



Impact of Television Advertisements on Consumer Purchase Intention of Herbal Products

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ABSTRACT

Being a powerful player in this era, television advertisements have been positioned as an outstanding influencer in Sri Lanka spreading its coverage to all people. Today, people concern more on their health shifting towards the consumption of herbal products not only in Sri Lanka but also in all over the world. This aims to determine the impact of television advertisements on consumer purchase intention of herbal products in the Western province of Sri Lanka. Attitude towards television advertising and perceived behavioral control on consumer purchase intention of television advertisements of herbal products had a strong correlation on each other. The correlation between subjective norm and consumer purchase intention of television advertised herbal products was moderate. Multiple Linear Regression results concluded that attitude towards television advertising, subjective norm and perceived behavioral control of the study had a positive impact on consumer purchase intention of television advertised herbal products. Herbal products purchase intention is driven mainly by attitude towards television advertising, subjective norm and perceived behavioral control. Herbal products manufacturers and advertisers would be better to revise their existing advertising strategies as per those variables while forming new advertising methods.

Keywords: Attitude, Television Advertising, Herbal Products, Perceived Behavioral Control, Purchase Intention, Subjective Norm.

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INTRODUCTION

Advertising is a crucial concept spanning across different media such as radio, television, newspapers, social media, etc. Referring to television advertisements, they are the vital players in visualizing the engaging experience to the audience. "It is been acknowledged that Television is a powerful medium that covers mass spectrum of consumers at least cost per exposure" (Kotler & Keller, 2011, p. 507). "Television Advertisements have a high impact on consumer buying behavior" (Armah & Attafuah, 2020, p. 22). Consumers have the preferences to use television advertisements because they can get information through them. Acting as a driver, television advertisements do change the minds of consumers though the presence of other social media (Patra et al., 2017). Consumer purchase intention derives the consumers' willingness to purchase a particular product or service. The ideal qualities of television commercials are caused to build the consumer intention (Siddiqui, 2014).

The term 'herbal products' covers a broad category including herbal foods, herbal drinks, cosmetics, herbal hair care, oral care, skin care and other herbal cosmetics. People in all over the world have shifted their consumption patterns to use herbal products. "There is a globally improved familiarity with herbal products" (Sureshkumar & Veerakumar, 2019, p. 6376). According to Mubarak and Mufteeth (2020), "there is a growing trend in herbal products businesses and the consumer purchase intention is worth to be examined" (p. 41). "There are limited studies for television advertised herbal products and its consumer purchase intention in Sri Lanka and in global context (Weerasekara et al., 2019 ; Gupta, 2020). The awareness on herbal products and its behavioral trends towards herbal products, is vital to be investigated to implement ideal marketing programs" (Mubarak & Mufteeth, 2020, p. 42).

The manufacturers should critically observe whether the use of television advertisements for herbal products are caused to influence the purchase intention of the consumers since purchase intention is the most salient concept in predicting the actual purchasing behavior (Morwitz, 2012).

Therefore, this research has developed three sub objectives as to determine the impact of attitude, subjective norm and perceived behavioral control towards consumer purchase intention of television advertised herbal products.

RESEARCH PROBLEM

"Television advertisements are used by businesses to enhance the awareness of new and available products in the market" (Weerasiri & Nadeeka , 2015, p. 42). Consumers have unique interactivity with the television.

"Television advertisements are the most dominant medium than other types of media" (Weerasekara et al., 2019). In this era, even though people are addicted to social media; television has become the most influential medium among consumers as per the empirical findings. "Television provides audio and visual experience to the audience with the opportunity to observe the realistic nature of the products" (Atombo-Mensah & Asemanyi, 2021, p. 49).

When it considers herbal products, there is a tremendous growth in herbal-based products (Sharifuddin et al., 2012). Herbal drinks are an embedded category under herbal products. There is a significant rising popularity of the consumers for herbal drinks and at the same token, herbal tea market is also growing because of its advantages such as stress reduction and helping human immunity (Kiel, 2021).

Therefore, herbal products have become a necessity for people and people prefer herbal products more. "Advertising plays

a significant role to make the awareness of any product in consumers' minds to purchase that product" (Mubarak & Mufeeth, 2020, p. 44). Among them, television has been dominated as more powerful (Kotler & Keller, 2011, p. 507). When it considers herbal products television advertisements, there can be observed many television advertisements in Sri Lanka. But those herbal products television advertisements are actually influenced on the purchase intention is a problem. Though, there are many herbal products television advertisements, whether consumers consider those herbal products television advertisements in their purchase intention has not been studied by many researchers. This is where the research problem originated. Regarding the manufacturers who use herbal products television advertisements, they must know the information about the consumers of herbal products to increase their sales volume and to retain in the market.

Therefore, without massive investigation of this fact, the manufacturers of herbal products have to face various adverse effects in achieving their competitive advantage. "There are limited studies for the consumer purchase intention towards herbal products in Sri Lanka as well as in global setting" (Mubarak & Mufeeth, 2020, p. 42). "Hence, a proper awareness about the purchase intention and the behavioral trends of the consumers towards herbal products, is vital for the herbal products manufacturers in order to succeed in the competitive market" (Mubarak & Mufeeth, 2020, p. 42).

