

[32]

**A RELIGIOUS BASED PERSPECTIVE OF CROSS CULTURAL STUDY ON  
ATTITUDES TOWARDS ADVERTISEMENTS**

Alma Shameem

*Department of Management, Faculty of Management and Commerce, South Eastern  
University of Sri Lanka, Sri Lanka*

***ABSTRACT***

In the competitive environment, organizations use several marketing communication strategies to enhance their product awareness as a promotional tool. Telecasting mode of advertising is one of the leading and successful tooling which famous among the marketers and consumers. The aim of this study is to investigate the religious based cross cultural study on attitude towards advertisements. The objectives of this study were to identify the cross-cultural issues on attitudes towards controversial advertising, to identify the relationship between gender group on controversial advertising, to identify the relationship between religion and controversial advertising. The data were collected by questionnaire and interviews with undergraduates from four religions in Sri Lanka. This study was quantitative and qualitative in nature and used convenience sampling technique using self-administrated questionnaire and checklists. This was enhanced by several secondary data such as published materials. According to the analytical data, it indicated that religious based cross-cultural identity has significant impact of controversial advertising. Also, surveyed data has proven that there is a significant impact in controversial advertising between gender groups and religion. This study will help to policy makers and managers of organizations.

**Keywords:** Advertising, Religion, Cross Culture, Attitude, Undergraduate, Sri Lanka