



**THE IMPACT OF TELEVISION ADVERTISING  
ON CHILDREN BUYING BEHAVIOR IN  
CHOCOLATE MARKET OF SRI LANKA**

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## ABSTRACT

Television advertising is a main and a prominent promoting tool of products and services in nowadays. It plays an important role in convince customers to buy product and services. Television advertising affect to the children buying behavior. The main purpose of this study is to identify the impact of Television Advertising on Children Buying Behavior in Chocolate market Sri Lanka.

The research instrument was a self-administrated questionnaire through face to face interviews as the contact method and response format was five point likert scale for all variables in the conceptual framework. The researcher gathered data from 150 respondents in Kurunegala district using multi stage sampling technique. After collecting the data, the researcher has used the SPSS statistics 21 software package to analysis the data and obtains the outcome. Further, in analysis research has used the reliability analysis, regression analysis and correlation analysis.

When the results of the study were examined, it was found that most of the children in 6-10 age Sri Lanka watching television more than 3 hours per day. And they also watch advertisement during the period. Most of the children willing to purchase and consume Ritzbury Chocolate from several chocolate brands in Sri Lankan market. According to the objective of the research, there is a positive relationship between Television Advertising and Children Buying Behavior. And there is the impact of Television Advertising on Children Buying Behavior. The television advertising dimension of Information focused, Imagery focused and Emotion focused advertising positively influence on children buying behavior respectively. Only action focused dimension negatively effect on children buying behavior.

As the conclusion of the study there is an impact of television advertising on children buying behavior. Children are considering about the information of product, emotional elements of advertisement and creative stories of advertisement. They are positively affecting the buying behavior. Due to the actions and solicit element, children are not involving to buy something.

The study makes a number of recommendations for the markers, government and the parents.

Key words: *television advertising, children buying behavior, advertisement*