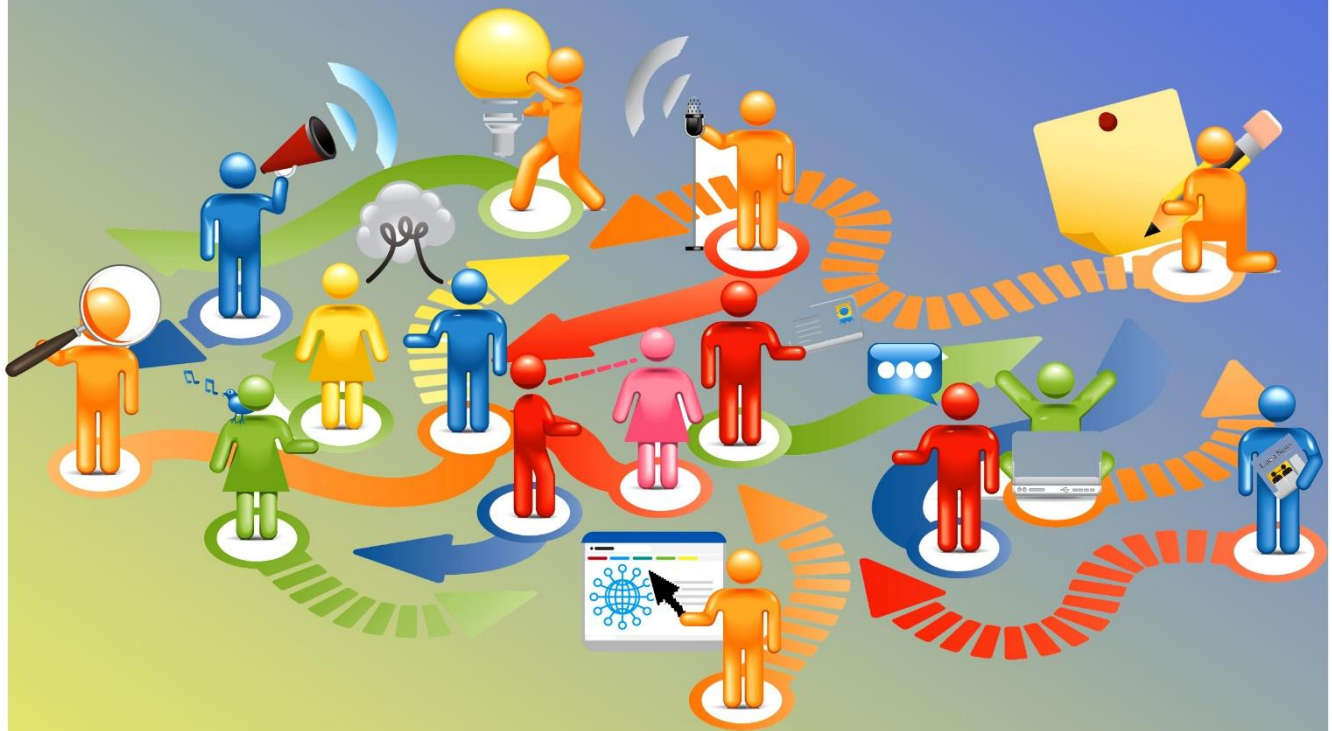


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Chief Editor's Message



“Publish or perish” is a famous statement that describes the importance of research and publication in academia. Research and publication produce and disseminate new knowledge to the world. New knowledge paves the way for a developed society. Magazine of Media and Communication Studies is an attempt by the Department of Languages and Communication Studies to cultivate and nurture a research culture among our undergraduates. This magazine is published under the AHEAD ELTA/ELSE Development project. On behalf of the editorial board, I thank the World Bank and all the individuals involved in this work. They took part in publishing a magazine allowing undergraduates to publish their research findings. We hope this magazine will develop and provide more opportunities to the researchers on campus and outside.

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ONLINE EDUCATION EXPERIENCES AND CHALLENGES FACED BY THE ADVANCED LEVEL STUDENTS DURING THE COVID-19 PANDEMIC: SPECIAL REFERENCE TO MADIRIGIRIYA EDUCATION ZONE

G.M.S.M Bandaranayke

The coronavirus (COVID-19) pandemic caused a massive closure of face-to-face activities of educational institutions in more than 190 countries (UNESCO, 2020). According to the data from UNESCO (2020), by mid-May 2020, more than 1.5 billion students worldwide had stopped having face-to-face classes. Protecting students from COVID-19 and continuously providing them with education became challenging during this period. Virtual teaching-learning methods were introduced to the school (commonly called online education) to face that challenge. Sri Lanka also tried the online mode of education during COVID-19.

