

# **Impact of TV Advertisement on Customer Purchasing Intention: A Study of Fast Moving Consumer Goods (FMCG) Industry with special reference to Biscuit Products.**

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Sri Lankan people are today facing to a very busy life style because of the contest with the economy. It's happened with change of the simple life style of people, in to a very complex lifestyle. According to this lifestyle there is a huge space for instant foods like noodles, sort eats and biscuits etc. When considering about the biscuit market in Sri Lanka, it is expanding day by day and getting competitive with more innovative products. So there is a huge competition with advertising methods to attract consumers towards different biscuit brands and products.

The purpose of this study is to examine the impact of TV advertisement on Purchase Intention toward biscuits products in Sri Lanka.

This research is mainly focused on quantitative data and sample of 100 respondents was selected from Colombo district using convenience basis in online environment. Data was analyzed by SPSS. Descriptive analysis was done for the calculation of Mean Median, Mode, Standard deviation, Frequencies, and percentage and correlation analysis was used to test hypotheses.

Indicators of TV advertisements that are called message, celebrity endorsement, jingle and repetition, affect to customer purchase intention were examined throughout this research and finally it was identified how these four indicators affect to the main concept of purchase intention and demographic factors and purchase behavior of respondents.

**Key words:** *TV advertisement, customer purchasing intention, FMCG Industry, Biscuit products*