

Pasture A2- β Pure Milk Marketing Strategy

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Abstract: To explore the market status, consumer attitudes and marketing strategies of A2- β pure milk from pasture. Questionnaire was used to pasture A2- β casein pure milk for market research and consumer attitudes survey, using the SWOT analysis method summary analysis A2- β casein pure milk marketing environment, the current situation of market of A2- β casein pure milk consumer attitudes and put forward the corresponding marketing strategy, using the method of controlled experiment prove the feasibility of the proposed marketing strategy has certain. Altogether collected 360 effective questionnaires, and analyzes the basic information of the questionnaire and the market present situation and the analysis of the consumers' attitude and the traditional marketing strategy and marketing strategy in increasing consumer purchasing power, optimization of pasture image, expand the pure milk market influence as well as comparative analysis on the consumers' attitude ($P < 0.05$). The marketing strategy proposed in this paper is superior to the traditional marketing strategy in improving consumers' purchasing power, optimizing the image of pasture, expanding the influence of pure milk market and consumers' consumption attitude.

1. Introduction

With the development of national economy and individual economy, the demand of dairy products market is increasing day by day. Milk protein is composed of casein and whey protein of two parts, casein accounted for about 80% of the total protein content, beta casein belongs to an important nutrients, contains 8 amino acids necessary to human life and health growth, have higher nutritional value to human body, and plays a significant role in beta casein polymorphism, on milk composition, quality and performance of produce certain effect. Beta casein in A2- β casein is a beta casein in milk with people more close to beta casein, studies have shown that A2- β casein more safety and health, will not cause a variety of diseases such as diabetes, milk intolerance, and produce relatively high concentrations of glutathione, it is a kind of important antioxidants in the human body, can adjust the REDOX state of the body, maintain the normal immune function, and can prevent some diseases.

At present, there are a lot of researches on marketing strategies of pure milk in academic circles. Foreign scholars think that integrated marketing communications has a positive influence on enterprises and stakeholders, and stakeholders can improve enterprise strategy to control or influence of all relevant information, and through to the pure milk market consumption situation of the research in our country, summarizes the consumer spending habits and consumer behavior in our country, think that China's consumers prefer consumption of high quality pure milk products, and with the continuous improvement of income level, the consumption of pure milk market share is gradually expanding [1-2]. Domestic experts and scholars based on marketing theory and strategy research conclude that enterprises can acquire sustainable competitive after take differentiated marketing, use of cause marketing strategy can improve the loyalty of the brand recognition and the general consumers, and that for different love preferences of consumers, should adopt different marketing strategy [3]. Scholars at home and abroad research emphasis of each are not identical, but all are involved in A2- β casein this particular type of pure milk marketing strategy, don't have a certain case targeted, so the research of this paper is very necessary, can be to make up for the defects in the study of place, for our country pasture A2- β casein pure milk marketing provide helps for [4].

Research at home and abroad for the research of this paper provides the theoretical foundation and the basis, this study used questionnaire survey on pasture A2- β casein pure milk market research as well as the consumers' attitude toward research, market research is mainly aimed at the milk market capacity and market competition, consumers' attitude toward research main statistical analysis of the types and specific performance, to lay the foundation for the establishment of marketing strategy [5]. Using the SWOT analysis method to A2- β casein marketing environment of pure milk, given a certain marketing strategy, control experiment method was used to study the traditional marketing strategy and marketing strategy in increasing consumer purchasing power, optimization of pasture image, expand the pure milk market influence, and the similarities and differences between consumers' attitude, according to the results to determine whether marketing strategy of this paper have feasibility, aimed at our country A2- β casein pure milk marketing to provide the reference [6].

2. Theoretical Basis of Milk Marketing Strategy

2.1. STP Positioning Strategy

American marketing scholar Wendell Smith first proposed STP positioning, and later Philip Kotler further improved STP positioning and came up with STP theory. The theory includes three elements: market segmentation, target market and market positioning. Market segmentation refers to the process of subdividing the market into several small markets according to the differences of consumers, for example, groups with different spending and demand tendencies according to the age characteristics of consumers [8]. Target market refers to the small market which is more conducive to the development of enterprises after the comprehensive assessment of their own advantages, and they will try their best to meet the corresponding consumer demand. In other words, they can consider to further refine A2- β casein pure milk into high-end and low-end products to meet the requirements of different consumption levels [9]. Market positioning means that an enterprise manufactures products in line with the taste of the public according to the consumers' preference for the products, and determines the positioning suitable for its own development, including product positioning, enterprise positioning, competitive positioning and consumer positioning [10].

