

## **Success of Applying the Patriotic Marketing Technique through "Soorya Singha" Logo (With Special Reference to Uva Province)**

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Promoting locally produced products and services has been received a specific attention in the 21<sup>st</sup> century in all developing and developed nations in the world. The study was executed with the major objective of identifying the success of the application of "Patriotic Marketing" technique through "Soorya Singha" logo for locally produced food and beverage products available at self service shops in Sri Lankan context. Further it was aimed to identify the key factors that affect the customers' buying pattern and to identify various other possibilities of addressing customers to consume food and beverage products with "Soorya Singha" logo. Data were collected from 170 customers at Uva Province through questionnaires and interviews and both qualitative and quantitative data analysis techniques were used to analyze the data. The research findings illustrate that there is a strong positive relationship between the customer buying behavior and success of the brand.

Key words: Patriotic Marketing, Customer buying behavior, Soorya Singha logo