

The Impact of Advertising Appeals on Purchase Intention: With Special Reference to TV Advertising Appeals of Mobile Internet Packages

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There are many academics argue that advertising appeals have direct impact on customer purchasing intension. However previous researchers found that the argument is valid only for some contexts. Therefore main purpose of this research was to examine the impact of advertising appeals in promoting mobile internet packages on consumer purchase intention. Further it was attempt to compare the effectiveness of the different types of adverting appeals on purchase intention, thus to identify the most significant advertising appeal to be used in promoting mobile internet packages. A variety of literatures in particular fields were reviewed to determine the measurement of independent and dependent variables. The primary data was collected using a well-structured questionnaire and the sample represented any Sri Lankan mobile internet package user or potential user in the Colombo district mainly in age between 18 years – 35 years.

To determine the reliability and validity of the study, a factor analysis was carried out. Secondly the impact of different adverting appeals on purchase intention and their significance were examined through a regression analysis. According to the analysis the researchers could make a conclusion that rational appeal and emotional appeal have a significant impact on purchase intention and that rational appeal has a more significantly positive impact on purchase intention than emotional appeal in the Sri Lankan mobile internet package advertising scenario.

Keywords: Advertising Appeals, Mobile Internet Packages, Rational Appeal, Emotional Appeal, Purchase Intention