The manufacturers who use television advertisements have to frequently assess the impact of consumer purchase intention on the products and services to make their television advertising more effective. The manufacturers should carefully observe whether the use of television advertisements for herbal products are caused to influence the purchase intention

of the consumers. Because, purchase intention is the most significant concept since purchase intention predicts the actual purchasing behavior (Morwitz, 2012).

According to Mubarak and Mufeeth (2020), "consumer purchase intention for herbal products is worth to be investigated" (p. 41) and "having a proper knowledge of the consumers and their purchase intention of herbal products will support to manufacturers of herbal products to implement ideal marketing programs" (p. 42). There are minimal studies on the context of herbal products (Gupta, 2020) and limited articles for the area of television advertising in Sri Lanka (Weerasekara et al., 2019). Therefore, this research will serve to fill the empirical gap also.

RESEARCH OBJECTIVES

Though there are several studies that can be seen in the past literature, there has been limited literature showing regarding this study area specially in both Sri Lankan and in global contexts as well as relating to herbal products linking with television advertisements. In order to serve this gap, the below objectives were set:

- 1) To examine the effect of consumers' attitudes towards television advertising on their purchase intention of television-advertised herbal products.
- 2) To assess the influence of subjective norms on consumers' purchase intention of television-advertised herbal products.
- 3) To evaluate the impact of perceived behavioural control on consumers' purchase intention of television-advertised herbal products.

SIGNIFICANCE OF THE STUDY

Sri Lanka is one of the top countries in the production of herbal products. There is a unique exclusivity inherent in contemporary Sri Lankan Ayurveda. Utilizing television media to promote these can have a positive impact on advertising as well as on people's correct consumption patterns.

Significance to Knowledge

Due to the lack of related research articles in the existing literature, this research will contribute to the existing literature as well as the knowledge on the impact of television advertisements on consumer purchase intention of herbal products in the Western province of Sri Lanka. The manufacturers who have the willingness for the production of herbal products can get knowledge about the consumers through this research. Though, the herbal products deliver numerous benefits to the society, those are not socialized due to the lack of efforts for the context.

Significance to Policy

Because of the attraction of the rise in the herbal products as a growing concept, this research will contribute to the national level through policy reforms in terms of export diversification. Since, herbal products are in line with the ayurvedic culture driven by no side effects, those herbal products can be exported to the worldwide rather relying on the traditional Sri Lankan exports. The existing exports can be diversified. In this vein, the government can monitor the manufacturing procedures of herbal products via introducing various quality protocols further in order to improve the trustworthiness of the consumers for herbal products. Then, there is a favorable impact for the export revenue as well. Exporting those herbal products between the countries will generate a favorable effect for the trade balance.

Significance to Practice

This research will provide the best practices for the manufacturers who use television advertisements for introducing herbal products and the marketers to increase their sales. The existing advertising practices of herbal products can be altered as per the research findings. Mass scale manufacturers can introduce their herbal products through television advertisements by influencing consumers to purchase new kinds of herbal products since television is the most influential player in this era.

LITERATURE REVIEW

Food & Beverage Industry in Sri Lanka

Food and Beverage industry (known as F&B industry) is the fastest growing industry in Sri Lanka. The scope of food and beverage categories has been evolved and the demand is also being increased for the F&B products.

As per the Export Development Board of Sri Lanka, the vast products which are covered by Sri Lankan processed food and beverage sector are 'vegetables, coconut, fruit-based products, semi-cooked foods, concentrates and juices, confectionery and bakery products, ready-to-serve food, beverages, animal feed, cereals preparations and flour.'

According to the Export Development Board of Sri Lanka, Sri Lankan exports were solely based on agriculture in past years but Sri Lankan exports are currently based on the processed food and other organic and sugar free based products with the international trends. This is mainly due to the consumers' health consciousness and healthy lifestyle has become the trend in the worldwide in this era.

Herbal Products

Sri Lanka is a country which owns to a very unique ayurvedic culture since ancient times. Herbal culture has become

an aesthetic feeling for Sri Lankans. Herbal hair oil, herbal cream, herbal masks, herbal gel, herbal scrubs, herbal lotion, herbal soap and cleansers are the categories under the “Ayurvedic and herbal haircare & Skincare products” (Sri Lanka Export Development Board, 2021).

Herbal toothpastes and herbal mouthwash products are listed under the “Ayurvedic & herbal oralcare products” (Sri Lanka Export Development Board, 2021). Not only the women but also their male parties have turned towards the herbal products because of these products have no any side effect for the human body (Gupta, 2020).

As per the available health articles, there are tremendous benefits in herbal drinks such as improving the immune system the brain functions, and reducing depression etc. Hanmontree et al. (2022) concluded that they hoped to connect with the medical community in sharing the health benefits of the herbal drinks (p. 18).

Theory of Planned Behaviour (TPB)

In this study, the focus on attitudes, subjective norms, and behavioral control that influence people's intentions and actions to understand and predict consumer behavior; Theory of Planned Behavior (TPB) provides a useful framework for the study of television advertising in Sri Lanka. Therefore, this theory was employed into applied usage in this study.

