Likeable Attributes of Beauty Product Consumer Purchase Intention

(With Special Reference to Kandy Area in Sri Lanka)

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I. INTRODUCTION

Advertisements attract the customer to purchase a certain product. Advertising through television is one of the most effective medium to communicate. In promotion, TV has assumed significant importance as it combines both visual and oral communication. Also TV advertisements are considered one of the most effective medium to influence the purchase decision of consumers. According to the Yang and Smith (2009) the audience perceives the advertisements by the product advertised or the brand is one of the most researched issues regarding the processing of creative advertisements.

Scholars who are Kim-Shyan Fam and David S. Waller (2007) found the implication being that advertising likeability provides the potential to facilitate consumer responsiveness, if most impacting factors are held constant. According to the Haley & Baldinger (1991) liking an advert has even been shown to be the strongest factor linked with persuasion and sales, and is thus considered a very important measurement of advertising effectiveness. Advertisements that are liked by consumers will be given greater mental processing for their buying decision. Also likeable attributes of advertisements get more attention of customers and augment their brand loyalty towards their products.

II. RESEARCH PROBLEM

Now a day, the economic, social, cultural, political and business environments of the country has tremendously changed and these changes have brought about a significant change in the attitude of the people towards advertising.

According to Nielsen (2010) advertisement on television seems to be golden mine for companies to introduce their products to the world. People don't want to waste time and effort looking at advertisements (Collett, 1994; Hollis, 1995). In fact, it has become normal for consumers to resent the manipulative techniques (Agee, 1997), regarding adverts as an unwelcome intrusion and a source of irritation. This often results in conscious effort to avoid adverts and refusal to respond to promotional messages (Cummins, 1996). An advertising strategy, which is often suggested as a way of overcoming this is 'likeability' (Sacharin, 2001). The foremost objective of this study is to check that how likeable attributes of beauty product Television advertisements impact on the purchase of the female consumers.

III. OBJECTIVES

The objectives of this study aims to investigate the level of involvement of consumers for TV advertisements, investigate the relationship between likeable attributes of beauty product TV advertisements and female consumer purchase intention and to investigate the most significant factor of likeable attributes of beauty product TV advertisements which intent to purchase.

IV. DATA AND METHODOLOGY/MATERIALS AND METHODS

This study mainly used the primary data collected from 150 female respondents in Kandy area. Researcher used questionnaires to collect the primary data. Convenience sampling technique has use for selecting the sample. This study falls into the category of conclusive because, in here researcher tries to test hypothesis. Further, conclusive type of research can be dividing into two types & out of these two parts this study falls into the category of causal type. Researcher is going to build up a relationship between dependent & independent variables by obtaining information from respondents through distributing questionnaire among selected sample. Descriptive analysis, Correlation test and Multiple linear regression analysis used for the analysis of the data.

The multiple regression model of this study shows as follows

$$CPI = a + \beta1\ S + \beta2\ GT + \beta3\ MST + \varepsilon$$

Where; CPI = Consumer Purchase Intention, a = Intercept of the regression, $\beta1$, $\beta2$, $\beta3$ = Slope of the equation, S = Strategy of TV advertisements, GT = General Tactics, MST = Media Specification Tactics and ε = Error

V. RESULTS AND DISCUSSION

In data analysis, researcher first of all did descriptive analysis. Among descriptive analysis, independent data variance and dependent data variance was summarized by using the tables. Specially, mean and std. deviation values of the both independent and dependent variables are discussed under the

descriptive tables. To identify the level of involvementof consumers for TV advertisements.

Mean and Standard Deviation of Likeable Attributes of Beauty Product TV Advertisements

Dimension	Mean	Std. Deviation
Strategy	3.71	0.586
General tactics	3.82	0.618
Media specific tactics	2.92	0.393

Source: IBM SPSS Statistics 21 output from field information

Mean and Standard Deviation of Consumer Purchase Intention

Dimension	Mean	Standard deviation
Consumer attitude	3.75	0.584
Brand image	3.79	0.568

Source: IBM SPSS Statistics 21 output from field information

Correlation Analysis between Variables

The purpose of a correlation analysis is to identify whether two measurement variables co vary, and to quantify the strength of the association or relationship between the independent variable "likeable attributes of beauty product advertisements" and dependent variable "purchasing intention". Following table illustrates the correlation between likeable attributes of beauty product TV advertisements and female consumer purchase intention. According to this analysis, probability of association between independent and dependent variable if 0.000, this is less than 1%. Therefore result is highly significant. Null hypothesis is rejected. Coefficient of correlation is for the general tactics denotes 0.838 is indicates that there is positive association between 'general tactics' and 'consumer purchase intention' as the value is more than 0.7 there is a strong positive association. Accordingly, 0.701 of coefficient of correlation is belongs to the association between 'strategy' and 'consumer purchase intention'. Here also the value is more than 0.7 there is strong positive relationship between those two variables.

