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**IMPACT OF ONLINE AND OFFLINE ADVERTISING ON PURCHASE INTENTION.**

**(EVIDENCE FROM AUTOMOBILE INDUSTRY IN SRI LANKA)**

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## ABSTRACT

Online advertising has grown rapidly in the last decade. Offline advertising is also very effective, even for internet marketers promoting their websites, especially when one is targeting a local public, but only very few marketers are using this resource. (Kevin, 2013) Yu-Bin Chiu (2005) expressed that online advertising is the best advertising method for influence the consumer purchase intention. But Jerry W. Thomas (2013) suggested that offline advertising is more powerful. Even though Pingjun Jiang and Bert Roesenbloom (2004) suggested online advertising is more powerful to enhance the purchase intention according to Carmudi study (2015,) 60% of Sri Lankan car dealers are still focusing their advertising on offline media while only 40% are focused on online advertising. To fulfill the gap of contradictory findings this study focused to find the impact of online and offline advertising on purchasing intention with reference to automobile industry. The objectives of this study is to find the relationship between online/ offline advertising to automobile purchase intention and to find the relative contribution of online and offline advertising techniques to purchase intention. The sample of 100 consumers in Colombo district selected to the study through judgmental sampling technique and primary data gathered through a structured questionnaire. Descriptive Statistics, Correlation Coefficient and Regression analysis techniques are used for analyzing the data. There is a moderate positive relationship between online advertising and purchase intention. In online advertising method, social media is the highly contributing factor towards the consumers' purchase intention. This study helps automobile sellers to use their advertising strategies effectively by selecting the online advertising method to promote their automobiles in the market. Therefore it is recommended that online advertising method is the most influencing advertising method for automobile sellers.

**Keywords: Advertising, Online Advertising, Offline Advertising, Purchase Intention, Automobile Industry.**