

# THE IMPACT OF CELEBRITY ENDORSEMENT THROUGH TELEVISION ADVERTISEMENTS ON INTRINSIC MOTIVATION OF PURCHASE INTENTION

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**ABSTRACT** - Celebrity endorsed advertisements are playing a vital role in changing the consumers' perception and also the consumption pattern of the society in general. Celebrity endorsement is extensive, nevertheless there is a limited study on the celebrity endorsement.

This conceptual paper makes an important contribution to fill the existing gap in the literature and identify the role played by celebrity endorsement in the creation of intrinsic motivation of consumers purchase intention created through television advertisements.

Therefore this study examines the relationship between the impact of celebrity endorsement through television advertisements in the creation of intrinsic motivation of consumers purchase intention in relation to "Lux" with special reference to Manmunai North Divisional Secretariat of Batticaloa District(MNDS).

While both the variables individually have high level attributes, the Pearson's correlation analysis explores a positively significant linear relationship between impact of celebrity endorsement through television advertisements on consumer's intrinsic motivation.

**Key words:** Celebrity endorsement; attractiveness; expertise; trustworthiness; familiarity; intrinsic motivation; perceived value; perceived risk and perceived quality.

## 01. INTRODUCTION

### 1.1. Introduction and Background of the Study

Advertising is the most common and effective tool in creating awareness and convincing customers about the brand name. There are various types of advertising and one of the most common current advertising forms is celebrity endorsement advertising. The practice of celebrities being used for rendering services other than performing their actual job as either an actor or an athlete, such as endorsements has proliferated over time. Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands (Katyal, 2007). Despite the cost and the risks involved with this technique of advertising, it is been used quite extensively in the present era. The instrument of celebrity endorsement has nowadays become a pervasive element in advertising and communication management.

Due to the globalization, Sri Lanka attracts many overseas and international companies to enter into its market. In Sri Lanka, most of the consumer goods are endorsed by artists, Film stars, singers, cricketers or athletes. Companies, civil society organizations and government agencies spend billions of money annually placing one form of advertisement using celebrities in the media more specifically through the television advertisements in Sri Lanka. Celebrity endorsements can trigger the purchase of cosmetic products rather than other Fast Moving Consumer Goods (FMCG). In the cosmetic industry of Sri Lanka, Lux has achieved the number one position among the beauty soaps with more than 85% of households purchasing "Lux".(<http://www.unilever.com.lk/our-brands/detail/Lux/324471/>, retrieved 17-07-2014). From its inception in Sri Lanka Lux has been using world's leading celebrities as well as Sri Lankan celebrities.

### 1.2 Problem statement

In Sri Lanka, television advertisements are highly used for celebrity endorsements rather than other forms of the advertisements. More specifically, In Batticaloa district comparing with other divisional secretariats, MNDS is an urban area and most of the people are having televisions with cable connections or dish antenna connections and they spend more time with television. Therefore, this study has attempted to explore MNDS of Batticaloa district as a population of this survey. It seems clear that, celebrity endorsement will create high brand awareness but there is limited research on the impact of celebrity endorsement through television advertisements regarding the consumers' purchase intention specifically in the context of MNDS of the Batticaloa district of Sri Lanka. Hence, this study explores this as the problem attempt to investigate empirically with the general research question of "*What is the role played by the celebrity endorsed television advertisement in the creation of intrinsic motivation for "LUX" in MNDS of Batticaloa district?*"

### **1.3 Objective of the study**

1. The level of Celebrity Endorsement for “Lux” through the Television Advertisements in MNDS of Batticaloa District.
2. The level of Intrinsic Motivation Created for “Lux” through Celebrity Endorsed Television Advertisements in MNDS of Batticaloa District.
3. The level of impact of celebrity endorsement through television advertisements on intrinsic motivation.

### **1.4 Significance of the study**

The topic of celebrity endorsements and its elements is heavily documented in academic literature, but what makes this research interesting is that it enables us to understand the celebrity endorsement process from a Sri Lankan consumer's point of view. The research undertaken on celebrity endorsement and intrinsic motivation in this paper will be useful on both academic and professional platform, as it looks into the perception of Sri Lankan consumers and providing theory for scholarly and directives for managers and professionals.

