

The Impact of Advertising Appeals on Purchasing Intention: With Special Reference to the Soft Drink Market in Sri Lanka

R M R N Bandara

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
rajithabd1996@gmail.com*

B S S U Bandara

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
saumya.uditha@kln.ac.lk*

The primary objective of this research was to examine the impact of advertising appeals of soft drink brands on consumer purchase intention in Sri Lankan context. Then the researchers compare the impact of different types of advertising appeals on purchase intention, thus could able to identify the most significant advertising appeal to be used in promoting soft drink brands. A variety of literatures in the relevant fields were gathered to determine the relationship of the independent and dependent variables. The primary data were collected using a well-structured questionnaire while the descriptive and inferential statistical tools in SPSS 26.0 were used to analyze the data collected from a sample of 310 respondents through an online survey. A factor analysis was used to determine the study's reliability and validity. Second, a regression analysis was used to look at the impact of various advertising appeals on purchase intention and their level of significance. In the Sri Lankan soft drink advertising scenario, the researchers could able to found out that rational appeal, emotional appeal and sexual appeal all have a significant impact on purchase intention. While the rational appeal having a more significant positive impact on purchase intention. Therefor the recommendations were given accordingly.

Keywords: *Emotional Appeal, Purchase Intention, Rational Appeal, Sexual Appeal*