behaviour*, 64(1), 68-80.
- Chiu, S.-P., Yang, C.-C., & Chu, W.-C. (2018). *Evaluating Factors for Customer Churn of Hairdressing Industry Based on Modified Delphi Method*. Paper presented at the 2018 IEEE International Conference on Consumer Electronics-Taiwan (ICCE-TW).
- Cho, J., & Lee, J. (2013). Development of a new technology product evaluation model for assessing commercialization opportunities using Delphi method and fuzzy AHP approach. *Expert Systems with Applications*, 40(13), 5314-5330.
- Chou, C. (2002). Developing the e-Delphi system: A web-based forecasting tool for educational research. *British Journal of Educational Technology*, 33(2), 233-236.
- Christodoulides, G., & de Chernatony, L. (2010). Consumer-based brand equity conceptualization and measurement: a literature review. *International Journal of Market Research*, 52(1), 43--66.
- Clarke, G., & Wright, J. W. (1964). Scheduling of Vehicles from a Central Depot to a Number of Delivery Points. *Oper. Res.*, 12(4), 568-581. doi: 10.1287/opre.12.4.568
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of advertising*, 24(3), 25-40.
- Coltman, R. T., Schnitkey, G. D., & Miranda, M. J. (1994). Scheduling efficiencies of Farm-to-plant milk collection in Western Ohio. *Agribusiness*, 10(2), 179-191. doi: 10.1002/1520-6297(199403/04)10:2<179::AID-AGR2720100207>3.0.CO;2-L
- Cooper, R. G., & Dreher, A. (2010). Voice-of-customer methods. *Marketing management*, 19(4), 38-43.
- Costa, A. (1996). *Development of Methodologies for Quality Modelling: An Application on Tomato Ketchup'*. MSc Thesis, Department of Agrotechnology and Food Sciences, Integrated Food ....
- Cowles, D. (1989). Consumer perceptions of interactive media. *Journal of Broadcasting & Electronic Media*, 33(1), 83-89.
- Coyle, R. G. (1985). The use of optimization methods for policy design in a system dynamics model. *System Dynamics Review*, 1(1), 81-91.
- Crosby, P. B. (1985). *Quality without tears*: New American Library.
- Dalkey, N., & Helmer, O. (1963). An experimental application of the Delphi method to the use of experts. *Management science*, 9(3), 458-467.
- Dantzig, G. B., & Ramser, J. H. (1959). The truck dispatching problem. *Management science*, 6(1), 80-91.

- de Meyrick, J. (2003). The Delphi method and health research. *Health education, 103*(1), 7-16.
- Delbari, S. A., Ng, S. I., Aziz, Y. A., & Ho, J. A. (2016). An investigation of key competitiveness indicators and drivers of full-service airlines using Delphi and AHP techniques. *Journal of Air Transport Management, 52*, 23-34.
- Delice, E. K., & Güngör, Z. (2009). A new mixed integer linear programming model for product development using quality function deployment. *Computers & industrial engineering, 57*(3), 906-912.
- Deming, W. E., & Edwards, D. W. (1982). *Quality, productivity, and competitive position* (Vol. 183): Massachusetts Institute of Technology, Center for advanced engineering study ....
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International journal of information management, 30*(4), 289-300.
- DeSarbo, W. S., & Hoffman, D. L. (1987). Constructing MDS joint spaces from binary choice data: A multidimensional unfolding threshold model for marketing research. *Journal of marketing research, 24*(1), 40-54.
- Dijkstra, L., & van der Bij, H. (2002). Quality function deployment in healthcare: Methods for meeting customer requirements in redesign and renewal. *International Journal of Quality & Reliability Management, 19*(1), 67-89.
- Dikmen, I., Birgonul, M. T., & Kiziltas, S. (2005). Strategic use of quality function deployment (QFD) in the construction industry. *Building and environment, 40*(2), 245-255.
- Dondo, R., & Cerdá, J. (2007). A cluster-based optimization approach for the multi-depot heterogeneous fleet vehicle routing problem with time windows. *European journal of operational research, 176*(3), 1478-1507. doi: <https://doi.org/10.1016/j.ejor.2004.07.077>
- Dong, Q., & Cooper, O. (2016). An orders-of-magnitude AHP supply chain risk assessment framework. *International Journal of Production Economics, 182*, 144-156.
- Dorigo, M., & Caro, G. D. (1999, 6-9 July 1999). *Ant colony optimization: a new meta-heuristic*. Paper presented at the Proceedings of the 1999 Congress on Evolutionary Computation-CEC99 (Cat. No. 99TH8406).
- Dror, M. (2000). Arc Routing: Complexity and Approximability. In M. Dror (Ed.), *Arc Routing: Theory, Solutions and Applications* (pp. 133-169). Boston, MA: Springer US.
- Durmuşoğlu, Z. D. U. (2018). Assessment of techno-entrepreneurship projects by using Analytical Hierarchy Process (AHP). *Technology in Society, 54*, 41-46.
- Eldin, N. (2002). A promising planning tool: quality function deployment. *Cost Engineering, 44*(3), 28.
- Emovon, I. (2016). Ship System Maintenance Strategy Selection Based on DELPHI-AHP-TOPSIS Methodology. *World Journal of Engineering and Technology, 4*(02), 252.
