

**THE EFFECTS OF GUERRILLA MARKETING ON MILLENNIAL
CONSUMER BUYING BEHAVIOUR; MEDIATED BY CONSUMER
PURCHASE INTENTION IN BEVERAGE INDUSTRY WITH SPECIAL
REFERENCE TO TRINCOMALEE**



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ABSTRACT

Nowadays, beverage companies need different marketing campaign to run their marketing activities in the competitive business environment. Therefore, guerrilla marketing is a marketing strategy which uses unique, extreme and eye-catching attractive advertisements in order to gain customer attention towards their beverages. Guerrilla marketing is an advertisement strategy that incorporates creativity, surprise and conventional interactions in order to promote a product and it focuses on low cost unconventional marketing tactics. This study considers the impact of guerrilla marketing effects on millennial consumer buying behaviour mediated by consumer purchase intention in beverage industry in Trincomalee. The primary data was collected from 350 millennial consumers who are currently residing at Trincomalee town and gravets divisional secretariat area with a structured questionnaire and online survey via Google forms as well and the collected data was evaluated by using univariate, bivariate, simple and multiple regression as well as mediation analysis to analyze respective research objectives which are to identify the level of study variables, to explore the relationship among the variables and to investigate both the impact and mediating impact as well. From the results, the overall guerrilla marketing effects has shown a high level and both the millennial consumer buying behaviour and millennial consumer purchase intention have shown a moderate level. Further there is a strong positive relationship between both guerrilla marketing effects and millennial consumer buying behaviour, and guerrilla marketing effects and millennial consumer purchase intention. And also guerrilla marketing effects has a significant impact on millennial consumer buying behaviour. Likewise there is a moderate positive relationship between millennial consumer purchase intention and millennial consumer buying behaviour. In addition to that the impact of guerrilla marketing effects on millennial consumer buying behaviour is partially mediated by consumer purchase intention. Hence, the findings of the study will be helpful and useful for beverage companies in order to formulate guerrilla marketing is very effective and creative strategy which is a cost-effective and it has the power to influence their current and potential customers buying behaviour.

Keywords: Guerrilla Marketing Effects, Millennial Consumer Buying Behaviour, Millennial Consumer Purchase Intention

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