This article discusses the sectors that need further development to make online education successful in Sri Lanka, enabling the authorities to prepare the Sri Lankan education system to face possible global pandemics in the future. Studies on the challenges advanced-level students from underprivileged schools faced during the pandemic are rare in Sri Lankan literature. This article fills that information gap in online education in Sri Lankan context. Most studies on online education in Sri Lanka focus on the online teaching/learning methods practiced in higher education sectors. Less attention has been given to studying online teaching/learning methods in school education. This article explores the experiences and challenges Advance Level students in rural Sri Lanka face when engaging in online education during the COVID-19 Pandemic. It reveals the unique issues faced by the rural school students who prepare for GCE Advance Level exams which is a milestone in their life.

The study, which this article is based on, was conducted in the Medirigiriya education zone in the Polonnaruwa district. Two national schools were selected purposively based on the fact that these schools offer GCE Advance Level education in all five streams - Art, Commerce, Biology, Mathematics, and Technology- and contain the highest number of students. The two schools were Medirigiriya National School and Diulankadawala President College. Using simple random sampling, 40 students were selected from both schools. Eight students from each stream were chosen randomly.

A questionnaire was prepared to get information regarding students' experiences, problems, and opinions of online education mode. The questionnaire was designed to collect demographic data, data about internet facilities and connections, whether online education was practiced during COVID-19, and their opinions about online education and the problems they faced during online classes. MS Excel was used to analyze quantitative data, and the qualitative data were analyzed using thematic analysis. Findings were taken by matching variables. The variables used in the study are subject stream, family members' educational level, living location, Engagement in Online Education (EOE), operated device, used apps and software, using internet connection, signal coverage level, monthly cost, covering the syllabus, difficulties, opinion of the Online education, preferred education mode. According to the findings, most students use a mobile phone to receive online education. Only a few students used laptops and desktops. Zoom and WhatsApp are the apps used by most students, whereas telegram (two students), YouTube (four students), and Google meet (three students) were used by a few students.

According to the opinions of all the students involved in online education, it can be used to learn theoretical factors. However, according to them, there are three disadvantages of online education. They are a lack of active learning, a lack of opportunity for extra-curricular activities, and a lack of practical exposure. The participants thought that through physical education mode, they could actively participate in extra-curricular activities, which is difficult through online mode. For instance, most respondents (95%) said they like extracurricular activities such as sports. They enthusiastically said they would like to organize sports events and related activities. Many participants who also were members of the Art Committee said that they were worried because they could not work in the Art Committee. The Art Committee organizes various aesthetic programs. Students of Commerce, Biology, Math, and Technology also participate in aesthetic activities.

All 30 students who participated in online education said they could not cover the syllabus due to two reasons. First, the inability to conduct online classes continuously due to signal errors and other disturbances. Second, the failure to execute practical-oriented subjects. The participants also mentioned that even in the same village, some places have strong signal coverage, but some other areas of the same village have poor data coverage. About a quarter of the participants who connected online said that the noisy environment disturbed them. The main livelihood of people in the Medirigiriya sub town is paddy cultivation. The students were distracted by the noise of the vehicles working in the fields and the noise of the rice mills.

Another major problem was economic difficulties. Of the respondents, 16 belonged to low-income families between Rs. 10,000 – 30,000. There were 21 respondents from families with incomes between Rs. 30,000 – 60,000. Only three respondents were from families with incomes between 60,000 – 90,000. No respondents were from families who earn more than 100,000. All ten students who did not participate in online education were from low-income families. They responded that they could not buy a smart mobile phone for regular use due to economic difficulties.

In conclusion, the findings reveal that the effectiveness of online education for students in the Medirigiriya DS Division is low since they lack interest in using online education. They prefer physical education to online education. They have average knowledge and training in the devices and apps used for online education, and the economic conditions and poor signal strength also do not support the online teaching of these students. Thus, the infrastructure for online education and technology in Sri Lanka should further develop. The educational authorities and responsible service providers should develop LMS in schools, train teachers and students to use online education modes effectively, provide facilities to students and teachers for online education and look into their problems, provide uninterrupted internet facilities by installing signal repeaters in remote areas, and provide free internet access for students and teachers to engage in online education.

