

Effectiveness of Advertising Appeal on Purchase Intention for Mobile Connection Market of Sri Lanka

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Mobile connection industry can be identified as one of growing industries in Sri Lanka. Therefore, many multinational and local companies have entered to the market in the recent past. Because of this reason, we can see a huge competition in the mobile connection industry. To win the market share and to survive in the industry, most of the companies use advertising as their major promotional tool. Thus this research attempts to identify the effectiveness of advertising appeals in promoting mobile connections. Further, this study aims to find out the most effective advertising appeal for advertising mobile connection services in Sri Lanka. Objectives of this research are to identify the importance of the advertising appeals and the impact of the demographic variables on the advertising appeal.

Population of the study is the individual customers in the mobile connection service market in Sri Lanka. The sample size of 100 respondents are selected from Colombo district. Consumers with diverse demographic characteristics are considered in the study where 50% of the respondents are males.

Quantitative data analysis is carried out to identify the impact of advertising appeal on purchase intention of customers. Specifically a correlation analysis was used as the statistical tool in testing the hypotheses and it was conducted in SPSS.

According to the findings of the research it can be stated that there is a significant relationship between advertising appeal and purchase intention. Further, it is found that positive emotional appeal and rational appeal are effective when attracting new customers. These findings can be used to improve the organizations in the mobile connection market.

Key words: Mobile Connection Market, Advertising Appeal, Purchase Intention, Rational Appeal, Emotional Appeal

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