

**IDENTIFY THE SUCCESS OF APPLYING
THE “PATRIOTIC MARKETING” TECHNIQUE
THROUGH “SOORYA SINGHA” LOGO
(GANNA APE DE)
WITH SPECIAL REFERENCE TO UVA PROVINCE**

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ABSTRACT

IDENTIFY THE SUCCESS OF APPLYING THE “PATRIOTIC MARKETING” TECHNIQUE THROUGH “SOORYA SINGHA” LOGO (GANNA APE DE) with special reference to Uva Province

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Modern business environment is very competitive along with the globalization where as it is dynamic. Thus to face the challenges of promoting the locally produced products, the marketers should pay keen attention on new marketing techniques such as promoting “Patriotic marketing”. Therefore this research is focused on identifying the success of applying “Patriotic Marketing” technique through “Soorya Singha” Logo using the Uva Province. 170 customers using the self service shops were used. The success was identified along with the customer buying pattern using questionnaires & interview methods to gather primary data where as for secondary data, reports of “Maubima Lanka” Foundation were utilized. The research illustrates that there is a strong positive relationship in between the customer buying behavior and success of the brand (0.638). In the sample 38 of the total respondents (22.4%) prefer to aware about this logo through television as their first choice to aware. At the same time, for 31 out of 170 respondents (18.2%), the second most preference is for promotions as the first choice of preference for awareness. But at present, the way most of the respondents (12.4%) have aware of logo is through newspapers. As recommendations to achieve success through “Soorya Singha” Logo, awareness programmes on logo, display of logo in packages and Educational programmes to younger generation on patriotism can be implemented.

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