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A STUDY ON THE FOOD AND BEVERAGE TELEVISION ADVERTISEMENTS AND CONSUMPTION BEHAVIOUR OF THE YOUNGSTERS IN THE KADUWELA AREA

H.M.E.Jayanze

“Television advertisement is generally considered the most effective mass-market advertising, and this is reflected by the high prices that the television networks charge for advertising airtime during popular television events” (Weerasiri, 2015). Television advertisements have become a significant part of people's daily lives. Hundreds of millions of people throughout the world watch television and advertisements every day. Nowadays, television advertisements are common and they appear in public places where a large number of people may hear and see them. Advertisements, for example, are more likely to be heard on the radio, during a football game with a large audience, and on television. The most effective technique for companies and industries to take benefit from showcasing advertisements is through television. Advertisements are mainly targeted at specific demographics. These individuals range in age from children to adults, from health freaks to drug freaks. However, the most crucial aspect of advertising is getting people to notice and buy your product. The food industry has attempted to advertise in as many various ways as possible to persuade customers to purchase its products. Advertising has made it easy for most people to go into a restaurant or store and buy their products through ads on television, radio, in newspapers, and in magazines.

There are a lot of false promises in advertising. There may be a lot of delight, happiness, and exaggeration in advertisements. People, on the other hand, are prone to becoming subconscious because of that advertisement. The audience frequently feels compelled to be linked with the advertisement. Advertisements often feature a lot of satisfaction and exaggeration to make consumers feel affiliated with the advertiser. And also, when it comes to advertising, television offers a lot more to consumers. Businesses spend much money trying to figure out how to make advertisements more appealing to viewers. Many computer graphics are employed in advertisements these days to impress viewers. The most crucial purpose of any advertisement is first to catch the audience's attention. The company's first and most important goal is to get the viewer's attention to that product. Because television is all about watching and listening, it is one of the most effective ways to reach viewers. Unlike radios, newspapers, and magazines, there is no need to concentrate on words.

In today's economy, advertising has become a necessary occurrence. The primary goal of advertising is to build demand for a product by instilling confidence in the product in the minds of consumers. Consumers are benefitted from advertising because it gives them additional information to help them determine which product to buy. Consumer demand is determined in the modern world by the information offered by advertisements (Nishshanka, 2004). Some consumer goods are popular not just because of the product's unique qualities but also because of the inventiveness with which they are advertised. As a result, advertising has become a critical aspect for consumers and manufacturers in today's market economy.

Food and beverage advertisements are the most popular types of television advertisements. They are used on television to inform the public about a new food or drink introduced to the market or to promote existing products. There is a growing tendency for food advertisements to be advertised on television more often than other products because television allows the viewer to both watch and listen. Food and beverage advertising is beneficial to the viewer and the advertising agency. They provide the viewer with a chance to know the new food items coming to the market, their pricing, their health benefits, and their impact. Since advertisements provide benefits to the company, the key features of these food and beverage television advertisements are the rapid socialization of their new product and the re-socialization of existing food or beverage.

In addition to these, the food and beverage advertisements belonging to Sri Lankan and international companies are presented on television. For example, the products of international companies such as McDonald's, Burger King, Pizza Hut, and, Coca-Cola are represented as a single network in almost every country. Also, in Sri Lanka, all the television channels show these food and beverage advertisements. The display time and the program in which these food and beverage advertisements are included can be pointed out as distinctive features. For example, typically, food and beverage companies sponsor cookery shows, and fast-food advertisements are often telecast during TV programs produced for youngsters. Thus, these television food and beverage advertisements are very high compared to other advertisements and these food and beverage television advertisements can be pointed out as the most popular and interesting category among all the other advertisements.

In recent years, the food and beverage industry has recognized youngsters as the dominant market force. As a result, food marketers and advertisers target youngsters with more campaigns. Food marketers are attracting youngsters as consumers who are current and

potential adult customers. Many viewers, especially youngsters, buy food and beverages that they see in Television advertisements despite their negative side effects. And this consumption behavior has caused severe hazards to the physical and mental health of youngsters in Sri Lanka

In this background, a study has been conducted to investigate the impact of food and beverage television advertisements on youngsters in the Kaduwela area. Also, it investigated the factors that influence youngsters in the Kaduwela area to watch food and beverage advertisements shown on Sri Lankan television channels and the effect of those food and beverage television advertisements on the consumption behavior of these youngsters.

The study used both quantitative and qualitative data. The primary data was collected using the survey research method and printed questionnaires have been used for collecting data. Open-ended and close-ended questions were included in this questionnaire. A total of hundred (100) samples were taken from the Kaduwela area representing five Grama Niladhari divisions out of 15 Grama Niladhari divisions. 20 youngsters between the age of 16 to 30 were selected as respondents from each division for this study, and a purposive sampling technique was used in this regard. Microsoft Excel 2022 (2210 version) was used to code the data and the data were analyzed using the constant comparative method.