- Eubank, B. H., Mohtadi, N. G., Lafave, M. R., Wiley, J. P., Bois, A. J., Boorman, R. S., & Sheps, D. M. (2016). Using the modified Delphi method to establish clinical consensus for the diagnosis and treatment of patients with rotator cuff pathology. *BMC medical research methodology, 16*(1), 56.
- Federgruen, A., Prastacos, G., & Zipkin, P. H. (1986). An Allocation and Distribution Model for Perishable Products. *Operations Research, 34*(1), 75-82. doi: [10.1287/opre.34.1.75](https://doi.org/10.1287/opre.34.1.75)

- Fisher, M. L., & Jaikumar, R. (1981). A generalized assignment heuristic for vehicle routing. *Networks*, 11(2), 109-124.
- Forrester, J. W. (1968). Industrial dynamics—after the first decade. *Management science*, 14(7), 398-415.
- Forrester, J. W., Mass, N. J., & Ryan, C. J. (1976). The system dynamics national model: understanding socio-economic behaviour and policy alternatives. *Technological forecasting and social change*, 9(1-2), 51-68.
- França, P. M., Sosa, N. M., & Pureza, V. (1999). An adaptive tabu search algorithm for the capacitated clustering problem. *International Transactions in Operational Research*, 6(6), 665-678.
- Franke, T. M., Ho, T., & Christie, C. A. (2012). The chi-square test: Often used and more often misinterpreted. *American Journal of Evaluation*, 33(3), 448-458.
- Fuchs, C., & Schreier, M. (2011). Customer empowerment in new product development. *Journal of Product Innovation Management*, 28(1), 17-32.
- Furst, T., Connors, M., Bisogni, C. A., Sobal, J., & Falk, L. W. (1996). Food choice: a conceptual model of the process. *Appetite*, 26(3), 247-266.
- Ganesh, K., & Narendran, T. (2007). CLOVES: A cluster-and-search heuristic to solve the vehicle routing problem with delivery and pick-up. *European journal of operational research*, 178(3), 699-717.
- Gao, Z., Li, C., Bai, J., & Fu, J. (2020). Chinese consumer quality perception and preference of sustainable milk. *China Economic Review*, 59, 100939.
- Geetha, S., Poonthalir, G., & Vanathi, P. (2009). Improved k-means algorithm for capacitated clustering problem. *INFOCOMP*, 8(4), 52-59.
- Gelici-Zeko, M., Lutters, D., ten Klooster, R., & Weijzen, P. (2013). Studying the influence of packaging design on consumer perceptions (of dairy products) using categorizing and perceptual mapping. *Packaging Technology and Science*, 26(4), 215-228.
- Georgiadis, P., Vlachos, D., & Iakovou, E. (2005). A system dynamics modeling framework for the strategic supply chain management of food chains. *Journal of food engineering*, 70(3), 351-364.
- Gevers, D., Kremers, S., De Vries, N., & van Assema, P. (2014). Clarifying concepts of food parenting practices. A Delphi study with an application to snacking behaviour. *Appetite*, 79, 51-57.
- Ghaffarzadegan, N., Lyneis, J., & Richardson, G. P. (2011). How small system dynamics models can help the public policy process. *System Dynamics Review*, 27(1), 22-44.
- Ghalayini, A. M., Noble, J. S., & Crowe, T. J. (1997). An integrated dynamic performance measurement system for improving manufacturing competitiveness. *International Journal of Production Economics*, 48(3), 207-225.
- Ghosh, B. (2016). Impact of Packaging on Consumers' Buying Behaviour: A Case Study of Mother Dairy, Kolkata. *Parikalpana: KIIT Journal of Management*, 12(1), 63.
- Gillett, B. E., & Miller, L. R. (1974). A Heuristic Algorithm for the Vehicle-Dispatch Problem. *Operations Research*, 22(2), 340-349. doi: 10.1287/opre.22.2.340

- Ginter, P. M., & Duncan, W. J. (1990). Macroenvironmental analysis for strategic management. *Long Range Planning*, 23(6), 91-100.
- González, M. E., Quesada, G., Picado, F., & Eckelman, C. A. (2004). Customer satisfaction using QFD: an e-banking case. *Managing Service Quality: An International Journal*, 14(4), 317-330.
- Govindan, K., Jafarian, A., Khodaverdi, R., & Devika, K. (2014). Two-echelon multiple-vehicle location–routing problem with time windows for optimization of sustainable supply chain network of perishable food. *International journal of production Economics*, 152, 9-28.
- Graham, A. K., & Ariza, C. A. (2003). Dynamic, hard and strategic questions: using optimization to answer a marketing resource allocation question. *System Dynamics Review*, 19(1), 27-46.
- Green, P. E. (1975). Marketing Applications of MDS: Assessment and Outlook: After a decade of development, what have we learned from MDS in marketing? *Journal of Marketing*, 39(1), 24-31.
- Griffin, A., & Hauser, J. R. (1993). The voice of the customer. *Marketing science*, 12(1), 1-27.
- Gupta, A., Nagarajan, V., & Ravi, R. (2012). Approximation algorithms for VRP with stochastic demands. *Operations Research*, 60(1), 123-127.
- Gurtu, A., Searcy, C., & Jaber, M. Y. (2017). Sustainable supply chains. In *Green Supply Chain Management for Sustainable Business Practice* (pp. 1-26). IGI Global.
