

The Impact of TV Advertising on Consumer Buying Decision with Special Reference to Soft Drinks Industry in Sri Lanka

D. D.T.N. Jayathunga

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

D.W. Kumara

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Advertising today uses all the many arrows in its quiver: information, image, personality, and lifestyle. The soft-drink industry comprises companies that manufacture non-alcoholic beverages and carbonated mineral waters or concentrates and syrups for the manufacture of carbonated beverages.

Identifying and understanding whether the impact of advertising appeals which are Rational Appeal, Emotional Appeal and Celebrity/ Expert is being used in the advertisement in soft drinks has an effect on consumer buying decision are vital and crucial in this ever growing competitive market place. So, that this research is focused on finding the relevant information about above mentioned variables and its implication towards the consumer buying decision with regard to soft drinks industry in Sri Lanka. This particular research is based on the objective of examining the impact of TV advertising on Consumer Buying Decision.

In order to carry out the study, survey method has been selected as the research approach. The population for the research is all the consumers who live in Colombo District. A social media group has been selected from Colombo District and this group members has been taken as population frame.

Data has been analyzed using SPSS and descriptive and inferential tools (correlation analysis) have been used to analyze the gathered data. Finally the researcher has made the conclusions based on results whether there is a positive relationship between rational appeal and consumer buying decision, emotional appeal and consumer buying decision and celebrity/ expert and consumer buying decision.

Keywords: *Television Advertising, Consumer Buying Decision, Rational Appeal, Emotional Appeal, Celebrity/Expert*