

Impact of Television Advertising on Youth Female Purchasing Decisions with Special Reference to Fairness Cream Products

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The purpose of conducting the research is to find out the influence of TV advertising on youth female purchasing decision of fairness cream. Based on that the researcher seeks to answer the research problem of “Do TV advertisements have an influence over the youth female buying decision of fairness cream?” There is no previous studies were conducted in Sri Lankan situation and this is one of the reasons to attract the researcher’s attention of conducting the research.

Main objective of the study is to identify the influence of TV advertising on youth female purchasing decision of fairness cream.

Research is conducted based on AIDA model which is generally used to measure the communication effect of advertising. Both primary (questionnaire) and secondary sources (such as internet, publications and books) of data have been used. Data was collected from a hundred female respondents in Western province within the age limit of 15-29 years. Collected data was analyzed using descriptive such as tables, charts and inferential statistical tools (Correlation analysis) using SPSS 20.

In conclusion it was identified there is a weak relationship between TV presentation and purchasing decision of fairness cream and attention and purchasing decision of fairness cream while persuasive message, interest and desire having a significant moderate relationship with purchasing decision. Brand name has a strong relationship with purchasing decision.

Key Words: *TV Advertising; Purchasing Decision; Fairness Cream; Youth Female*