

The Impact of Advertising Appeals on Customer Purchase Intention with Special Reference to Supermarket Chain in Sri Lanka

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Recently, increasing competitive circumstances in supermarket chain in Sri Lankan market and accelerating private sector growth as well as providing more financial incentives for private sector led to increase the need of marketing and promotional activities, particularly advertising efforts. The influence on advertising on consumer purchase intention is one of the critical issues in the area of advertising. Hence, this study aims to investigate the impact of emotional, rational and moral advertising appeal on consumer purchase intention in supermarket chain in Sri Lanka.

This study primary objective is to learn what extent advertising appeals have an impact on consumer purchase intention with regard to modern trade in Sri Lanka (Supermarkets Chain).

To collect data, a researcher-administrated questionnaire was employed this study. Population is supermarket consumers in the city area of Colombo and Gampaha. Using a convenience sample of 100 respondents, data was analyzed by descriptive statistics, correlation and regression analysis.

In this research results indicated that there is positive, direct and significant relationship between: rational appeals and consumer purchase intention, emotional appeals and consumer purchase intention, moral appeals and consumer purchase intention, advertising appeals and consumer purchase intention. However, the impact of rational 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 supermarket chain in Sri Lanka.

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