The Level of Celebrity Endorsement through Television Advertisements

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Abstract

In the present era of information explosion and media influence, advertisements play a vital role in changing the consumers' perception and also the consumption pattern of the society in general. Every day consumers are exposed to thousands of voices and images of celebrity endorsers in television advertisements. Its purpose is to catch consumers' eyesight in a short time and increase purchase intention and brand awareness. Celebrity endorsement is extensive; nevertheless there is a limited study on the celebrity endorsement. Therefore this study examines the impact of celebrity endorsement factors such as attractiveness, expertise, trustworthiness, and familiarity in the level of celebrity endorsement.

This study empirically examines the impact of the factors of celebrity endorsement and the level of celebrity endorsement created through television advertisements in relation to "Lux" with special reference to Manmunai North Divisional Secretariat of Batticaloa District.

"The celebrity endorsement is high level for the "Lux" through the Television advertisements in MNDS of Batticaloa district". Attractiveness has contributed very much to celebrity endorsement for "Lux" through television advertisements rather than other dimensions. Since celebrity endorsement through television advertisements has high level, every marketer should try to use celebrity endorsers in their television advertisements in order to increase the purchase intention for the "Lux" in MNDS of Batticaloa district.

This conceptual paper makes an important contribution to fill the existing gap in the literature and creating the fundamental linkages between factors of the celebrity endorsement and the level of celebrity endorsement.

Key words: Celebrity endorsement; attractiveness; expertise; trustworthiness; and familiarity.

1.0. INTRODUCTION

1.1. Introduction and Background of the Study

In the modern world nowadays organizations require to continuously introduce innovative products which meet the trends, lifestyles and expectations of customers to compete in a turbulent and competitive business landscape. 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.

Nowadays celebrity endorsement advertising has been recognized as a ubiquitous feature of modern day marketing (McCracken 1989, Keller 2008). 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.

Celebrity endorsement has been increasing over the past years (Biswas *et al*., 2009). The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities. Marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand (Cooper, 1984). The main goal of using celebrities in advertising is to generate publicity and attention to the brand (Biswas *et al*., 2009) as well as influence consumer perceptions of the brand stemming from their knowledge of the celebrity (Keller, 2008).

Considering the great importance that celebrity endorsement, this study specifies the level celebrity endorsement through the television advertisement in the Sri Lankan context.

1.2. Problem Statement

Due to the globalization, Sri Lanka attracts many overseas and international companies to enter into its market. Nowadays celebrity endorsements are commonly used strategies in Sri Lanka for promoting various types of products, services or brands, especially consumer goods. In this age of intense competition, capturing a position in the consumers' mind space is extremely tough in Sri Lanka.

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.

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, Manmunai north divisional secretariat (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 Manmunai north divisional secretariat (MNDS) of Batticaloa district as a population of this survey. Hence, this study explores this as the problem attempt to investigate empirically with the general research question of *"What is the level of celebrity endorsement through the television advertisement for "LUX" in MNDS of Batticaloa district?"*

1.3 Research Question

What is the level of celebrity endorsement for "Lux" through the television advertisements in MNDS of Batticaloa district?

1.4 Research Objective

Identify the level ofcelebrity endorsement for "Lux" through the television advertisements in MNDS of Batticaloa district.

2. 0. LITERATURE REVIEW

2.1. Concept of Celebrity

A celebrity is a person who will recognize by the people and has a good reputation in the people's mind and in society. According to Boorstin (1961) the celebrity is a person who is known for his well-knownness. According to Gupta (2009) Celebrity was a person whose name could grab public attention, arouse public interest and generate profit from the public. Kurzman *et al.*, (2007) Cites, celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path.

Celebrities are well-known individuals (television stars, movie actors and actresses, famous athletes, pop stars, entertainers, etc) who owe their fame to their achievements. So a celebrity is a person who grabs greater recognition of the common segments of the people and due to uses this recognition in coming in various advertisements and letting customers knew about product (McCraken 1989).

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".* Kamins (1989) defined celebrity endorser as an individual who is known to the public for his or her achievements in areas other than that of the product endorsed. Friedman and Friedman (1979) states that celebrity endorser is a person who advertises a product, a person well known for his/her achievements in areas which are different from

the advertised product category. 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 Endorsements is a billion dollar industry in today's era (Kambitsis *et al.,* 2002). Celebrity endorsement is a form of advertising campaign that involves a well known person using their fame to help promote a product or service. Marketers spend huge amount of money on celebrity endorsement contracts annually (Katyal, 2007) it shows that celebrities play an important role in the advertising industry. 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, photographs of paid celebrities using the products bearing the endorsed brand, photographs of unpaid celebrities using the products bearing the endorsed brand, mention of luxury brand in music, inviting celebrities to be co-creators in designing products and naming products after celebrities (Eshaghpour, 2010).

