

Effect of Advertising Appeals on Impulsive Buying Behavior

(With Special Reference to Anchor Newdale in Modern Trade Context)

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In the present business environment, marketers are using different kinds of advertising appeals to achieve the organizational communication goals. Companies spend millions of money on developing and broadcasting TV commercials. Rational, emotional and moral advertising appeals are few of the advertising appeals which are adopted to achieve the organizational communication goals.

This study attempts to measure the effect of advertising appeals adopted in TV commercials on impulsive buying behavior with reference to Anchor Newdale yoghurts in modern trade context.

For this purpose, 204 respondents were selected by using multi stage mix sampling method. The data analysis covered correlation & regression by using the version 20.0 of SPSS package. Results revealed that advertising appeals and impulsive buying are positively correlated.

It was evident that through the research findings that there is a positive significance relationship between the advertising appeals and the impulsive buying behavior for Anchor Newdale yoghurts in modern trade context.

Keywords: *Advertising Appeals, Impulsive Buying Behavior, Yoghurts*