The findings of the study illustrate that the young generation of this era mostly lives with technology. They watch all types of advertisements, including food and beverages through electronic media, especially television. Furthermore, the factors which influence the youngsters in the Kaduwela area to watch food and beverage advertisements include the attractiveness and the creativity of the advertisements and the expertise of the advertisers. In addition to that the youngsters also watch advertisements for food and beverages in order to know the price details of the new food and beverages available in the market and watching ads for food and beverages is a part of their lifestyle. Further, youngsters also watch these advertisements to know the names of new food and beverages and the quality of food and beverage products.

The respondents get various gratifications by watching food and beverage advertisements on television. As per the findings, the youngsters of the Kaduwela area make some choices with regard to food and beverages in their daily life, and those choices are manipulated by food and beverage advertisements shown on television. Also, due to this manipulation, the youngsters (56%) have become aware of the food and beverages and these youngsters have been motivated to choose the best and most suitable food from the available food and beverages in the market.

When comparing the research findings with the available literature, the results show that food advertisements can change the mindset of children and youngsters and have succeeded in increasing their motivation to buy those food and beverage products. These youngsters are focusing on watching television food and beverage advertisements for various reasons, but most of them do not accept that the food and beverage television advertisements are telling the truth and it is 78 in percentage. It is clear from the above data that the people who watch these advertisements have faith in these advertisements only to some extent. In the same way, these food and beverage advertisements inform about the food and beverages very well only to a certain extent.

Looking at how food television advertisements affect the consumption behaviour of youngsters in the Kaduwela area, youngsters not only watch the food and beverages shown in television advertisements but most of them buy these foods and beverages. The youngsters have watched and bought more food items than beverages. That is, 53% of the selected youngsters from the total respondents. More youngsters are inclined to buy this food and beverages because of the taste of that food and beverages. If we take the youngsters who are inclined towards this food and beverages, most of them are unemployed. Also, these youngsters buy the food and beverages shown on television once a month, once a week, and every day. After seeing advertisements for these foods and beverages, young people are willing to consume these foods again and again because of their high taste and appeal. The youngsters in the Kaduwela area make choices about food in their daily life, those choices are manipulated by food and beverage television advertisements.

In conclusion, the youngsters in the Kaduwela area do watch food and beverage advertisements shown on Sri Lankan television channels and they watch those advertisements because of their attractiveness and creative nature of these advertisements. Also, the creativity and taste of this food and beverages insist that youngsters consume them in their day-to-day life.

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AWARENESS AND ADOPTION OF MOBILE BANKING SERVICES: A CASE OF COMMERCIAL BANK AND BANK OF CEYLON

K.A.R.K.Samarawickrama

The banking sector introduced the “Mobile Banking Service” concept to do banking more effectively through mobile devices. As a result, they provide a modern cashless banking experience to customers. The Mobile Banking Service became popular worldwide during the COVID-19 pandemic. For instance, the African government introduced policies to encourage social distancing, forcing banks and other financial institutions to provide online services to reduce the spread of the virus (Dauda & Nma, 2019). Sri Lanka also faced the consequences of the pandemic. Therefore, when the government started implementing travel restrictions, banks made several attempts to promote online banking among their customers to continue their services. As a necessity, some customers were forced to embrace digital options to make transactions. Most of them moved to digital options for the first time. Hence the influence of the COVID-19 pandemic on customers to use online banking and e-payment services is yet to be explored by researchers.

According to the “Digital Global Overview Report” (Datareportal, 2021), by January 2021, 73.6% of people had a bank account, but only 2.4% of people used mobile banking facilities. Only 6. 2% paid bills online. These percentages are minor considering that of internet users. Bankers expected more customer adoption during this challenging time to continue their services, but customers show a slow tendency to adopt MBS. If bankers can persuade more customers to adopt MBS, it will benefit both the customers and the bankers. Communication channels can be used effectively to improve the adoption of MBS since relatively new services like MBS are not popular among all social groups. This article discusses the communication strategies used by two leading banks in Sri Lanka to promote MBS among their customers. It bridges the knowledge gap of existing communication and mobile banking literature in Sri Lanka.

