

Investigating the Impact of Seasonal Advertising on Consumer Buying Attitudes During the Festival Season: The Mediating Role of Spiritual Insights in the FMCG Industry in Sri Lanka

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This study examines the impact of seasonal advertising on consumer buying attitudes, with a focus on the mediating role of spiritual insights within the Fast-Moving Consumer Goods (FMCG) industry in Sri Lanka. Seasonal advertising has become a key marketing strategy, particularly during culturally significant festivals such as the Sinhala & Hindu New Year and Christmas, where brands leverage cultural and emotional themes to engage consumers. Despite its increasing prominence, limited research has explored how spiritual and cultural dimensions in advertising influence consumer behavior, particularly within the Sri Lankan context.

Using a quantitative research approach, data were collected through a structured questionnaire administered to consumers in the Western Province of Sri Lanka. The study adopted a cross-sectional research design and employed descriptive and inferential statistical methods to examine the relationships among seasonal advertising, consumer buying attitudes, and spiritual insights. The findings offer valuable insights into how seasonal advertising strategies resonate with consumers and how spiritual dimensions amplify their effectiveness.

Results indicate that seasonal advertising significantly influences consumer buying attitudes. Advertisements that incorporate cultural and emotional themes enhance positive consumer perceptions and drive purchase intentions during festival seasons. The study also identifies a strong relationship between seasonal advertising and spiritual insights, where advertisements integrating spiritual symbols, cultural narratives, and ethical messages foster deeper emotional engagement and consumer-brand connections. Moreover, spiritual insights mediate the relationship between seasonal advertising and consumer buying attitudes, demonstrating that culturally resonant and

spiritually aligned advertisements have a greater impact on consumer behavior. These findings emphasize the interconnectedness of cultural relevance, spiritual resonance, and consumer purchasing decisions, providing a comprehensive understanding of the dynamics between these variables.

From a practical perspective, the study offers actionable recommendations for FMCG marketers. It highlights the importance of designing culturally and spiritually engaging advertisements, particularly during festival seasons, to strengthen brand loyalty and consumer trust. Strategies such as emotional storytelling, symbolic imagery, and aligning brand messages with cultural traditions can enhance consumer engagement and maximize marketing effectiveness. Additionally, optimal timing of advertisements and the strategic use of digital media can further amplify campaign success.

This study also contributes to marketing theory by expanding existing advertising effectiveness models to include spiritual and cultural dimensions, which remain underexplored in prior research. It bridges gaps in the literature by offering a conceptual framework for understanding how spiritual insights mediate the impact of seasonal advertising on consumer buying attitudes.

Despite its contributions, this study acknowledges several limitations. The geographic focus on the Western Province may not fully capture the diversity of consumer attitudes across Sri Lanka. Additionally, convenience sampling may introduce biases, affecting the generalizability of findings. The cross-sectional design limits the ability to assess long-term consumer behavior changes. Furthermore, challenges in measuring spiritual insights, given limited prior research, highlight the need for further conceptual development.

Future research directions include expanding the study to other regions of Sri Lanka, adopting longitudinal research designs to examine the sustained impact of seasonal advertising, and incorporating qualitative insights through interviews and focus groups. Additionally, exploring other mediating variables, such as emotional engagement and consumer trust, could further enrich the understanding of advertising effectiveness in the FMCG sector.

In conclusion, this study underscores the significant role of seasonal advertising and spiritual insights in shaping consumer buying attitudes during culturally significant periods. By integrating cultural and spiritual themes, FMCG marketers can develop more impactful advertising strategies, fostering consumer loyalty, emotional engagement, and stronger brand connections. These findings offer valuable insights for both academic

research and practical marketing applications, helping businesses navigate the evolving landscape of consumer behavior in culturally diverse markets.

Keywords: *Consumer Buying Attitudes, Festival Marketing, Cultural Influence, Spiritual Insights, Seasonal Advertising*