## **2. LITERATURE REVIEW**

### **2.1 Concept of celebrity**

According to Gupta (2009) Celebrity was a person whose name could grab public attention, arouse public interest and generate profit from the public. Celebrities are well-known individuals (television stars, movie actors and actresses, famous athletes, pop stars, entertainers, etc) who owe their fame to their achievements.

### **2.2 Celebrity endorser**

McCracken (1989, p.310) defined celebrity endorser as “*any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement*”. While Stafford *et al.*, (2003) gave a clear definition by defining celebrity endorser as, a famous person who uses public recognition to recommend or co-present with a product in an advertisement.

### **2.3 Celebrity endorsement**

Celebrity endorsement is a form of advertising campaign that involves a well known person using their fame to help promote a product or service. When celebrities endorse products it gives that brand an automatic leg up on the competition. There were certain forms of celebrity endorsements, which included print advertising in magazines, television advertising, products used in movies and television programs, mention of luxury brand in music, inviting celebrities to be co-creators in designing products and naming products after celebrities (Eshaghpour, 2010).

### **2.4 Sources of celebrity endorsement**

Attractiveness, expertise, trustworthiness, and familiarity can contribute to celebrity endorsement and also use to measure celebrity endorsement.

### **2.5 Trustworthiness**

Trustworthiness meant consumer's confidence in the source for providing information in an objective and honest manner (Ohanian, 1991). Marketers take the advantage of these set of values by employing celebrities those are most regarded as trustworthy, honest believable and dependable among their fans and people (Shimp 1997). When the communicator was perceived to be high trustworthy, an opinionated message was more effective than a non opinionated communication in producing attitude change.

### **2.6 Attractiveness**

Source attractiveness refers to the endorser's physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source (Solomon 2002). Attractiveness does not mean simply physical attractiveness, but includes any number of virtuous characteristics that consumers might perceive in a celebrity endorser. Physical attractiveness suggests that a celebrity determines the effectiveness of persuasion as a result of that consumers wanting to be like the endorser and wanting to identify themselves with that endorser (Cohen and Golden, 1972).

### **2.7 Expertise**

Expertise can be defined as the perceived ability of an endorser to make or provide valid assertions. With regard to expertise, it isn't important that the celebrity is really an expert in the field. It is important that consumers think and believe a celebrity has expertise (Ohanian, 1990). It includes the knowledge, experience and skills developed by the endorser while working in the same field. The consumer will look to the celebrity for expertise, and if he feels that the celebrity is knowledgeable enough he will buy the endorsed product.

## 2.8 Familiarity

Familiarity is the audience's knowledge of the source through exposure (Sameen, 2013). Familiarity with the celebrity is a continuous variable which reflects the direct and indirect level of experience of the consumers with the product (Alba and Hutchinson, 1987, quoted by Robert *et al.*, 1994). The target market must be aware of the person, and perceive him or her as empathetic, credible, sincere and trustworthy.

## 2.9 Purchase intention

Purchase intention refers as the behavior of a consumer to a future purchase decision for a particular good or service (Espejel *et al.*, 2008 as cited in Hodza, *et al.*, 2012). *Purchase intention can be measured through intrinsic motivation, extrinsic motivation and Consumer's attitude. This conceptual paper measures the impact of celebrity endorsement through the television advertisement on the intrinsic motivation of purchase intention.*

## 2.10 Intrinsic motivation

Intrinsic motivation is defined as Internal desires to perform a particular task, people do certain activities because it gives them pleasure, develops a particular skill, or it's morally the right thing to do. According to Teo *et al.*, (1999, p. 26). Intrinsic motivation refers to the reason why we perform certain activities for inherent satisfaction or pleasure. Deci *et al.*, (1999) has suggested that when individual's intentions or behaviors are prompted by intrinsic motivations such as enjoyment, they will be more willing to persist in such intentions or behaviors in the future.