- Haimovich, M., & Rinnooy Kan, A. H. G. (1985). Bounds and Heuristics for Capacitated Routing Problems. *Mathematics of Operations Research*, 10(4), 527-542. doi: 10.1287/moor.10.4.527
- Hauser, J. R., & Clausing, D. (1988). The house of quality.
- Helferich, A., Herzwurm, G., & Schockert, S. (2005). *QFD-PPP: product line portfolio planning using quality function deployment*. Paper presented at the International Conference on Software Product Lines.
- Henson, S. (1997). Estimating the incidence of food-borne Salmonella and the effectiveness of alternative control measures using the Delphi method. *International Journal of Food Microbiology*, 35(3), 195-204.
- Hiassat, A., Diabat, A., & Rahwan, I. (2017). A genetic algorithm approach for location-inventory-routing problem with perishable products. *Journal of manufacturing systems*, 42, 93-103.
- Hibbert, B., & Wilkinson, I. F. (1994). Chaos theory and the dynamics of marketing systems. *Journal of the Academy of Marketing Science*, 22(3), 218-233.
- Hillerman, T., Souza, J. C. F., Reis, A. C. B., & Carvalho, R. N. (2017). Applying clustering and AHP methods for evaluating suspect healthcare claims. *Journal of computational science*, 19, 97-111.
- Holt, D., Scott, A., & Ewings, P. (1980). Chi-squared tests with survey data. *Journal of the Royal Statistical Society: Series A (General)*, 143(3), 303-320.
- Homer, J. B. (1996). Why we iterate: scientific modeling in theory and practice. *System Dynamics Review: The Journal of the System Dynamics Society*, 12(1), 1-19.
- Hsu, C.-C., & Sandford, B. A. (2007). The Delphi technique: making sense of consensus. *Practical assessment, research & evaluation*, 12(10), 1-8.

- Hsu, C.-I., Hung, S.-F., & Li, H.-C. (2007). Vehicle routing problem with time-windows for perishable food delivery. *Journal of Food Engineering*, 80(2), 465-475.
- Hsu, Y.-L., Lee, C.-H., & Kreng, V. B. (2010). The application of Fuzzy Delphi Method and Fuzzy AHP in lubricant regenerative technology selection. *Expert Systems with Applications*, 37(1), 419-425.
- Ishizaka, A., & Labib, A. (2011). Review of the main developments in the analytic hierarchy process. *Expert Systems with Applications*, 38(11), 14336-14345.
- ISO. (2015). *Application of statistical and related methods to new technology and product development process*. 2015, retrieved from <https://www.iso.org/standard/62626.html>
- Jeong, B.-G., & Kwon, H.-K. (2016). Application of Multidimensional Scaling (MDS) Structural Analysis: A Case Study on Dog Food Products. *Indian Journal of Science and Technology*, 9(44).
- Jiao, J., & Chen, C.-H. (2006). Customer requirement management in product development: a review of research issues. *Concurrent Engineering*, 14(3), 173-185.
- Jin, B., & Gu Suh, Y. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22(2), 62-71.
- Jones, V., Drake, M., Harding, R., & Kuhn-Sherlock, B. (2008). Consumer perception of soy and dairy products: a cross-cultural study. *Journal of sensory studies*, 23(1), 65-79.
- Jouzani, J., Fathian, M., Makui, A., & Heydari, M. (2018). Robust design and planning for a multi-mode multi-product supply network: a dairy industry case study. *Operational Research*, 1-30.
- Kaebnick, H., Kara, S., & Sun, M. (2003). Sustainable product development and manufacturing by considering environmental requirements. *Robotics and Computer-Integrated Manufacturing*, 19(6), 461-468.
- Kalish, S. (1985). A new product adoption model with price, advertising, and uncertainty. *Management science*, 31(12), 1569-1585.
- Kaplan, A., Skogstad, A., & Girshick, M. (1949). The prediction of social technological events, Rand Corp. P-93.
- Kaplan, A. B., Aamodt, M. G., & Wilk, D. (1991). The relationship between advertisement variables and applicant responses to newspaper recruitment advertisements. *Journal of Business and Psychology*, 5(3), 383-395.
- Kapoulas, A., Ellis, N., & Murphy, W. (2004). The voice of the customer in e-banking relationships. *Journal of Customer Behaviour*, 3(1), 27-51.
- Karahalios, H. (2017). The application of the AHP-TOPSIS for evaluating ballast water treatment systems by ship operators. *Transportation Research Part D: Transport and Environment*, 52, 172-184.
- Kaulio, M. A. (1998). Customer, consumer and user involvement in product development: A framework and a review of selected methods. *Total quality management*, 9(1), 141-149.
- Kaya, T., & Kahraman, C. (2010). Multicriteria renewable energy planning using an integrated fuzzy VIKOR & AHP methodology: The case of Istanbul. *Energy*, 35(6), 2517-2527.



- Kazemzadeh, R., Behzadian, M., Aghdasi, M., & Albadvi, A. (2009). Integration of marketing research techniques into house of quality and product family design. *The International Journal of Advanced Manufacturing Technology*, 41(9-10), 1019.
- Kerr, G., & Patti, C. (2015). Strategic IMC: From abstract concept to marketing management tool. *Journal of Marketing Communications*, 21(5), 317-339.
