

# **The Impact of Advertising Appeals on Customer Purchase Intention with Special Reference to Fast Moving Consumer Goods ( FMCG) in Sri Lanka**

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Advertising is a one of the promotional tool which is using very effectively to influence to consumer buying behavior in today's world. Advertising is an essential marketing tool when it comes to FMCG industry. Most of the large scales businesses and also medium scale businesses tend to allocate big budgets for the advertising because it is very effective for increasing sales. Sri Lankans are taking the driving seat in growing Fast Moving Consumer Goods volumes, according to Nielsen, a well-known market research agency. Nielsen says that an analysis of retail audit data shows that there has been a noteworthy change in consumer purchase patterns of FMCG items. This change appears to be linked to both economic circumstances and marketing activity and Advertising activities. Hence, this study aims to investigate the impact of emotional, rational and moral advertising appeal on consumer purchase intention on Fast Moving Consumer Goods (FMCG) in Sri Lanka.

This study primary objective is to find out what extent advertising appeals have an impact on consumer purchase intention with regard to FMCG in Sri lanka.

To collect data, a researcher-administrated questionnaire was employed this study. Population of this study is supermarket consumers in the city area of Colombo and Gampaha. Data was collected using a convenience sample of 150 respondents. Basic descriptive statistical tools and correlation and regression analysis were employed to analysis the data.

In this research results indicated that there is positive, but weak relationship between: rational appeals and consumer purchase intention, emotional appeals and consumer purchase intention has positive, strong relationship. Moral appeals and consumer purchase intention has positive, strong relationship. However, the impact of emotional appeals on consumer purchase intention was at high level. Finally this study found that there is direct impact on advertising appeals towards consumer purchase intention in FMCG Market in Sri Lanka.

**Key Word:** - *Purchase Intention, Rational Appeal, Emotional Appeal, Moral Appeal*