## REFERENCES

- Ajzen, I. & Fishbein, M.,(1975), Understanding Attitudes and Predicting Social Behavior, Prentice-Hall, Englewood Cliffs.
- 2. Ann, M.F., (2008), The digital consumer valuable partner for product development and production, Cloth. Textiles Res. J., 26 (2): 177-190.
- Belleau B, Summers T, Xu Y, Pinel R., (2007), Theory of Reasoned Action Purchase Intention of Young Consumers. Cloth. Textiles Res. J., 25(3): 244-257.
- Burros, A., and Gerar, L., (2012), Advertising and Consumer Awareness of new differentiated Products. Journal of Marketing Research, vol49: Issue 6: pages 773-792.
- Burton, S, Lichetengtein, D.R., Neteneyer, R.G., and Garesston, J.A., (1998), A Scale for measuring Attitudes forward private Label products and Examination of its Psychological and Behavioral Correlates. Academy of Marketing Science. N 26, vol 4, P. 279-278.
- Chi, H. K., Yeh, H. R., and Yang, Y. T., (2009), The Impact of Brand Awareness On Consumer Purchase Intention: The Mediating Effect Of Perceived Quality And Brand Loyalty. Journal of International Management Studies, 4, 135-144
- David H.S., and Benedikte, A., (2004), Factors predicting the effectiveness of celebrity endorsement advertisements, *journal of marketing research*,1509-1526.
- 8. Department of Custom(2012), *Performances of state owned Business Enterprises*, 481 – 483
- 9. Dileep, K.M., (2006), Role of packaging in marketing product and organization", www.indianmba.com/faculty -column/ Fc337/fc337.html.
- 10. Dodds, W. B., Monroe, K. B., and Grewal, D., (1991), Effect of price, brand and store information on buyers' product evaluations. *Journal of Marketing*

*Research*, 28(3), 307-319.for Conducting an Electronic of the American Association for Public Opinion

- 11. Fishbein, M., and Ajzen, I., (1975), belief, Attitudes Intention and Behaviour and Introduction to Theory and Research. Reading, MA Adison- Wesly
- Fung, R.Y.K., Chong, S.P.Y., and Wang, Y., (2004), A Framework of Product Styling Platform Approach: styling as intangible modules. Concurr. Eng., 12
- Goncalvez. D, Cprez. M, Reolon. G, Segra. N, Lema. P, Ganbaro. A, Varela.
   P and Ares. G., (2009), Effect of Thickeners on the Texture of Stirred Yoghurt. University of Republica, Uruguag.
- Hosmer, D.W. and Lemeshow S., (1989), Applied Logistic Regression, Jhon Wiley & Sons, New York.
- 15. James, F.P., (2002), Experience use history as a segmentation tool to examine golf travelers satisfaction, perceived value and repurchased intention. J. vacat. mark., 8(4) :332-342.
- James P.S.,(2009), Applied Multivariate Statistics for the Social Science.5<sup>th</sup> ed, University of South Cincinnati, Routledge Taylor and francis Group, New York, London.
- 17. Khali. S.A., (2008), Then Effects of brands and Country of origin on Consumers buying intention in Soudi Arabia, University of Glassow.
- Lana. H. and Foik. I., (1982), The effectiveness of Generic versus brand Adeverising for mainfactored milk products – The case of yoghurt University of Conell, No 82-4.
- 19. Li C.F, Tsai H.T, and Fu C.S., (2006), A logic deduction of expanded meansend chains. J. inform. Sci, 32(1): 5-16
- 20. Li, L. and Levy-Milne, R. 2008, Vegetable and fruit intake and factors influencing their intake. *Canadian Journal of Dietetic Practice and Research* 69(4):213-217.

- 21. Lucky Lanka Milk Processing Co.Ltd (2012), Annual Sales Report
- 22. Mahinda Chinthana Idiri Dakkama (2005), 77
- Mookerjee A., (2001), A Study of the Influence of Source Characteristics and Product Importance on Consumer Word of Mouth Based on Personal Sources. Global Bus. Rev.,
- Nah-Hong L.N., (2007), The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. J. Int. Manage. Stud., Vol 2.
- 25. National Milk Board (2013), Annual Report of the Company
- Payne A, Holt S., (2001), Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. Br. J. Manage., 12(2): 159-182.
- Rao A.R, Monroe K.B., (1988), The moderating effect of prior knowledge on cue utilization in product evaluations. J. Consum. Res., 15: 253-264
   Research, Norfolk, VA.
- Satish J. and Peter K., (2004), Customer Response Capability In A Sense-And-Respond Era *The Role Of Customer Knowledge Process*. J. Acad. Mark. Sci., 32 (3): 219-233.
- 29. Scott, M.S. and Gerald S.A., (2005), Fundamental of Marketing Research.SAGE Publications.
- Sekaran, U., (2003), Research Methods for Business, 4th(Ed.). John Wiley & Sons, Inc.
- 31. Sharmna. S., (1996), Applied Multivariate Techniques, University of South Caralina, John wiley and Sons, Inc.
- 32. Sounders, M. Lewis P. and Thornhill, A., (2009), Research method for Business students. 5<sup>th</sup> ed. Harlow. Essex: Pearson Education
- 33. Sri Lanka, Lucky Milk Processing Co.Ltd/ Marketing Department, Why Important yogurt for our life, (2012).

- 34. Timothy, C.W., (2005), From sidekick to sideshow celebrity, entertainment and politics of distraction. Am. Behav. Sci., 49(3): 393-409.
- 35. Tung-Zong, C., and Albert, R.W., (1994), Prices, Product Information and Purchase Intention: An Empirical Study, J. Acad. Mark. Sci., 22, 16-27.
- 36. Yang, Y. T., (2009), A study of purchase intention behavior to consumers on innovation technology smart phone in technology acceptance model and theory of reason action. Unpublished master thesis, Nan Hua University, Taiwan.
- 37. Zeithaml, V. A., (1988), Consumer Perceptions of Price, Quality and Value,
  A Means- End Model And Synthesis Of Evidence. *Journal of Marketing*, 52, 2-22.
- 38. Zikmund, W.G., (1997), *Business Research Methods*, 5th edn., The Dryden Press, USA.