- Khatri, R. (2016). Impact of newspaper advertisements on consumer purchase behaviour. *Integrated Journal of Social Sciences*, 3(1), 1-8.
- Khuong, M. N., & Nguyen, T. D. (2015). The Effects of Television Commercials on Customers Purchase Intention—A Study of Milk Industry in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 3(9), 851-857.
- Killen, C. P., Walker, M., & Hunt, R. A. (2005). Strategic planning using QFD. *International Journal of Quality & Reliability Management*, 22(1), 17-29.
- Kim, M., Jang, Y.-C., & Lee, S. (2013). Application of Delphi-AHP methods to select the priorities of WEEE for recycling in a waste management decision-making tool. *Journal of environmental management*, 128, 941-948.
- Kirkpatrick, S., Gelatt, C. D., & Vecchi, M. P. (1983). Optimization by Simulated Annealing. *Science*, 220(4598), 671. doi: 10.1126/science.220.4598.671
- Kirmani, A., & Wright, P. (1989). Money talks: Perceived advertising expense and expected product quality. *Journal of consumer research*, 16(3), 344-353.
- Koberg, E., & Longoni, A. (2019). A systematic review of sustainable supply chain management in global supply chains. *Journal of cleaner production*, 207, 1084-1098.
- Köksal, G., & Eđitman, A. (1998). Planning and design of industrial engineering education quality. *Computers & industrial engineering*, 35(3-4), 639-642.
- Konu, H. (2015). Developing nature-based tourism products with customers by utilising the Delphi method. *Tourism Management Perspectives*, 14, 42-54.
- Koskosidis, Y. A., & Powell, W. B. (1992). Clustering algorithms for consolidation of customer orders into vehicle shipments. *Transportation Research Part B: Methodological*, 26(5), 365-379.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management*, Upper Saddle River. *New Jersey*.
- Kumari, A., Solanki, H., & Sudhakaran, A. (2020). Novel Milk and Milk Products: Consumer Perceptions. In *Dairy Processing: Advanced Research to Applications* (pp. 283-299). Springer, Singapore.
- Kurajdova, K., & Taborecka-Petrovicova, J. (2015). Literature review on factors influencing milk purchase behaviour. *International Review of Management and Marketing*, 5(1), 9.
- Lagrosen, S. (2005). Customer involvement in new product development: A relationship marketing perspective. *European Journal of Innovation Management*, 8(4), 424-436.
- Lakshmi, K. S., Jasim, K. M., Prabhakar, K., & Parveen, S. J. (2017). Brand positioning of ayurvedic medicine in Indian milieu. *International Journal of Business Excellence*, 11(1), 16-37.

- Lambert, D. M., & Cooper, M. C. (2000). Issues in Supply Chain Management. *Industrial Marketing Management*, 29(1), 65--83.
- Landeta, J. (2006). Current validity of the Delphi method in social sciences. *Technological forecasting and social change*, 73(5), 467-482.
- Lane, D. C., Monefeldt, C., & Rosenhead, J. V. (2000). Looking in the wrong place for healthcare improvements: A system dynamics study of an accident and emergency department. *Journal of the Operational Research Society*, 51(5), 518-531.
- Laporte, G. (1992). The vehicle routing problem: An overview of exact and approximate algorithms. *European journal of operational research*, 59(3), 345-358. doi: [https://doi.org/10.1016/0377-2217\(92\)90192-C](https://doi.org/10.1016/0377-2217(92)90192-C)
- Larsson, T., & Patriksson, M. (1995). An augmented Lagrangean dual algorithm for link capacity side constrained traffic assignment problems. *Transportation Research Part B: Methodological*, 29(6), 433-455.
- Le, T., Diabat, A., Richard, J.-P., & Yih, Y. (2013). A column generation-based heuristic algorithm for an inventory routing problem with perishable goods. *Optimization Letters*, 7(7), 1481-1502.
- Lee, H. L., Padmanabhan, V., & Whang, S. (1997). Information distortion in a supply chain: the bullwhip effect. *Management science*, 43(4), 546-558.
- Lenstra, J. K., & Kan, A. R. (1981). Complexity of vehicle routing and scheduling problems. *Networks*, 11(2), 221-227.
- Li, Y., Joyner, H. S., Carter, B. G., & Drake, M. A. (2018). Effects of fat content, pasteurization method, homogenization pressure, and storage time on the mechanical and sensory properties of bovine milk. *Journal of dairy science*, 101(4), 2941-2955.
- Liang, B., Jiang, H., Li, J., Yang, H., Chen, W., Gong, C., & Qu, S. (2018). Novel Enhanced-Oil-Recovery Decision-Making Work Flow Derived From the Delphi-AHP-TOPSIS Method: A Case Study. *SPE Reservoir Evaluation & Engineering*, 21(02), 325-343.
- Lin, V. S., & Song, H. (2015). A review of Delphi forecasting research in tourism. *Current Issues in Tourism*, 18(12), 1099-1131.
- Lindstädt, N., & Budzinski, O. (2011). Newspaper vs. Online Advertising—Is There a Niche for Newspapers in Modern Advertising Markets? *Online Advertising—Is There a Niche for Newspapers in Modern Advertising Markets*.
- Linstone, H. A., & Turoff, M. (1975). *The delphi method*: Addison-Wesley Reading, MA.