2.2. 4Ps Combination Theory

4Ps combination theory mainly refers to the four elements of product, price, channel and promotion. Among them, the product strategy focuses on the product itself. The product is the premise for the producer and operator to participate in the marketing, and consumers have the desire to buy the product according to its functions and properties. The formulation of the price strategy is based on the enterprise's brand strategy and market positioning. The price adjustment of the product will affect the supply-demand relationship of the product, thus providing a reference for the sales and production of the product [11]. The channel strategy is mainly based on distributors and distributors, so as to manage distributors and distributors well and promote a good cooperative relationship between them so as to guarantee the sales channels of products to a certain extent [12]. The promotion strategy includes advertising promotion, new media promotion and other promotion and promotion methods, which can stimulate consumers' desire to buy products, increase the sales volume and achieve the sales target of the enterprise.

According to the differences in the basis of division, 4Ps theory divides the marketing theory into the following two levels: first, the external factors that cannot be touched by enterprises' control, such as population, political environment and geographical environment, which cannot be controlled by enterprises; The other is the internal environment that the enterprise can control, such as product quality, marketing channels and promotional activities. This paper is mainly based on 4Ps combination theory for the formulation and improvement of marketing strategy.

3. Research Methods

3.1. The SWOT Method

SWOT analysis, or situation analysis, is a detailed analysis of the main internal strengths, weaknesses, and external opportunities and threats that are closely related to the research object, so as to draw a series of corresponding conclusions, which are usually decisive. This paper mainly carries out SWOT analysis on the marketing environment of A2- β casein pure milk from the four sides of opportunities, threats, advantages and disadvantages, so as to lay a certain foundation for the formulation and proposal of marketing strategies and provide an referable scheme for the marketing of A2- β casein pure milk in China.

3.2. Questionnaire Survey Method

Questionnaire is a method widely used in social surveys at home and abroad. Researchers use this controlled measurement to measure the problems studied so as to collect reliable data. The basic information of the respondents in the questionnaire was divided into the following three categories: age, gender, and whether they had purchased A2- β pure milk. But mainly survey ranch A2- β casein pure milk market research and consumer attitudes, including market research is mainly aimed at the milk market capacity and market competition, market capacity data mainly includes pasture A2- β casein scope of pure milk sales, production and sales background, Shanghai and Guangzhou, the market competition relations including market share, the number of competitors, and product prices. The survey of consumers' consumption attitude mainly analyzes its types and specific manifestations. Among them, the consumer's consumption attitude is mainly divided into interest type, rational type and resistance type. Interest-based consumers like the product and often buy it; rational consumers generally like the product and cannot buy it; resistance consumers hate the product and refuse to buy it.

3.3. Control Experiment Method

The control experiment method mainly sets an experimental group and a control group, determines a variable, and gives two or more indicators to evaluate the experimental group and the control group. In this study, the indicators are set to improve the purchasing power of consumers, optimize the image of pasture and expand the influence of pure milk market. Other factors other than variables were kept unchanged. When this variable was observed by SPSS software, the indexes of the experimental group and the control group changed, and the results were compared and analyzed.

4. Investigate the Experimental Process

4.1. SWOT Analysis Process

The SWOT analysis process is divided into the following four parts:

The first is the opportunity analysis. Firstly, the rapid development of China's dairy industry and a number of national policies to control the production of dairy products have provided space for the market development of China's dairy products. Secondly, A2- β will not induce diabetes, cow's milk intolerance and other diseases, and will produce a higher concentration of antioxidants (glutathione), which is conducive to the healthy development of human body. Finally, with the continuous development of technology, the shelf life of milk has been extended, and the freshness of dairy products has been improved a lot compared with before. China's dairy industry has realized leapfrog development.