Plenty of related articles are written on communication and adoption of MBS in other countries. According to Asongu (2018), Mago & Chitokwindo (2014), and Mlitwa & Tshetsha (2012), poor mobile network coverage in rural areas limit access to financial and banking services via mobile devices. Raja (2019) argues that lack of awareness and poor network connections are the difficulties customers face when adopting mobile banking in remote India. According to

Maharaj and Yunus (2011), sales promotion and publicity influence creating customer awareness, but their correlation is minimal. Their study shows that elements of sales promotions create customer awareness of Islamic banking. They use various methods to reach the targeted audiences with a particular message to achieve specific organizational objectives. This finding is supported by Sue Peattie (1994), stating that promotion increased purchasing volume. This research also shows that publicity influences creating customer awareness. Rosemary Burnley (1998) also supported this finding. However, literature on the same field of study in the Sri Lankan context is scarce. This research explicitly investigates the effectiveness of communication channels used by bankers and the adoption of mobile banking among Sri Lankans.

I selected the Bank of Ceylon (BOC) and Commercial Bank PLC (Com Bank) as the study sample based on the Fitch rating in the Sri Lankan context (13th of August 2021). Primary data were collected through interviews with the bank officers to determine the communication tools they used to inform and persuade customers to use MBS. The researcher visited the two banks to get interviews from the bankers. The data were comparatively analyzed using thematic analysis. The themes used to categorize data are - Common communication tools used by the banks, Main communication tool used by the banks, Types of Details given through the communication tools, Frequency of sharing information, Usage of Mobile Banking, Security of mobile banking, Reasons for low adaption of mobile banking by the respondents.

According to the details given by the Commercial Bank officers, the bank uses mass media and social media for marketing and conveying information to customers through interpersonal communication channels to promote MBS and convince them to adopt it. BOC uses more communication tools than Com Bank to encourage MBS. The details are given in Table 01.

Table 01 - whole communication channels used by the banks

Commercial Bank		
Mass Media	Social Media and New Media	Interpersonal Communication channels
Electronic Media <ul style="list-style-type: none"> • Television advertisements • Television advertisements with 	Social Media <ul style="list-style-type: none"> • Facebook advertising • Facebook posts • Instagram advertising • Instagram posts 	<ul style="list-style-type: none"> • Through Digital Bank Officer • From Bank officers when opening a new account

celebrity endorsements • Radio advertisements Print Media • Newspaper Advertisement • Leaflets	• LinkedIn posts • YouTube Videos New Media • Official website • Email marketing	
Bank of Ceylon		
Mass Media	Social Media and New Media	Interpersonal Communication Channels
Electronic Media • Television advertisement • Television advertisement with celebrity endorsements • Radio advertisements Print Media • Newspaper Advertisement • Leaflets • Billboards	Social Media • Facebook advertising • Facebook posts • Instagram posts • YouTube Videos New Media • Official website • Email marketing	• Through Mobile banking officer • From bankers when opening a new account • From bank assistant (school leavers) • By visiting customer's sites

According to the data, Commercial Bank prioritizes social media marketing among communication tools to inform and convince customers to adopt MBS. Among various social media outlets, Facebook is their primary communication tool. Other than that, Instagram, YouTube, and LinkedIn are also used for advertising. In contrast, BOC prioritizes television advertisements to attract customers toward MBS. Furthermore, they used radio advertisements for marketing.

According to the officer of Com Bank, their customer base is more than 3.5million. Com Bank Digital App can be used only by Com Bank customers. Therefore, social media advertising is done through database marketing. This is because the bank has all the details of Com bank customers. Com Bank is currently carrying out this process because they can use customer details and run ads targeting the exact customers. For example, if a customer does not use Com

Bank Digital, if he only uses Com Bank E-Passbook, then an ad related to Com Bank Digital will be displayed by targeting only the relevant customer to get them to refer to Com Bank Digital as well. This process is mainly done through Facebook. This social media marketing process of Commercial Bank is done by its employees, who are experts in the field, without involving any agency. Com Bank does very few outdoor promotions because, through that, they cannot fulfill the purpose of attracting, motivating, and creating trust in customers.

The Commercial Bank mainly targets Com Bank customers to convince them to use MBS . Com Bank officer mentioned that, unlike other communication methods, social media marketing has become very effective for advertising. Com Bank digital advertisers mainly target the audience between the 24-35 age group. The officer stated that because the young generation is more inclined towards technology, they are interested in using new things and being innovative. The possibility of persuading them to use mobile banking through social media advertising is relatively more effective than persuading other age categories.