Correlation between Likeable attributes of beauty product advertisement and Female consumer purchase intention.

Dimension	Pearson correlation	P-value	Relationship type
Strategy	0.701	0.000	Strong positive correlation
General tactics	0.838	0.000	Strong positive correlation
Media specific tactics	0.659	0.000	Average positive correlation

Source: IBM SPSS Statistics 21 output from field information

Following represent the summary of correlation analysis between likeable attributes of beauty product TV advertisements and female consumer purchase intention. All the variables which are strategy, general tactics and media specific tactics have relationship with female consumer purchase intention

Relationship between likeable attributes of beauty product TV advertisements and Female consumer purchase intention

Dimension	P-value	Relationship with purchase intention
Strategy	0.000	There is relationship
General tactics	0.000	There is relationship
Media specific tactics	0.000	There is relationship

Source: IBM SPSS Statistics 21 output from field information

Multiple linear regression

Figure	Value
R	0.884
R-square	0.782
Adjusted R square	0.778
Standard Error of Estimate	0.259

Source: IBM SPSS Statistics 21 output from field information

R value is 0.884, which represented the multiple correlation. This interprets joint association between independent variables and the dependent variable. As the coefficient is more than 0.7 there is a strong association jointly with independent variables and dependent variables. The coefficient of determination (R^2)value was indicated how much of the dependent variable, "likeable attributes of beauty product TV advertisements" can be explained by the independent variable, "consumer purchase intention". In this case R-square for the model was obtained as 0.782. If this value is 0.6 or more, model is nicely fitted. It was suggested that 78 percent of variation in dependent variable, purchase intention was explained by independent variable, likeable attributes of beauty product TV advertisements. Therefore it can be identified 22 percentages of unexplained variation in this model. However 0.782 was substantially high and therefore it was significant. Adjusted R-square was represented the modification of R-square that adjusted for the number of explanatory in a model.

Analysis of variance for multiple linear regression

Model	Sum of square	Degrees of freedom	F	Significant
Regression	35.209	3	174.767	0.000
Residual	9.805	146		
Total	45.014	149		

Source: IBM SPSS Statistics 21 output from data field information

Present the ANOVA table that contains the result of the analysis of variance associated with the regression model and it is included sum of squares, degree of freedom, F value and P value. It was formal test where the F distribution was used to obtain information regarding the overall validity of the simple linear regression equation. This was provided the idea about up to which extent the model is fitted. It was revealed

that out of total sum of square (45.014), the proportion of 35.209 can be explained by regression and the rest of 9.805 are explained by residual. Thus, it can state that model was fitted well because large proportion is contributed by regression.

Further it can be identified that F value is 174.767, it was suggested that most of the variance was explained by model because calculated F value is greater than Table F value. P value 0.000, which was less than 0.05, suggests that overall, the model applied can statistically significantly predict the dependent variable. Probability of F test statistic is 0.000, this is highly significant, model is appropriate. Independent variables, 'strategy', 'general tactics', 'media specific tactics' jointly influence on 'consumer purchase intention'. Individual effect can be tested using coefficient.

VI. CONCLUSION

Major objectives of this research were to identify relationship between likeable attributes of beauty product TV advertisements and female consumer purchase intention in Kandy area. According to mean and standard deviations obtained from descriptive statistics, it can be demonstrated that likeable attributes of beauty product TV advertisements are consider when 'strategy' and 'general tactics' are highly consider. But 'media specific tactics' are moderately consider. According to Pearson correlation analysis, strong positive significant relationship between likeable attributes of beauty product TV advertisements and female consumer purchase

intention can be identified as P-value of 0.000 is a less than 0.05 level. Further, there is a significant positive association between all dimensions which are, 'strategy', 'general tactics' and 'media specific tactics' of the beauty product TV advertisements. According to multiple linear regression among those three variables purchasing beauty product is highly impacted by 'General tactics' (0.588). General tactics and purchasing intention have P values less than 0.05. That means they have significant impact on consumer purchase intention of beauty products. Therefore, null hypothesis H_{0a} and H_{0b} rejected and alternative hypothesis H_{1a} and H_{1b} accepted.

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