The second is threat analysis. First, consumer confidence is in a state of continuous recovery due to the influence of Sanlu milk powder incident in 2008. Secondly, there are many kinds of nutritional products, whose value is constantly explored and spread, which exploits the market of milk products to some extent. Finally, there are a large number of enterprises in the pure milk industry, which form a competitive relationship between them, which will bring great pressure to the market competition of A2- β casein pure milk.

The third is threat analysis. Firstly, A2- β casein has its own competitive advantages, which is beneficial to human health. Secondly, the direct production of A2- β casein in the pasture is natural and reliable, which is superior to the large-scale machine production in the enterprise to some extent.

Four is disadvantage analysis. the first is ranch A2- β casein pure milk production in the lack of a certain technical support, lack of core technology of dairy, to a certain extent weakened the market competitiveness of the pure milk, the second is the lack of marketing talents, pasture in the marketing personnel are not particularly satisfactory, quality and quantity of the marketing team cannot effectively cope with changeable market environment and unable to make effective marketing strategy to ensure ranch A2- β casein pure milk sales; Finally, the innovation ability needs to be improved, which is reflected in the slightly traditional product packaging, advertising and promotion strategies, which are not very attractive.

4.2. Marketing Strategy Formulation Process

According to the marketing environment of A2- β casein pure milk based on SWOT analysis, the marketing strategy of this paper is proposed, which is mainly analyzed from four aspects of product strategy, promotion strategy, price strategy and channel strategy according to 4Ps theory.

First is the product strategy, the quality of the product depends not only on the quality of the product, but also on the service of the product. At present, mass consumers pay more attention to

the shopping experience in the process of consumption. The quality of the shopping experience determines the degree of customers and the frequency of repeated purchases. As health China strategy is put forward at the same time, people began to constantly improve health consciousness, to milk products and standard are becoming more demanding, different levels of consumer demand for milk products taste, nutrition and shows the characteristics of pluralism and individual character, the pasture in the production and sale of A2- β casein pure milk should increase the intensity of market research, understand the consumption demand of consumers, and to make the adjustment on the taste of product. In addition with the milk products production technology gradually improve, milk products varieties more and more, especially in recent years, a new type of milk products not only has high nutrition, but also conforms to the creative characteristics of consumer demand, welcomed by the majority of consumers, A2- β casein pure milk can to the improvement direction.

Second is the promotion strategy, the way of product promotion, the use of discounts, cash rebates and other means to stimulate and encourage consumers to buy products. There are mainly the following ways, one is price promotion. Common have buy to give, lucky draw, collect the way such as the sale of preferential point, need to consider the economic development degree of the area that pasture is located in. For the economically underdeveloped regions, the per capita income is lower than the national average level, so consumers are sensitive to the price, and the sales volume of commodities can be expanded immediately through price reduction and promotion. Second, advertising strategy. Consumers pay more attention to the taste and nutritional value of dairy products when buying milk products, so the choice of taste determines consumers' choice to some extent. Therefore, it is necessary for the ranch to set up free tasting points in the places with large crowds to increase the probability of purchase after tasting.

Third is the price strategy. The price and price policy of the product change with the market environment at any time. For example, during holidays, the price of the product will be adjusted to increase the sales of the product. Price is the most important and active factor that affects milk sales. Therefore, it is necessary to formulate a scientific and reasonable pricing strategy, which can not only improve the sales volume of milk products and increase the profit margin of milk products, but also help to explore the potential market of A2- β pure milk and fully tap the market potential of A2- β pure milk, so as to promote the continuous development of A2- β pure milk in pasture. At present, the price of A2- β casein pure milk in ranches is slightly higher, so the pricing strategy lacks some flexibility. Moreover, the competition in the market of A2- β casein pure milk is becoming increasingly fierce, and similar products are constantly emerging in the market, which threatens the market of A2- β casein pure milk to some extent. Therefore, a more flexible pricing mechanism should be adopted to meet the changing market needs. Farm pure milk in sales can adopt hierarchical pricing strategy, namely, according to the nutritional value of milk products, the production cost and other relevant factors, the A2- β casein pure milk product prices are divided into several class, for example, according to the family income to high and low to make different to A2- β casein pure milk prices, to meet different consumption levels of consumer demand.

