

- Engel, J.F., Blackwell, . & Miniard, P.W. (1986). *Consumer Behavior* (5th ed.). Dryden Press
- Hollywood, L. W. (2013). Thinking outside the carton: attitudes towards milk packaging. *British Food Journal*, 115 (6), 899-912
- Jobber, D. (1995). *Principles and Practice of Marketing*. McGraw-Hill: Berkshire.
- Johns, N. & Pine, R. (2002) Consumer behavior in the food service industry: a review. *International Journal of Hospitality Management*, 21, 119-134.
- Kotler, P., Wong, V., Saunders, J. and Armstrong, G. (2005). *Principles of Marketing*. 4th ed. Pearson.
- Kuvykaite., R., Dovliene, A., & Navickiene, L, (2009). Impact of package elements on consumer's purchase decision. *Economics & Management* 14. 441-446.
- Marshall, D., Stuart, M., & Bell, R. (2006). Examining the relationship between product package color and product selection I pre-schoolers. *Food Quality and Preference*, 17(7-8), 615-621.
- Prathiraja, P.H.K. and Ariyawardana, A. (2003) "impact of Nutritional Labeling on Consumer Buying Behavior", *Srilankan Journal of Agricultural Economics*, Vol.5(1), pp.35-46..
- Schiffman, L., Hansen H. and Kanuk L. (2007). *Consumer Behavior: A European Outlook*. London: Pearson Education.
- Ahmed, R. R, Parmar, V. and Amin, M. A, 2014. Impact of product packaging on consumer's buying behavior. *European Journal of Scientific Research*, 122(2): 145-157.
- Spink, J., Singh, J., & Singh, S.P. (2011). Review of package warning labels and their effect on consumer behavior with insight to future anticounterfeit strategy of label and communication systems. *Packaging Technology and Science*, 24, 469-484.