## 2.11 Sources of intrinsic motivation

Intrinsic factor is related to physical product characteristics where it includes perceived quality, risk and value.

## 2.12 Perceived quality

Perceived quality is a critical element for consumer decision making. According to Jin and Yong, (2005) consumers will compare the quality of alternatives with regard to price within a category. Consumers prefer intrinsic attributes over extrinsic attributes in the formation of perceived quality judgments, and use the latter only if they do not feel competent to evaluate a product on its intrinsic attributes (Grunert, 1986 and Steenkamp, 1989). the consumer's expected quality evaluation will determine the consumer's intention to buy only in relation to the perceived costs associated with the product, where costs can be both monetary and other costs.

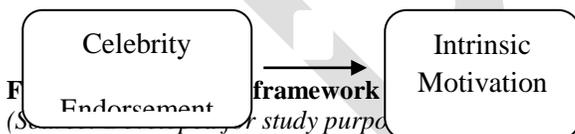
## 2.13 Perceived Risk

According to Zeithaml and Bitner (2003), perceived risk will typically influence early stage of consumer buying process. Besides that, Dowling and Staelin (1994) define risk as a consumer perception of uncertainty and adverse consequences of engaging in an activity.

## 2.14 Perceived Value

Price value is the utility derived from the product due to the reduction of its perceived short term and longer term costs. Dodds and Monroe (1985) proposed that the relationship model of price, quality and perceived value and mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value. Dodds and Monroe (1985) and Zeithaml (1988) contended that consumers will evaluate what they give and what they get in their subjective perception when they are buying a product/service.

## 03. CONCEPTUAL FRAMEWORK AND HYPOTHESIS



### Hypothesis of this study are:

*H1: Celebrity endorsement of Lux has positive relationship with intrinsic motivation of purchase intention created for Lux in MNDS of Batticaloa district.*

*H2: Trustworthy celebrities of Lux have a positive relationship with intrinsic motivation of purchase intention created for Lux in MNDS of Batticaloa district.*

*H3: Attractive celebrity endorsers of Lux have a positive relationship with intrinsic motivation of purchase intention created for Lux in MNDS of Batticaloa district.*

*H4: Expertise celebrity endorsers of Lux have a positive relationship with intrinsic motivation of purchase intention created for Lux in MNDS of Batticaloa district.*

*H5: familiar celebrities of Lux have a positive relationship with intrinsic motivation of purchase intention created for Lux in MNDS of Batticaloa district.*

#### **04. METHODOLOGY**

##### **4.1 Study Setting and Data Collection**

This study was carried out in the MNDS of Batticaloa district. Primary data were collect through closed-ended structured questionnaires measured with five point Likert's scale. The targeted sample is 200 customers from general public who are using "Lux" in MNDS of Batticaloa district.

##### **4.2 Methods of Data analysis**

In the research process to analyze the collected data, statistical package for social science (SPSS16.0) has been used in this study.

##### **4.3 Methods of Data Evaluation**

###### **Univariate analysis-**

Univariate analysis is carried out for evaluating the attributes of dimensions and variables individually based on the response in the questionnaires. For this purpose, mean values and standard deviation of the dimensions and variables are taken into consideration.

**Table 1: Decision Criteria for Univariate Analysis**

Range for Decision Criteria	Decision Criteria	Decision Attribute
$X_i < (3-Z \sigma_x)$	$X_i < 3$	Low Level
$(3-Z \sigma_x) \leq X_i \leq (3+Z \sigma_x)$	$X_i = 3$	Moderate Level
$X_i > (3+Z \sigma_x)$	$X_i > 3$	High Level

(Source: developed for study purpose)

Where;

