

The Impact of TV Advertising on Consumer Buying Behavior in FMCG Industry in Sri Lanka with Special Reference in Personal Care Items (Bathing Soaps)

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Television advertising is a highly effective tool for delivering messages through audio and video to target audiences, playing a crucial role in persuading, informing, and reminding both potential and existing consumers about products. It influences consumer brand purchasing decisions through five stages: Recognition, Information Search, Evaluation, Purchase, and Post-Purchase Decision. Understanding consumer buying behavior patterns is essential for marketers, as it reveals factors that affect purchasing decisions. This study examines the impact of TV advertising on consumer buying behavior in the Fast-Moving Consumer Goods (FMCG) industry in Sri Lanka, with a specific focus on personal care items such as bathing soaps. A quantitative research method was employed, with data collected from a sample of 300 respondents through a survey. Four independent variables: Credibility, Interactivity, Entertainment, and Informativeness were used to measure the impact of TV advertising. The p-values for these variables were found to be Credibility (0.000), Interactivity (0.001), Entertainment (0.008), and Informativeness (0.000), indicating that all hypotheses were accepted at a 90% significance level. The study recommends ensuring strong satisfaction guarantees, employing interactive communication approaches, creating engaging storylines for the target audience, and using clear and understandable content to enhance the effectiveness and impact of TV advertising in the FMCG industry..

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