The theory was proposed by Ajzen postulating that “Attitude towards behavior, perceived behavioral control and subjective norm” are a function of behavioral intention (Ajzen, 1991) as Figure 1. Those three factors do shape the behavioral intention. The “Theory of Planned Behavior” is the extensional version of the “Theory of Reasoned Action” (Ajzen, 1991). Nivetha et al. (2020) stated that Attitude towards behavior, subjective norm and perceived

behavioral control formed the behavioral intentions and human behavior.

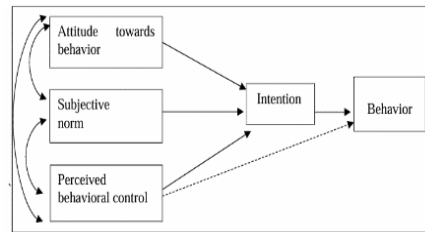


Figure 1: TPB (Ajzen, 1991)

Attitude Towards Behaviour

Attitudes are an individual's thinking patterns that have an impact on behavior of that individual that differs from one person to another (Ajzen, 1991). A person's behavior does reflect in both positive and negative attitudes inherent to that person.

“Attitude towards behavior” is a positive or negative judgment in forming a specific behavior. In psychology postulated that attitudes are caused to shape the behavior of a particular individual. The stronger the attitude pinpoints the stronger need for the intention to perform that specific behavior (Ajzen, 1991).

Subjective Norm

Subjective norm indicates the pressures of the environment concerned by the individuals when forming a specific behavior (Ajzen, 1991). This is also an important factor for consumers. Subjective norm is not the other individuals' way of thinking, and it includes the individual perceptions of others' attitudes (Brookes, 2021). People consider the social pressures also when they form a behavior. This is a crucial driver for both behavior and the decision making of the consumers (Nivetha et al., 2020). Consumers consider what others think or others' expectations together with their behavior when consumers choose which is suitable for them. Subjective norm matters a lot in forming a behavior

as well as the preferences of the consumers (Noorain et al., 2018).

Perceived Behavioural Control

Perceived behavioural control means the degree to which people trust that they can control their behaviour and that is based on internal and external factors (Brookes, 2021). Internal factors are peoples' abilities, whereas external factors are resources, etc. There are two types of outcomes of behavioural control as per the theory (Brookes, 2021).

- 1) Perceived behavioural control affects human intentions in a tremendous way reflecting that stronger the control over the behaviour, the higher the intentions to execute that behaviour.
- 2) Perceived behavioural control affects the behaviour in a straight way when they consider that if they have the higher control, they will in a way try themselves to achieve.

Intention and Behaviour

Intention is an individual's subjective probability on their behaviour (Ajzen, 1991). The favourability of the individual to form a behaviour is reflected by the intention. Attitudes, perceived behavioural control, and subjective norm are the predictors of building the intention (Balau, 2018). Intention is a very crucial concept in determining the behaviour.

Advertising and the Effectiveness of Advertising

Advertising is an important marketing tool for all types of businesses whether the business is a profit oriented or a non-profit oriented. The businesses do invest in any type of advertising in this era because it is very difficult to survive in their industry without advertising. The role of advertising has been acted as the most important necessity in today's competitive world. Therefore, measuring the effectiveness of their advertising has

become one of the most challenging areas in which is experienced by the businesses (Estevez & Fabrizio, 2014, p. 180). Advertisements are the main and the central hub in all industries (Sama, 2019) whereas "Advertising plays a crucial role in delivering information of the products while making the product awareness in the consumers' mind" (Mubarak & Mufeth, 2020, p. 44).

Advertising not only delivers the product details but also it eventually involves in product positioning in consumers' mind. The manufacturers invest heavily in advertising in order to deliver their product features since advertising affects the consumer behavior while forming the consumer attitudes regarding the products (Rai, 2013). Since, the effects of advertising are pervasive; businesses should have to effectively choose the best advertising tool. Therefore, even though the businesses use advertising, they must be highly conscious on the effectiveness of their advertising.

Television Advertisements and Consumer Purchase Intention

Today, television advertisements are a top player in attracting consumers to use advertised products. Many businesses invest in television advertisements because it has an influential power in attracting a mass audience (Shafie et al., 2019). Television acts as a quick communication tool of spreading information. Television effects on consumerization, brand creation by standing as a social influencer on human behavior (Narasimhamurthy, 2014). People have the freedom to compare the products with the features when they are in the outlets because they have obtained the pre-information through television advertisements. In the same token, people can have the opportunity to observe the newest product categories through television advertisements especially the herbal related products. Therefore,

consumer minds are being positioned by different commercials to purchase the advertised products. “There is an increased impact of television advertisements for people in remote areas in developing countries because of the involvement of television advertisements in building the product preferences” (Bishnoi & Sharma, 2009, p. 65-67). Therefore, the role of television advertisements is crucial and it has been evolved. Television advertising is regarded as the most selling medium which eternally originated (Saxena, 2005). According to Ashaduzzaman and Asif-Ur-Rahman (2011), “Television advertisements influenced to purchase the products while strengthening the consumer preferences for the products” (p. 16). As per the available literature, television advertisements are involved in altering the purchasing ideas of the consumers. Television advertisements are the drivers in introducing products, reinforcing the product closeness to the consumers and convincing the consumers to purchase the products.