- Loo, R. (2002). The Delphi method: a powerful tool for strategic management. *Policing: An International Journal of Police Strategies & Management*, 25(4), 762-769.
- Lummus, R. R., Vokurka, R. J., & Duclos, L. K. (2005). Delphi study on supply chain flexibility. *International journal of production research*, 43(13), 2687-2708.
- Mahajan, V., Rao, V., & Srivastava, R. (1991). Model for Assessing Impact of Brand Strength on Investment Decisions. *Marketing Science Institute Report*(91-110), 14-15.
- Mahr, D., Lievens, A., & Blazevic, V. (2014). The value of customer cocreated knowledge during the innovation process. *Journal of Product Innovation Management*, 31(3), 599-615.

- Malandraki, C., & Daskin, M. S. (1992). Time Dependent Vehicle Routing Problems: Formulations, Properties and Heuristic Algorithms. *Transportation Science*, 26(3), 185-200. doi: 10.1287/trsc.26.3.185
- Mani, V., Agrawal, R., & Sharma, V. (2014). Supplier selection using social sustainability: AHP based approach in India. *International Strategic Management Review*, 2(2), 98-112.
- Masson, M. E. (2011). A tutorial on a practical Bayesian alternative to null-hypothesis significance testing. *Behaviour research methods*, 43(3), 679-690.
- Matzler, K., & Hinterhuber, H. H. (1998). How to make product development projects more successful by integrating Kano's model of customer satisfaction into quality function deployment. *Technovation*, 18(1), 25-38.
- McCarthy, K. S., Lopetcharat, K., & Drake, M. A. (2017). Milk fat threshold determination and the effect of milk fat content on consumer preference for fluid milk. *Journal of dairy science*, 100(3), 1702-1711.
- McDaniel, C., & Gates, R. (2005). Statistical Testing of Differences and Relationships *Marketing research*.
- McDonald, J. H. (2014). G–test of goodness-of-fit. *Handbook of Biological Statistics (3rd ed.)*.
- Mentzer, J. T., DeWitt, W., Keebler, J. S., Min, S., Nix, N. W., Smith, C. D., & Zacharia, Z. G. (2001). DEFINING SUPPLY CHAIN MANAGEMENT. *Journal of Business Logistics*, 22(2), 1--25.
- Min, H. (1989). The multiple vehicle routing problem with simultaneous delivery and pick-up points. *Transportation Research Part A: General*, 23(5), 377-386.
- Mogaji, E. (2015). Reflecting a diversified country: A content analysis of newspaper advertisements in Great Britain. *Marketing Intelligence & Planning*, 33(6), 908-926.
- Mohapatra, P. K., & Sharma, S. K. (1985). Synthetic design of policy decisions in system dynamics models: a modal control theoretical approach. *System Dynamics Review*, 1(1), 63-80.
- Moor, L., & Lury, C. (2011). MAKING AND MEASURING VALUE: Comparison, singularity and agency in brand valuation practice. *Journal of Cultural Economy*, 4(4), 439--454.
- Mulvey, J. M., & Beck, M. P. (1984). Solving capacitated clustering problems. *European journal of operational research*, 18(3), 339-348.
- Nieto, J., Hernández-Maestro, R. M., & Muñoz-Gallego, P. A. (2014). Marketing decisions, customer reviews, and business performance: The use of the Toprural website by Spanish rural lodging establishments. *Tourism Management*, 45, 115-123.
- Okoli, C., & Pawlowski, S. D. (2004). The Delphi method as a research tool: an example, design considerations and applications. *Information & management*, 42(1), 15-29.
- Olson, J. C. (1977). *Theories of information encoding and storage: Implications for consumer research*: Pennsylvania State University, Department of Marketing.
- Oranga, H., & Nordberg, E. (1993). The Delphi panel method for generating health information. *Health policy and planning*, 8(4), 405-412.

- Osman, I. H., & Christofides, N. (1994). Capacitated clustering problems by hybrid simulated annealing and tabu search. *International Transactions in Operational Research*, 1(3), 317-336.
- Ossadnik, W., Schinke, S., & Kaspar, R. H. (2016). Group aggregation techniques for analytic hierarchy process and analytic network process: a comparative analysis. *Group Decision and Negotiation*, 25(2), 421-457.
- Osvald, A., & Stirn, L. Z. (2008). A vehicle routing algorithm for the distribution of fresh vegetables and similar perishable food. *Journal of Food Engineering*, 85(2), 285-295.
- Park, C. S., & Srinivasan, V. (1994). A survey-based method for measuring and understanding brand equity and its extendibility. *Journal of marketing research*, 31(2), 271-288.
- Park, T., & Kim, K.-J. (1998). Determination of an optimal set of design requirements using house of quality. *Journal of operations management*, 16(5), 569-581.
- Patel, S. & Jadawala, S. (2017). Challenges of Indian Dairy Industry. *Indian Journal of Applied Research*, 7(10), 516-517.
- Patterson, T., Gulden, T., Cousins, K., & Kraev, E. (2004). Integrating environmental, social and economic systems: a dynamic model of tourism in Dominica. *Ecological Modelling*, 175(2), 121-136.
