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**THE IMPACT OF TELEVISION ADVERTISEMENTS ON YOUTH BUYING
BEHAVIOUR WITH SPECIAL REFERENCE TO FRUIT DRINK MARKET IN
SRI LANKA**

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ABSTRACT

This study aims to establish whether the effects of Television advertisement influences today's youth for buying decisions for fruit drink market in Sri Lanka. A television advertisement has enhanced their involvement in product selection and purchase, people prefer to buy TV advertised products and it is helpful in buying the new products. Today competition of the fruit drink market is increasing rapidly and compared to the competition industry growth and Advertisements are in a low level. Therefore the study was conducted on youth males and Females between 18-25 of age group who are studied in University of Kelaniya, Youth segment in Kiribathgoda and working crowd at Maradana area. Data were collected through pre structured questionnaire in order to gather qualitative and quantitative Data. Collected Data were analyzed by using SPSS 20.0 software. They also like the advertisements of the products that they are using and always not believe that products are as good as expected from TV advertisements. And also they are expecting to buy fruit drinks after watching Television Advertisements. People Believe that they can aware of new products, existing products and they can expand their knowledge by watching Television Advertisements. Youth segment think that using celebrity is a good way to remember the product name, to create positive attitude but they do not believe always it will not be true. Jingles are the most important thing to remember the product as well as feel the product. To attract the youth segment Television Advertisement should be attractive and for that can use beautiful sceneries, interesting letters and attractive people.

Keywords: Youth, Buying behavior, Television Advertisements, Impact