CONCEPTUAL FRAMEWORK

The researchers developed the conceptual framework by reviewing the literature in which was undertaken three independent variables based on the ‘Theory of Planned Behaviour’; Attitudes towards television advertising, subjective norm and perceived behavioural control. These three independent variables were structured towards the purchase intention of television advertised herbal products as Figure 2.

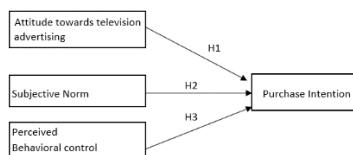


Figure 2: Conceptual Framework
Source: (Author constructed, 2022)

In the light of the available literature associated with this research area, the researchers noticed that limited number of articles on this particular research area together with “Theory of Planned Behavior” under the context of television advertisements. The applicability of the “Theory of Planned Behavior” has a limited involvement coupled with the intention to use television services (Truong, 2009).

Attitude towards television advertising, subjective norm and perceived behavioural control were taken by observing the available research articles (Rahman et al., 2021; Wang, 2012; Kocaomer & Topsumer, 2020); and those were tested towards the purchase intention to use television advertised herbal products. The study setting was non-contrived. Therefore, “purchase intention” stands as the dependent variable of this research. This is the dependent-independent relationship associated with the research. The hypotheses were developed based on the conceptual framework which was developed by the researcher.

Hypothesis 1 - There is a positive impact of Attitude towards television advertising on consumer purchase intention of television advertised herbal products.

Hypothesis 2 - There is a positive impact of subjective norm on consumer purchase intention of herbal products

Hypothesis 3 - There is a positive impact of perceived behavioural control on consumer purchase intention of television advertised herbal products

METHODOLOGY

Research Design

According to Sekaran and Bougie (2016), “the quantitative research studies use the deductive approach for where it begins with the framework and hypotheses

formulation from the theory” (p. 27). They further mentioned that “qualitative research studies use the inductive approach” (p. 26).

This particular research is quantitative in which it belonged to the deductive approach where the hypotheses were developed based on the “Theory of Planned Behavior (TPB)” which exists in theory.

The research purpose of determining ‘the impact of television advertisements on consumer purchase intention of herbal products in the Western province of Sri Lanka’ was investigated under the philosophy of positivism due to the deductive approach. Therefore, this research was an explanatory that used a correlational study using a questionnaire.

Measurement of Variables

This research’s objective is to determine the impact of television advertisements on consumer purchase intention of herbal products in the Western province of Sri Lanka. The research design has been formulated by reviewing the “Theory of Planned Behaviour” by constituting that theory as the perfect model for measuring the consumer purchase intention as per the available literature.

Truong (2009); Nivetha et al. (2020); Haris et al. (2021); Ali et al. (2021) have statistically concluded their research studies by critically evaluating the variables of ‘TPB’ in way of building their stated hypotheses according to their study context.

As per the statistical evidence, the research titled the ‘impact of Television Advertisements on consumer purchase intention of herbal products’ has been mainly tested by following the variables that are stipulated under the “Theory of Planned Behaviour.”

Therefore, the impact of television advertisements on consumer purchase intention of herbal products in the Western province of Sri Lanka has been accompanied by establishing 17 indicators to be tested under the main 04 variables; ‘Attitudes towards television advertising, subjective norm, perceived behavioural control and purchase intention.’

As per the operationalization, 05 indicators have been identified in order to operationalize the first variable of ‘Attitude towards television advertising.’ The second variable; ‘subjective norm’ has been operationalized using 04 types of indicators. ‘Perceived Behavioural Control’ which is the third variable has been operationalized using 04 indicators. The dependent variable: purchase intention has been operationalized using 04 different indicators.

Conceptualization

When it reviews the existing literature associated with this research area, the researcher had to experience the lack of availability in research articles in the context of television advertisements coupled with herbal products.

Moreover, limited articles applied the “TPB” model in the context of television advertisements and the purchase intention. The applicability of the “TPB” is little in the context of intention to use TV services (Truong, 2009).

There are three independent variables in this research: Attitude towards television advertising, subjective norm and perceived behavioral control. All three independent variables have been connected to the purchase intention to use television advertised herbal products. Table 1 demonstrates the conceptualization of the three independent variables and the dependent variable.