Finally, the channel strategy. The establishment of effective product sales communication channels will shorten the product cycle, and at the same time, the Internet emerging technology will be used to expand the product sales channels, so as to provide consumers with a more convenient way of consumption. The channel strategy should be improved from the following two aspects. First, choose middlemen carefully. We can choose some local large supermarkets with strong sales capacity, such as Wushang supermarket, carrefour, etc., as the middle turning point of channel construction. These large supermarkets are better than themselves in the local have a certain influence, and the supply variety is relatively complete, more in line with consumer demand. In addition, we should also manage the traditional marketing channels such as community ordering milk, which can ensure that dairy enterprises can obtain higher profits and maintain some loyal

customer groups. Second, terminal maintenance. At present, domestic milk products enterprises do not pay enough attention to the management of the retail terminal, and some famous domestic milk products enterprises do not put the management work in the retail terminal brand exposure, terminal promotion and other aspects. Terminal maintenance not only includes the maintenance of milk products sales channels but also the maintenance of customer information, not only to ensure the stability and adequacy of milk products sales channels, but also to ensure the stability and not easy loss of milk products customers.

4.3. Questionnaire Survey Process

Firstly, design, distribute and recycle the questionnaire. There are three main parts of the questionnaire: basic information (age, gender and whether you have bought A2- β casein pure milk); market information of A2- β casein pure milk from pastures; and consumer attitudes towards consumption. Data were collected through online and offline questionnaires. A total of 400 questionnaires were distributed and 360 were collected, with a recovery rate of 90%. A high recovery rate indicates that the data in this questionnaire are valid to a certain extent, which provides a certain data basis for the research in this paper and is more conducive to the research in this paper.

Secondly, the data of the questionnaire were sorted out. It mainly includes age, gender, whether you have bought A2- β casein pure milk, the market capacity of this type of milk, market competition relationship and consumer's consumption attitude. Among them, the age was set as 11-20 years old, 21-30 years old, 31-40 years old and 41-50 years old, and the gender was set as male and female. Whether they had ever bought A2- β casein pure milk was set as yes and no. The consumer's consumption attitude was set as interest-type, intellectual type and resistance-type. Market capacity and market competition are mainly derived from field research data in the process of questionnaire issuance, in which market capacity data mainly include the sales scope, total output and sales volume of A2- β casein pure milk of rankland in Beijing, Shanghai and Guangzhou. Market competition relations mainly include market share, number of competitors and product price.

Finally, analyze the collected data. The main purpose of this study is to present the sorted data in the form of charts, analyze the quantity and proportion of each option, and understand the market information related to A2- β casein pure milk, in the hope that the marketing strategy of this paper can help expand the market of a2-analyzed casein pure milk and provide a reference for the marketing of A2- β casein pure milk in China.

4.4. Control the Experimental Process

Firstly, set an experimental group and a control group. The variable is the marketing strategy. The marketing strategy in the experimental group is the marketing strategy proposed in this paper, while the marketing strategy in the control group is the traditional marketing strategy.

Secondly, the experimental scope is A and B in two regions with similar economic development levels and regional scope, and the factors other than variables remain unchanged. In other words, when T test is conducted, the P values of these factors are all greater than 0.05, and there is no significant difference.

Finally, using T-test group and control group in the variable changes after the improvement of consumer purchasing power, optimization of pasture image, expand the pure milk market influence, and consumers' attitude towards four sorts of differences, according to the T value can get corresponding P values, $P < 0.05$ shows that experimental data and control data exists obvious difference, namely exist significant differences.

5. Results Analysis and Discussion

5.1. Result Analysis

First, the results of the questionnaire survey are analyzed, and the basic information of the questionnaire survey is summarized, as shown in Figure 1. In Figure 1, we can see that in this questionnaire, the proportion of male and female respondents is about 50%. The age group that accounts for the largest proportion of respondents is 31-40 years old, followed by 21-30 years old, 41-50 years old and 11-20 years old. At the same time, 75% of people who bought A2- β casein pure milk in this questionnaire survey, which to some extent reflects the large market of A2- β casein pure milk and meets people's purchase demand. In the column of the respondents' consumption attitude, it is reflected that the rational consumption attitude of the respondents accounts for the majority, followed by the interest-oriented consumption attitude, and finally the resistance-oriented consumption attitude.