- Pavone, M., Bisnik, N., Frazzoli, E., & Isler, V. (2009). A Stochastic and Dynamic Vehicle Routing Problem with Time Windows and Customer Impatience. *Mob. Netw. Appl.*, 14(3), 350-364. doi: 10.1007/s11036-008-0101-1
- Peng, J. (2012). Selection of logistics outsourcing service suppliers based on AHP. *Energy Procedia*, 17, 595-601.
- Piga, C. A. (2000). Competition in a duopoly with sticky price and advertising. *International Journal of Industrial Organization*, 18(4), 595-614.
- Prakash, D. (2011). Roadblocks before Cooperatives. retrieved from <https://www.indiancooperative.com/blog/roadblocks-before-cooperatives/>. Accessed on 27 December 2018.
- Prastacos, G. P. (1984). Blood inventory management: an overview of theory and practice. *Management Science*, 30(7), 777-800.
- Raheem, A. R., Vishnu, P., & Ahmed, A. M. (2014). Impact of product packaging on consumer's buying behaviour. *European journal of scientific research*, 122(2), 125-134.
- Rajagopal, & Rajagopal, A. (2017). Brand competition, peer influence, and purchase intentions towards fashion apparel in Mexico. *International Journal of Business Excellence*, 12(3), 386-412.
- Rajeev, A., Pati, R. K., Padhi, S. S., & Govindan, K. (2017). Evolution of sustainability in supply chain management: A literature review. *Journal of Cleaner Production*, 162, 299-314.
- Ramaswamy, R., & Ulrich, K. (1993). Augmenting the house of quality with engineering models. *Research in engineering design*, 5(2), 70-79.
- Rand, W., & Rust, R. T. (2011). Agent-based modeling in marketing: Guidelines for rigor. *International Journal of Research in Marketing*, 28(3), 181-193.

- Rasouli Valajoozi, M., & Zangi, N. O. (2016). A review on visual criteria of pure milk packaging for parents and their children (case study: Tehran, Iran). *British Food Journal*, 118(1), 83-99.
- Riahi, A., & Moharrampour, M. (2016). Evaluation of strategic management in business with AHP case study: PARS house appliance. *Procedia Economics and Finance*, 36, 10-21.
- Robb, C. A., Reynolds, L. M., & Abdel-Ghany, M. (2007). Consumer preference among fluid milks: low-fat vs. high-fat milk consumption in the United States. *International Journal of Consumer Studies*, 31(1), 90-94.
- Roberts, E. B. (1981). *Managerial applications of system dynamics* (No. 04; HD31, R6.).
- Rognstad, S., Brekke, M., Fetveit, A., Spigset, O., Wyller, T. B., & Straand, J. (2009). The Norwegian General Practice (NORGEP) criteria for assessing potentially inappropriate prescriptions to elderly patients: a modified Delphi study. *Scandinavian journal of primary health care*, 27(3), 153-159.
- Rosenthal, S. R., & Capper, M. (2006). Ethnographies in the front end: Designing for enhanced customer experiences. *Journal of Product Innovation Management*, 23(3), 215-237.
- Rothschild, L. M. (2004). Method for linking a billboard or signage to information on a global computer network through manual information input or a global positioning system: Google Patents.
- Rowe, G., & Wright, G. (1999). The Delphi technique as a forecasting tool: issues and analysis. *International journal of forecasting*, 15(4), 353-375.
- Rowe, G., & Wright, G. (2001). Expert opinions in forecasting: the role of the Delphi technique *Principles of forecasting* (pp. 125-144): Springer.
- Rutsaert, P., Regan, Á., Pieniak, Z., McConnon, Á., Moss, A., Wall, P., & Verbeke, W. (2013). The use of social media in food risk and benefit communication. *Trends in Food Science & Technology*, 30(1), 84-91.
- Sabuncuoglu, I., & Hommertzhaim, D. L. (1992). Dynamic dispatching algorithm for scheduling machines and automated guided vehicles in a flexible manufacturing system. *The International Journal of Production Research*, 30(5), 1059-1079.
- Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P., & Saeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of Business Research*, 68(2), 341-350.
- Sahney, S., Banwet, D., & Karunes, S. (2006). An integrated framework for quality in education: Application of quality function deployment, interpretive structural modelling and path analysis. *Total Quality Management & Business Excellence*, 17(2), 265-285.
- Salhi, S., & Nagy, G. (1999). A cluster insertion heuristic for single and multiple depot vehicle routing problems with backhauling. *Journal of the operational Research Society*, 50(10), 1034-1042.
- Samuel, C., Gonapa, K., Chaudhary, P., & Mishra, A. (2010). Supply chain dynamics in healthcare services. *International journal of health care quality assurance*, 23(7), 631-642.
- Savelsbergh, M. W., & Sol, M. (1995). The general pickup and delivery problem. *Transportation Science*, 29(1), 17-29.
- Sawyer, A. G., & Peter, J. P. (1983). The significance of statistical significance tests in marketing research. *Journal of marketing research*, 20(2), 122-133.

- Schönböck, J., König, F., Kotsis, G., Gruber, D., Zaim, E., & Schmidt, A. (2008). *MirrorBoard-An Interactive Billboard*. Paper presented at the Mensch & Computer.
- Sekhar, C., Patwardhan, M., & Vyas, V. (2015). A Delphi-AHP-TOPSIS based framework for the prioritization of intellectual capital indicators: A SMEs perspective. *Procedia-Social and Behavioural Sciences*, 189, 275-284.
