

established Sri Lankan Symbol in the mindset of foreign customers as well as Sri Lankan by entering the international market. This is a story of success which many lessons could be learnt.

DSI Samson Group proudly stands tall today as the country's premier business conglomerate and leading manufacturer of footwear and rubber related products in Sri Lanka. The company is driven by innovation, adaptation and a keen sense of responsibility, combined with customer service excellence, high business ethics and a committed workforce for over 52 years.

Samson International Ltd is a sister company of the renowned DSI Samson Group. It is one of a major Rubber Products manufacturers and exporters in Sri Lanka, Samson International Ltd., strives to provide products of the highest quality. With almost 25 years' experience in the manufacturing industry, which have established an experienced and remarkably efficient management team consisting of over 300 employees.

There were so many obstacles at the start of this successful journey. In 1962 Mr. D.S. Rajapakse— Founder, Chairman along with his children launched D. Samson & Sons business outlet in Fort (Colombo), to sell local and imported footwear started as a small outlet. In 1988.10.14 the Samson International LTD was started as a sub company of the DSI Corporation. The company faced a challenge to find the solutions which are concerned about the environment aligned with production and marketing processes, Because of the company engaging Rubber related products, which may have the considerable impact towards the environment. The success of any organization depends on consideration and the satisfaction of the customer community.

So, Samson International Company, which is offering vast variety of product ranges to both international and local markets, has been studied on consumer perception and consumer behavior under the context of green marketing. The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products are necessary for conservation of natural resources and sustainable development. Research and development department and market research team investigated and studies about following theoretical aspects and models. They were realized the importance of the green marketing after having a thorough understanding about the different theories.