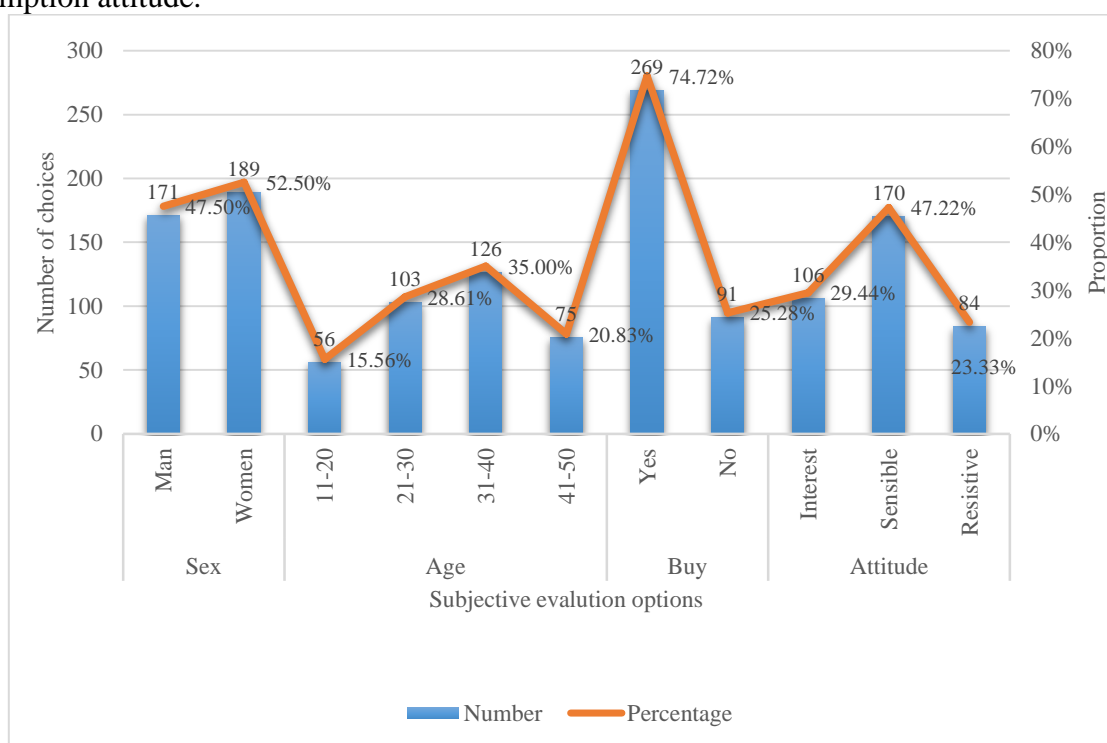


Figure 1. Basic information diagram of questionnaire survey

Secondly, the data of market capacity and market competition are analyzed. Including market capacity data of pasture A2- β casein scope of pure milk sales, production and sales of 3S, To remember and Sv, which is expressed as the national sales coverage (80% said sales cover 80% of the nation's cities), the market competition of the market share, the number of competitors, and product price respectively for Ms, Nc, Pp.