- Selin, S., & Chavez, D. (1995). Developing an evolutionary tourism partnership model. *Annals of Tourism Research*, 22(4), 844-856.
- Seuring, S., & Müller, M. (2008). Core issues in sustainable supply chain management—a Delphi study. *Business strategy and the environment*, 17(8), 455-466.
- Sharma, Y. K., Mangla, S. K., & Patil, P. P. (2019). Analyzing challenges to transportation for successful sustainable food supply chain management implementation in Indian dairy industry. In *Information and communication technology for competitive strategies* (pp. 409-418). Springer, Singapore.
- Shen, L., Muduli, K., & Barve, A. (2015). Developing a sustainable development framework in the context of mining industries: AHP approach. *Resources Policy*, 46, 15-26.
- Shieh, H. M., & May, M. D. (2001). Solving the capacitated clustering problem with genetic algorithms. *Journal of the Chinese Institute of Industrial Engineers*, 18(3), 1-12.
- Simon, C. J., & Sullivan, M. W. (1993). The Measurement and Determinants of Brand Equity: A Financial Approach. *Marketing science*, 12(1), 28--52.
- Simonson, I. (2005). Determinants of customers' responses to customized offers: Conceptual framework and research propositions. *Journal of marketing*, 69(1), 32-45.
- Singh, M. (2015). A Survey on Various K-Means algorithms for Clustering. *International Journal of Computer Science and Network Security (IJCSNS)*, 15(6), 60.
- Song, B. D., & Ko, Y. D. (2016). A vehicle routing problem of both refrigerated-and general-type vehicles for perishable food products delivery. *Journal of Food Engineering*, 169, 61-71.
- Souček, M., Drexler, D., Van Wichelen, S., Mokřý, S., & Dufek, O. (2015). The Influence of Package Attributes on Consumer Perception among Generation Y. *European Journal of Business Science and Technology*, 1(1), 52-62.
- Soysal, M., Bloemhof-Ruwaard, J. M., Haijema, R., & van der Vorst, J. G. (2015). Modeling an Inventory Routing Problem for perishable products with environmental considerations and demand uncertainty. *International journal of production Economics*, 164, 118-133.
- Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of Retailing and Consumer Services*, 21(6), 1028-1037.
- Stewart, G. (1995). Supply chain performance benchmarking study reveals keys to supply chain excellence. *Logistics Information Management*, 8(2), 38-44. doi: 10.1108/09576059510085000
- Sumathi, S. (2015). The customer perception towards marketing of different brands of packaged Milk. *International Journal of Research in IT & Management*, 36-43.

- Sumsion, T. (1998). The Delphi technique: an adaptive research tool. *British Journal of Occupational Therapy*, 61(4), 153-156.
- Tan, B. L., Tang, N. K., & Forrester, P. L. (2004). Application of QFD for e-Business planning. *Production Planning & Control*, 15(8), 802-818.
- Tan, K. C., & Pawitra, T. A. (2001). Integrating SERVQUAL and Kano's model into QFD for service excellence development. *Managing Service Quality: An International Journal*, 11(6), 418-430.
- Tan, K. C., & Shen, X.-X. (2000). Integrating Kano's model in the planning matrix of quality function deployment. *Total quality management*, 11(8), 1141-1151.
- Tang, Y., Sun, H., Yao, Q., & Wang, Y. (2014). The selection of key technologies by the silicon photovoltaic industry based on the Delphi method and AHP (analytic hierarchy process): Case study of China. *Energy*, 75, 474-482.
- Tannenbaum, P. (2013). *Excursions in modern mathematics*. Boston: Pearson.
- Taylor, R., & Judd, L. (1989). Delphi method applied to tourism. *Delphi method applied to tourism.*, 95-98.
- Thakkar, J., Deshmukh, S., & Shastree, A. (2006). Total quality management (TQM) in self-financed technical institutions: a quality function deployment (QFD) and force field analysis approach. *Quality Assurance in Education*, 14(1), 54-74.
- Thangiah, S. R., & Gubbi, A. V. (1993). *Effect of genetic sectoring on vehicle routing problems with time windows*. Paper presented at the [1993] Proceedings IEEE International Conference on Developing and Managing Intelligent System Projects.
- Thangiah, S. R., Nygard, K. E., & Juell, P. L. (1991, 24-28 Feb. 1991). *GIDEON: a genetic algorithm system for vehicle routing with time windows*. Paper presented at the [1991] Proceedings. The Seventh IEEE Conference on Artificial Intelligence Application.
- Theotokis, A., Pramataris, K., & Tsiros, M. (2012). Effects of expiration date-based pricing on brand image perceptions. *Journal of Retailing*, 88(1), 72-87.
- Thompson-Colon, J. A. (1989). Quality Function Deployment as Applied to the Formulation of Polyurethane Foams for Instrument Panels. *SAE Transactions*, 98, 719-725.
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703-708.
- Triantaphyllou, E. (2000). Multi-criteria decision making methods *Multi-criteria decision making methods: A comparative study* (pp. 5-21): Springer.
- Uphoff, E. P., Wennekes, L., Punt, C. J., Grol, R. P., Wollersheim, H. C., Hermens, R. P., & Ottevanger, P. B. (2012). Development of generic quality indicators for patient-centered cancer care by using a RAND modified Delphi method. *Cancer nursing*, 35(1), 29-37.
