



**IMPACT OF ADVERTISING APPEALS ON WORKING WOMEN'S BUYING  
BEHAVIOR**

***(WITH SPECIAL REFERENCE TO FACE SKIN CARE BRANDS IN SRI LANKA)***

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## ABSTRACT

The cosmetic industry is competitively emergent since particular industry has become a more lucrative in Sri Lanka. Scholars came up with contradictory ideas regarding the effectiveness of these adverting appeals and buying behavior. By constructing visible empirical gap, this study attempts to measure the effect of advertising appeals adopted in television commercials on working women's buying behavior with reference to face skin care brands in Sri Lankan context. The Main objectives of the research are to recognize the relationship and most influencing advertising appeal towards customer buying behavior. Both primary and secondary data has been collected through self-administered questionnaire. One hundred fifty respondents who consume cosmetics in Colombo district were selected for the sample by using systematic sampling. The independent variable was the advertising appeals; rational, emotional and moral. Consumer buying behavior of face skin care products considered as the dependent variable and implemented correlation coefficient and multiple linear regressions for analyze the data. Rational appeal has the most influential supremacy and there is a positive relationship between advertising appeals and consumer buying behavior. According to the statistics, cosmetic industry is rapidly growing and cosmetic products dealers should focus on the strategies which will make an impact on these two influential factors in order to attract and retain female working customers excessively. Results contribute acquaintance to cosmetic companies and assist to understand the buying habits of the consumers when arranging advertisements and promotional activities.

**Keywords:** *Working Women, Advertising Appeals, Buying Behavior, Face Skin Care Products*