It is challenging to target over 3.5 million Commercial Bank customers. Commercial Bank is doing television, radio, and Newspaper advertisements to provide awareness to society. The Commercial Bank hopes to raise awareness that the service is called Mobile Banking and inform the community that the Bank has introduced various mobile apps for different purposes, attracting new customers to the Bank through the Commercial Bank Apps. Other bank account holders can also be attracted to mobile apps that non-Commercial Bank customers can use.

The Commercial Bank marketing officer mentioned that sharing details through the Digital Banking officer at the branch is another primary communication strategy. Then the bank has a hotline number that is open for customers 24/7. Web site and Facebook page are also available for inquiries. BOC also provides a hotline number, website, and Facebook page for information dissemination. Com bank explained that Electronic Word of Mouth (EWOM) is also highly influential. Thus, social media marketers track customers' reviews, comments, updates, and ideas through social media. If it is positive or negative, the bank will not go against it or avoid it. Instead, the bank personally contacts the customers and resolves the MBS problems.

According to the Bank officer at the Embilipitiya Com Bank branch, customers are now more aware of mobile banking services. He stated that other bank officers and digital bank assistants also give awareness about the MBS to those who come to the bank branch.” There, information about the mobile app is given to those who open a new account, and information is given to existing account holders when they visit the bank. Otherwise, Digital Bank Officer or Digital

Bank Assistant provides service for anyone to know any information related to mobile banking or to inquire about any problem regarding the mobile app. Further, information is given to young people who come to the bank to increase their enthusiasm about this service, and the bank officers who work in other sections provide a little awareness about the mobile app to those who come to the bank only for minor tasks like checking the account balance and money transfer. Mobile banking officers stated that Interpersonal communication channels are adequate to attract customers, but some customers are unwilling to stay in the bank to get information.

In contrast, the BOC officer mentioned that they target people familiar with technology and mainly focus on customers below the age of 40. BOC customers can only use the “B app” of BOC. BOC creates an advertisement with or without celebrities, and they distribute it among television channels. Mainly they sponsor different Rupavahini Corporation and Independent Television Network (ITN) programs and telecast their advertisements to promote MBS. To inform the audience, BOC also conducts an extensive social media campaign via Facebook advertisements, Facebook posts, Instagram posts, and YouTube videos. Television, radio, and newspaper advertisements are other marketing tools. Unlike Com Bank, BOC does radio and newspaper advertising in different situations, such as mass marketing. BOC largely runs social media campaigns to attract customers toward MBS. The marketing officer states that they do social media campaigns for Gen Z and millennials to adopt MBS and broadcast television advertising to give awareness to the mass audience and convince them to adopt MBS.

The bank periodically provides information and awareness about mobile banking by sending emails to the account holders through their emails and SMS to their phones. BOC also sometimes does SMS marketing and email marketing. Unlike Commercial Bank, BOC does billboard campaigns and outdoor promotions to promote mobile banking. BOC bank officer highlighted that due to the paper shortage, the printing of leaflets had decreased slightly in 2022, and the BOC official website also provides all the details regarding MBS. In contrast, the Commercial Bank officer highlighted that they do not use billboards to promote mobile banking because it is a revolution in digital technology, and it is useless to promote MBS through billboards. However, printed leaflets are distributed by the branches to the customers with details of MBS, and the official bank website also provides the information. Especially in Com Bank, provide WhatsApp and Viber banking as new options for social media functions. BOC also offers smart gen facilities for customers to do transactions without a passbook.

The interpersonal communication used by the BOC branch is the same. The things mentioned regarding the Com Bank are similar to the BOC. BOC Mobile banking officer also stated that every bank officer gives at least simple knowledge regarding MBS to those who come to the bank for minor tasks. BOC, unlike Com Bank, visits customers' sites such as DS offices, government offices, and BOIs and uses interpersonal communication channels to promote MBS. They have school leavers at each branch to canvas and register the Banking app users. Both banks mentioned that they clearly give all details to the customers.

Concluding the study, both banks use Mass Marketing, social media and new media marketing, and Interpersonal communication as their communication tools to promote MBS. Under that, Commercial Bank prioritizes social media marketing to persuade Com bank customers to adopt MBS. Among all social media, Facebook and Instagram are their primary communication tools. BOC mainly used television advertisements among the varieties of mass marketing. BOC creates advertisements with or without celebrities and distributes them among the government television channels. Due to the limited amount of research about this topic and the limitation of this study, the researcher recommends that future researchers study the customers' opinions. Only the bankers' viewpoint is not enough to measure the effectiveness of the communication channels.

