

Impact of Advertising Appeals on Consumer Purchase Intention in Mobile Telecommunication Sector: with Special Reference to Youth Segment in Sri Lanka

N D D Gunawardana

Department of Marketing Management, University of Kelaniya, Sri Lanka
nipungunawardana98@gmail.com

B S S U Bandara

Department of Marketing Management, University of Kelaniya, Sri Lanka
saumya.uditha@kln.ac.lk

This study aimed to determine the relationship between advertising appeals and consumer purchase intention in the mobile telecommunications sector, with a particular focus on the youth segment in Sri Lanka. The mobile telecommunications industry is highly competitive and generates significant income. Advertising appeals play a crucial role in increasing revenue, and selecting the most appropriate appeal is essential when creating and executing advertisements. Advertisements are designed to attract customers to purchase a specific product or service, with purchase intention being one of the primary objectives of advertising. This quantitative research study involved distributing a structured questionnaire online to 384 youth mobile connection users in the Western Province, recording their responses to various advertising appeals, such as emotional, rational, and moral appeals. The sample was selected using a convenience sampling method. Data analysis was conducted using the Statistical Package for Social Science (SPSS) version 26. The findings can be utilized to select the most appropriate advertising appeals to influence the purchase intention of certain mobile telecommunications brands, keeping them at the forefront of customers' minds.

Keywords: *Advertising, Consumer Purchase Intention, Emotional Appeals, Moral Appeals, Rational Appeals, Sri Lankan Mobile Telecommunication Sector*