$X_i$  = mean value of a dimension/variable,

$\sigma$  = standard deviation,

Z = value of the 95% confidence limit and

$\sigma_x$  = standard error of the mean

##### **Independent Variable and Dimensions**

X1 = Mean Value of Trustworthiness

X2 = Mean Value of Attractiveness

X3 = Mean Value of Expertise

X4 = Mean Value of Familiarity

X5 = Mean Value of Celebrity

Endorsement

##### **Dependent Variable and Dimensions**

X6 = Mean Value of Intrinsic

**Bivariate analysis-** Bivariate analysis used to measure the magnitude and direction of the relationship between impact of celebrity endorsement and intrinsic motivation of purchase intension created for Lux in MNDS of Batticaloa district. The decision would be taken based on the amount of correlation coefficient (R) and its significance level

**05. DATA PRESENTATION AND ANALYSIS**

**5.1 The Level of Celebrity Endorsement through Television Advertisements**

**Table 2: Overall Dimensions and Values of Independent Variable**

HL: High level, ML: Moderate level, LL: Low level

Description	Dimensions				Independent Variable
	Trustworthiness (X1)	Attractiveness (X2)	Expertise (X3)	Familiarity (X4)	Celebrity Endorsement (X5)
Mean	3.8933	4.5238	4.0525	4.4083	4.2195
Standard Deviation (SD)	0.43540	0.49151	0.46321	0.46477	0.37911
Co-efficient of Variance	0.190	0.242	0.215	0.216	0.144
Maximum	5.00	5.00	5.00	5.00	5.00
Minimum	2.00	1.50	1.00	1.00	1.54
Number of data	200	200	200	200	200
Standard Error of Mean	0.03079	0.03475	0.03275	0.03286	0.02681
Z – Value at 95% confidence	1.960	1.960	1.960	1.960	1.960
Lower Limit of Mean (3-1.96σx)	2.940	2.932	2.936	2.936	2.947
Upper Limit of Mean (3+1.96σx)	3.060	3.068	3.064	3.064	3.053
Decision Attribute	HL	HL	HL	HL	HL

(Source: Survey data)

**Trustworthiness**

Trustworthiness has high level at its individual characteristic in influencing the celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district (Mean X1 = 3.8933, where X1 > 3.060, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the dimension of trustworthiness (SD = 0.43540).

**Attractiveness**

Attractiveness has high level at its individual characteristic in influencing the celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district (Mean X2 = 4.5238, where X2 > 3.068, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the dimension of attractiveness (SD = 0.49151).

**Expertise**

Expertise has high level at its individual characteristic in influencing the celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district (Mean X3 = 4.0525, where X3 > 3.064, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the dimension of expertise (SD = 0.46321).

**Familiarity**

Familiarity has high level at its individual characteristic in influencing the celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district (Mean X4 = 4.4083, where X4 > 3.064, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the dimension of familiarity (SD = 0.46477).

**Celebrity Endorsement**

Celebrity Endorsement also has high level at its individual quality of independent variable (Mean X5 = 4.2195, where X5 > 3.053, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the variable of celebrity endorsement (SD = 0.37911).

This independent variable includes four dimensions which are trustworthiness, attractiveness, expertise, and familiarity. These dimensions show high level of influence in influencing the celebrity endorsement for “Lux” through television advertisements in

MNDS of Batticaloa district. They have the mean value 3.8933, 4.5238, 4.0525 and 4.4083 respectively (see Table 2). In addition, most of the respondents have expressed the common opinion toward the dimensions of celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district (Standard Deviation is 0.43540, 0.49151, 0.46321 and 0.46477).

## 5.2 Level of Intrinsic Motivation Created through Celebrity Endorsed Television Advertisements

**Table 3: Values of Dependent Variable**

Description	Dependent variable
	<i>Intrinsic Motivation (X<sub>6</sub>)</i>
Mean	4.4367
Standard Deviation (SD)	0.40707
Co-efficient of Variance	0.166
Maximum	5.00
Minimum	1.00
Number of data	200
Standard Error of Mean	0.02878
Z – Value at 95% confidence	1.96
Lower Limit of Mean (3-1.96σ <sub>x</sub> )	2.944
Upper Limit of Mean (3+1.96σ <sub>x</sub> )	3.056
<b>Decision Attribute</b>	<b>HL</b>

