



**LIKEABLE ATTRIBUTES OF BEAUTY
PRODUCT TV ADVERTISEMENTS IMPACT ON
FEMALE CONSUMER PURCHASE INTENTION**

(With Special Reference to Kandy Area)

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ABSTRACT

Likeable attributes are one of the most impacting factors in the TV advertisements. Because it encourages customers to watch and remember particular advertisements. Also it impact on consumers' purchase intention. In beauty product TV advertisements there mostly can see this kind of attributes. It also enhances the ability to increase brand salience. For this to occur, respondents have to correctly associate the right brand with the particular beauty product TV advertisements. Yet there are reasons to assume that making an advertisement likeable might make it more difficult to effectively brand. The modeling was conducted on data from an advertising tracking monitor in beauty product TV advertisements. Data was collected on approximately 10 individual television ads (mainly considered 04 brands which are common in TV advertisements) from over 150 female respondents in Kandy area. Statistical tool SPSS used to analyze the gathered data. A very clear association, at the aggregate level, between likeable attributes and female consumer purchase intention is demonstrated showing that ads that are more likeable tend to have higher rates of correct purchase decisions. This paper revealed that some of likeable attributes in beauty product TV advertisements (general tactics, and strategy) have strong relationship with female consumer purchase intention. Further there is an average correlation with media specific tactics of the beauty product TV advertisements.

Key words: *Likeable attributes, Purchase intention, Beauty products TV advertisements*