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IMPACT OF PRODUCT TELEVISION ADVERTISEMENTS ON YOUNG ADULTS' BUYING BEHAVIOR

S.A.T.N.Pemasiri

Advertising is a powerful tool used by marketing managers that enables them to sell products, services, and ideas. The word “Advertising” is derived from the Latin word “Adverete”, which means “to turn the mind to”. In earlier periods, advertisements were displayed as signboards, writing on historical buildings, or inscriptions on stones, stone pillars, and stone walls. The simplest meaning issued by the Advertising Association is that “Advertising is the means of marketing known to the public to buy goods or services; it is how we make others known what we have to sell or what we want to buy” (Jefkins, 1984). The advertising industry comprises companies, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, and brand managers who take it to the destination, the customers, or the receiver.

Today, advertisements have become the prominent medium for making a product popular in a short period, and this is the only reason for the impact of products in the mind of adults. Advertisements help to increase the sales of goods so that producers can sell goods at a reasonable price. Most young adults try to buy those products. When the advertisements are telecasted on television, the audience compares them, buying those goods from the market by remembering them.

It is identifiable that there are adverse effects and positive effects of advertisements. The current society has been viewed as a consumerist society. Advertisers know where an ad should be placed to increase the odds of reaching the target consumer. Careful analysis is needed to understand the consumer's use of various media and what television channels use to reach the target consumers. Advertising also has shortcomings. Although it gets many people quickly, advertising is impersonal and cannot always persuade people directly. Significantly, advertising can carry only one-way communication with the audience; the audience does not feel they have to pay attention or respond.

Advertising is essential for manufacturers, sellers, service providers, and businesses, as it increases sales. It also helps producers or enterprises identify and monitor their competitors' progress. In addition, if a company decides to introduce or launch a new product on the market, advertising can improve its exposure and encourage consumers to come and try it. Furthermore, advertising is also considered a means of customer loyalty and tends to strengthen credibility

indirectly. Therefore, advertising plays a significant role in consumers' lives when people realize a new product is in the market. As a result, customers (young adults) will find the right products and whatever they need by exposing them to advertisements.

Television is considered a powerful medium of information that reaches a large audience. It is an audio-visual medium with positive and negative impacts on the audience. Young adults get to know and choose different products based on advertisements. First, since the ad provides information about the product or service for the customers, customers can learn about the functions of a product, reasons to buy the product/ service, and how to improve the quality of life. Significantly, television advertisements enable customers to decide upon products/services, and they play a significant role in providing relevant information. Therefore, television advertisements highly impact consumers' choices.

Product advertising is also a powerful tool for making consumer awareness. Advertisement introduces a product to the marketplace while helping consumers to understand why they need it by illustrating the advantages and disadvantages of choosing the product over another option. Not only that, product advertising strives to encourage consumers to make quick purchase decisions based on seeing the product and the need it satisfies. Effective product advertising involves researching the target market to determine how the product's benefits meet customers' specific needs and their impression of the brand of the product. These product advertisements attempt to generate demand for a particular brand. These advertisements focus on the benefits and attribute a product has that may not be available in similar products from other brands.

Television advertisements may be beneficial for showing the product's value and how it may enhance a consumer's life. Product advertisement aims to increase brand awareness and communication within a specific audience or to demonstrate the differences between products and competing products to sell them. This can help establish a better connection between the consumer and the company. Therefore, these product advertisements highly influence changing the behaviour of consumers. Consumer behaviour attempts to understand the buyer's decision-making process individually and in groups.

Consumer behaviour is the study of individuals, groups, or organizations, the process they use to select experiences or ideas to satisfy needs, and the impact these processes have on consumers and society. Their buying behaviour is influenced by various economic factors such as the price of a product, family income, size of the family, disposable personal income, and various non-economic factors like age, education, occupation, personality, lifestyle, and area

of residence. Consumers consist of children, teenagers, adults, and aged people. Young adults in Sri Lanka are regular viewers of television. They spend most of their free time watching television programs/channels based on their choice.

An average person spends around four hours watching TV each day. Product advertisements are also telecast during TV shows or movies to attract the audience. Most production companies/ manufacturers have used television advertisements to sell their products or services to consumers. These product ads can take many different forms, but all have one goal to persuade viewers to buy what they are selling. Primarily, adults are highly addicted to product advertisements when they are purchasing products from the market. The study of the behaviour of consumers is a particular case or a component in the study of human behaviour. Consumer purchasing behaviour has and will always be given a lot of attention and space in the literature review of the effects of product advertising on its efficiency.