HL: High level, ML: Moderate level, LL: Low level  
(Source: Survey data)

**Table 4: Overall Dimensions of Dependent Variable**

(Source: Survey data)

### Intrinsic motivation

Intrinsic motivation also has high level at its individual quality of dependent variable which falls within the range of  $X_6 > 3.056$ , (mean

Indicator	Mean	Std Deviation
Perceived quality	4.37	0.553
Perceived risk	4.45	0.565
Perceived value	4.48	0.601
Intrinsic	4.4367	0.40707

value is 4.4367). In addition, most of the respondents expressed the common opinion regarding the variable of celebrity endorsement (SD = 0.40707).

This dependent variable includes three dimensions which are perceived quality, perceived risk and perceived value. These dimensions show high level of influence in influencing the intrinsic motivation created for “Lux” through celebrity endorsed advertisements in MNDS of Batticaloa district. Perceived value has high level of contribution to intrinsic than other two indicators (mean value is 4.48, see table 4). Perceived risk influence higher rather than perceived quality (mean values are respectively 4.45 and 4.37). In addition, most of the respondents have expressed the common opinion toward the dimensions of intrinsic motivation for “Lux” through television advertisements in MNDS of Batticaloa district (Standard Deviation is 0.553, 0.565, and 0.601).

### 5.3 The Level of Impact of Celebrity Endorsement through Television Advertisements on Intrinsic Motivation.

**Table 5: Correlation between the Overall Dimensions of Independent Variable and Depended Variable.**

		Intrinsic
Trustworthiness	Pearson Correlation	.302**
	Sig. (2-tailed)	.000
Attractiveness	Pearson Correlation	.459**
	Sig. (2-tailed)	.000
Expertise	Pearson Correlation	.515**
	Sig. (2-tailed)	.000
Familiarity	Pearson Correlation	.629**
	Sig. (2-tailed)	.000
Celebrity endorsement	Pearson Correlation	.585**
	Sig. (2-tailed)	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

(Source: Survey data)

The significance is at 0.01 level (2-tailed), and coefficient of correlation (r) is greater than 0.3 it is found as a moderate positive influence (0.585\*\*, see Table: 5) of celebrity endorsement through celebrity endorsed television advertisements on the intrinsic motivation created for Lux in MNDS of Batticaloa district.

According to the correlation matrix, it is obvious that all of the correlations between dimensions are significant at the 1% level. The correlation matrix explained a positive relationship between trustworthiness and intrinsic motivation ( $r = 0.302^{**}$ ), between Attractiveness and intrinsic motivation ( $r = 0.459^{**}$ ), between Expertise and intrinsic motivation ( $r = 0.515^{**}$ ) and between familiarity and intrinsic motivation ( $r = 0.629^{**}$ ) (see Table: 5).

## 0.6 DISCUSSION OF FINDINGS

### Objective 1: The level of Celebrity Endorsement for “Lux” through the Television Advertisements in MNDS of Batticaloa District.

The celebrity endorsement for “LUX” created through celebrity endorsed television advertisement in MNDS of Batticaloa district indicates high level, which falls within the range of  $X_5 > 3.053$ , (mean value is 4.2195). (see table 2).

Attractiveness has contributed very much (mean value is 4.5238) to celebrity endorsement for “Lux” through television advertisements rather than other dimensions. Furthermore, familiarity has contributed much to celebrity endorsement for “Lux” through television advertisements rather than trustworthiness and expertise. However, trustworthiness has contributed lower to celebrity endorsement for “Lux” through television advertisements than expertise in MNDS of Batticaloa district.

#### 6.2.1 Trustworthiness

According to the indication of Friedman *et al.*, (1979), Advertisers can create the highest effect regarding the products by taking trustworthiness into account. According to Miller and Baseheart (1969) it was found out that if the perceived trustworthiness of the source is high; attitude change is more likely to occur. In this study trustworthiness indicates high level of contribution to the celebrity endorsement through television advertisement for “Lux” in MNDS of Batticaloa district, which falls within the range of  $X_1 > 3.060$  (mean value is 3.8933) (see table 2). Therefore this study confirms the indication of Friedman *et al.*, (1979) and Baseheart (1969), that the trustworthiness has higher contribution to the celebrity endorsement.

