

# **Impact of brand promotional appeals towards the purchasing intention for ladies two wheeler market in Sri Lanka**

**M.D.K Fernando**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

**Dr.R.A.S. Weerasiri**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

The two wheelers market in Sri Lanka is one of a fastest growing industry along with good number of competitors. Especially targeting Ladies two wheeler market the manufacturers are offering number of light weight and low height two wheelers by targeting young people and ladies age between 18 to 40 years who enjoy middle and average income. Here the research study is focused on “the impact of brand promotional appeals towards the purchasing intention with ladies two wheelers market”. The impact of this study was to find out the how connects the brand promotional appeals with purchasing intention in particular market.

It has been take 200 female respondent ages between 18 years to 45 years who is having a motor bike or willing to have motor bike (university student, private and public sector and house wives) and they lives in western province. Research Questionnaire was used to collect the data and Pearson Correlation coefficient Technique used to analyse the data (with the help of SPSS software)

According to the findings, female highly consider the factors related with advertising appeals to their purchase decisions than sales promotional and brand promotional appeals. But all appeals were accepted with the positive relationship. The Marketers will have an opportunity to adapt this knowledge to their marketing communication plan and the other marketing activities.

**Key Words:** *Brand Promotional Appeals, Purchasing Intention, Two Wheeler Market*