

**ADVERTISEMENT AND ITS EFFECT ON BUYING BEHAVIOUR OF
CONSUMERS IN JAFFNA SRI LANKA**

T.Dushyenthana*

*Researcher,
SRI LANKA

Email id: rt.dushyenthana03@gmail.com

DOI: 10.5958/2249-7137.2025.00014.5

ABSTRACT

In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service.

Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement. Data were collected from 125 respondents who were studied specialization of marketing management in Jaffna district to ensure the accuracy of results.

Objective of advertisement is to study the Impact of advertisement on buying behavior. It is found that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with advertised product at the time of using.

KEYWORDS: *Advertising Industry, Consumers, Brand Loyalty, Buying Behavior.*

REFERENCES

1. Abdul Ghafoor, Awan Muhammad Ismail, Captain Fauzia and Majeed Farisa Ghazal, "Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan", Journal of Marketing and Consumer Research, Vol. 19, pp. 22-30, 2016.
 2. Ashish Kumar and Poonam Gupta, "To Analyze Consumer Buying Behaviour and Preferences in the Home Appliances Market of Hailer", International Journal of Engineering and Technical Research, Vol. 3, No. 4, pp. 132-140, 2015.
 3. Adekoya Olusola Abiodun, "The Impact of Advertising on the Sales of Insurance Products", Bachelor's Thesis, Degree Programme in International Business, pp. 1-38, 2011
 4. H. Hemanth Kumar, S. Franklin John and S. Senith, "A Study on Factors Influencing Consumer Buying Behavior in Cosmetic Products", International Journal of Scientific and Research Publications, Vol. 4, No. 9, pp. 1-6, 2014.
-

5. Geeta Sonkusare, "Impact of Television Advertising on Buying Behavior of Women Consumers [With Special Reference to FMCG Products] Chandrapur city", International Journal of Business and Management Invention, Vol. 2, No. 3, pp. 31-38, 2013.
6. Hareem Zeb and Kashifra Shib, "Influence of Brands on Female Consumer's Buying Behaviour.in Pakistan", International Journal of Trade, Economics and Finance, Vol. 2, No. 3, pp. 225-231, 2011.
7. Mahsa Abayia and Behnaz Khoshtinat, "Study of the Impact of Advertising on Online Shopping Tendency for Airline Tickets by Considering Motivational Factors and Emotional Factors", Procedia Economics and Finance, Vol. 36, pp. 532-539, 2004.
8. Osama Harfoushi, Bader Alfawwaz, Bader Obeidat, Ruba Obiedat and Hossam Faris, "Impact of Internet Advertisement and Its Features on E-Commerce Retail Sales: Evidence from Europe", Journal of Software Engineering and Applications, Vol. 6, No. 11, pp. 564-570, 2013.
9. P. Sathya and R. Indirajith, "A Study on Purchase Behavior of Consumer Durable Goods with Special Reference to Tiruvarur District", International Journal of Scientific Research and Management, Vol. 6, No. 2, pp. 100-107, 2016.
10. Yuvraj L Lahoti and Alfred S.J. Jacob, "A Study of Indian Rural Buying Behaviour for Selected Consumer Durables", International Journal of Scientific and Engineering Research, Vol. 4, No. 7, pp. 1-4, 2013