There is a huge Impact of celebrity Endorsements among the consumers through television advertisements in Sri Lanka as Sri Lankans like the celebrities a lot and there is a huge fan following. People belong to lower class or middle class or upper class, all of them watch television to entertain themselves. Many marketers consider that use of the celebrity endorsement in the television advertisement enhances the product evaluations and also

increases the advertisement ratings (Dean and Biswas, 2001).

2.4. Sources of Celebrity Endorsement

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

2.4.1. Trustworthiness

The most important attribute for a celebrity endorser is the trustworthiness. The target audience must trust that a celebrity carries a particular image and it must match with the product. Trustworthiness meant consumer's confidence in the source for providing information in an objective and honest manner (Ohanian, 1991). Ohanian (1990) defined trustworthiness as the listener's degree of confidence in, and level of acceptance of, the speaker and the message. Trustworthiness refers to the honesty, integrity and believability of an endorser.

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). Trustworthiness of an endorser is perceptual and depends on the target audience. So companies try to find endorsers who are widely seen as trustful and who are seen as honest, believable and dependable (Shimp, 1997). Advertisers can create the highest effect regarding the products by taking trustworthiness into account. Because it is stated when consumers like a celebrity, they will automatically trust a celebrity (Friedman *et al.,* 1979). When the communicator was perceived to be high trustworthy, an opinionated message was more effective than a non opinionated communication in producing attitude change.

2.4.2. Attractiveness

Advertisers have chosen celebrity endorsers on the basis of their attractiveness to gain from dual effects of celebrity status and physical appeal (Singer 1983). 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 2007). A well known quotation from Aristotle (Ohanian 1991), "*Beauty is a greater recommendation than any letter of introduction".*

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).

2.4.3. 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. Some authors suggest that it is not important for an endorser to be an Expert; but it all depends how audience perceive him (Hovland, *et al.*, 1953, Ohanian 1991).

Furthermore Speck *et al.,* (1988) stated that celebrities, who are seen as an expert in a specific area, engender higher brand recognition than celebrities who are seen as
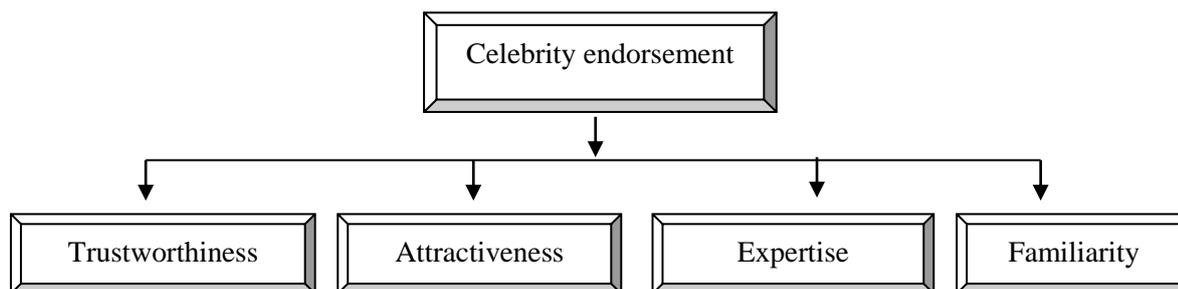
non-experts. Some researchers even believed that the endorser with expertise might be more potent than those only have physical attractiveness (Till and Busler 1998). When consumers exposed to a source perceived as high expert, they would exhibit a higher level of agreement with the source's recommendation than did those exposed to a source with lower level of expertise (Ohanian 1990). The consumer will look to the celebrity for expertise, and if he feels that the celebrity is knowledge enough he will buy the endorsed product.

2.4.4. Familiarity

Familiarity is the audience's knowledge of the source through exposure (Sameen, 2013).

3.0. CONCEPTUALIZATION

Figure 1: Conceptual Framework

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.

(Source: Develop by researcher for study purpose)
Conceptual framework adopted from Ohanian (1990) and Erdogan (1999).