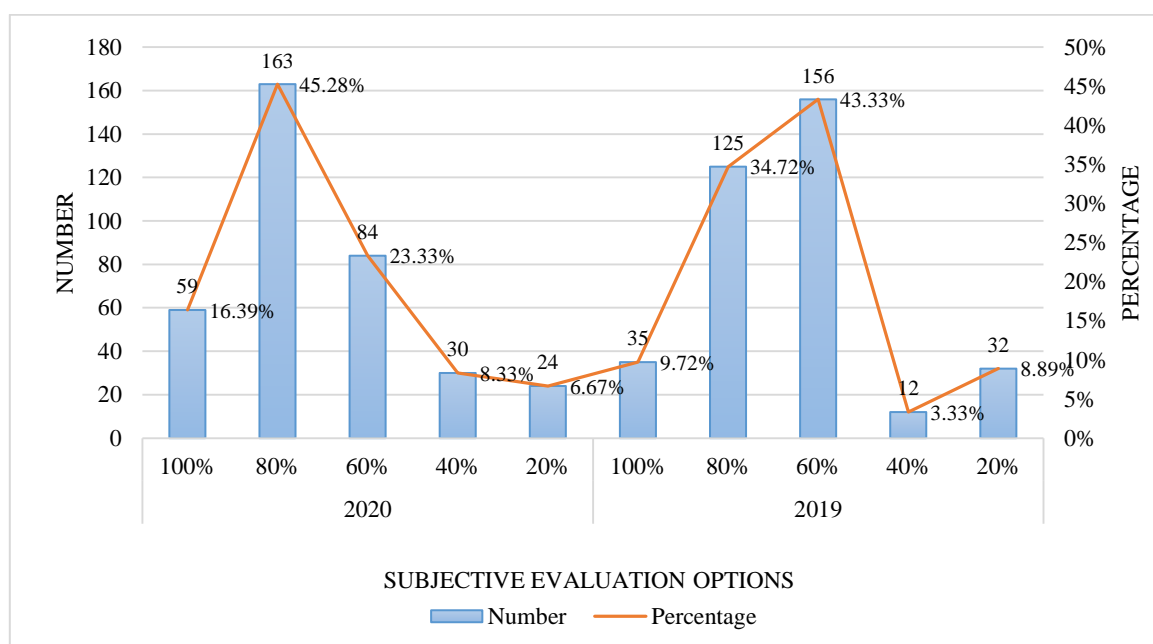


Figure 2. Sales scope of A2-β casein pure milk in pasture in 2019 and 2020

As can be seen from Figure 2, the sales range of A2-β casein pure milk in the pasture is growing year by year, especially the data of coverage of 100% and 80%. In 2019, the sales scope of A2-β casein pure milk of pastures accounted for 60% of the total in China, while in 2020, the sales scope of A2-β casein pure milk of pastures accounted for 80% of the total.

Table 1. Total annual production of A2-β casein pure milk (unit: tons)

Year	2020	2019	2018	2017	2016
Total output	1089	1056	956	843	658
Year	2015	2014	2013	2012	2011
Total output	625	546	452	402	209

As can be seen from Table 1, the total output of A2-β casein pure milk in the pasture has been rising year by year over the years. This is not only because the rapid economic development has led to the improvement of people's living standards, but also due to the increasing production of A2-β pure milk due to the attention and encouragement from the state to the dairy industry.

Then, taking the total output of A2-β casein pure milk in 2020 and 2019 as reference, the sales volume and proportion of A2-β casein pure milk in Beijing, Shanghai and Guangzhou were analyzed, as shown in Figure 3. In Figure 3, we can see the broad north A2-β casein pure milk sales volume and the proportion is increasing, including Beijing and Guangzhou area to increase the proportion of larger, Beijing A2-β casein pure milk sales volume proportion increased by about 10%, Guangzhou A2-β casein pure milk sales volume proportion increased by about 9%, the Shanghai area A2-β casein pure milk sales accounted for about 1% than only increased. It can be seen that different regions have different demands for A2-β casein pure milk. Therefore, regional factors should be taken into account in marketing.

