

**IMPACT OF COVERT MARKETING ON YOUNG CONSUMERS BUYING  
BEHAVIOUR SPECIAL REFERENCE TO FAST FOOD INDUSTRY**

**BY**

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**REG NO: EU/IS/2015/MS/88**

**INDEX NO: MS 1838**



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration Specialization in Marketing Management (BBA).



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## ABSTRACT

This study examined the impact of covert marketing on young consumers buying behavior special reference to fast food industry in Batticaloa. Fast food firms in Batticaloa pay novel attitude in promote their products and services through effective promotional medium which is called covert marketing through this covert marketing the firms try to form brand awareness among the consumers via spreading positive WOM and this have adverse effect on their output in terms of sales. They do not see the need of spending part of their budget in advertisement to promote their products and services and influence consumer buying behavior. With great increase in technological advancement, effective promotional way has become extremely important to be able to have competitive advantage, hence the need for this study.

This study adopted a survey research design. It involves collection of data from respondents through questionnaire to test hypotheses for that 300 young consumers were considered as a sample of this study. Multiple regression technique was used to test hypotheses. The research findings show that a significant and positive relationship lie between the independent variables brand awareness, brand recognition and brand recall dependent variable consumer buying behavior. All the independent variables have statistically significant t-ratio and have positive relationship with consumer buying behavior. This result is consistent with the literature. We recommend that for effective promotional technique to take place, the target audience without any interruption must be extensively reached to know their consumption pattern and behavior toward products and services. And that effort should be directed more on IQ related advertising, since consumers patronage are highly induced through their IQ.

**Key Words:** Covert Marketing, Brand Awareness, Brand Recognition, Brand Recall, Consumer Buying Behavior, Word of Mouth, Buzz.

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