

Impact of Promotional Tools on Purchasing Intension of Telecommunication Networks: with special reference to educated youth generation in Colombo in Sri Lanka

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This research report was prepared to examine the impact of promotional tools on the purchasing intensions of telecommunication networks; with special reference to educated youth generation in Colombo. As a result of the growing competition in marketing field in the present business world, it is very important to have a vast knowledge regarding the promotional tools of telecommunications networks. It is mandatory to understand the impact of conventional and modern methods of advertising on generating revenue to the advertiser. In here conventional television advertising dimensions and modern promotional dimensions are considered the core elements of advertising. According to past studies, researchers have measured the relationship of advertising and purchasing intension referring to telecommunication networks. According to this study, the survey was conducted to examine hypothesis. Primary data was collected from 150 respondents who use mobile connections. A structured questionnaire was used as a research instrument. Respondents were selected from the university undergraduates, reachable people and employees of private companies in Colombo district. Collected data were entered to SPSS software for purpose of basic data analysis. The result revealed that the promotional tools had high impact on the purchasing intention.

Keywords: Conventional television advertising, Modern promotional dimensions, Purchasing intention, un-conventional television advertising, youth generation