

Influence of Television Advertisement on Youth Buying Behavior: A Case Study of ‘SMAK’ Fruit Juice in Sri Lanka

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This study was undertaken to investigate the influence of television advertisement on youth buying behavior: A case study of ‘SMAK’ fruit juice in Sri Lanka. This study was focused on “How far TV advertisements impact on Youth buying behavior of SMAK fruit juice market in Sri Lanka?”. The literature provided discusses the concept of advertising, television advertising and youth buying behavior. Information content, Celebrity, Music, and Eye Candy were identified as the independent variables and youth buying behavior as the dependent variable through the literature review. Data and methods: The researcher used a descriptive and explanatory research approach which describes and explains quantitatively the impact of television advertisements on youth buying behavior. Information was gathered from a sample of 384 young consumers based on non- probability sampling approach particularly convenient sampling technique and purposive sampling technique. Correlation analysis showed that there is a strong and positive relationship between information content, music and eye candy and youth buying behavior. Multiple regressions were also applied. The results were according to the expectation after theory examination, but information content and celebrity have an insignificant contribution to youth buying behavior. Music has the most significant impact on shaping the purchasing behavior of young people. Based on the result of this research it is recommended that effective television advertisement campaign which includes the predictors should be practiced attracting more young consumers and to gain competitive advantage against rivals. This research therefore adds a new dimension to the body of literature. They are demographic specificity, cognitive and emotional responses, and media engagement. These dimensions contribute to a more comprehensive understanding of the complex relationship between television advertising and youth buying behavior, aiding researchers in their efforts to dissect this multifaceted phenomenon.

Keywords: *Advertising, Effective Television Advertisement, Youth Buying Behavior, Young Consumer*

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