In order to analyze the level of celebrity endorsement for "Lux" through its television advertisements in MNDS of Batticaloa district variables were conceptualized as above.

The celebrity endorsement through television advertisements will be measured through four dimensions, those are (1) Trustworthiness, (Ohanian, 1990) (2) Attractiveness, (Erdogan, 1999) (3) Expertise, (Ohanian, 1990) and (4) Familiarity (Erdogan, 1999).

3.2. Study Setting and Design

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.

4.0. METHODOLOGY

4.1. Sampling Distribution

The population of the study is MNDS division of Batticaloa district and stratified random sampling technique has been used to select potential respondents in this survey. Stratified

random sampling is a probabilistic sampling option. The first step in stratified random sampling is to split the population into strata, i.e. sections or segments. The strata are chosen to divide a population into important categories relevant to the research interest. Stratified random sampling is used when the researcher wants to highlight a specific subgroup within the population. This technique is useful in such researches because it ensures the presence of the key subgroup within the sample. However the main advantage remains stratified sampling being the most representative of a population.

The population of the MNDS of Batticaloa district has stratified into 48 Grama Niladhari (GN) divisions and within the all 48 GN divisions random sampling technique has been used to identify the potential respondents. The identified respondents have been asked a preliminary question before issue the questionnaire to check whether they use "Lux" or not and the questioners have been issued only for the respondents who uses "Lux".

4.2. Methods of Data Analysis and Evaluation

In the research process to analyze the collected data, statistical package for social science (SPSS16.0) has been used in this study. Data was analyzed through questionnaire issued to Lux soap users who live in MNDS of Batticaloa district. It is specially considered univariate analysis consist of mean, standard deviation.

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
$Xi < (3-Z\ \sigma_x)$	$Xi < 3$	Low Level
$(3-Z\ \sigma x) \leq Xi \leq (3+Z\ \sigma_x)$	$Xi = 3$	Moderate Level
$Xi > (3+Z\ \sigma_x)$	$Xi > 3$	High Level

(Source: developed for study purpose)

Where;

Xi = mean value of a dimension/variable,

σ = standard deviation,

Z = value of the 95% confidence limit and

σ_X = standard error of the mean

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*

4.0. DATA PRESENTATION AND ANALYSIS

Table 2: Overall Dimensions and Indicators of Celebrity Endorsement

Description	Dimensions				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

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

(Source: Survey data)

4.1. 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).

This dimension includes three indicators which are dependable, honest, and reliable. Those indicators show high influence of trustworthiness in celebrity endorsement for "Lux" through television advertisements in MNDS of Batticaloa district. They have the mean values 3.94, 3.91and 3.84, respectively (see table: 3).

Table 3: Indicators of trustworthiness

Indicator	Mean	Std Deviation
Dependable	3.94	0.590
Honest	3.91	0.581
Reliable	3.84	0.678
Trustworthiness	3.8933	0.43540

(Source: Survey data)

4.2. 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).

Table 4: Indicators of Attractiveness

Indicator	Mean	Std Deviation
Beautiful	4.49	0.750
Good looking	4.25	0.735
Classy	4.47	0.701
Elegant/plain	4.89	0.509
Attractiveness	4.5238	0.49151

(Source: Survey data)

This dimension includes four indicators which are beautiful, good looking, classy and elegant/plain. Those indicators show high influence of attractiveness in influencing the celebrity endorsement for "Lux" through television advertisements in MNDS of Batticaloa district. They have the mean values 4.49, 4.25, 4.47 and 4.89, respectively (see table: 4).

4.3. 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).

Table 5: Indicators of Expertise

Indicator	Mean	Std Deviation
Experience	4.00	.526
Knowledge	4.11	.556
Skills	4.00	.654
Qualification	4.11	.528
Expertise	4.0525	0.46321

(Source: Survey data)

This dimension includes four indicators which are experience, knowledge, skills, and qualification. Those indicators show high influence of expertise in influencing the celebrity endorsement for "Lux" through television advertisements in MNDS of Batticaloa district. They have the mean values 4.00, 4.11, 4.00 and 4.11, respectively (see table: 5).

4.4. 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 $X4 = 4.0525$, where $X4>3.064$, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the dimension of familiarity (SD = 0.4632).

