

**A STUDY ON CONSUMER ATTITUDES TOWARDS  
TELEVISION ADVERTISING USING CELEBRITY  
ENDORSEMENT**



**THILEEPANA THAVARAJAH**



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**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

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## ABSTRACT

Competition is becoming more intense. Having a good product alone is not enough to compete in markets of high standards. Obviously, the changes in markets to focus on more persuasive ways of promoting their products. In today's market driven, Creative advertising has become an important marketing strategy for many companies to promote their products to the target market. Among the different styles available, celebrity endorsement is becoming a popular choice in the advertising industry.

This study includes three independent variables such as physical attractiveness, source credibility and brand congruency and one dependent variable such as consumer attitudes. Quantitative methodology has been applied for this research and questionnaires were used to collect data. 200 questionnaires were issued and collected data were analyzed. This study found that there is influence of celebrity advertising on consumer attitudes. Research found that brand congruency highly influence on consumer attitudes and moderate level influence on physical attractiveness and source credibility. In addition, the study offers suggestions and recommendations to the personal care brands advertising agencies and marketers. Therefore the marketers in order to increase their profit and survey the personal care markets.

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