Table 1: Conceptualization

Concept	Definition	Connotative Definition
Attitude towards Television Advertising (ATT)	Attitudes refer to the individual's thinking patterns or feelings that influence that individual's behavior. As per the “TPB,” attitudes form the intentions, shape the behavior (Ali et al., 2021). Consumers consider television advertising is a supportive medium for purchasing (Vijaya Chithra & Kothai, 2014, p. 829). Nivetha et al. (2020) stated that attitudes significantly influence the purchase intention of herbal products.	This means attitudes towards television advertisements on consumer purchase intention. In this research, impact of attitude towards television advertising on consumer purchase intention of herbal products will be examined.
Subjective Norm (SN)	Subjective Norm is the way of viewing others' ideas in forming a behavior. High Subjective Norm towards television advertisements indicates high purchase intention as per the findings of past studies. Nivetha et al. (2020) stated that there is an influence of the subjective norm towards herbal products on consumer purchase intention.	This means whether consumers think how others view television advertisements of herbal products. In this research, impact of subjective norm on consumer purchase intention of television advertised herbal products will be examined.
Perceived Behavioral Control (PBC)	The easiness or difficulty in forming a behavior is reflected by PBC (Ali et al., 2021). Nivetha et al. (2020) stated that there is an influence of the perceived behavioral control towards herbal products on consumer purchase intention.	This means whether it is easy or difficult in forming the intention for that television advertised herbal products. In this research, the impact of perceived behavioral control on consumer purchase intention of television advertised herbal products will be examined.
Purchase Intention (PI)	There is a strong influence on attitude, subjective norm and perceived behavioral control on the purchase intention.	Here, the purchase intention means consumer's purchase intention to that television advertised herbal products.

Source: (Author constructed, 2022)

Operationalization

Table 2 is the summary table showing all variables in this research and the associated independent and dependent measurement of these variables.

Table 2: Operationalization

Variable	Item Number	Indicator	Measurement Scale	Source
Attitude towards Television Aadvertising (ATT)	ATT 2	I prefer to watch commercial television advertising	Five - Point Likert Scale	Rahman et al., 2021; Liu & Jang, 2013; Chowdhury et al., 2006
	ATT 3	I am satisfied with television advertising		
	ATT 4	My perception for television advertising is positive		
	ATT 5	Overall, I prefer television advertising		
Subjective Norm (SN)	SN 1	My friends/ family have been significant in affecting my views and ideas about television advertising	Five - Point Likert Scale	Rahman et al., 2021; Grace & O'cass, 2005; Wang , 2012
	SN 2	My friends/ family mentioned things I had not considered about the herbal products that advertised on television		
	SN 3	My friends/ family provided some different ideas about the herbal products that advertised on television		
	SN 4	My friends/ family helped me to formulate my ideas about the herbal products that appear on television commercial advertising		
Perceived Behavioural Control (PBC)	PBC 1	I have control over the purchase decision of herbal products like herbal soap, herbal toothpastes, herbal balms, herbal cosmetics,	Five - Point Likert Scale	Venkatesh et al., 2003; Rahman et al., 2021; Nysveen et al., 2005

		herbal decoction, herbal tea and beverages and other herbal products that is advertised on television		
	PBC 2	Given the resources, opportunities and knowledge it would be easy for me to purchase the herbal products that appear on television advertisements		
	PBC 3	I have the knowledge necessary to purchase the herbal products advertised on television		
	PBC 4	Using the herbal product is entirely within my control		
Purchase Intention (INT)	INT 1	I intend to refer television advertising for purchasing herbal products after I watch it	Five - Point Likert Scale	Rahman et al., 2021; Wang, 2012
	INT 2	I intend to purchase herbal products that shown on television advertisements		
	INT 3	I intend to recommend herbal products to other people		
	INT 4	I intend the likelihood of purchasing herbal products is high		

Source: (Author constructed, 2022)

Sample & Sampling Design

This research was conducted in the Western province of Sri Lanka. As per the Central Bank (2020) statistics, the Western province is the highest populous province of Sri Lanka. The Western province has three districts and the summation of the population data of three districts is the population of this research.

People play the role of a consumer when they are in their purchasing stage. This research's age limit has derived from 15 years (Wang, 2012) to 60 and above. The

researchers have used "15 and above" age category as the starting age of the population for their research. Below Table 3 and 4 depict the population data of the three districts and the population of the Western province respectively.

Table 3: All population data of the three districts

Age	Colombo	Gampaha	Kalutara
15 - 19	185,189	187,259	94,913
20 - 24	204,307	190,033	89,840
25 - 29	196,564	192,261	94,227

30 - 34	201,766	207,687	106,818
35 - 39	180,243	177,441	92,449
40 - 44	174,417	172,250	88,877
45 - 49	159,989	156,093	80,259
50 - 54	151,367	145,508	75,164
55 - 59	130,441	127,086	66,760
60			
Above	332,721	310,256	182,308
Total	1,917,004	1,865,874	971,615

Source: (Department of Census and Statistics, 2020)

Table 4: The final computation of the population of the Western province

Western province	
Age Range	Total
15 - 19	467,361
20 - 24	484,180
25 - 29	483,052
30 - 34	516,271
35 - 39	450,133
40 - 44	435,544
45 - 49	396,341
50 - 54	372,039
55 - 59	324,287
60 Above	825,285
Total	4,754,493

Source: (Department of Census and Statistics, 2020)

Sample & Sampling Technique

The sample of this research was selected from the consumers in the Western province of Sri Lanka deriving the sample size of this research as 385 respondents when the confidence level is 95% and the margin of error is 5%.