Table 6: Indicators of Familiarity

Indicator	Mean	Std Deviation
Recognition	4.25	0.735
Popularity	4.58	0.660
Acceptance by audience	4.40	0.566
Familiarity	4.0525	0.4632

(Source: Survey data)

This dimension includes three indicators which are recognition, popularity, and acceptance by audience. Those indicators show high influence of familiarity in influencing the celebrity endorsement for "Lux" through television advertisements in MNDS of Batticaloa district. They have the mean values 4.25, 4.58, and 4.40, respectively (see table: 6).

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4.4. Celebrity Endorsement

Celebrity Endorsement also has high level at its individual quality of independent variable (Mean X5 = 4.2195, where $X_5 > 3.053$, see Table: 2). In addition, most of the respondents expressed the common opinion regarding the variable of celebrity endorsement (SD = 0. 37911).

5.0. DISCUSSION OF FINDINGS

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).

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.

5.1. 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 4.2195).

Trustworthiness measured though three indicators such as dependable, honest, and reliable. Therefore this study confirms the indication of Friedman *et al.,* (1979) and Baseheart (1969), that the trustworthiness has higher contribution to the celebrity endorsement.

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). Shimp (1997) states that, companies try to find endorsers who are widely seen as trustful and who are seen as honest, believable and dependable. Dependable has high level of contribution to trustworthiness than other two indicators (mean values is 3.94). Honest high influence than reliable (mean values are respectively 3.91& 3.84).

5.2. 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).

Therefore this study confirms the indication of Cohen and Golden (1972), that the attractiveness has high level of contribution to the celebrity endorsement. Attractiveness measured though four indicators such as beautiful, good looking, classy and elegant/plain.

Elegant/plain has high level of contribution to attractiveness than other three indicators (mean value is 4.89. Beautiful, classy and good looking have contributed same to attractiveness (mean values are respectively 4.49 & 4.47, 4.25).

5.3. 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).

Therefore this study confirms the indication of Ohanian (1990), that the expertise has high level of contribution to the celebrity endorsement. Expertise measured though four indicators such as experienced, knowledgeable, skilled and qualified.

Knowledgeable and qualified both have high level of contribution to expertise than other two indicators (mean value is 4.11). Experienced and skilled both have contribute equally to celebrity endorsement (mean value is 4.00).

5.4. 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 4.0525).

Therefore this study confirms the indication of Alba and Hutchinson (1987), that the familiarity has high level of contribution to the celebrity endorsement. Familiarity measured though three indicators such as recognition, popularity and acceptance by audience.

Popularity has high level of contribution to familiarity than other two indicators (mean value is 4.58). Acceptance by audience has high contribution than recognition (mean values are respectively 4.40 and 4.25),

6.0. CONCLUSIONS AND RECOMMENDATIONS

Based on the study data it can be concluded that an endorser with a high celebrity status through television advertisement more positively influences the celebrity endorsement 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 intentions to purchase "Lux" in MNDS of Batticaloa district.

Trustworthiness measured by dependable, honest, and reliable. Dependable has contributed high to trustworthiness than other two indicators, however honest has contributed high to the trustworthiness rather than the reliable. Trustworthiness of the commercial and the celebrity endorser are both important factors intervening in the consumer assessment process. Therefore marketers can specifically focus on using dependable and honest celebrity endorsers in television advertisements for "Lux" in MNDS of Batticaloa district.

Attractiveness has the high contribution to the celebrity endorsement for "Lux" than other three dimensions. Attractiveness measured by beautiful, good looking, classy and elegant/plain. Elegant/plain has contributed high to attractiveness than other three indicators, further more beautiful has contributed high to attractiveness than other two indicators, however classy has contributed high to the attractiveness rather than the good looking. 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.

Expertise measured by experience, knowledge, skills and qualifications. The expression of

knowledge and qualification both have contributed very much to expertise than other two indicators, furthermore the experience and skills both contribute much to expertise equally, therefore marketers can focus on using knowledgeable and qualified celebrities to endorse "Lux" brand through television advertisements.

Familiarity measured by recognition, popularity, and acceptance by audience. Popularity has contributed high to familiarity, than other two indicators. However the acceptance by audience has contributed high to the familiarity rather than the recognition, therefore marketers can specifically focus on the popularity of the celebrity and acceptance by audience when designing the celebrity endorsed advertisements for Lux. Because 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.

"The celebrity endorsement is high level through Television advertisements regarding of Lux in MNDS of Batticaloa district". Since celebrity endorsement through television advertisements has high level, every marketer should try to use celebrity endorsers in their television advertisements in order to increase the purchase intention for the "Lux" in MNDS of Batticaloa district.

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