

**THE IMPACT OF EMOTIONAL ADVERTISING ON
CONSUMER BUYING BEHAVIOR WITH SPECIAL
REFERENCE TO SOFT DRINK PRODUCT CONSUMERS IN
AMPARA DISTRICT**



By

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ABSTRACT

This study was conducted to identify the impact of emotional advertising on consumer buying behavior. The research is limited to high involvement products specifically soft drink products. It also aims to assess the most influential advertising appeal that impacts the buying decision of the consumers. A quantitative approach was used, and the questionnaire-based survey was conducted using a sample size of 250 respondents and their responses to different appeals like love, humor, happiness, and excitement were recorded. The hypothesized model has been tested using factor analysis and structural equation modeling (SEM). The results show a positive impact of emotions like love, humor, and happiness in influencing the purchase intention of the consumers. The paper confirms the positive relationship between emotional advertising and consumer buying behavior concerning the soft drink products

There are many soft drink industries in the market today and there are many different types of soft drinks under different brand names. Therefore, marketers pay more attention to advertisements in their promotional activities to promote the sales of their products. This is because advertisements can reach the customer very quickly. Marketers use emotions as their main weapon. They are trying hard to attract customers through emotional advertisements.

The purpose of this research was to identify the impact of emotional advertising on consumer buying behavior based on consumer perspectives. The research is limited to high involvement products specifically soft drink products. It also aims to assess the most influential advertising appeal that impacts the buying decision of the consumers. Furthermore, as today's consumers are at a very high level, their involvement in the production process helps to effectively introduce innovations, and it is clear that emotional advertising contributes to changing consumer buying behavior. A quantitative approach was used, and the questionnaire-based survey was conducted using a sample size of 250 respondents and their responses to different appeals like love, humor, happiness, and excitement were recorded. The hypothesized model has been tested using factor analysis and structural equation modeling (SEM). The results show a positive impact of emotions like love, humor, and happiness in influencing the purchase intention of the consumers. The paper confirms the positive relationship between emotional advertising and consumer buying behavior concerning soft drink products.

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