The sampling technique associated with this research is convenience sampling which is a non-probability sampling. Many researchers have used that convenience sampling technique in Television Advertising related articles

(Khan et al., 2019; Kocaomer & Topsumer, 2020). Therefore, convenience sampling technique was employed in this research as per this reasonable justification.

DATA ANALYSIS & FINDINGS

Exploratory Data Analysis

There were no missing values and data distribution issues/outliers in this research. Prior to the multiple linear regression, the parametric assumptions (Normality, linearity, homoscedasticity, independence of observations, multicollinearity, and normal distribution of values of residuals) under MLR were tested and performed in this research as well.

Reliability (Internal Consistency)

Cronbach's Alpha is mainly used in measuring the internal consistency (Hajjar, 2018; Cortina, 1993). This research has been used Cronbach's Alpha in assessing the internal consistency. According to this research, Cronbach's Alpha for "Attitude towards Television Advertising (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC) and Purchase Intention (INT) was tested in assessing the internal consistency.

Cronbach's Alpha and Composite Reliability (CR) were used as the measurements of the internal consistency. Cronbach's Alpha value of all four variables in this research was more than 0.7 that was under the accepted levels of Cronbach's Alpha published by Author Nunnally (1978). As per this acceptance levels, the values more than 0.7 showed that there was the internal consistency of the variables in this research. Table 5 demonstrates the Cronbach's Alpha of this study.

Table 5: Cronbach's Alpha

Variable	Cronbach's Alpha (> 0.7)
1. Attitude towards Television Advertising (ATT)	0.821
2. Subjective Norm (SN)	0.716
3. Perceived Behavioral Control (PBC)	0.767
4. Purchase Intention (INT)	0.766

Source: (Author constructed, 2022)

Composite Reliability (CR) is another measure of internal consistency. Composite Reliability (CR) value which is more than 0.7 is considered as the acceptable level (Hair et al., 2010). All values of Composite Reliability (CR) were under the acceptance level in this research. Composite Reliability (CR) of this research has been amended in below Table 6.

Table 6: Composite Reliability (CR)

Variable	Composite Reliability (CR)
1. Attitude towards Television Advertising (ATT)	0.875
2. Subjective Norm (SN)	0.824
3. Perceived Behavioral Control (PBC)	0.851
4. Purchase Intention (INT)	0.851

Source: (Author constructed, 2022)

Construct Validity

“Construct validity deals with the correctness of the measurement in a study” (Hair et al., 2018). Convergent

validity and discriminant validity were tested under this construct validity.

Convergent Validity

Factor Loading is an important measure (Hair et al., 2018) in convergent validity. This factor loading implies the strength of the relationship between the particular item and its variables of a study. Standardized factor loading should be 0.5 or more than that has been considered as the acceptance level and the factor loading is equal or more than 0.7 has also been regarded as the best level (Hair et al., 2010).

Table 7: Factor loading, Average Variance Extracted, Cronbach Alpha, composite reliability

Variable	Item	Factor Loading (>= 0.5)	AVE (>=0.5)	Cronbach's Alpha (>=0.7)	CR (>= 0.7)
ATT	ATT1	0.713	0.584	0.821	0.875
	ATT2	0.797			
	ATT3	0.786			
	ATT4	0.760			
	ATT5	0.762			
SN	SN1	0.763	0.541	0.716	0.824
	SN2	0.652			
	SN3	0.741			
	SN4	0.780			
PBC	PBC1	0.755	0.589	0.767	0.851
	PBC2	0.742			
	PBC3	0.784			
	PBC4	0.788			
INT	INT1	0.753	0.588	0.766	0.851
	INT2	0.785			
	INT3	0.779			
	INT4	0.749			

Source: (Author constructed, 2022)

These factor loadings were also used in determining the Average Variance Extracted (AVE) that has been considered as a measure of Convergent Validity.

The acceptable level for Average Variance Extracted (AVE) was postulated by Fornell & Larcker as more than 0.5

(Fornell & Larcker, 1981). The values related to Average Variance Extracted (AVE) of this research were more than 0.5 that was under the acceptance level. Convergent Validity of this research was represented by the factor loading and Average Variance Extracted. Internal Consistency of this research was represented by the Cronbach's Alpha and Composite Reliability as in Table 7. The source, "Analysis INN, 2020" was used to calculate CR and AVE values.

Discriminant Validity

Discriminant validity measures the degree to which a variable or construct is not related to each variable or a construct (Hair et al., 2018). As per the acceptance criteria of the discriminant validity that was postulated by Fornell & Larcker (1981), there was the adequate discriminant validity in this research. Table 8 depicts the discriminant validity.

Table 8: Discriminant Validity

	ATT	SN	PBC	INT
ATT	0.764			
SN	0.505	0.735		
PBC	0.630	0.425	0.767	
INT	0.614	0.465	0.636	0.766

Source: (Author constructed, 2022)

Demographic Characteristics of the Sample

The sample of this study consists with 385 respondents, and the demographic characteristics of the sample depicts in Table 9.

