

**THE IMPACT OF TELEVISION ADVERTISEMENT  
ATTRIBUTES ON THE PURCHASE INTENSION OF  
BEAUTYCARE PRODUCTS IN AMPARA DISTRICT WITH  
SPECIAL REFERENCE MAHAOYA**



By

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## ABSTRACT

This study attempts to find out the impact of the television advertisement attributes on the purchase intention of beauty care product in Ampara District with special reference to Mahaoya, where the television advertisement is independent variable. Under the television advertisement conceder about six method of television advertising which are Quality features shown in advertisement, Entertaining celebrity association, Product availability information shown in advertisements, Content credibility of the product shown in the TV advertisements, Effective advertisement repetition and Advertising appeals shown in the TV advertisements, while purchase intention is dependent variable. In accordance with literature review and findings, there are literature and empirical knowledge gaps regarding the relationships and impacts of television advertisement on purchase intention of beauty care product. This study was conducted to fill these gaps, with three objectives which are to identify levels of television advertisement and purchase intention of beauty care products, to explore significant relationship between television advertisement and purchase intention of beauty care products and to identify the impact of television advertisement on purchase intention of beauty care products. Based on literature review, the conceptual model of this was established and tested by collecting the data from 170 beauty care users in Mahaoya in Ampara District. Structured questionnaire was used to collect the data and univariate analysis and bivariate analysis were used. Results showed that television advertising positively and significantly impact on purchase intention of beauty care product. The findings of this study are useful in further enlarging and enriching applications of these concepts in practice.

*Key words: Quality features shown in advertisement, Entertaining celebrity association, Product availability information shown in advertisements, Content credibility of the product shown in the TV advertisements, Effective advertisement repetition, Advertising appeals shown in the TV advertisements, purchase intention*

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