

Impact of Television Advertisements on Consumer Purchase Intention of Dairy Milk Powder (With Special Reference to Colombo District)

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Television advertisement has become one of the major factors which increase the consumer purchase intention of the particular Product. Further, it affects in acquiring life time consumers to the particular organization. In present context majority of consumers consider get attention, processing information, information evaluation, and attitude formation in evaluating product attributes before purchase the dairy milk powder. The purpose of this study was to identify the level of involvement of consumers for TV advertisements, to identify the relationship between television advertisements and consumer purchase intention of dairy milk powder and to find out the most influencing television advertisements factor on consumer purchase intention of dairy milk powder. Sample of 100 families select based on convenience sampling method. Questionnaire method was used to collect data. Statistical tool SPSS used to analyze the gathered data. This study revealed that get attention, information evaluation, attitude formation have a strong positive relationship with consumer purchase intention. Further, there is a weak positive correlation between processing information and consumer purchase intention. Finally, get attention, and information evaluation moderately considered by consumers when select milk powder packets. Processing information and attitude formation are having less consideration when purchasing milk powder packets. Hence this study recommends the dairy milk powder manufacturers to implement strategies through television to improve the customer purchase intention while paying considerable attention on the existing customers when launching new service features to the market for attracting new customers. The benefits of the novelty features should not offer only to the new customers ignoring the existing customers.

Keywords: Consumer purchase intention, Dairy milk powder, Television advertisement