

ABSTRACT

Advertising has become a powerful tool which is used by the business organizations to influence potential consumers on their buying behaviour. The study focused to examine the impact of advertising on consumer buying behaviour in the banking sector in Sri Lanka. The objective of the study aims to examine effects of type of advertising on dimensions of consumer buying behaviour. The study identifies informative, persuasive and reminder advertising as independent variables while brand choice, product choice, place choice and time choice as dependent variables. The researcher has selected the deductive approach. The Simple Random Sampling method of probability sampling was used to collect data for quantitative analysis whereas Judgmental or Purposive Sampling Technique of non-probability sampling method was used to collect data for qualitative analysis. The primary data was collected from 90 bank customers through structured questionnaire. The survey was conducted by interviewing seven different respondents through interview guide. The secondary data was collected through Kotler's books, news papers and internet. The data was analysed by using SPSS 21(Statistical Package for the Social Science). The study shows that, brand choice is positively influenced by informative and remainder advertising while Persuasive advertising is not significant for brand choice. The Product Choice is strongly influenced by Persuasive and Reminder Advertising whereas Informative Advertising is not significant. The Place Choice is strongly influenced by Informative and Reminder Advertising while Persuasive Advertising is not significant. The Time Choice is strongly influenced by Informative and Reminder Advertising while Persuasive Advertising is not significant. Basically, Out of three Advertising modes Reminder Advertising is more effective than Informative and Persuasive Advertising. The electronic and social media is the popular advertising vehicles than the traditional methods of paper advertising and etc.

Key Words: *Informative Advertising, Persuasive Advertising, Reminder Advertising, Consumer Buying Behaviour.*