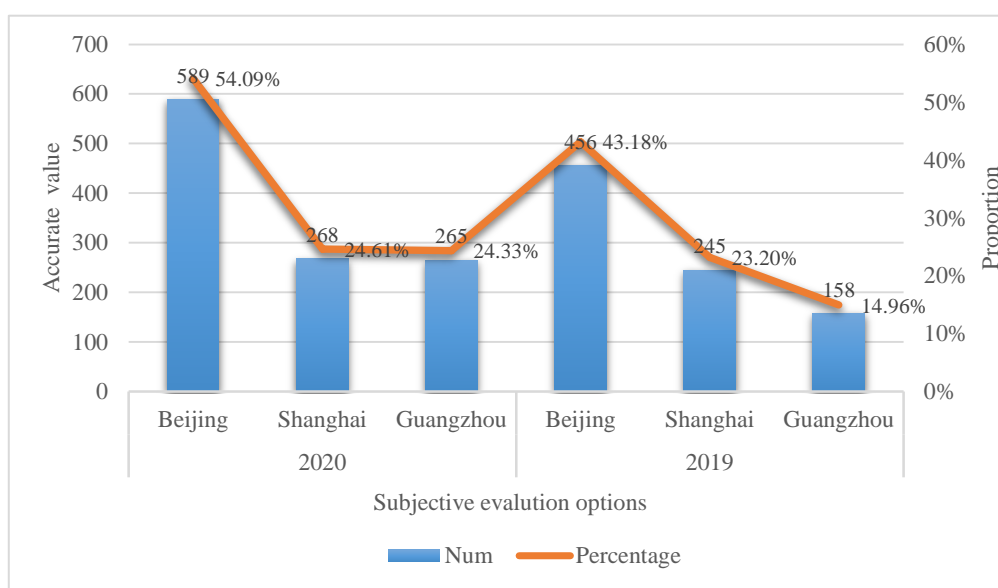


Figure 3. Sales volume and proportion of a2-to-pv casein pure milk in Beijing, Shanghai and Guangzhou

Then analyze the market share and product price in the market competition relationship. See Figure 4 for specific data. The number of competitors in the market will be 3,500 in 2020, 3,000 in 2019, 2,800 in 2018, 1,600 in 2017 and 1,500 in 2016. The number of competitors in the market is increasing year by year, and the market competition is becoming increasingly fierce. In addition, in Figure 4, we can see that the market share of A2-β casein pure milk in the pasture and other A2-β casein pure milk in the pasture are not too high, which may lack certain innovation. At the same time, under the circumstance that the prices of both the pasture and other A2-β casein pure milk were rising year by year, the price of A2-β casein pure milk in the pasture increased greatly, which was higher than the prices of other A2-β casein pure milk, which to some extent reduced the sales market of A2-β casein pure milk in the pasture.

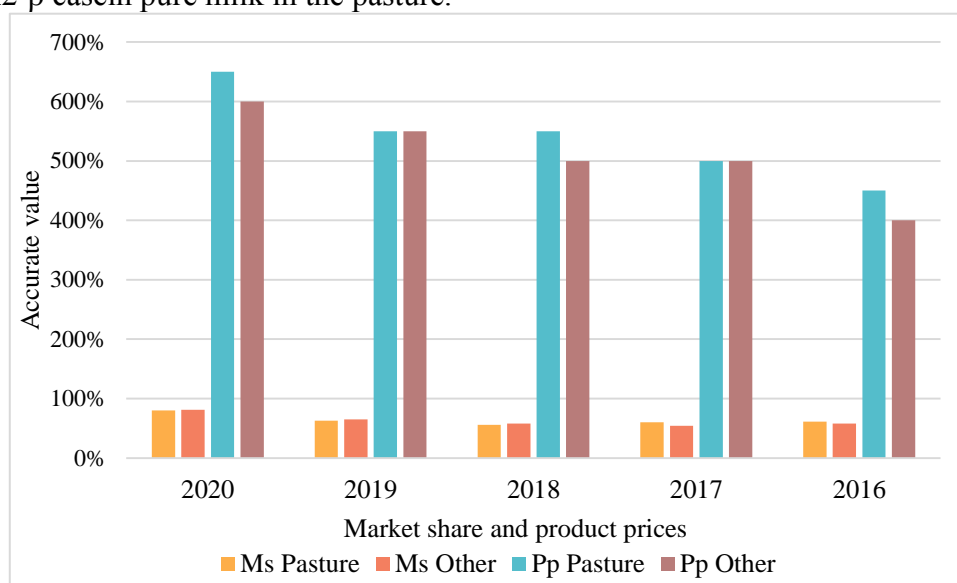


Figure 4. Market share and product price of A2-β pure milk in ranching

Compared with the control group, the experimental group was denoted as C1 and the control

group as C0. Icp was denoted as improving the purchasing power of consumers, Oir as optimizing the image of pasture, Eip as expanding the influence of pure milk market, and Attitude as consumers' consumption Attitude. According to the results of SPSS data analysis, $P < 0.05$ was obtained. The difference was statistically significant, indicating that there were significant differences between the experimental group and the control group in improving consumers' purchasing power, optimizing the image of the pasture, expanding the influence of pure milk market and consumers' consumption attitude, indicating that the marketing strategy of this paper was feasible to a certain extent. In addition, in Table 2, we can see that the data of marketing strategies adopted in this paper are all higher than the data of traditional marketing strategies, and all of them have been significantly improved. In particular, the data of interest-type consumers have increased to a large extent, which also increased the sales volume of A2- β casein pure milk to a certain extent.

