

PERMANENT REFERENCE

**“CONSUMER PERCEPTION AND BRAND  
BEHAVIOUR OF DAIRY PRODUCT IN THE  
BATTICALOA DISTRICT”**

130  
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KUM

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Appendix –A Questionnaire

1. Consumer
2. Retailer

Appendix –B Data Analysis

1. Consumer personal information
2. Milk powder analysis

Appendix –C Data Analysis

Butter information

Appendix –D Data Analysis

Icecream information