Correlation analysis explained a positive relationship between trustworthiness in celebrity endorsed television advertisements for “Lux” and intrinsic motivation created for “Lux” in MNDS of Batticaloa district ( $r = 0.302^{**}$ , See Table: 5). The relationship between trustworthiness in celebrity endorsed television advertisement and intrinsic motivation created for “Lux” in MNDS of Batticaloa district is positive and significant at 1% level. Thereby, accept the hypothesis H2: Trustworthy celebrities of Lux have a positive relationship with intrinsic motivation created for Lux in MNDS of Batticaloa district.

#### 6.2.2 Attractiveness

According to the indication of Cohen and Golden (1972), physical attractiveness suggests that a celebrity determines the effectiveness of persuasion as a result of that consumers wanting to be like the endorser and wanting to identify themselves with that endorser. In this study attractiveness indicates high level of contribution to the celebrity endorsement through television advertisement for “Lux” in

MNDS of Batticaloa district, which falls within the range of  $X_2 > 3.068$ , (mean value is 4.5238) (see table 2). Therefore this study confirms the indication of Cohen and Golden (1972), that the attractiveness has high level of contribution to the celebrity endorsement.

Correlation analysis explained a positive relationship between attractiveness in celebrity endorsed television advertisements for “Lux” and purchase intention created for “Lux” in MNDS of Batticaloa district ( $r = 0.459^{**}$ , See Table: 5). The relationship between attractiveness and intrinsic motivation created for “Lux” is positive and significant at 1% level. Thereby, accept the hypothesis *H3: Attractive celebrity endorsers of Lux have a positive relationship with consumer’s purchase intention created for Lux in MNDS of Batticaloa district.*

### 6.2.3 Expertise

According to the indication of Ohanian (1990) when consumers exposed to a source perceived as high expert, they would exhibit a higher level of agreement with the source’s recommendation than did those exposed to a source with lower level of expertise. In this study expertise indicates high level of contribution to the celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district, which falls within the range of  $X_3 > 3.064$ , (mean value is 4.0525) (see table 2). Therefore this study confirms the indication of Ohanian (1990), that the expertise has high level of contribution to the celebrity endorsement.

Correlation analysis explained a positive relationship between expertise in celebrity endorsed television advertisements for “Lux” and intrinsic motivation created for “Lux” in MNDS of Batticaloa district ( $r = 0.515^{**}$ , See Table: 5). The relationship between expertise in celebrity endorsement and intrinsic motivation created for “Lux” is positive and significant at 1% level. Thereby, accept the hypothesis *H4: Expertise celebrity endorsers of Lux have positive relationship with intrinsic motivation created for Lux in MNDS of Batticaloa district.*

### 6.2.4 Familiarity

According to the indication of Alba and Hutchinson, (1987), familiarity with the brand is a continuous variable which reflects the direct and indirect level of experience of the consumers with the product. In this study familiarity indicates high level of contribution to the celebrity endorsement for “Lux” through television advertisements in MNDS of Batticaloa district, which falls within the range of  $X_4 > 3.064$ , (mean value is 4.4083 (see table 2). Therefore this study confirms the indication of Alba and Hutchinson (1987), that the familiarity has high level of contribution to the celebrity endorsement.

Correlation analysis explained a positive relationship between familiarity in celebrity endorsed television advertisements for “Lux” and purchase intention created for “Lux” in MNDS of Batticaloa district ( $r = 0.629^{**}$ , See Table: 5). The relationship between familiarity in celebrity endorsement and intrinsic motivation created for “Lux” is positive and significant at 1% level. Thereby, accept the hypothesis *H5: familiar celebrities of Lux have a positive relationship with intrinsic motivation created for Lux in MNDS of Batticaloa district.*

## 6.3 Objective 2: The level of Intrinsic Motivation Created for “Lux” through Celebrity Endorsed Television Advertisements in MNDS of Batticaloa District.

