Advertisements Leads to Customer Action in Mobile Telecommunication Industry: Special Reference to the Dialog Telecom and Mobitel ADS in Trincomalee Town

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In the current competitive business world, business organizations spend lot of money for the advertisements. The purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decision, but there is no direct feed back to measure the effectiveness of advertisements. It depends on how well the concept of advertising is understood, planned and implemented and how its effectiveness is evaluated. However, the fact is that advertising can sometime be wasteful even it is a brilliant marketing strategy. Study considers the leading mobile telecommunication ads of Dialog and Mobitel in Trincomalee town area with the objective of identifying the effective use of ads by the firms, relationship between ads customer reaction, and the support of ads to promote the service quality using variables such as message, trust in value, media, and attitude. Primary as well as secondary data were collected for the study purpose. Questionnaire was used to collect primary data. Data collected by the questionnaire were analyzed with the univariate measures using SPSS 14.0. The study finds out that 74% of dialog and 56% of mobitel respondents' reveals message design influence their purchase decision. 94% dialog and 96% of mobitel respondents express trust in value of the message and was also considered during the purchase. More than 90% of both company respondents reveal choices of right set of media also have a favourable effect over their activities. 90% of dialog and 92% of mobitel respondents reveals when their individual attitude collaborates with advertisement they show desirable influence in their customer action. Firms use advertisements in an attractive way whereas some is wasteful.