Table 2. Comparison experiment results

	Icp	Oir	Eip	Attitude		
				Interest	Sensible	Resistive
C0	65%	56%	69%	50%	25%	10%
C1	90%	86%	91%	68%	34%	8%

5.2. Discussion of Results

Based on the analysis results in the previous section and the marketing strategies formulated in this paper, the marketing strategies of A2- β casein pure milk of the existing pasture are adjusted in the following aspects.

(1) Comprehensively improve product quality and quality

The quality of the product and quality determines the consumer preferences, improve product quality and quality in the face of the current situation of the dairy safety concern, dairy companies to strictly control product quality, grab from fountainhead, the establishment covers forage planting cow breeding, dairy production and processing, packaging, distribution and so on each link of the quality management system, minimize dairy production existing in the safety and quality, ensure the production of "green", environmental protection, pure natural, pollution-free "safe milk".

(2) Focus on product differentiation and innovation

With the development of China's dairy market, the homogenization of products among enterprises becomes more obvious. How to highlight the competitive advantages of enterprises depends on the brand positioning and brand personality, that is, the emphasis on individuality and differentiation. Differentiation is the vitality of the product market, which is not only reflected in the packaging to strengthen the content and taste, but also includes the development of A2- β casein pure milk suitable for different groups and consumption patterns.

(3) Product portfolio strategy

The product portfolio of A2- β casein pure milk should achieve three goals, that is, brand image goal, profit goal and sales goal. In other words, companies must distinguish between the types of products that support brand image, generate profits, and expand market share and sales. For example, Mengniu Dairy takes high calcium and low fat milk as the supporting product of brand image, pure fresh milk and fruited yogurt with various flavors as the profit product, and bottled pure fresh milk, plain yogurt and sub-brand "three islands" pure fresh milk as the sales products. Pasture's A2- β pure milk product portfolio can learn from Mengniu Dairy's product segmentation, and lay a foundation for expanding the market influence of A2- β pure milk.

(4) Develop rural market strategy

There are huge business opportunities in the rural milk market. Therefore, in the marketing of

casein pure milk, three factors should be taken into consideration: the understanding of consumer demand, the affordability of price and the current situation of rural commercial structure. We should adopt the following strategies: First, choose the appropriate product form. You can choose milk with relatively low price and long shelf life at room temperature to form a quality and low price product image. Second, choose a relatively popular product taste. Third, choose the right packaging design and channels. Rural commercial structures are relatively backward and generally lack cold chain facilities, so specific packaging and channels need to be considered.

6. Conclusion

According to the analysis of A2- β casein pure milk SWOT of pasture, it can be seen that the development of this kind of milk not only has many advantages and opportunities, but also has challenges and pressures from internal enterprises and market competitors. Therefore, we should seize the opportunities and resist the pressure and challenges.

There are several deficiencies in the research of this paper. Firstly, the research framework of this paper is determined as the research from the perspective of marketing strategy. Therefore, while it is convenient to analyze and obtain the general marketing rules of dairy enterprises, it may lead to the neglect of some other important characteristics. Secondly, there are some limitations in the scope of application of the research conclusions. As this study is aimed at the study of A2- β casein pure milk, its conclusions are not fully applicable to other enterprises.

However, the marketing strategy of pasture A2- β casein pure milk can improve its own deficiencies according to the marketing strategy formulated in this paper, strengthen the beneficial aspects and make up for the deficiencies, so as to stand out in the market competition, enhance the comprehensive competitiveness of the enterprise, and promote the long-term sustainable and healthy development of pasture A2- β casein pure milk industry.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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