Table 9: Demographic characteristics of the Sample

Demographic	Frequency	Percent
District		
Kalutara	84	21.8
Gampaha	174	45.2
Colombo	127	33.0
Gender		

Male	175	45.5
Female	210	54.5
Age		
15-19	17	4.4
20-24	91	23.6
25-29	70	18.2
30-34	44	11.4
35-39	31	8.1
40-44	29	7.5
45-49	25	6.5
50-54	30	7.8
55-59	24	6.2
60 Above	24	6.2
Level of Education		
Up to O/L	69	17.9
Up to A/L	135	35.1
Undergraduate	90	23.4
Graduate	44	11.4
Other	47	12.2
Occupation		
Business	64	16.6
Employee	243	63.1
Student	34	8.8
Other	44	11.4
Monthly Income Level		
Less than Rs.25,000	131	34.0
Rs.25,000 –Rs. 49,999	113	29.4
Rs.50,000 –Rs. 74,999	53	13.8
Rs.75,000 - Rs.99,999	20	5.2
Rs.100,000 or above	14	3.6
Dependent	54	14.0

Source: (Author constructed, 2022)

Consumer Preferences for Herbal Products & Herbal Products Television Advertisements

The crosstabulation was used to present the insights for this aspect. There were seven questions formulated on the section titled “Consumer preferences for herbal products and herbal products television advertisements.” All seven questions were tested against ‘Gender’ in order to present this crosstabulation.

The first question was formed in order to observe the preference for herbal products. 206 female respondents preferred for herbal products and 173 male respondents preferred for herbal products. But many responses were from the female respondents from the total sample of 385.

Whether consumers watch herbal product advertisements was observed by the second question. 164 responses and 185 responses were from the male respondents and female party respectively indicating that they watched herbal products television advertisements. 349 respondents expressed as they watched herbal products television advertisements.

The experience of having any herbal product after watching herbal products television advertisements was the third question. 303 respondents argued that they had the experience of any herbal product after watching herbal products television advertisements. The female respondents were the highest category having the experience of any herbal product after watching herbal products television advertisements. 82 respondents had not the experience of any herbal product after watching herbal products television advertisements.

The fourth question was formed to observe the ability to get new information from herbal products television advertisements. 338 respondents had the ability to get new information from herbal products television advertisements. The

female respondents were the highest category having the ability to get new information from herbal products television advertisements.

The fifth question was formed in order to assess the consumers’ perception in using television advertisements by the manufacturers of herbal products. 344 responses indicated that it was good to use television advertisements by the manufacturers of herbal products. This was represented by 42.08% from the male respondents and 47.27% from the female respondents. 162 responses were from the male respondents (42.08%) indicating that it was good to use television advertisements by the manufacturers of herbal products. In this also, female respondents represented the highest percentage in expressing that it was good to use television advertisements by the manufacturers of herbal products.

Whether consumers consider the attractiveness, music and celebrity involvement in television advertisements was tested by the sixth question. 234 respondents considered the attractiveness, music and celebrity involvement when they watched herbal products television advertisements.

This was represented by 27.01% from the male respondents and 33.77% from the female respondents. 151 responses were not considered the attractiveness, music and celebrity involvement when they watched herbal products television advertisements. In this also, 130 female respondents represented the highest percentage in expressing about their consideration of the attractiveness, music and celebrity involvement when they watched herbal products television advertisements. The seventh question was tested to assess the consumers’ perception on the existing herbal products television advertisements. 274 respondents argued as herbal products television advertisements should be improved. 130

responses (33.77%) were from the male respondents, whereas 144 responses (37.40%) were from the female respondents. 111 respondents concluded that they satisfied with the existing herbal products television advertisements.

Descriptive Analysis for the Model

Descriptive analysis has been amended in Table 10.

Table 10: Descriptive Analysis for the Model

	ATT Mean	SN Mea n	PBC Mea n	INT Mea n
Mean	3.31	3.26	3.26	3.00
Std. Deviation	.943	.943	.985	.961
Minimum	1	1	1	1
Maximum	5	5	5	5

Source: (Author constructed, 2022)

Inferential Data Analysis

Under this correlation (PPMC) and regression (MLR) were performed and it has been shown in below Table 11.

Table 11: Pearson Product-moment correlation (PPMC)

Variables	INT
ATT	0.614**
SN	0.465**
PBC	0.636**

Source: (Author constructed, 2022)

**Correlation is significant at the 0.01 level (2-tailed). n = 385

As per the correlation coefficient threshold stipulated by Cohen (1988) PPMC demonstrated that the correlation between “ATT and INT, PBC and INT” was strong since the value was more than 0.5. The correlation between “SN and

INT” was moderate. MLR results have been shown in Table 12.

Multiple Linear Regression was used to predict consumer purchase intention of television advertised herbal products from Attitude toward television advertising (ATT), Subjective Norm (SN) and Perceived Behavioral Control (PBC). The multiple regression model statistically significantly predicted consumer purchase intention of television advertised herbal products, $F(3,381) = 125.692$, $p < 0.05$.

All three variables, Attitude towards television advertising (ATT), Subjective Norm (SN) and Perceived Behavioral Control (PBC) added statistically significantly for the prediction, $p < 0.05$. Since, unstandardized coefficients were found positive values, it concluded that there was a positive impact between Attitude toward television advertising, subjective norm and perceived behavioral control on consumer purchase intention of television advertised herbal products.