- Vairaktarakis, G. L. (1999). Optimization tools for design and marketing of new/improved products using the house of quality. *Journal of operations management*, 17(6), 645-663.
- Van Bevern, R., & Slugina, V. A. (2020). A historical note on the 3/2-approximation algorithm for the metric traveling salesman problem. *Historia Mathematica*.

- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirmer, P., & Verhoef, P. C. (2010). Customer engagement behaviour: theoretical foundations and research directions. *Journal of service research*, 13(3), 253-266.
- Varsei, M. (2016). Sustainable supply chain management: A brief literature review. *The Journal of Developing Areas*, 50(6), 411-419.
- Vatthanakul, S., Jangchud, A., Jangchud, K., Therdthai, N., & Wilkinson, B. (2010). Gold kiwifruit leather product development using quality function deployment approach. *Food Quality and Preference*, 21(3), 339-345.
- Veloutsou, C., & O'Donnell, C. (2005). Exploring the effectiveness of taxis as an advertising medium. *International Journal of Advertising*, 24(2), 217-239.
- Verma, R. (2014, September 30). Dairy in India: The problem of India's low dairy productivity", retrieved from [https://www.just-food.com/management-briefing/the-problem-of-indias-low-dairy-productivity\\_id127992.aspx](https://www.just-food.com/management-briefing/the-problem-of-indias-low-dairy-productivity_id127992.aspx). Access date 4 June 2020 .
- Viaene, J., & Januszewska, R. (1999). Quality function deployment in the chocolate industry. *Food Quality and Preference*, 10(4-5), 377-385.
- Vidal, L.-A., Marle, F., & Bocquet, J.-C. (2011). Using a Delphi process and the Analytic Hierarchy Process (AHP) to evaluate the complexity of projects. *Expert Systems with Applications*, 38(5), 5388-5405.
- Vlachos, D., Georgiadis, P., & Iakovou, E. (2007). A system dynamics model for dynamic capacity planning of remanufacturing in closed-loop supply chains. *Computers & Operations Research*, 34(2), 367-394.
- Warner, L. A., Stubbs, E., Murphrey, T. P., & Huynh, P. (2016). Identification of the Competencies Needed to Apply Social Marketing to Extension Programmement: Results of a Delphi Study. *Journal of Agricultural Education*, 57(2), 14-32.
- Weaver, W. T. (1971). The Delphi forecasting method. *The Phi Delta Kappan*, 52(5), 267-271.
- Wei, C.-C., Chien, C.-F., & Wang, M.-J. J. (2005). An AHP-based approach to ERP system selection. *International Journal of Production Economics*, 96(1), 47-62.
- Wentholt, M., Rowe, G., König, A., Marvin, H., & Frewer, L. (2009). The views of key stakeholders on an evolving food risk governance framework: Results from a Delphi study. *Food policy*, 34(6), 539-548.
- William, L. T. (2000). Null hypothesis testing: problems, prevalence, and an alternative. *J. Wildl. Manage*, 64(4), 912-923.
- Wu, H.-H., & Shieh, J.-I. (2006). Using a Markov chain model in quality function deployment to analyse customer requirements. *The International Journal of Advanced Manufacturing Technology*, 30(1-2), 141-146.
- Xiao-yan, L. (2010). An Exploration of Low-carbon Economy of Provinces Based on Fuzzy Analytic Hierarchy Process (FAHP)[J]. *East China Economic Management*, 2. 24-28.
- Yayar, R. (2012). Consumer characteristics influencing milk consumption preference. The Turkey case. *Theoretical and Applied Economics*, 7(7), 25-42.



- Yousuf, M. I. (2007). Using experts' opinions through Delphi technique. *Practical assessment, research & evaluation*, 12(4), 1-8.
- Yu, X., Guo, S., Guo, J., & Huang, X. (2011). Rank B2C e-commerce websites in e-alliance based on AHP and fuzzy TOPSIS. *Expert Systems with Applications*, 38(4), 3550-3557.
- Yun, H. S., & Lee, G. O. (2005). Preference and Consumption Pattern of Middle and High School Students on Milk and Milk Products, in Geochang Area. *Journal of the Korean Dietetic Association*, 11(4), 449-461.
- Žalik, K. R. (2008). An efficient k'-means clustering algorithm. *Pattern Recognition Letters*, 29(9), 1385-1391.
- Zhai, L.-Y., Khoo, L.-P., & Zhong, Z.-W. (2009). A rough set based QFD approach to the management of imprecise design information in product development. *Advanced Engineering Informatics*, 23(2), 222-228.
- Zhang, J., & Zhang, B. (2018). Research on Milk Drinks Consumption Behaviour of College Students based on the Theory of Planned Behaviour in Shanghai. *DEStech Transactions on Economics, Business and Management(icsed)*. 585-591.
- Zhang, Y., Deng, X., Wei, D., & Deng, Y. (2012). Assessment of E-Commerce security using AHP and evidential reasoning. *Expert Systems with Applications*, 39(3), 3611-3623.
- Zolfani, S. H., Rezaeiniya, N., Pourhossein, M., & Zavadskas, E. (2012). Decision making on advertisement strategy selection based on life cycle of products by applying FAHP and TOPSIS GREY: growth stage perspective; a case about food industry in IRAN. *Engineering Economics*, 23(5), 471-484.