The intrinsic motivation created for “Lux” through celebrity endorsed television advertisements indicates high level in MNDS of Batticaloa district, which has fall within the range of  $X_6 > 3.056$ , (mean value is 4.4367) (see table 5). Intrinsic measured though three indicators such as perceived quality, perceived risk, and perceived value

Perceived value has high level of contribution to intrinsic than other two indicators (mean value is 4.48, see table 2). Perceived risk influence higher rather than perceived quality (mean values are respectively 4.45 and 4.37).

## Objective 3: The level of impact of celebrity endorsement through television advertisements on intrinsic motivation.

In this study the Pearson correlation analysis exposed the relationship between the celebrity endorsement and *intrinsic motivation* created for “Lux” through the television advertisement in MNDS of Batticaloa district. The correlation of coefficient ( $r$ ) was  $0.585^{**}$ , which was significant at 0.0 level. Since the  $r > 0.3$ , p-value is less than 0.01, the correlation was significant and the two variables were linear related. It is reflect the celebrity endorsement positively influencing the intrinsic motivation created for “Lux” through television advertisement in MNDS of Batticaloa district. Thereby, accept the hypothesis *H1: Celebrity endorsed television advertisement has a positive relationship on intrinsic motivation for Lux in MNDS of Batticaloa district.*

Therefore this study confirms the indication of Laroche *et al.*, (1996), that the celebrity endorsement has a positive relationship with purchase intention.

## 0.7 CONCLUSIONS AND RECOMMENDATIONS

Based on the study data it can be concluded that an endorser with a high celebrity status more positively influences the consumer's attitude towards the advertisement and intrinsic motivation towards the brand "Lux" in MNDS Batticaloa district. So companies must select right celebrity endorsers for "Lux" in order to grab the attentions and arouse the interest of the target customers in MNDS of Batticaloa district.

According to the analysis, mainly attractiveness and familiarity contributed highly for the celebrity endorsement than other dimensions, therefore marketers can specifically focus on the celebrities who possess these qualities are more persuasive and are more capable of positively influencing both attitude towards the advertisement and Intrinsic motivation "Lux" in MNDS of Batticaloa district.

Attractiveness has the high contribution to the celebrity endorsement for "Lux" than other three dimensions. Therefore in the "Lux" advertisements, marketers should select celebrities who are attractive to the target audience. Consumers may use appearance as a differentiating variable between advertisements which they like and remember and those which they do not like.

Seeing a familiar face on the television screen gives consumers that extra incentive to go out and buy that particular product. Famous personalities should be favored by marketers as endorsers, marketers must exercise good judgment in choosing celebrity endorsers who are very popular in current period and having acceptance among the target audience for reasons previously cited.

Intrinsic measured by perceived quality, perceived risk and perceived value. Perceived value has contributed high to intrinsic than other two dimensions. Perceived risk has contributed to intrinsic rather than perceived quality. Therefore marketers can specifically focus on the perceived value and perceived risk to increase intrinsic values in the way of telling in the celebrity endorsed advertisements that the "Lux" is high in value, its good in quality, good in smell, make your skin glowing and "Lux" isn't harmful to the skin so its reducing risk in the consumption .

The correlation of coefficient is reflecting the celebrity endorsement has moderate positive influence in the intrinsic motivation. Regression analysis indicates that 1 unit of celebrity endorsement for "Lux" is impact 0.585 times into intrinsic motivation regarding of "Lux" in MNDS of Batticaloa district.

*"The celebrity endorsement through Television advertisements has a strong positive role in the creation of intrinsic motivation regarding of Lux in MNDS of Batticaloa district".* Since celebrity endorsement through television advertisements enhances the intrinsic motivation of the customers, every marketer should try to use celebrity endorsers in their television advertisements in order to increase the intrinsic motivation to increase the purchase intention for the "Lux" in MNDS of Batticaloa district.

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