Hypotheses Testing

As per the significance level in MLR results for “Attitude towards television advertising,” the significance level was less than 0.05 showing the first hypothesis should have to be accepted. Therefore, there is a positive impact of Attitude towards television advertising on consumer purchase intention of herbal products.

As per the significance level in MLR results for “subjective norm,” the significance level is less than 0.05. Therefore, this hypothesis should have to be accepted. Therefore, there is a positive impact of subjective norm on consumer purchase intention of television advertised herbal products.

Table 12: Multiple Linear Regression (MLR)

INT	B	95% CI for B		SE B	β	R^2	ΔR^2
		LL	UL				
Model						.497	.493
Constant	.275	-.019	.569	.150			
ATT	.299	.200	.399	.051	.294		
SN	.156	.070	.241	.043	.153		
PBC	.377	.286	.468	.046	.386		

Source: (Author constructed, 2022)

As per the significance level in regression results for “perceived behavioral control,” the significance level is less than 0.05 that proved that the third hypothesis should have to be accepted. Therefore, there is a positive impact of perceived behavioral control on consumer purchase intention of television advertised herbal products. Furthermore, the impact was derived because of the positive beta values.

CONCLUSION & RECOMMENDATION

Key Findings

This research was structured towards the Western province of Sri Lanka and the demographic profile has been made up by three districts in the Western province: Gampaha, Kalutara and Colombo. The demographic profile of the sample has been observed by ‘district, gender, age, level of education, occupation and monthly income level.’ Many responses were received from the respondents in the Gampaha district. The female respondents’ responses were dominant under the ‘gender’ category.

Ten groups were developed for ‘age’ category ranging 15-19 years to 60 above. In there, 20-24 age category was represented the highest responses. The responses received from respondents under up to A/L (Advanced Level) were higher with compared to other categories (ordinary level, undergraduate, graduate

and other) under the ‘level of education.’ The ‘occupation’ has been divided into four subcategories (business, employee, student and other) in which the employee category was prominent in responding. The ‘monthly income level’ of less than Rs.25,000 was outstanding in their responses.

There were seven types of dichotomous questions tested from the respondents in order to derive more insights on the herbal products; the respondents those who preferred herbal products, they were used to watch television advertisements, and they had the experience of any available herbal products after watching related television advertisements.

Many respondents’ awareness on herbal products was increased after watching herbal products television advertisements. Many respondents expressed that using television advertisements by the manufacturers of herbal products was very supportive. Many respondents were more concerned on the attractiveness, music and celebrity involvement when watching herbal products television advertisements. They further stated that improving the existing herbal products television advertisements was better in the way of attracting consumers.

The correlation results concluded that a strong correlation between Attitude towards television advertising and perceived behavioral control on consumer purchase intention of herbal products. The

correlation between subjective norm and consumer purchase intention of television advertised herbal products was moderate. Attitude towards television advertising, subjective norm and perceived behavioural control were added statistically significantly for the prediction in which $p < 0.05$. The MLR results concluded that there was a positive impact of Attitude towards television advertising, subjective norm, perceived behavioural control on consumer purchase intention of television advertised herbal products.

Recommendations

The manufacturers and the advertisers have the opportunity to know the utmost information on consumer purchase intention of television advertised herbal products. Since, there is a limited number of research studies based on television advertised herbal products; manufacturers and other interested parties have the availability to know more insights. They can recognize the effect of television advertisements. Moreover, they can revise their marketing campaigns to be associated with television advertising to reach the large spectrum of people. Though the presence of social media, still the role of television is dominant in reaching large audience at once as per the available literature. Herbal product television advertisements are the catalyst in conveying information, and this has been identified through this research. Many consumers expressed their high preferences for herbal products that advertised on television. Therefore, the manufacturers of herbal products can formulate new strategies by adhering to the most salient variables in consumer purchase intention: attitudes, subjective norm and perceived behavioural control.

Celebrity endorsement was one of the factors in which herbal product consumers mostly concerned. Jingles/music are

another influencing factor in which the consumers mostly attracted. The attractiveness of the advertisements created the first-time attention for the herbal products as per the findings of the research. Though people live in a competitive world, they maintain an ideal propensity to use herbal products. In this vein, the television advertisements have influenced to position the product in the consumers' mind as an outstanding way in contrast with social media. Television Advertisements are ever being updated by the advertisers along the manufacturers with the latest products and services and its outcomes are pervasive.

Therefore, the existing herbal product manufacturers those who already use television medium; they may address the consumer insights stated by this research in order to build further attraction for their herbal products. The potential manufacturers better to pay attention to these factors in order to improve consumer intention.

Limitations of the Study

This research has been conducted within the Western province of Sri Lanka pinpointing as a major limitation. The sample size is another limitation.

Direction for Future Research

This research was conducted in the Western province of Sri Lanka. Future researchers can expand the geographical boundary. They can conduct their research studies by considering all types of media in Sri Lanka. They can expand the factors affecting on herbal products through the association of different media in Sri Lanka.

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