This research aims to identify the impact of product advertisements on young adults' buying behaviour. The specific objectives of this research are to find out people's concerns about television advertisements, to find out mostly notified/attractive advertisements by the audience, to identify what kind of characteristics make the product advertisements memorable, interesting, and popular, to find out whether people make buying decisions based on ads, if so, what kind of advantages and disadvantages people have experienced when making buying decisions based on product advertisements.

Many product advertisements are broadcast on television channels in Sri Lanka every day. At the same time, the advertisers use different strategies to be more attractive; then, consumers purchase the same products for a long-time. Hence, this study explores people's concerns about television advertisements, the impact of product advertisements on young adults, and how their behaviours change through ads. It further explores whether young adults are satisfied with a product after purchasing it and what kind of advantages and disadvantages they have experienced due to making buying decisions based on ads. Finally, the results of this research allow consumers, advertisers, manufacturers, and media professionals to understand advertisements' strengths and weaknesses.

The researcher used a qualitative research method. And primary data were collected through face-to-face in-depth interviews and telephone interviews. Simple random sampling was used to choose 15 young adults for in-depth interviews. Interviewees were selected from Gonagala Grama Niladhari division (Gonagala GN Division), where three villages come under the

administration of Gonagala GN division (Gonagala, Hiinna, and Ketawala). Five young adults between the age group of 20 to 40 years were randomly selected from each village. The data were analyzed using the constant comparative method.

According to the data obtained, it was clear that product advertisements greatly impacted young adults' buying behaviour. Among the selected 15 young adults, 13 were influenced by products and product advertisements when they purchased goods/ products. Both male and female consumers bought goods and products after watching the product advertisements. The advertisements have influenced them to buy the respective products.

All the participants (15) paid attention to TV commercials while watching television. Among them, more young adults have given more attention to advertisements to meet their needs, and to fulfill those needs, the information provided through ads has helped them. Some of them have watched advertisements because they are their favourite advertisements (creativity and interest), and they learn about the product's benefits.

Among the product and service advertisements, many young adults like product advertisements as they have influenced them to buy products or goods. The researcher found out the reasons for liking the product advertisements. They mostly air about household products, which are very much needed in daily life and affect change the behaviours of young adults. And some young adults bought products and goods after watching advertisements. According to the collected data, it was proved that product advertisements positively influence the fulfillment of young adults' needs; to choose a new product, influence to purchase household items, get good results from a product, the creativity, and attractiveness of television advertisements, special festive seasons and special discount season, and to choose good products and good brands. These product advertisements have influenced the selected young adults to buy a product.

Advertising has a considerable stimulating influence on purchasing behaviour of young adults. The collected data confirmed that product advertisements influence young adults in a good way to select and purchase the best products satisfying the consumers. It affects both male and female young adults.

According to these overall findings, it is clearly identified that young adults had an impact from the product advertisements. And their purchasing behavior has been changed through product advertisements. Product advertisements have many advantages and disadvantages. Young adults believe that product advertisements have a positive impact on them. Advertising companies earn a lot of profit through advertisements because advertisements have an effect

on young adults. Advertisers spend a lot of money on their advertisements and after promoting the product, they earn a lot of profit from the advertisements. Therefore, product advertisements have an influence on young adults to choose a product or service. And also most young adults are concerned about television advertisements while watching television.

Television advertisements play an important role in changing young adults' behavior and also provide new patterns for purchasing or using any type of goods and services. It's the most convenient way to reach young adults as they are more deployed by advertisements. Since product advertising has become a part of regular television broadcasts, viewers' perception of these advertising messages may influence their buying behavior of certain products which is favorable to such products. There were many young adults who were satisfied with the products and the advertisements as they received benefits (information about the product, place where the product is available, quality, brands, offers, and ingredients of the product's warranty period of the product,) after watching TV advertisements and purchasing the products. And also there were some disadvantages of product advertising when purchasing and after purchasing products. Quantity is not fair, decrease in product profitability, false information, harmfulness of product, and not enough information provided are some reasons for customers to be not satisfied with the product and advertisements.

The researcher recommends that future researchers can study the impacts of service advertisements on consumer buying behavior. Further, a study can be carried out on the impact of other types of advertisements in other media platforms such as radio advertisements, newspaper advertisements, and new media advertisements. The researchers can choose different geographical areas as the sample for the study. The researchers can choose a different number of people as the sample while choosing different kinds of respondents belonging to different age groups. The researchers can focus only on one or two kinds of product advertisements and the impact of those advertisements on the consumers and the researchers can discuss the adverse effects of product advertisements on consumer buying behaviour.

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